Like babies go for rattles

Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.
Go where there's GROWTH...

Bats and Burley

Everybody knows of famous "Louisville Slugger" bats, made in the world's largest bat factory at Louisville. Bats and other diversified wood products (furniture NOT included) rank fourth in importance among all Kentucky industries. Wood products sales in 1951 totalled $105,000,000, an increase over 1939 of more than 438%.

Equally famous is Kentucky's burley tobacco. The 1951 tobacco income was 222 million dollars, representing a gain of over 300% in 12 years. Kentucky leads the nation in farm income gains.

Go where there's GROWTH...

Go WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco
Here is the first issue of your new BROADCASTING • TELECASTING.
It is restyled from cover to cover. There are no gimmicks or frills.
News content isn’t curtailed; in fact, coverage is expanded feature-wise.

We had no concerted subscriber demand for a change. We undertook the job to give you a better, easier-to-read paper. This is in recognition of the changing times and the rapid growth of the fields we serve.

People are busier. There are more of them in this business of radio and television broadcasting on both sides of the rate card. More people do more things and make more news. Good housekeeping and prudent management dictate that this news should be presented in orderly fashion.

As you thumb through this issue, you’ll detect a new body-type face. It is Times Roman. It was selected because it provides maximum clarity with no boost in size. It is as new as the transistor.

There are three columns instead of four on the news pages. The headlines are more meaningful. Every “lead” story is highlighted in a blurb which gives you the substance in a twinkling.

There are no “jumps”—each story reads through to completion.

The book is side-stitched, utilizing ingenious new automatic binding equipment installed by our printers, the National Publishing Co., here in Washington.

The stock is heavier and whiter.

These are the mechanical changes, which keep abreast of the most modern techniques of the graphic arts.

Editorially, the newsmagazine is departmentalized, except for lead stories. You will find the same kind of news in the same relative position each week. The index on Page 12 is your infallible guide.

There is the new fully-integrated Feature section beginning on Page 75. Here are the “How To” articles; stories on successful campaigns; by-lines by people who have something to say; pieces on good business practices; new ideas.

(The new mechanical production process will make it possible to get reprints with little or no time lag. Overall production will be faster.)

Physically, this issue is a far cry from Vol. 1, No. 1, published on Oct. 15, 1931, at the bottom of the depression. We were a semi-monthly then, and our average issue ran 46 pages. (Now the average, without YEARBOOKS or the MARKETBOOK, runs 100 pages per week.) Then our staff totaled six as compared with today’s 60. Radio’s gross volume was $60 million. The 1952 figure, for radio and television, will eclipse $1 billion.

In founding “BROADCASTING, the News Magazine of the Fifth Estate,” our aspiration was to make it the written voice of the spoken medium. Our principal aim was to lend off the thrusts of the Government ownership advocates, who had succeeded in enslaving radio almost everywhere else in the world.

The success of the broadcast media was to be our success.

Today, our constant duty is precisely what it was then but with frontiers unlimited. We try to keep our readers the best informed in any art, profession or industry. Editorially, we call our shots as we see them.

We are mindful of our responsibilities and of your trust in us. You radio and television broadcasters, advertisers, agencies, engineers, artists, writers, producers, directors, manufacturers, syndicators, suppliers—and, indeed, Government in good times and bad—have created and developed these magnificent arts. We have been privileged to report this running story over these past 22 eventful years—the greatest success story of them all.

With this restyled newsmagazine we do not alter our editorial policy, philosophy or objectives. We have simply undertaken to give you a better paper. There are rough spots mechanically, which will be sandpapered and burnished as we hit our stride.

Editorially it’s unchanged. The same excellent staff is producing it. We like it.

We hope you agree.

Sal Taitshoff
Newest profit opportunity in television...

WLEV-TV
Bethlehem, Pa.
Allentown • Easton

the only single medium reaching the entire...

WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. Its market is long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES
New York     Chicago     Los Angeles     San Francisco
REUNION of old Mutual team of Frank White and William H. Fineshriber Jr. at NBC, with Mr. White assuming as of Jan. 2, is in ivide offering. Mr. Fineshriber, executive vice president of MBS, reportedly is resigning to join NBC about end of February as vice president and general manager of radio and television networks, reporting to John K. Herbert, vice president in charge of radio-TV networks. Vice president-general manager post was kept open when Mr. White left it to become president.

IMMINENT departure of William H. Fineshriber as executive vice president of MBS to join NBC, may mean Thomas F. O’Neil, MBS chairman and president, will take over immediate operating duties of network. His righthand bower in MBS and WOR-AM-TV operations is Glenn Taylor, vice president of General Tele radio, MBS-WOR-Yankee-Don Lee parent company, and former General Tire executive.

MOURNFUL predictions that expansion of TV station coverage across country will soon reach proportions beyond ability of advertising to support are not being taken as seriously as in former months. Market researchers point to increased advertising expenditures paralleling growth in national income, predict that further rises in years immediately ahead will be enough to support TV on full national scale without need to siphon funds from other media.

MORE AND MORE reports of out-and-out blackmail in filing of TV applications are being heard in Washington. It works this way: Formidable applicant is all alone on channel. New company is formed and files what amounts to strike application. Word gets to qualified applicant that business can be done and payoff is asked for either in cash or in stock interest. FCC is aware of this but apparently doesn’t know what to do about it. (See editorial, page 122.)

THERE MAY be veritable snowstorm of opinions in ABC-United Paramount merger decision by FCC but with five or possibly six of seven members reaching same conclusion (approval on all counts) but via different routes. Because case breaks down into half-dozen different components, it’s likely that several members may not see eye-to-eye on same problem. But so far as is indicated, only Comr. Hen nock will be all-out disserter.

THERE WON’T BE decision by FCC on ABC-UPT until week of Jan. 26 at earliest. That’s because Comr. Hennock, in serving notice to FCC of her intention to dissent, asked three weeks from Jan. 5 oral argument to prepare her views. Miss Hen-nock expected to take off against merger as one that ties together Paramount and DuMont, as well as ABC and UPT, and also Paramount’s half-ownership of Telemetry (pay as you go) and Chromatic Labs. (Lawrence color tube.) She lumps in DuMont’s three TV stations with ABC’s five and Paramount’s KTLA, arriving at nine stations—as in same orbit, thereby in violation of the five-station limit. Most, if not all, of her colleagues disagree.

PRELIMINARY results of first installation of automatic AM remote control operation equipment (no engineers at transmitter) under FCC experimental grant are reported most encouraging. Equipment has been installed by KEAR San Mateo, San Francisco Bay area, operating on 1550 kc. If experiments develop as predicted, significant aid will be afforded many small stations and way will be opened also for larger ones under emergency conditions with automatic equipment.

STATION representatives with radio station operators would make up their minds if advertising rate rises during the years. They report agency timebuyers reluctant to sign contracts at present rates so long as there is chance they will be lowered, fear decision may be postponed until advertising appropriations have been allocated to other media with rates currently more stable.

SIGNS appearing around networks that crackdown tactics will replace wrist-slapping if ad-libbing comedians insist on interjecting impromptu and off-color remarks despite firm bans.

MINDFUL of precedent set by Baltimore’s broadcasters during strike that closed schools in that city [B*T, Jan. 12], New York TV and radio station operators Friday were planning to preempt daytime hours and make them available to Superintendent of Schools Jansen and his staff should threatened strike of building maintenance personnel force shut-down of New York schools.

ALL-RADIO Affiliates Committee, formed in heat of first impending round of network radio rate cuts two years ago, will meet at Clearwater on Feb. 7, immediately after NARTB board sessions, to ponder its fate and, depending on that decision, consider possible lines of future activity. Industry-wide meeting of affiliates who formed and supported committee is expected in conjunction with NARTB’s Los Angeles convention, with Committee Chairman Paul W. Morency, WTCI Hartford, insisting this time he will make good his determination—expressed year ago but overruled by affiliates—to step down from chairmanship due to press of other business.

IN THIS ISSUE

LEAD STORY
Will the Republican administration clean house at the FCC? The answer probably will come this week. If it’s to be a thorough shake-up, chances are a new chairman will be brought in from outside. If the change is to be less drastic, Vice Chairman Hyde may be moved up. Page 27.

ADVERTISERS & AGENCIES
A dozen advertisers are buying spot schedules for spring, and two others are about ready with their plans. Page 30.

Blatt’s department store, Atlantic City, reports the latest results of its change from newspapers to radio as a basic advertising medium. The record: bigger sales, more out-of-town customers and a 22% increase in charge accounts. Page 28.

FACTS & FIGURES
More than 20% of the paid political time on TV networks during the 1952 campaign was broadcast in the last three days before the election. Page 32.

INAUGURAL
Radio-TV coverage of tomorrow’s Inauguration of Dwight D. Eisenhower will carry the proceedings to more people than have seen all other Inaugurations combined. Oath and Inaugural address will be sustaining coverage, but broadcasts of other events will be sponsored. Page 37.

GOVERNMENT
FCC grants 11 TV stations, to make a total of 197 authorizations issued since the freeze was lifted. About 700 applications await processing. Page 42.

EQUIPMENT
Comparable color TV system specifications are approved by the National Television Systems Committee. But before the group of representatives of leading manufacturers applies for FCC approval, perhaps three or four months of field testing must be done. Page 72.

FEATURES
Feature Section begins on Page 75.
The case for live television. Page 77.
Antelli’s pitch on radio and television. Page 80.
How to expand and improve the use of television by department stores. Page 84.

UPCOMING
Jan. 22-24: Canadian Broadcasting Corp. Board of Governors, Ottawa, Canada.
Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

(Other Upcomings, see "For the Record")

January 19, 1953 • Page 5
Watches, watches and more watches

Imagine! Over $2,500.00 worth of 17-jewel Curvex watches...52 brand new Gruens for you to give away free!
The Most Exciting GIVE-AWAY DEAL Ever to Hit Radio!

You get a
★ STAR-STUDDED SHOWCASE of musical entertainment!
   Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.

You get all the elements for a
★ SMASHING SALES-SUCCESS!
   Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' clue book. All assure an aware and ever-increasing audience.

You get
★ MORE SALES — MORE PROFITS! as the No. 1 advertiser in your market!

AMERICA'S NO. 1 FAVORITE!

THE GUY LOMBARDO SHOW
"The Sweetest Music This Side Of Heaven"

FREDERIC W. ZIV COMPANY
Radio Productions
1529 Madison Road - Cincinnati 6, Ohio
New York
Hollywood
The Purpose of Advertising is to get RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers — and that midwest people buy the products they hear about on WLS.

Listener loyalty produces advertising results.

Bristol-Myers 9 yrs.  
Ralston-Purina 12 yrs.  
Allied Mills 14 yrs.  
Black Drugs 9 yrs.  
Campbell Cereal Co. 23 yrs.  
Consolidated Products 12 yrs.  
Phillips Petroleum 9 yrs.  
General Foods 9 yrs.  
Standard Brands 7 yrs.  
Pioneer Hibred Co. 16 yrs.  
Chrysler Corp. 8 yrs.  
Oklahoma Overell Co. 16 yrs.  
Procter & Gamble 16 yrs.  
Carter Medicine Co. 15 yrs.  
Flex-O-Glass 16 yrs.  
Lever Bros. 8 yrs.  
Hulman & Co. 13 yrs.  
Little Crow Milling Co. 14 yrs.  
Colgate-Palmolive-Peet 10 yrs.  
Vick Chemical Co. 14 yrs.  
Murphy Products Co. 21 yrs.  
Groves Laboratories 10 yrs.  
Sterling Drug 9 yrs.  
Keystone Steel & Wire Co. 21 yrs.  
Metropolitan Life Ins. 8 yrs.  

ABC NETWORK 890 KILOCYCLES

50,000 WATTS CLEAR CHANNEL

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.
ABC Affiliates Urge Action on Decision

CALL for ABC affiliates to urge Senate Interstate and Foreign Commerce Committee members not to permit Congressional hearing to delay ABC-United Paramount Theatres merger decision, sounded by ABC Advisory Committee Chairman Roger W. Clipp (WFIL Philadelphia) in wire to all affiliates Jan. 13, has already brought action.

Quick check of half dozen members of Committee Friday afternoon showed they already had received wires. Among them: Sen. Homer E. Capehart (R-Ind.), two wires, letters; Sen. Warren G. Magnuson (D-Wash.), two wires, one letter; Sen. Andrew F. Schoeppel (R-Kan.), ten wires and letters, also one or two long distance telephone calls; Sen. Dwight Griswold (R-Neb.), one telegram.

Mr. Clipp's telegram to all ABC radio affiliates called attention to Broadcasting Jan. 12 story on Sen. Charles W. Tobey's intervention, referred to fact application had been before FCC for 19 months. Mr. Clipp also said:

"In my judgment, the merger would increase competition within our business and benefit the industry and the public... It seems imperative to me that the members of the committee understand the consequences that are resulting from the long delay in this decision. Naturally each ABC affiliate will have to decide whether or not it desires to take action, but after reviewing the situation as detailed in the trade press, I feel it my duty as chairman of your Advisory Committee to send you this message."

SPRAGUE AIR FORCE UNDER SECRETARY

ROBERT C. SPRAGUE, president of Sprague Electric Co., North Adams, Mass., and former head of Radio - Television Mfrs. Assn., will be named Under Secretary of Air Force, it was confirmed Friday at President-Elect Eisenhower's New York headquarters.

Appointment of Robert W. Burgess, former economist and actuary of Western Electric Co., as Director of Census, succeeding Roy V. Peel, was announced Friday.

Mr. Sprague, 65, is graduate of U. S. Naval Academy. He served with Navy until 1928 when he retired and founded company he heads. As Air Force Under Secretary, he will succeed Roswell L. Gilpatric, New York attorney.

Mr. Sprague brings to his new military post extensive experience in connection with tooling up of electronics industry for defense program, development of new materiel and conservation of scarce metals. He has been in close touch with Pentagon and has been key factor in connection with electronics gear used in modern military planes.

Active for years in RTMA affairs, he was elected president in 1950, serving as both president and board chairman until Glen McDaniel assumed presidency in 1951. He continued as board chairman until election of A. D. Plamondon Jr., Indiana Steel Products Co., in 1952 as both president and chairman.

Besides sponsoring and organizing Joint Electronics Industry Committee to serve as advisory liaison with military, he was member of many groups working with government. His parts manufacturing enterprise is one of most successful in electronics field.

Mr. Burgess, 65, is closely familiar with Census Bureau functioning. He has served in advisory capacity with the Bureau of Labor Statistics and is nationally known as authority on business techniques, economics and statistical methodology. He has served with Western Electric 28 years before retiring last July. Director Peel has been on leave from U. of Indiana, where he is member of faculty.

L'HEUREUX OPEN-MINDED

TREK to office of Robert D. L'Heureux, newly appointed chief counsel of Senate Interstate and Foreign Commerce Committee, has already been welcomed by proponents and opponents of ABC and United Paramount Theatres merger, urging their views on man who will be Sen. Charles W. Tobey's right hand assistant. Mr. L’Heureux, who hails from New Hampshire, same as Sen. Tobey, has already seen several of parties, is open-minded on subject, wants to get full facts so Sen. Tobey can hold hearing quickly.

Tea Council to Spend $1,500,000 on Promotion

U. S. TEA industry and three major tea-producing countries—India, Ceylon and Indonesia—agreed to spend $1,500,000 annually to promote sale of tea here. Tea-producing countries and industry will be partners in non-profit corporation to be called Tea Council of United States of America, replacing former Tea Council. First chairman will be Robert B. Smallwood, president of Thomas J. Lipton. Tea council has used radio-TV spot campaigns in fall and spring (see story page 30 on Cuba sugar spot radio drive).

• BUSINESS BRIEFLY

BOSCO TO APPOINT • Bosco Co., New York (flavored drink), TV advertiser now handled by Robert Orr & Assoc., expected to appoint Rathrauff & Ryan, New York, as its advertising agency, effective shortly.

FORD PLANS • Frederick Lewis Allen and his wife, Agnes Rogers, will write and Leland Hayward will produce Ford Motor Co.'s two-hour, two-network television anniversary program in June.

13-WEEK RADIO-TV • Pinck & Ford Ltd., New York (My-T-Fine desserts), is planning spot campaign in 30 radio markets and about 18 television markets, effective mid-February for 13 weeks.

P & G PLACING • Procter & Gamble, Cincinnati, for Ivory Flakes, placing 52-week spot announcement radio campaign in scattered list of markets. Agency is Compton Adv., N. Y.

EARLY MORNING RADIO • Sinclair Refining Co., New York, scheduling early-morning radio spot announcement campaign to start early in March and run through end of year. Agency is Morey, Humm & Johnstone, N. Y.

CHICLE BACK • American Chicle Co., New York, on behalf of its Dentyne chewing gum is returning to radio with spot campaign which dancer-Fitzgerald-Sample, N. Y., is placing effective Feb. 9 until early June.

ONE-MINUTE RADIO • Virginia Dare Wine, N. Y., through David Mahoney, N. Y., buying one-minute radio spots in and around programs that appeal to male audiences, starting Feb. 9 in scattered 75 markets.

WYATT & SCHUEBEL NAMED • Langlin, Wilson, Baxter & Persons, of Houston, to appoint Wyatt & Schuebel, N. Y., as its television and radio department, effective immediately.

GENERAL FOODS BUYS • General Foods Corp., New York (Post Toasties, Calumet), starting Robert Q. Lewis Little Show on CBS Radio, Mon.-Fri., 4-4:05 p.m. EST beginning Jan. 21. General Foods, for same products, also signed for sponsorship of Rocky Jordan on Columbia Pacific Radio Network, Fri. 6-6:30 p.m., PST, starting Jan. 23. Agency: Foote, Cone & Belding, N. Y.

Stender, Lewis VPs

H. GILBERT STENDER and William H. Lewis Jr. elected vice presidents of Benton & Bowles, New York. Mr. Stender has been with agency since 1934, Mr. Lewis since 1951.
Santa was snowed under in sunny WAGA-land...

13,624 LETTERS IN 19 DAYS!

Maybe it was Miss Atlanta, Santa's helper, or the old chap himself, played by our own Tom Doster—or the chance of having him read their letters on WAGA-TV that caused an average of 717 kids a day to write. But the fact is: this 15-minute show, Monday through Friday at 6:15, pulled a total of 13,624 responses from 133 counties in 5 states between November 28 and December 24.

For audience...for coverage...for results...let WAGA-TV play Santa Claus to your sales program every day in the year.

waga-tv
CHANNEL 5
CBS-TV IN ATLANTA, GA.

Represented Nationally by the Katz Agency, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago
Ford Grant Earmarked For Chicago Educational TV

FORD FOUNDATION has promised $150,000 to buy transmitting equipment for non-commercial, educational TV station in Chicago. That, plus $175,000 already budgeted by Chicago Board of Education for studios and facilities, may be enough to put station on air. Biggest problem yet unsolved is how to finance operations. Plan is to solicit contributions from public, business concerns and philanthropic foundations.

Non-profit corporation which would build and operate station on reserved Ch. 11 is expected to be incorporated soon with co-operative participation of 11 organizations, including schools and cultural groups. One condition of Ford grant: Title to equipment bought with $150,000 grant would remain in foundation’s name for at least five years.

KTLA Request Refused

REQUEST OF KTLA (TV) Los Angeles that FCC “take such action as it deems necessary” to permit KTLA (TV) to simultaneously rebroadcast radio station KTLA on local NBC, CBS and ABC owned TV outlets, was turned down by Commission Friday. In telegram to Klaus Landsberg, vice president of Paramount Television Productions Inc., KTLA (TV) licensee, FCC said Commission “has considered your complaint and the responses [of the networks] and does not find that any action is warranted.”

Mr. Landsberg’s complaint, dated Jan. 1, told Commission his rebroadcast request was refused by NBC and other networks had not replied. KTLA (TV) offered to share line and microwave charges for event, explaining no facilities were available for its own use. Copr was sent to Rep. Harry B. Sheppard (D-Calif.). Networks, in reply, explained refusal did not deprive anyone of service while ABC-TV observed grant of request would cause “wasteful duplication and loss of audience for networks” to the detriment of those making possible the wide dissemination of this program.”

DuMont Billings Up

DuMont TV network had gross billings of $10,531,839 for 1952, increase of 35.6% over 1951 gross, Chris J. Witting, director and general manager, announced Friday. Food advertisers accounted for largest billings, aggregating $2,756,901, with drug advertisers second with $2,073,547, followed by beverage sponsors, $992,614; appliance advertisers, $905,134; tobacco clients, $903,810.


KIEVE TO GOP POST

ROBERT S. KIEVE, copywriter at CBS Television, named special assistant to Emmett F. Hughes, administrative assistant to President-elect Dwight D. Eisenhower. With CBS and CBS-TV since 1950, Mr. Kieve served under Mr. Hughes at U. S. Embassy in Madrid from 1943 to 1947, was program director of WGVA Geneva, N. Y., 1947-1950.

KOB Hearing Set

HEARING on extension of special service authorization of KOB Albuquerque, N. M., for operation on 770 kc, scheduled Jan. 26 before Examiner James Cunningham, has been postponed to Feb. 11, FCC reported Friday. Examiner denied petition of WBZ Boston for continuance until April 1.

5 New Applicants

LATE last week five more applicants filed for new television stations at FCC (earlier applications, page 116). They were:

Fort Smith, Ark.—Raymarkie Television Co., vhf Ch. 5; ERP 32 kw, visual antenna height above average terrain 200 ft, construction cost $280,450, annual operating cost $196,000, revenue $440,000. Owners, Raymarkie (general contractor); Tustin & Tustin (general contractors), Dallas.

Boston, Mass.—Greater Boston Television Corp., vhf Ch. 5; ERP 100 kw, visual antenna height above average terrain 358 ft. Cost $205,000, annual operating cost $120,600, revenue $300,000. Owners, Lowell, Mass., as writer.

United States Television, Inc., vhf Ch. 10; ERP 47 kw, visual antenna height above average terrain 185 ft. Cost $133,000, annual operating cost $93,000, revenue $250,000. Owners, A. H. Baker, A. E. Roads, J. M. Cooley.

Baltimore, Md.—Baltimore Community Television, Inc., vhf Ch. 2; ERP 2 kw, visual antenna height above average terrain 120 ft. Applicants are members of group which bought station on air.

KABC Hearing Set

HEARING on extension of special service authorization of KABC Los Angeles, Calif., for operation on 1450 kc, scheduled Jan. 26 before Examiner James Cunningham, has been postponed to Feb. 11, FCC reported Friday. Examiner denied motion of WBZ Boston for continuance until April 1.

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SAG Settlement Close?

EARLY SETTLEMENT of Screen Actors Guild’s strike against producers of TV filmed commercials was viewed as possibility Friday as negotiators ended five straight days of talks in New York. Sponsor for producer hined progress had been made in negotiations but said he could offer no statement. Parties agreed last week to renew negotiations to settle seven-week-old dispute (B&T, Dec. 12, 1952).

Network to South Bend

NETWORK TV facilities were made available to WSBT-TV South Bend Friday by connecting it to Cleveland-Chicago circuit, AT&T announced. Bell system nationwide TV network now serves 116 stations in 73 cities.

Paley Urges Sept. 1 Campaign Kickoffs

LAGRALLY on basis of television’s growth, shortening of presidential campaigns by moving national political conventions from July to about Sept. 1 was advocated by William S. Paley, CBS board chairman, in speech prepared for delivery Saturday night. He was to address Poor Richard Club in Philadelphia, which gave him club’s gold medal achievement award—his second—for “contribution to the strength of the nation through his service to government.”

Caleb Coffin, 44, advertising manager and director of public relations for E. R. Squibb & Sons Inc., died Thursday in his home in New York after illness of several months. He joined Squibb in 1945 after wartime service with U. S. Air Force, from which he was discharged as lieutenant. He had served previously as account executive with John Price Jones, fund raising organization.

David R. Fenwick, Los Angeles account executive for Calkins & Holden, Carlock, McClintock & Smith, New York, has been elected member of Presidents Associates of Occidental College.


Edgar Kobak, owner of WTW-Thompson, Ga., business consultant and president, Advertising Research Foundation, will be keynote speaker at all-day meeting of New York chapter, American Association of Radio & Television, Jan. 31 at Hotel Astor. His topic: “Of mice and women in broadcasting and telecasting.”

John Hargreaves, 30, assistant night operations supervisor at NBC, died in fall from his 10th floor apartment in New York Friday when he apparently was overcome by smoke or panic from fire in his home. He joined NBC as page in 1942, and worked in music library before assuming present post.
RADIO
STATION
KFMB
Is
Now
CBS
RADIO
NETWORK
in
San Diego,
California
550 on Dial

John A. Kennedy,
Board Chairman
Howard L. Chernoff,
General Manager

Represented by
The BRANHAM Co.

Advertisers & Agencies........ 28
At Deadline............... 11
Closed Circuit ............ 5
Editorial ................ 122
Educational ................. 103
Equipment ............... 72
Facts & Figures .......... 31
Film ........................ 68
For the Record .......... 111
Government ................ 42
In Review ................ 14
Inaugural ............... 37
International ........... 102
Lead Story ................ 27
Networks ................. 66
On All Accounts .......... 24
Open Mike ................ 20
Our Respects .......... 18
People ................ 99
Personnel Relations .... 74
Professional Services ... 98
Programs & Promotion ... 96
Program Services ........ 71
Special Feature Section ... 75
Stations ................ 56
Trade Associations ...... 54

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One will get you twenty thousand in

Big Aggie Land

WNAX's $3.5 Billion Countrypolitan Market

YOUR CLASS A CHAINBREAK on WNAX reaches a potential audience of 20,000 radio homes for $1. The potential approaches actuality because WNAX is heard 3 to 7 times a week in 80% of Big Aggie Land's homes.

One of the reasons for such acceptance is the Farm Service Dept. It airs 53 programs every week; its personnel travel 50,000 miles annually, reporting on all activities of interest to farm listeners. Its Farmstead Improvement Program caused "face-lifting" throughout Big Aggie Land—and earned the approval of just about everybody.

ONE OF THE world's richest agricultural areas, Big Aggie Land is 267 counties in Minnesota, the Dakotas, Nebraska and Iowa—a million radio families with at least two things in common: money to spend ($3\frac{1}{2} billion annual retail purchases); and the habit of listening to WNAX (which averages more than 3 times the share-of-audience of any competing station).

As a market, Big Aggie Land is surpassed only by metropolitan NYC and Chicago. One station—and only one—delivers these countrypolitan riches—solidly. That's WNAX, where you belong for economical selling. For proof, check with our national reps, the Katz Agency.
IN THE light of the continuing surveillance against possible encroachments on its hard-won freedoms, CBS-TV recently recalled its indebtedness to a humble German printer in observing National Printing Week.

It also seems peculiarly proper that television—newest member of the communications family and now seeking its own level alongside established printed media—should give added impetus to the recounting of the heroic struggle of John Peter Zenger for freedom of expression.

CBS-TV's revival of this pre-Revolutionary War drama, it should be reported at the outset, was an artistic and technical triumph—one in the highest tradition of its Studio One productions.

Within the art form of the television drama, the Westinghouse play unfolded with admirable restraint and luster under the skillful hand of Fletcher Markle, not to ignore for a moment the superb casting. For Mr. Markle it represented a distinct achievement worthy of accolades once accorded Worthington Miner, former Studio One producer.

Some viewers may have found it difficult to project actor Eddie Albert into the title role, remembering his portrayal in "Brother Rat" and other light-hearted endeavors. But Mr. Albert is equal to the characterization, partly because of the underdog nature of his role and the sterling performances by others in heavier sequences.

The Studio One television opens prior to Zenger's establishment of the New York Weekly Journal (the city's second newspaper), and after his apprenticeship with William Bradford on the Gazette in November 1733. There is popular dissatisfaction with the Gazette, a virtual government organ, and with Mr. Bradford, who also served as the King's Printer for the Province of New York.

Assisted financially by those opposed to Gov. Cosby, the humble Zenger recovers his early indifference to any thought of launching a popular newspaper in conflict with the ruling power.

The cameras faithfully record Zenger's momentary inner conflict, the urging of backers and the start of the "Weekly Journal." But it is when the scenes shift to the Governor's quarters that Studio One's production blossoms into first-rate drama—thanks to a brilliant portrayal of Cosby by Jacques Aubuchon.

The play unfolds forcefully in these scenes: Zenger's arrest in his printing shop in 1734; his appearance before and denunciation of Gov. Cosby; discussions between the tyrant and his attorney-general, Delancey; the prison scene with Zenger and his wife, and—as the denouement—the persuasive jury speech by Zenger's attorney, Andrew Hamilton (graphically played by Frederic Worlock), who comes out of retirement to handle the case.

Mr. Hamilton methodically refutes the concept that "the greater the truth, the greater the libel" and redefines truth as a justifiable defense, while admitting that the Zenger Weekly-Journal was scandalous, malicious and seditious. It is here, and rightfully so, that the camera is trained closeup to best advantage as Hamilton defines a court interpretation of libel and carries Zenger's case to the jury which acquitted him.

It is this reviewer's opinion that Studio One's version of the trial—and particularly Mr. Worlock's portrayal—will rank among the high points of television drama, this or any year.

THE GHOST OF HAMLET


SOONER or later, someone was bound to do "Hamlet" as a daytime serial. The most famous of Shakespeare's tragedies is, when one stops to think about it, an almost perfect model of a soap opera plot.

Here is murder, brother murdered by brother. Here is avarice, the murderer inspired by a longing to inherit his brother's kingdom and by lust (here is sex) for his brother's wife.

Here, most requisite of all, is the bewildered central character, caught in a web of troubles not of his own making, the hapless victim of the "slings and arrows of outrageous fortune." Here is psychiatry, the son seeing his father's ghost, hearing it demand that he avenge his father by murdering his uncle.

Here is plot and double plot, the play within the play to catch the guilty off guard and force a confession, the accidental murder by the hero of his sweetheart's father, driving the sweet young girl to suicide and her broder and lover to fighting over her grave. Only the final scene, where a fencing match is turned to mass murder through the introduction of poisoned foils and poisoned cup, would be avoided or altered to save today's sudsy hero for new adventures.

Even that did not bother Jay Bennett, writer of the TV script "The Ghost of Hamlet," which presented five mornings a week, 11:45 a.m. to noon, on the DuMont TV Network. For this presentation was one of a series, each complete in itself, telecast under the generic title of "One Man's Experience," which can go on forever re-

Studio One

BOB HOPE is a package now, a day and night personality not much different from the character who has been regaling radio audiences for 15 straight years.

As in the Year One of Hope, who started in radio in 1932 and has been on regularly since 1938, he relies heavily on the topical gag, the self-promotional gag, the girl gag, the gag in general, and Bing Crosby.

His daytime programs, a quarter-hour of nonsense heard 11:45-12 noon Monday through Friday on NBC, started in November. His evening show, a half-hour each Wednesday, also on NBC, is linked to the morning series both by contract (an estimated $2 million a year for the package) and by format.

The main difference between the quarter-hour morning show and the half-hour evening show is 15 minutes. Like those that made and kept him a favorite, both sizes are compounded of gags, guests and gags. It's still a pleasant combination, the way he does it.

Day or night, he starts off with the usual staccato-fire of wisecracks. On the morning this reviewer was paying attention, the latest Hope motion picture—"Road to Bali"—was, as seems to be the case more often than not, tossed into the laugh mill and wrung dry, along with the comic's customary concern with taxes: "I wouldn't mention it, except I have a government to support." Then the Crosby jokes: "This is probably our last 'Road' picture—unless Bing gets a new girlie, the next one will have to be a freeway."

And so on.

Both morning and evening shows are transcribed, and many of the longer ones are to be done before military audiences, which certainly are a Hope show's best showcase. Last week it was at Fort Ord, Calif., and the audience was more than obliging. Friend Crosby's appearance as a guest helped, but friend Hope was getting his laughs anyway.

BOB HOPE

THE BOB HOPE SHOW

NBC Radio, Mon.-Fri., 11:45-12 Noon EST; Wednesday, 10-10:30 P.M. EST. Sponsor: General Foods Corp. Agency: Young & Rubicam Inc.

Star: Bob Hope.

NBC Program Manager: Harry Bubeck. Producers: Writer Bill Lawrence, morning shows; Jack Hope, evening shows. Announcer: Bill Goodwin. Writers: Howard Blake, Freddie Fox, Mort Lachman and Chuck Stewart, on morning shows; Larry Marks and Norman Sullivan on evening shows.

Jack Manning

Hamlet in a trench coat

gardless of what happens to any particular set of characters. Normally, each drama runs its course in a single Monday-to-Friday week. For "Hamlet" the time was extended to two weeks.

The basic difference between One Man's Experience and other TV serials is that the complete story is presented by a single character, who on a bare stage enacts the central role and narrates the story, an idea of high economic appeal in these days of general complaint over the rising costs of TV production. As produced by Lawrence Menkin, each day's episode opens with a long shot of an actor, trench coated but hatless, crossing the studio against a background of stacked flats, while the announcer proclaims: "From the naked stage of a television studio, an actor comes into your living room."

The actor, Jack Manning, as Hamlet, gave the customary resume of the plot to date, followed by the formal opening title and credits. (The opening commercial would also go there if the program were sponsored.) Then, in slacks, pullover and shirt open at the throat, Hamlet plunged into the day's action, reciting the story in modern English, larded with many pertinent and all the familiar lines from the play itself.

With such a role and with his face in close-up much of the time, Mr. Manning deserves full credit for playing it straight and resisting the temptation to overact. Mr. Bennett also merits high praise for a script which kept the involved plot line intelligible to the lay viewer without unduly offending any Shakespearean students in the audience. Mr. Menkin, too, rates commendation for presenting in the informal manner appropriate to this daytime series a drama usually staged with the full panoply of costumes, scenery and special effects.

But for all that, the fact remains that "Hamlet" was not conceived as a one-man show. Its characters are kings, queens and nobles, whose accustomed background is pageantry and pomp; its plot deals not with common but with royal intrigue; it calls for velvet and ermine and a grand setting, not slacks and a bare stage.

So while Messrs. Menkin, Bennett and Manning are to be complimented on a project that was interesting, challenging and courageous, the outcome could not honestly be called a complete success. It was, however, an experiment well worth undertaking and it is good to learn that DuMont plans to repeat the two-week serial "The Ghost of Hamlet" early in February.
some spots are better

For the best spot, at the right time, at the right place
than others

Boom or bust... it's all in the way you plot the spots. And it's a story with a happy ending every time you use the television stations represented by NBC Spot Sales.

These stations take a personal interest in making your spot TV advertising a sales success. Their merchandising activity, for instance, has paid off for advertisers in nine leading markets. Direct mail... point-of-sale displays... on-the-air and newspaper promotions... calls on key outlets by local TV personalities... all these and more help sales curves climb.

By every measure, spot TV advertising is your best media value today. Just call your NBC Spot Salesman now and you'll be all smiles when you plot the spots on your next sales chart.
SEVERAL years ago a youthful-looking speaker, partially hidden behind a huge pair of horn-rimmed glasses, stood on the stage of the Eighth Street Theatre in Chicago. His audience was a group of young broadcasters, some of whom must have wondered why this quiet-speaking lad had been selected to tell them how to run their business. Before Simon (no middle name) Goldman had uttered a half-dozen paragraphs, his NAB convention audience was listening attentively. These veteran broadcasters were told to get off their posteriors and get out on the street where neglected dollar bills were waiting to be plucked. They were told that local industries—even the heavy ones—were good prospects for station business. The speaker even suggested that every program on a station's schedule should be built for sponsorship.

The compelling logic and tireless energy of the WJTN Jamestown, N. Y., general manager, abetted by a genial personality, have carried him to national prominence as member of a number of NARTB (nee NAB) committees. Locally he's prominent, too—so prominent that it would probably take a foot or so of column space just to list the organizations.

Stresses Local Activity

This local activity is part of his business philosophy. Si Goldman contends that every station should give liberally of its time and facilities to local projects. He feels just as strongly that every station executive and employee should be active in civic work. This philosophy obviously pays because WJTN and its manager have long been known far beyond the western New York area as an outstanding example of local station operation.

Si Goldman is strictly a New York Stater. Born in Carthage, N. Y., Jan. 18, 1913, he attended primary and high school in that city. In 1931 he entered Syracuse University, majoring in advertising and adding a radio course under Dean K. G. Bartlett. He was graduated in 1935 magna cum laude.

That first taste of radio on the campus led him into the offices of WSYR Syracuse as merchandising manager. A few months later he became sales manager of WJTN and he has been there ever since, aside from a brief turn at WSYR in 1938 and a tour of Army duty during World War II.

WJTN named him general manager in 1940, following a few months later with a vice presidency and directorship. In 1943 he enlisted in the Army, serving in Europe 18 months as a member of the Communications Div. of the 12th Army Group. Returning to Jamestown after 2½ years in the service, he resumed his position as WJTN vice president and general manager.

When the industry's trade association decided to set up a division devoted to small market station activities, Simon Goldman was named a member of the Small Market Stations Executive Committee. That was in 1946. A year later he became its chairman and was active at the special small market station portion of the 1947 NAB convention at Atlantic City.

He was named to the NAB Radio Committee in 1949, becoming its chairman in 1950. Last autumn he was elected secretary of Broadcast Advertising Bureau. He is a member of BAB's Executive Committee.

Solved at Syracuse Sessions

Syracuse U. honored Mr. Goldman in 1949 by selecting him from a field of 500 alumni for "outstanding work in the management field of radio." This citation was awarded on the first annual Radio Journalism Day of the university.

The list of Si Goldman's activities starts with the Community Chest, of which he is vice president. He has headed various divisions and groups of the chest for many years. He is chairman of the Business Development Committee of the Jamestown Chamber of Commerce and is a board member of the local YMCA, Jamestown Girls Club and Chautauqua County Fair Ass'n.

Other affiliations, many in an official capacity, include Jamestown Advertising & Sales Club, Red Cross, Kiwanis Club, and director and past president of Little Theatre of Jamestown. An enthusiastic golfer, he belongs to Moon Brook Country Club and last summer attained a lifelong dream—a hole in one. He's quite a sailor, too, and belongs to Chautauqua Lake Yacht Club. He is a former city men's doubles champion in badminton and also held the mixed doubles championship.

In 1948 he married Mauricie Finer. They have a two-year-old son, Richard Michael.

Mr. Goldman is one of the early and enthusiastic advocates of programming as against spots. He decided years ago to concentrate on getting advertisers into programs, with spot rates priced high and limited in number. Many of these spot buyers can be converted to programs, however, he points out.

One of his outstanding Jamestown feats in the '40s was to get every department store in the city on WJTN, the largest spending as much as 80% of its budget on radio, the second 50% and the third 30%. This selling of local retail and wholesale accounts provides a stimulus that is felt all the way up to the manufacturer, he argues.

our respects

to SIMON GOLDMAN

Represented Nationally by
Weed Television
Mr. Time Buyer...

RADIO and TELEVISION MARKETS

care of thinking about

TELEVISION
Channel 6

WTVN TV
COLUMBUS OHIO

Tops in local programming, the best from ABC and Dumont, merchandising assistance plus, years of practical know-how, and the most modern TV facilities in the country are yours when you specify WTVN TV to do the job.

RADIO

WIKK
ERIE, PA. - 5,000 WATTS

Here's a 5000 Watt ABC Affiliate with top cooperation—plenty of teamwork to give you SALES—more and more the choice of local advertisers.

TELEVISION

WICUTV
THE ERIE DISPATCH STATION
ERIE, PA.

The winner of top TV merchandising awards—all four networks, and now with 100% more power. The only TV outlet in Erie, Pennsylvania's Third City.

RADIO

WHOO
ORLANDO, FLA.

10,000 WATTS

Local people in the know buy Orlando's WHOO. Many outstanding success stories are being written here. Its 10,000 Watts will sell for you in Florida.

WRITE FOR FULL DETAILS

EDWARD LAMB Enterprises INC.

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

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTYN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Kneal, Inc.
WIKK—Erie, Pa.—H-R Co.
WTOD—Toledo, O.—Headley-Reed Co.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction
Opening Mike

Here It Is

EDITOR:

A bouquet for your publication. I read it from cover to cover every week, and a quick shuffle through our agency’s Monday mail is always first on the docket. I don’t see how you can improve it very much, so I’m awaiting the appearance of the “new” B&T next week with a great deal of interest.

George Brenard
Radio Director
Hugh Wagenesse & Assoc.
Dayton

Text for Today

EDITOR:

I came upon a few verses from the Bible which for prospective television station operators present more truth than poetry. I thought you and your readers might get a kick out of them.

Luke 14:28-30 “For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply after he hath laid the foundation, and is not able to finish it, all that he build begin to mock him, saying, “This man began to build and was not able to finish.”

Ain’t it so?
Hugh A. Smith
V. F. & Genl. Mgr.
KXX Seattle

[EDITOR’S NOTE: Does this passage, which Mr. Smith quotes correctly, entitle Luke to be a patron saint of television station builders?]

* * *

Bang

EDITOR:

It would be appreciated if... any advertising agency or organization that mailed anything to... WMIK would check with us on any business mailed during the week of Jan... Maurice K. Henry
General Manager
WMIK Middlesboro, Ky.

[EDITOR’S NOTE: The truck delivering mail to Middlesboro the afternoon of Jan. 9 blew up and its cargo was destroyed.]

* * *

High Rentals

EDITOR:

We have found a substantial new source of income for AM, FM and TV stations which is largely untapped, and, believe it or not, it’s income that does not require one cent of expense on behalf of the station. You are undoubtedly familiar with the expansion of various radio services used for dispatching taxicabs, trucks, etc. The power limitations on the crowded frequencies are extremely strong, so the only possibilities of increasing coverage are through additional antenna height.

In many cities the highest point in the area is an AM, FM or TV tower. By contacting those who have such radio services as well as companies which sell mobile radio equipment, it is possible to secure a considerable number of very favorable lease agreements providing for the location of these antennas on the regular AM, FM or TV transmitting tower.

When properly installed, a number can be used with no interference whatsoever with the primary service or with each other.... Please don’t get the idea that I am in any way minimizing the original purpose for which the tower was built. However, I think it is very poor business to close our eyes to a considerable source of income which involves no expense whatsoever... . . .

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

Animal Act Again

EDITOR:

Just a few weeks ago, WBZ-TV borrowed a baby elephant from the world-famous Chase Animal Farm, for the television program, Animal Fair. Because none of the freight floors were wide enough, this “baby” (2,000 pounds) had to be escorted through the main lobby to the television studio. With the elephant in the picture is the owner of the animal farm. [For Animal Fair story, see page 86.]

I guess this ought to top the other animal stories in your recent “Open Mike” columns.

Joe Cullinan
Publicity Director
WBZ-TV Boston

Ownership

EDITOR:

On page 90 of the Jan. 12 edition of Broadcasting & Telecasting under the new TV applications heading, it is stated that Arthur H. Croghan an applicant for uhf television at Santa Monica, Calif.,... is... the owner of a 5.6% interest in WBK Detroit. This is erroneous. As I believe you know, Storer Broadcasting Co. is the sole owner of WBK-AM-FM-TV in Detroit...

John B. Poole
Secretary
Storer Broadcasting Co.
Detroit

[EDITOR’S NOTE: In routine processing, B&T failed to correct a statement made officially in the application that Mr. Croghan filed with the FCC.]

* * *

Help Wanted

EDITOR:

Anonymously, I would like to expound on a deplorable situation which doubtless is shared by other members of the broadcasting family. Each week your columns carry many alluring advertisements of available positions—too often with the tag: “Send complete details first letter with disc and photo, Box so-and-so.” Has it been the experience of others who answer these ads to find that after careful preparation of the required credentials no answer whatever is forthcoming?...

The station involved should not only acknowledge the application but should advise the
applicant one way or the other and also return the photo, tape, etc. . . .
Thanks for B*T. It tops my kilocycles.
Name withheld

* * *

It Was Wonderful

EDITOR:

... This is an excellent time to compliment you upon the excellent service rendered the industry by Broadcasting*Telecasting. As I see it, your material is outstanding and you may be sure I will continue to be among your regular readers.

As a result of the “Strictly Business” column, I heard from many old friends. It was wonderful.

S. J. Reulman
Pacific Coast Manager
The Katz Agency Inc.
San Francisco

* * *

Capital Offense

EDITOR:

This is a suggestion for your “style sheet”—as a New Year’s Resolution:

Whenever you print the noun—Radio-TV,

Please spell “Radio” with a capital “R”—thus giving Radio the courtesy of capitalization, as Television is “TV.”

It’s a big little thing to do; but it will help!

Don Davis
President
WHB Kansas City, Mo.

[EDITOR’S NOTE: Since “television” is not capitalized when spelled out, it would be inconsistent to capitalize “radio.” However, B*T will continue to capitalize “AM,” the abbreviation for radio, as it capitalizes “TV.”]

* * *

Demotion

EDITOR:

An error in the [Jan. 12] Broadcasting*Telecasting . . . states that James Leonard has been appointed to the post of sports director for WLWC Columbus.

. . . The original release announced the appointment of James Crum to this position. James Leonard is general manager of WLW-C and announced James Crum’s new post . . . .

Louis A. Gallop
Director, Client
Service Dept.
WLWC (TV) Columbus, Ohio

[EDITOR’S NOTE: B*T’s apologies to Mr. Leonard and to Mr. Crum, who is pictured below.]

Mrs. Lucille Simmons
Lake-Spiro-Shurman, Inc.
Radio Center
Memphis, Tenn.

Dere Lucille:

Our postmastur here shure needed some St. Josephs aspirins at Christmas time becuz we shure had a batch of mail. He sees that Charleston’s mail has been larger each yere for about 25 yeres. Th’ only way peeples kin buy more stamps and send more packiges is to earn more muney and spend more of it which is what they must hev done. Uncle Sam’s mail is just one of th’ records we’re settin’ here. Another record was set by WCHS with 5,000 on 580. Th’ stashun dun better in ’52 then ever before. I reckon that means a hull lot of mighty satisfied advurtisers on th’ Number One Stashun in th’ state just like there is a big bunch of peeples in th’ state who’ve been hearin’ about St. Josephs on WCHS for many yeres.

Yrs.,

algy.

CBS
WCHS
5,000 watts
580 KC
Charleston, W. Va.

Represented by Branham
What makes a tree grow?

That question is an easy one ... up to a certain point. Botanists will tell you the tree gets energy from the sun so that it can convert nutrients and moisture into growth. They call the process photosynthesis.

But ask just how the process operates, what actually happens in the plant's cells ... and they can only shake their heads. That is still one of nature's secrets that has so far eluded the probing of science.

The effects of radiation on living cells is one of the subjects under study in the Biology Department of Brookhaven National Laboratory, on Long Island, founded by leading universities under contract with the Atomic Energy Commission. Brookhaven's primary aim is to produce new knowledge of the atom, the basic building block of the physical world. Working alongside the physicists, chemists and other scientists at Brookhaven are botanists, geneticists and medical scientists, whose interest lies in the application of atomic tools to the quest of new knowledge in their own respective fields.

Equipment Brookhaven scientists are using in their studies of the atom includes the cosmotron. Nothing like the cosmotron has ever existed before. Its main element is a gigantic doughnut-shaped magnet 235 feet in circumference, and built of Bethlehem steel. We made the 288 individual blocks that compose the magnet at our plant at Bethlehem, Pa., and shipped them to Brookhaven, where Bethlehem engineers put them together to form the complete magnet.

Scientists at Brookhaven are placing great reliance on the cosmotron to help them in their task of further unlocking the mysteries of the atom, and in applying that new knowledge for the benefit of mankind.

BETHLEHEM STEEL

Page 22 • January 19, 1953
WHEN A BIG CONTRACT HINGES ON A SHOWING...

Here's how to project your TV previews

Important money rides on a film preview for a client, whether the client is local or national.

That's why it makes sense to screen your shows and commercials at their very best in image and sound quality. You can do it with the projector which has set a new standard of performance in the 16mm. field...the Eastman 16mm. Projector, Model 25.

Its new-design principles include a special sealed-in-oil bath movement which transports films surely, easily, and quietly. This movement, and the main projector mechanism, blower, and reel arms are all driven by separate but synchronized motors. Operation is smooth, dependable, trouble-free.

Images appear on the screen superbly brilliant, sharp from edge to edge. Projected by Lumenized Kodak Projection Ektar Lenses f/1.5 (choice of five focal lengths), they represent the finest optical system ever designed for 16mm. projectors.

Sound is amazingly faithful. The Model 25's sound drive is so stable it eliminates mechanical flutter. And whatever the film, you can always focus sound optics for optimum reproduction.

These are some of the reasons the Model 25 is being used for previewing films in so many TV stations, including network originating stations. Your Kodak Audio-Visual Dealer will be glad to give you complete details on this remarkable projector...ask him, too, about the Pageant, Kodak's new portable 16mm. sound projector, and about the supersensitive Cine-Kodak Special II Camera—or use the coupon.

The Eastman 16mm. Projector, Model 25
is available in both tungsten (shown above) and high-intensity arc models. Designed for permanent installation, it is portable with minor disassembly.

The 16mm. Kodascope Pageant Sound Projector
is popular with TV salesmen for showing TV films in clients' or advertising agencies' offices. Top tonal and picture quality among portable sound projectors; "lifetime" lubrication.

The 16mm. Cine-Kodak Special II Camera
ideal for filming commercials, news events—most any TV assignment. Amateur in ease of operation, its built-in ability to make fades, dissolves, multiple exposures, animations, and other features establish it as professional in scope.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Please send me the booklets checked: ☐ Eastman 16mm. Projector, Model 25;
☐ 16mm. Kodascope Pageant Sound Projector; ☐ 16mm. Cine-Kodak Special II Camera.

NAME
POSITION
COMPANY
STREET
CITY
STATE (Zone)

Kodak TRADE MARK
ONCE UPON A TIME THERE WERE TWO BEARS...

Their names were Bosco (on the left) and Bertram (on the right). They lived in a park and were fed by sightseers who usually rewarded the bears' antics with juicy morsels. Bertram died recently...starved to death. It seems that the tourists ignored Bertram and fed Bosco.

The picture tells the story. Both bears have the same entertainment assets but Bosco is "advertising" his wares by bellowing out for all to hear. Result: Bosco's advertising brought in the business (juicy morsels) while Bertram starved to death.

There are Boscos and Bertrams in the business world. Both have good products to sell but the Boscos are "telling the world" about their businesses by "bellowing out" their sales pitches over Radio, while the Bertrams quietly wait for business and just as quietly go out of business.

Radio brings in the juicy morsels of business. Of course, the louder the "bellow", the better the radio buy. In Oklahoma City, of course, your loudest bellow is KOMA...the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

on all accounts

AL SIMON'S career affords persuasive evidence it pays to be a jack of all TV trades. He is president of Al Simon Productions and is associate producer of the filmed CBS-TV Burns & Allen Show and the NBC-TV I Married Joan. He finds time to film TV commercials for various accounts and occasionally produces a pilot film such as the Mickey Rooney Show, and he also writes for TV and for magazines.

A Columbia U. School of Business graduate in 1932, Mr. Simon later was awarded a Doctor of Jurisprudence degree from New York U. He was an Alpha Epsilon Pi.

Mr. Simon entered radio after writing a few years for such magazines as Colliers, Cosmopolitan, Coronet, American and This Week, and he became associated with major programs, including Truth or Consequences. Radio assignments brought him to Hollywood in 1946 and two years later he was in TV. He helped set up the TV version of Our Miss Brooks and later was associate producer on CBS-TV's I Love Lucy. He also produced film commercials for Procter & Gamble on the NBC-TV Red Skelton Show.

Selling Is Basic

He believes people in his field are basically in selling—not making entertainment—and feels every penny must help make the product attractive, both to sponsor and viewer. He thinks time and money spent on artistic sets and lighting are wasted because details are lost on home screens.

A former New Yorker, Mr. Simon believes the TV trend is toward a Hollywood point of origin, especially filmed video: "Hollywood, for example affords plenty of studio space in which a producer can retain his basic sets at a reasonable cost," he says. He thinks certain types of labor and other production costs generally are lower in Hollywood.

On the Burns & Allen Show and I Married Joan his jurisdiction is on budgets, film, production personnel and other physical phases. At Al Simon Productions, however, his scope covers every item.

A man who works at a fast tempo, Mr. Simon recently started a series of film shorts to aid the U. S. Treasury Dept. in promoting savings bonds. Leaning toward filming of commercials, he plans several additional film series.

Mr. Simon and his wife, the former Judy Rutherford, and son, David Anthony, 3, live in suburban Brentwood, 20 minutes from Hollywood.
No other advertising medium in the Carolinas digs so deep as radio—no other radio station in the Carolinas equals WBT's total coverage. With WBT and imaginative, experienced Doug Mayes on your staff, you can spade up sales in fields relatively untouched by other Carolina advertising media.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
Still More Jobbers
in Louisiana, Arkansas, Texas
Praise KWKH

Every good media man knows that buying radio
time should involve more than a cut-and-dried
analysis of rates, power, network affiliation, etc., etc.
Every station has a "personality"... has a tangible
record, either good or bad, for influencing its lis-
teners and producing sales. These qualities are best
appraised by local business men who hear the
station, who use the station, and who know what
it can do every day.

Read the excerpts at the left from letters written
us by three typical jobbers in the KWKH area.
They testify to KWKH's advertising impact—to
KWKH's ability to produce sales at low cost!

Get all the KWKH facts. We'll be glad to send them.
Write direct or ask your Branham representative.
WILL GOP CLEAN HOUSE?
FCC FATE UP THIS WEEK

There's strong demand for full-scale reorganization under the soon-to-be appointed chairman, with new talk of "drafting" former Comr. Robert F. Jones. But another group endorses promotion of Vice Chairman Rosel H. Hyde. Lew Weiss and Charles Garland are running briskly for those two upcoming vacancies.

THE EISENHOWER Administration is expected to decide this week the fate of the FCC — whether there will be a stem-to-stern house-cleaning with a newcomer as chairman or whether widely-endorsed Vice Chairman Rosel H. Hyde will be promoted.

Official word was lacking from GOP New York headquarters, but there were widespread reports as the week ended predicting the "draft" of former Comr. Robert F. Jones for the chairmanship. This was not denied in GOP councils, but Mr. Jones himself was non-committal. He had resigned last October to enter communications law, and prior to that it had been freely predicted that he would be in line for the chairmanship under a Republican Administration.

Comr. Jones, who had been the most outspoken of the Republican minority on the FCC during his five-year tenure, is held in high regard by his erstwhile Republican colleagues in Congress. He served for a decade as a Congressman for the Lima, Ohio, district.

Staff Reorganization

If Mr. Jones is asked by the GOP high command, it would not surprise observers to see him accept the call as a "good Republican" but probably for a short term during which he could direct the staff reorganization being insistently demanded by patronage-hungry party members. That might even be for the five months that remain of Chairman Paul A. Walker's term, because the Democratic chairman can be retired by the incoming President through the mere device of issuing an executive order. The other vacancy is that of Mr. Jones' original term, which expires June 30, 1954. It is now held by Eugene F. Merrill, Utah Democrat, who is a Truman recess appointee.

The demand for a reorganization of the Commission is premised on a staff memorandum submitted to Eisenhower headquarters alleging that there's nothing good about the agency, that it is infested with left-wingers, and that it needs a house-cleaning. Implicit in this, it is understood, is the view that an existing FCC member — Mr. Hyde for example — would not be disposed to purge the FCC staff to the extent deemed necessary. The specification is for a "real Republican" strong, vigorous and of sufficient courage to clean out the staff if need be.

On the other hand, if the "orderly transition" proponents prevail, it will see the elevation of Mr. Hyde, an Idaho Republican and a career man, to the chairmanship, buttressed by two "strong appointments" for the vacancies, to aid him in the reorganization task. Both the General Counsel's office and the Broadcast Bureau are specifically mentioned as in need of "purging," with the elimination of employees "blanketed in" without competitive civil service examinations during the early days of the Roosevelt Administration.

Should Mr. Jones be unavailable, and should the "chase the raccoons out" zealots prevail, then an "outsider" could well get the chairmanship nod. In the forefront, despite some known opposition, is understood to be Lewis Allen Weiss, former head of Don Lee and former Mutual chairman, whose home is in Los Angeles. He served as deputy director of NPA until last year, and has strong political as well as industry support. Although not now an avowed candidate for the chairmanship, Mr. Weiss is actively in pursuit of an appointment, and endorsements are piling up at both Ike's Commodore Hotel headquarters and at the Republican Committee headquarters in Washington. He originally was a candidate for the chairmanship, which is filled by the President from among the qualified FCC members.

Garland Is Strong Candidate

Coming up strong as a candidate for one of the vacancies is Charles Garland, general manager of KOOL Phoenix, and a 30-year veteran of radio. A former Illinois Republican worker, he has the established endorsement of Republican National Committeeman Eugene C. Pulliam, Indiana and Arizona publisher and owner of WIRE Indianapolis. Sen. Homer Capehart (R-Ind.) also is said to be supporting him, along with Ray S. Donaldson, Washington attorney for Radio-Television Mfrs. Assn., and the Senator's erstwhile executive assistant. The Garland campaign was particularly active last week but it was thought unlikely that both he, as a resident of Arizona, and Mr. Weiss, as a California resident, would be named in view of desired geographical representation.

Mr. Pulliam met with General Ike in New York last Friday morning, and is understood to have endorsed Mr. Hyde for the chairmanship and Mr. Garland for one of the vacancies.

Meanwhile the field of active candidates had not diminished. Thad Brown Jr., director of television operations and counsel to the TV Board of NARTB, was understood to have substantial political as well as industry endorsement. His mother is Mrs. Howard A. Coffin, a Republican National Committee woman from the District of Columbia and a member of the Eisenhower Inaugural Committee. Mr. Brown's father, the late Thad Sr., was a member of both the Federal Radio Commission and the FCC, from 1932 until 1940.

Clark Is Mentioned

There was some thought being given to the appointment of an attorney familiar with common carrier aspects of regulation to the FCC, notably in the light of the expected departure of Chairman Walker, who had been head of the Oklahoma Corporation Commission. Mentioned in this regard is Owen Clark, a 39-year-old lawyer, living in Yakima, Wash. He had served for a time as chairman of the State Public Utilities Commission but is now in private practice of law. He was active in the Eisenhower Presidential campaign in Washington.

Former Congressman Albert M. Cole of Holton, Kan., still is being urged by some of his friends to seek one of the FCC vacancies. He is said to have this under advisement. Mr.
BLATT'S ACCENT ON RADIO IN MEDIA SWITCH TOLD NRDGA

NRDGA hears how an Atlantic City department store, facing increasing daily newspaper rates, changed over to radio for 18 months, tailoring programs, spots to reach selected audiences. Result: Bigger sales, more out-of-town customers and a 22% jump in charge accounts. (For earlier stories on the store's success with radio see B&T, Aug. 4, 1952; Sept. 3, 1951.)

SUCCESS of an advertising program by the M. E. Blatt Co., Atlantic City department store, that relies heavily on radio and uses no daily newspaper space at all was described last Tuesday by Murray L. Klahr, Blatt's advertising and sales promotion manager. He spoke at a session of the National Retail Dry Goods Assn. convention in New York.

The NRDGA's 42d annual meeting was held Monday through Thursday at the Hotel Statler.

Summing up Blatt's emphasis on radio policy in effect for the past 18 months, Mr. Klahr declared:

"The M. E. Blatt Co. is firmly convinced now that radio has a definite place in our future planning. We know now that we can sell all types of merchandise by the use of radio. We know now that radio gives us the coverage we need and we know now that to use radio successfully, any retailer must use radio and I really mean use it! We dabbled in radio for years before July 1951 with mediocre success but since that time radio has received a fair portion of our budget. And as we know now, when we used radio by necessity, it really did a sales job."

Blatt's Heavy Radio Plunge

Speaking in a panel discussion that considered the overall topic of "How to Profit from the Revolution in Advertising," Mr. Klahr explained that Blatt's heavy plunge into radio resulted from a re-examination of daily newspaper rates. He noted that between 1948 and 1951, major Atlantic City dailies introduced several rate increases. After a close appraisal of the entire picture, Mr. Klahr added, Blatt's decided the newspapers' rates were "entirely out of line with the coverage offered in the store's trading area."

In outlining Blatt's radio plans, Mr. Klahr pointed out that programs were tailored for specific audiences and stressed that this consideration weighed heavily in the success of the company's advertising program. Listed on Blatt's schedule on three radio stations, according to Mr. Klahr, are an average of 175,200 30-second and one-minute spots a week, 12 five-minute newscasts a day; seven days a week; one to three daily participations on a popular woman's program; a two-hour disc jockey show from beach-front hotels six times a week during the summer, and special events broadcasts from time to time.

As examples of pinpointing programs and advertising toward selected audiences, Mr. Klahr singled out the Concert Hall program on which Blatt's promoted women's finer hosiery, shoes and television sets and the Easter parade broadcast used to stimulate sale of ready-to-wear accessories.

The switch to heavy emphasis on radio in July 1951 brought immediate results. Mr. Klahr declared. He said the store sold 60 dozen $1.98 garment bags in one week by use of a few spots a day on three radio stations, adding:

"The M. E. Blatt Co. had no precedent for this kind of sales response in all its years of newspaper advertising."

Opens New Market

Mr. Klahr credited radio with opening a whole new market to the department store business—the out-of-town shopper. He said Blatt's charge account and delivery records showed that since July 1, 1951, there has been "a substantially greater volume of sales from this out-of-town traffic than ever before."

"There has been a 22% increase in new, regular charge accounts and we attribute the increase to radio's greater penetration and wider coverage," Mr. Klahr asserted. "This new market helps not only us, but the entire business community of Atlantic City."

Blatt's bold step in discontinuing daily newspaper advertising has resulted in inquiries from retailers all over the country, asking if they should adopt a similar policy, Mr. Klahr said. He declared his reply always has been that it might not be wise to cancel daily newspapers completely but that he always has advocated giving radio "a better portion of the advertising budget."

"A better balance between radio and newspaper can surely result in securing better volume at a cost more in keeping with a sensible, sound operation," Mr. Klahr argued.

He added that although Blatt's contemplates returning to daily newspapers sometime in the future, the company "will always make extensive use of radio."

Announcement of the best radio programs sponsored by retailers during 1952 was made by John F. Hardesty, director of local promotion for Broadcast Advertising Bureau, which sponsored the competition jointly with NRDGA. He noted in a brief talk that retailers made "overwhelming use" of "saturation" spot announcements during the last year, pointing out...
SMALL AGENCIES TOLD, ‘ACT BIG’

A modest agency shouldn’t be modest, believes Walter Weir of Donahue & Coe. It should advertise, refuse to do free planning, oppose the advertiser if necessary and ally itself with organizations of fellow agencies, he tells second annual LAA meeting in New York.

IN A SPEECH before the second annual meeting of the League of Advertising Agencies in New York last Friday, Walter Weir of Donahue & Coe, explained how “the small agency can do things in a big way, too.”

“I think it is preferable for the small agency to act in a big way to begin with. First, I think it should advertise. I advertised —and out of an investment of less than $5,000 I attracted three accounts directly that brought an even million dollars worth of billing into my agency.”

Mr. Weir was head of his own agency prior to his affiliation with Donahue & Coe.

“I think,” he continued, “that the ‘small agency acts in a big way when it refuses to present speculative layouts and copy —unless they are part of a proposed plan of action based on a study of the advertiser’s business and unless they are paid for. No surgeon, consulted for a major operation, is expected to perform a minor operation first on the cuff.”

Other Ways for Small Agency

Other ways in which a small agency acts “in a big way,” Mr. Weir said, is “when it opposes a move on the part of an advertiser which it honestly feels is not to the advertiser’s benefit,” and “when it belongs to an organization such as this.”

Officers for 1953 were installed at the meeting: Louis E. Reinhold, Richmond Advertising Service Inc., as president; Max B. Pearlman of the M. B. Pearlman agency, as executive secretary; S. Duane Lyon of S. Duane Lyon Inc., Kenneth Rader of the Kenneth Rader Co., and David E. Rothschild of David E. Rothschild Adv., as vice presidents; Charles Ford, Iveson-Ford Assoc., treasurer, and Max Sinowitz, Chelsea Adv., as secretary.

Mennen Series

MENNEN Co., which moves from Newark, N. J., to its new plant in Morristown, also N. J., early in May, has begun a series of radio broadcasts on WMTR Morristown as part of the company’s community relations program. The radio series, Mennen Bulletin Board, serves two purposes, according to company officials. One is to help Morristown residents to know each other better” by presenting news of local civic organizations and club activities on the show. The other is to present institutional messages about the company’s operation to help residents get to know the Mennen Co. better.

Comer & Reames Inc. Formed

TWO well-known names in Kansas City, Mo., advertising were joined Jan. 1 with the formation of a new agency, Comer & Reames Inc. Mrs. Comer, who was an active partner with her late husband in the Russell C. Comer Co., is president of the new corporation. Gardner Reames, senior account executive of the Comer company, is executive vice president.

Radio-TV Growth at C & W

Cunningham & Walsh, New York, last week announced a realignment and enlargement of its radio and television media department.

William G. White, formerly with Joseph Katz Co., Baltimore, joins the agency in the newly created position of assignment manager of radio and television media.

He will work with Newman F. McEvoy, vice president in charge of media, and F. Robert Bauer, manager of radio and television media.

General Foods Buy

GENERAL Foods Corp., New York (Post Toasties, Columbia), has bought Monday-through-Friday, 4-4:05 p.m. EST period on CBS Radio, starting Jan. 21 for 52 weeks. Program is to be announced. Agency is Foote, Cone & Belding, New York.
DOZEN FIRMS PLAN SPRING SPOTS

Here are details on a dozen advertisers and their spring advertising plans. A BROADCASTING & TELECASTING spot check has revealed that spot radio will be used extensively in these advertisers’ campaigns.

PLANS of the Cuban Sugar Growers Assn. for the first time in its history to enlist radio in a 150-market campaign were revealed last week, highlighting extraordinary action in the radio spot field in which one dozen national advertisers were discovered in a BROADCASTING & TELECASTING spot check to have already formulated spring plans, with two others preparing schedules to be available shortly.

At least three of the sponsors, it is known for a certainty, will use 150 markets or more.

The entry of the sugar growers, it was ascertained, is in large measure a result of the Coffee Bureau’s and the Tea Bureau’s similar interest in campaign, in which an entire industry rather than a particular brand has been promoted. Starting in April, the sugar campaign will continue for 39 weeks. Cunningham & Walsh, New York, is the agency.

Details on the eleven other advertisers whose early preparations will provoke a new stir of activity in the already active spot field are as follows:

Hillman’s Mayonnaise, New York, will launch a national campaign late in April in about 150 radio markets. Benton & Bowles, New York, is the agency. The spot schedule calls for a three-week saturation plan, then a few weeks of hiatus, followed by an eight-week drive completing the campaign.

Electrolux Corp., New York, starts a new spot schedule in 200 radio markets in late February. BBDO, New York, is preparing the schedule.

Grove Labs., for Fitch Shampoo, St. Louis, will be using more than 100 markets in a national campaign starting in March. Contract will extend for 30 weeks. Agency is Harry B. Cohen, New York.

Sylvania Electric Products Co., New York, will use nearly 200 radio markets in its April drive. BBDO, New York, is preparing the schedule.

Crosley TV sets, through BBDO, New York, is still adding radio spot campaigns as new television markets open. Firm uses co-op programs on a saturation basis.

Sylvania TV Set Drive

NATIONAL advertising schedule for Sylvania TV sets will be expanded this year, William D. Stroben, advertising and sales promotion manager of the Radio and Television Div., Sylvania Electric Products Inc., announced last week.

Included in the expansion will be co-sponsored with Wildroot Co. of the half-hour Sunday radio series The Shadow, on Mutual network. Mr. Stroben said he felt the extensive radio coverage will do much to saturate areas which will be new or richer TV markets in the future.

The national advertising campaign will be backed by intensified local promotion including radio and TV advertising. Mr. Stroben said.

Roy S. Durstine Inc., New York, is the agency.

Seydel’s ‘Segue’

VICTOR SEYDEL, radio and TV director, Anderson & Cairns, seeking a word to stump the artists of the agency at a spelling bee between artists and copywriters, thought of “segue,” a radio and TV scripters’ term for transition between scenes, one musical theme to another. He checked with Funk & Wagnalls, the lexicographic house. It never had heard of the word. Then Mr. Seydel called Ray Bloch and Dr. Frank Black, CBS and N.Y. musical directors, respectively. Each gave similar definitions. But Dr. Black informed Mr. Seydel that Funk & Wagnalls had telephoned him yesterday before to confirm the modern-day application of the term. Result: “Segue” will appear in the next F & W dictionary. Thus, Mr. Seydel may be directly responsible for getting a new radio-TV word into the English language.

Henry T. Ewald, Co-Founder of Campbell-Ewald

HENRY T. EWALD, 67, a co-founder of Campbell-Ewald Co., died Jan. 9 in Detroit of a heart ailment. The agency he helped start grew rapidly with the expansion of the automobile industry. From 1917 until last autumn he had been president of the agency, becoming board chairman last autumn.

Mr. Ewald was a key factor in some of the biggest campaigns in advertising history. He served as board chairman of American Assn. of Advertising Agencies and was a director of Advertising Federation of America and Traffic Audit Bureau. Born in Detroit of German immigrant parents, he entered the agency field with an investment of $3,000. He became Campbell-Ewald president in 1917 when Frank J. Campbell, first president, retired.

TOM HARRISON (I), national spot sales director, WSM Nashville, and Hi Bramham (e), WSM-TV local sales manager, watch as George Dovey of Dovey Adv. agency signs for Coca-Cola Bottlers and the Neushoff Packing Co., a subsidiary of Swift & Co., to sponsor broadcasts and telecasts of Vanderbilt basketball games.

NEW BUSINESS

Spot

Kraft Foods, Chicago, next week will introduce new Swiss cheese with 13-week test campaign of TV announcements and participation in Miami, Philadelphia and New Orleans. Cheez Whiz cheese spread will be advertised in series of promotions and spot TV in Memphis and Seattle for six weeks from Feb. 1. Kraft will also expand Alaskan schedule of four spots weekly per station in Fairbanks and Anchorage to include Juneau and Ketchikan. Agency: J. Walter Thompson Co., Chicago.

Indiana Bell Telephone Co. has renewed current 1952 schedule of one-minute spots and station breaks on 22 Indiana AM stations for this year. Television will probably be used also. Agency: J. Walter Thompson Co., Chicago.

Mutual Funds Dept., Kilder, Peabody & Co., members of New York stock exchange, starting participation in Barbara Wells Show on WOR New York and Skitch Henderson Show on WNBC New York effective today (Mon.), in addition to sponsorship of weekly Your Money at Work on WOR. Agency: Doremus & Co., N. Y.

West End Brewing Co., Utica, N. Y. (beer and ale) will sponsor Abbott & Costello television film series in four markets: Utica, Binghamton, Syracuse and Schenectady. Agency: Harry B. Cohen, N. Y.

Consolidated Royal Chemical Corp., Chicago, sponsoring Roy Acuff Show, Fri., 8-8:30 p.m. CST, effective Jan. 16 for 52 weeks. Stations carrying show are WSM Nashville, WREC Memphis, WDOD Chattanooga, WSFA Atlanta, WBT Charlotte, WAPI Birmingham, WWL New Orleans, WNOX Knoxville and KARK Little Rock. Agency: Ross Roy Inc., Chicago.

Falstaff Brewing Corp., St. Louis, to sponsor Game of the Day broadcast of major league baseball games over MBS in some areas of country, starting March 30. In other areas, program to be sponsored on co-op basis, as in past. Agency for Falstaff: Dancer-Fitzgerald-Sample, N. Y.
Broadcasting • Telecasting

Revlon Products Corp. to sponsor Tuesday telecasts of Jane Froman's U. S. A. Canteen on CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, effective Feb. 10. Agency: William H. Weintraub & Co., N. Y.

Tidewater Associated Oil Co., N. Y., renaming Broadway to Hollywood on DuMont TV Network, Sat., 11:30 a.m.-12 noon EST, for 13 weeks starting Jan. 22. Agency: Lennan & Newell, N. Y.

Agency Appointments

Aunt-Green Inc., N. Y. (So-Fistik indelible lipstick), appoints Friend, Reiss, McGione Adv., that city. So-Fistik will start in radio with participating sponsorship of Jack Lacey Show three times weekly on WINS New York, beginning today (Mon.).


Hayden, Stone & Co. member of N. Y. Stock Exchange, appoints Albert Frank-Gutcher Law Inc., N. Y., for Mutual Fund Dept.

City of Cars, L. A. (used car operation), appoints Irwin Co., Beverly Hills. Frank Warren, Allen McKee, Hugh Bradavage and Tavy Kandt are account executives. Radio-TV will be used.


Stop and Shop Markets, Boston and New England, names Grey Adv., N. Y.


Snowden Hunt Jr. is account executive. Radio will be principal medium.

Emmalite Cheese Corp. appoints J. Mathes Inc. N. Y., for Swissette, Gruyere processed cheese.


Sutherland Refiner Corp., Trenton, N. J., appoints Roland G. Ullman Organization, Phila.


Early Apple Advisory Board, Sebastol, Calif., appoints Knollin Adv. Agency, S. F.

Facts & Figures

Nielsen Issues Radio TV Ratings

Again it was the old favorites leading the radio-TV parade, 'Amos 'n Andy' and 'Lucy,' respectively.

Top-Rated radio and TV programs for certain weeks in November and December 1952 have been issued by the A. C. Nielsen Co., Chicago. 'Amos 'n Andy' topped evening, once-a-week listings while CBS-TV's 'I Love Lucy' received TV honors in number and percentage of homes reached. Nielsen ratings follow:

Nielsen-Rating • Top Radio Programs

Week, Jan. 16-22, 1953

Current Rating

Homes %

Current

Rank

Program

Average For All Programs

Evening, Once-A-Week

1

Amos 'n Andy (CBS)

16.5

5.0

2

Jack Benny (CBS)

8.7

5.0

3

Charlita McCarrick Show (CBS)

8.9

5.0

4

Lux Radio Theatre (CBS)

10.4

5.0

5

Our Miss Brooks (CBS)

9.6

5.0

6

People Are Funny (CBS)

9.2

5.0

7

Philip Morris Playhouse (CBS)

9.1

4.5

8

You Bet Your Life (NBC)

9.0

5.0

9

Great Gildersleeve (NBC)

8.6

4.5

10

Suspense (CBS)

8.1

4.5

Average, Multi-Weekly

One Man's Family (NBC)

4.0

5.0

News of the World (NBC)

5.9

5.0

Lone Ranger (ABC)

5.8

5.0

Weekday (Average For All Programs)

Evening, Once-A-Week

9

Holiday House (TNT) (CBS)

7.8

5.0

10

Our Gal, Sunday (CBS)

7.8

5.0

11

Guiding Light (CBS)

7.7

5.0

12

This Is Your Dr. Drake (Seamen) (CBS)

7.7

5.0

13

M. Perkins (CBS)

7.5

5.0

14

Aunt Jenny (CBS)

7.5

5.0

15

Wendy Warren and the News (CBS)

7.4

5.0

16

Perry Mason (CBS)

7.0

5.0

17

This Is Your Dr. Drake (Toni) (CBS)

6.8

5.0

18

Big Sister (CBS)

6.6

5.0

Daily, Sunday (Average For All Programs)

Evening, Once-A-Week

19

True Detective Mystery (ABC)

4.6

5.0

20

Martin Kane, Private Eye (NBC)

4.0

5.0

21

Shadow, The (MBS)

3.9

5.0

Saturday, Evening, Once-A-Week (Average For All Programs)

Evening, Once-A-Week

22

Stars Over Hollywood (CBS)

7.0

5.0

23

Theater of the Ten (CBS)

7.0

5.0

24

Fun For All (CBS)

6.4

5.0

*Homes reached during all or any part of the program, except for listeners listening only 1 to 5 minutes, for 5-minute program, average audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

Nielsen-Ratings Top Television Programs Two Weeks Ending Number of TV Homes Reached

Rank

Program

Homes

1

I Love Lucy (CBS)

12,774

2

Colgate Comedy Hour (NBC)

11,915

3

Arthur Godfrey & Friends (Upset & Myers Tobacco) (CBS)

10,360

4

Texaco Star Theatre (NBC)

9,356

5

Dagwood (NBC)

9,990

6

Buick Circus Hour (NBC)

9,866

7

You Bet Your Life (NBC)

9,058

8

All Star Revue (NBC)

8,978

9

Arthur Godfrey & Friends (Toni-Gillette Rorer Co.) (CBS)

8,846

10

Philip TV Playhouse (NBC)

8,512

% of TV Homes Reached in Program Station Areas

Rank

Program

Homes

1

I Love Lucy (CBS)

72.1

2

Arthur Godfrey's Scouts (CBS)

62.0

3

Colgate Comedy Hour (NBC)

59.4

4

Texaco Star Theatre (NBC)

57.9

5

Arthur Godfrey & Friends (Upset & Myers Tobacco) (CBS)

55.6

6

Buick Circus Hour (NBC)

51.3

7

Dagwood (NBC)

49.0

8

All Star Revue (NBC)

46.8

9

You Bet Your Life (NBC)

46.5

10

Jack Benny Show (CBS)

46.4

*The Nielsen "Per Cent of TV Homes Reached in Program Station Areas" gives a relative measurement of the audience obtained in the particular station areas where it was telecast—all TV homes in those stations areas able to view the telecast being taken on 100%. Factors causing differences in performance of programs include only program appeal but number, strength and popularity of stations; strength of surrounding programs; time of day, etc.

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January 19, 1953 • Page 31
THREE DAYS PRIOR TO ELECTION HAD 20% OF CAMPAIGN VIDEO

Analysis of Publishers Information Bureau reports shows concentrated television tends to influence any voters who might not have made up their minds. Party groups, however, did not make the list of first 10 sponsors.

ALTHOUGH November included only three pre-election days, political forces so intensified their use of broadcast media in a last-minute attempt to convince doubtful voters that their time purchases for Nov. 1, 2 and 3 formed an imposing part of their total campaign expenditures.

Publishers Information Bureau report on purchases of TV network time during November shows 307,133 worth purchased by political groups, more than 20% of the $1,448,092 spent for political TV network time during the entire Presidential campaign.

Opening Days in November

Unlike October, when the Stevenson-Sparkman Forum Committee was the foremost political spender for TV network time, Citizens for Eisenhower was the No. 1 political client in the opening days of November, with gross purchases of $102,367 on the TV networks of 1952.

No political party or group made the list of top ten TV network advertisers in November, however. As expected, Procter & Gamble Co. headed the roster for the month, the only TV network client to purchase more than a million dollar's worth of time in this medium (see Table I). General Motors Corp. ranked second and Colgate-Palmolive-Perf. Co. third. Leading advertiser in each category of advertising on the TV networks is listed in Table II.

Table III showing total combined expenditures of all class of advertiser, lists foods first, followed by tobacco, toilet goods, laundry soaps and cleaners, and automotive advertising, with the same classes in the same order comprising the first five for both November and January-November 1952. This table also affords comparisons of November and the 11-month period of 1952 with the same periods of 1951.

Table I: Top Ten TV Network Advertisers in November 1952

<table>
<thead>
<tr>
<th>Category</th>
<th>Advertiser</th>
<th>Time Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Automotive, Auto.</td>
<td>Procter &amp; Gamble Co.</td>
<td>$1,293,940</td>
</tr>
<tr>
<td>2. Household Furnishings</td>
<td>J. Reynolds Tobacco Co.</td>
<td>942,045</td>
</tr>
<tr>
<td>3. Apparel, Footwear &amp; Accessories</td>
<td>Colgate-Palmolive-Perf Co.</td>
<td>829,500</td>
</tr>
<tr>
<td>5. Food Products</td>
<td>Lever Brothers Co.</td>
<td>367,700</td>
</tr>
<tr>
<td>6. Food Products</td>
<td>American Tobacco Co.</td>
<td>569,331</td>
</tr>
<tr>
<td>7. General Foods Corp.</td>
<td>General Motors Corp.</td>
<td>470,109</td>
</tr>
<tr>
<td>8. Tobacco Products</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>393,300</td>
</tr>
<tr>
<td>9. Tobacco Products</td>
<td>Philip Morris &amp; Co.</td>
<td>374,420</td>
</tr>
<tr>
<td>10. Tobacco Products</td>
<td></td>
<td>339,675</td>
</tr>
</tbody>
</table>

Table II: Leading TV Network Advertiser in Each Product Category for November 1952

<table>
<thead>
<tr>
<th>Category</th>
<th>Time Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>International Shoe Co.</td>
</tr>
<tr>
<td>Automotive, Auto.</td>
<td>General Motors Corp.</td>
</tr>
<tr>
<td>Building Materials</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Gomer Co.</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>Chicago Bears Football Club</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>Armstrong Cork Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Raymonds Mfg. Club</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Armstrong Cork Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Raymonds Mfg. Club</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Holland Brothers</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Curtis Publishing Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>RCA</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Colgate-Palmolive-Perf. Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Colgate-Palmolive-Perf. Co.</td>
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<tr>
<td>Household Furnishings</td>
<td>Colgate-Palmolive-Perf. Co.</td>
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<tr>
<td>Household Furnishings</td>
<td>Procter &amp; Gamble Co.</td>
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<td>Procter &amp; Gamble Co.</td>
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<td>Colgate-Palmolive-Perf. Co.</td>
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<tr>
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<td>Procter &amp; Gamble Co.</td>
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<td>Household Furnishings</td>
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<tr>
<td>Household Furnishings</td>
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<td>Household Furnishings</td>
<td>Colgate-Palmolive-Perf. Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
</tbody>
</table>
Radio listening is far and away the most dominant activity in the average Iowa home. Time spent "Working in the Home" is the only close competition!

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

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans, depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. Radio penetrates and reflects Iowa life!

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey — or ask Free & Peters. It will be sent you free, of course.
Nobody needs a slide rule to prove that most advertising costs have gone up in the past ten years. But sometimes people overlook the fact that advertising values have also zoomed upward!

And more than ever,

RADIO serves you the biggest slice of ADVERTISING VALUE

Radio now delivers the biggest audiences in history.

Yet the cost of using radio has increased far less than any other costs in the advertising business! Here's an illustration—

It now takes $206 to buy engravings that cost $100 in 1942

BUT it takes only $114 to buy time that cost $100 in 1942 on KYW, the 50,000-watt Westinghouse station that dominates the rewarding Philadelphia market area

In six of the nation's leading markets, Westinghouse stations provide unbeatable advertising coverage... at a cost-per-listener that makes every dollar count... for more!

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
## TELESTATUS®

### Weekly TV Set Survey—January 19, 1953—Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>16,500</td>
</tr>
<tr>
<td>Annapolis</td>
<td>WBOI-AM</td>
<td>109,771</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WITV</td>
<td>215,600</td>
</tr>
<tr>
<td>Austin</td>
<td>KBTV-AM</td>
<td>18,180</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBAI-AM, WRLATV, WMAV-AM</td>
<td>452,074</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBNT-FM</td>
<td>181,450</td>
</tr>
<tr>
<td>Binghamton</td>
<td>WFAA-AM, WRRC-TV</td>
<td>122,080</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WITV</td>
<td>194,050</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WJAC-TV</td>
<td>866,567</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW</td>
<td>713,260</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTB-FM</td>
<td>260,499</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM, WBBF, WCTV, WGNQ</td>
<td>1,290,287</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-TV, WRCK-TV, WLWT</td>
<td>397,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WQW, WXXL</td>
<td>694,280</td>
</tr>
<tr>
<td>Colorado</td>
<td>Springs KTV</td>
<td>12,500</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS-FM, WLWC, WTVN</td>
<td>248,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA-TV, WAPB-AM</td>
<td>228,000</td>
</tr>
<tr>
<td>Denver</td>
<td>WOCO-FM</td>
<td>154,000</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>KXEO-AM, KXFM-AM, KXFM-V</td>
<td>122,080</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSMN-AM</td>
<td>830,000</td>
</tr>
<tr>
<td>New York</td>
<td>WRGB</td>
<td>154,000</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WMOR</td>
<td>152,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS-FM, WLWC, WTVN</td>
<td>248,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WTVK</td>
<td>228,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR-AM</td>
<td>122,080</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>KSL-TV, KSUT-AM</td>
<td>122,080</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KFWI</td>
<td>164,120</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGLO, KPIX, KRON-AM</td>
<td>494,000</td>
</tr>
</tbody>
</table>

### New U. S. Population Count

TOTAL population of the United States, was about 158,012,000 as of Nov. 1, 1952, according to Roy V. Peel, director of the U. S. Census Bureau. This figure, including armed forces overseas, was about 6,860,000, or 4.6% over the April 1950 count as recorded in the 1950 census. Total population reached nearly 158% million Jan. 1, 1953, according to Director Peel.

### Tube Shipments Decline

SHIPEMENTS of TV picture tubes to set manufacturers and factory sales of receiving tubes declined in November from the October level, according to Radio-Television Mfrs. Assn. November tube sales to manufacturers totaled 754,060 units valued at $16,651,793 compared to 862,431 tubes valued at $19,761,300 in October. Receiving tube shipments totaled 626,942 units valued at $24,554,156 in November compared to 41,880,318 tubes valued at $28,397,281 in October.

### TV is Leading News Source, Advertisers Study Reveals

TELEVISION has become the largest single source of news in TV homes, after trailing other media for the past four years.

This was announced in the latest monthly Advertent Research Continuing Subscription Study, "The Television Audience of Today."

Advertent reported that an average of 99 out of 100 families interviewed in the New York metropolitan area said they regularly watch TV news programs. The popularity of weather programs also was revealed by the study.

Main reasons given by interviewed families for their increased interest in video news is that the viewer is more able to relax while learning of news developments and that the news is presented pictorially. News audience per TV family was 2.8 members.

### Today . . . .

On May 30, 1949 there were 2500 Sets in WMBF-TV's coverage area.

### YESTERDAY . . . .

In planning your TV coverage remember to TAKE A close look at the Central Indiana Market—COMPETELY COVERED by WMBF-TV.

Represented nationally by The Katz Agency Inc.
interested
in selective
or full
coverage
for your
TV program?

you can do
better with SPOT—
much better

When you buy on a Spot basis, it’s easier to fit your TV program coverage to your sales situations. With Spot, you choose only the markets you wish...as many as you need, or as few—and find that stations clear time more readily. You enjoy uniform and pleasing picture quality through film, and save enough on Spot time charges to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. National Advertising Representatives

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
RADIO, TV TO SHOOT THE WORKS IN COVERING INAUGURATION

Networks mass personnel and facilities in nation's capital as time for ceremonies draws near. Oath and Inaugural address will be covered as public service but most other events will be carried under sponsorship. 70 million to watch on television.

RADIO and television coverage of the inauguration of Dwight D. Eisenhower as President of the U. S. tomorrow (Tuesday) by major networks will present a detailed and comprehensive picture to more people than witnessed all previous inaugurations combined.

Starting at 11:30 a.m. and continuing through 4:30 p.m., radio and television staffs will give the nation an intimate view and report of the procession, the swearing-in ceremonies, reaction of the crowds and dignitaries from all parts of the U. S. and the world.

To cope with the tremendous project, all networks have bolstered their Washington staffs with personnel from New York and other centers. Additional equipment, much of it new, has been delivered to insure full coverage of all newsworthy developments.

The number of TV viewers who will watch the proceedings was estimated by Sig Mickelson, CBS-TV director of news, at 70 million.

According to plans late last week, the timetable on TV coverage calls for all networks to begin at 11:30 and continue until about 4:30 p.m. EST. Late that evening they will cover the Inaugural Ball from the National Guard Armory and the Georgetown U. gymnasium.

Radio coverage will vary according to the network, but will begin at 11:30 a.m. and include parade, swearing-in ceremonies and address, crowd reaction and pickups from the inaugural balls.

Radio-TV networks will carry the 12 noon to 1 p.m. portion—the oath-taking and Inaugural address—and the Inaugural Ball as a public service, unsponsored. Other portions will be sponsored on most networks.

Breakdown of plans according to networks, as announced last week:

CBS

Aside from the public service portions, coverage by CBS Radio will be from 11:30 a.m. to 12 noon, 4-5 p.m., and 11:15-12 midnight and will be sponsored by Packard Motor Co. Agency for Packard is Maxon Inc.

The operation will be supervised by Wells Church, CBS Radio's director of news and public affairs. Robert Trout has been assigned to provide the running story, with pickups from various points by Douglas Edwards, Charles Collingwood, Allan Jackson, Griffing Bancroft, Bill Downs, Joe Wershba, Claude Mahoney, and Edward Morgan.

Mr. Church said nearly 100 persons would be on hand in Washington to write news bulletins, edit copy, and handle technical operations. He indicated an equal number will be stationed at other cities around the world, including Paris, London, Rome, Berlin, Tokyo, and in the U. S. to direct special pickups.

From 4-5 p.m. CBS Radio will broadcast a special program covering the entire story up to that time, including recordings expressing the reaction of legislators, statesmen, and the man in the street. This material will be edited for presentation by Irving Gitlin, who performed a similar chore at the conventions in Chicago last summer.

CBS-TV's coverage will be similar to CBS Radio's with the same personnel and schedule, with the exception that CBS-TV plans to remain on the air continuously until 4:30 p.m. Packard also is sponsoring CBS-TV coverage.

The network has planned two pre-inauguration features, Inauguration Preview, scheduled for yesterday (Sunday), 4-4:30 p.m., and Inauguration City, today, 3:30-4 p.m.

Overall supervision of the network's coverage will be handled by Sig Mickelson, director of news and public affairs.

NBC

NBC has planned its radio coverage from 11:30 a.m. to 2:30 p.m. and TV from 11:30 a.m. to 4:30 p.m. EST. General Motors has bought radio-TV coverage of all main events save the Inaugural Ball. Agency is Kudner Inc., which handled the Republican National Committee advertising activities during the political campaign.

NBC-TV coverage will be supervised by William McAndrew, director of public affairs, and will use over a dozen cameras strategically placed along the parade route from the Capitol to the reviewing stand. Gene Juster will assist him. Cameras will be located at the Apex and Treasury buildings, the Capitol and other points. Television coverage will be paced to the succession of events, while NBC radio will switch pickups as the occasion warrants.

Anchor men for radio-TV coverage will be Morgan Beatty and Clifton Uley, with assistance from a corps of network commentators. Focal TV switching point is the Wardman Park Hotel, home of NBC Washington facilities.

Commentators on radio include George Hicks, W. W. Chaplin and Leon Pearson; on TV, H. V. Kaltenborn, Richard Harkness, Earl Godwin, Merrill Mueller, David Brinkley and Frank Bougholzter.

Upwards of 125 staff personnel will work on

CBS TELEVISION INAUGURAL COVERAGE JAN. 20, 1953

the CBS-TV mobile TV-camera-car in parade; (9, 10 and 11) along the parade route; (12) battery of three cameras covering the reviewing stand and White House grounds, and (13) master control in WTOP-TV studios where pickups from 14 cameras will be relayed to an estimated nationwide audience of more than 70 million persons.

the coverage, according to Mr. McAndrew. NBC coverage will be highlighted with use of a mobile TV unit (a Cadillac sedan) complete with studio-type electronic equipment and a hand-camera, plus other truck-size mobile units. Camera is smaller than a walkie-talkie used during the conventions and will be used for closeups, particularly of Gen. Eisenhower's reactions in the parade.

GM commercials will be institutional and will shy away from any association between the motor firm and certain aspects of the Inauguration which are bound to crop up (examples, NBC's use of a Cadillac sedan, any
All eyes in southern Arizona will turn to Channel 13 as the state's most powerful television station goes on the air.

KOPO-TV, Tucson, is another Du Mont-equipped station with a successful start assured through the "On Schedule" delivery of Du Mont equipment.

DESTINATION:
TUCSON, ARIZONA
OLD PUEBLO BROADCASTING CO.

TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.
The sun will shine approximately 336 days a year on KOPO-TV, Tucson, Arizona's most powerful TV station. The "Sunshine City", Tucson, is the county seat of Pima County, the main shopping area for southern Arizona.

Pima County, home of Davis-Monthan Air Force Base, offers a combination of the four "C's"—Copper, Cattle, Cotton, and Climate to induce industries such as Grand Central Aircraft and Hughes Electronics—and more tourists each year.

KOPO-TV will boost your sales message to all the residents of Pima County and southern Arizona via the main track—POWER!

Arizona, the "Baby State", growing by leaps and bounds

Pima County is showing amazing gains—

POPULATION:
1940 Census 72,880
1950 Census 141,214
(93.9% gain)
1952 Estimate 180,000
1960 Estimate 268,000

INCOME FOR CITY OF TUCSON:
Industrial Payroll $44,695,000
Non-Industrial Payroll 41,000,000
Tourist Revenue Over 33,000,000
As of November 1952, Total Over $118,695,000

PIMA COUNTY INCOME REPORTED & PRIVILEGE SALES TAX DIVISION:
1940-41 $53,417,607
1951-52 272,759,537

KOPO-TV
Principal Owner—Gene Autry
General Manager—E. S. Mittendorf
Engineered by Walter J. Stiles

OLD PUEBLO BROADCASTING COMPANY
115 West Drachman Street, Tucson, Arizona

another GENE AUTRY enterprise

Affiliated with CBS and DU MONT Television Networks
TAKING part in ABC-TV cameramen's tests of the network's "white fleet" of Willys-Overland station wagon "miniature studio" jeeps to be used in tomorrow's ABC-TV coverage of the Eisenhower inauguration, are (standing in center) Merle Worster (II, Eastern TV engineering operations manager), and Frank Marx, engineering and general services vice president.

New York, is the agency servicing the Wildroot account.

Describing the swearing-in ceremonies for Mutual will be Fulton Lewis Jr. and Fred Fiske, Everett Holles and Hazel Markel will describe the inaugural procession. On-the-street descriptions of the crowd and reaction of spectators will be provided by Frank Singiser, Joseph McCall, Wallace Fanning, Arnold Freeman, Willis Conover, and Ray Morgan.

The network plans to use about 75 persons to handle all details of the assignment.

Ike-Nixon Telecast Feb. 1

POST-INAGURAL appearance of Gen. Eisenhower and Richard Nixon as U. S. President and Vice President on an American Legion Back to God telecast on NBC-TV Feb. 1, 1:30-2 p.m. EST, was announced by the network last week. President Eisenhower will speak from the White House and Mr. Nixon from the Center Theatre in New York, where the event will be held.

Indefinites and Others Plan Inaugural Coverage

Washington will be a busy place tomorrow for the radio- TV newsman as well as for the countless politicians who will be in town. The independent station newsman and the many "special" news reporters will be on hand.

RADIO-TV coverage of the Jan. 20 inauguration of President-elect Eisenhower and Vice President-elect Richard M. Nixon will include a number of independent radio and TV stations as well as the national originsations by the networks.

Many Washington broadcast correspondents, as well as special newsman on assignment for the historic ceremonies, plan to tape record or "shoot" with consumer type motion picture cameras the highlights of Inauguration Day from their seats on Capitol Hill and from other locations.

Only two direct broadcasts by independents have been arranged, according to Congressional Radio-TV Galleries officials. They are WOKK Washington and WKWX Saginaw, Mich. KSD St. Louis has also made arrangements to feed direct broadcasts to its home transmitter, but does not plan to feed the Capitol Hill oath-taking.

Plans for Relay

In addition to independent broadcasters, British Broadcast Corp. and Voice of America have made plans to relay to Britain and the world respectively the memorable occasion.

The following stations among others have received credentials for coverage of the Capitol Hill ceremonies:

THINGS ARE MOVING IN FLINT, MICHIGAN!

SALES aren’t the ONLY things that move (up of course) in Flint, Michigan.

WFDF has moved to its new quarters, GARLAND STREET AT FIRST AVENUE, and established one of the finest broadcasting centers in the Middle West.

On or about March 15th, America’s First Network moves to Flint’s First Station ... Yes, Sir!—NBC MOVES TO WFDF!

and--

To move your product—do what thousands of successful advertisers have done—SEE FABULOUS FLINT on its WONDERFUL WFDF!

WFDF FLINT MICH.

Associated with WOOD and WOOD-TV
Grand Rapids—WFBM and WFBM-TV
Indianapolis—WEOA Evansville

REPRESENTED BY THE KATZ AGENCY

FLINT MICH. WFDF
FCC GRANTS 11 NEW TV STATIONS; JUNE MAY END UNCONTESTED LIST

Toting up TV grants, the Commission counts 305 authorizations of which 197 received the go-ahead after the freeze. To date 108 pre-freeze and 19 post-freeze stations are on the air of which seven of the latter are uhf. Some 700 applications remain in various stages of processing.

WHILE high FCC sources last week unofficially reported June as the target date for cleaning up television applications, post-freeze TV applications, the Commission on Thursday announced grants for 11 more new stations, 6 vhf and 5 uhf, including the first TV outlets for Montana and North Dakota.

Only three states remain without TV authorizations—New Hampshire, Vermont and Wyoming—but applications are pending in these states.

This brings to 305 the number of TV stations authorized in the U.S., of which 197 have been granted since lifting of the freeze last April. Of the post-thaw permits, 11 are for non-commercial, educational stations.

As of last Thursday, there were 127 stations on the air, of which 19 represent outlets authorized before lifting of the freeze. Seven of these are uhf stations.

Processing on the city priority Group A-2 line (cities without service) was extended to No. 168, Rochester, Minn., where KROC received vhf Ch. 10.

St. Louis Gets Uhf

Processing on the Group B line (cities with service) did not go as far as the earlier grant to No. 183, Houston, Tex., where two uhf permits had been authorized [Bfn, Jan. 12]. Top Group B city last week was No. 179, St. Louis, where Broadcast House Inc. received vhf Ch. 36. Principals in KSTL have interests in the uhf grantee.

There are about 700 applications, part in hearing, pending before FCC and awaiting processing.

Here are the new stations approved:

Great Falls, Mont. (City priority Group A-2, No. 190—Broadcast House Co. [KGBF]), granted vhf Ch. 7, ERP 105 kw visual and 54 kw aural, antenna 390 ft. Dallas, Tex. (Group B-2, No. 156)—UHF Television Co., granted vhf Ch. 23, ERP 220 kw visual and 115 kw aural, antenna 510 ft. St. Louis, Ky. (Group B-2, No. 156)—Robert W. Roussaville (WLOU), granted vhf Ch. 41, ERP 240 kw visual and 125 kw aural, antenna 260 ft. Operating: WAVE-TV, vhf Ch. 5; WHAS-TV, vhf Ch. 5. Previously authorized: WKLO-TV, vhf Ch. 9.

St. Louis (Group B-4, No. 179)—Broadcast House Inc. (KSTL), granted vhf Ch. 36, ERP 275 kw visual and 145 kw aural, antenna 550 ft. Operating: KTVI-TV, vhf Ch. 5. Previously authorized: WTVI (TV) Belleville, Ill., vhf Ch. 54.

Earle Reincke, president and general manager of WDAY Fargo, vhf Ch. 6 grantee, said he hoped to get on the air as soon as equipment could be installed, observing that the rigid winter might result in delays. RCA equipment is contemplated, he said, and the station hopes to become an NBC affiliate along with its sister AM operation.

The WDAY representative is Free & Peters, which is expected to represent the television operation also.

Frank Carman, president of KOPR Butte, vhf Ch. 4 grantee, asserted every effort would be made to place the station in operation as soon as possible. He likewise alluded to the rugged weather in the Butte area. KOPR is an ABC affiliate and Mr. Carman assumes the station will be an affiliate of that network. The national representative will be George P. Hollingbery Co.

Mr. Carman, who also heads KGME Boise, vhf Ch. 9 grantee, said the new Boise TV station—which will transmit from a mountain top—will be placed in operation by fall "if the winter does not close us in." RCA equipment will be used and the ABC affiliation is contemplated along with representation by George P. Hollingbery Co.

David Gentling, general manager of KROC, Rochester, Minn., vhf Ch. 10 grantee, said the station has a target date of April. RCA equipment was ordered in 1948, he asserted. Network negotiations will be undertaken at once. The national representative will be Robert Meeker Assoc. Inc.

Joseph P. Wilkins, president and general manager of KFBB Great Falls, awarded vhf Ch. 5, said changes are contemplated in location and design of antenna, but that every effort will be made to expedite operations. Indicated equipment is RCA, he said, and he looked for affiliation with CBS-TV. The national representative is B & B & Co.

Dr. Earl Ware, president of Broadcast House Inc., vhf Ch. 36 grantee at St. Louis, said DuMont equipment will be used. The estimated starting date, he said, is April 15. Negotiations have not started for network affiliation or national sales representation. Mr. Ware is general manager and 25% owner of KSTL St. Louis, independent outlet.

On behalf of the U. of Missouri, commercial vhf Ch. 8 grantee, Lester E. Cox, Springfield and Kansas City broadcaster who serves as trustee and advisor to the school, said it is hoped to have the new Columbia station on the air within six months. While equipment has not yet been ordered, RCA is indicated, he said. The operation will be unique, he said, in that the school plans to function as a laboratory for commercial television operations. It was for that reason the school applied for a commercial facility, he said.

Missouri's Plan

Mr. Cox and Frederick A. Middlebush, president of U. of Missouri, stated:

Several of Missouri, under the grant by the FCC for a television station in Columbia, will make use of this new facility for two major purposes. The first is to serve as a vehicle for carrying the University's educational programs to all parts of the state of Missouri. The second is to serve as a Missouri student in a new field of professional and technical training. In the field, which will be given practical experience in television advertising, news dissemination and in all phases of the commercial operation of radio and television stations.

In addition to these, in the new television station, and as a part of it, it is planned to develop a laboratory for the purpose of developing sound motion pictures of an educational nature for television. RCA will also make and furnish films for other television stations in the state, as well as transcriptions for radio stations.

Under the University's plans, all radio and television stations within the state will benefit from this grant because the income from commercial programs through the University station, over and above the actual cost of operation, will be ploughed back into the filming and recording of educational programs.

These films will be available for use by radio and television stations throughout the state. The money to build this station has been provided, in the main, through gifts and grants hitherto made to the Univeristy and assigned by the Board of Curators for this purpose.

The television committee will now contact the national television networks and the news service to see what possible to obtain selected network programs that the best of TV programs now provided to people in this listening area, together development will be made. It is expected that it will be at least six months before the new television station will be in operation.

With the addition of the Columbia station, the U. of Missouri will now take its place in the field of essential education and service similar to that enjoyed by its School of Journalism in the field of press communication.

FCC Stumbling Block

IT TAKES more than equipment to start a radio station—as three persons suspected of stealing broadcast fixtures found to their chagrin last week. The FCC turned down a request for a station license, although the three reportedly had $25,000 worth of stolen equipment in their possession—enough to apply for license.

The three being held for investigation by Middletown, Ohio, police, the trio reportedly stole equipment from stations in Ohio, Kentucky and Indiana. Their plans apparently fell through when the FCC denied their application, it was reported.

Among stations reportedly victimized were WNOP Newport, Ky.; WCMB Connersville, a cable network outlet in Ind.; WSLM Salem, Ind.; WMVQ Mount Vernon, Ohio, and WORX Madison, Ind.

TV IS WONDERFUL, TOBEY ASSERTS, BUT HE DEMANDS 'SQUARE DEAL'

In friendly session with NARTB code board, chairman of powerful Senate committee commends the industry for its good programs. But he warns stations and networks they may run into adverse public reaction if they get too commercial or relax ethical standards of their programming.

SEN. CHARLES W. TOBEY, who calls himself "just an ordinary fellow from New Hampshire," will keep a close watch on radio and television programs as he occupies the top government radio regulatory seat.

Long an enthusiastic radio listener and television viewer, the chairman of the powerful Senate Interstate & Foreign Commerce Committee isn't going to miss many electronic tricks — especially if they're off-color or over-commercial.

Chairman Tobey unfolded his TV and radio philosophy Thursday in a meeting with the NARTB Television Code Review Board (see code story page 54).

Senator States Views

The fiery New Hampshire Senator, who rose to nationwide fame through his castigation of criminals in telecasts of the famed Kefauver hearings, has definite views on the role of TV and radio in the nation's life. Moreover, it's obvious at this point that he won't hesitate to express his opinions — good or bad.

Before the NARTB code group could proceed with an explanation of its functions, Chairman Tobey interjected, "Your programs need improvement."

John E. Fetzer, WKZO-TV Kalamazoo, Mich., code board chairman, came back quickly with the answer, "That's the very job we aim to do."

"Television is the greatest medium we ever had, probably the greatest invention in history," Chairman Tobey said. "It's in its infancy. All I want is a square deal."

Mr. Fetzer explained that the code board has been in operation since last March and that TV stations subscribe to it voluntarily. "What percentage of stations are in it?" Chairman Tobey asked. Mr. Fetzer said a hundred stations subscribe of 110-plus now on the air.

"Some of the stuff is trash," Chairman Tobey said. "At times you fellows seem to be concentrating on dollars, dollars, dollars. If you overdo the commercials, there's danger of bad public reaction. I listen every night. There are many wonderful programs. I enjoy them."

Mr. Fetzer said the code board is making "a conscientious effort to find out what the public wants."

"We study the programs carefully," he continued. "We review programs and commercials. We investigate hundreds of situations. We are making an earnest effort to find out what the public wants and are working out methods of finding out what people think of television service."

"After all, we live by sufferance of the American people. We have adopted this method of self-regulation. It has been in operation less than a year. We are trying to make self-regulation work."

"Something like a student council?" Chairman Tobey suggested.

"No," Mr. Fetzer answered. "It's way above that. It's a serious and voluntary effort by U.S. television stations to improve their product and serve the public interest."

NARTB President Harold E. Fellows detailed some of the code board's functions to the chairman and summarized the professional experience of its members.

Taking part in the conference, besides Messrs. Fetzer and Fellows, were J. Leonard Reinsch, WSB-TV Atlanta, board vice chairman; Walter J. Damm, WTMJ-TV Milwaukee; Ewell K. Jett, WMAR-TV Baltimore; Thad Brown Jr., director of television at the NARTB; Robert K. Richards, NARTB assistant to the president and public affairs director; C. E. Arney Jr., NARTB secretary-treasurer; Edward H. Bronson, NARTB director of TV code affairs. Nicholas Zapple, of the Senate committee staff, presented the NARTB group to Chairman Tobey. Mrs. A. Scott Bullitt, KING-TV Seattle, a code board member, was not present.

President Fellows told Chairman Tobey how the code board operates, explaining that its members "sit in judgment on these programs."

Mr. Jett noted that TV networks and stations have their own continuity acceptance departments, with one network having 35 on the staff. "They eliminate thousands of offensive items that might have gone on the air," he said.

"Television's wonderful," Chairman Tobey said. "I wouldn't be without it in my home. I love it. You fellows have a friend in me. Come here any time. You have a friend here. I'm an ordinary fellow from New Hampshire. We're all free men. Anyone can tell me to go to hell. That's his right."

Turning to individual programs, the chairman asked, "What happened to that big fellow Saturday nights—Murray?" He was told Ken Murray would soon be back on the air.

"What happened to We The People?" he continued. "Is it the ratings? Can you believe those ratings? I've enjoyed Amos 'n' Andy 20 years. Why do they repeat programs? Run out of ideas? I'm just talking loud. He was told there will be no more repeats on Amos 'n' Andy.

"Why don't you get that Sullivan to smile Sunday nights?" the chairman continued. "He's deathlike. Is that a fair criticism?"

As members of the board were leaving, Chairman Tobey repeated his invitation to the board and NARTB staff officers to "come here anytime."

After the meeting, the chairman was asked about his half-hour New York interview with President-elect Eisenhowenr in New York the day before. He wouldn't get specific, but conceded he might have discussed radio and television. "They're mighty important subjects," he added. Without going into details, he said he had discussed the FCC and many other regulatory agencies with the President-elect. "We covered a lot of ground," he said. "Most everything."

FTC Ad Probers

Get New Boss

GOVERNMENT probers who poke through complaints of false advertising in radio, television and other media got a new boss this past fortnight. Appointment of Daniel J. Murphy as director of the Federal Trade Commission's Bureau of Anti-deceptive Practices was announced by FTC Chairman James Mead.

Mr. Murphy succeeds Richard P. Whiteley, named assistant chief of FTC's Litigation Division (under the same bureau). Mr. Murphy's post of assistant director in anti-deceptive practices went to William M. King, who also becomes chief of litigation.

The commission also reported on its activities for last October. Total of 1,049 radio and television advertisements were set aside for further study, with 663 channeled to the investigation division and 18 marked for litigation.
RADIO-TV BARRLED FROM HEARING

Battle to gain equal treatment
with the press is an unceasing
one for the radio and TV
media. Last week broadcast
newsmen were banned by one
Senate committee but were
promised equality by another.

RADIO-TV was rebuffed last week in an at
tempt to cover a Congressional hearing, but
received some encouragement from the chair
man of another committee.

At the same time, Rep. Emanuel Celler
(D-N.Y.) introduced a resolution (H Res 86)
which would order the House Judiciary Com
mittee to study the rights of witnesses before
Congressional committees. He made it clear
that the banning of microphones and cameras
was one of the “rights” he felt witnesses should
have.

Foreign Relations Bans Media

First and major committee meeting of the
83d Congress from which radio and TV as well
as other “eye-witnessing” media were
refused coverage rights, was the Senate Foreign
Relations Committee hearing on the nomination
of John Foster Dulles to be Secretary of State
in the new Eisenhower Administration.

All media were permitted to participate
in the opening phases of the hearing Thursday
afternoon, but all except the press were re
quired to depart before the Senators’ questions
to Mr. Dulles began.

Broadcast media newsmen were told to take
the matter of Senate committee hearings
coverage up with Sen. William F. Knowland
(R-Calif.), chairman of the Senate Republican
Policy Committee. Sen. Knowland, through
his family, has an interest in KLX-AM-FM
Oakland (Oakland Tribune).

On the encouraging side of the Congressional
coverage problem, Sen. Joseph R. McCarthy
(R-Wis.), chairman of the Government Opera
tions Committee and of its Investigations Sub
committee, said last week that the use of radio
and TV was discussed at the committee’s
organization meeting last Wednesday. He said
that the matter will be decided “when the
occasion arises.” Previously, Sen. McCarthy
did he favored permitting radio and TV to
participate in Investigations Subcommittee hear
ings.

The Senate permits each committee to decide
which media should be permitted to cover its
meetings and hearings.

Rep. Celler’s resolution calls for the Judiciary
Committee, or a subcommittee, to study and
draw up a “code of procedures” for the conduct of
hearings and examination of witnesses before
House committees.

To Broadcasting • Telecasting, the Brook
lyn Congressmen showed opposition to
permitting radio mikes and TV cameras—as
well as newsreel cameramen and still photog
raphers—to participate in covering House com
mittee meetings. “Radio and television,” he
said, “are not the proper medium for Congress
ional committees.”

Celler Raises Doubts

Some of the questions Mr. Celler asked were:
(1) Why permit slanders and unconfirmed accu
sations to be broadcast to the public? (2) Who
will decide what hearing shall be broadcast or
televised? (3) Who is going to decide which
advertisers shall be permitted to sponsor the
hearings?

Another aspect which troubles Mr. Celler is
his feeling that only the most dramatic Con
gressional hearings will be picked for broadcast
coverage. “The most dramatic hearing is not
always the most important,” he said. “It’s the
hard-working, quiet committees that do the
significant work—and they won’t make a good
showy radio or television program.”

Mr. Celler has expressed himself in opposi
tion to radio-TV coverage of Congressional
hearings before.

However, House Speaker Joseph W. Martin
Jr. (R-Mass.) has declared he feels it is up
committee members to decide whether they
wish to permit radio-TV to cover meetings.

Mr. Celler reversed a ruling by former Speaker
Sam Rayburn (D-Tex.) which banned the
broadcast media. Two weeks ago, first TV cov
erage of a House committee was permitted by the
Armed Services Committee. Open hearings on
air crashes were permitted at a hearing.

Other House committee chairmen also have said
they would not object to radio or TV coverage

White Praises Ban Lift

PRAISE for lifting the ban on radio-TV cov
erage of House committee hearings was voiced
Jan. 9 by NBC President Frank White. NBC,
with permission of House Speaker Joseph Mar
tin, made public the following telegram sent
to Mr. Martin by Mr. White:

“You decision to authorize committees to
open House committee meetings to television
and radio coverage if they so desire is greatly
applauded by all Americans who understand
that an informed public is one sinev of democ
racy’s strength.

“We at NBC have repeatedly urged that tele
vision cameras and radio microphones be per
mitted wherever news is made in order to
bring the best possible story of the event to
the public, a task for which both broadcasting
media are eminently suited. I hope committee
chairmen will follow through so that the peo
ple will get the full benefit of your decision.”

Katyn Forest—A Decade Later

FEW broadcasters may have understood the
significance of a recent report by the Katyn
Forest Massacre Subcommittee of the House
in which, among other findings, the Congres
ssmen announced there had been an ef
fort by the World War II Office of War
Information and the FCC to suppress certain
news about that black crime against mankind.

The facts, after all, have become cloued
if not forgotten during the passing years. It
was in Katyn Forest more than 10 years ago
that more than 5,000 of the finest young men
of Poland were lined up, their hands tied
behind them, and shot. The Nazis said the
Soviets did it; the Soviets said the Nazis did
it. The Katyn Committee has concluded,
after long investigation, that the evidence in
this sordid case points to Soviet guilt.

But a collateral conclusion by the com
mittee is that certain officials of the wartime
FCC and OWI joined in a move to prevent
Polish commentators on U.S. broadcasting sta
tions from expressing their viewpoints
about the guilt of the Soviets. Several station
managers and foreign-tongue commentators
appeared before the Katyn Committee and
testified to that effect.

Another who testified before that commit
tee was Robert K. Richards, able assistant to
the president of the NARTB. As long ago
as 1942, Mr. Richards had reported to the
Office of Censorship, where he was a broad
cast censor during the war, that the War
Problems Division of the FCC and the For
gien Language Section of the OWI were en
gaged in an effort which, whether by con
trivance or not, was usurping the function of
the only agency designated to supervise
censorship.

Mr. Richards, with Edward H. Bronson—
who now is NARTB’s director of Television
Code affairs and was then also a censor—
undertook an exhaustive study of the OWI
FCC procedure. They discovered, and Mr.
Richards later testified to the fact before a
Select Committee of the House, that the Com
mission was granting temporary re
wals to some foreign language broadcast
ers who failed to “take a hint” from OWI
minders that certain of the station commen
tators were “undesirable.” It was estab
lished conclusively that some good American
citizens, both native born and naturalized,
were removed from the air because of this
pressure.

This was total suppression—the complete
throttling of opinion—a kind of censorship
not even justified in wartime. As a result of
the investigation, the courage of certain
foreign language licensees and the decisiv
ess of Byron Price, who was director of
censorship, this excision into the field of
program control was broken up.

Mr. Richards and Mr. Bronson would
have won no popularity contests among cer
tain licensees and many staff members of the
Commission and OWI in 1943 when their
findings were publicized. The Select Com
mittee investigation was an ill-starred one—
but the latter-day Katyn Forest Committee
report has confirmed their findings. Perhaps
it is not too late, although a decade has
passed, to bow in the direction of these two
gentlemen, who may have made a unique
contribution to free broadcasting in this
nation.

Surely there is an old lesson to be learned
anew: That vigilance against program con
trol by Government must be eternal.
Meet BIG MIKE... the Midwest's biggest entertainer and salesman. BIG MIKE is the pace-setter for an Empire! In this land of plenty... too real to be fabulous... lives BIG MIKE, physical trademark of the Big Station KFAB. BIG MIKE knows everybody... everybody knows BIG MIKE. He's the biggest, most powerful voice in the land. When he speaks... people in five states listen... they act, they buy. BIG MIKE is the powerful influential, friendly index to a $2,000,000,000 market, a market made up of 2,000,000 busy, friendly people... who live and work in the perfect balanced economy of agriculture and industry. Hear the BIG MIKE-KFAB story, from General Manager Harry Burke or Free and Peters.
Thank You, Mr. Sperry....!

I wonder if you and the other members of your sales staff realize how much time and effort you Sales Promotion Manager, George Ketcham, and his efficient staff have been doing for KTUL-thus these past ten years. As you perhaps do not know, I maintain a file in my office for all of the radio stations in our operating area...some seventy-five or eighty stations in all. Thus the year's sales promotion material is received from many of these stations, some of it is good, some is not so good, nevertheless all of this material is filed for future reference.

Ever so often I delve thru' this file and "weed out" this material to make room for new material. I have been engaged in this activity thru' this past week, and until this week, I did not realize how much more of this material I had received from KTUL than I had received from any other radio station in our area. Good material too, the kind that fairly rings the bell in the buyer's mind. And since I uncovered this experience this week, I thought just occurred to me that you and your sales staff might have overlooked the fine job that George has been doing to help them to "sell" KTUL.

So, my friend, you have a reason for this letter. Believe me, I for one, "have been watching" you. I have been watching you and "listening" to your sales promotion pieces, and thru' the years, and I certainly think he deserves a real "pat on the back" for a job well done.

With every good wish for KTUL's continued success, I am,

[Signature]

D.C. Sperry, Advertising Manager

It's That "EXTRA EFFORT" That Makes KTUL the PREFERRED SELLING FORCE in The Rich Trade Area of TULSA and Eastern OKLAHOMA.

- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.
FCC REPORTS ON FISCAL ’52

Budget cuts curtailed activity but non-broadcast workload was onerous.

MAGNITUDE of FCC’s nonbroadcast workload is pointed out in the Commission’s annual report to Congress this week by Chairman Paul A. Walker. The report covers Commission progress for fiscal 1952, the year ending June 30, 1952.

“Because it enters the home, broadcasting commands so much popular interest the average person does not realize that there are now 45 times more nonbroadcast stations than there are broadcast stations, and that the former are equally important to the public interest and convenience,” the report states. It explains:

In other words, more than 200,000 radio authorizations are held by public agencies and by private industry and individuals as compared with less than 5,000 stations engaged in program broadcast. The broadcast total includes about 1,200 pickup and studio-transmitter links. The nonbroadcast figures, on the other hand, do not indicate the actual number of transmitters involved, since a single authorization-as in the case of a police or fire department, railroad, taxicab company or cover many possible or mobile transmitters. Thus, the safety and special service objects represented by nearly 560,000 transmitters operating on the land, on the sea and in the air.

The increasing use of radio over other methods of communication and explains that today radio is being utilized for about 60 different kinds of services in the U.S. “As a result,” the report says, “the number of radio broadcasts from the books of the Commission this year, for the first time, exceeded the 1,000,000 mark.”

Highlights of matters concerning broadcasting in fiscal 1952 are considered in the report to include:

- Lifting of the 3½-year TV freeze on April 14, 1952, opening up 70 uhf channels which with the existing 12 vhf channels would allow some 2,000 stations in nearly 1,200 communities.
- Increase of AM station authorizations to 2,420, 35 more than on June 30, 1951, with fewer AM stations being deleted than during either of the preceding two years.
- Decrease of only 11 commercial FM station authorizations to total of 648, in contrast with 73, 133 and 155 for the previous three years respectively, while the number of licenses from 534 to 582.
- Proposal to add 540 kc to broadcast band.
- Interference complaints required more than 10,000 field investigations, almost 500 more than in 1951, while 6,817 related to TV (6,002 in 1951). Complaints of interference to AM reception decreased to less than 2,300.
- Number of violation notices for all radio services, issued after monitoring detection, mounted from 10,060 in 1951, but broadcast notices were not detailed.
- Drastic reduction in number of broadcast station inspection as result of budget cuts and travel limitation—to total of 552 (1,490 in 1951). For 1952, AM station inspections totaled 444 (compared to 1,242 in 1951) while FM totaled 65 (204 in ’51) and TV 23 (44 in ’51).
- Enactment in October 1951 of Public Law 972, otherwise known as the McFarland Act, amending the Communications Act and revising Commission operating procedure.

In a section devoted to national defense, the report observes, “The widespread network of communication so essential to the nation’s defense also includes broadcasting. Apart from its moral consideration, this service has to play its part in civilian defense through its ability to bring information to the public with instantaneously speed.”

Respecting Conelrad, the report points out that “from the standpoint of persons whose equipment is involved, the program has been a voluntary and cooperative one. Thus far, the Commission has given primary attention to the broadcast stations.

“The response of the broadcasters has been excellent. In fact, their assistance has been so productive that the Commission has been able to develop a sound basic plan for altering broadcast stations and controlling their operations . . . to confute an enemy.”

High praise is given in the report for amateur radio station operators and their role in emergency and disaster events. However, the problem of interference to TV reception also is noted. The report states:

“Interference to the reception of television broadcasting continues to be a matter of concern to the Commission and to amateurs throughout the United States. The Commission is continuing to conduct studies with a view to clarifying in individual responsibility in cases where the operation of amateur stations causes interference to TV reception; however, definite standards have not yet been adopted.

“The Commission’s field engineers, individual amateurs, and amateur committees have accomplished outstanding results in clearing many interference cases. Upon investigation, a great many instances of interference have been found to be due to other causes. In many instances where the interference was due to an amateur station, the inherent sensitivity of TV receivers to frequencies outside the TV channels has been the fault. Usually, simple filtering and shielding applied to the receiver has eliminated the interference. In most cases where the radiation of spurious and harmful radio waves from an amateur transmitter in the TV channels has caused interference, the amateurs have been able to satisfactorily eliminate such interference.

“An extensive portion of the report is devoted to developments in AM, FM and TV, including a summary of the television freeze and the reallocation proceeding. Curtailment of activity because of budget cuts is noted. A breakdown of the Commission’s fiscal 1952 income and expenditures follows:

### Appropriation

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### Three Sales Approved

**APPROVAL of the sale of WNER Live Oak, Fla., was among three transfer grants made by FCC last week. Norman O. Proftman, general manager of WNER, bought the station for $40,000. Transfers approved by the Commission:**

**WNER Live Oak, Fla.-Live Oak Best Co. acquired the assignees as the condition, John Bolling to Norman O. Proftman; consideration $40,000 (BAL-148).**

**WMAN Mansfield, Ohio—Richland Inc. Granted permission to Frank Rubin, Executor of Monroe F. Rubin Estate, to transfer control to Ruth M. Moore, estate, heirs. No monetary consideration (BTC-1431).**

**KRCY Baytown, Tex.—Bay Best Co. Granted consent to W. D. Christian, who acquired 45%; consideration $29,900 (BTC-1421).**

KEN JAMES, host of WOW-TV Omaha’s Cup & Saucer Club, interviews a special guest, Mrs. Ivy Baker Priest, who becomes Treasurer of the United States in the new administration.

Truman Hopes To Be Back On Radio, TV Hookups

PRESIDENT Harry S. Truman hopes his Thursday night radio-televison talk will be his last broadcast contact with the American people.

Talking to a B?T reporter prior to his final radio-press conference Thursday, the President indicated he has cherished the opportunities to make known his views in a personal manner by reaching the firesides of nearly every home in the nation.

“We’re hoping you’ll be heard frequently on radio and television after you leave the White House,” the President was told.

The Chief Executive replied that he hoped so, too.

Though the President is reported to have received many offers to write his memoirs or appear on radio and TV, he refused at his news conference to give any indication of his plans. He added that no ex-President should take advantage of the prestige of the office by using communications media unfairly. He put Presidet-elect Eisenhower on the spot by suggesting that news conferences provide a necessary contact between the White House and the nation. The President-elect has been quoted as being uncertain about continuance of weekly radio-press sessions.

House Info. Post to Sullivan

NEW Co-Ordinator of Information in the U.S. House is Lawrence Sullivan, former newspaperman and author and since 1936 research assistant to Republican leaders Rep. Bertrand H. Snell (N. Y.) and Speaker Joseph W. Martin Jr. (Mass.).

Mr. Sullivan succeeds Francis M. LeMay of Alabama. Mr. LeMay will remain with the House group as economic research editor. The Co-ordinator of Information acts as a fact finder for House members.

Mr. Sullivan, a native of San Francisco, headed the Hoover Commission’s task force on publicity and public relations operation in the federal government. He is an active member of the National Press Club, and was treasurer and member of the board of the Professional Chapter of Sigma Delta Chi, national journalism fraternity.

January 19, 1953
Because the shows are always the greatest—the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946.

WREC
MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
SENATE COMMERCE GROUP ORGANIZED

Sen. Charles W. Tobey (R-N.H.) as the top man on the Senate Interstate & Foreign Commerce Committee says he will maintain a firm grasp on communications.

ACTIVE interest in broadcasting, as well as other types of communications, will be maintained by Sen. Charles W. Tobey (R-N.H.), the chairman of the Senate Interstate & Foreign Commerce Committee in the 82d Congress calling its first meeting last week.

He said he would be chairman of the Communications Subcommittee, as well as that of the full committee. Sen. Tobey already has interceded in the ABC-United Paramount Theatres merger case (see separate article on page 50).

Appointment of Robert D. L'Heureux as chief counsel and director of the Commerce Committee's professional staff also was announced by Sen. Tobey last week. Mr. L'Heureux, who later came to the Commerce Committee from the position of chief counsel of Senate Banking & Currency Committee, like Sen. Tobey is from New Hampshire. He graduated from St. Anselm's College, N.H., in 1938. He holds masters in law and arts from Georgetown U. and George Washington U., also Litt. B. from U. of Manchester, England. Since June 1950 he has been counsel to the Commerce Committee on Defense Production. Working with Mr. L'Heureux will be Nicholas Zapple, communications specialist on the staff.

SENATE Commerce Committee, which has jurisdiction over broadcasting and the FCC, as organized last week comprises GOP Sens. Homer E. Capehart (Ind.), John W. Bricker (Ohio), Andrew F. Scheckel (Kan.), John M. Monroney (Okla.), Sherman Cooper (Ky.), Dwight Griswold (Neb.) and Charles E. Potter (Mich.), and Democratic Sens. Edwin C. Johnson (Col.), Warren G. Magnuson (Wash.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.) and George A. Smathers (Fla.).

New Committee Faces

New to the committee are Sens. Scheckel, Butler, Cooper, Griswold, Potter, Pastore, Magnuson, Johnson and Mr. Smathers. Also last week the committee were Sens. John J. Williams (R-Del.), appointed to Agriculture and Banking and Currency Committees; Owen Brewster (R-Me.), defeated; James P. Kern (R-N.H.), defeated; Ernest W. McFarland (D-Ariz.), author of the McFarland Communications Act and Majority Leader in the last Senate, defeated; Brian McMahon (D-Conn.), died, and Herbert R. O'Connor (D-Md.), retired.

Sen. Capehart is chairman of the Senate Banking & Currency Committee as well as a member of the Commerce Committee. Sen. Johnson (Tex.) is Minority Leader in the Senate.

Sen. Bricker was the author of a resolution (S J Res 28) in the 82d Congress calling for an FCC study of educational TV.

In one other communications assignment last week, Sen. Leverett Saltonstall (R-Mass.) was made chairman of the Independent Offices Subcommittee (FCC appropriations among others) of the Senate Appropriations Committee.

This committee is chaired by Sen. Styles Bridges (R-N.H.). Among other Senate subcommittee chairmen of interest to broadcasters were the following:


Sen. Prescott Bush (R-Conn.), until recently a board member of CBS, was named to Banking & Currency and Public Works. Sen. Edwin C. Johnson (D-Colo.) was named to Finance in addition to Commerce. Sen. Lyndon B. Johnson, who owns KKOA Austin, Tex., was named to Armed Services as well as Commerce group. Sen. Robert S. Kerr (D-Okla.), who has stockholdings in WEEK Peoria, Ill., and KRMG Tulsa, Okla., was named to Finance and Public Works. Sen. William F. Knowland (R-Calif.), whose family has stockholdings in the Oakland (Calif.) Tribune (KLX-AM-FM), was named to Appropriations and Foreign Relations.

Congressional Critics Vocal On Govt. 'Star' Suit

CONGRESSIONAL criticism of the government's anti-trust suit against the Kansas City Star Co. (WDAF-AM-TV) mounted last week, with freedom of the press raised as an issue.

Latest critic of the Justice Dept. action and grand jury indictment was Rep. J. F. Hillelston (Mo.-D.). He toldcol. a House minority that "if and when the Kansas City Star is vindicated, then I intend to press to find out if this was politically inspired and those who were responsible for it." If so inspired, he indicated, freedom of the press would be involved.

Rep. Hillelston thus joined Sen. Frank Carl- son (R-Kan.) in scoring the allegation that the Star Co. is "monopolizing the dissemination of news and advertising" in Kansas City. Sen. Carlson described the suit as "purposive action" by the retiring Democratic Administration. The Justice Dept. civil suit also asked revocation of the license of WDAF-AM-TV, owned by the Star Co. [BT, Jan. 12].

The publishing firm has less than 60 days to withdraw pleas and enter appropriate motions. Roy A. Roberts, president of the Star Co., and Emil O'Connor, advertising director, who were arrested on the charges Jan. 9. Their counsel entered pleas of not guilty. The defendants were not required to appear [AT, Jan. 19, 1953].

Mr. Roberts has promised the firm will file for a bill of particulars "so that we will know what we have to meet and prepare our defense accordingly," and assured "there will be no unnecessary delay" in bringing actions to a final hearing.

Truman Accepts Resignations Of Secretaries Sawyer, Kimball

ROUTINE resignation of Secretary of Commerce Charles W. Sawyer and Secretary of the Navy Dan Kimball, both identified with radio properties, were submitted to President Truman last week.

Mr. Sawyer, owner of WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, will return to his broadcast and other interests. Mr. Kimball has been re-elected vice president and director of General Tire & Rubber Co., which owns majority stock in MBS as well as Yankee and Don Lee networks [AT, Dec. 1, 1952]. Mr. Truman lauded their accomplishments in accepting the resignations, effective tomorrow (Tuesday).

Bill on Foreign Identity

REQUIREMENT that foreign agents or those persons representing foreign governments identify themselves as such when broadcasting or writing articles was proposed last week by Rep. Chauncey W. Reed (R-R.I.).

In a bill (HR 1069) referred to House Judiciary Committee, penalty for not so representing themselves in a press release to the broadcast or writing would be a fine not more than $10,000 or five years' imprisonment, or both.
ABC-UPT MERGER STILL PENDS; FCC STAFF DRAFTING DECISION

The Commission is eying Capitol Hill for word from Sen. Tobey on proposed hearings on motion picture-TV mergers—but won't necessarily hold up its approval of the examiner's initial favorable report.

FATE of the merger of ABC and United Paramount Theatres remained undetermined last week as the FCC:

(1) Awaited word from Sen. Charles W. Tobey (R-N. H.) on when he would hold hearings on the question of motion picture and TV merging.

(2) Had its staff working on a final decision which in the main was an acceptance of the examiner's initial favorable report.

Sen. Tobey, chairman of the powerful Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio and TV, remains firm in his plan to hold a hearing on the subject, he told Broadcasting * Telecasting last Thursday.

Still Opposes Merger

Plans will be made for the hearing this week, he said. He declared that all—or most—members of the Senate Commerce Committee would be invited to sit in on "the hearing.

Still opposed to approval of the merger, he restated what he had wired the FCC two weeks ago—that he doubted that the Commission had the legal right to approve it [B*_T, Jan. 12].

Vehemently, he claimed that the merger would "vitate" the anti-trust laws and that it would be against the public interest.

He called the hearing he was planning to hold on the merger "important." He will call ABC-UPT and Paramount Picture officials, he said, as well as FCC commissioners and others.

In response to a question, he said that he had been thinking about a special counsel for the hearing, but that he had not yet made up his mind.

Committee Meets Today

Sen. Tobey said flatly he had not spoken to President-elect Eisenhower about the merger case when he saw him in New York last Wednesday.

The Senate Commerce Committee is scheduled to meet for the first time today (Monday) on the confirmation of Sinclair Weeks to be Secretary of Commerce in the Eisenhower cabinet. It is believed that the Committee will be organized during these sessions or immediately thereafter.

A check with most carryover members of the Commerce Committee indicated that Sen. Tobey had not spoken to anyone but Sen. Ed- win C. Johnson (D-Col.) about the merger case. He told Sen. Johnson, who was the Democratic chiefian of the Committee during the 82d Congress, that he was planning on holding a hearing on the subject.

In his Jan. 7 wire to the Commission, Sen. Tobey said that the Senate Commerce Committee would hold a hearing "sometime in the next two weeks" on the ABC-UPT merger. In fact the wire read ABC-"Paramount Pictures" merger.

Sen. Tobey's wire also said that the hearing would be held to determine whether or not legislation should be prepared to prevent such mergers. He said that the hearing would also consider applications for educational TV channels.

In addition to Sen. Tobey, Sen. William Langer (R-N. D.) also objected to the approval of the merger [B*_T, Dec. 8, 1952]. Sen. Langer is the chairman of the Senate Judiciary Committee.

One aspect of the Tobey intervention in the ABC-UPT merger case was made clearer last week. It was learned on best authority that the Commission would not have gotten out its final decision on the case in less than three weeks after the oral argument. Thus, the Commission cannot be said to be holding up the decision while awaiting further word from the New England Senator.

Webster Opinion Expected

Additional aides have been furnished Comr. Frieda B. Hennock, who has maintained that she needed help in preparing her dissent. Also expected to issue some sort of separate opinion is Comr. Edward M. Webster, who apparently is ruffled by the contention of the Paramount parties that their transfers are involuntary.

The General Counsel's office, it was understood, is preparing the majority opinion.

Meanwhile, the FCC last week figuratively threw back at Atty. Gen. James McGranery his suggestion that the Commission deny the merger.

The Attorney General in a Jan. 7 letter to FCC Chairman Paul A. Walker pointed out that approval of the merger might (1) encourage other motion picture theatre owners to merge with radio-TV interests and thus present serious competitive problems; (2) block the entrance of new entrepreneurs into motion picture exhibition, radio or TV; (3) give the merged company too great an advantage in purchasing films, and (4) result in the subordination of radio and TV to motion picture theatres.

The FCC's reply was a cold recital of the facts of the case and an insistence that it was still in the "adjudicatory" stage and must be decided on the record. It also pointedly referred to the fact that it would be "unlawful and inappropriate" for the Commission to "entertain contentions advanced by non-participants in the proceeding."

Jones' Denunciation

The latter point was in reference to the Broadcast Bureau's attempt to persuade the Department of Justice to assist it in trying the Paramount case. The Justice Department's refusal to participate caused former Comr. Robert F. Jones to issue a scathing denunciation late in 1951 [B*_T, Dec. 10, 1951].

In addition to the merger, the Paramount case involves the sale of WBKB (TV) Chicago to CBS for $6 million after the merger is approved; the finding that Paramount Pictures coss not control Allen B. DuMont Labs. through its 25% stockholdings in the latter company; and the transfers of various radio and TV properties from the old Paramount Pictures Inc. to the new UPT and Paramount Pictures Corp.

3 Washington State Issues Affect Broadcast Interests

THE WASHINGTON State Legislature, which convened last Monday, faces at least three important issues affecting broadcasters during its current term.

They are: Access for all media to administrative hearings, increased appropriations for state agencies, and a motion to establish a television station in each of the state's 17 cities (see story, page 106).

State Sen. Albert D. Roselli, Democratic floor leader, said he plans to introduce a bill making all state administrative hearings to be thrown open to public, press, radio and TV.

The Washington State Advertising Commission, under chairmanship of Loren B. Stone, general manager of KBKU, plans to propose that up to $550,000 of revenue from the existing 3% transient room tax be put in a fund for tourist promotion.

The proposal is expected to have the backing of the Congress, radio and television stations, although the funds would be spent in out-of-state advertising.

The state's advertising account for tourist business has been handled in recent years by MacWilkins, Cole & Weber, Seattle agency.

KPLN License Application Designated for Hearing

APPLICATION by Leo Howard trading as Mid-South Broadcasting Co. for a license to cover construction permit for KPLN Camden, Ark. (1370 kc., 1 kw day), was designated for hearing by the FCC last week on issues involving possible misrepresentation of facts on ownership.

The Commission said it wished to determine whether the construction permit granted to Mr. Howard for KPLN was, or the rights and responsibilities, "have been transferred, assigned or disposed of, directly or indirectly," without FCC's consent.

The Commission said it wanted information on methods of financing construction and operation of KPLN; on all contracts and agreements between Mr. Howard on one hand and George L. Byars, C. T. Mullins and David Crockett on the other; and also, along with Randolph James, in financing and construction, and on ownership of KPLN's physical facilities.

Also sought is information which would enable FCC to determine authority and control by the permittee and of any loans, contracts or any other facts which violate the Commission's rules and regulations.

Four New AM Grants

FOUR construction permits for new AM stations were granted by FCC last Thursday, and one company was granted a new CP to replace an expired permit. Two of the CPs for new stations are for Indianola, Miss. Total AM sta-

- Indiana, Miss. — Central Delta Best Co. Granted 500 kc., 200 w. daytime condition (BP-5458).
- Indiana, Miss. — W. W. Chapman. Granted 500 kc. 250 w. daytime, engineering condition (BP-5321).
- Coudersport, Pa.—Farm & Home Best Co. Granted 500 kc., 500 w. daytime condition (BP-6458).
- Emporium, Pa. — Eik-Cameron Best Co. Granted 500 kc., 500 w. daytime condition (BP-6458).

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If you're not using Presto discs at present, then it's time for a change. The reason, in one word ... quality! From the meticulous preparation of the aluminum base in the Presto plant to the final play-back in the studio, quality is the byword ... your assurance of consistent performance, unmatched fidelity of reproduction, long service. That's why Presto is the proven leader in the professional disc field ... a leader that merits your consideration when you decide that it's time for a change ... right now.

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
**Long List of Witnesses On Theatre-TV Agenda**

FCC will take up policy questions on the movie industry's request for group of exclusive video frequencies.

LIST of theatre-TV witnesses and synopsis of the subjects on which they will testify were submitted to the FCC last week by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee.

Also filing were NARTB, AT&T, Western Union and a number of other organizations.

On Theatre-TV hearings resume at 10 a.m. Jan. 26 before the Commission en banc in the Dept. of Commerce auditorium. They will be concerned with policy questions on the motion picture industry's request for exclusive video frequencies for theatre-TV. Preliminary hearing last fall covered engineering and accounting [BWT, Oct. 27, 1952].

At that time, motion picture witnesses asked for 360 mc in the 3925-6875 mc band. As alternatives, the theatre-TV witnesses requested that the closed circuit service be classified as an industrial radio service in the 6575-6875 mc, or that it be given a home in the spectrum above 10,700 mc. The space would be used for three two-channel theatre services. Each channel would be 30 mc.

Accounting witnesses said that a nine-city New York-Washington system would cost between $250 and $60 million to build and about $2 million a year to operate [BWT, Nov. 3, 1952].

**Economic Study of Theatre TV**

In addition to submitting lists of witnesses and summaries of testimony, the MPAA and NARTB requested for exclusive video frequency exhibits. One was an economic study of theatre TV by Manfred Toeppe, California consultant, and the other three were technical reports.

NARTB called attention to the fact that it intended to participate in the cross-examination of witnesses and to offer rebuttal testimony. Motion picture witnesses, and their affiliations are as follows:

Roger Albright, MPAA; Harold Azline, Closed-Circuit Television Co. (former TV chief of Federal Civil Defense Adm.); Raphael Bing, Metro- poitan Theatres Inc., New York; Curtis Brandt, Independent Theatre Owners of America; S. M. Chartok, Gilbert P. Divan, Duesseldorf, Robert C. A. Cranston, Council of Motion Picture Organizations; John Eberwine, architect; S. H. Fabian, chairman, NETTA; Ben Zeff, New York Times; Emanuel Fisch, Metropolitan Motion Picture Theatres Assn.; Richard Hedden, Paramount Pictures; Andrew F. Inglis, McIthost & Inglis, consulting engineers; Lester B. Isaac, Loew Inc.; W. H. James, chairman of Board, MPAA; Raymond Klune, 20th Century-Fox.

Also Abe Landeget, William Morris Agency; Perry Conway, 20th Century-Fox; Arthur L. Mayer, producer; Tom Meany, Collier's; Gilbert Milton, producer; Roy V. Peel, U. S. Bureau of Census; Terry Ramsaye, Motion Picture Herald and Daily; Wilbur Snaper or Trueman Bemboch, Allied States Assn. of Motion Picture Exhibitors; Sidney Schreiber, MPAA; Spyros Skouras, 20th Century-Fox; Arthur M. Solomon, Theatre Owners of America and owner of WTVJ (TV) Miami; Manfred Toeppe, consultant.

**New England Group Proposes TV on Mount Washington**

A GROUP of Maine and New Hampshire radio station executives, aligned with former Gov. Horace Hildreth of Maine, filed Friday for a new station on Ch. 8 atop Mount Washington, N. H.

Filing in the name of Mount Washington TV Inc., the group includes Gov. Hildreth, now president of Bucknell U., as president; William H. Rea and Harold Meyer of WPOR Portland, Me.; William F. Rust, part owner of five radio stations in New Hampshire and manufacturer of electronic equipment; John H. Guider, lawyer and owner of WMOU Berlin, N. H.; Carlton D. Brown, president of WTVI Waterville and WKRD Rockland, Me.; Charles Hildreth, Portland businessman; Theodore Atwood, Portland attorney, and John M. Kinball, Portland broker, all of whom were listed as directors.

**Use Pioneer Equipment**

It was understood the company plans to use buildings and some equipment from the late John Shepard 3's pioneering FM operation atop Mount Washington. Spokesman for Mount Washington TV Inc. said technical personnel assigned to operate the proposed transmitter would have to remain atop the mountain for periods of about 20 days.

The proposed station, officials reported, would give "high-grade" TV service to nearly 1.5 million persons in three states. The transmitter would be located 6,280 feet above sea level, and would radiate 106 kw power, maximum for that site under FCC standards. It was estimated that construction and a year's operation of the station would cost $850,000. Affiliation with all major TV networks is contemplated.

**'Ike' Advisors Initiate VOA, Psychological Study**

As the new Administration prepared to take office last week, the problem of the U. S. overseas radio arm was commanding top attention. Involved was the future of Voice of America.

A TWO-PRONGED study of U. S. psychological warfare strategy, with special emphasis on the status of the State Dept.'s Voice of America, was underway as President-elect Eisenhower's cabinet and advisory circles. An inquiry was launched by Nelson A. Rockefeller's three-man committee on government reorganization. A survey was contemplated by a new seven-member psychological strategy commission headed by William H. Jackson, New York investment banker.

There reportedly was sharp disagreement between the Rockefeller group and Gen. Eisenhower's other advisors on what should be done with the shortwave radio arm. Congress also is looking into possible reorganization of VOA, and of other U. S. foreign information programs [BWT, Jan. 12; Nov. 24, 1952].

These possibilities were held out last week in the wake of comments by the Eisenhower cabinet and other advisors:

(1) Realignment of VOA as a separate independent agency. Its present status is a semiautonomous arm of the State Dept.

(2) Creation of a Foreign Operations Dept. This would include all information and propaganda activities of the State Dept., Mutual Security Agency and perhaps other government departments.

(3) Retention of the Voice and other information operations in the State Dept. as an arm of foreign policy.

**Dulles Would Separate**

John Foster Dulles, Secretary of State-designate, reportedly favors divorcing VOA from the State Dept. and setting it up as part of an overall foreign office. Mr. Rockefeller has advocated the independent agency setup, or as an alternative, a foreign operations office.

Dr. Milton Eisenhower, brother of the President-elect and member of the Rockefeller group, feels the international information program should be retained in the State Dept.

Gen. Eisenhower has not committed himself beyond going on the record for a stronger information effort. He is expected to announce formation of a special commission under Mr. Jackson, with cabinet officers also appointing members. The special group will survey methods for improving and coordinating psychological strategy.

A staff report of a Senate Foreign Relations subcommittee, which will hold hearings shortly on all U. S. foreign information programs (State Dept., MSA, TCA, Dept. of Defense), has favored a foreign office setup, separating VOA from the State Dept. The subcommittee hopes to meet this week.

The Rockefeller committee has been studying overall reorganization of government agencies and departments, particularly the Defense Dept. Any reorganization plans also might touch on independent agencies, of which one is the FCC.
MAN and boy, we've been in radio for thirty years and now we're adding television. Target date is April 1st. We feel a little like the guy who was a human target at the State Fair—his job was to stick his head through a hole in a big canvas and dodge baseballs. Things went along fine for season after season. He became adept as a coyote; it took a mighty fancy shot to bean him. Well, he got beaned proper one day and sat down on a cactus. That gave him an idea. He fixed things up so he could stick his head through the canvas, painted a target on his southern exposure, and behind him folks threw darts.

The transmitter antenna will rise 833 feet. From it, powered with 100,000 watts, our visual signal on Channel 4 will have an estimated radius of 98 miles, reaching a potential audience of 591,140 people. No, they don't all have TV sets. But give 'em a couple of months or so. Texans move fast.

So does our AM signal—right into our 78-county, 5-state coverage-and-market area which accounts for Amarillo's highest-in-the-nation per capita retail sales figure.

Choose your weapon—baseballs or darts.
Navy Honors Victory’

THREE NBC representatives have received the Navy’s Distinguished Public Service Award for 1952 honoring the network’s 26-week TV film series, Victory at Sea.

Recipients were Robert W. Sarnoff, NBC-TV vice president in charge of film production; Henry Salomon, originating producer, and Richard Rodgers, who composed the music. The awards, the Navy’s highest to civilians, were presented last Thursday by Navy Secretary Dan Kimball.

The Dept. of Defense noted the program won the Sylvania Television “Grand Award” for 1952. The series was produced as a public service by NBC with Navy cooperation.

DEFENSE PLANNERS STUDY SMALL SET

For emergency power failure the answer may be a portable radio receiver.

A POCKET-SIZE radio set tailored to receive special civil defense programs on selected frequencies in the event of a war emergency is under study by the government and set manufacturers, it was revealed last week.

The Federal Civil Defense Administration said it is working with the radio industry to develop a low-cost, mass-produced receiver for public use if regular power supplies fail.

Under study are use of transistors or batteries, or device may be powered by the old-fashioned crystal sets.

Listeners would get civil defense and other emergency information by tuning to 640 or 1240 kc—frequencies set aside under the Connelrad broadcast alert plan designed to deny navigational aid to any enemy planes. They would be clearly marked on each set.

FCDA noted that the public now can rely on some 500,000 receivers and 10 million portable battery sets in the U. S. in case of home power failure. Radio stations also have supplementary power transmission sources.

Connelrad, utilizing the two frequencies, is slated to become effective about March 1 (BPT, Dec. 8, 1952).

The agency pointed out that 70% of automobiles and 98% of all homes in the country are radio-equipped. Factories are currently installing receivers in 92% of new cars.

Flow of Vital Data

Plan for the new receiver represents another step by FCDA to assure immediate and continuous flow of survival data to the public under air-raid alert or bombing attack conditions.

The device is in the development stage, with FCDA officials hoping to interest manufacturers in production. It is felt sets could be sold for as little as $2 each.

On another front, FCDA has urged state and local directors to form Broadcasters Advisory Committees to help organize and operate local emergency stations. Experienced radio-TV executives will be asked to volunteer as key staff members in each CD area.

Advisory bulletins sent to local CD directors outline Connelrad mechanics and broadcast suggestions for programming on AM stations participating in the project. (FM and TV stations would be blacked out in the event of an alert.)

ETHICAL AGONIES CONFRONT NARTB

Broadcast Standards of Practice is undergoing quiet revision but with TV the story’s much different. Public and media complaints show resentment against over-commercialism as well as transgressions of decency. Pitchmen and religion are trouble sources.

THE two self-regulating codes of NARTB—radio and television—starting to get their lumps but the industry’s trade association is taking positive steps to keep electronic ethics above reproach.

Last week the NARTB Television Code Review Board tore into a stack of complaints that included everything from camera angles on bosoms to the enthusiastic pitches of Charles Antell Inc. and its assorted proprietary enterprises (see Charles Antell story page 80).

The other NARTB code—Standards of Practice Committee—moved forward in its job of rewriting the 1948 radio code. This group held a Monday-Tuesday meeting at NARTB Washington headquarters.

With public and media interest focused on television programs, the radio code group is undertaking its major task quietly and without industry attention.

The TV code board, on the other hand, directed immediate attention to its job of cleaning up. Actual operations of the board as it contacts stations, networks and other program sources are kept under wraps since it is felt public revelation of individual cases would destroy the board’s ability to handle offensive telecasts and deal successfully with those who violate the code.

TV code board chairman is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

Next Sessions in April

Two meetings have been held by the radio code committee since mid-autumn. The group, headed by John F. Meagher, KYSM Mankato, Minn., will meet again just before the NARTB convention at Los Angeles April 28-May 1.

It is expected that a complete revision is ready for consideration by the NARTB Radio Board in June.

A high spot in the TV Code Review Board’s meeting was an interview with Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee. Sen. Tobey described TV as “the greatest miracle since Christ turned water into wine” (See Sen. Tobey’s radio-TV philosophy, page 43).

He commended the TV board for “the good programs on television.”

Three problems held the TV code board’s attention—length and content of commercials; curtailment of pitch-type telecasts and commercial religious programs.

The first two problems are somewhat interlocking.

Many complaints have been received about pitches of some sponsors, a subject that inspired the board last Oct. 1 to call for a revision of material to bring it within the time limits and good taste requirements of the code.

Film versions of pitches were scanned by the board last week, with claim made that some have been revised or come within the code.

The board advised against “excessive repetition” of single releases of such programs and reminded code subscribers they are expected to adhere to this language:

Each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising material by which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

Edward H. Bronson, director of TV code affairs whose job is to monitor the industry, receive complaints and execute the board’s directives, was instructed to develop “a standard formula or procedure for checking television programs and advertisements against the code provisions.”

Walter J. Damm, WTMJ-TV Milwaukee, offered a motion calling for a careful study of the whole area of commercial length and content. At present the code limits commercial time (3 minutes in 15). The board approved the idea unanimously. The resolution says in part:

In radio, it is comparatively simple to “count and time” the voicing of words and phrases descriptive of an advertiser’s product. Television, through its new and novel techniques, makes this difficult, and, in addition, the sound, visual presentation of words and phrases descriptive of an advertiser’s product, presents the additional factors of the presentation of trade marks, reproduction of packages, videos, or pictures, and the problem of the name trade marks and pictures of packages in background in connection with the visual presentation of entertainment features of the program.

The board authorized a staff study of station and network practices, feeling more information is needed before anything can be done about efforts of code subscribers to tailor their advertisers to the code.

In its search for a better feeling of the public pulse, the code board is about ready to adopt a new code seal as approved in December by the NARTB Television Board of Directors.

The religious problem has been aggravated by intra-church feuding between orthodox and evangelical groups. The latter want NARTB to make TV code this language, “A charge for television time to churches and religious bodies is not recommended.”

The code board, noting misunderstandings in interpreting the language, advised code subscribers that individual station management should determine their own policy in light of local conditions.

The TV code board plans to meet again in late April and expects to make a presentation to the Los Angeles convention.

NARTB Membership Drive Producing Results

MEMBERSHIP in NARTB, both radio and television, has been moving upward, according to President Harold E. Fellows. The membership drive among AM-FM stations, conducted by William T. Stubblefield, station relations director, produced 27 new members in 10 days, he said.

Leading NARTB areas is District 5, of which Thad Holt, WAPI Birmingham, is director. The district produced 12 new members, with Georgia providing 10. State chairman in Georgia is James Woodruff, WRBI Columbus.

Some 80 broadcasters in the 17 districts comprise the membership group working under Mr. Stubblefield’s direction.

Fifteen TV stations have joined NARTB since late November, Mr. Fellows announced.
Announcing a New Voice with 'ROUND THE CLOCK

IMPACT!

Excitement at the top of the dial! The new KGKO radio station is all set up at 1480. KGKO offers you a growing audience as a result of hard-hitting station promotion covering all North Texas. It's crammed with original, fresh, attention-holding programs. It's really a live wire — 24 hours a day — SELLING medium that's out to spark products, people, places. Find out what the service of KGKO — the friendly new voice in Dallas can mean to you. Contact the nearest Joseph H. McGillvra office or write us for information.

1480 KGKO...Tops in Radio

LEONARD COE
General Manager

National Representatives:

JOSEPH H. MCGILLYRA, Inc.

LEONARD COE
General Manager

National Representatives:

JOSEPH H. MCGILLYRA, Inc.

January 19, 1953 • Page 55
TAFTS BUY WTVN FOR $1.5 MILLION

In Ohio transaction last week Edward Lamb's Columbus TV station was bought by the Taft family interests. The Tafts also have a controlling interest in the Cincinnati Times-Star that owns the WKRC outlets.

SALE of Edward Lamb's WTVN (TV) Columbus, Ohio, for $1.5 million cash to the Taft family of Cincinnati was announced last week by Mr. Lamb and Hubert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati, owned by the Cincinnati Times-Star and in turn controlled by the Taft family.

Formal application for FCC consent to the sale is in preparation and may be filed with the Commission late this week. It is expected that the license of WTVN will be assigned from Picture View Inc., owned by Mr. Lamb, to a new corporation composed of Taft family principals in Radio Cincinnati Inc. (WKRC) and the Times-Star.

President of Radio Cincinnati is Hubert Taft Sr., publisher of the Times-Star and cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of Radio Cincinnati while Robert A. Taft Jr. is general counsel.

Lamb is Consultant

In addition to the $1.5 million cash consideration, the prospective new owners of WTVN have retained Mr. Lamb as consultant to the Columbus TV station for 10 years at an annual retainer of $12,500.

WTVN (TV) began operations in August 1949 on VHF Ch. 6. A fortnight ago it received permission from FCC to increase effective radiated power from 19.8 kw visual to full 100 kw (B+T, Jan. 12).

Its transmitter is located atop the Levacke-Lineking Tower in downtown Columbus, while studios and offices recently were moved to the Television Center at 733 Harmon Ave.

WTVN (TV) presently has monthly earnings of between $25,000 and $30,000, it was reported.

In addition to WTVN (TV), Mr. Lamb owns WICI (TV) Erie, Pa., and is permittee of the newly authorized WMAC (TV) Massillon, Ohio. He also owns WTOD Toledo, WIKK Erie and WHOO Orlando, Fla.

It was understood that the disposition of WTVN (TV) would leave Mr. Lamb free to provide his TV applications at Toledo and Portsmouth, Ohio, and Orlando.

Negotiations with Mr. Lamb have been underway for several months, it was stated, and the agreement was signed Jan. 10 in his Toledo law office (see picture). R. C. Crisler & Co., Cincinnati radio-TV station brokerage firm, acted for the seller.

"Our decision to sell a TV station in Columbus seemed to us logical," Hubert Taft Jr. said, "We are an Ohio corporation. As our near neighbor and state capital, Columbus has many political, economic and cultural aspects which are common with those of our own city.

"In Cincinnati, throughout our years of radio and TV operation, our first concern has been to take a responsible and constructive part in all phases of our community life. We hope to do the same thing in Columbus. We shall consider the operation of WTVN (TV) a great challenge. Our two principal goals will be to improve greatly the entertainment and educational values of its programs and to widen the scope of its public service."

Reassures Personnel

Mr. Taft also issued a statement to present employees of WTVN (TV) assuring them that they will be asked to remain with the station when and if the application for assignment of license is approved.

Radio Cincinnati had its beginnings in 1939 with the purchase of WKRC from CBS by the Times-Star. The station was separated from the Times-Star and set up as a separate corporation in 1948, though Radio Cincinnati is principally owned by the Times-Star.

Radio Cincinnati has been a pioneer in both radio and TV. It established WKRC-FM there in 1947, the initial TV Station. WKRC-TV was established in 1949. It is to be one of the first stations to erect the new type 12-bay Superturnstile antenna and it hopes to be the first outlet in Cincinnati area to go high power, planned in about a month.

The transfer papers are being prepared by Bernard Koteen, Washington legal counsel for the Taft interests, and Fly, Shuebruck & Blume, representing Mr. Lamb.

WKY's Sugg Elected

P. A. SUGG, general manager of WKY-AM-TV Oklahoma City, has been elected to the board of directors of the Oklahoma Publishing Co., parent company of the stations, it was announced last week. The firm publishes the Daily Oklahoman, Oklahoma City Times, Farmer-Stockman and Missietone Express. Mr. Sugg has been manager of WKY since Jan. 1, 1946, and directed operations which put WKY-TV on the air June 6, 1949.

Mr. Untermyer

Mr. Untermyer Mr. Miller

Mr. Miller joined CBS as a salesman for KMOX St. Louis in June 1949, became KMOX's eastern representative in April 1951, and was named WCBS Radio sales manager a year later.

Mr. Johnston, with CBS for seven years, also started with KMOX as a salesman. He served CBS Radio Spot Sales in various capacities before moving to WWBM as eastern sales representative. He was named WWBM assistant sales manager in August 1951.

Mr. Untermyer joined WCBS in 1937, and has been program operations manager, staff director, director of special features and account executive, joining CBS Radio Spot Sales in May 1950.

Miller Takes WWBM Post;
WCBS Names Untermyer

APPOINTMENT of William F. (Bill) Miller, sales manager of WCBS New York, to the same post with CBS-owned WWBM Chicago was announced last week by H. Leslie Alstatt, vice president in charge of CBS Radio's Central Div.

Henry Untermyer, CBS Radio Spot Sales, was named to succeed Mr. Miller as sales manager of WWBM Radio effective today (Monday), simultaneously with Mr. Miller's assumption of his WWBM duties, WCBS Manager Carl S. Ward reported.

At the same time the appointment of C. Gilman Johnston, former assistant sales manager of WWBM, as account executive with CBS Radio Spot Sales in New York was announced by Wendell B. Campbell, general manager of Radio Spot Sales.

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An aerial view of America's most powerful channel 4 transmitter—KDYL-TV's new mountain top development! From a 200 foot tower on an 8,700 foot mountain peak, KDYL-TV's 30,000 watts of radiated power now more than doubles the market. This total height of 8,900 feet now extends television coverage to virtually the entire state of Utah plus portions of Southern Idaho, Western Wyoming and Eastern Nevada, serving a population whose effective buying power is nearly a billion dollars yearly.

Get your share of business in this huge intermountain market. Write today for availabilities.
WSM-TV Reports Success in Its Booster Test

In further experiments held this month, WSM-TV used a booster station 70 miles from its Nashville transmitter to reach the area around Lawrenceburg, Tenn. This is an account of the findings.

OPTIMISTIC report on the results of its TV booster station in Lawrenceburg, Tenn., 70 miles from Nashville, was made last week to the FCC by WSM-TV Nashville.

Report was the second submitted to the FCC since the Nashville TV station received authority last July to conduct experimental tests to determine the effectiveness of using vertical polarized co-channel signals to reach fringe TV areas. The first, on equipment developments, was submitted last October.

In its latest report, WSM Inc.'s President John H. DeWitt Jr. told of equipment refinements and the results of program tests on Jan. 1-4, 9-10. The booster station at Lawrenceburg was used to pick up WSM-TV's horizontally polarized Ch. 5 signals and retransmit them vertically polarized—still on the Ch. 5 wavelength.

Signals from the 10-watt directional transmitting dipole produced "highly acceptable" pictures on a random sampling of the 275 TV sets in the Lawrenceburg area, Mr. DeWitt reported. In many cases, he said, they were received by built-in or indoor "rabbit ear" antennas.

The system is operating satisfactorily, he reported, and is "remarkably stable."

Some of the difficulties encountered were reported by Mr. DeWitt. One was horizontal radiation from the transmitting antenna. Another was fading of the main signal from WSM-TV.

Need for further experimentation was expressed by Mr. DeWitt. This would seek, he said, (1) the elimination of horizontal radiation in the transmitter, (2) simplification of the receiving antenna, (3) more observations of picture quality, (4) techniques to overcome fading, (5) work on simple vertical receiving antennas, and (6) overcoming interference in areas where the direct signal and the booster signal are equal.

Mr. DeWitt estimated that the 20-element receiving array and the single dipole transmitting antenna—both of which are "backed" with a series of vertical wires for gain and directivity—would cost about $5,000 under commercial conditions. He declared that operating costs would be negligible.

One of the great advantages of the booster method of filling in fringe areas is saving in spectrum space, Mr. DeWitt emphasized. This is because the booster uses the same frequency that the main channel is on. A satellite operation involves an additional wavelength, he pointed out.

Another saving would be to viewers who would not have to spend excessive amounts for tall, highly sensitive receiving antennas. Of the 275 sets in Lawrenceburg, all have Yagis, Mr. DeWitt pointed out. Figuring $100 per installation, that would mean that $27,500 had been spent on antennas, he said. If all of Lawrenceburg's 1,750 families had to put such antennas up, it would total $175,000 in expense, he declared. In addition, community TV systems require an installation charge of about $100, and a monthly fee.

Quaal Cites Farm Relations

Need for more aggressiveness in public relations by farm organizations and by farmers themselves was cited last Monday by Ward L. Quaal, assistant general manager of the Crosley Broadcasting Corp., Cincinnati.

Addressing a session of the National Council of Farmer Cooperatives' annual convention at New Orleans' Hotel Roosevelt, Mr. Quaal proposed establishment of a well-financed public relations office in Chicago, or another central location, to serve all American agriculture groups.

He suggested that the office be financed by the nation's farm groups and operated by men trained in radio-TV, general public relations and promotion work. These men would, in turn, seek advice from agriculture experts, Mr. Quaal added.

WJNO Inc. Elects Officers

SYDNEY KING RUSSELL has been re-elected president of WJNO Inc., licensee of WJNO West Palm Beach, Fla., it was announced last week.

Other officers elected include H. V. McMillan, executive vice president; George H. Buck Sr., vice president; Ruth Shackley, secretary, and George H. Buck Jr., treasurer. Directors include Messrs. Russell, McMillan and Buck Sr.; Adrian C. Leiby of Bergenfield, N. J., and B. F. Paty Sr. of West Palm Beach.

KWKH Promotes Three

THREE staff changes at KWKH Shreveport, La., were announced last week by Henry B. Clay, general manager. William E. Antony, for more than 25 years KWKH chief engineer, has been appointed technical adviser to both KWKH and its sister station, KTHS Little Rock, Ark. O. S. Droke, with KWKH for the past 17 years, will succeed Mr. Anthony. Frank Page, formerly KWKH chief announcer, has been named KWKH assistant program director.
ANNE HOLLAND of Baltimore
Wins Top Honors in Second Annual
McCall’s "Mike" Awards!

Anne Holland . . . one of the brightest in the galaxy of stars at WBAL . . . Director of Women’s Activities for WBAL and WBAL-TV’s Public Affairs and Information Department.

We are proud to announce that Anne Holland’s work has received the recognition it deserves. . . . Mrs. Holland has won highest honors in McCall’s Magazine’s "Mike" Awards for American women rendering public service through radio and television.

So . . . proudly we hail our Anne Holland!

WBAL and WBAL-TV
This is McCrary Auto Service, Inc.

This is what Mr. Carl McCrary says

“We have sponsored Fulton Lewis, Jr., since WPNF (Brevard, N. C.) went on the air. The program has been satisfactory in every way. It has given us a lot of publicity, and we’re happy to say that we are well satisfied. It is our intention to continue to sponsor Fulton Lewis, Jr., indefinitely.”

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 372 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

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**STATIONS**

**Houston City Council Votes Radio-TV Ban Lift—But**

The running battle of broadcast media for equal access in news coverage took an unusual turn in the Texas City last week when councilmen voted “no” editing.

HOUSTON City Council ban on tape recording and telecasting was lifted last Wednesday by a vote of 6-3. However, councilman Joe Resweber stipulated that the entire council session must be broadcast or telecast, with no editing permitted.

Minimum time of council sessions has been one hour. The “no editing” provision makes the ban just as effective as before, Bill Crawford, news editor, KNZU Houston, charged.

It is difficult for successful commercial stations to clear an hour of time to broadcast unedited meetings which at times will have little or no news value, he emphasized.

Houston Mayor Roy Hofheinz commented that his station, KHTT, will broadcast entire sessions beginning Jan. 21. Editing rights afforded newspapers have the support of the Texas Assn. of Broadcasters and Sigma Delta Chi, national journalism fraternity.

**WNBC-WNBT Changes Place Buck in New Post**

COMPLETION of readjustment and realignment of staff at NBC’s WNBC-WNBT (TV) New York was announced last week by Ted Cott, NBC vice president and general manager of the stations.

Heading the changes was the appointment of Max W. Buck, formerly sales and advertising manager of King’s Super Markets, as director of merchandising, advertising and sales promotion for WNBC-WNBT (TV). His first project, according to Mr. Cott, will be the retail drug promotion tie-in.

Under the reorganization, Jay Smolin will continue as advertising and promotion manager of the stations and Bill Rich as merchandising manager, both reporting to Mr. Buck.

In another change, Steve Krantz will supervise a newly-organized special features section consisting of associate producers Leon Tokstyan, Phyllis Adams and Barbara Walker. This group will handle public service programs, special projects and certain WNBT (TV) house packages. Mr. Krantz will report to Dick Pack, director of operations and programs.

**KXOK Elects Roberts Pres.**

ELZEY M. ROBERTS Jr., who has been serving as vice president of KXOK Inc., licensee of KXOK-AM-FM St. Louis, has been elected president of the corporation, it was announced last week. He succeeds Elzey Roberts, who becomes chairman of the board.

The younger Mr. Roberts, 32, is a 1942 graduate of Princeton U. He is a member of the Institute of Radio Engineers, Sigma Xi, honorary scientific fraternity; Sigma Delta Chi, professional journalistic fraternity, the St. Louis Advertising Club and the Naval Reserve.
there's a new flow of copper in Chile!

On November 5, 1952, the first copper was poured from Chile Exploration Company's new Sulphide Plant at Chuquicamata, Chile. Thus was marked the beginning of a new cycle of development of the Chuquicamata Mine—the tapping of the huge reserves of copper sulphide ore.

Heretofore, Chile Exploration Company had mined and treated only the oxide type ores, producing in recent years about 360,000,000 pounds of copper annually. Now, with the new plant, the Company is beginning to mine and process the sulphide ore underlying the oxide ore zone. The Sulphide Plant, begun late in 1948 to handle the increasing amounts of sulphide ore encountered in the pit, is built on a scale in keeping with the magnitude of the ore body. From this multi-million dollar project will come a steadily increasing flow of copper until its output capacity, coupled with that of the existing oxide plant, exceeds 500,000,000 pounds of copper a year.

This expansion of Chilean copper production is only one part of Anaconda's company-wide expansion, improvement and modernization program. Other phases of this program are increased zinc production . . . an aluminum reduction plant . . . a new "open pit" copper mine at Yerington, Nevada . . . increasing copper production from Butte mines . . . modernization and expansion of fabricating plants. All serve the same purpose: more metals for the metal-hungry U. S. economy.

Anaconda Copper Mining Company

Broadcasting • Telecasting

January 19, 1953 • Page 61
TV as Radio Price Lever
Hit by SCBA Members

Actions by certain advertisers seen as possible trade re-
straints.

COLLECTIVE action by certain advertisers "to use the advent of television as a means of beat-
ing down the price of radio advertising" may be in restraint of trade, South Carolina Broad-
casters Assn. members suggested at their Jan. 9-10 weekend meeting held at Charleston.

The state group adopted a resolution calling on networks "to recognize the true value of radio advertising and to sell it for what it is worth," suggesting networks have forced down radio rates by "compelling" affiliates to deliver station time at a low figure and thus threaten-
ing future financial stability of the industry.

Walter J. Brown, WORD Spartanburg, was elected SCBA president. Other officers elected were James F. Coggins, WKDK Newberry, vice president; T. Doug Youngblood, secretary-treas-
urer; H. Moody McElveen, WNOK Columbia, and John M. Rivers, WCSC Charleston, two-
year directorships; Milton Scarborough, WLCM Lancaster, to Mr. Coggins' unexpired term; Joseph Martin, WDSC Dillon, one-year term.

Plans were made to change the name of the group to South Carolina Radio & Television Broadcasters Assn.

Deviation from published radio rate cards was condemned by the association. A study will be made of the state sales tax as it relates to purchase of TV and broadcast equipment. Delegates were guests at a cocktail party. Re-
turning President Rivers was host.

Convention speakers included Ernest B. Vac-
caro, AP White House correspondent; Joe C. Good, National Cash Register Co.; William B. Ryan, BAB president; L. H. Christian, WRFC Athens, Ga.; Robert Burton, BMI vice presi-
dent in charge of public relations; William T. Stubblefield, NARTB station relations director. Wallace Martin, WMSC Columbia, was pro-
gram chairman and moderator of a panel dis-
cussion on rates. B. T. Whitmire, WFBRC Greenville, was entertainment chairman.

Clement Is Appointed To WROV-TV Post

JOHN CLEMENT, producer-director, WATAR-
TV Norfolk, Va., has been appointed deputy pro-
duction director at WROV-TV Roanoke, Va., according to Frank Kohger, general manager, who also reported that studio facilities at WROV will be ready for production this month.

In his new assignment, which returns him to WROV where he was continuity di-
rector from 1949 to 1950, Mr. Clement will be responsible for all local pro-
gramming.

A native of Radford, Va., Mr. Clement served two years in Air Force com-
munications and has been an announcer and writer for a number of Virginia stations. He is a graduate of the National Academy of Broad-

Japanese "Tekkis" To Help
WGBN TV3

The 34-member group was the first to sign an agreement to provide 10 local "Tekki" programs for WGBN-TV3. Besides commercials, "Tekki" shows will include: The Big Four, a quiz show; a variety show; a game show, Live Laugh Love; a children's show, Junior Jeeves; two news shows, The Evening News and the 6:30 News; a public affairs show, Sunday Morning Magazine; a music show, The Kool Kats; a single detective show, G-Man, and "The Eye of the Needle," a crime show.

Mr. Clement

Mr. Hyland

WPCT to Start Feb. 15

ISRael Putnam Broadcasting Co., licensee of WPCT Putnam, Conn., new 500 w daytimer on 1350 kc, last week announced the appointment of Daniel J. Hyland, co-owner, as man-
ger of the station.

Mr. Hyland, a 15 year veteran in New England broadcasting, said that pro-
gramming will get underway Feb. 15. Studies of the new station are nearing completion and equipment soon will be in-
stalled, he added.
WHERE WILL YOUR CHILDREN LIVE IN 1973?

What kind of homes will your children have twenty years from now? The nation's electric light and power companies are thinking about them — and getting ready for them.

Part of the answer can be found in the new electric appliances still in the early stages of development.

There will be new ways of heating and cooling homes with the help of electricity. Glareless lighting will come on automatically. As darkness falls, ceiling panels will start to glow. There will be electric equipment to kill germs in the air and to filter out dust and pollen.

Most people will have electric kitchen equipment in units which can be arranged in different ways. They will be able to talk electronically to any room in their homes. They will have color television — several sets. They will need many times as much electricity as you use today.

To supply this extra electricity, the electric companies are making tremendous strides. They've doubled the post-war supply of electric power. By 1960, they'll triple it — with more to come. This is one more reason why there is no real need for new federal government electric projects.

COLOR TELEVISION. There will be almost as many sets in 1973 as there are radios today. That means most homes will have several television units — including one in the kitchen.

HOME CONTROL. Central electric "heart of the home" will control heating, cooling, lighting, communications — maybe even doors and windows.

LIGHT-CONDITIONING will include built-in sunlamps, special fixtures for producing striking lighting effects indoors and out, ceiling panels that glow.

THE HOMES OF TOMORROW, LIKE THE HOMES OF TODAY, WILL BE SERVED WELL BY AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"MEET CORLISS ARCHER" - ABC - Fridays - 9:30 P.M., Eastern Time.

*Names on request from this magazine.
Jonscher Heads Radio Sales In WMAL-AM-TV Shift

APPOINTMENT of Robert W. Jonscher, former WTOP Washington sales executive, as sales manager of WMAL that city was announced last week by Evening Star Broadcasting Co., WMAL-AM-TV licensee. Mr. Jonscher replaces Harvey L. Glasscock, who has become TV sales manager.

In other shifts, George L. Griesbauer of the WMAL-AM-TV sales department, has been named to head the newly created WMAL-AM-TV sales service department, and Charles S. Tapp, formerly of the WTOP-TV sales department, has been appointed WMAL-AM-TV merchandising sales manager.

E. H. Meeks, former WTOP sales promotion director and prior to that assistant WLW Cincinnati promotion director, has been named new director of WMAL's combined promotion and publicity departments. He replaces John Gihlan and Van Devries, both of whom recently resigned as WMAL promotion and publicity directors.

Second GE Uhf Shipment Sent to WEEK-TV Peoria

THE SECOND General Electric uhf transmittor was shipped last Tuesday to WEEK-TV Peoria, Ill. With a special GE antenna, to be shipped later this month, the 100 w output of the transmitter will be boosted to an ERP of 2 kw.

C. B. Akers, partner in WEEK-TV, reported that the station's transmitter building is ready for immediate installation of the transmitter. He said studio facilities already are being used on a closed circuit basis for training station personnel.

The station will be an NBC basic affiliate, but also will carry ABC and DuMont programs.

KUHT (TV)'s Target Date

NONCOMMERCIAL educational KUHT (TV) Houston, Tex., on vhf Ch. 8, will begin operating April 2, John Schwarzwalder, station manager, announced last week. He said broadcast hours will be 5 to 9 p.m., Monday through Friday. The station is to be operated jointly by the U. of Houston and Houston Independent Public Schools.

D. C. Train Wreck, Blast Brings Radio-TV to Scene

RADIO newsmen were on hand with all modes of paraphernalia—cameras, microphones, tape-recorders and other equipment—when a Pennsylvanian train crashed a concurse at Washing- ton, D. C.'s Union Station last Thursday morn- ing injuring nearly 30 passengers.

To make activities more harried for the area's broadcasters, there were an explosion and a three-alarm fire.

At the train crash, WNBW (TV) (NBC) claimed a beat on live coverage. WTOP-AM-TV (CBS) came away with film clips and tape-recorded eye-witness accounts. WWDAM-FM (Mutual) said it speedily identified victims. WMAL-AM-TV (ABC) reported full coverage. NBC live cameras, geared for Inauguration coverage, were on the scene at 10:20 a.m.—about 90 minutes after the accident—and piped in a direct visual account at 11:03 during its regular Ask Washington show with studio com- ments by Frank Blair. Audio contact was established later, with Ray Scherer describing the scene. Camera pickup was directed by Ralph Burgin, WNBW program director. Engineering work was supervised by Charles L. Colledge, John Rogers and Sherman Hildreth. Complete radio coverage to NBC was reported at 11 a.m. NBC-TV also filmed the fire-explosion at a tire-battery-radio store.

Two WTOP engineers—Bernard Swandic and Don Horner—tipped that station, having been on the Boston-to-Washington train. Bill Shadel aired news on his 9 a.m. CBS Radio News of the World, and Claude Maloney taped interviews. Mr. Horner later appeared on local programs giving eye-witness accounts. WTOP-TV claims it was first with film coverage, using cut-ins on local and network programs.

WMAL radio claimed remote by newsmen Harold Stepler and John Edwards and coverage of the wreck with tape descriptions. A special film interview program was telecast Thursday 8-8:30 p.m. by the ABC-TV outlet, which carried running accounts of the wreck and ex- plosion with bulletins, pictures and films.

WWDAM highlighted eye-witness accounts and newscasts stressing identification of victims, plus news spots on Transit Radio (WWDAM-FM). Station sent two announcers to Union Station at 9:15 a.m., aired a telephone interview and tape-recorded accounts. Tapes were fed to the Mutual Newsread at 7:45 p.m.

 REPRESENTATIVES

Pearson TV Inc. Formed; Employs Buy 40% of Stock

FORMATION of John E. Pearson Television Inc., TV station representation firm, was announced last week by John E. Pearson, president of the new company as well as head of John E. Pearson Co., radio station representatives.

Employs of the new company have subscribed up to 40% of the stock issue, but no shares will be available to persons outside the firm. Mr. Pearson continues as sole owner of the radio representation organization.

Officers of Pearson Television include Mr. Pearson; Russel Walker Jr. and William Hadsell, president of the New York office; Frank Reed of Chi- cago, and James Bowden of Minneapolis, all vice presidents, and Mrs. Agnes Ann Pearson, New York, secretary and treasurer.

Headquarters will be maintained at 125 Park Ave., New York, with branch offices at 333 N. Michigan Ave., Chicago; Northwestern Bank Bldg., Minneapolis; 131254 Commerce St., Dallas; 2330 W. Third Ave., Los Angeles, and 57 Post St., San Francisco.

Mr. Pearson said the new company officially became active when WPFG-TV Atlantic City went on the air Dec. 20, 1952, and that the following outlets, currently under construction, also have signed Pearson Television to repre- sent them: KGID-TV Lubbock, Tex.; WHIZ- TV Zanesville, Ohio; WOSH-TV Oskosh, Wis.; KKKL-TV San Angelo, Tex.; KFSA-TV Fort Smith, Ark., and WOUC-TV Chatta- nooga.

Other TV stations to be represented by the new company will be announced shortly, Mr. Pearson said.

He noted that in each case to date, stations signing Pearson Television are under approxi- mately the same ownership as radio stations represented by Pearson Co.

"We firmly believe that radio and television can be sold very successfully by the same rep- resentative in any market and that both media can live and prosper side by side," he said.

Kennedy Opens N.Y. Offices

KENNEDY Co., radio and television station representative at the Lincoln-Liberty Building, Philadelphia, last week announced the opening of New York offices at 342 Madison Ave. New offices will be managed by Foster G. Bowen.

Capper Joins Headley-Reed

GUY CAPPER, formerly of ABC's TV Spot Sales Dept., joins Headley-Reed TV, tele- vision station representation firm, as account executive effective today (Monday). Formerly with ABC owned stations and the ABC Pacific radio network, he has been engaged in radio and TV time sales for past 10 years.

Spot Radio Estimator

STATION Representatives Assn. last week distributed to advertisers and agencies the second edition of its Spot Radio Estimator for making rapid estimates of the cost of spot campaigns. Estimates, according to SRA, can be made for the cost of any time unit in any time segment for the most expensive station, average net network affiliates or average of non- network stations in any market.

Page 64 • January 19, 1953
Lee Little, the boss. Radio since 1924, KTUC Mgr. since 1942. Promotion expert. Does Sears' "45 Minutes From B'way," daily . . . now in its 4th year.

Malcolm Claire has a Pied Piper effect on young listeners. A troper with more than 20,000 broadcasts and nearly 30 years in show biz and radio.

there's something good to hear right now—

ON KTUC TUCSON, ARIZONA

And part of the good news is that KTUC reaches a buying market of 180,000 people who spent more than $275,000,000, last year.

Pete Tufts, Manager, after 5 years of Chemistry changed to—5,000 Watts—radio activity! Skillful program director and 4 hours at the mike, daily, keep Pete slim.

Hilde Clark, keeps the women happy and informed. Excellent radio voice and lots of talent. Radio 6 years; KTUC, two years.

Fred Finney, Tucson's Number One news commentator. Former reporter and editor, over 25 years of news gathering and analysis.
EXAMINING the new signal range calculator for television stations, being distributed by Headley-Reed Co., among agency timebuyers and research chiefs, is Tucker Scott (seated).

TV's Signal Range Whipped By Headley-Reed Slide Rule

UNIQUE slide-rule for quick calculation of the signal range of a television station—any television station—was revealed last week by Headley-Reed Co., station representatives, which is distributing it to timebuyers and agency research heads.

Headley-Reed officials said the slide-rule makes it possible to estimate the service area of any TV station within 30 seconds, as against, say 30 minutes or more by the mathematical methods which have been standard in the past.

They quoted agency authorities as saying the new device would save timebuyers thousands of hours' work in the course of a year. They said this slide-rule has been checked by television engineers and found to produce results consistent with FCC engineering standards within an error factor of not more than 10%—which, chief timebuyer of BBDO, under the watchful eyes of (l to r) Jerry Zucker, of BBDO, and William Faber, Richard Hogue and Sterling Beeson of Headley-Reed.

they said, researchers find satisfactory.

By adjusting the slide-rule to align the markings for channel, power and antenna height, it is possible with the signal range calculator to find quickly the approximate Grade "A", Grade "B", and "Principal City" coverage—within the meaning of FCC's standards—of any TV station, either uhf or vhf, Headley-Reed authorities asserted.

The calculator was devised and copyrighted by J. B. Epperson, an associate member of Federal Communications consulting engineers, and is being manufactured by Pioneer Electronic Supply Co. of Cleveland. It employs the physical mechanics of a slide-rule, with markings substituted in terms of channel number, antenna height, power, miles decibels, etc.

Spokesmen for Headley-Reed, which is distributing the device free to agency timebuyers and others to highlight its expansion in TV, said it already had been adopted for use by BBDO.

NBC to Wage Merchandising Drive for Kate Smith Show

In an aggressive move to show the impact of multi-sponsored TV programs, NBC has mapped plans for a campaign involving participation of food retailers in 60 cities.

A WEEK-LONG merchandising campaign will be conducted by NBC in connection with its Kate Smith Hour and in conjunction with cooperating food stores in 60 cities from Feb. 26 through March 5, Fred N. Dodge, merchandising director of NBC, announced last week.

Designed as a pilot effort in a forthcoming merchandising drive to demonstrate the impact of multi-sponsored television programs, the campaign will use a combination of point-of-sale material, on-the-air promotion, exploitation, newspaper and trade paper advertising, publicity and special programming both before and during the week.

Current food sponsors on the Kate Smith Hour (Monday-Friday, 4-5 p.m. EST) will be offered special services by all departments of the network during the campaign week, and the food chain stores and independents who sell sponsors' products in the 60 cities in which the program is heard will reciprocate by saluting Miss Smith, "the lady of song."

Clients participating in the drive were listed as Gerber's baby foods, Simoniz Co. (floor wax), Procter & Gamble (Oxydol), Dreyf (Ivy Snow and Prell), Nestle Co. (Nestea), Minute Maid Corp. (frozen orange juice), Doekskin Co. (tissues), and Block Drug Co. (Amm-i-dent toothpaste).

Eastern Baseball Network

REGIONAL network of some 15 eastern stations will carry 155 National League daytime games during the regular baseball season from April 13 through Sept. 26.

New York Giants home and away games, as well as those played by other National League teams, will be sponsored cooperatively on stations taking a feed from WMCA New York.

All sales are being handled by AM Radio Sales Co., Chicago, which represents WMCA and WIND Chicago.

WHBF Replaces WQUA

SIGNING of WHBF Rock Island, Ill., to replace WQUA Moline as the CBS Radio affiliate in the Quad-City area, effective July 1, was announced last week by William A. Schudt Jr., the network's national director of station relations. WHBF is with ABC.

WMNC Affiliates With NBC

WMNC Morganton, N. C., became affiliated with NBC, effective Jan. 1, Harry Bannister, NBC vice president in charge of station relations, has announced. WMNC operates on 1490 kc and 250 w. It is owned by Nathan J. Cooper.

When you buy WCKY
YOU BUY SELLING POWER
When you buy WCKY
YOU GET BUYING AUDIENCE

Fifty Grand in Selling Watts

STATIONS

NETWORKS
Federal announces a completely new UHF transmitter...

Federal's FTL-20B transmitter is the latest in UHF equipment available today!

New in design — with trim, modern cabinet featuring simplified operating control and meter panels, new "look-thru" door construction and entirely redesigned internal arrangement. Swing-out sub assemblies provide utmost accessibility.

New in circuitry — with latest ceramic seal tetrodes for economical initial and operating costs. Rated power output — 1 Kw.

This UHF unit comes complete with its own Master Control Console. Its self-contained two channel video and four channel audio switcher gives the added flexibility so necessary for modern TV station operation.

Call your nearest Graybar office for further information on this all new Federal Transmitter.

Federal Telecommunication Laboratories, Inc.
300 Washington Ave. Nutley, N. J.
Domestic Distributors: Graybar Electric Co., Inc. Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
Snader Cedes TV Films For Cash Settlement

Arbitrator Rosenbaum has set new hearings for Friday to resolve finances in the Telescriptions dispute.

RIGHTS to some 750 Snader Telescriptions which have been the subject of lengthy litigation were relinquished last week by Louis D. Snader after arbitration and an undisclosed cash settlement.

Mr. Snader had sued Alexander Biso and Samuel Markovitch, part owners with Mr. Snader in Snader Telescriptions Sales Inc., after the pair several months ago sold the Telescriptions for $600,000 to Ben Frye of Studio Films Inc., Cleveland [B+T, Dec. 15, 1952].

The arbitration, conducted by Samuel R. Rosenbaum, Philadelphia and New York attorney and former judge, gives Mr. Snader the right to produce and distribute new TV films as Snader Telescriptions Corp.

Mr. Snader originally had sued to prevent Messrs. Biso and Markovitch from selling the Telescriptions and asked for dissolution of STS. His amended complaint by him charged the two with conspiracy and fraud and added as defendants United Television Programs, which now distributes the films for Studio Films; UTP President Gerald King, Mr. Frye and 103 limited partners; it also asked for declaratory relief and an accounting of funds.

The arbitration by Mr. Rosenbaum gives UTP the right to continue distributing the musical library under the Telescriptions name.

Mr. Rosenbaum also terminated all claims by Reuben R. Kaufman for $1,521,000, of which he formerly was president. Mr. Kaufman had filed a counter-suit naming as defendants Mr. Snader, Mr. Biso, who is STS treasurer, Mr. Markovitch who is an STS director, STS, BSM Telescriptions, Snader Distributing Co., Mr. Frye, Studio Films, UTP, Biso Telefilm Sales, Henry Biso, Nathan Dicker and Sidney Dorfman.

One question is on division of net proceeds among five sets of several hundred investors who contributed $1 million to finance the deals and who, according to reports, have received only $200,000 in return.

Disposition of a group of Alexander Korda feature films and a Dick Tracy video film series, controlled by Snader Telescriptions Sales Inc., also will be resolved.

Mr. Kaufman had charged a conspiracy between Messrs. Alexander Biso and Markovitch, claiming Mr. Biso spent $750,000 without a full account, spent $25,000 of working capital without authorization, drew $6,500 of STS funds for himself and kept company in his personal account. Mr. Kaufman, now president of Guild Films Inc., New York TV film distributors, charged STS received $2.1 million income up to May 1952 while spending $1.8 million, and demanded an accounting of the difference.

Crosley Buys Assets Of Johnston Film Company

PURCHASE of assets of Bert Johnston Productions Inc., TV industrial and commercial film firm, by Crosley Broadcasting Corp. was announced last Thursday by Robert E. Dunville, Crosley president. The purchase price was not disclosed. Crosley is buying physical assets of the firm on its liquidation and will operate it as a division of WMAQ.

Mr. Dunville and G. Carlton Hill, executive vice president of the film company, closed the negotiations for the purchase, effective last Friday. The firm located in Deer Park, Ohio.

No change in personnel is contemplated, Mr. Dunville said.

Preliminary Injunction Granted in Film Damage Suit

PRELIMINARY injunction restraining Chesapeake Industries and Motion Pictures for Television Inc. from releasing a feature film, "Shed No Tears," to owners of a $500,000 damage suit has been granted Frost Films and Equity Pictures in Los Angeles Superior Court [B+T, Nov. 24, 1952].

The restraining order, Jan. 9, also affects four Los Angeles TV stations: KNXT KNBH KTTV KLAC-TV.

Maintaining that it has not yet become a commercial practice to televise newly made pictures, the producers in their suit charge that video showing of the film will destroy future theatre release.

Besides the injunction as part of the $500,000 damage suit, the producers request the restraining order to keep themselves and Chesapeake be cancelled and the film be returned.

Also named as defendants are United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

Availabilities . . . .

United Artists Television has announced 11 new sales of TV programs series distributed by the company. Heading the list is "Clete Roberts' World Report," sold to WGN-TV Chicago, WSBT (TV) South Bend, WEEK-TV Peoria and CBBL (TV) Montreal.

* * *


Production . . .

Louis D. Snader, Beverly Hills, has started production on the Liberace Show in cooperation with KLAC-TV Hollywood. Under a recently signed contract involving $1,521,000, 117 half-hour programs, starring the pianist, will be filmed during 1953 and distributed nationally by Guild Films Inc. Duke Goldstone is the director and George Liberace continues as musical director for his brother. Robert M. Snader is the association's attorney.

In conjunction with Wally Klein, Louis Sn-
"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

Work on the first Mitchell Camera was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are sharper, clearer, and steadier on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.

Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
Here's a glimpse of results of actual sales roped in by WTCN-RADIO personalities.

JIM BOYSEN—He made a one-minute announcement for National Jewelers in Minneapolis. Within two minutes, the jeweler was swamped with calls and couldn't handle the influx of store traffic.

SEV WIDMAN—Muntz-TV sold more sets from the Widman Show than the next three stations combined.

JIMMY DELMONT—He made only two announcements... sold eight 1951 Kaisers and six Henry Js.

JACK THAYER—With one announcement for Hallicrafter-TV, Thayer received calls for 300 TV demonstrations.

These boys are real sales hands. They're proven and experienced. Talk to your Free & Peters representative. Ask him about these new personalities who have the ability to move your merchandise.
der will produce a quarter-hour TV film series, "Nickelodeon Show," starring the Sportsmen Quartette. Known for their appearances on CBS Radio's "Jack Benny Show," the group will do original songs in the format built around silent films. The series will also feature Frances Farwell, singing star of her own NBC radio West Coast program.

Jack Cherry Productions, Hollywood, has started production on 10 half-hour films in "Du Pont's Cavalcade of America" series on NBC-TV. William Thiele, former M-G-M director, is directing. Agency is BBDO.

James Mason, his wife, Pamela, and Richard Burton, English film stars now in Hollywood, are reported planning to film 26 quarter-hour programs for television. To be called "Your Readers," the trio will read selections from English and American literature in a living room setting.

Edwin and Edward Anhalt, motion picture producers with Stanley Kramer Co., Hollywood, have completed half-hour script to be filmed by United Jewish Appeal for release to TV networks.

Film People

Edward C. Corbett, Alexander Film Co., Chicago, and Franklin P. Gibbes, with the firm's Detroit office, have been made assistants to the president of Alexander Film Co., Colorado Springs, Co. Both formerly were special representatives. Willard Ehresman has been named laboratory manager for the Colorado film advertising firm. He formerly was assistant laboratory manager.

Random Shots

Rights to "The Best Television Plays," a collection edited by William I. Kaufman, have been acquired by a new firm known as Best Television Plays Inc., and the plays, originally presented live, will be produced as a series of half-hour TV films by Robert Lawrence Productions Inc., New York, using materials from the original live versions.

Series of 20 and 60-second film trailers, featuring Hollywood and Broadway names, are being utilized by M-G-M to promote its new feature film release, "Main Street to Broadway."

Telepix Corp., Hollywood, has moved to 1515 N. Western Ave. Telephone is Hillside 7391.

USAF's Asch Named V. P.

In Van Praag Division

MARC S. ASCH, civilian chief of film production for the U. S. Dept. of the Air Force, has been appointed a vice president and producer in the industrial and TV films divisions of Van Praag Productions, New York, President William Van Praag announced last week.

Mr. Asch was one of the founders of the Bureau of Motion Pictures of the Office of War Information and subsequently was technical director and studio manager. During World War II, he was a major in the Army Signal Corps. From the service he joined United World Films, TV film producers and distributors, as associate producer.

AM, TV Shows Receive Christopher Medals

TWO radio programs and three special Christmas telemcasts received quarterly Christopher Awards at a luncheon at New York's Waldorf-Astoria last Wednesday.

The broadcasts were selected as creative works that "reflect the power for good that can be exerted, with God's help . . . . in the literary and entertainment fields." Each award recipient received a bronze medallion. Eight other awards were made.

In radio, awards were presented to John Driscoll, John Zoller and Warner Law for their part in presenting "Barbed Wire Christmas" on NBC Dec. 18.

An award went to Henry Denker, writer-producer-director of "The Greatest Story Ever Told," based on the book and aired on ABC.

In television, awards went to Fred Waring's special Christmas presentation in song and dance of some of the many traditions which have stemmed from the birth of Christ. Bob Banner, director, and Hugh Brannum, writer, also received awards for this CBS Television presentation Dec. 14.

Cal Kuhl, producer, and Fielder Cook, producer, were honored for their "Lux Video Theatre" presentation Dec. 22 on CBS Television of "A Child Is Born," based on Stephen Vincent Benet's Christmas story.

Awards went also to CBS-TV's "Studio One" presentation of "The Nativity," based on a cycle of medieval "mystery plays." Fletcher Markle, producer; Franklin Schaffer, director, and Andrew Allen, writer, were selected for the special Christopher medallions.

Rupert Lucas

RUPERT LUCAS, S5, sales manager for Barry & Enright, New York, television program producers, collapsed and died after a heart attack Tuesday night in the DuMont Television Network studios in New York.

Mr. Lucas served previously as a radio producer with Young & Rubicam and as sales executive with ABC.

Surviving are his wife, Mrs. Constance Lucas of Hartsdale, N. Y., and a daughter.

ATAS Awards Dinner

ANNUAL awards dinner of the Academy of Television Arts and Sciences will be held Feb. 5 at Los Angeles' Hotel Stater and will be televised locally on KLAC-TV, according to Charles Ruggles, membership chairman and president-elect, who said the event may be sponsored and telecast nationally. Membership is at a record high of 350, he said. Barbara Britton, star of CBS-TV's "Mr. & Mrs. North" film series, will act as "Miss Emmy" in presenting local and national ATAS "Emmy" awards.

Loew Leaves Telemeter

DAVID LOEW, former president of International Telemeter Corp., Los Angeles, has withdrawn from the firm and sold his approximately 20% stock interest to the pay-as-you-see subscription TV corporations. A new president is to be elected Feb. 13 by the board of directors.

Paul Raibourn, vice president of Paramount Pictures Corp., continues as board chairman of Telemeter with Carl E. Leserman, executive vice president. Paramount is a 50% owner of ITC.

RCA Thesaurus Adds

RCA Recorded Program Services has announced that RCA's Thesaurus has added "Music Hall Varieties," half-hour show featuring Beatrice Kaye and Joe E. Howard, to its library program series. Company has sent brochures and promotion kits to subscribers.

INS-Telenews Sports Films

INS-Telenews has added a new Monday-Friday sports film service for TV stations. Using 3 to 3½ minutes of footage per day, the service will include two or more stories of top sports events.
COMPATIBLE COLOR SPECIFICATIONS APPROVED BY NTSC AT IRE MEET

With standards for compatible color approved in principle last week at the IRE meet, the National Television Systems Committee findings will be put to several months of thorough field-testings. Subsequent step would then be application to the FCC for such type commercial telecasting.

FULL set of signal specifications for a compatible system of color television was approved Thursday by the National Television Systems Committee, meeting in full session at Institute of Radio Engineers headquarters in New York [B*T, Jan. 12].

Approval of the specifications in principle marks a red letter day in the history of NTSC, all-industry group which for more than two years has been struggling with the problem of perfecting a system of colorcasting which would provide for the reception of colorcasts in black-and-white on the millions of monochrome TV receivers now in use as well as reception in full color by color receivers.

Before the group applies to the FCC for authority to telescast commercially under the NTSC standard, however, the specifications approved by the group last Thursday will be given exhaustive field tests, lasting perhaps three or four months. Dr. W. R. G. Baker, General Electric Co. vice president and chairman of NTSC, told BROADCASTING • TELECASTING Thursday that these field tests are designed “to adjudicate the specifications beyond the slightest question of a doubt.”

Transmitters operated by DuMont, RCA, Philco and General Electric will definitely be employed for the tests, Dr. Baker said, with others perhaps participating as well. Knox McIlwain of Hazeltine Corp., chairman of NTSC Panel 16, will direct the testing program.

The editorial committee of NTSC Panel 12 was instructed to prepare the full set of approved signal specifications for color TV and to distribute them to the industry at the earliest possible moment. Donald Fink, Philco Corp., chairman of the editorial committee, said he would get his group together to prepare such an industry release within the week and would forward the material to the NTSC secretary for dissemination throughout the TV broadcasting and manufacturing industry. It was estimated that the task might be completed in two to three weeks.

Specifications approved by NTSC last week involve perhaps a 50% change from the tentative specifications issued by the group some months ago, Dr. Baker reported. Their present form he believes will stand up throughout the field testing period with only minor changes, he said, quickly adding that this is a personal, not an official viewpoint.

Dr. Goldmark Pointed Out

The presence of Dr. Peter C. Goldmark, CBS vice president in charge of engineering research and development, at the NTSC meeting was especially pointed out by several committee members. Dr. Goldmark conceived and directed the development of the non-compatible CBS system of color TV which won FCC approval for commercial operation in 1950. A court case attempting to block that decision was decided in CBS’ favor the following year but at a government request to withhold production of color receivers for the present so as not to divert essential materials, CBS has not put its color sets on the markets. Dr. Goldmark was accompanied at the Thursday meeting by John W. Christensen, chief engineer of the CBS Laboratories Div.

Also present at the meeting were: Dr. Baker; A. W. G. Jensen, Bell Labs; A. L. Beers, RCA; Robert E. Shelby, NBC; Mr. McIlwain; B. F. Tyson, Sylvania; E. W. Engstrom, RCA; P. Neuwirth, Teleking; George H. Brown, RCA; W. W. MacDonald, Electronics; John V. L. Balderston predicted, in 1953, at present, 750-ft. structure.

Philo’s ‘52 Sales Up 18%

WILLIAM BALDERSTON, president, Philco Corp., reported last week that Philco sales in 1952 exceeded $360 million, an 18% increase over 1951.

If general business continues at present levels, Philco has an opportunity to manufacture and sell more than one million TV receivers in 1953, Mr. Balderston predicted, in view of the planned opening of some 100 new video broadcasting stations.
You need **both** to reduce timing errors!

You have an extra weapon against timing errors with the new "Scotch" Brand 7-inch Professional Reel. The specially-formulated tape available only on this new reel is treated with a revolutionary dry lubricant. It slides over heads without gumming or sticking, eliminates the flutter that contributes to timing errors. This also allows sustained tones to come through clearly, without annoying changes in pitch.

The new larger hub on this improved reel does its part in combating timing errors, but remember... for split-second accuracy and flawless reproduction every time, you need the extra advantage of "Scotch" Brand Dry-Lubricated Magnetic Tape!

See Your Distributor for a Supply of 7-inch Professional Reels and Dry-Lubricated Tape!
EQUIPMENT

TV PROBLEMS TO TOP AIEE WINTER SESSION

Electrical engineers will con- verge on New York this week to hear technical papers on a number of timely subjects including transistors, color TV, uhf broadcasting, civil defense and 'Conelrad'.

TELEVISION problems will be dealt with in two Tuesday sessions of the Winter General Session of the American Institute of Electrical Engineers, being held this week, Monday through Friday, at the Hotel Statler, New York. TV pictures will be discussed during a Thurs- day afternoon session on high-vacuum tubes. Broadcast engineers may also be interested in a Thursday morning session on radio communica- tions systems and in two Tuesday sessions on semi-conductors, chiefly transistors, included in the 86 technical sessions scheduled for the five- day meeting.

At a general session on Monday afternoon, AIEE President D. A. Quaries will present the Edison Medal to Dr. V. K. Zworykin, RCA scientist who invented the electron tube which is the heart of present day TV. Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., will discuss the career of the medalist and Prof. J. F. Calvert, chairman of the Edison Medal Committee, will de- scribe the establishment of this award during the afternoon general session, whose principal address will be delivered by Dr. H. T. Head, chancellor, N. Y. U.


Radio Sessions


Minnesota Mining to Build

MINNESOTA Mining & Mfg. Co., which is conducting extensive and secret research into magnetic tape recording of pictures for television, has purchased 125 acres near St. Paul for construction of a $3 million research labora- tory. Construction of this first in a series of additions will begin this spring, and is ex- pected to be completed by the fall of 1954. It will house the central research depart- ment, where the "more fundamental and longer term" projects will be carried out under the direc- tion of Dr. Harry N. Stephens.

Minnesota Mining also maintains a research unit for each of its product divisions, and has realized $25 in sales for every $1 it has spent on research, according to William L. McKnight, board chairman.

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae

Expanded facilities insure quick delivery

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Birmingham, Alabama
P. O. Box 2467
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Washington, D. C. Office:
3738 Kanawha St., N.W.,
Phone Emerson 2-8071

PERSONNEL RELATIONS

NLRB Blocks Move to N. Y.
In Hearing on TV Writers

RENEWED attempts by NBC, CBS, ABC, Au- thors League of America and Screen Writers Guild to move the NLRB hearings involving television writers from Los Angeles to New York for further testimony were denied by Trial Examiner Norman Greer at the conclusion Wednesday of the hearing of several weeks [B&T, Dec. 2, 1952].

He gave Television Writers of America, whose petition to be a bargaining agent for Hol- lywood writers on network live and film TV shows caused the hearing; ALA, SWG and the networks until Feb. 4 to file briefs. Desilu Produzione and McCadden Corp. whose cases were consolidated with the networks, also were given that deadline.

TWA Scope Questioned

ALA and SWG claim TWA is not repre- sentative of the craftsmen it seeks to represent [B&T, Dec. 15].

Frances Ingle, SWG executive secretary, dur- ing testimony Wednesday said 190 companies in the U. S. are producing pictures for TV showing. Of this number, 103 have headquar- ters in Hollywood, 68 in New York, 9 in Chi- cago and 10 elsewhere.

Nationally, they utilize the services of some 600 writers, she testified.

SAG Opens Chicago Office

With Jones as Representative

SCREEN Actors Guild has opened an office in Chicago. John Dales Jr., SAG's national executive secretary, last week announced the new office was arranged with cooperation of the American Federation of Television and Radio Artists (AFTRA) local in Chicago.

Raymond A. Jones, executive secretary of the AFTRA branch, also will be SAG repre- sentative in the Windy City. The guild's staff will be housed at 102 E. Hubbard St., AFTRA's office.

Thomas J. Shea

FUNERAL services for Thomas J. Shea, 53, assistant president of International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the U. S. and Canada, where held Friday in Middletown, Conn. Mr. Shea, a former president and vice president of the Connecticut State Federation of Labor, died Tuesday at the Will Rogers Memorial Hospital at Saranac Lake, N. Y., where he had been a patient for several months. He had been assistant president of IATSE since 1945.

Engineer Openings

OPENINGS for an engineer and technical secret- ary on the International Frequency Registration Board in Switzerland were reported last week by the State Dept.'s Telecommunications Policy Staff. Interested candidates should submit their qualifications and other data to the Telecommunications Policy Staff, Dept. of State, Washington 25, D. C. (attention: Mrs. Hazel Briggs), not later than March 30.
Fables of the leopard and the hippo — 5

ON GOOD TIMING

THE HIPPO: "Alas, the victuals that pass me by. I always seem to miss the biggest share, at least."

THE LEOPARD: "Then study, sir, your timing in stalking and in snaring game."

THE MORAL: Wily television advertisers (like the Spotted Leopard) know, too, the importance of good timing. Of best-selling hours — and seasons — to pin down important sales.

So they choose Spot TV. Because they can buy just the hours that fit local viewing tastes best. In every time zone.

They can start fast. Or change pace easily during best selling seasons. In every market.

At low cost-per-sale.

Prove for yourself the importance of good timing . . . with Spot TV . . . on these thirteen select stations.

WSB-TV ........ Atlanta
WBAL-TV ........ Baltimore
WFAA-TV ........ Dallas
KPRC-TV ........ Houston
KECA-TV ....... Los Angeles
KSTP-TV ... M'p'l's-St. Paul
WSM-TV ....... Nashville
WJZ-TV ........ New York
WTAR-TV ........ Norfolk
KMTV ............ Omaha
WOAI-TV ....... San Antonio
KGO-TV ....... San Francisco
KOTV ............ Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
In two years the number of families owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger ... CONSTANTLY GROWING ... audience that will BUY what YOU have to sell!!
The controversy over film vs. live production is as old as commercial television and doubtless will still exist years from now. Much can be said for both techniques. Here's the first of a two-part series. Next week John L. Sinn, president of Ziv Television Programs Inc., will present the case for films on TV.

the case for **LIVE** television

By Martin Stone

ALL television programming, like "Omnia Gallia," is divided into three parts:
1. Film projection,
2. Studio origination, and
3. Use of the mobile unit.

The case for live television is not being stated in terms of a plea against the first method, film origination. Programming there must be, and a great deal of it performance will be on film. The plea here is for more television, more faith in the medium. For to state the case for live television is to plead the cause of television itself. This new miracle of communication deserves no distinction if it does not preserve a quality that makes it different. Film in abundance on television is the equivalent of the home movie in continuous performance. Live television is magic of its own.

The television broadcaster who draws upon celluloid for his daily programming reduces his role to that of an exhibitor. His programming is at the mercy of others; his selection of fare is limited. Where the broadcaster tackles live television, however, he refuses to be bound by the product of distributors. He holds the threat of competitive production.

**Live Is Troublesome**

Live television — let's face it — is grueling, wasteful, ulcerous. It demands production on an assembly line basis where the standards are not mechanical but creative. There are some who even demand that television be an art form. To fill the airwaves, though, with artistic performances—alive and skillful, day and night—is impossible even for the extravagance of a network. There is no reservoir of creative talent vast enough to accommodate the continuous spilling-over-the-dam of television programs. The prospects are even more frightening for the intrepid broadcaster who attempts to meet the challenges of live programming on a local basis with a limited budget and meager equipment.

Why, then, should the broadcaster attempt live television?

Some of the answers may here be suggested:
1. The community demands it. Certainly television has a public service to perform which no mere transmission of film can provide. Whether it be local meetings, parades or Boy Scout jamborees, the local broadcaster will have to establish his cameras for coverage of community events — on the scene — as a condition of his privilege of broadcasting.
2. No film, and no mechanical recording, can act as an equivalent for the immediacy of television coverage which comes from the use of the mobile unit in a special event. Whether it be boxing or baseball or wrestling or the Mummers' Parade, there is an excitement and color which comes from the transportation of the viewer to the scene that no other medium can duplicate. Television needs no intermediary, no commentator, no reporter. It is a fishbowl into which the world can peer, where real-life dramas and contests take place without benefit of script. The World Series game that hinges on the performance of the batter who has just stepped up to the plate, the roll call at the political convention that will determine the identity of the next President of the United States, the crime hearing at which an underworld king must choose at once between admission of guilt and contempt of Congress. Here is television at its best as it offers the exciting spectacle of news as news is made. Filmed television can offer no substitute for the quality of NOW.
3. No film, or tape, or any other reproduction, can capture the live — a better word is alive — quality of the personality in television. Whether it be Arthur Godfrey, Bishop Sheen or Adlai Stevenson, if a personality's purpose is to face a camera and by sheer talk establish a sense of communication with his audience at home, film remains a hurdle. "Talk" personalities on television make the bridge by sharing in common a simplicity: They do not pretend to be other people, or in a situation comedy, or in a "show." The fact that Mr. Godfrey is supported by a cast, or sets or costumes, doesn't spoil the

When Gabby Hayes (I) visited Howdy Doody and Bob Smith, it was a meeting of two of Author Stone's profitable television ventures. The Howdy Doody character has spawned a swarm of merchandising sidelines that have become a multi-million dollar business. It is among the oldest and most popular shows of its kind on the air.

January 19, 1953 • Page 77
The Magic of TV

The magic of television lies mostly, I think, in being transported. It is the satisfaction received from sitting in one’s living room with a sense of being present at Radio City, with a sense of performance by Arthur Godfrey for me—propped as I might be in an easy chair. There can be nothing but pleasure for the average man in witnessing the spectacle of (A) either Arthur Godfrey talking to him, indeed wooing him, or (B) witnessing The Show of Shows in his living room with as much enjoyment as the poor folks who had to go to the International Theatre and stand in line in a winning rain—if they were lucky enough to get tickets. No film accomplishes this purpose. A film may amuse and may entertain, but it does not give a sense of transportation. The only near-equivalent satisfaction to be derived from a television film comes from the fact that here is the equivalent—perhaps—of the local movie, without the inconvenience of going to a local theatre.

The case for live television is a plea for understanding of a new medium of communication. Film is a spectacle, and while a motion picture may be informative, even inspiring, it never acts as a vehicle of—repeat — communication. The efforts toward emphasizing live television must bear in mind this distinction, and seek to capitalize on its advantages.

(Don’t miss “The Case for Films on TV” by John L. Sinn, president of Univ Television Programs Inc., in next week’s Broadcasting • Telecasting.)

No more lively show was ever aired than “Author” on the night Sen. Taft tangled with Tex McCrary.
Business is hum-m-m-m-ing in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52... and it'll continue to be in '53. The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills... all blend into a "hum sweet hum" of 4½ billion dollars retail business annually... in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been first in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "sell" into your Detroit campaign by putting more of your ad money into WWJ.
OF ALL the toilers in the mercantile world, none has lived more precariously than the pitchman. His has been a nomadic and sometimes hounded trade, complicated not only by the usual vagaries of commerce but also by cruel changes in the weather and, in some communities, the oppressive diligence of the police.

For generations, the pitchman was obliged to endure another inconvenience. His sphere of influence extended only as far as he could project his voice, and even that range was limited, since there was always a chance that an intruding shout would attract a hostile cop. It is a tribute to the resourcefulness of these vagrant merchants that so many survived such obstacles and accomplished their intricate purpose of bewitching passers-by into buying the potato peeler they had not until then realized they were dying for or the vitamin compound to cure debilities they had never suspected they had.

The limitations that have plagued the pitchman have now been relieved. Thanks to the miracles of radio and television, he not only has been taken off the streets but installed in the American home. He makes his pitch, unobtrusively, undistracted by fears of sudden thunderstorms or roving flatfeet. Millions hear and watch him, and millions buy his wares. He has climbed from the society of carnival and boardwalk to the company of artists and millionnaires. His astonishing transformation was arranged, not surprisingly, by two of his kind, perhaps the two most resourceful pitchmen who ever hawked a hair cream to a bald man.

Zooming Business
Aside from achieving the social elevation of their former colleagues and themselves, Charles D. Kash and Leonard Rosen have made gratifying advances in their personal finances. A three-man partnership, including them and Leonard’s brother, Jack Rosen, set up shop in July, 1950. Their gross sales that year were $225,000. In 1951 sales were $4 million and in 1952, $12 million. It is the official estimate of the Messrs. Rosen and Kash, who like to speak in round numbers, that gross sales will be $18 million this year.

Radio and television are responsible. In the last six months of 1950, Mr. Kash and the Rosen’s spent $50,000 on radio-TV (mostly TV); in 1951, more than $1 million; in 1952, $4.5 million. The budget is expected to be about the same this year as it was last.

The enterprises which have amassed these records in so short a time are Charles Antell Inc., distributors of Charles Antell, Inc., No. 9, a hair cream and shampoo; National Health aids of Baltimore Inc., distributor of NHA Vitamin Complex and Fastabs, a weight reducing pill; and Ronald Research Laboratories Co. Inc., which manufactures the products sold through the other two companies and conducts research into new products that the Messrs. Rosen and Kash want to introduce. Not long afterward Mr. Kash sold out, and two years later Mr. Rosen left Belforte to return to the stores with his brother.

In 1949 they consolidated their retailing into one store and began using radio advertising on WTH Baltimore. In February, 1950, they made their first excursion to television. One of the numerous products they were selling was an air conditioner. Financed by the Baltimore distributor of the unit, Leonard himself performed two demonstration programs on TV. Since neither of them could upset the normal sales of air conditioners, he decided to obtain the skilled assistance of Mr. Kash, celebrated in his circles as an adroit writer of pitch copy.

Mr. Kash meanwhile had returned to active demonstration and was presiding over a lucrative pitch in Toronto, showing a lanolin hair cream called Albu-Lan. The Messrs. Rosen had stopped off en route to Cincinnati where he had an engagement for a similar enterprise with another hair product.

Old Pros
At that time both were experienced pitchmen. Mr. Kash had entered the profession in 1930 at the age of 18 and Mr. Rosen the same year at the age of 15. A rapport was established and the temptation into partnership to demonstrate Albu-Lan at whatever store would provide refuge.

In 1938, they decided to diversify their sales by adding a vitamin-mineral product, Vigor-8, to their portable inventory. Vitamins were becoming popular at that time and Vigor-8 sold profitably, but despite his improving income Mr. Rosen decided to stay in one place for a while. He was 23 when he went back home to Baltimore to provide the mature and stabilizing influence in partnership with his younger brother, Jack, who by then was 20 years of age and chafing to establish his own business before he grew old. The Rosen brothers opened a house-to-house installment trade, traveling through Baltimore with possibly the most extensive and varied assortment of merchandise ever peddled door-to-door.

The principal items in their line were home furnishings, jewelry and appliances. Mr. Kash, for the time being, continued as a transient vendor of Vigor-8.

Watching the Store
In 1941 the Rosen brothers took shelter. They opened a Baltimore store to sell the random merchandise they had previously sold door-to-door. By 1943 they had four such stores in the city, and Leonard was ready to branch out.

He and a friend became partners in Wood Products Inc., which manufactured furniture. Coincidentally Mr. Kash quit the road and acquired an interest in Belforte Cos. Inc. The corporate history of these enterprises is somewhat vague, but in 1945 Belforte absorbed Wood Products, putting Messrs. Kash and Rosen in partnership again. Not long afterward Mr. Kash sold out, and two years later Mr. Rosen left Belforte to return to the stores with his brother.

In 1951, the pitchman have now been taken off the streets and into the parlor. An ingenious partnership has built a $12 million business by adapting an old profession to modern media. The pitchman is off the streets and in the parlor.
while demonstrating unguents containing lanolin, the same magic ingredient of Formula No. 9, Mr. Kasher had developed a receding hair-line.

The Charles Antell promotion was even more successful than that for the vitamin compound. After the half-hour pitch was shown on WDTV (TV) Pittsburgh, 2,800 telephone orders were received in an hour.

It was fortunate that the Antell commercials were so effective, for the progress of NHA Complex was severely curtailed by a rude intrusion of the Federal Trade Commission which refused to believe that NHA Complex would prevent or cure these specifically mentioned human ailments, but . . . reference to them is subtly interwoven into the lecture in such a way that the overall impression can reasonably be stated to be that one hearing the lecture by radio or on television might well conclude that NHA Complex is a perfect treatment to avoid or cure such ailments."

The commercials that ran afoul of the FTC were in the long traditions of the pitchmen's spiel. An authoritative, seven-point description of the classic technique has been furnished in a short history of the Kasher-Rosens enterprises prepared under their direction by their publicity agent, Hal Salzman Inc., of New York:

1. Select a product that fits this sales technique.
2. Locate in heavy traffic areas.
3. Stop passing traffic with humorous, entertaining, informational, educational sales patter, into which is skillfully and unobtrusively (until the commercial comes) intertwined the compelling sales points of the product to be sold at the end of this talk.
4. Keep building a crowd around the counter, until the time arrives for the actual sales commercial.
5. Make the commercial sales pitch.
6. Close hard, fast, with compelling impact.
7. Make sales on the spot.

Point 3 is the critical part of the pitch. Around the New York offices of Television Advertising Assoc. Inc., an advertising agency which the Kasher-Rosen partnership owns and which prepares all commercials, this part of the pitch is candidly described as "the hook." It was in execution of "the hook" that Mr. Kasher's NHA Complex commercials referred to the numerous ills the flesh is heir to, without reference by name to NHA Complex. In the radio and television commercials now used for Charles Antell Formula No. 9, Point 3 is equally important. In the half-hour versions, Point 3 occupies at least two-thirds of the pitch.

Table: HOTTEST PITCH IN HISTORY

<table>
<thead>
<tr>
<th>Period</th>
<th>Radio-TV Budget</th>
<th>Gross Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950 (6 mos.)</td>
<td>$50,000</td>
<td>$225,000</td>
</tr>
<tr>
<td>1951</td>
<td>1,000,000-plus</td>
<td>4,000,000</td>
</tr>
<tr>
<td>1952</td>
<td>4,500,000</td>
<td>12,000,000</td>
</tr>
<tr>
<td>1953 (est.)</td>
<td>4,500,000</td>
<td>18,000,000</td>
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</tbody>
</table>

Undeniably, this argument has been persuasive to a great many radio and television stations. Antell and NHA Complex half-hour pitches have been broadcast by as many as 800 radio stations, and at one time Television Advertising Assoc. was able to place the half-hour films on 61 television stations.

"The hook" in the Antell commercials consists of a straight pitch on the evils of traditional hair care. The pitchman deciles the tragic effects of submitting one's hair to the ministrations of barber shops and beauty parlors, where hair is mercilessly scorched, chilled and doused with useless goo. Twenty minutes of such graphic presentation are apt to impart the fear that the next visit to the barber means instant baldness.

Happily, however, the pitchman confides that there is an antidote to the medieval treatment the audience has been accustomed to accord its hair. The antidote is lanolin. As proof that lanolin is the only substance that hair can feed on, the pitchman points out that sheep are rich in natural lanolin and "Did you ever see a bald sheep?"

When the extraordinary healing powers of lanolin have been thoroughly described, the pitchman reaches Point 5, mention of Charles Antell Formula No. 9. From there on there can be no doubt who is sponsoring the performance.

Some 80 variations of these pitches, in both half-hour and 15-minute form, have been produced on record for radio and film for television. The variations are slight, since all the "programs," as the Messrs.
The prosperous partners inspect a sales report. L to r: Jack Rosen, Charles D. Kasher, Leonard Rosen.

Kasher and Rosen insist on calling these productions, follow the same outline.

The records and films are prepared by the creative department of Television Advertising Assoc. in New York. Time purchases are made from the TAA timebuying department in Baltimore, which is headquarters for the numerous Kasher-Rosen enterprises. Mr. Kasher, whom the other partners describe as a creative genius in the advertising world, spends most of his time in New York. He is president of Charles Antell Inc.


In addition to pioneering in the pitch technique on radio and television, the Kasher-Rosen partnership has intrepidly explored new methods of buying time. Probably no other advertiser of comparable size has ever picked up and dropped so much time so erratically.

**NEW PRODUCT**

It is company policy of TAA to write time contracts on a "till forbidden" basis. Most radio time has been bought with this escape hatch in the contract. Some TV stations have insisted on fixed periods.

With its commitments easily cancelled, TAA is perpetually engaged in, first, buying and, second, getting out of hundreds of agreements. Last November, Antell commercials were on 800 radio stations in 250 markets. Last week they were on 350 stations in 125 markets. Last October Antell half-hour films were on 61 TV stations. In November Antell picked up sponsorship of *Live Like a Millionaire* on an ABC-TV network of 34 stations and dropped them for two of the 61 on which it had the half-hour spot films. Last week it had replaced the spot films on some 33 stations.

Leonard Rosen recently explained company policy on timebuying. "The amount of time we buy depends on the pay-out in the market," he said. "Radio and television have to produce sales. We learned about that when we were doing mail order."

All Kasher-Rosen products were introduced by mail order. Antell is now sold entirely through retail outlets. The transition from mail order to national distribution may have established a merchandising record.

"Charles Antell pre-sold the United States on radio and television," Leonard Rosen recalled the other day. "We had requests from 500 druggists for retail distribution before we put it into the stores."

Sensing an opportunity, the Messrs. Kasher and Rosen mailed a brochure to 60,000 U.S. drug stores and chains with the catchy headline: "We've been stealing your customers. Now we're going to give them back."

In six and a half months Antell was nationally distributed. It is now sold, according to Mr. Rosen, in 75,000 retail outlets.

Of the other products, Fastabs, the weight-reducing pill, is now sold mostly retail, although about 10% of the Fastabs volume is still mail order. NHA Complex is not being sold heavily. As Leonard Rosen said the other day: "We're not promoting it right now."

**Love That Soap**

As would be expected of so energetic a partnership, a new product has just emerged from the miraculous laboratory that the Messrs. Rosen and Kasher possess. It is a soap which will bear the Charles Antell name.

The soap will be a pitchman's dream, for in addition to the usual cleansing agents, a single bar contains lanolin, chlorophyll and hexachlorophene, a germicide. It could be claimed that with so formidable a mixture of modern chemicals at hand the American public, in one operation, can wash itself, grow hair, be deodorized and rid itself of marauding bacteria.

The half-hour pitch may have to be lengthened to accommodate the description.
WORKSHOP...

is proud to announce
its new UHF antenna*

the ultimate in-

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.

Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.
DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS

*Patent Pending.
Developed by the GABRIEL LABORATORIES
A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. Here an expert tells why TV and big stores have failed to come together and suggests how they could.

By Samuel H. Cuff

BACK in the mid-40's, when television had arrived technically but was waiting for the end of the war to enter its destined role as star entertainer and instructor of the American home, a favorite sport of the industry's masterminds was predicting what would happen when that happy time arrived.

Prominent in all such predictions was one to the effect that department stores, as a class, would be a major if not the major group of advertisers on television. Stores would install their own TV studios, where fashion shows could be staged, household appliances demonstrated and other merchandise displayed, with coaxial connections to the local TV station, if, indeed, the store had not taken on that operation as well.

Radio had never been too successful in attracting department store advertising, this pre-TV logic ran, but with television the story would be quite different. Fashions have to be pictured—and TV could do that better than newspaper drawings. Appliances sell best through demonstrations—and TV could do them better and far less expensively than run of store salesmen. Why, the best demonstrator could make all the demonstrations, and to all the housewives, not just one at a time. Come TV and, newspapers, look out. Your best customers will desert you for this great new medium.

Vanishing Dream

It was a beautiful dream, but like most dreams it proved somewhat different in reality. The war ended; TV stations went up (but very few were owned by department stores); TV attracted advertisers aplenty, but department stores did not loom very large in the overall picture. They don't today.

What happened? Why didn't department stores embrace TV with the preconceived avidity? There are a lot of answers—about as many as there are stores in TV markets—but in general they can be summed up as (1) department stores' unfamiliarity with television, (2) TV stations' unfamiliarity with store advertising, and (3) a great lack of interest on both sides in the problems of the other. That summation is certainly oversimplified and probably overcynical, but it's essentially true, nonetheless.

Take the first point. A big city store-conscious for time on a station to present a showing of its new fall fashions. The store's fashion expert demanded a runway and potted palms, waving away the protests of the station producer with a haughty "Young man, I've been staging fashion shows for 20 years." When she looked at the dress rehearsal on a 10-inch screen, she shrieked, "But where is the model?"

Another early fashion show featured a finale of fur coats, worn over the new gowns shown earlier in the telecast. TV lights in those days shed nearly as much heat as illumination and the inevitable happened. The models perspired; the gowns were ruined; the argument over who should pay for the damage raged for months. That store has not used TV since.

Now, point number two. Newspapers have rate increases by using what they call "re-source" money—sums appropriated by the manufacturers of certain products sold by the store for local advertising of those products. The theory was that since these products were sold in other stores in the station's service area, the manufacturers would get enough sales overall to justify the added cost.

But the stations, or in most cases the package producers owning the programs, needed a minimum number of commercials to make the program pay out, so, when a manufacturer refused to allot any more money to the store for this kind of advertising, the program operator solicited another manufacturer of a similar product, often one who came in just to get his merchandise carried by the store. This was resented by

4 ways to expand TV use by department stores

To Attract Department Store Advertising:

1. TV schedules must be flexible to allow for peaks and valleys in campaigns.
2. Telecasters must appreciate the stores' problems of selling some items one day, others another, never the same the year around.
3. TV must give the store (and its departmental buyers) better results at lower cost than rival media.
4. TV must establish local rates that do not charge for distant audiences outside the stores' trading areas.

The buyer of the store department stocking this type of ware, who felt the new product was being forced on him. So he made no effort to push it; sales were disappointing and this manufacturer, too, dropped out of the store's TV show. When this sort of thing had happened in a dozen departments, the store itself called an end to its TV venture.

Other stores have tried to use TV as they have used radio, with inexpensive daytime shows. But there is as yet no TV equivalent for the phonograph record which delivers, in the course of an hour, a million dollars' worth of talent at practically no cost. Low budget local talent daytime TV shows have in general found the competition for audience with the name talent daytime TV network programs too tough to make it worth while continuing.

So, for the moment, department stores are less than major TV clients and, if the present situation were to continue as is,
Engineered today for your needs tomorrow!

**MYCALEX**

PRECISION-MOLDED MYCALEX 410

TRANSISTOR SOCKETS

—now in the pilot production stage —engineered in advance of actual need

In keeping with the MYCALEX policy of progressive design in advance of needs, these Transistor Sockets were engineered months ago and are now in small scale pilot production. They'll be available in quantity in advance of actual needs.

Mycalex 410 Transistor Socket shown actual size

Mycalex 410 Transistor Socket enlarged to show detail

**Achievement in PRECISION MOLDING!**

The production of Mycalex Transistor Sockets is a real accomplishment of precision molding in miniature. The holes for the leads are the smallest ever molded. All tolerances are exceedingly close. Mycalex production engineers are proud of their achievement... particularly because low-cost, mass production techniques can be adhered to.

The body is precision-molded of MYCALEX 410, glass-bonded mica insulation for lasting dimensional stability, low dielectric loss, immunity to high temperature and humidity exposure combined with maximum mechanical strength. The loss factor is only 0.014 at 1 MC and dielectric strength is 400 volts/mil.

Contacts can be supplied in brass or beryllium copper. The sockets are readily solderable. The socket bodies will not warp or crack when subjected to high soldering temperature. They function in ambient temperatures up to 70°F.

Mycalex Low-loss Tube Sockets and Multiple Headers

A complete line of tube sockets including sub-minature types is available in Mycalex 410 and Mycalex 410X glass-bonded mica insulation. Comparative in cost to ordinary phenolic sockets they are far superior in every respect. Dimensional accuracy is unexcelled. For complete information on standard and custom Tube Sockets or Multiple Headers, call, wire or write... there is no obligation, of course.

**MYCALEX TUBE SOCKET CORPORATION**

Under Exclusive License of Mycalex Corporation of America

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

**MYCALEX CORPORATION OF AMERICA**

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20—Plant & General Offices: CLIFTON, N. J.
they would not be likely to become more interested in this new medium than they now are. They feel they don’t really need TV, and the stations, with plenty of other business, are not worrying very much about getting stores into their studios.

But TV is not staying still. New stations, now the freeze has ended, are getting into operation at an ever accelerating pace. Many of these will be primarily local in character, dependent on local and syndicated programming and on local and spot business. To them the department stores will represent a source of business well worth cultivating.

To them I say: Work with the stores, and do it their way, even though that might not coincide with the traditional pattern of across the board broadcasting. (Department stores never advertise horizontally—always in peaks.)

Try to understand their problem of selling a lot of one set of items of merchandise today, a lot of another set of items tomorrow and not the same items day in and day out the year round.

Appreciate that the advertising for each item is charged to a single department whose budget is geared to the cost of a fraction of a newspaper page. Try to give the buyer the kind of TV advertising that will create more sales at comparable advertising cost.

Above all, establish a local rate in keeping with the shopping area of your community’s stores and don’t charge them for remote audience they can’t sell to, no matter how valuable these out-of-towners may be to your national and regional advertisers.

Do those things and you will find that department stores can form the solid basis of profitable local TV station operation.

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**Dead dogs don’t eat dog food**

FOR 16 years on radio and more than four on TV, the Calo Dog Food Co. of San Francisco has been enduring itself to dog-lovers and presumably to dogs by sponsoring the Calo Pet Exchange, a program that finds homes for the floating canine population.

The rewards of this endeavor are more than spiritual. It would be an incorrigible ingrate indeed who, after acquiring a loving pet through the Calo Pet Exchange, installed it on a diet of a rival dog food. Calo sales records indicate that the proportion of ingrates in the broadcasting audiences of San Francisco and Los Angeles is reassuringly small.

According to Charles R. Williams, vice president of the company, Calo outsells all other dog foods in San Francisco, and its sales have risen 55% in Los Angeles since the program was introduced there.

The Pet Exchange came into being after Frank Wright, then a newscaster on KWBR Oakland, Calif., slipped a filler item into a news show on a dull day in 1936. The filler said: “Wanted: A home for an abandoned puppy, breed undetermined. The people who owned this dog left town today. We don’t want him killed.”

The Gas Chamber

So many compassionate listeners volunteered to cheat the canine gas chamber that Mr. Wright decided to find a supply of homeless dogs equal to the demand. A visit to the San Francisco pound convinced him that an adequate throng of stray pets existed. So, and in a trice the Pet Exchange was on the air, with Calo as a skeptical and short-term sponsor.

The show was immediately profitable—for the several unemployed telephone operators who were hurriedly drafted to handle calls, for the suddenly-discovered multitude of dogless dog-lovers who were provided with pets, for the dogs that were re-represented at the eleventh hour, for the sponsor who noted a flurry of demand for Calo dog food, and for Mr. Wright who began a new and more remunerative business career as a promotion and advertising man.

He now heads the Frank Wright National Corp., with offices in San Francisco and Los Angeles, and handles Calo advertising.

After a year, the Calo Pet Exchange moved from KWBR Oakland to KFRC San Francisco, and then on December 1951. It then became a television feature on KGO-TV San Francisco. Meanwhile, it had been started in 1948 on KTTV (TV) Los Angeles. It now is also broadcast on KGMB Honolulu, and a somewhat similar show, Animal Fair, is on WBZ-TV Boston. All of these are sponsored by Calo.

Mr. Wright, himself presides over the San Francisco and Los Angeles television productions, traveling by train between the engagements in a drawing room regularly reserved for him and a companion, which, not unexpectedly, is a dog—Calo Jr., a personable mongrel that also appears on the shows.

The programs open with an introduction: “And here is Frank Wright, the dog’s best friend.” Mr. Wright then pleads with listeners who may be bent on canicide not to destroy their pets but to give him a chance to dispose of them less drastically. Those who are swayed by his argument join the supply list which Mr. Wright’s 10 assistants perpetually try to match with the list of demands.

Traffic Jam

Mr. Wright learned long ago not to disclose on the air where an available animal is actually located. On an early broadcast he spoke movingly about a stray German Shepherd pup in custody at San Francisco police station. Traffic patrols had to be called to clear the congestion from the precinct.

In the 16 years of the Calo Pet Exchange, Mr. Wright estimates that a quarter of a million displaced dogs and cats have been relocated in new homes. Occasionally, other species of pets have been satisfactorily exchanged, though some would have seemed to challenge even Mr. Wright’s resourcefulness.

Once a man telephoned the program in obvious distress to report he owned two alligators that were breaking up his home. Although he was fond of them, his wife objected violently, on both ethical and sanitary grounds, to his keeping them in the bathtub. It was no trick at all for Mr. Wright to find a listener with a fenced pond and an affection for reptiles.
Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS "pure television." Such results come from three things: Waring's imagination, CBS television techniques, and GPL camera chains.

"The pictures move . . . are a combination of light and shadow, of form and substance that catch and hold the eye."

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

"The cameras seem to roam at will on that show with a fluidity and grace almost never found in movies."

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with automatic focus adjustment, precision pan and tilt motions—all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows . . . GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for modern television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

"camera work on the Waring Show is . . . art photography"

JOHN CROSBY

and the cameras are GPL

NEW STATION OPERATORS:
Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.

General Precision Laboratory

INCORPORATED

PLEASANTVILLE  NEW YORK

Cable address: Prelab

TV Camera Chains  •  TV Film Chains  •  TV Field and Studio Equipment  •  Theatre TV Equipment

Export Department: 13 East 40th St., New York City
Cable address: Arlab

For full details, write, wire or phone

January 19, 1953  •  Page 87
When an advertiser buys into a "Feature Foods" show on any of these three radio stations, he gets a valuable merchandising plus. Cooperating stores push his products with special displays and promotion.

merchandising with meaning: the story of feature foods

MERCHANDISING undoubtedly is radio's most bandied-about word in these days of TV popularity. Like the meaning of gimmick, a term the word seems to have superseded in the most-frequent-usage poll, the meaning of merchandising is a wispy and elusive thing known only to the individual currently saying it.

A Chicago man, however, seems to have added up all the possible meanings of merchandising, subtracted those inept and meaningless, and arrived at a total preceded by large dollar signs for advertisers and stations alike. He is Lyman Weld, president of Feature Radio Inc. and a veteran specialist in merchandising via an advertising agency.

Mr. Weld and the late Paul Faust, officers of Mitchell-Faust agency in Chicago from 1920 to 1950, developed, discarded and disinterred various food merchandising schemes over the years, finalizing their efforts in the success, Feature Foods, on WLS Chicago in 1934.

In 1950 when the agency was disbanded, the formulas developed on Feature Foods in almost two decades were trimmed to meet current competitive conditions and trends in food marketing, sale and consumption. They then were adapted to two additional markets, Philadelphia (KYW) and Des Moines (WHO), as a full-time service, Feature Radio Inc.

Results Guaranteed

Last year, Feature Radio Inc. and Mr. Weld again streamlined the sales and merchandising formats of the homemaker's feature in all three areas, coming up with a guaranteed-results plan for manufacturers of various consumer food and household products.

Clients participating in any of the Feature Radio homemaking shows on WLS, KYW or WHO now receive the following: Reports on personal merchandising calls made by Feature Radio employes in the largest and highest-volume independent stores in each area; personal checks in corporate chain stores with data on their and the competition's exposure and distribution; monthly personal demonstrations of the radio-advertised product at the point-of-sale (with sampling and couponing) and special displays of the product within the stores in the advertising-marketing area.

A canner of tuna fish, for example, who buys the minimum 13-week contract on WLS Chicago, in addition to the regular listening audience and station promotion, advertising and publicity, is guaranteed mer-

by Jane Pinkerton

chandising calls in 600 large (five or more employees) and medium (three to four full-time workers) grocery stores, along with personal visits to 60 VIS (very important stores) averaging $750,000 annual sales volume each and handling 5% of the total food store volume in metropolitan Chicago (50-mile radius).

The advertiser also is guaranteed a one-week display in each of these 60 grade-A stores during his 13 weeks of sponsorship; participation in 35 Bargain Bar store promotions; demonstration, sampling or couponing in 13 Bargain Bar promotions; monthly merchandising reports outlining distribution of his product, exposure, rate of sale and special comments by the Feature Radio representative; personal checks on 100 corporate chain stores showing distribution and exposure.

This same pattern is used in the Des Moines and Philadelphia areas, where "the biggest, best and largest traffic stores" are surveyed. Average annual volume of each of the 64 top stores in Philadelphia is $650,000, and of the 54 stores in Iowa, $600,000. And these figures, Mr. Weld says, are conservative. In Iowa the stores are located in 12 counties and annually handle 24.2% of all food business in those counties.

The personal checks are conducted only in and with the cooperation of (on contract) the voluntary chains or cooperatives, nominally the independents, as contrasted with the corporate chains, such as Kroger
WCCO-TV has what it takes...

...studios—equipment—personnel—to do imaginative and good production

When you consider spot Television for the rich Minneapolis-St. Paul market you are unhampered by production limitations.

WCCO-TV has two fully equipped studios, exceptionally flexible mobile equipment, and the personnel to carry through your ideas. Twenty-eight people in production alone...men with as high as thirty years in television and show production...a selling-minded staff that works well with your client's Twin City district sales office!

Equipment, experienced personnel, and imaginative production...combine here to make spot television more effective and profitable!
magnecord's new one-case portable professional tape recorder

Easiest to Handle—At last, a professional portable recorder and amplifier in a single case, light but rugged to take the most difficult remote. The Voyager has been thoroughly field tested and it’s been voted the best of travelers. Lighten your remote work, insure perfect recording — use the Voyager, newest member of the Magnecord family.

Professional Quality—Frequency response with tape is ± 2db from 50 to 15,000 cycles per. sec. at 15 in. per sec. tape speed. The amplifier has bridging and low impedance mike inputs with 600 ohm output. Headphone monitor jack on front.

A Natural For Advertising Agencies—The Voyager is so flexible you can use it in a multitude of ways — air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions, client presentations. Ultimate in quality.

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.
Dept. B-1, 225 W. Ohio St., Chicago 10, I11.

and A & P, according to Mr. Weld. The independents, to compete price-wise with the corporate chains, submit to a voluntary incorporation or cooperative arrangements. This group includes such chains as the Certified and IGA stores.

Five women merchandisers handle Feature Radio assignments in each of the three cities, visiting stores regularly to set up displays, securing prominent exposure positions for Feature Radio clients, checking on distribution by the competition, installing shelf-extenders and chatting with housewives over the Bargain Bar.

Under terms of the company's contract with each store, the store guarantees to stock any radio-advertised item for the 13-week minimum, an invaluable aid in gaining immediate and extensive distribution for a product introduced into a new territory.

The three-way operation involves the manufacturer, who creates a salable item; the radio show, which, through its well-established homemaking personality, talks to women at their own level of interest; and the in-store activity, which uses all point-of-sale devices to clinch the purchase.

Feature Radio, for example, has built shelf-extenders, which it uses once a week of every four in each store and lets the store use them the rest of the time. The plywood board, edged with chrome, extends the standard shelf so the product displayed is put into prominence as the shopper wanders along store aisles.

Tuna Jumping

According to one food market, sales of tuna fish went up 378% in one week after use of a shelf-extender. Prior unit sales were 50, which rose to 239 with use of the device, a unit increase of 189.

"Island" displays, or floor stacks set apart from regular shelf and floor displays, make sales roar, too, and Feature Radio workers may use these at regular intervals in each store. These attention-getting devices are a must in store merchandising, Mr. Weld says, because most shoppers, it has been proved, buy on impulse when in the store, rather than from a pre-planned list of necessities—even in such a non-luxury line as food.

Women field workers for Feature Radio work closely with the radio personality in each of the three cities in which the merchandising program now is in effect, and with the grocers and consumers as well. Because of the necessity of "absolute, implicit accuracy" in reports, the workers are chosen carefully, instructed "never to guess," and to say they "don't know" when in doubt about a fact or figure. "If we ever caught any one of them fudging, they'd be out," said Mr. Weld, an empty threat thus far because no one has fudged.

Their field reports are the basis for overall reports to the client. One progress report, for example, showed a client that his item was in stock at 142 stores, temporarily out of stock at 2, with the field workers taking orders for merchandise in the two empty stores. For the same client, the report showed his exposure to be equal to competitors in 115 stores, better in 19 and worse in 4.

Field talkers were spotted in his behalf in 80 stores, his product was cleaned and
MAURER
16mm
AT WORK FOR
THE JAPANESE
GOVERNMENT!

Ian Mutsu, president of the International Motion Picture Company, Tokyo, makes films for the Japanese Government... and for United Press-Movietone TV Newsreel. What camera? The Maurer "16," of course. "Thoroughly satisfied," says Mr. Mutsu... as all the world's top professionals say of the Maurer "16"... because it meets so many varied needs, gives top performance under all conditions of light, temperature and humidity.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 200° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

maurer means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California
straightened in 92 stores and the exposure improved in 91. Distribution was reported in three super markets in that particular city, but two of the three had a temporarily out-of-stock condition. Exposure, as contrasted with a competitive product, was checked there also. The reports always detail the names and addresses of stores visited on merchandising checks, for special displays and for Bargain Bar demonstrations.

Because of the intense competition in the food field, Feature Radio cannot release brand names and specific sales increases to point up its successful blending of merchandising and radio.

Distribution Gains

However, when a small New York seafood firm wanted to gain distribution in Philadelphia, where it had only 5%, it bought a small participating schedule there and now has between 35% and 40% distribution in the better stores, and is cracking the chain stores against established competition. And, despite the lack of freezer space to house its product, the firm reports trebled and quadrupled sales.

Several clients have been with Feature Radio on a firm 52-week yearly basis for as many as 10 years in Chicago, and for two years since the program's inception in the other two markets. Rap-in-Wax wax paper, which never has used any advertising but Feature Foods, continues to be one of the best sellers in the market. Sales reports are especially gratifying because the paper for many years cost two cents more per roll than any sold by competitors, who used much heavier advertising campaigns. One mayonnaise maker said his sales rose 37% in a six month period.

In each of the three cities, a "believable" and understanding woman handles the radio show and integrates commercials according to her own style. In Chicago, the program is Feature Foods and the homemaker is Martha Crane, featured on the show 18 years.

At KYW in Philadelphia, the program is Anno Lee's Notebook. Miss Lee appears with Jack Pyle, disc m.c. She also was associated with the similar show at WLS for many years.

Stations Own Shows

In Des Moines at WHO, the daily Iowa Feature Fare is handled by Betty Brady, who originates the show with Duane Ellett, announcer, and Bill Austin, pianist, at the Hotel Savery. In all cases, the station owns the show and handles the sales, in coordination with its representative, and Feature Radio supplies only the merchandising part of the package.

Mr. Weld, who continues to be delighted at the sales successes of his clients (an ice cream topping went up 700% in one week in Iowa), has instigated a similar package among druggists on KYW and WBZ Boston. Food and drug merchandising, once the "side show" during Mr. Weld's years in the agency business, is now the "main tent."

Advertisers who have crowded into the main tent with Feature Radio include Nabisco, Cocoa Wheats, Nestle's chocolate, Nutrena dog food, Ball jars, Fleischmann's yeast, Jello, Creamettes, Best Foods, Pillsbury Mills and Peter Pan peanut butter.

Services for these, and other clients have gone beyond "the call of duty." An example of this is outlined in a letter sent to Mary Amsberry, when she worked in the Omaha market at WOW, by H. K. Jansen, head of the household soap division of Armour & Co., there.

"We have checked your report that you were so willing to make up for us on the potential market of a giant-size package of detergent. We find that your accuracy is almost unbelievable, and it has been a great help to me in selling our own people on the idea of making a giant-size package of Ar-
THREE NEW, ADVANCED PIECES OF TV PROJECTION ROOM EQUIPMENT ANNOUNCED BY G-E ENGINEERS

Automatic Gain Control Amplifier, two new mirror change-over models, and versatile, improved slide-projector are now available to all television stations.

ENGINEERS at G.E.'s Electronics Park have announced the completion and the availability of three new, advanced pieces of television projection room equipment.

The first piece is an Automatic Gain Control Amplifier that will work with any station's film camera channel. The black and white stretchers in this Amplifier make it possible to get the most out of variations in film densities. And once the adjustments are set the Amplifier automatically maintains the level of adjustment.

This simplifies a station's operation and in many cases it will not be necessary to have an operator constantly at the film monitor. The Amplifier is rack mounted, and was developed by G-E engineers Max Diehl and Jack Petrik.

Mirror Change-overs

These two new designs are also adaptable to all TV film projection rooms. The simple V-type design has a provision for mounting a 2" x 2" projector that projects over the First-Surfaced mirrors into the film camera channel. This model costs $225 and allows three inputs to the channel.

The three mirror change-over design allows four inputs. Two are for film projectors. The others are for a 3" x 4" projector and a 2" x 2" projector. The features of this three mirror change-over include First-Surfaced (precision ground) mirrors, aluminum surfaced and vapor-hardened coated mirrors, and multiple adjustments in horizontal and vertical planes. The mirror change-over design costs $750 and has a leveling type platform on a heavy pedestal which can be bolted securely to the floor. It was developed cooperatively by G-E engineer Ed Lederer and Bausch & Lomb, Optical Co.

New TV Slide Projector

General Electric's new TV Slide Projector is a dual projector with a single optical system to eliminate keystoneing. It has Variac and mechanical controls for fading and lapping from one picture to another. Opaques and transparencies can be used and the Projector has extra high light intensities.

The extreme versatility of this advanced Slide Projector is derived from the many pieces of accessories that go with it. They include a 2" x 2" slide projector, a single Selectro-Slide, a single slide carrier, a 4 slide rotary head, a roll-through script carriage and a time news tape carriage. Convenient storage space is also included.

Engineer Ed Lederer worked with Bausch & Lomb in the development of this piece of equipment, too. Contact G-E sales reps for detailed information on this projection room equipment.

General Electric says: "Before you buy any TV equipment—check a station using G-E units."

Glenn E. Webster

Glenn E. Webster, G-E district sales manager for broadcast equipment, has his headquarters in the Merchandise Mart, Chicago. He handles G-E broadcast equipment sales in North Dakota, South Dakota, Minnesota, Iowa, Wisconsin, and parts of Illinois and Indiana.

A veteran of 23 years in the electronics industry, Webster served 14 years with NBC as a studio and master control engineer. He served in various engineering and sales positions with other radio manufacturers, and for a time headed the Webster Engineering Company at Cedar Rapids, Iowa.

A native of Trescott, Kansas, Webster was graduated from Kansas State College in 1929 with an engineering degree.

Attention!

TV questions answered!

Television station owners, managers and engineers are invited by the General Electric Broadcast Equipment Section to submit questions on technical problems they have encountered in local TV station operations. The questions will be answered by highly skilled and experienced G-E engineers and sales representatives as a part of G-E's continuing field service.

Questions and answers which are felt to be of wide interest in the broadcasting field will be reprinted in the Telequipment News series during 1953. Send your questions to Section 213-19-TN, General Electric Co., Electronics Park, Syracuse, N.Y.
WHEN President-elect Dwight D. Eisenhower is sworn in on the steps of the Capitol tomorrow (Tuesday), the Chesapeake & Potomac Telephone Co. will have two mobile microwave relay trucks in operation—to bounce TV signals from pickup points to the telephone company's central office where they will be fed to the watching nation.

And as the inaugural parade wends its way up historic Pennsylvania Ave. the TV transmitters-on-wheels will be driven to new places along the line of march to serve as funnels for the lenses of TV cameras flashing the gala scene to the American people all over the country.

Mobile microwave pickup trucks are not entirely new for the Bell System's affiliated companies. But it has been only in the last year that TV service has become so important that relay stations on wheels have become a necessity. As of today, there are 11 such mobile units in the Bell System empire. More are on order and undoubtedly will go into operation during 1953.

Heretofore, the local telephone companies took care of TV stations' orders through existing local cable circuits. Where the pickup was from a site not connected, the telephone companies set up temporary receiving dishes and low-powered transmitters to feed the picture image to the nearest telephone facility.

'Bounce' the Signal

In many cases, local TV stations beamed the signal picked up by their cameras directly to the transmitter site. Where it was necessary to 'bounce' the signal more than once, the stations came more and more to rely on AT&T companies.

Mobile trucks, built to specification, with tell-tale "dishes" atop their roofs, are ready to ride in many TV cities.

The two trucks in Washington are an example. One is a regular telephone truck modified by C&P engineers to function as a mobile TV relay station. It has been in operation for a year. The second, ordered from International Harvester Co., was modified by a body contractor to add a roof platform, relay racks and various interior fittings. It went into operation several months ago.

The first mobile unit has been used on several occasions. It was used at the National Airport to pick up the arrival of President-elect Eisenhower on his visit to the White House to confer with President Truman.

It also has been used to transmit football games from U. of Maryland and from the Marine Base in Quantico, Va. New York Bell has three such trucks—the first being placed in service late in 1940—which have been used in various ways.

During an Ed Murrow See It Now show on CBS-TV, a mobile truck at Port Jefferson was used to pick up video signals from a submarine lying off Long Island. These were then relayed to the Empire State Bldg. in New York City.

In one instance, New York Bell sent a mobile unit up to New York Gov. Thomas Dewey's home in Pawling, N. Y. The signal was picked up and relayed to the AT&T Long Lines' Birch Hill relay station of the New York-Boston microwave system.

Pacific Telephone & Telegraph Co., which has three mobile units, bounced Bob Hope around quite a bit when the comedian put on a regular show from the flight deck of the U.S.S. Boxer as it was returning from Korean waters. Signals from the Boxer were aimed at Soledad Peak, San Diego, 10 miles away.

Marine Base in Quantico, Va. New York Bell has three such trucks—the first being placed in service late in 1940—which have been used in various ways.

There a mobile station relayed the images 35 miles to Re Mt., where another unit moved them along to Santiago Peak. At Santiago Peak, the mobile station pushed the video signals over the last 45-mile link to the Grand Ave. terminal of the telephone company in Los Angeles.

When an earthquake hit Bakersfield, Calif., last August, the Pacific company set up a mobile relay system originating on the roof of a department store in Bakersfield with a second hop to Tehachapi Mt. and a third hop to Oat Mt. From Oat Mt. the video signals were shot to the telephone company's Grand Ave. building in Los Angeles.

Five Link System

Earlier when a temblor levelled the little mountain town of Tehachapi, the Pacific company set up a five-link system operating from the railroad station in the still rocking area. Signals went from Tehachapi to Mt. Hall (near Mojave), to Mt. Liebra thence to Mt. Wilson and into Hollywood.

Illinois Bell, which has a single truck, found it indispensable when President Truman arrived at the Chicago airport during the Democratic convention this summer. He normally would have been televised on the air strip, with the signals going directly to the CAA Bldg., where an existing loop would have been utilized to feed the images to the central office. However, a new hanger had been constructed which cut off the line-of-sight from the air strip to the CAA Bldg. The mobile unit was rushed in to form a two-hop relay system to get the signals to the CAA Bldg.

Indiana Bell, with two mobile units, has found them a definite requirement for State Fair pickups, Indianapolis Speedway coverage, high school basketball tournaments and for other routine jobs.
Byer Brothers' Six Years
With the Right Medium

Whether his store is large or small, the local retailer is finding through experience that radio's selling power outstrips the printed media's efforts.

BYER BROTHERS, Sandusky, Ohio opened their doors for business in the men's clothing field six years ago in March.

They started testing their success as a radio advertiser in December, 1947 when WLEC began operations. They have gradually reduced their newspaper advertising since then and now use a bare minimum of space in the local paper. Sixty-seven per cent of their advertising budget is spent on radio. The program is fifteen minutes of local news at 12:30 p.m. three times weekly. The same time and program has been maintained for five years.

In spite of being plagued by shortages following the war and lack of brand names for some length of time, Byer Brothers has been able to build their business to the point where they now sell brand name franchised lines such as, Fashion Park and Michael Stern suits, Manhattan shirts, etc., in addition to Alpagora topcoats, MacGregor shirts, Bates and Freeman shoes.

Yearly Sales Rise

They have shown a steady yearly increase in business even though they have competition from six other men's stores, a department store and chain stores in a city of less than 30,000 population.

Perhaps their best promotion is a radio exclusive. A "baby tie" is presented to every proud father whenever his new born is reported on the local news program. This is a maroon tie saying "It's a Boy" or "It's a Girl".

Byer Brothers purchases these ties in 24-dozen quantities.

David Byer and his brother, Marvin, operate the business with guidance from their father, Joseph Byer.

Byer Brothers give radio a large measure of credit for their success and acceptance in the community. They are unhappy about only one thing. At one time they dropped two days of their original news program and have been unable to get it back. The sponsor who picked it up will not part with it now.

Consistently Renewed

Incidentally, Byer Brothers is one of WLEC's original accounts of five years standing. An interesting sidelight is, that the station has batted one hundred per cent on renewals from their original clients, all of whom have signed their sixth continuous contract.

WLEC operates on 1450 kc with 25 w. It is licensed to the Lake Erie Broadcasting Company. Jay E. Wagner is president and general manager.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, President
ERNST C. SANDERS, Resident Manager
Davenport, Iowa

the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS

Duplicating on 50,000 Watts FM

January 19, 1953 • Page 95
LEGISLATURE BROADCASTS
NEW program presenting a pro and con discussion of bills, hearings and laws which are pending has been conceived by Ken Miller, KVOO Tulsa news director, for broadcast every Friday evening. Oklahoma Legislature consists of live commentary and on-the-spot recordings of legislators at Oklahoma City, state capital. Show attempts to inform listeners far enough in advance of what is pending, that they may voice opinions on the issues.

STATION-SPONSOR HARMONY
"WEIGHTS and Measurements" cards are being offered to viewers of Margaret's Kitchen on WNBW (TV) Washington by the Washington Gas Light Co., in that city. Firm sponsors several spots on the series. Station passes on this information as what it considers a good example of station - sponsor cooperation. WNBW is paying the printing bills for the cards while the gas company assumes the cost of mailing.

Hazel Bishop Brochure
SUCCESS in the use of two daytime NBC radio serials by Hazel Bishop Inc. is cited in a brochure distributed by the network. Aiming at a women's audience, Hazel Bishop, through the Raymond Spector Co., sponsored Lorenzo Jones three days a week plus Inside News From Hollywood five times a week. Last August, NBC reported, an offer of a 10-cent trial package of Hazel Bishop Complexion Glow brought in more than 100,000 dimes within the first four days the announcement was on the air.

OFFICIALS ANSWER QUESTIONS
PROGRAM series called On the Spot was launched by WROL Knoxville on Jan. 9 with Knoxville Mayor George Dempster as the program's first guest. Each week, a public official will be heard on the broadcast answering the questions which listeners will phone in during the broadcast.

APPEAL BRINGS RESULTS
SUCCESS story backing up claims of the power of radio is being told by WLW New York. Windham Children's Service there had 40 Negro children who needed homes. Station agreed to help place the children. WLW set up "Operation Foster Home" in its daily Negro block. Within three days, 209 valid requests were received for children.

FARM SHOW COVERAGE
TOP events of the annual Pennsylvania State Farm Show at Harrisburg, Jan. 12-16 were broadcast each day by KDKA Pittsburgh on the station's Farm Hour show. Homer Maritz, station's agricultural director, handled the broadcasts. Broadcasts were taped at a special Westinghouse Radio Stations Inc. display booth on the main exhibition floor which was shared by KFYW Philadelphia. Both stations are Westinghouse outlets.

NEW PROGRAM SCHEDULE
PUBLICATION of the "West's most complete program schedule" was announced last week by KSFO San Francisco. The six-page folded program, in addition to program listings, includes a coverage map of the KSFO signal radius, pictures of station personalities and rate information. Station's art department designed the lay-out. Copy on the cover stresses that on KSFO "evening listening is up while evening rates are down since the advent of television in the bay area."

TEXAS NETWORK SERIES
SERIES of five-minute news broadcasts five days per week over 16 stations of the Texas State Network has been started by Wally Blanton, Texas networker and announcer. Sponsor of the program, to be aired for 52 weeks, is Nob Hill Coffee.

NEWS BULLETIN PROMOTION
DAILY distribution of news bulletins to nine Washington hotels is being used by WMAL Washington to promote its radio and television newscasts and sports shows. Biggest news headlines of the day are printed on the bottom of table tents which are placed on luncheon tables in the hotel dining rooms. Top side of the tent promotes the programs aired by Bryna Rash, Joe Campbell, Bill Malone and Jim Gibbons.

PLAYSKOOL TESTS TELEVISION
PLAYSKOOL Mfg. Co., N. Y., makers of Lincoln logs and toy blocks, will start a test campaign when it sponsors Frontier Playhouse, 10:30-11 a.m., Saturdays on WCAU-TV Philadelphia, effective Jan. 24. The show is em-
TESTIMONIALS aired by WOR New York in a joint sponsor-station promotion campaign feature one-minute announcements recorded by sponsors on the station which praise the outlet’s sales effectiveness. Awaiting cue to read announcements are Leonard V. Colson (r), Mennen Co. advertising manager, and William Crawford, WOR radio sales manager.

ceed by “Patches” and features a series of Gene Autry films, billed as never before shown in that area. A log-building contest will be integrated, featuring youngsters between 6 and 10 in the studio constructing log cabins and forts. The station will assist in promotion by supplying limousines to transport children to and from the studio. Friend-Reiss-McGlone Adv. Agency, N. Y., expects the test to be successful enough to expand the programs into other cities.

SERVICEMEN INTERVIEWED
WWRL Woodside-New York is carrying two-minute transcribed interviews with local servicemen stationed overseas as part of a midday newscast. The series is produced by the Army Home Town News Center. Families of men interviewed on the program are notified of broadcast time in advance, and also are given free recorded copies.

PROGRESS REPORT
WEEKLY report on accomplishments of the Eisenhower Administration will be started by NBC radio on Jan. 26 under the name Ike’s Crusade Progress Report, Mon., 10:35-11 p.m. EST. Show will feature commentators Morgan Beatty, Frank Bourgholzer, Leif Eid, Earl Godwin, Richard Harkness, Ray Scherer and Esther Van Wagoner Tufty.

BINAURAL SYSTEM EXPANSION
WQXR-AM-FM New York, which uses binaural broadcasting regularly on its Sunday night String Quartet program, began transmitting recitals of the American Guild of Organists by the same system, on Jan. 10. The recitals will be broadcast each Saturday, 4:30-5 p.m. EST, from Temple Emanu-El in New York, WQXR said these broadcasts will be the first in the New York area using the binaural system from a point outside the studios.

CROSS PROMOTION
TED COTT, NBC vice president and general manager of WNBC-WNBT (TV) New York, and Ellis Meyers, vice president of The Play-
bill, long-standing official program of the New York legitimate theatre, have signed a reciprocal promotion agreement in which each organization will promote the activities of the other. In a campaign "designed to stimulate interest in the two entertainment fields," WNBC-WNBT will carry a series of spot announcements featuring stars of current Broadway hit plays and reviews. In return, The Playbill will run a full-page ad each week promoting programs heard and seen on NBC's key eastern outlets.

ROTARY TO SEE WTVJ (TV)
MIAMI Rotary Club has accepted an invitation extended by WTVJ (TV) Miami to hold its Jan. 22 meeting at the station. Meeting, station hopes, will acquaint club members with facilities at WTVJ. Station executives will be hosts at a luncheon and a tour of WTVJ will follow.

LOCAL HAWAIIAN NEWS
FIRST regularly-scheduled TV newsreel covering strictly local events in the Hawaiian Islands was launched Jan. 11 on KONA-TV Honolulu. Return of a number of Hawaii veterans to the Islands from Korea was one of a number of subjects covered on the first in a planned series of weekly quarter-hour telecasts.

PROGRAMS ON ISRAEL
FIRST of two programs on Israel, arranged by the Zionist Organization of America, was broadcast on WDRS Hartford on Jan. 11. Second show was aired on Jan. 18. Programs were entitled A World to Build and were placed on the station by the Hartford chapter of ZOA.

MAIL RECORD CLAIMS
NEW TV show on WDTV (TV) Pittsburgh, starring Bill Cullen and titled Professor Yes 'n No is headed for an all-time mail response record, station feels. Show was first televised Jan. 4 and during the week following, 8,000 letters were sent in by viewers. Second show brought 5,000 letters. Sponsored by Crosley appliance dealers, the show has a viewers participation format. Because of the favorable public reaction, producer Alan Trench is lining up a number of stations for the weekly film program.

William L. Foss, Electronics Pioneer
FUNERAL services were held in Washington, D.C., Wednesday for William L. Foss, 60, pioneer electronics engineer, who died suddenly the previous Sunday after a heart attack. Many persons prominent in the electronics field paid tribute to his industry achievements.

Mr. Foss started his electronics career over three decades ago in Maine, his native state, after being graduated from American U., Washington, D.C., with an L. L. B. degree. From 1912 to 1917 he served as an electrician for Maine Central Railroad and General Electric Co. He served in World War I entering with the National Guard.

Post-war affiliations included Federal Telephone & Telegraph Co. and the Rines stations in New England. He was credited with construction of seven transmitters for the station group. In 1928 he set up a consulting practice in Washington, including broadcast, police and other systems.

During World War II Mr. Foss was consultant for the Signal Corps and Air Force, specializing in radar warning and defense techniques. After the war he set up an agency within the surplus property organization to dispose of electronics gear. After 1946 he operated as an electronics consultant.

Last summer he became a principal in the newly formed telecommunications firm, William J. Scripps Assoc.

Surviving are his wife, Lita S. Foss, and two children.

Mr. Foss was a member of Institute of Radio Engineers, Society of Motion Picture & Television Engineers, Assn. of Federal Communications Consulting Engineers, Engineers Club of Washington and Radio Pioneers.

Copyright Lectures
SECOND series of lectures by the Copyrights Institute has been announced. It will be held at the U. S. Court House, New York, each Monday evening, starting today and continuing through March 9, according to Theodore R. Kupferman of NBC's legal staff, chairman of the Copyright Committee of the Federal Bar Assn. of New York, New Jersey and Connecticut.

Lectures have been scheduled on "Protective Societies for Authors and Creators" on Jan. 26 and on "Problems of Advertisers and Advertising Agencies," Feb. 2.

Kirby Consultant on Film
LIFE story of Glenn Miller, radio personality and orchestra leader killed in Europe in World War II, will be made into a movie by Universal-International Pictures Inc. Consultant for the film will be Col. E. M. Kirby, chief of the Radio-TV Branch of the Army Dept.'s Office of the Chief of Information. Col. Kirby was a friend of the late Mr. Miller.
Advertisers

Lawrence W. Bruff, advertising manager, Liggett & Myers Tobacco Co., elected to firm’s board.

Ray Weber, administrative assistant to advertising manager, Swift & Co., Chicago, appointed manager of department.

Louis E. Wheeler, sales administrator, Joseph Schlitz Brewing Co., Milwaukee, to Blatz Brewing Co., same city, as assistant to president and chairman of plans board.

Neil H. McElroy, president, Procter & Gamble, Cincinnati, elected director of Chrysler Corp.


Frank W. Gray, L. A. sales and advertising consultant, to Mission Dry Corp., same city, as vice president in charge of sales promotion and advertising.

Agencies

Byron Bonnheim, account executive, Weiss & Geller, Chicago, elected vice president.


A. V. B. Geoghegan, vice president in charge of media relations of Young & Rubicam, N. Y., named co-chairman of plans board, replacing C. L. Whittier who has retired.

Channing Barlow, vice president, Wilson Haight & Welch, N. Y., to Marschalk & Pratt, N. Y., as account representative.

H. Ellis Saxton, owner of The Saxton Agency, Milwaukee, serving as head of publicity and advertising committee of bi-annual Boy Scout Circus planned for April at Milwaukee Arena.

Louis J. Carow Jr., account executive, Bozell & Jacobs, Chicago, elected a vice president.

Walter A. Tibbals Jr., BBDO, N. Y., transfers to agency’s Hollywood office as supervisor of radio-TV production.


Gaufr Davis, national food processing sales manager, International Minerals & Chemical Corp., Chicago, to Rhoades & Davis, S. F., as vice president in charge of client relations.

John Alden to Krupnick & Assoc. Inc., St. Louis, as account executive. Other additions to agency staff are: Robert C. Bullen, creative consultant; Lee Cavanagh, public relations director, and Harry Lindemann, art director, replacing Robert L. Miller who transfers to agency’s account executive staff.

Robert M. Light, radio-TV director, Abbott Kimball Co., L. A., has resigned. Future plans will be announced.


Floyd Fleit, manager, J. Walter Thompson Co., Seattle, to The Burke Co., Seattle, effective Feb. 2. JWT office there will close Jan. 30.

Edward P. Holland to Lewis & Gilman Inc., Phila., as associate art director.

Howard C. Imhoff Jr. appointed art director, Doremus & Co., N. Y.


J. Allan Hovey, Grey & Rogers, Phila., to Doremus-Eshleman Co., same city, as copy chief.

Dee Tozer, Sunset magazine, Menlo Park, Calif., to Guy-Lee Adv., Palo Alto, as production manager and account executive.

Ward Archer Adv., Memphis, Tenn., relocates at 1903 Sterick Bldg., same city.

Irwin Co., Beverly Hills, opens L. A. office at 4068 Crenshaw Blvd. Frank Warren, account executive, will be in charge. Telephone is Axminster 7146.

Russ Young, timebuyer, Young & Rubicam, N. Y., father of boy, Jan. 2.

Stations

Joseph Goodfellow, eastern sales manager, NBC Spot Sales, N. Y., to WRC-AM-FM and WNBW (TV) Washington, as director of sales.

Ray F. McCarthy resigns from sales staff of KMOX St. Louis.

Craig Maudsley, formerly partner in Maudsley-Miller Adv. Agency, Hollywood, and R. W. Clark, manager of NBC-TV technical operations, that city, to KONA-TV Honolulu, as director of national sales and engineering, respectively.

Fred Maltz, salesman, KFTI Twin Falls, Ida., appointed regional sales manager, KLIX same city.


Milton Chapman, assistant local sales manager, WABD Bangor, Me., promoted to local sales manager there. Robert C. McCausland to station as account executive.

Bernard Barth, assistant director of TV, WLWT

YOUR CHAIN-BREAK'S STRONGEST LINK

Spot your chain-breaks where heard by a billion-dollar market.

WBNS reaches Central Ohio's rich, 24-county area with 1½ million folks. WBNS holds listeners with top CBS programming plus popular local shows, which make up the 20 top-rated programs. Your spot announcements are heard on WBNS radio!

WBNS RADIO

ASK JOHN BLAIR

January 19, 1953 • Page 99
A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

---

PEOPLE

(John) Cincinnati, named to faculty of U. of Cincinnati to lecture on radio-TV advertising techniques.

C. Merritt Trott appointed assistant sales manager, WBAL-TV Baltimore. William Mason added to station's sales staff.

William P. Robinson, vice president in charge of programming, WLW Cincinnati, re-elected to board of directors of Salt-Faye Corp., Dayton.

Klaus Landsberg, general manager, KTLA (TV) Hollywood, received Benjamin Franklin Medalion at 4th Annual Graphic Arts Banquet in L. A., Jan. 17. Printing industries award, first to go to a L. A. citizen, is given to "outstanding citizen in a city who best exemplifies the outspoken spirit and thinking of Benjamin Franklin."

John Dene, general manager, WICH Norwich, Conn., elected president of Exchange Club there.

Frank C. McIntyre, vice president-general manager, KLIX Twin Falls, Idaho, elected first vice president, Twin Falls Council of Camp Fire Girls.

Colin M. Selph, president-general manager, KEYT-TV Santa Barbara, elected a director of city's Chamber of Commerce for three-year term.

Joe Novy, engineer, WBBM Chicago, appointed chief engineer there. Eugene Eubanks, WBBM producer, elevated to program director there.

Floyd Nicholson appointed chief engineer at KWRO Coquille, Ore.

Carl E. Burton and Richard Stevenson Zinn return to WTIV (TV) Miami after release from military service as senior producer and producer-director, respectively.

Joseph Joseph to WJEF Grand Rapids, Mich., as program director.

Chap Robins, program director, KATY San Luis Obispo, Calif., appointed production manager, succeeded by Shirley Russell from KBCQ San Diego.


Dave Fox, former program director, KEEP Twin Falls, Idaho, to announcing staff, KLIX that city. Mary Lee Seidner appointed women's director at latter station.

Jack Brickhouse, WGN-TV Chicago sportscaster, presented with special award from Cook County Council of American Legion for "pleasure he brought to hospitalized veterans during 1952."

Johnny Grant, KMPC Hollywood disc m.c., cited by Junior Chamber of Commerce, that city, with Distinguished Service Award for USO trips with armed forces benefits.

Carl Goerch, political commentator and analyst, WPIT Raleigh, elected Reader of House of Representatives in North Carolina General Assembly.

Alvin Lavanaway, graduate of Northwest Broadcasting School, Portland, Ore., to KWRO Coquille, Ore., as announcer-operator. Other graduates and stations where they now are located are: Don Vickroy, KOOS Coos Bay, Ore.; Frank Schure, KRUL Corvallis; Harry Lauz, KFPM Portland; Robert Griffith, KBLF Red Bluff, Calif.; Bill Baldwin, KWRO Coquille; Steve Montgomery, WALD Walterboro, S. C.; William Mullenberger, KOMW Omak, Wash.; Roger Bennett, KGEM Boise, Idaho; Forest Lovett, KNPT Newport, Ore.; Allen Parkes, KMC McMinnville, Ore.; Bill Hofmann, KGNQ Oregon City.

Lillian Derbaum, copy chief at KUTC Tucson, named continuity director at WJHP Jacksonville, Fla.

Alpha Thwaites to WDRC-AM-FM Hartford, Conn., as assistant in bookkeeping department.

Ray Perkins, KFEL Denver, Colo., appointed state chairman of radio and disc jockey div., March of Dimes drive.

Wylletta Mounts to KCOV Alliance, Neb., as woman broadcaster and traffic secretary.

Jack Bell to WICC-TV Bridgeport, Conn., on production staff.

Gene Law, production facilities department, KNBH (TV) Hollywood, promoted to floor manager.

Herman Hall, WCQG Greensboro, N. C., promoted to chief engineer there. Nell Fulton King returns to station to handle reception and continuity.

F. O. Carver, news director, WSJS Winston-Salem, N. C., elected president of city's Kiwanis Club.

Jim Bannon, Hollywood radio announcer, to KNX that city in same capacity. He succeeds Clarence Caselli who joins KCBS San Francisco.

Robert R. Roberts, KGW Portland, Ore., to announcing staff, WHBF Rock Island, Ill. Joe Grear appointed manager of film and props department, WHBF-TV.

John Galbraith, Hollywood freelance radio announcer-newscaster-actor, to KNX (TV) that city, as newscaster.

Bill Cardin promoted to director of news and special events, KOMA Oklahoma City, succeeding Bob Eastman, who enters private business. Ken Lowe added to station's news staff.

Wayne Harris, WCTM Roanoke Rapids, N. C., to WSRK Shelbyville, Ind., as production manager. Blake Baker appointed farm director at latter station. Nicki Jordan, KXLA Pasadena, Calif., to WSRK as women's director.

Jeanne Ruhling, musical director, WIND Chicago, to WMAL-AM-FM-TV Washington, D. C., as musical director.

Jim Poag, continuity department, WIS Columbus, S. C., appointed promotion and merchandising manager. Mrs. John Battle, WTMA Charleston, S. C., to WIS as assistant to W. D. Workman Jr., news editor.


Johnny Carson, star of KNXT (TV) Hollywood Carson's Cellar, adds duties as m.c. on station's Star Hostess Party.


Frank Grasso, 58, musical director, WFLA Tampa, Fla., died suddenly Jan. 11.

Nick Lawrence, 29, program director, WHPE-AM-FM High Point, N. C., died Jan. 8 after eight-month illness.

Jay Creadon, disc jockey, WICE Providence, R. I., was suffocated in fire at station, Jan. 3.

Bob Castellan, news editor, KSIG Crowley, La., father of boy, Jan. 7.

Bill Ellison, news director, WHBF Rock Island, Ill., father of boy, Stephen Robert, Dec. 30. John Schermerhorn, announcer there, and Lou Ann Hamilton were married Jan. 3. Jackie
BRONZE PLAQUE goes to Lee Rowitch (r), vice president and general manager of WTVJ (TV) Miami, from C. W. Kistler, advisory board chairman of the South Florida Div., AAA, honoring the station's You May Be Next, auto driver education show, "for public service in traffic safety in 1952."

Tatman, WHBF-TV, and Ben Matthews were married Dec. 27.

Marion Pedlow, women's commentator, WPWA Chester, Pa., mother of 9.

Bob Lehman, director, KNXT (TV) Hollywood Harry Owens Show, father of boy, Christopher Alban, Jan. 5.

Pat Turner, WICC Bridgeport, Conn., traffic manager, and Ernst Engelbrecht, announcer, WCAW Charleston, W. Va., have announced their engagement.


Norma Shealy, program librarian, WSU Columbia, S. C., and Jack Brock, salesman at WIST Charlotte, have announced their engagement.

Representatives

William G. Rambeau Co., N. Y., appointed national representative for WPAI Fayetteville, N. C.

Larry Coy, space salesman, Look magazine, Chicago, to Edward Petry & Co., that city, as TV salesman.

Networks

Robert H. White, New York sales staff of NBC, to network's Detroit office.

Otis Williams, Video Pictures Inc., N. Y., to WOR-TV New York's sales staff as account executive.

John J. Finley, sales staff, WBBM Chicago, to NBC same city, on radio spot sales staff.

Gene Dadan to advertising and sales promotion staff, ABC Chicago.

Sara Selby, actress on CBS Radio Junior Miss, assigned role in Warner Bros. feature film, "The System."

Marie Wilson, star of CBS-AM-TV My Friend Irma, named "the most glamorous career woman of the year," by Hollywood Business and Professional Women's Club.

Red Buttons, CBS-TV comedian, selected by Advertising Club of Baltimore as "outstanding television personality of 1952."

Nancy Craig, WIZ-TV New York comen-
manager, receiver dept., General Electric Co., Syracuse, N. Y.


George R. McMullen appointed manager of Kansas City sales div., Gustin-Bacon Mfg. Co. W. M. Doughman and Grant J. Wyrick assigned to division as sales and service engineers, respectively.

Instrument Div., Allen B. Dumont Labs, Clifton, N. J., announces production of Type 303-AM cathode-ray oscillograph which incorporates Type 5XP-AM metallized cathode-ray tube.

Services

J. B. Staniland named a director of A. C. Nielsen Co. Ltd., supervising firm's operations in the Netherlands.

John P. Colihan, public relations director, Richard N. Melzer Adv., S. F., opens own publicity firm at 760 Market St., that city. Telephone is Yukon 2-1399.


Professional Services

Jerome Doyle to law firm of Cahill, Gordon, Zachry & Reindel, N. Y.

McClean, Salisbury, Petty & McClean, L. A. law firm, moves to 14th floor of Quinby Bldg., 650 S. Grand Ave., same city. Telephone is Michigan 6003.

Government

Curtis M. Bushnell, assistant chief of FCC Common Carriage Bureau, named acting chief of bureau succeeding Jack Werner, who resigned to join Washington law firm of Freedman & Levy (B&T, Jan. 5).


When Will TV Span Atlantic?—Not in '53, Says Guy

HOPES for live TV coverage in the U. S. of the coronation of Queen Elizabeth II of England were roused recently by James Fleming, news editor of the NBC-TV early morning news show Today, who predicted achievement of trans-Atlantic television as one of 10 big stories of 1953.

Those hopes were dashed, however, by Raymond Guy, NBC manager of radio and allocations engineering, who, in answer to a query from Broadcasting & Telecasting, indicated that NBC-TV's coverage of the Coronation will be by film.

Describing the various possible ways by which trans-Atlantic transmission of TV signals might be accomplished, Mr. Guy said that the most obvious method is shortwave broadcasting. But with so many multipath impulses, pictures at the receiving end would not be satisfactory. Relaying TV signals across the ocean is another possibility, Mr. Guy said, but "it is quite a large project" and he doubted that the many attendant problems could be solved in 1953.

Another method for getting signals from Europe to the U. S. and vice versa, which Mr. Guy said has received serious consideration, is the construction of a series of radio relay towers along the route followed by airplanes in their North Atlantic crossings, from Canada to Greenland to Iceland to the British Isles and so to the continent.

While this is possible, Mr. Guy pointed out that it calls for construction and maintenance of relay towers across an uninhabited area where hurricanes rage almost constantly. In his expert opinion, this can be done but it is not a likely prospect for 1953.

The same holds true for transistors, which because of their tiny size might be utilized within a trans-oceanic cable to keep TV signals boosted and kept in synchronization from continent to continent. Here, too, is a distinctly possible solution to the trans-Atlantic TV problem, Mr. Guy believes, but one not apt to come to fruition until transistors have been perfected to a point beyond that anticipated in the year ahead.

CBS-TV’s ‘Studio One’ Microwaved to Canada

First U. S. commercial program to be aired live in Canada is shown on CBLT (TV) and kinescoped for CBFT (TV).

FIRST American commercial TV network show to be aired live in Canada starts today (Monday) when Canadian Westinghouse brings in CBS-TV’s Studio One by microwave relay from Buffalo to CBLT (TV) Toronto.

Show will be recorded on kinescope at CBFT for presentation next Monday on CBFT (TV) Montreal. The fact that the show’s producer is 31-year-old Fletcher Markle, who started with CJOR Vancouver and then moved to Canadian Broadcasting Corp., Toronto, played no small part in the final decision of CBC to accept the show. Mr. Markle has been with CBS since 1946.

No other U. S. network show, live or sustaining, has been lined up as yet for the CBC TV stations. But agreements are firm with all U. S. networks on the percentage of station time rates to be paid the originating network.

CBC is negotiating with a number of Canadian advertisers whose parent companies have TV network programs which could be relayed to Toronto, and then by film to Montreal until the microwave relay between Toronto and Montreal is ready this spring.

Meanwhile there has been no new Canadian advertiser taking time on CBLT or CBFT. Advertisers apparently are marking time to see what program changes CBC will make to bring a greater audience to the stations.

CBC in its TV programming has started to lighten its fare a bit, scheduling more popular type programs instead of cultural and educational formats which have predominated since CBC began telecasting last September.

Board Reserves Judgment On Canadian Indie Fees

CANADIAN independent broadcasters will not know for some time what fees they will have to pay this year to the Composers, Authors & Publishers Assn. of Canada (CAPAC). The Canadian Copyright Appeal Board Jan. 8 reserved judgment on the amount at Ottawa, pending settlement of a court case now awaiting a decision.

Canadian stations, represented by Canadian Assn. of Broadcasters, asked for a reduction of the rates requested by CAPAC and a change in the basis of charging the rates, 134% of
station gross revenue.

BMI Canada Ltd. was awarded fees from independent stations based on the issued government receiving licenses, amounting to $46,278 in 1953 as compared to $44,248 in 1952.

Canadian Broadcasting Corp. has set a fee with BMI Canada Ltd., and did not oppose CAPAC rate request for 14% of its commercial revenue plus 1 cent per capita for Canada's population. CBC will also pay CAPAC a flat $5,000 for use of its music on the CAB International Service. The CBC fee to CAPAC is about $175,000.

CAB is now contesting a ruling that CAPAC fees should be a percentage of station gross revenue on basis this would give CAPAC access to station books.

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**CAB Montreal Meet Plans Okayed for March 9-12**

PLANS for the annual meeting of the Canadian Assn. of Broadcasters at Montreal, March 9-12, were finalized at the agenda committee meeting at Montreal last Tuesday and Wednesday. They will be discussed at the CAB board of directors meeting this week at Ottawa.

CAB board also will study, aside from other business, a proposed industry pension plan, a hold-up on acceptance of TV station applications by the Dept. of Transport, and brief to be presented Jan. 23 to the Canadian Broadcasting Corp.'s board of governors on proposed new AM broadcasting regulations.

This brief will be based on a belief that proposed controls and restrictions on publication by broadcast are parallel to attempts to control and restrict publication by printing in the 15th century.

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**'52 Canada BBM Report**

COVERAGE data on 137 Canadian AM member stations are offered in the 250-page, 1952 Area Report released by the Bureau of Broadcast Measurement, Toronto. Tabular matter covers BBM stations heard in each county, census subdivision and measured city area, showing frequency of listening and total weekly BBM rating.

Data sheets show how to use report's information, explains bilingual listening, gives BBM rules and regulations, lists all Canadian stations alphabetically by cities and by call letters and includes a map of Canada.

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**CAB Issues Data to Members**

ECONOMIC trends and tax information will be given members of the Canadian Assn. of Broadcasters this year on an experimental basis. The economic trends analysis is to start Feb. 1 on a quarterly basis, and will be prepared by Frank Plaherty, business news writer of Ottawa. The tax analysis and accounting information service starts today (Monday) by CAB's auditors, Boyce, McCoy, Duff & Co., Ottawa.

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**EDUCATIONAL**

**CHICAGO TV STUDY RELEASED BY NAEB**

Drama occupied fourth of air time, sports 18.39%, entertainment 20%, advertising 14.58%, informational 11.56% in this survey, the third in a series.

THE NATIONAL Assn. of Educational Broadcasters last Wednesday announced the results of a study of Chicago summer TV programming—the third in its series of city monitoring surveys designed to identify "trends in telecasting."

In book form and titled Chicago Summer Television, the study was compiled by three authors with the aid of the National Opinion Research Center in that city and was financed through a grant from the Ford Foundation's Fund for Adult Education.

NORC has made surveys supporting views of the National Collegiate Athletic Assn. on

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**WDAY**

(FARGO, N. D.)

**IS ONE OF THE NATION’S MOST POPULAR STATIONS!**

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives
WRFD is Proud to Announce

THE APPOINTMENT OF

GEORGE W. CLARK, INC.

NEW YORK — CHICAGO — LOS ANGELES — SAN FRANCISCO

AS ITS NEW

national representative

WRFD

Covers Ohio Completely

5,000 watts — WORTHINGTON, OHIO — 880 kc.

peoples broadcasting corporation

NARTDA to Encourage Educational TV Development

Emerson's Ben Abrams sees radio-TV dealers as a 'rallying' force for spurring interest in educational stations and a heavy volume of set sales with opening of new TV markets.

MEMBERS of the National Appliance and Radio-Television Dealers Assn. will work at the local level to hypo interest in and development of educational television stations, following a blueprint which is now being completed by the group's board of directors.

This was reported at the association's annual convention, which took place in Chicago last week. The board, however, declined to reveal any of its plans at this time, although during the convention it took formal action to approve participation of its membership in the educational television program. Invitations are believed to be ready for mailing to a select list of members who would serve on the educational television committee, which is headed by Don Gabbett, a dealer in Minneapolis. Mr. Gab- bett has been working on the project for some time, and reportedly has made several trips to Washington, D. C. during the past eight months to research the matter.

Advantages of the proposed system of cooperation with local groups in development and construction of educational video outlets were outlined by Ben Abrams, president of Emerson Radio & Phonograph Co., who has

controlled football TV, subscription video and other enterprises, while the Fund for Adult Education has appropriated sums of money in behalf of educational television.

George Probst, chairman of the Adult Education Committee of NAEB, for whom the survey was prepared, said it should prove a "veritable gold mine" for broadcasters and researchers. He said NAEB is making these studies because of its interest in serving the broadcast industry, FCC and the public at large. The book may be obtained at the U. of Illinois, Urbana, Ill., for $5.

The Chicago study was conducted from July 30-Aug. 5, 1951—nearly 18 months ago—and is similar to other surveys in the New York City and Los Angeles areas during 1951. It contains comparisons of the three markets. Principal author is Prof. Donald Horton, U. of Chicago's sociology department, with assistance from Hans O. Mauksch and Kurt Lang. Re- ceivers were supplied for monitoring purposes by Zenith Radio & Television Corp. NORC supplied its facilities.

The Chicago survey covered the four TV stations—WNBQ (TV) WENR-TV WGN-TV and WBKB (TV). Highlights follow:

- Drama occupied 26.10% or one-quarter of all broadcast time. Leading types of drama: Adventure and action, 8.06%; Western, 5.78%; crime and horror, 4.44%. Feature films (pro- duced primarily for theatre exhibition) occupied 20.33% of all drama, TV stage productions, 22.51%.
- Sports occupied the second largest block of all broadcast time—18.39%.
  - Entertainment accounted for a fifth of total time, with variety programs taking 7.89% of time in this category.
- Programs of an information character occupied 11.56% of total broadcast time and forum show 3.13%.
- Commercials took 12.57% of all time and all advertising (shopping, promotion stunt pro-

grams) occupied 14.58%. Average length of commercials in programs was 13 seconds; in station breaks, 16 seconds. Average proportion of commercials was about 2.06 minutes to each 13 minutes of net program time.

Comparing Chicago with New York and Los Angeles, the study reports: "The general picture is that of a relatively uniform program structure, which shows much less variation than one might expect from city to city or season to season."

WHBC Staff Assists Faculty

EIGHT members of WHBC Canton, Ohio's staff are assisting the faculty of the journalism department at Kent State U. in a radio news course being offered at the school during the current semester.

Al Frances, WHBC news director, will lecture on the organization of a news department. Gathering local news will be discussed by Ed- win L. Kaufman, station newsman.

Other personnel in the project are John Baker Jr., assistant news director; Robert C. Fehlman, manager; W. H. Vodrey Jr. legal counsel; Carol Adams, women's director; Jim Muzzy, sports director, and Eugene Carr, di-

rector of radio for Brush-Moore Newspapers.

SE Institute Sets Opening

OPENING of the Southeastern Radio & Tele-
vision Institute at Nashville, scheduled for March, will provide a new source of TV per-
sonnel trained in engineering and production, according to Bailey Manthey, president.

Mr. Manthey said beginning classes will be made up of engineers and radio production people sent to the school by southern TV applicants. Classes for inexperienced persons desiring to enter TV will begin at a later date.
be interested personally in similar projects for some time.

Mr. Abrams, speaking at the closing session of the convention Tuesday afternoon, termed the allocation of 242 channels to educational TV "the most important" part of the FCC freeze-lift. With this kind of a station and programming, he said, television "will be put to the most constructive possible use for the first time, and it will effect the greatest public service ever seen in the U.S."

Seeing the need for a central body which could operate as a cohesive force in all activity in the educational television field, Mr. Abrams termed NARTDA, an ideal group for this purpose because of its common interests and membership in cities where the channels have been assigned. The organization could serve as a "rallying point" for all persons and institutions interested in educational television, and "it could render a great public service as well as do a good public relations job for the association and its members."

The best device in the promotion of educational TV, he said, is "numerical strength," and he pointed out the widespread membership of NARTDA throughout the U.S. Member cooperation, with the proper guidance, could be very important in getting stations on the air.

Citing a need for "first things first," he said the first move is to get the stations on the air without delay so that channel assignments are not re-allocated to commercial enterprises. There are enough commercial allocations now, he said, discussing the 2,000 which will ultimately be "blanketed" the nation as sound broadcasting does now.

Must Be Non-Commercial

Educational TV, he said, must be non-commercial to survive. He said educational-only stations are needed because commercial stations do not and would not provide time for educational programming at peak periods when a maximum audience is reached, and would limit the amount of educational time which could be fitted into its commercial schedules. Nothing surpasses the importance or worthwhileness of educational TV," Mr. Abrams asserted.

Opening up of new television markets, as well as those with only educational stations, will bring about a heavy volume of set sales, he predicted. He estimated that seven one-half million sets will be manufactured and sold in 1953. Television is here to stay, and "is on the forward march." The industry "can" help but become one of the five largest industries in the U.S.," he claimed.

Another speaker on the TV panel, which was conducted by retiring president Mort Farr, was Joe Marty Jr., general manager of the electronics division for Admiral Corp. Mr. Marty discussed sales problems in marketing uhf receivers.
Eleven Schools Back Move For Philadelphia Uhf Channel

FIRST definite move was made by representatives of 11 large educational institutions in Philadelphia to establish a uhf, non-profit educational television station for the Philadelphia-Camden (N. J.) area.

The action was the signing of articles of incorporation and application for a charter in the name of the Delaware Valley Television Corp. Services would be available to every educational institution within a 50-mile radius of Philadelphia, public and private.

It would cost by careful estimate, $400,000 to build the station and $250,000 to $300,000 a year to operate it with a single eight-hour-a-day staff. Memorial Hall, in Fairmount Park, is favored as a studio center and already has been offered by the Park Commission.

WAAM (TV) Seminar Feb. 27

FIRST session of the WAAM (TV) Baltimore third annual Regional Television Seminar Feb. 27-28 will be devoted to "The Career Panel (What Can I Do in Television?)."

This session will feature short talks by Herbert B. Cahan, WAAM program manager; Sig Mickelson, director of news and public affairs, CBS-TV; Jack Harrington, president, Harrington, Righter & Parsons Inc.; Lester Lewis, president, Lester Lewis Assoc.; James O. Luce, chief radio-TV timebuyer, J. Walter Thompson Co.; Edward B. Roberts, script editor, Armstrong Circle Theatre; Kenneth Tredwell WBTW (TV) Charlotte, and Charles Underhill, ABC-TV.

KO-ED—U. of Wash. and KOMO in Co-op Training

DRY-RUN television experimentation in a weekly cooperative venture is giving practical experience to the technical and programming staffs of KOMO Seattle and at the same time is helping train radio-TV students at the U. of Washington.

With KOMO's $150,000 worth of TV studio equipment already installed but its application for Ch. 4 still pending before the FCC, the NBC radio affiliate has been producing and televising, via closed circuit, a program a week on Tuesday evenings. Selected students from the radio-TV department of the university, under the tutelage of Milo Ryan, associate professor in the School of Communications, develop the program ideas and put the shows on, handling all operations except the camera and audio work. KOMO's engineering staff, under Stanton D. Bennett, chief TV engineer, and the program and continuity departments under Fred Patterson, KOMO program manager, work with the students. George E. Dean, KOMO public service manager, is liaison man with the university.

KOMO's program of technical training started in February 1952, and now includes, in addition to the cooperative effort with the U. of W., a regular Monday afternoon workshop session.

AT LEAST TWELVE STATIONS CAN BE HEARD IN DANE COUNTY, WISCONSIN, YET

85% OF THE DAYTIME AUDIENCE *

86% OF THE NIGHTTIME AUDIENCE *

Listen Once a Week, or oftener, to

WIBA

N BC . . . 5000 WATTS

That's 10 and 14%, respectively, more than the second Madison station; and 31 and 32% more than Madison's third station.

for additional details on this rich 16-county Madison Trade Area, write to . . .

WIBA
RADIO PARK
MADISON, WIS.

or call AVERY-KNODEL, Inc.

NATIONAL REPRESENTATIVE

* Standard Audit and Measurement—1952 Audience Report

Wash. State Educators Urge Funds Be Passed for TV

LEGISLATIVE appropriation of $3½ to $4 million to implement a statewide educational television plan was recommended early this month at a meeting in Seattle of the Washington Citizens' Committee for Educational Television.

The meeting Jan. 9, which attracted some 200 broadcasters, telecasters, educators and civic leaders, recommended also that the state legislature pass enabling legislation to take advantage of the educational TV channels reserved by FCC, and that the governor or the legislature appoint an Educational Television Commission.

Robert Mullen, executive director of the National Citizens' Committee for Educational Television, and Harrison McClung, western division representative of the national group, were among the principal speakers at the Washington State meeting.

Mr. McClung, a retired vice president of J. Walter Thompson, told the afternoon meeting that commercial telecasters are not opposed to the idea of educational video. The chairman of the Washington Citizens' Committee, Ed C. Whiting, gave credit to the commercial telecasters for their own educational efforts on TV, and noted the interest of Mrs. Scott Bullett, president of King Broadcasting Company (KING-AM-FM-TV Seattle) in use of Ch. 9 for educational purposes.

The plan as approved by the meeting calls for stations, ultimately linked into an educational network, in the following cities:

NEW YORK BOARO OF REGENTS HEARS PRO AND CON ON STATE TV NETWORK

Eyes of broadcasters and educators have been on the biggest state of the Union, where a key drive by educational TV proponents to set up a 10 station network is in the critical stage. Second hearing on the proposal was held last week by the New York State Board of Regents.

ARGUMENTS for and against a non-commercial educational television network proposed by the New York State Board of Regents were presented at a two-day hearing in New York Wednesday and Thursday.

Viewpoints on the plan were placed before the Temporary State Commission on the Use of Television for Educational Purposes, headed by Douglas Moffet. The hearing was the second in a series of three meetings arranged by the commission. One was held in Buffalo on Jan. 7 [B*T, Dec. 12, 1952] and a final session is scheduled in Albany Wednesday.

The Regents' plan provides for the establishment of 10 educational stations throughout the state. Proponents of the program have estimated that it would cost $350,000 to build and about $250,000 a year to operate each station.

The commission, set up by Gov. Thomas E. Dewey, must make a report of its findings to the state legislature by Feb. 2. Under an FCC ruling, the state must forward definite plans by June 3 to be assured of 10 uhf channels reserved for the state.

Endorsing the Regents' plan at Monday's session were some 75 spokesmen for educational and civic organizations in the metropolitan New York area. They represented colleges and universities, elementary and high schools, museums, libraries, professional groups, labor unions and religious organizations, among others.

Their main contention was that educational television could make a contribution to the city, state and nation by raising the cultural level of the community. They argued that commercial television was not geared to fulfill these objectives, although certain speakers acknowledged that networks and stations had cooperated with their organizations in presenting programs of an educational nature.

The question of financing the project was put to several speakers by Henry V. Poor, counsel to the commission. Some replied that their organizations were prepared to help the program financially, while others said they could make no definite commitment. All spokesmen asserted they could pledge the cooperation of their members as talent on programs and in preparation of scripts. Several indicated they were prepared to furnish production of programs.

Schutzer Charge

One discordant note sounded at Wednesday's session was a charge by Arthur Schutzer, executive secretary of the American Labor Party in New York State, that Gov. Dewey and the state legislature have "no serious intention" of implementing the Regents' plan.

As basis for his accusation, Mr. Schutzer referred to Gov. Dewey's annual budget message two weeks ago, claiming that the state's chief executive made no direct or indirect mention of the proposed educational TV chain. He told the commission that he was making the charge to warn interested groups to guard against any attempts by Gov. Dewey and the legislature to hamstring the project.

One highlight of the session was a petition by scores of spokesmen for organizations on Long Island for a separate channel for their community. Under the Regents' proposed net-
Thursday's session. Six spokesmen for taxpayers, business and women's groups, plus a housewife, urged the commission either to recommend the outright quashing of the plan or further exploration of the tax levy.

Advocating a further study of the topic was S. Arnold Witte, manager of the legislative services division of the Commerce and Industry Assn. of New York Inc., whose prepared statement was read by Mark A. Normile, association's public relations director. Mr. Witte asked the commission to hold its report in abeyance until it received complete information on the following points:

1. The overall costs of the New York State School system and how a TV network fits in with a program of "first things first";
2. The practicability of alternative methods of presenting telecasts and the comparable value and cost of alternative visual aids in education, and
3. The actual cost of establishing, operating and transmission of program of a state-owned and operated TV network.

Mr. Witte challenged the Regents' estimate of costs on both construction and operational figures. He declared that some experts in the field claim that construction costs may run as high as $10 million as against some $3,850,000 given by the Regents and that operation figures may run from $4 million to $8 million.

Insisting that "first things must come first," Mr. Witte pointed out that schools in New York State are said to be "run down, inadequate and unsanitary." He called on the commission to investigate these reports and to recommend the improving of existing school facilities rather than use funds "on what appears to the laymen to be a possibly desirable but nevertheless luxury item."

Ralph A. Brooks, executive secretary of the 5 Counties Taxpayers Defenses Inc., and Lambert Fairchild, a trustee of the American Federation, voiced outright disapproval of the project. Mr. Brooks asserted that first consideration must be given to repair and modernization of New York City schools before the state contemplates "education for television." Mr. Fairchild branded the proposal as a manifestation of "the boondoggling, socialistic trend in government," adding that Mr. Reynolds and Mike Quill have one thing in common—complete disregard for the downtrodden taxpayer.

Objecting to the proposal, a mother and housewife, Mrs. Mildred Day, of St. Albans, N. Y., declared that the envisioned plan would compel children to watch telecasts in school for several hours a day and would therefore "lead to eyestrain." She insisted that schools are designed to teach youngsters by means of qualified instructors and "not with a TV set."

Other spokesmen included Mr. Clifford A. Alanson, executive manager of the New York State Council of Retail Merchants Inc.; Mr. Isser Boeschoff, West Side Taxpayers Assn. Inc. and Mrs. Irene W. Mills, New York State Federation of Women's Clubs.

Strikebound Schools End Baltimore AM-TV Classes

BALTIMORE's experiment in education by radio-television has ended and the city's public school system was back almost to normal last week.

Schedule of special classes, for which local radio and television stations offered their facilities, was terminated Jan. 9. Educators were unanimous in the broadcast cooperation by Balti-

A TV News

Society, B.S.R.


Virtually all the city's 175 schools reopened early last week as local civic authorities pressed for an early end to the strike of maintenance workers. The strike was called by International Teamsters Union (AFL) after a wage dispute and involved some 5,000 janitors, refuse collectors, engineers and firemen.

The plan for educators' participation was cowered by WBAL-TV, which offered it facilities after the walkout New Year's Day. Nearly 40 hours of air time were set aside for allocation of subjects by the Baltimore Dept. of Education.

ELECTRONIC TV Questioned By Hillman

"TELEVISION as an educational medium has been overemphasized and should be approached with caution. So stated Harry Hillman, member of the Los Angeles Board of Education, last week when he challenged the classroom value of edu-

A TV News

cational television during discussion of a state-

A TV News

wide study of educational TV channels by a committee set up by California's Gov. Earl Warren. Besides a time extension on the study, the school board requested local representation on the Governor's proposed Educational Tele-

A TV News

vision Commission.

Decrying what he referred to as a proposal by a national educational TV conference to place two 20-inch screen sets in every classroom, Mr. Hillman estimated that such an undertaking would cost Los Angeles more than $2 million.

Questions TV Need

"Nobody has shown me that you can't accomplish just as much with sound motion pictures in classrooms as you can with TV," he declared. "And nobody has told me who's going to pay for all this."

Mr. Hillman said he understood the plan is to present "favored programs" over the edu-

A TV News

cational TV channels, and if that's the case, movies would do just as well, pointing out that "they are cheaper and we already have the projection equipment."

Dr. Hugh C. Willett, a board member and chairman of the National Collegiate Athletic Assn.'s television committee, explained that classroom use of television is a very small part of the program. "Our primary interest is the education of all citizens through TV," he said.

MISSING STOCKHOLDER UNABLE to track down one of some 6,000

A TV News

missing stockholders of Commonwealth & Southern Corp., the Tracers Co. of America recently turned to WPIC Sharon, Pa., for help. Station's Larry Caldwell aired the news on his 8:05-9 a.m. Milkman program and within 20 minutes received phone calls on the whereabouts of Fred D. McFarland. He was located in a neighboring Ohio town. C & S has been liquidating its assets the past few years through a court ruling. Mr. McFarland thus will receive his funds, thanks to WPIC.

School of Learning FACILITIES at WKBZ-FM Muskegon, Mich., are being placed at the disposal of radio students of the city's Senior High School twice each week. With the station's technical staff standing by, the students take over WKBZ-FM Monday and Wednesday from 7 to 8 p.m. Through on-the-spot instruction they learn engineering, announcing, traffic, programming and writing.

Canned Sessions FAILURE of Buddy Brown and his orchestra to appear for a local American Legion New Year's Eve dance found KLKR Lamar, Col., ready, willing and able to avert a minor catastrophe. Station supplied records and later piped dance music to the dance through a loudspeaker system. What might have become a complete fiasco thus was turned into a most successful dance party, according to Everett Shupe, KLKR manager.

'Shop Early' MERCHANDIS Div. of the local Chamber of Commerce paid tribute to WLEC Sandusky, Ohio, for its role in the recent "shop early" campaign. Station matched its 250th telecast during a free plug and gave downtown merchants over 70 gratis spots each day when they remained open to 9 p.m. Announcers used station breaks to inform listeners of late shopping hours. Station also donated $549.45 in time for the local Christmas Seal drive.

Boy Gets His TV Set COL. James T. Healey, president-general manager, WOKO Albany, N. Y., aired an appeal for an 11-year-old tuberculosis victim, after learning that what the boy wanted most for Christmas was a television set. Public response was "remarkable," said Col. Healey. In addition to the TV receiver, there are unused contributions which are to be set aside for other charitable projects.

KOB Contributions WHEN Bob Henderson, m. o. of The KOB KLOCK, early morning show on KOB Portland, Ore., appealed for contributions for the Salvation Army Christmas Fund, listeners responded with $2,270.57.

WPTZ (TV) 'Health' Awards UPON its 250th telecast of You and Your Health, semi-weekly WPTZ (TV) Philadelphia series on public health, the station was awarded citations from Philadelphia County Medical Society, Philadelphia County Dental Society.
WTMJ-TV Editorials

WTMJ-TV Milwaukee reports it has received complimentary letters from educators and citizens for its current quarter-hour, once a week filmed show illustrating editorials about Milwaukee which appear on the front page of the Journal.

The TV station and newspaper, both owned by the Journal Co., work together in planning various editorials about common problems of interest to local citizens. Covered by the joint newspaper editorial-TV show presentation are such topics as city cleanliness, parks, airport, library, civil defense, police and expressways. The Journal editorial appears on the same day the TV show is aired.

Several weeks before each show, the editorial writer figures out picture possibilities to accompany his editorial; then a commercial photographer with a movie-sound camera spends two days taking pictures, from which the most graphic are selected. The film is trimmed and a rough script written, then both are edited to their finished forms for presentation.

The show is presented at 6 p.m. on Tuesdays and is currently scheduled for 13 weeks. WTMJ-TV reports requests for filmed prints of the programs have come from schools in Milwaukee and suburbs and that PTA groups have realized the value of the subject matter and repeated showings to persons interested in improving the city.

and Philadelphia Department of Public Health, for “pioneering and developing health education” via TV.

* * *

WTIC Helps Spot Bandit Car

MINUTES after a robbery of the Berlin, Conn., branch of the New Britain National Bank, WTIC Hartford reports it aired the license number of the bandit’s getaway car as described on the state police shortwave radio. A 12-year-old Berlin schoolboy and self-styled “Junior G-Man,” who had noted the license number of an empty car on his way home from school, heard the WTIC bulletin and notified police, who reacquainted the abandoned getaway car, but failed to apprehend the bandit.

* * *

Delivers Freedomograms

TO MAKE sure the voice of the industrial area in western Michigan will be represented on the Crusade for Freedom’s Radio Free Europe and Anti-Communist Crusade Chair- man Marty Udell, new editor of WKBZ Muskegon, enlisted 1,600 Boy Scouts to distribute 33,000 Freedomograms, messages on behalf of RFE, to homes in that area.

* * *

Raises $4,000 for School

IMPACT of WJAR-TV Providence’s TV Sports Page was demonstrated when the show’s chief personality, sportscaster Warren Walden, used the program to promote within three days the raising of some $4,000 to complete expenses needed for West Warwick High School’s local football team to participate in an annual football bowl game at Miami, Fla.

WHLI Public Service

RECORD 1,104 public service programs totaling 546 hours were broadcast during 1952 by WHLI Hempstead, L. I., according to George Ball, station public affairs director, who said the figure represents an increase of 23% over 1951. Also scheduled in 1952 were 10,101 public service spot announcements for national and local non-profit campaigns, he said.

* * *

Benefit Collects $101,411

BENEFIT show by Wilkins Amateur Hour, radio and television program on WDTV (TV) and KQV Pittsburgh, for the Children’s Hospi- tial Fund, not only received pledges of $66,671 in donations, but brought in a final total of $101,411—more than 150% of the pledged amount, the stations report. The regular Sunday show, normally one hour, was extended to an hour and a half for the benefit. Sponsor is Wilkins Jewelry Co.

* * *

WWRL Polio Drive

WWRL New York is conducting a saturation campaign on behalf of the March of Dimes this month, using spot announcements and case histories of polio victims, according to the station. Transcriptions are broadcast seven times daily and include foreign language announcements.

* * *

Nylons for TV Sets

MARGARET ARLEN, WCBS-TV New York personality, has begun an appeal on her five-day-a-week program for 1,710,000 discarded nylon stockings. Sale of that number of stock- ings, according to Miss Arlen, will bring in enough money to purchase 95 TV sets to be donated to the Greystone Park Mental Hospital, Morris County, N. J., for use by some 5,500 patients.

* * *

WIMS-AM-FM Radiothon

A 24-hour radiothon by WIMS-AM-FM Michi- gani City, Ind., to raise $10,000 for the La- Porte County Therapy Center for Retarded Children, resulted in receipts totaling nearly $13,000, William N. Udel, president-general manager, reported last week.

* * *

WDUN’s March

WDUN Gainesville, Ga., fourth annual March of Dimes Marathon, which began early Jan. 3 and continued for 18 hours, raised $1,016.90 for Gainesville-Hall County Polio Campaign.

* * *

Power for Good

CKVL Verdun, Quebec, raised $600 for crippled children—without soliciting contribu- tions or gifts from listeners. During Christ- mas week station aired a French-language pro- gram from the Victor Dore School and money started flowing in a few hours later. An- nouncer thanked listeners and an avalanche of donations was underway in the next few days.
SIX employees, each with 20 or more years of service, are honored by WCCO Minneapolis at a special luncheon. L to R: Larry First, studio supervisor, 27 years; Irene Doherty, mail clerk, 25 years; Ivan Anderson, resident engineer-transmitter, 28 years; Larry Haeg, general manager, who presented $100 bonds to group; Russell Person, studio technician, 20 years; George Collier, technician-transmitter, 25 years; Fred Herman, technician, 24 years.

- START of its 26th year of remote broadcasting on WJAS Pittsburgh yesterday (Sunday) was observed by that city's First English Lutheran Church, with a talk by the Rev. Robert W. Stackel, present minister. Only two broadcasts have been missed due to weather and power failure.

- Sterling V. Couch, WDRC Hartford traffic manager, observed his 25th anniversary with the station Jan. 1. Mr. Couch was presented a gold watch at a party in his honor.

- GEORGE BARBER, manager of WCOG Greensboro, N. C., is observing his 22nd anniversary in radio. He joined WDOD Chattanooga, Tenn., as an announcer-operator Jan. 19, 1931.

- ARTHUR GODFREY began his 20th year on CBS Radio last Thursday. He started with the network Jan. 15, 1934, on an early morning program with WJSV (now WTOP) CBS Radio's Washington outlet. Mr. Godfrey is heard 8½ hours a week on CBS Radio, in addition to frequent regular appearances on CBS-TV.

- RAY NORENE has been awarded a 20-year service pin at WBBM Chicago, where, as an engineer, he has traveled more than 300,000 miles in his work.

- WITHOUT warning, NANCY Osgood, WNBW (TV) Washington women's commentator, had her Jan. 2 program upset shortly after it opened as a score of NBC officials, broadcasters and friends interrupted proceedings to stage a 10th anniversary celebration in her honor. The event was a complete surprise. Unprompted interviews, songs and presentation of gifts provided unscheduled entertainment. In her 10 years Miss Osgood has interviewed over 2,000 guests on WRC, Washington and WNBW (TV), NBC outlets.

- Frank Edwards, news commentator for the AFL, began his fourth year of broadcasts for the labor organization Jan. 5. Mr. Edwards is heard at 10 p.m. EST Monday through Friday on some 130 MBS stations.

- WWVA Wheeling, W. Va., claiming one of industry's oldest Saturday night hillbilly radio shows, "WWVA Jamboree," on Jan. 3 marked 1,040th consecutive broadcast of the show, first aired Jan. 7, 1933.

- Philco Corp. received special scroll from NBC Dec. 29 commemorating the 200th telecast of "Television Playhouse" (NBC-TV, Sun., 9-10 p.m. EST). Presentation was made by John K. Herbert, NBC vice president in charge of radio and TV networks, to James H. Carmine, executive vice president of Philco. Company has sponsored the program since its inception Oct. 3, 1948.

- WSAZ Huntington, W. Va., client, Lawrence Drug Store of Huntington, on Jan. 1 began its 10th year of sponsoring the World News.

- James H. Riley, engineer, WLAW Boston, has celebrated his 15th year at the station.

HARKENS BACK 23 YEARS

FRANK SMITH, morning news editor, KRES St. Joseph, Mo., himself a polo victim in 1930, was principal speaker at a kick-off dinner of the 1953 March of Dimes in Buchanan County. Mr. Smith also is co-chairman, Radio Div., Buchanan County Polio Drive. In addition, Mr. Smith will address several groups in the area to promote the drive. He "plugs" the March of Dimes on his six newscasts daily.
### FOR THE RECORD

**New Grantees’ Commencement Target Dates**

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted</th>
<th>Network Representative</th>
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<tbody>
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### Extras for Advertisers

- **Car Cards**
- **24-Sheet Posters**
- **Window Displays**
- **Direct Mail**

This hard-hitting sales support, blanketing the entire area, is in addition to complete radio-coverage of Philadelphia—America's third largest market... a six billion dollar market for your product!

### Radi-o Representatives, Inc.

10,000 Watts
**Philadelphia’s Most Powerful Station**

Represented by Radio Representatives, Inc.

January 19, 1953 | Page 111
<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Target for Start</th>
<th>Network &amp; Representatives</th>
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<td>WLOJ-TV, Lima, Ohio (72)</td>
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<td>KUSC-TV Los Angeles (20)</td>
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<td>WKDO-TV Louisville, Ky. (21)</td>
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<td>Spring 1953</td>
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<td>10/9/52</td>
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<tr>
<td>WIBC-TV Muscle, Ind. (49)</td>
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<td>Taylor</td>
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**TV Sets Increase 38%**

11 of top 15 on WOAI-TV

Construction permit for 100 kW transmission has been granted to WOAI-TV—Construction is already under way—MORE POWER—MORE VIEWERS.

Sets in WOAI-TV area increased from 185,829 on July 15, 1952 to 119,531 on January 1, 1953. MORE SETS—MORE VIEWERS.

Videodex in December shows WOAI-TV with 11 of top 15 programs. Another nationally recognized survey showed WOAI-TV 13 out of 15 programs better programmed...MORE VIEWERS.

MORE POWER—MORE SETS BETTER PROGRAMMING—MORE SALE.

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK—CHICAGO—LOS ANGELES—ST. LOUIS
DALLAS—SAN FRANCISCO—DETROIT

Page 112 • January 19, 1953

Broadcasting • Telecasting
SALES

SALESMAN

Experienced local salesman wanted by 5,000 watt station. Must be persuasive and in sales and service. Experience in textile business preferred. Apply favorably and salary and commission. Earn power excellent and honest employee. Box 2506, BROADCASTING TELECASTING.

SALESMAN

Our local salesmen earn $400.00 to $500.00 per week in commissions and contests. We need another top flight man. Must have proven record. Either home or distant market. Good climate and housing conditions. Send full particulars, tape, background, and photo, to Box 2506, BROADCASTING TELECASTING.

SALESMAN—FOR OPENINGS

Top quality salesman wanted, 5,000 watt daytime station. Must have proven record. The offer is immediate. Box 2516, BROADCASTING TELECASTING.

Sportman for football and regional accounts. Minimum $75.00 weekly. Experience necessary. Box 2526, BROADCASTING TELECASTING.

New York transcription firm desires stations relations with radio and/or television brokering ability. Must own car, free to travel. Will interview in New York. Submit complete personal and business resume. Box 2536, BROADCASTING TELECASTING.

ANNOUNCERS

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $650.00 start with regularity scheduled increases to $750.00 plus. Must have proven record. Must be available 24 hours per day. Apply to Box 2546, BROADCASTING TELECASTING.

Southern full time regional, network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 2546, BROADCASTING TELECASTING.

Newscaster, plus regular announcing shift. Permanent, Texas location. Tell all. Box 2546, BROADCASTING TELECASTING. A fine way up, for progressive Southwestern Michigan station with plans as big as your ambitions. Good all life, emphasis on news and feature work. Box 2526, BROADCASTING TELECASTING.

First rate announcer or disc jockey wanted, 5,000 watt daytimer. Major Virginia market. Box 2526, BROADCASTING TELECASTING.

Announcer—$650.00 per week for 40 hours. Send letter in addition to Box 5465, BROADCASTING TELECASTING.

Sportscaster-special events man for kilowatt network affiliate Pacific Northwest. Send audition, salary requirements, and photo. Box 5465, BROADCASTING TELECASTING.

Immediate opening for announcer-engineer. Position a permanent one with a progressive station. Send full particulars along with tape, background, and photo to Box 5465, BROADCASTING TELECASTING.

Announcers: Wanted experienced staff announcer and network affiliate. Midnight shift, forty hours, good pay. Box 5756, BROADCASTING TELECASTING.

TELEVISION

Help Wanted

WANTED: Combination engineer-announcer. Looking for first class man to take over chief engineer and pulling announcing. Must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes we will pay you. Joe Phillips, WSBG, Starkville, Mississippi. The Home of Mississippi State College.

Immediate opening, first phone engineer, inexperienced. Duties split—daytime and nighttime. Send resume, first phone, or wire or letter. Box 5415, BROADCASTING TELECASTING.

Production-Programmers, Others

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience. For man or young woman who can produce write-commercial copy. Send full particulars, photo and sample scripts with first letter. Box 4715, BROADCASTING TELECASTING.

WANTED: Commercial director who can make stock investment in station. If you haven't had professional for a few years and pay a good salary, we've got a job for you. Apply for a drinker or looking for a "soft" salary job, please do not apply. The potentials are here. You will have to go to a large position to offer a mature family man. State all subjective details. Box 5535, BROADCASTING TELECASTING.

WANTED: Experienced radio continuity director for Mid-Atlantic area. Smith & Smith Television. Must have ability to direct department, originate copy or be in charge of continuity operation. First rate station experience acceptable. Excellent opportunity with company that offers good pay, good benefits, and good future on radio and television stations. Send complete details. Box 5535, BROADCASTING TELECASTING.

WANTED: Editor to handle writing, reporting and editing. Also TV news pictures. KQFG, Pueblo, Colorado.

Commercial copy-writer capable of creating good selling radio copy. Woman preferred who is capable and willing to develop her own program. Give radio station experience, bosom, and personal status, etc. Experience necessary. Must be available for audition. Permanent position with 26 year old station. Box 5656, BROADCASTING TELECASTING.

Program director-announcer. Immediate opening in well-established North Florida network station. Good salary. Good working conditions, opportunity to advance. Send letter and tape to WFBC, Pensacola, Florida.

New man with good announcing voice to gather, set & review. Some experience or background for this position. Job requires some announcing, newscasting, and use of tape recorder. Ability more important than experience. Send letter to: Write Manager, WCUJ, Cosorte, Pa.

Executive director-announcer. 5,000 watt NBC affiliate has opening for highly qualified program director. Must be able to display decision making on his own right and who has proven executive ability for development and launching of network programming in a high class station. Only a man with educational and broadcasting experience will be considered. Send complete details including past and present earnings, photo, audition, etc. WSAS, Savannah, Ga.

TELEVISION

Production-Programmers, Others

Television home economist to specialize in cookbook development, under direction of permanent and on-camera show. Experience desired, but not necessary. Send complete resume and references. Box 6445, BROADCASTING TELECASTING.

Television account service, wanted young man knowledge TV production and heavy experience in promotional field. Must be able to travel approximately 50% of time. Salaried, Box 5435, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

WANTED: Engineer-first phone transmitter with rich experience in control room. Must be WMsl, Decatur, Alabama.

Combination or engineer, full details in first letter. WIBC, Richmond, Va.

Transmitter engineer for 5000 watt directional AM, Write or wire Leroy Kilpatrick, WSZS, Inc., Mattawoman, Md., West Virginia.

First phone; transmitter operator. WSBY, Rutland, Vermont.

WANTED: Combination engineer-announcer. Looking for first class man to take over chief engineer and pulling announcing. Must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes we will pay you. Joe Phillips, WSBG, Starkville, Mississippi. The Home of Mississippi State College.

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Situations Wanted (Cont'd)

Manager—with 20 years of constructive radio background. Not a has been, but a man who can get things done! Member of program and administration. If you'll check my background to see if I would be suitable, Box 478S, BROADCASTING • TELECASTING.

Manager—program director—sports, small market. Eight years experience, one station, programmed, announcing. Idea man. TV experience, five years. $400 per month. February ref. Box 515S, BROADCASTING • TELECASTING.

Traffic manager—AM-TX, Intelligent, calm, collected. Thoroughly experienced in local, national, regional sales and programming. Familiar with the operations of a large national agency. Has been leaded employee. Box 530S, BROADCASTING • TELECASTING.

Dynamic announcer, AM-TX. Intelligent, calm, collected. Thoroughly experienced in local, national, regional sales and programming. Familiar with the operations of a large national agency. Has been led employee. Box 530S, BROADCASTING • TELECASTING.

Efficient, stable, experienced manager available immediately. Thoroughly experienced in all phases of management. Invest if required. Box 531S, BROADCASTING • TELECASTING.

Baseball play-by-play man looking for big market. Thoroughly experienced, will travel and all-round announcing job. Box 540S, BROADCASTING • TELECASTING. 3 in 1. Station-program and commercial manager. Experience covers all phases of radio 250 to $500. Capable, progressive live wire with excellent radio background. Family man with fine personality and 20 years experience. Wants good to your station and town. Box 550S, BROADCASTING • TELECASTING.

Mr. Station Owner!! Husband and wife management, high profits and community acceptance. Man has eleven years between him, has six phases in engineering. Wife has five years in sales, promotion. Family man, available immediately. Box 555S, BROADCASTING • TELECASTING.

TV film manager. Thoroughly experienced in programming and operations. Will take top company. Box 574S, BROADCASTING • TELECASTING. Program manager: Station experience from 250 to 50,000 watt as program manager, announcer, station manager, program director, and agency experience over NBC and ABC—also national指望ing. Will supply highest references from past and present affiliation. Presently program manager in major market, Box 542S, BROADCASTING • TELECASTING.

Announcers


Newscaster, reporter, Sixth—NARF member. Wire service experience. Currently working in local, major market. Excellent references. Box 496S, BROADCASTING • TELECASTING.

Broad background radio education, experience. Desire enter sales. Also strong announcing, writing, interviewing. Must be potential. Prefer West, available one month notice. present position. Box 512S, BROADCASTING • TELECASTING.

Versatile announcer. Some experience. Work cooperative to earth, kind, giving, and type. Specialties: news, DJ. Box 500S, BROADCASTING • TELECASTING.

Announcer, some experience. Versatile. Work control board. Strong on DJ. News, Young, depression. Box 505S, BROADCASTING • TELECASTING.

Tired of deejay without imagination who sound like mechanical jukeboxes? Then you're in luck. Don't be a deejay. Buy a deejay. Get the sound of integrity. Set in your case, preferably late evening or afternoon shows. Exceptional smooth talk, of earth, kind, giving, and distinct voice. Excellent appearance, early thirties. None of the same old stuff. Box 525S, BROADCASTING • TELECASTING.

Deejay—reliable, competent desires position in major market. Nine years experience—general staff. Draft exempt. Tape. Box 530S, BROADCASTING • TELECASTING.

Announcer, staff, Wheelchair veteran, 27, married, 21 years experience. Can operate board. Deejay—reliable, competent, versatile. Strong on DJ and interviews. Box 555S, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman—Experienced, aggressive, steady, reliable, strong on promotion; seeks connection in western area. Box 407S, BROADCASTING • TELECASTING.

Sales man—program director—announcer, good new business. Has good relationship with station opportunity. South or Southeast preferred. Excellent references. Box 496S, BROADCASTING • TELECASTING.

Anchange announcer, interested in moving to station with opportunity. Details by return mail. Box 540S, BROADCASTING • TELECASTING.

Two presently employed announcers desire change. College graduates, veterans. Fully experienced on announcing and background. Home, single, employed. Box 550S, BROADCASTING • TELECASTING.

Professional local news reporting. Distinctive newscasting. Employed. Major market only. Box 541S, BROADCASTING • TELECASTING.

Want better position, now employed. 5 years experience, announcing, programming, selling. Disguised-dramatic newscaster—prefer Missouri. Box 547S, BROADCASTING • TELECASTING.

Salesman-announcer, interested in moving to station in 50,000 TV future. Details by return mail. Box 547S, BROADCASTING • TELECASTING.

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Two presently employed announcers desire change. College graduates, veterans. Fully experienced on announcing and background. Home, single, employed. Box 550S, BROADCASTING • TELECASTING.

Journeyman-announcer: reliable, versatile, competent, desiring established major market. Box 563S, BROADCASTING • TELECASTING.

I can make money for you! Personality DJ. 26, twelve years experience, six years travel. Not expensive, Not 'lets talk. Box 551S, BROADCASTING • TELECASTING.


Sports-announcer, versatile, truly professional radio-TV reporter. Outstanding qualifications. Available immediately. Box 550S, BROADCASTING • TELECASTING.

Sports-car-announcer, will invest while working station. Young, family. Box 571S, BROADCASTING • TELECASTING.

Announcer, control board operator, news, DJ, all-round. Native of light and space. Graduate of radio school. Single, draft exempt. Box 560S, BROADCASTING • TELECASTING.

Announcer, sports, deejay, versatile, capable, and reliable. Married, draft exempt, free to move. Small community preferred. Resume, audition tape available. Box 572S, BROADCASTING • TELECASTING.

Disc Jockey and newsmen—top voice, writer, five years radio. Desire progressive-aggressive station. Radio experience. All answers, Box 569S, FTELECASTING. BROADCASTING • TELECASTING.

Announcer: Six years experience all phases net and indie. WJOL, Joliet, Illinois.


Have your Pull of profits. Personality DJ, natural adlibber, witty-play on words, imaginative, two way. Some TVexp, convincing on commercials. Night show preferred. Eight years experience in major markets. Aggressive top night man with prove it. Box 572S, BROADCASTING • TELECASTING.

Program director—3 years all-round metropolitan experience. Desires position in eastern small market. Young, man, n-w employed desiring small-medium size. Box 575S, BROADCASTING • TELECASTING.

Newscaster: Most sponsored newspaper in the time market city metropolitan, seeks new staff. Willing to work in the Midwest. Box 578S, BROADCASTING • TELECASTING.

TV world graduate desires position as studio technician or in film department. Experience, personality desirable. Box 585S, BROADCASTING • TELECASTING.

Technical

Chief Engineer or engineer: Experienced with equipment for all types stations, also high-powered stations. Can build station from C. P. Available immediately. Box 570S, BROADCASTING • TELECASTING.

Engineer first phone desires permanent straight engineering. Three years radio schooling, veteran. Marrying, drinking. Box 578S, BROADCASTING • TELECASTING.

Interested combo man, first license, married, experienced. Presently employed central California. Available on two weeks notice. $5, Tape & Photo. Box 580S, BROADCASTING • TELECASTING.

Responsible position for all-round man, radio, TV, film, audio, experience. 1st phone, college, single. 20 years experience. RCA graduate, Virginia or N. E. Box 523S, BROADCASTING • TELECASTING.


Combination-eleven years experience. Programing, engineering, production, sales, copy, etc. 2 years chief engineering, 2 years program director. 2 years operational manager. South, Jim Miller, 115 Main Street, New York.

Engineer, considerable broadcasting experience. Construction, maintenance. TV training. Capable of chief. P. O. Box 71, Passaic, New Jersey.
Midwest Independent

$110,000.00

Well established successful Midwest Independent in substantial market. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN • HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
Ray V. Hamilton
Bestco 3-4414

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-5736

SAN FRANCISCO
Lester M. Smith
215 Montgomery St.
Exhibitor 2-5875

Production-Programming, etc.

Television executive. Five years uninterrupted experience production, writing, direction, with major TV outlet. First-hand knowledge all television programming and production. Special emphasis news, public service, special events. Particularly interested program director commercial or educational station agency television chief. Excellent references. Box 4825, BROADCASTING • TELECASTING.


Make-up artist . . . desires steady job with going television station. Will go anywhere. Box 5185, BROADCASTING • TELECASTING.

TV production. Two years TV school with practical experience, radio experience, one year college. 3rd married. Box 5375, BROADCASTING • TELECASTING.

WANTED: 6 years radio-TV station-agency experience. Top references. Desires production-direction position with new TV outlet. Qualified to set up production department. Available immediately. Box 5445, BROADCASTING • TELECASTING.

Radio girl wishes to pioneer in television. Extensive radio experience every phase, now looking for new frontiers. Will write continually and produce TV production. Box 5975, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain. Indie. Neta $22,000.00. 250 w. Must be sold. No competition. Box 5975, BROADCASTING • TELECASTING.

Southwest 1000 watt network single station market. Income combining building annual net $33,000.00 priced $105,000. Box 5185, BROADCASTING • TELECASTING.

Fulltime local in good Western farming town. Technical Box 4545, BROADCASTING • TELECASTING.

Equipment, etc.


For sale: All new Collins 20 V transmitter. Extra set tubes. In original crate, not been used WMSL, Decatur, Illinois.

REL 1 kw. FM transmitter, monitoring and speech input equipment. Model 15N1 15N2 coax. Two bay RCA Batwing FM antenna. Make offer. WPAG, Ann Arbor, Michigan.


‘Life of the party!’ Phonograph records, jokes, cartoons, book, pin-ups, etc. General Sales Co. 201 Eustis, Huntsville, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Anmpex tape recorders, two demonstrators. A real bargain at $95.00 each. 18 months to pay on approval of your own Gen. Radio Engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management of government station. Box 5335, BROADCASTING • TELECASTING.

Radio station any size West, Southwest, West Coast. Give complete information, write, wire: Morgan, KLO, Ogden, Utah.

Equipment, etc.

Wanted to buy sound level meter and Octave band noise analyzer. Box 5065, BROADCASTING • TELECASTING.
UNIQUE TV ENGINEERING ADMINISTRATOR

Now engaged as TV engineering consultant, experience includes director of television commercial production for AAAA advertising agency, VP & Executive Producer of TV production organization, author of successful reference books on television engineering and commercial TV operation.

Box 576S, BROADCASTING • TELECASTING.

FOR THE RECORD

NEW TV STATIONS... Actions of FCC

Stockton, Calif. (Correction)—San Joaquin Telecasting (Calif.) Inc., owner of Kapp TV (KAPP), has received a new license for uhf Ch. 35 (602-608 mc); ERP 175 kw visual, 57 kw audio, antenna height above average terrain 310 ft, above ground 328 ft. Estimated construction cost $285,000, due to appear on the air in 1953.

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AM and FM Summary through January 7

AM

FM

626

193

357

154

328

583

For Sale

Equipment, etc.

TRANSMISSION LINE and FITTINGS

d at a fraction of their cost

BECAUSE THE FCC assigned us a UHF-TV frequency, engineers had to be sure of quality. California Products Company's type 576 and 575, 0.8 cm three-phase line, originally installed for VHF which had to be replaced, it has never been in use, and in top condition. With the snow hugging the tower during the "freeze," it is not surprising. It is never out of the boxes. From complete with "O" rings, bolt, connectors, etc. Clean on a white list, carefully boxed for shipment and ready to go.

With the help of today's lines, 570 feet 3/8" Type 105-566 (37-20 ft. lengths); 40 feet 3/8" Type 105-566 (37-20 ft. lengths), 2-45' 3/8" Type 73-566 Elbows 1-3/4"; 45' Type 53-73 Assembly 1-3/8" 2-45' 1/4" Type 43-565 Elbows 1-3/8".

WGBK BROADCASTING CORP.

9390 Sunset Blvd.
Youngstown, Ohio

SALES MANAGERS

WANT AD SERVICE

Competent, reliable General, Commercial and Program Managers:
Chief Engineers, Disc Jockeys, Sportscasters, others specialists. Tell us what you need. Today. Delays are costly.

Page 116 • January 19, 1953

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Adair Engineering Co., Washington. Sole owner of applicant is J. D. Weather, Jr., 25% voting interest in 33% of the stock. Oliva, 26% interest in application for new vhf Ch. 11 TV station in Las Vegas, Nev., and 25% interest in application for new vhf Ch. 16 TV station in Corpus Christi, Texas. Applicant is owner of Jack Warner Productions Inc. (motion picture production). Lavender, 25% owner of Freedom Productions Inc., Los Angeles, president, 69% owner of Warner TV Productions Inc., Los Angeles, and owner of all production interests in Texas. City priority status: Gr. B-3, No. 268.

MBTV (Madison, Mass.—Massachusetts Tele-\rtarations Corp.). Ch. 64 (650-656 mc); ERP 185.75 kw visual, 100.23 kw audible; antenna height above average terrain 355 ft. above ground 233 ft. Estimated construction cost $90,000, first year operating cost $50,000, revenue $113,000. Post office address 1120 Main St., Madison, Mass. Mailing address: 320 Main St., Madison, Mass. City priority status: Gr. B-6, No. 206.

St. Louis, Mo.—Belleville Bestco. (WVBV Belleville, Ill.) (renews license). Ch. 14 (628-644 mc); ERP 3.82 kw visual, 1.97 kw audible; antenna height above average terrain 375 ft., above ground 232 ft. Estimated construction cost $25,000, first year operating cost $17,400, revenue $18,000. Post office address 99 Revere Beach Park Blvd., Massapequa, L. I., N. Y. Mailing address: 2 Massapequa Blvd., Massapequa, L. I., N. Y. City priority status: Gr. A-2, No. 192.

Provo, Utah—Central Utah Bestco. (CUCU). Ch. 13 (218-224 mc); ERP 8.0 kw visual, 4.0 kw audible; antenna height above average terrain 560 ft., above ground 451 ft. Estimated construction cost $122,000, first year operating cost $60,000, revenue $55,000. Post office address 1038 Bldg. 5, 500 Main St., Provo, Utah. Mailing address: 1038 Bldg. 5, 500 Main St., Provo, Utah. City priority status: Gr. B-D, No. 204.

New AM Stations

Applications

Millville, N. J.—Clinton Lake Bests, Inc. (440 kw). Ch. 13. 1 kw daytime. DA: two tower array, each tower 300 ft. high. Estimated construction cost $17,255, first year operating cost $38,000, revenue $50,000. Applicant is president, Stanley A. Kremnitz, of Millville, N. J. Secretary-Treasurer is L. D. Stover, Jr. City priority status: Gr. B-5, No. 203.

New FM Stations

Applications

Spokane, Wash.—Louis Wawner (KREM). 29.9 mc (Ch. 225). ERP 6 kw; antenna height above average terrain 718 ft., above ground 663 ft. Estimated construction cost $18,230, first year operating cost $10,000, no revenue expected. Applicant is licensee. KREM Spokane and applicant for new vhf TV station there. Application filed Jan. 13.

Existing TV Stations

Actions by FCC


WBSF-TV Atlanta, Ga.—Atlanta Newspapers Inc. Granted mod. CP to increase ERP to 100 kw visual, 50 kw audible, antenna height above average terrain 930 ft. (BEPCT-793). Granted Jan. 13.


No, No, Perkins! It's all in the

BROADCASTING Yearbook.


KING-TV Seattle, Wash.—King Besty Co. Granted CP to change ERP to 100 kw visual, 50 kw soral, antenna height above average terrain 820 ft. Granted Jan. 15.

WJTV (TV) Jackson, Miss.—Mississippi Publ. Inc. Granted special temporary authorization for commercial operation on uhf ch. 26 from Jan. 16 to July 16, 1953. Granted Jan. 13.


KSTP-TV Minneapolis, Minn.—KSTP Inc. Granted authority to operate station KSTP-TV which is now operating in CP 156 (110 kw visual, 50 kw soral, antenna height above average terrain 533 ft. Granted Jan. 13.

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg. Granted CP to change ERP to 206 kw visual, 110 kw soral, antenna height above average terrain 400 ft. Granted Jan. 15.
JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCCE

—Established 1920—
PAUL GODLEY CO.
Upper Montclair, N. J.
MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

Everett L. Billiard, Gen. Mgr.
INTERNATIONAL
1311 G St.,
230
"Registered Professional Engineer"
WASHINGTON, D. C.
P. O. BOX
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
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There is no substitute for experience
GILLET & BERGQUIST
902 NATL. PRESS BLDG.
WASHINGTON, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-3115
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
1422 42nd St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
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.
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"
1331 G St., N. W.
EX 3-8073
Washington, D. C.
Member AFCCE

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronic Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1210—Executive 1-3811
(Night—holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
220 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Member AFCCE

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Phone EMerson 2-8071
Box 260
Member AFCCE

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Apts.
NA. 8-2698
1420 New York Ave., N. W.
Washington, D. C.
Member AFCCE

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY NO. 3-3266
Hollywood 28, California
Member AFCCE

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. O. Grimwood, Pres. Ralph J. Bilzer, Ch. Eng.
Chester 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1925

George C. Davis
501-314 Munsey Bldg. Sterling 3-0111
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George E. Gautney
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
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Kellogg Bldg.
Washington, D. C.
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927 15th St., N. W.
Republic 7-3883
WASHINGTON, D. C.
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John Creutz
319 Bond Bldg. Republic 7-2151
Washington, D. C.
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Guy C. Hutcheson
P. O. Box 32
AR. 4-8721
1100 W. Abram
Arlington, Texas

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1610 Eye St., N. W., Wash. 6, D. C.
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(Night—holidays, Lockwood 5-1819)
Member AFCCE

Waltter F. Kean
AM-TV Broadcast Allocation
FCC & Field Engineering
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Robert L. Hammett
Consulting Radio Engineer
220 Bankers Investment Bldg.
San Francisco 2, California
Member AFCCE

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Phone EMerson 2-8071
Box 260
Member AFCCE

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Apts.
NA. 8-2698
1420 New York Ave., N. W.
Washington, D. C.
Member AFCCE

Harry R. Lubcke
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Chester 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1925

James R. Bird
Consulting radio engineer
515 California St.
San Francisco 4, California
Tel: danap 8-4871
Telephone: danap 2-2328

January 19, 1953 • Page 119
January 13

Westinghouse Radio Stations Inc. (KEN), Portland, Ore., et al. (Docket 913A; BPTC-494; new TV, Ch. 8)—Motion by Westinghouse pursuant to rule 1120 for order that CPs be released by North Pacific TV Inc. shall not be taken or that they be taken after conclusion of hearing set Jan. 26.

KWEM West Memphis, Ark. (Dockets 1027E, BMI-763; move main studio to Memphis, Tenn.; program exchange between WMBL and WAXL-FM, Springfield, Mo.)—Petition by BMI for reconsideration and grant of license without hearing on application which was filed May 19, 1952, designated for hearing.

Ozarks Bestg. Co. (KRW7C), Springfield, Mo. (Docket 8500; increase power, 50 kw)—Motion by BMI for reconsideration and grant of license without hearing on application which was filed May 19, 1952, designated for hearing.

January 14

Mt. Mitchell Bestgts., WMT-FM Clingmans Peak N.C.—Granted extension of Sec. 3-568 and add TV Ch. 18 at Burnsville, N.C., 10 mi. south.

Routine Roundup ...

January 8 Decisions

GOVERNMENT COMMISSION FOR ENS BANC

Extension of Authority

Mutual Bestgts., New York, N.Y.—Granted extension of authority to transmit programs to CKLW and stations owned and operated by Canadian Bestgts., and stations licensed by the FCC, for period Feb. 28, 1953, to Feb. 28, 1954 (BFP-226).

Extension of Waiver

WTFS-FM Manchester, N.H., Granite State Bestgts.—Granted extension of waiver of Sec. 3-365 of rules for period ending July 10, 1953, to permit operation on the west side of 560 mhz from NKAs site of WTTS, with same conditions as those of original grant.

ACTIONS ON MOTIONS

By Comr. Eugene M. Merrill

WLEA Hornell, N.Y., Hornell Bestgts. Corp.—Granted petition for extension of time to Feb. 4, 1953, to file exception to notice of violation of Sec. 3-1171 in matter of application for mod. CP (Docket 10061) of WLEA Hornell, N.Y., and new CP to change frequency, etc. (Docket 10060).

Sussex County Bestgts., Newton, N.J.—Granted extension of time to answer (applications designated Docket 1016; BP-354B) to specify 1360 kc 500 w d in lieu of 1260 kc 100 w to be filed with application, as amended, removed from hearing docket.

By Hearing Examiner Fanney N. Little

The Brush-Moore Newspapers Inc. and Stark Bestgts. Corp., Canton, Ohio—Granted in part application for extension of hearing in Petition to Hear (Docket 10161) for new TV, Ch. 7 stations in Elyria, Ohio, to Feb. 18, 1953, proceeding re applications for CPs for new TV stations (Dockets 10272a, 10272c).

By Hearing Examiner Benito Gagné

WJY, the Goodwill Station Inc.: Teybcor, Corp., Inc.: CBIS-FM Casselman, Ont.—Pending proceeding re applications for CPs for new TV stations.

January 9 Applications

ACCEPTED FOR FILING

WLTW Linton, Ind., Henry C. Sanders and Norman Hall d/b/ as The Linton Bestgts. Co.—Granted petition for new TV, Ch. 31 station at Linton, Ind., for antenna site at New York, Ohio. (BFP-3056)

Change Station Location

WPTX Lexington Park, Md., Patuxent Radio Inc.—Mod. CP (BP-3040), as mod., which authorized new FM, to site change to Lexington Park, Md. (BMP-4079).
For the Record

January 13 Decisions by Broadcast Bureau

Effective Oct. 1, 1952, the FCC granted the application of Cornelia, Ga., Habersham Bcstg. Co., to change transmitters of antiquated 25-ke. AM station to new 1600 ke. AM station (BRH-651). WTOP Washington, D.C., granted the application of William Avera Wayne—CP to replace expired CP (BR-5244) which authorized new AM to operate on 1600 ke. 1 kw-D.

FOLLOWING

January 14 Applications

Accepted for Filing

January 20 Call Letters

BROADCASTING TELECASTING

GROUP B

Milwaukee Bcstg. Milwaukee, Wis.
Milwaukee Area Broadcasting Corp.
Milwaukee, Wis.
Barrett Broadcasting Milwaukee, Wis.
Breaker TV Milwaukee, Wis.
Northwest TV Milwaukee, Wis.
WCAN-TV Inc. Milwaukee, Wis.

BROOKLYN-06

North Shore Bcstg. Milwaukee, Co.
North Shore Bcstg. Milwaukee, Co.

Upcoming Events

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.
Jan. 25: Utah Assn. of Broadcasters, Newhouse Hotel, Salt Lake City.
Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Annapolis, Md., Canada.
Feb. 1-3: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.
Feb. 2-4: NARTB Radio and TV Boards, Bellevue—Biltmore Hotel, Bellevue, Wash.
Feb. 5: Annual Awards Dinner of Academy of Television Arts and Sciences, Hotel Statler, Los Angeles.
Feb. 5-7: Southern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.
Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.
Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Bellevue, Wash.
Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.
Feb. 27-28: Third annual Regional TV Seminar for TV-minded college students, WAAAM (TV) and John Hopkins U., Baltimore.
April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.
April 18: Seventh Annual Spring Technical Conference, Cincinnati.
April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.
April 29-May 2: NARTB Convention, Billmore Hotel, Los Angeles.
June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland, Ohio.
Sept. 1-3: International Sight and Sound Exhibition and Audio Fair, Palmer House, Chicago.

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- All FCC Rules and Regulations affecting Radio and Television Broadcasting
- FCC Opinions
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- Communications Act of 1934, as amended, and Congressional Committee Reports
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Pike & Fischer

632 Dupont Circle Building
Washington 6, D. C.

January 19, 1953 - Page 121
TV Blackmail

ONE OF the ugliest, most reprehensible blights to develop on the television allocations scene is that of the shake-down artist, who files a "strike" application for a facility to block the genuine applicant from getting an unopposed grant. Usually the application is filed a day or two prior to the expected action on the legitimate grant.

We have been informed of cases where there have been pay-offs to get the strike applicant of the back of the legitimate enterpriser. These pay-offs have been both in cash and in stock. That is black-mail, pure and simple.

The FCC is cognizant of these instances. But, informally, it contends that it is almost impossible to prove that an applicant is engaging in such tactics.

Somewhere along the line there must be the show-down. The FCC should have the courage to call a quick bearing, en banc, where it finds even a suspicion of a shake-down. The resultant publicity, in our judgment, should scare off these charlatans, and preserve for television broadcasters their good name.

We are disposed to suggest that thought be given to legislation which would require the posting of a substantial bond by TV applicants, to prove their good faith. Unless something is done to thwart these offenders we can expect a brand of TV racketeering that will make a mockery of the administrative processes, and put the 5 percenters to shame.

Retail Tale Retold

IN THE past fortnight radio and television broadcasters have been given some very sound advice on how to expand and improve use of those media by department stores.

In last week's issue was a report by Department Stores Study on six months' use of radio by Pomeroy's department store in Pomeroy, Ohio. The results reached by this report were that radio can move merchandise more effectively than newspapers, but radio has refused to adjust itself to the peculiarities of big store advertising.

In this issue an article by Samuel H. Cuff, radio-TV consultant to Allied Stores, makes about the same points regarding television.

Both the Department Stores Study and Mr. Cuff suggest that the broadcast media ought to make allowances in their techniques of time selling for the "lots of advertising today and little or none tomorrow" formula that department stores have applied to their newspaper buying for so many years.

It is further suggested that neither broadcasters nor telecasters as a group have made serious efforts to educate themselves to the practices of department store advertising. A deplorable lack of understanding exists.

It seems to us that radio's growing reliance on the local advertiser as a basic source of income would demand that broadcasters do all possible to explore ways of exploiting the rich area of department store advertising. Telecasters at the moment may not be under the same compulsion to develop local accounts, but they will be as soon as new stations begin to eat into national business that pre-freeze stations have enjoyed.

Only the most short-sighted businessman would continue indefinitely to delay exploration of possibly the most rewarding source of income that a television or radio station could develop.

Political Spoils at the FCC?

AFTER A 20-year patronage drought, it isn't difficult to understand the desire of the Republicans to shake loose as many jobs as possible in official Washington. But in their zeal to run the opposition out of office and reward the loyal party workers, there are signs that they intend to use a meat-ax rather than a scalpel.

The reports are somewhat disquieting, at this stage, as they pertain to the FCC. There is the expressed attitude, for example, that the new chairman should be an "outsider" who will have no compunctions about terminating the tenures of staff-level people, to make way for the GOP newcomers.

We certainly agree that there are a good many FCC job holders who could be cut loose without disturbing the efficiency of the FCC. Quite a few of these patronage-office holders were "blanketed in" early in the first Roosevelt Administration, and given civil service status which they did not earn by merit or via competitive examinations. They can just as readily be "blanketed out" by the new administration.

We do not contend that the FCC is a model of efficient independent agency opera-

"What's the AFTRA scale when I go commercial?"

tion. We have been among its foremost critics. But we disagree with the view expressed in some GOP quarters that it, as presently constituted, is the "worst" agency in Washington.

Communications is a highly complex field. It isn't essentially a political operation, although politics at times obviously have motivated certain of its actions. The rejoinder of the FCC last week to the letter from Attorney General McGranery on the ABC-United Paramount case, wherein Chairman Walker told off the Attorney General certainly didn't smack of politics. The case is pending before the FCC for decision and the record is closed, the FCC averred.

The FCC has on its staff many professional people who are in no wise identified with politics or with policy. Certainly they should not be uptrodden. As a matter of fact, the Government would be hard put to find qualified replacements.

The Eisenhower Administration has the opportunity of changing the FCC's political complexion by making two new appointments to the Commission itself. There appear to be quite a few well-qualified Republican candidates for these posts. President Eisenhower can name a new chairman or designate one of the two new appointees to serve. We have favored the promotion of Vice Chairman Hyde to the Republican chairmanship.

We hope the new President will do with the FCC what he has done on the cabinet level. He has appointed the top-man for each department and pretty well left up to him the selection of his aides and his staff.
Darling, They’re Playing Our Song

John Beck had a problem of classic simplicity. He wanted to find out how to persuade grown men to imitate wild ducks. John Beck sells athletic goods. WMT sells time. (Musical bridge here, “Mating Call of Athletic Goods Store for Eastern Iowa Radio Station.”)

After locating a copywriter with mallard instincts, WMT went to work. The trick was turned with a recording of a duck call and some rather choice pintail prose. Beck’s sold 288 duck calls, twice as many as they sold all last year, plus 288 decoys, plus 41 duck call records—all in four weeks, and before the season opened. The entire project went off without a loose quack, except for one minor annoyance. We had neglected to say that our duck call was recorded, and, during the fourth week of the campaign, a rather nasty canvasback drake broke into Studio A demanding to meet “that girl with the lovely voice.”

Moral: WMT reaches all the ducks and most of the people in Eastern Iowa.

CEDAR RAPIDS

Represented by The Katz Agency • Basic CBS Network • 600 kc • 5,000 watts
The Swing is to WHB in Kansas City

WHB Neighborin' Time

Advertisers who sell to the masses have been quick to ride herd with this dinner winner—2½ hours of noon-time Saddle Soap Opera from "Triangle D Ranch," the Cow Country Club—with music by Don Sullivan and his Western Band, and the country philosophy of Deb Dyer. Bruce Ernst is master of ceremonies, assisted by his side-kick, Pokey Reel. Bud and Pete enliven the proceedings with their musical novelties and waggles, Charles Grant covers the AP and local news reports at noon. Broadcast from 11:30 a.m. to 2 p.m. daily, WHB Neighborin' Time carries participating spots (live or minute transcriptions) and sponsored quarter-hours. Ask for availabilities quickly to get your share of results when the chuck wagon comes round!

"Big Seven" Basketball * K. C. "Blues" Baseball
* "Big Seven" Football and Other Sports

WHB's ace play-by-play sportscaster, Larry Ray, is now in the winter season of forty-seven basketball games, broadcast direct from the campus at Kansas State College, the University of Missouri, the University of Kansas and other "Big Seven" schools. At 10 a.m. begins the basketball season, with 15 games of the Kansas City "Blues" (New York Yankee's No. 1 farm team) at home and away, sponsored by Mischbach Beer. Next fall, ten "Big Seven" conference football games. And in between, golf, tennis, fishing and all other sports—included nightly on his 6-15 Sport Round-Up, sponsored by the Union Pacific and Broadway Motors (Ford). A few availabilities are still open—so get off the bench now if you want to team up with Larry to sell your product to the WHB Market's biggest sports audience!

DO YOU READ TH?
WHB's phonograph magazine, "Big Seven," reaches advertisers and their executives fast. Write today, request a copy on request, immediately!

WHB Night Club of the Air

The new name for "The Roch Ulmer Show." 7 p.m. to 1 a.m. And a new format—presenting the best in recorded popular music, old and new—with Roch Ulmer and his six terrible dialects selling sparkled and humor! Available for participating sponsorship and spot Saturdays and Sundays, guest M/C's, personalities in the dance band, entertainment and recording field—call prominent local executants well-known in record companies—bring these new "collector's item's" records to the show and announce them.

Club 210—
With "Oh" Wells as Master of Ceremonies

His name is really Earl Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oh." Monday through Friday, from 9 p.m. to 6:15 p.m., OH presents the latest, popular records— and the old standard tunes. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" of the week, as reported by Billboard, K. C. City, Cash Box, a poll of local record shops, and the WHB Consensus. A wonderful time-segment for participating announcements — "live" for minutes, transcribed. On one afternoon, a week, representatives of the leading phonograph record companies bring "Oh" their newest records (never heard on the air in Kansas City)—and present them personally to their "premier" in the area.

10,000 Watts in Kansas
Don Davis President
John S. Schilling General Manager

Represented by
John Blair & Co.

Mutual Network * 710 Kilocycles * 5,000 Watts Night