Like bass go for minnows

Yes! Bass go for minnows—and 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.

Here’s why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results.

W-I-T-H can do it for you too. Let your Forjoe man give you the whole story.
Gasoline and Gobblers

As one of the pioneer producers of petroleum, Kentucky's petroleum industry today is rapidly expanding its production of high test gasolines. An example is the new $17,000,000 plant of the Mathieson Hydro-Carbon Chemical Corp. at Brandenburg. Planned expansions of this plant are expected to exceed $35,000,000, with an annual payroll of over $1,500,000.

Keeping in step with Kentucky's growing income is the growth of Kentucky's turkey farms. 1951 production of turkeys totaled $3,864,000—a 10 year increase of 387%.

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 J. Christal Co., New York, Chicago, San Francisco
the surest way to avoid Sunday traffic...

...and the surest way to dominate the Fall River-New Bedford market...WSAR

WSAR completely dominates the Fall River-New Bedford area — with more listeners per average quarter-hour than any other station, serving the market from inside or outside. Here is the one medium that gives you the rich advertising impact needed in the nation's 49th market.

5,000 Watts

WSAR ABC Basic

Fall River-New Bedford
The Nation's 49th Market

Represented Nationally by the Headley-Reed Company
More Power for
KRLD-TV
channel 4 Dallas

100,000 WATTS VIDEO
50,000 WATTS AUDIO
ON OR SOON AFTER MARCH 1, 1953

the Biggest Buy
in the Biggest Market
in the Biggest State

FIRST!
11 out of the first 15
highest rated television
shows are KRLD-TV regulars
Pulse: DEC. 1-7-'52

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company Exclusive Representative

Page 4 • February 2, 1953

Broadcasting • Telecasting
IF PRESIDENT EISENHOWER follows original plan, there will be barbed comments about slow functioning of administrative agencies in his State of Union message to be delivered to Congress today (Monday). He's received complaints, with FCC included, and it wouldn't surprise some observers to have him comment specifically on snail's pace in licensing new TV stations in underserved markets.

MOST STATIONS have been quoting half of 20-second announcement rate for those midget segments of time—four and eight seconds—being sought in "filler" time (at station's discretion) for projected Rinso spot campaign by Hewi. ** *

NEW NAMES continue to crop up as candidates for prospective vacancies on FCC aside from those of several lame-duck Congressmen. Latest heard: Edward L. Schumm, president of Edward L. Schumm Co., 212 N. Michigan Ave., Chicago, and active in GOP councils in Missouri since 1924, and Deneen Watson, 48, Chicago attorney and official of Illinois Bar Assn., likewise active in GOP circles.

IF FCC approves Macon merger plan (expected shortly by split vote) look for flood gates to open on literally scores of proposed mergers to expedite licensing of new TV stations in many application-blocked markets. Although several such projects have been pending, Macon deal is first at bat, will establish "marriage" precedent.

ANNOUNCEMENT is likely shortly that Stanley R. Pratt, president of WSOO Sault Ste. Marie, Mich., will continue as assistant to chairman of Republican National Committee in Washington for next six months to year. He held same status with Chairman (now Postmaster-General) Arthur E. Summerfield during last campaign and will continue in same capacity under Chairman Wesley Roberts. Mr. Pratt is an NARTB radio director and will attend sessions this week at Bellevair, Fla.

BUCHANAN RADIO AGENCY has indicated it plans to maintain Chicago branch. Possibility of merger with existing Chicago agency dismissed at this time. Firm expected to reorganize branch in next fortnight after top-level New York meeting and appointment of vice president to head Chicago office to succeed Robert E. Potter Sr., who resigned to form own agency.

FULTON LEWIS, provocative Washington commentator with biggest commercial network of all (334 stations) is contemplating network or syndicated TV program. Negotiations reportedly in progress last week, through William B. Dolph, business head of Lewis' operations, for either live network or film release, latter probably through United Television Programs.

QUIZZICAL eyebrows raised at White House last week when Col. Ed Kirby left office of new secretary James C. Hagerty, but was non-committal. Col. Kirby, Army radio-TV chief and former public relations director of NARTB, may have been there on official Army business. Or it could have been in connection with White House plan to name radio-TV figure on Hagerty staff, notably for President Ike's contemplated monthly radio-TV "Report to Nation" following news conference pattern.

KLING STUDIOS INC., Chicago, TV film packager, which has mushroomed phenomenally past few years, has confirmed active negotiation for Charlie Chaplin film studio in Hollywood. Kling president Robert Eirinberg has been dickering with Mr. Chaplin in Switzerland.

AT LEAST one important top policy executive of Democratic administration is carrying over in similar vein on advisory basis under President Eisenhower. Gordon Gray, owner of WSJS Winston-Salem and president of U. of North Carolina, is one of top group of nine named to new President's Committee on International Information Activities which will consider vital role radio plays in cold war. During past decade Mr. Gray has served as Secretary of Army and Special Assistant to President on European economic problems.

DESpite apparent futility of his cause, Comr. Eugene H. Merrill clings doggedly to hope of Senate confirmation of his appointment to FCC by former President Truman. It's reported he is soliciting support on Capitol Hill but it's taken for granted that new administration will want to swing to Republican majority by naming two new GOP disciples to replace Chmn. Paul A. Walker and Mr. Merrill. FCC associates admire Mr. Merrill for his never-say-die attitude and diligence with which he pursues his FCC work as if nothing were to happen.

WASHINGTON becomes hub of top level radio activity all this week. Aside from activities of FCC and Congress, not to mention possibility that White House will move on FCC appointments, these events are scheduled: Federal Communication Bar Assn. annual meeting; annual dinner of Radio Correspondents Assn.; gala cocktail party for Frank White to introduce NBC's new president to Washington brass; probable meeting of Clear Channel Broadcasting Service.

WHILE ENGINEERS generally are elated over results of uhf operations, they're reserving judgment until spring-summer, when trees begin to sprout. Military and other experiments in uhf range heretofore conducted developed baffling condition wherein signals wouldn't penetrate foliage, virtually blocking out reception in heavily wooded areas.

LEAD STORY
$7.6 million worth of AM and TV properties change hands in new deals or transfers approved by FCC. Page 27.

ADVERTISERS & AGENCIES
Aggressive advertising and selling can expand U. S. economy by 33 1/3%, according to Arno Johnson, of J. Walter Thompson. Page 29.

FACTS & FIGURES
Boston College survey finds TV and radio advertising make the strongest impressions. Page 35.

Soaps, drugs, foods lead November radio network spenders in PIB reports. Page 40.

PROGRAM SERVICES
Broadcasters buck efforts of record companies to collect fees for use of phonograph records. Page 46.

GOVERNMENT

FCC approves modernization of operator rules and opens way for remote operation of transmitters. Page 54.

TRADE ASSOCIATIONS
Theme of NARTB convention will be "'53 Gold Rush to California." Page 58.

NETWORKS
ABC adopts single rate for day and night on its owned and operated radio stations. Page 64.

CBS discloses new "checkerboard plan" of selling network time and also reports $850,000 in new business plus 10 renewals. Page 67.

FEATURES
A look into the TV special effects man's bag of tricks. Page 77.

How to renovate radio programming. Page 80.

Michigan has a new college because of a radio campaign. Page 84.

UPCOMING
Feb. 4-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Bellevair, Fla.
Feb. 5: Annual Awards Dinner of Academy of Television Arts & Sciences, Hotel Statler, Los Angeles.
Feb. 6-7: Seventh Annual Radio Short News Course, U. of Minnesota, Minneapolis.
Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Bellevair, Fla.
(Other Upcomings, see 'For the Record')

February 2, 1953 • Page 5
WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. It is the one medium reaching the entire Lehigh Valley—long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

Represented by
ROBERT MEEKER ASSOCIATES
New York  Chicago  Los Angeles  San Francisco
All It Took was a Bored Horde...

... And the Kubli Khan's fear that inactivity would blunt the fighting edge of his Asiatic conquerers, to send Mongol hordes swarming into southeastern Europe.

KOWH's solution for boredom is less drastic, but equally effective in rallying a horde of Omaha, Council Bluffs listeners to its banner. Proof? Slant a glance the below Hooper, averaged for the 14-month span from October, 1951, to November, 1952! If you're interested in invading our baliwick, give us a growl!

35.9%

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct. 1951, thru Nov., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Nov., 1952.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.

Page 8  February 2, 1953

Broadcasting * Telecasting
9.7 Million Radios, 6 Million TV in '52

SET manufacturers produced 9.7 million radios and over 6 million TV receivers in 1952, according to final figures announced Feb. 1 by Radio-Television Mfrs. Assn.

Radio output in 1951 had totaled 12,627,362 sets, with 5,384,798 TV receivers produced during that year. These figures show radio production down about one-fourth, with TV up about one-eighth.

TV production last December, six-week reporting period, totaled 921,086 sets, with 1,325,158 radios produced. These figures compare with 467,108 TV sets and 868,100 radios in same month of 1951, five-week reporting period.

RTMA found that 94,185 TV sets with circuits tuning FM band were turned out last year, along with another 409,678 home radios containing FM facilities. This brings year’s total FM set output to 503,863 home receivers.

RTMA’s revised radio and TV set production figures by months for 1952 follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Total</th>
<th>Home</th>
<th>Auto</th>
<th>Auto Clerk</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>404,932</td>
<td>288,724</td>
<td>68,453</td>
<td>150,147</td>
<td>503,863</td>
</tr>
<tr>
<td>Feb.</td>
<td>469,037</td>
<td>313,703</td>
<td>72,886</td>
<td>207,279</td>
<td>568,359</td>
</tr>
<tr>
<td>Mar.</td>
<td>548,378</td>
<td>377,412</td>
<td>87,921</td>
<td>271,119</td>
<td>644,825</td>
</tr>
<tr>
<td>April</td>
<td>512,976</td>
<td>384,180</td>
<td>93,279</td>
<td>229,965</td>
<td>660,865</td>
</tr>
<tr>
<td>May</td>
<td>402,880</td>
<td>271,912</td>
<td>63,291</td>
<td>147,677</td>
<td>541,755</td>
</tr>
<tr>
<td>June</td>
<td>373,152</td>
<td>257,940</td>
<td>60,336</td>
<td>151,371</td>
<td>475,899</td>
</tr>
</tbody>
</table>

5-STATION LIMIT APPLIED TO APPLICATIONS

MAXIMUM LIMIT of five TV stations to same owner was extended, in effect, to all pending TV applications by FCC Friday through memorandum opinion and order withholding all action on applications in conflict with those of Storer Broadcasting Co. for vhf Ch. 10 at Miami and vhf Ch. 9 at Wheeling-Steubenville for 30 days while Storer elects which it wishes Commission to consider.

FCC ruled that when applicant already owns four TV stations, as does Storer, it cannot file for more than one additional outlet. Any additional bids would be conflicting and inconsistent with spirit of multiple ownership rule, FCC said in what is considered precedent opinion.

To rule contrary, FCC said, "would permit applicants to flood this Commission's processing line and its hearing docket with multiple applications for licenses which could not be granted under the rules."

Since Storer is party to long-pending proceeding inquiring into proposals to relax rules limiting multiple ownership, FCC decided to give 30 days period for decision by Storer, which owns WAGA-TV Atlanta, WJKB-TV Detroit, KEYL (TV) San Antonio and WDSP-TV Toledo.

Ruling stems from protest by WSTV Steubenville, competitor for Ch. 9 at Wheeling-Steubenville.

Observers feel ruling means Commission may soon call upon other multiple applicants to elect which bids they wish to prosecute. These may include: CBS—licensee of WCBS-TV New York and KNXT (TV) Los Angeles, 47% owner WCCO-TV Minneapolis, 45% owner WTOP-TV Washington, applicant to buy WKBW (TV) Chicago and new station applicant at St. Louis; Meredith Pub. Co.—owner WHEN (TV) Syracuse, WOW-TV Omaha and KPHO-TV Phoenix, applicant at Rochester, Minneapolis and St. Louis; Crosley Broadcasting Corp.—operator WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, newly-approved purchaser of WLTV (TV) Atlanta (see story page 27) and applicant at Toledo and Indianapolis; Polan Industries—permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio, applicant for Wheeling, Roanoke, Parkersburg and Terre Haute; Edward Lamb—owner WICU in Cincinnati, through Young & Rubicam, N. Y., preparing special nine-week radio spot announcement campaign to start March 2. Evening chain breaks will be used in at least 75 markets.

CHEMICAL SPRAY SPOTS • du Pont Products (Fermate and Pazzate, chemical sprays for tobacco molds), placing radio spot campaign with staggered starting dates (some in February, some in May) for six weeks in tobacco-growing markets. BBDO, N. Y., agency.

LEVER IN 20 MARKETS • Lever Bros. (Swan toilet soap), through BBDO, N. Y., planning four-week spot announcement campaign to start Feb. 16 in 20 radio markets.

AGENCY FOR ZIG-ZAG • Consolidated Sewing Machine & Supply Co., N. Y. (Viking Zig-Zag machines), names Olian and Bronner, Chicago, to handle advertising for that product. Multi-level ad campaign, including TV, being projected.

HOUR OF NEWSCASTS • Wine Corp. of America, Chicago (Mogen David wine), agency for sponsorship of full hour of newscasts weekly on ABC Radio, starting Feb. 9 for 52 weeks using 198 stations for News of Tomorrow, Mon. through Thurs., 10-10:15 p.m. EST. Program features newsman Gordon Frazer from New York and pickups from ABC correspondents throughout world. Agency: Weiss & Geller, Chicago.

JOHNSON CAMPAIGN • Johnson Candy Co., N. Y., lining up availability for radio spot announcements campaign in eight non-TV markets. Actual date not yet set. Agency: Franklin Bruck, N. Y.

8-TO-13 WEEK DRIVE • Glammore Rug Co., N. Y., through Ruthrauff & Ryan, also N. Y., placing 8-to-13 week radio campaign, starting March 9 in 75 markets.

Fischer AFM Representative

PHIL FISCHER, vice president of Local 47, Musicians Union, L. A., appointed international representative in charge of motion pictures and television for American Federation of Musicians at executive board meeting in New York, it was announced Friday. He succeeds Justin W. Gillette, who died several months ago. With headquarters in Hollywood Mr. Fischer will represent AFM in all activities touching on TV and motion pictures.

WTVN (TV) Columbus (sold to Taft family of Cincinnati subject to FCC approval), permittee of WMAC-TV Massillon, Ohio, and applicant at Toledo, Portsmouth, Ohio, and Orlando, Fla.
It won't be long now! Soon... just as soon as tower construction can be rushed to completion, the station that's tops with metropolitan Detroit listeners offers even greater coverage... vastly better coverage. New effective radiated power of 100,000 watts and a new 1,057 foot tower will blanket every TV home within 100 miles of Detroit.

Coverage not only in Detroit, but in Flint, Bay City, Port Huron and Jackson! A better-than-ever reason why your best TV buy is the new WJBK-TV.
Theatre TV Proponents Asked to Clarify Points

FCC FRIDAY called on theatre TV proponents to clear up inconsistencies in testimony, tell what it wants. Commission threatened to call off proceedings unless Murby today, president of United States of America and National Exhibitors Theatre TV Committee satisfactorily answered series of eight questions mainly concerned with use of common carrier frequencies and how theatre TV services would be set up.

Theatre TV attorneys feel inconsistencies are more apparent than real, that it will be no difficult task to answer questions. Hearings resume today and Tuesday with direct testimony by AT&T, Western Union, Independent Telephone Assn., petroleum and bus groups. Following completion of direct testimony, Commission will hear MPAA and NETTC attorneys.

NARTB Names Labor Group To Study TV Problems

NEW NARTB committee announced Friday by President Harold E. Fellows at direction of NARTB TV Board to work on employee-employer relations. Titled Television Labor Advisory Committee, it is headed by Robert D. Swezey, WDSU-TV New Orleans, also director of NARTB TV Board. Other members: Mort Weinbach, ABC; Frank Faulkner, CBS; Donald H. McGannon, DuMont; Joseph McDonald, NBC; Donald W. Thornburgh, WCAU-TV Philadelphia; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Edward Wheeler, WWJ-TV Detroit; Philip J. Lasky, KPIX (TV) San Francisco; Richard A. Moore, KTTV (TV) Los Angeles. Advising with committee will be Thad Brown, NARTB TV manager and TV Board counsel; Richard P. Doherty, employee-employer relations director, and President Fellows.

American Forum Sponsor

GENERAL BRONZE CORP. will sponsor American Forum of the Air (Sundays, 2:30-3 p.m. EST), NBC co-op show, on WNET (TV) New York and WPTZ (TV) Philadelphia, effective March 15. Agency: Wildrick & Miller, N. Y.

New TV Stations on Air

LATEST word from new TV grantees late Friday indicated following should be on air by today (Monday):

WABI-TV Bangor, Me., due to begin commercial programming last Saturday.

KOPO-TV Tucson, Ariz., due to begin yesterday.

WLVA-TV Lynchburg, Va., due to begin test operations today.

Meanwhile, WROV-TV Roanoke wired that its transmitter and filterplexer had arrived, and plans test patterns this week. (Other grantees' target dates, page 92.)

BROADCASTING • TELECASTING

Increase Spots

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), through Ted Bates Inc., N. Y., increases frequency of its spot announcements in 27 major radio markets effective today (Monday). In some instances advertiser is using new stations.

Expanded Program of Services Before NARTB Boards

EXPANDED program of industry services to be considered by NARTB Radio and Television Board is reported at joint meetings opening Wednesday at Clearwater, Fl. Preliminary finance committee meetings and group discussions to be held today (Monday) and tomorrow.

Radio Board will meet Thursday. It will review results of one of NARTB's outstanding victories, the FCC's revision of FCC rules on operator requirements and remote control of transmitters (see story page 54). It will go into copyright matters and hear progress report on series of special management studies along with Dept. of Justice antitrust suit against National Football League (see story page 56).

Legislative and regulatory matters affecting TV field will be taken up Wednesday by TV Board. Industry-wide regulatory-legislative reports will be heard by joint board.

Special TV programs include preliminary study of TV circulation measurement techniques and progress of TV code. John E. Wheeler, WCAU- TV board chairman, and Edward Bronson, code affairs director, will be present.

Increased budget will be reviewed after committee study. Association affairs are described as "very solvent" with membership at highest point since temporary post-war peak. AM membership now approaching 1,100 stations, net increase of over 100 in less than year.

Uhf Coverage Proof

UNIQUE PROOF of uhf coverage even with low power was afforded WKAB-TV Mobile, Ala., Ch. 48 station reported Friday, through plotting viewers' addresses on map. At 6 p.m. Thursday film cameras fizzled, staff jumped in to program live remaining five hours. Telecast plea for local talent to come in and help soon flooded huge parking lot of suburb station. Spontaneous March of Dimes plugs for phone contributions from 8:11 p.m. drew $1,100 from 408 callers—and supplied map plottings of coverage. WKAB-TV now uses 12.5 kw ERP, goes to 265 kw in March.

at deadline

PEOPLE

FRANK STANTON, CBS president, elected chairman of board of directors of new group appointed by board of Ford Foundation to administer program for advanced study in social relations and human behavior, called Center for Advanced Study in Behavioral Sciences, Ford Foundation President Paul G. Hoffman was to announce over weekend.

ZANGWILL GOLOBS], WOR New York account executive, has resigned to join Forjoe & Co., station representation firm, as executive vice president. He will be in charge of sales for various Forjoe offices and help plan expansion of facilities to service company's increasing TV activities. Member of "Million-Dollar Club" while at WOR, Mr. Golobe also has served with Frederic W. Ziv Co.

HAROLD G. COWGILL, attorney with law firm of Segal, Smith & Hennessey since 1944, has resigned effective Feb. 1 to take over management of new TV station WTVP (TV) Decatur, Ill., in which he holds 10%.

SYLVAN TAPLINGER, talent and program buyer, Kenyon & Eckhardt, N. Y., expected to join Hirschon-Garfield, also N. Y., as director of radio and television department, effective Feb. 4.

DON SARACENO, ABC central division sales officer, appointed account executive in Chicago office of Blair-TV Inc., TV station representative, effective March 4. Mr. Saraceno has been with ABC central division since 1948.

Television Actions

FCC BROADCAST BUREAU late last week took following television actions:

WEER-TV Peoria, Ill., granted special temporary authorization for commercial operation, transmitter output 100 w visual, 60 w aural, antenna height above average terrain 550 ft.; from Jan. 27 to July 23.

KMEX-TV Freese, Calif., granted STA for commercial operation, output 1 kw visual, 6kw aural, antenna height 490 ft.; effective April 1.

NGUL-TV Galveston, Tex., granted change to ERP 235 kw visual, 123 kw aural, antenna 550 ft.; effective immediately.

N-TV Holyoke, Mass., granted change in ERP 180 kw visual, 91 kw aural, antenna 960 ft.; effective March 4.

Kalamazoo, Mich., request for license of 81 kw visual, 41 kw aural, antenna 550 ft.; change not to be made until WTVJ-TV Milwaukee moves from Ch. 3.

(For earlier actions, see page 93.)

ABC Affiliates

AFFILIATION of four AM and two new TV stations with ABC's radio and TV networks announced Friday by Alfred R. Beckman, national director of ABC's radio and television station relations departments. KFDA-TV Amarillo and MILK-TV Wilkes-Barre will join ABC-TV April 1. New radio outlets are KSLO Opelousa, La.; KTIP Porterville, Calif., effective Feb. 15; WTAC Flint and WWVW Fairmont, W. Va., both effective March 15.

DuMont Affiliates

DuMONT Television Network Friday announced signing of four new affiliates: WFBG-TV Altoona, effective yesterday (Sunday); KXTV (TV) Sioux City, starting March 25; KOFL-TV Tucson, effective yesterday, and WABI-TV Bangor, starting last Saturday.

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**Executive and Publication Headquarters**

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, Editor and Publisher

**EDITORIAL**

Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. Staff: Harold Hopkins, Patricia Kielly, John Osbon, Keith Trantow. Editorial Assistants: Evelyn Boone, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, Secretary to the Publisher.

**BUSINESS**

Maury Long, Business Manager; Winfield R. Levi, Sales Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly; Shirley Harb; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

**CIRCULATION & READERS’ SERVICE**

John P. Cosgrove, Manager; Sheila Byrne, Elwood M. Skee, Subscription Manager; Betty Jacobs, James Stober.

**BUREAUS**

**NEW YORK**

444 Madison Ave., Zone 22, Plaza 5-8355.

EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

**CHICAGO**

360 N. Michigan Ave., Zone 1, CEntral 6-4115.

William H. Shaw, Midwest Advertising Representative.

Jane Pinkerton, News Editor.

**HOLLYWOOD**


David Glickman, West Coast Manager; Marjorie Ann Thomas.


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**SUBSCRIPTION INFORMATION**

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING & TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING & TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the PRIB Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.
Solution to the troublesome new Program Clearance Problem facing every Radio and TV Station

New Law
The new amendment to the Copyright Law provides that, effective January 1, 1953, every broadcast of a non-dramatic (as well as dramatic) reading of a copyrighted poem, story or other literary work requires a license, or the station commits a copyright infringement.

New Problem
Whether you are a radio or TV station, your programming makes only occasional and infrequent use of this material. However little it is, you do use some, and each item must be cleared. Your station does not have the bibliographical and other research data, the know-how, or the time, to clear most of this material for broadcast. There is no service which even attempts to fill this need.

Solution
Literary Clearance Inc. (LCI) has been organized primarily to answer this problem, and to perform the services required, for radio and TV stations.

LCI is your research and clearance service for non-dramatic literary rights.

LCI is your agent to obtain the licenses you need.

LCI can perform both of these services:
- More efficiently
- In less time
- More accurately
- At less cost
than your station can possibly do itself!

This is a comparative-ly small field (as contrasted to music clearance and news services) and we are the only ones in it.

How & How Much
The Basic Service Each time you have a poem, story or article which requires a license (or when you’re not sure if you need one) for non-dramatic use, you fill out a simple form (we furnish them free) with title, author, etc., and send it to LCI. LCI will promptly, with rare exceptions, advise you either that the work is free for broadcasting, or that a license is required. If a license is required, LCI will give you the name and address of the licensor, and the price, if available, for your use. LCI service charge is only $3.00 per poem, story or article.

The Optional Service For each poem, story or article which requires a license for non-dramatic use, LCI will, if you request, act as your agent to obtain the license. LCI service charge for this is an additional $2.00, making a total of only $5.00 per poem, story or article.

Please fill out all blanks in the coupon.

LITERARY CLEARANCE INC.
342 Madison Ave. New York 17, N. Y.

The enclosed $25.00 check covers the minimum for your services on the terms in your ad in Broadcasting • Telecasting, February 2, 1953. Please send forms and instructions to attention of:

Name
AM
FM
Position
Radio or TV (Call Letters)
No. of Watts
Street
City
Zone
State

February 2, 1953 • Page 13
CITY HOSPITAL
Alternate Tuesdays, 9:30 p.m. on CBS-TV.
Sponsor: Carter Products Inc.
Agency: Sullivan, Stauffer, Colwell & Bayles.
Producer: Walter Selden.
Director: Cort Steen.
Writers: Julian Punt, Robert Newman.
Star: Melville Ruick.

MELVILLE RUICK
The commercials need doctoring.

As TV drama, City Hospital is an undistinguished example of those middle-quality shows that are to television what the B picture was and is to movies. It features anominous, kindly, propizly-graying-at-the-temples doctor who solves the extraordinary psychological dilemmas that bedevil the various patients that wander through the cast.

City Hospital, however, is more noticeable than other programs of its kind because it is the bi-weekly vehicle for some of the most objectionable commercials to be found on the air.

The sponsor of this program is Carter Products Inc., which specializes in the manufacture of products that people use but don't talk about much. The opening commercial on the show under observation was for Carter's Little Liver Pills, which promote regular elimination. The middle commercial was for Nair, a depilatory cream. The closing commercial was for Arrid, a deodorant.

It is theoretically possible to advertise these products on television without offending any but the most sensitive members of the audience. Carter, unfortunately, is not putting theory to work.

The opening commercial featured an interview between a "doctor" and his "patient," a middle-aged woman tormented by "the laxative habit" and praying for a cure. The doctor prescribed Carter's Little Liver Pills and additionaly dwelt upon the virtues of achieving natural regularity. To say that this was the least offensive of the three commercials that night is to speak ill indeed of the others.

The middle commercial came at a point in the drama when a mother was getting her first look at her new-born child. There was a poignant close-up of her face and then a jolting cut to a closer close-up of the words "BRIAR PATCH LEGS," drawn to suggest forests of hair stubble sprouting from every letter. The accompanying audio featured an announcer describing the social ostracism that girls may expect to face if they fail to remove leg hair with Nair.

The closing commercial featured the Arrid theme, "Don't be half-safe," which points to the advantage of stopping unpleasant smells by stopping their source, perspiration. As a sample of the absolute extreme in graphic illustration, the close-up of a sweaty armpit in this commercial should be preserved in the trophy room of the Television Code Committee.

Taken individually, any of these commercials would be bothersome enough, but presented as a group within a single half-hour program, they were beyond defense. If self-restraint is to be practiced by television, a good place to begin the practice is here.

JO STAFFORD SHOW
Mon.-Fri., 1:30-1:45 p.m. on CBS Radio.
Producer-Director: Bill Brennan.
Announcer: John Jacobs.
Music by Page Cavanaugh Trio.
Writer: Glenn Wheaton.
Star: Jo Stafford.
Special Guest: Johnny Mercer.

JO STAFFORD
The listening is easy.

This recent entry in the CBS Radio early evening schedule handsomely proves that in the field of music radio need never take second place to television. Miss Stafford's new venture may not revolutionize radio or popular music styles, but it is wonderfully easy listening.

Singers need not be seen to set feet tapping. The presence of voice is quite enough, without the presence of form as well, to provide enjoyable musical entertainment, particularly when the voice is as professional as Miss Stafford's and the accompaniment as skillful as the work of the Page Cavanaugh Trio.

The production of this show is unpretentious as compared with network radio programming of only a few years ago or with television programming now. The quarter-hour presentation requires a comparatively modest number of performers and hence involves comparatively modest expense. Even the canniest sponsor ought to be satisfied with the returns this show could bring with so relatively slight an investment.

Last week Johnny Mercer helped out as a guest and fitted in perfectly. Mr. Mercer, a
thoroughly relaxed performer, sang a thoroughly relaxed duet with Miss Stafford, the tune being his own composition, "Blues in the Night." Another recommendation of the performance of Miss Stafford and Mr. Mercer was that they avoided getting into the kind of forced and frothy dialogue that singers are too often obliged to mouth on shows of this kind. They just talked, probably not unlike the way they would talk without a script. What is more, they talked very little.

But they sang quite a lot, and sang well. As good a word as any to use in describing this program is "pleasant."

* * *

BOOKS


THIS book discusses the construction, operation and use of basic television, radio and electrical testing and measuring instruments employed by the technician, the radio and TV service man, the hobbyist and the engineer.

It abandons emphasis on the constructional viewpoint treated in an earlier work, Radio Test Instruments, by the author, who is a registered professional engineer. Basic Electronic Test Instruments is well illustrated with charts, diagrams and photographs.

* * *


IN this paper-bound booklet legal experts discuss seven aspects of the law of copyright and developments up to the date the presentations were made. Three of the discussions include: "The Law of Broadcasting" by Joseph A. McDonald, NBC treasurer and former ABC vice president and general attorney; "Public Performance Rights in Music and Performance Right Societies," by Herman Finkelstein, ASCAP general attorney; "Business Practices in the Copyright Field," by Robert J. Burton, BMI vice president and counsel.

* * *


AS explained in an early chapter, this book is a "collection of ideas... a church promotional manual, or ecclesiastical sales tool, or religious advertising plan-book, or guide to tested and proved evangelism."

A 16-page chapter on "Radio and Television" details the use of the media by various churches, emphasizing the best uses and do's and don'ts.

* * *


THIS volume is a compilation of the proceedings of the Television Programs Institute held April 21-24, 1952, at Pennsylvania State College under the auspices of the American Council on Education.
Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW
RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27
RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt
The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity
With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements
Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments
The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in
High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line
No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies specially designed lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available
RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all specifically designed to work with the UHF Pylon.

REMEMBER! Only by having everything matched from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.
Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.

Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).
JUST 20 years before Canada began telescasting, in 1932, Montreal saw its first video when 10,000 persons filed by a demonstration set at a large department store.

The man who staged the show was Joseph Alphonse Ouimet, a young graduate electrical engineer. Mr. Ouimet was largely responsible for telecasting's start in September 1952 at Montreal and Toronto. He has been general manager of the Canadian Broadcasting Corp. since Jan. 1.

Mr. Ouimet at 44 is the fourth and youngest man to head CBC, publicly-owned broadcast- ing organization. He joined CBC when it was created in 1936, succeeding Canadian Radio Broadcasting Commission, which Mr. Ouimet joined in 1934.

As CBC general manager he also will deal with all other broadcasting and telescasting, since CBC regulates the industry. He was assistant general manager for a year before succeeding Donald Manson in the top CBC post.

Science Interest
Born in Montreal June 12, 1908, Al Ouimet at an early age began devouring books on science and kept a laboratory at his home during high school. At McGill U. he studied electrical engineering because it was claimed to be the toughest course, and headed his class upon graduation at 24.

The young Mr. Ouimet, largely because of his brilliant college record in engineering studies, was one of only three in his graduating class of 19 who managed to get a job upon leaving college during depression-ridden 1932.

In this critical year he joined Canadian Television Ltd., which staged the department store TV demonstration, resulting in orders for 100 sets. But the firm's resources were limited and he lost his job when the company disappeared.

When CRBC was set up in 1933 to nationalize Canadian broadcastng, he was hired as a research engineer and went along with the change to CBC in 1936.

He was promoted in 1937 to operations engineer in charge of technical operations and maintenance. When in 1939 the late King George VI and Queen Elizabeth visited Canada, Mr. Ouimet had the job of arranging technical details for broadcasting during the tour across Canada and to Washington.

CBC in the meantime had grown to a number of 50 kw stations and was planning more such stations in key areas to give national coverage.

In 1941 he became supervising engineer, overseeing during the next eight years the expansion of the CBC stations and construction of repeater stations in remote areas.

He also looked into FM possibilities and after the war investigated TV, becoming chief engineer and co-ordinator of television in 1949. When the government decided only CBC would operate TV stations in the beginning, he lined up major city stations and production centers and staffs.

Faces TV Decisions
TV will be one of Al Ouimet's major problems, for the government is lending CBC $5 million to build TV outlets at Winnipeg, Halifax, Ottawa and Vancouver. Government policy also calls for privately-owned stations, when they begin, to use a percentage of CBC national programs. The big building program should please Mr. Ouimet's engineering skill, but he also will be called upon to draft regulations on programming and advertising content for independent TV stations, and he must see that CBC develops national programs for the independent stations.

When Mr. Ouimet is not busy with radio and TV he spends time with his wife, the former Jeanne Provost, whom he married in 1935, and their daughter, Denise, 14. In the Laurentian Mountains north of Montreal is his summer home, built by the family, and which is equipped with a TV set and antenna so he can keep check on CBFT (TV) Montreal. He likes to play a game of tennis when he gets the time.

Speaks Both Languages
At Ouimet is bilingual, equally at home when speaking English or French. He makes friends easily, is soft-spoken and is a hard worker. He is the Canadian member of the International Television Committee established in the U. S. to set up standards for TV receivers and antennas.

He also is vice president of ITIC's social and cultural study committee. He belongs to the Institute of Radio Engineers, Engineering Institute of Canada, Corporation of Professional Engineers of Quebec and Canadian Radio Technical Planning Board.
OPERATION Chain Action

A MIGHTY ADVERTISING-MERCHANDISING PLAN

A chain of hard-hitting selling operations all pushing your product in a unified promotion. You get powerful radio advertising with a big merchandising plus... 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action means business... for you!

Nationally Represented by EDWARD PETRY & CO.
OPEN MIKE

Restyling (Cont.)

[EDITOR'S NOTE: Comments on the restyling of BROADCASTING • TELECASTING have continued to arrive in such gratifying abundance that the editors feel justified in publishing a few more. The editors wish to thank all who have written, wired or telephoned.]

* * *

EDITOR:

I have just read with great interest your first copy of BROADCASTING • TELECASTING and hasten to congratulate you on a very nice job. Especially do I like the new typographic format where you tone down headlines and give a lot more spot news . . .

Arthur J. Kemp
Vice President
McCann-Erickson
New York

* * *

EDITOR:

After skimming through a copy of the "new" BROADCASTING • TELECASTING, I feel moved to tell you that it's an even better book than ever. I find the visual format appealing and the new arrangement of editorial matter much more rewarding . . .

Murray Firestone
Director of Radio and Television
Ernest William Greenfield Adv.
Philadelphia

* * *

EDITOR:

The first issue of your restyled BROADCASTING • TELECASTING has been thoroughly "thumbed through" and read from cover to cover.

Congratulations! I hesitated to tell you before that I didn't quite think your previous format was orderly. I do so now because you have accomplished the very things that I would have wished you to do. I am sort of a crank on advertising layouts and type. These flexibilities of mine are no less true for magazines than for other forms of printing. And so I thought I ought to write you just how I feel.

This little letter is simply to tell you that I like your new dress. Let's put it at the head of the "Ten Best Dressed Magazines of the Year."

Edward J. Noble
Chairman of the Board
ABC, New York.

* * *

EDITOR:

Your January 19th issue of BROADCASTING • TELECASTING arrived Wednesday and I read it from cover to cover Wednesday night. I liked everything about it including the editorials (which is unusual for me) except the statement on page 3 over your signature, " . . . It is as new as the transistor."

If I remember correctly, the transistor was a development of the Bell Laboratories about 1945. I suspect that the new type face used in printing your magazine is newer than the transistor. Perhaps the type face isn't as new as the recent promotion the transistor has been getting in some quarters.

Wayne Coy
President
KOB-AM-TV Albuquerque, N. M.

* * *

EDITOR:

As an amateur typographer please accept my congratulations on the new BROADCASTING • TELECASTING. Bold, neat, tremendous impact visually, and a real modern tendency to make the page scan. (Who taught your printers to justify? And space? Almost "hand set" stuff!)

I was particularly pleased with your page 27, which has the simplicity and right hand margin "coolness" (my word for it) that in my own work I have tried to achieve. Your publication is the first effective use of this I have seen in a commercial magazine.

Editorially it is a better presented piece, with some ingeniously arranged sectionalizing: your readers won't get lost in the amazing amount of information you have given them . . .

Don V. R. Drenner
Engineer
KGGF Coffeeville, Kan.

* * *

EDITOR:

My heartiest congratulations on the splendid job you have done in "face lifting" the format of BROADCASTING • TELECASTING magazine. It is splendid. I haven't a single complaint or suggestion. It's an excellent presentation of the news of the industry from all angles.

I shall now, more than ever, look forward to my Monday morning mail.

John H. Mitchell
General Manager
WBKB (TV) Chicago

* * *

EDITOR:

It's an excellent job of up-to-the-minute editorial design—with very legible text type arranged in easy-to-read column widths. Am sure the change will result in more thorough readership, thereby giving your advertisers a worth while bonus.

One adverse comment—but constructive, I hope. I note your main heads are much bolder much better, too—than you showed in your specimen issue. Page 9 is excellent. But moving over to your regular news pages—Page 27 and beyond—there is still room for more wallap, either in those main headings or in the little summary that precedes each article. I don't mean bigger size of type—just bolder, thicker letter.

Robert Ames
Capitol Airlines Liaison Exec.
Lewis Edwin Ryan Adv. Agency
Washington, D. C.

* * *

EDITOR:

The new BROADCASTING • TELECASTING format is terrific. Just as smart and modern and effective as the Industry it represents.

Smartest looking trade paper on the shelf.

John Esau
Vice President
KTUL Tulsa

* * *

EDITOR:

Congratulations! The new format is in keeping with BROADCASTING • TELECASTING's best tradition in reporting the news just as quickly as it happens.

Harry W. Witt
Western General Manager
Calkins & Holden Carlock-
McClinton & Smith
Los Angeles

BROADCASTING • TELECASTING

Cleveland's Chief Station

WJJW

5,000 Watts—850 K.C.

Basic ABC Network Represented By H-R Representatives

...Still Going

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

Page 20 • February 2, 1953
EDITOR:
The new format and styling of Broadcasting Telecasting is even better than you indicated it would be. Again I feel the need to express my personal appreciation for the outstanding service you and your staff are rendering to our industry.

George M. Burbach
General Manager
KSD-AM-TV St. Louis

EDITOR:
Greatly disappointed with the new make-up of Broadcasting Telecasting, my favorite mag. Find that it is now difficult to read. Hope I am in the minority.

R. P. Adams
President
KUTE Glendale, Calif.

Ad Within an Ad
EDITOR:
I am sure you will agree that the gentleman in the attached ad from LIFE showed extreme good taste in the selection of his reading material for his long train trip. Just in case you missed the ad I thought you might like it for your files.

Henry A. Curth
WSB AM-TV Atlanta

[EDITOR’S NOTE: The picture was made before B.T changed to its new format.]
Twenty years of Progress

It's our Twentieth Anniversary. Here is a picture that speaks volumes for itself.

As one of the original pioneers of National Exclusive Representation, we are justly proud of this our own business record.

We have a very deep sense of gratitude to all our friends. Their faith and their business have made this accomplishment possible.

[Graphical representation of business growth from 1932 to 1942]
AND STILL GOING STRONG!

- Yes... for the past 140 consecutive weeks, the Shell Oil Company has sponsored "Shell News" daily over WDSU.

- Shell has just renewed its contract for another 52 week schedule. We are proud of the confidence placed in our station by this sponsor... since WDSU is the sole radio salesman for Shell in the New Orleans market.

- This is but another example of WDSU's effectiveness in producing results for sponsors. We're doing it daily for our present sponsors... and we'd like the opportunity to show you additional proof of WDSU's powerful sales impact.

- Write, Wire or Phone Your
  JOHN BLAIR Man!

Marion Parsonnet

on all accounts

Two strongly held convictions set Marion Parsonnet, president, general manager and director of Parsonnet TV Film Studios, apart from many of his fellow TV producers. They are:

1. New York is the best potential TV film area and
2. All dramatic shows for television eventually must go on film.

"We're learning each day, both from the film industry and from predecessors in TV," Mr. Parsonnet says. "The two media are definitely not the same. The camera angle is the big difference in TV."

As to the advantages of New York over other locations for making movies for television, Mr. Parsonnet says: "We can get better performers here, and staging costs, outside of on-location shooting, are about 15% lower than on the West Coast. Eventually most of the filming will be done by big Hollywood producers, but the quality work will still come from the East."

Born in Newark 47 years ago, Mr. Parsonnet was graduated from Newark Academy, then attended Harvard and New York U., where he received first his BA and, in 1929, his law degree.

In 1932, Mr. Parsonnet entered radio as a program director with CBS, shifting a year later to Lennen & Mitchell as director of the radio department. Here he supervised Dangerous Paradise, one of the first radio serials.

In 1936, Metro-Goldwyn-Mayer lured Mr. Parsonnet into motion pictures as a writer. Two years ago, Mr. Parsonnet returned to New York and advertising as consultant to the advertising department of Pepsi Cola. This led to television and the Faye Emerson show, then a 15-minute program, for which he persuaded the sponsor to secure its own film studio, in Long Island City, arguing the company would get its money back within a year. It did.

Asking to take over filming, then being done by March of Time, Mr. Parsonnet so integrated Miss Emerson with the commercials that she became inextricably identified in the public mind with Pepsi Cola. The same personality-product identification, a Parsonnet precept, also is being applied to The Doctor, which Mr. Parsonnet now is filming for Camay.

Today he supervises a production staff of 35 on a full schedule, in addition to The Doctor, producing Hollywood Offbeat with Melvyn Douglas and American Wit and Humor with Thomas Mitchell. This series, now starting its second 13-week cycle, is being filmed in partnership with March of Time.
What's bigger than Bunyan?

Legend of the Northwest has it that Paul Bunyan was so big he covered 24 counties in one stride... easy!

But with even greater ease (proven by the recently-released SAMS study), WCCO covers all of 109 Northwest counties... an area comparable to (but larger than) all of the territory bounded by Boston, the District of Columbia and Toronto!

Even more amazing, 50,000-watt WCCO has a bigger weekly audience in 82 of these 109 counties than any of the more than 200 other stations heard throughout the entire area.

Want to make giant sales strides in the Northwest? Just call us or CBS Radio Spot Sales.

*Standard Audit and Measurement Services, 1982

CBS Radio  WCCO
Minneapolis-St. Paul
Des Moines Elects
KRNT
One Of The Nation's Most Successful News Operations

HOOPER-SIZED TO... 77%

ANY KRNT WEEK-DAY QUARTER-HOUR NEWSCAST IS THE HIGHEST-RATED NEWSCAST IN DES MOINES

KRNT's first quarter-hour news at 7:15 a.m. gets a whopping Hooper of 12.5 with 77.4% share of the audience. Hooper proves it again and again — any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. New ratings tell this OLD news-story:

<table>
<thead>
<tr>
<th>Time</th>
<th>Hooper</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don Soliday</td>
<td>7:15 a.m.</td>
<td>12.5</td>
</tr>
<tr>
<td>Paul Rhoades</td>
<td>8:00 a.m.</td>
<td>14.6</td>
</tr>
<tr>
<td>Paul Rhoades</td>
<td>12:15 p.m.</td>
<td>11.8</td>
</tr>
<tr>
<td>Gordon Gammack</td>
<td>6:00 p.m.</td>
<td>15.0</td>
</tr>
<tr>
<td>Russ Van Dyke</td>
<td>10:00 p.m.</td>
<td>9.2</td>
</tr>
</tbody>
</table>

KRNT HAS HIGHEST HOOPERs MORNING, AFTERNOON & EVENING

KRNT's huge Hoopers for newscasts insure a big buying audience for any KRNT show! Again and again, Des Moines' BIG audience day and night is delivered by KRNT, the BIG-time buy. Morning — KRNT, 43.5%. Afternoon — KRNT, 48.6%. Evening — KRNT, 39.5%. Proof again that you're right when you buy KRNT!

Katz Represents That Very Highly Hoopered, Sales Results Premeditated, CBS Affiliated Station In Des Moines

SOURCE: C. E. Hooper
Audience Index,
November, 1952
$7 1/2 MILLION MARK PASSED IN BUMPER TRANSFER CROP

Climaxed by sale of KFMB-AM-TV for $3.15 million, last week saw negotiations and FCC approval of transfers involving more than $7 1/2 million. This included Commission sanction of the $2.47 million WMBR-AM-FM-TV and $1.5 million WLTV (TV) transactions.

SOME $7.6 million in radio and TV station properties were involved last week in transfers approved by FCC or newly sold, subject to Commission approval.

Biggest transaction was the sale of KFMB-AM-TV San Diego, Calif., by John A. Kennedy for $2.47 million to J. D. Wrather Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa. The contract, signed Jan. 24, will be tendered for Commission approval within the next fortnight.

Toppling the station transfers granted by FCC last week were the following:


Purchase of WLTV (TV) Atlanta, Ga., by Crosley Broadcasting Corp. for $1.5 million from John O. Chiles and other Atlanta businessmen. Crosley operates WLB Cincinnati and associated TV outlets WLWT (TV) Cincinnati and WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio, as well as WINS New York.

WMBD Stockholding

Increase in General Manager Charles C. Caley's holding in WMBD-AM-FM Peoria, Ill., from 25% to 66.67%, with John E. Fetzer acquiring over 33.33% interest from Carl P. Slane and associates, for $262,500. Mr. Fetzer is majority owner of WKZO-AM-TV Kalama- zoo and WJEF-AF-TV Grand Rapids, both Mich.

Requisition of Howard E. Pilk's 25% interest in WSFA Montgomery, Ala., for $100,000, giving negative control to R. F. Hudson, R. F. Hudson Jr. and Sebbie B. Smith.

Other transfers approved by the Commission included WOOF Dothan, Ala.; WKRG Mobile, Ala.; KCLV Clovis, N. M.; WRXO Roxboro, N. C.; KLIQ Portland, Ore.; WLGM Lancaster, S. C., and WHAP Hopewell, Va., WNIL (FM) Lebanon, Ind.; WRJW Picayune, Miss.; WGVU Charlestown, N. C. (see Actions of the FCC, page 93).

Formal applications for both the WLTV (TV) and WMBR-AM-FM-TV transfers have been before the Commission for only about a month. The WLTV (TV) bid was tendered on Dec. 24 while the WMBR request was filed Dec. 29.

Mr. Kennedy, who purchased KFMB-AM-TV about two years ago from Jack Gross for around $1 million, plans to withdraw from the broadcasting field because of his health. Previously, he disposed of the San Diego Journal, now merged with the San Diego Union-Tribune, a Copley Press property. Mr. Kennedy had been ill for some time and was under treatment, it was reported.

Both KFMB and KFMB-TV are CBS affiliates. They are housed in the newly-remodeled KFMB Bldg., a five-story structure in downtown San Diego which includes a TV theatre studio. This building, previously occupied by the Journal, plus adjacent property owned and under lease covering about a full block, are included in the transaction. Value is given as $1.09 million.

Included also in the $3.15 million total consideration is a $150,000 retainer to Mr. Kennedy for management consultation to the new owners during the next five years. It will be paid in equal sums during the period.

The transaction called for payment of $200,000 cash at time of signing, plus an additional $400,000 cash at time of settling following FCC approval. The remaining $2.4 million will be paid at the rate of $200,000 per month, the balance bearing 4% interest.

It is understood that KFMB-TV grossed about $2 million during 1952.

Howard L. Chernoff, vice president and general manager of the KFMB properties, has been requested to continue management of the stations, it was reported, and all other personnel have been asked to continue with the stations. No programming changes have been planned, it was stated.

Formal application for assignment of the licenses of KFMB-AM-TV from Kennedy Broadcasting Co. to a new corporation, Wrather-Alvarez Broadcasting Co., to be equally owned by Mr. Wrather and Mrs. Alvarez, is being prepared in Washington by Leonard Marks of Cohn & Marks, radio law firm representing both buyer and seller.

The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm. It is understood several parties other than Mr. Wrather and Mrs. Alvarez had expressed “interest” in the property, including Time Inc., which shares ownership of KOB-AM-TV Albuquerque with ex-FCC Chairman Wayne Coy.

KFMB is on 550 kc with 1 kw directional. Application is pending for 540 kc. KFMB-TV, on vhf Ch. 8, is operating with effective radiated power of 27.4 kw visual and 13.7 kw audio. KFMB-TV began operation May 1, 1949. KFMB was founded in 1941. National representative is Branham Co.

Kennedy Broadcasting Co., according to FCC records, has outstanding 2,670 shares, held as follows: Mrs. Kennedy, 1,335 shares; Mr. Kennedy, 1,150 shares; Melva Chernoff, wife of Howard Chernoff, 50 shares, and estate of J. A. Bloch, 135 shares.

Mrs. Alvarez, general manager of KOTV, has held an interest in that outlet since the time when the majority ownership was held by George E. Cameron, principal stockholder, and John B. Hill, Messrs. Cameron and Hill sold their 85% last year for $1.6 million to Mr. Wrather and his mother, Mrs. Mraz Wrather. However, Mrs. Alvarez now owns 50% and Mr. Wrather and his mother hold the other 50%.

Mr. Wrather is an independent oil operator and maintains a business office in Dallas although his home is in Beverly Hills. He is married to movie actress Bonita Granville. Mr. Wrather also has produced several independent motion pictures and heads Wrather Television Productions, Hollywood, which filmed Boss Lady, summer replacement for
Mr. and Mrs. Alvarez have pending a new TV application for vhf Ch. 11 at Little Rock, Ark., and hold 50% interest in Sunflower Television Inc., applicant for vhf Ch. 10 at Corpus Christi, Tex. Mr. Wharton personally has filed for vhf Ch. 44 at Boston and Mrs. Alvarez has an application pending at Sacramento, Calif., for vhf Ch. 46.

The recent financial statement for Kennedy Broadcasting Co., including both KFMB and KFMB-TV, as dated May 31, 1952, and is contained in the license renewal file of KFMB-TV at FCC. Assets are totaled at $1,453,354.45 while liabilities are listed at $577,636.80. Capital in excess of assets is $160,000 in 7% cum-ulative preferred and $16,576.26 in common stock. Earned surplus was given as $269,017.90 while gain on sale of assets was listed at $450,123.49.

The gain on sale of assets resulted from the sale of the Kennedy 48% holdings in WSAZ-AM-TV Huntington, W. Va. FCC records show that in March 1952 they sold 185 shares in WSAZ Inc. for $385,416.67 to Huntington Pub. Co., now principal owner of the station, and 55 shares for $114,583.33 to Florene Katz of New York, wife of Eugene Katz, head of the Katz Agency, national representative for WSAZ.

The May 1952 balance sheet for Kennedy Broadcasting showed cash on hand in the sum of $125,712.20; accounts receivable, less reserve for doubtful accounts, $187,039.17; other accounts receivable, $3,693.70; cash surrender value of life insurance on lives of corporation officers, $76,784.98.

First assets listed as follows: Land, $83,014.96; AM transmitter and equipment, $53,810; FM transmitter and equipment, $9,000; AM studio equipment, $9,368.06; AM building, $15,200; WMBR-AM tower, $40,328.55; TV transmitter and towers, $291,260.75; TV studio and technical equipment, $148,791.52; studio and office furniture and fixtures, $18,811.83; TV truck, $4,245; autos, $9,476.93; sprinkler system, $20,000; KFMB-AM-FM-TV building, $590,727; leasehold improvements, $227,882.89. From the total of all but land, an amount in the sum of $152,343.91 was deducted as reserve for depreciation and amortization.

Investment Cited

Other investments were cited as $2,200 and radio and TV network contracts totaled $291,-666.35. Deferred charges listed were: Unexpired insurance, $37,279.76; insurance on lives of officers, $17,362.23; prepaid rent, $10,871.99; prepaid expense, $20,860.32.

Current liabilities included notes payable, $303,372.49; accounts payable, trade, $67,216.47; payroll taxes, $7,220.98. Accrued liabilities listed were payroll, $8,369.89; payroll taxes, $2,579.87; personal property taxes, $900; federal and state income taxes (tentative), $10,354.36; interest, $4,547.24; commissions, $28,790.91; ASAP and BMI fees, $27,962.97; expenses, $1,350.

In addition to Cohn & Marks, Kennedy Broadcasting also was represented in the transaction by the Beverly Hills law firm of Dessor, Rau-Christensen-Hoffman while Warner-Alvarez Broadcasting also was represented by the

Mr. Graham

Hollywood law firm of Kaplan, Livingston, Goodwin & Berkowitz and by Ray King, Wichita Falls.

The Washington Post's purchase of WMBR-AM-FM-TV, approved by the Commission last Wednesday, is for $2.47 million cash. The Post is borrowing $2 million from the Riggs National Bank of Washington to effect the transaction. The newspaper owns 55% of WTOP Inc. and Publisher Philip L. Graham, son-in-law of Chairman of the Board Eugene Meyer, votes the remaining 45%, owned by CBS.

Norton's Interests

Mr. Norton held 51% interest in Florida Broadcasting Co., licensee of the Jacksonville outlet, while Mr. Marshall owned 31% and Mr. King 18%. Upon consummation of the transfer of all stock in Florida Broadcasting to The Post, Mr. Marshall, manager of WMBR-TV, will become president of the license and will direct both radio and TV operations.

Mr. Norton, former Federal Reserve Board member, has varied interests in the South, including presidency of the Coosa River Newspirt Co. and principal ownership of WAPI and WAFM-TV Birmingham. Mr. King has been among those supported from time to time for an FCC post and is an "Eisenhower Democrat."

It is believed that the Jacksonville outlet later will become a division of the Washington Post Co. with John S. Hayes responsible for the direction of general policy for all The Post radio and TV operations. Mr. Hayes is president of WTOP Inc., general manager of the WTOP radio and TV outlets and vice president of the Washington Post Co.

WMBR is a CBS affiliate and operates on 1460 kc with 5 kw. It was founded in 1927. WMBR-TV, assigned vhf Ch. 4, is the only TV outlet operating in Jacksonville and therefor airs all four TV networks. It began operation in October 1949. Boost in ERP from 14.8 kw to 100 kw visual was granted by FCC in mid-December.

The WMBR transfer application also showed that WMBR-TV grossed $954,591 in 1951 while AM-FM sales totaled $383,225. TV expenses amounted to $346,422 while expenses for AM-FM totaled $325,335. Net operating profit on the combined operations for 1951 was $2,883 while profit after taxes was $96,066.

In the nine months of 1952 ending Sept. 30, the application disclosed sales for WMBR-TV totaled $650,073 while AM-FM sales were $286,261. TV expenses were $327,385 and AM-FM expenses $192,284. Net operating profit on the combined operations, as of last Sept. 30, was $332,387 with profit after taxes $104,527.

WLTV (TV) is the third station in Atlanta and the last of the pre-freeze stations to begin operation, on Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [BT, Nov. 17, 1952]. Licensee is Broadcasting Inc.

WLTV is an ABC affiliate and operates on vhf Ch. 8 with ERP of 23.8 visual. It has received a permit to boost ERP to full 316 kw, but is awaiting clearance from the Civil Aeronautics Administration respecting a new antenna site.

Howard E. Stark of New York, and the Robinson-Humphrey Co. of Atlanta, negotiated $2.8 million Croley purchase. Handling for Croley was James D. House, board chairman and vice president, of Avco Mfg. Co., Croley parent.

WLTV's Finances

WLTV's financial statement, dated Nov. 30, 1952, reported a net loss from operations for the year in the amount of nearly $127,000 but no monthly breakdown was given in the transfer request. Croley's three-station TV division, for the 11-month fiscal year period ended Oct. 31, 1952, reported gross sales in excess of $4.4 million. During the same period, gross of $3 million was reported for WLW and $730,000 for WINS [BT, Jan. 12].

William T. Lane, vice president, general manager and one of the former local stockholders in WLTV, will continue with the station as operating head.
ADVERTISING'S ROLE IN ECONOMY DETAILED BY JWT'S ARNO JOHNSON

Debunking fears of a recession, Arno H. Johnson, J. Walter Thompson Co. vice president, tells Washington businessmen America can, with aggressive advertising and selling to create the demand, produce a third more than at present.

ADVERTISING and aggressive selling are the answers to the problem of maintaining an expanding national economy and a higher standard of living for Americans. Only imaginative and continual selling can expand consumer markets to balance a declining economy caused by reduction of government expenditure for defense and unemployment.

These precepts were expounded last Tuesday in Washington by two authorities on marketing and selling. They are Arno H. Johnson, vice president and director of media and research for J. Walter Thompson Co., New York, and Benjamin H. Neiman, president of National Packaging Co.'s store in Brooklyn and former president of the National Retail Dry Goods Assn.

They spoke at a day-long session at the Shoreham Hotel sponsored by the Washington Board of Trade on the general business outlook.

Mr. Johnson noted a lag between actual production and what can be produced. Setting a goal of one-third higher production, Mr. Johnson said the country can enjoy a 10% increase in both standard of living and production of goods even while meeting 1953 defense requirements.

Expanding Economy Predicted

The speaker detailed six pressures, described as "largely hidden," and nearing "explosive strength," which are forming to force an expanding economy:
1. People now have 83% of their income, after taxes, to dispose of, as they will, whereas in 1940 the figure was 30%.
2. A "public outcry" is imminent against the teacher shortage, inadequate school facilities and inferior housing accommodations, provoked by increased birth rate.
3. Demands are rising for higher living standards.
4. Demands are increasing for new housing.
5. Some 75% of cars, trucks and buses are on the streets now than in 1940, putting added pressure on roads, streets, garages and parking facilities.
6. A drop of 7 3/4 million farm workers since 1940 and a total shift of about 14 million to the non-farm group will necessitate a high level of non-agricultural production and employment.

Only "courageous advances in advertising and selling pressure" can create the consumer demand which can drain off an advancing supply of consumer goods and services, Mr. Johnson said.

Advertising and selling create human wants, upon which the American economy is "largely" based. Needs or necessities assume a secondary function as the overall standard of living increases, Mr. Johnson said.

Mr. Namm, drawing the same conclusion as Mr. Johnson, saw a need for positive rather than negative thinking and action. He told Washington businessmen advertising in all media can bring disposable purchasing power from passivity to activity.

Money can no longer be attracted by the "old-line" advertising methods, Mr. Namm asserted, defining old line methods as those which seemed to be sufficient when they moved goods to the consumer.

"Now we must move the people to the goods," he said, urging retailers to "develop our own jet propulsion."

Mr. Johnson and Mr. Namm participated in a panel discussion before luncheon with Hubert T. Bissele Jr., executive vice president of Riggs National Bank; Frank E. Weakly, president, Washington Properties Inc.; George Burus, president, Peoples Drug Stores Inc.; Philip M. Taltott, senior vice president, Woodward & Lothrop Inc., and Frank A. Bell, B. F. Saul Co., all of Washington.

The luncheon session concerned government and its effect on retailing, with Ciem D. Johnson, vice president of the Chamber of Commerce of the U. S., Southeastern Div., talking on government's effect on retailing, after an introduction by E. D. Merrill, WBT president.

The morning session was moderated by Lotton S. Wesley, conference general chairman, while Hathaway Watson Jr., program committee chairman, presided over the afternoon meeting.

The afternoon session featured a talk by Dr. Homer Hoyt, president of Homer Hoyt & Assoc. William A. Zecckendorf, president of Webb & Knapp, made the concluding talk.

D. C. Seminar Set Feb. 11

ADVERTISING Club of Washington, D. C., will sponsor separate seminars on radio, television, newspapers and direct mail, with the radio seminar set from 7-10 p.m. Feb. 11 at the Washington Gas Light Co., auditorium, according to Clayton R. Sanders, club president. Joseph L. Brechmmer, radio seminar chairman, will announce themes and speakers later. Date and details of the television seminar also are scheduled for later announcement.

elluggages going-away gift is presented to Arnold Johnston (L), NBC Central Div. radio-TV service manager, who becomes radio facilities manager at Needham, Louis & Broby Inc. Edward Hitz (c), the network division's radio-TV sales manager, and Thomas Lauer, Mr. Johnson's successor, wish him well.

Hess Sales Formula

INDEPENDENT retailers can boost their sales substantially in 1953 by increasing radio and television advertising at least 10%, according to Max Hess Jr., president of Hess Bros., Allentown, Pa., department store.

He told a audience at the Smaller Stores dinner meeting of the National Retail Dry Goods Assn. convention in New York last month that use of radio and TV on the community level can be an effective sales tool if the retailer "finds the right way of telling his story." Mr. Hess said he had experimented with a TV show in Philadelphia and that it had produced "results beyond anything we had hoped for."

Servel Schedules Spots For Major Markets

A RADIO-TV spot campaign in 80 leading markets, plus a million-dollar roadshow, are being conducted by Servel Inc., Evansville, Ind., to show its new 1953 appliance line. Plans have been announced by W. Paul Jones, Servel president.

The company plans a $6 million advertising budget for this year, using radio, television, trade journals, magazines, newspapers and billboards. No estimate was available on the amount to be allocated to the broadcast media, but the campaign (Jan. 21 through Feb. 20) will include more than 5,000 radio-TV spots in key markets.

Two road companies are currently taking Servel's "1953 Show of Stars" to 30 cities.

Ekco Renews 'Travelers'; '53 Ad Budget Set

BROADCAST media is expected to receive about $175,000 of an estimated $1-million-plus 1953 advertising budget set by Ekco Products Co. Included are a renewal of its alternating sponsorship of NBC-TV Welcome Travelers for 26 weeks, and five-minute newscasts and a spot schedule on KFWB Los Angeles on a 13-week test basis.

Last year, when Ekco became the first company to set aside a million-dollar budget for housewares, it sponsored at one time or another Welcome Travelers, The Goldbergs and the Frank Sinatra Show.

Agency is Dancer-Fitzgerald-Sample, Chicago.

Crisp Details Techniques

TECHNIQUES in the study of television and printed commercials were discussed last Wednesday at a meeting of the American Marketing Assn. in Chicago.

Richard D. Crisp of Tatham-Laid illustrated his talk with slides. He reported that tests are currently underway to compare TV and newspaper techniques with respect to research.

Dave Robinson of Price, Robinson & Frank, commented on the strength and weaknesses of current approaches and opportunities for advertising research.

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HOME SET PATTERN HELD AS RADIO AID

BAB's Sweeney tells retail ad conference addition of radios in the home has helped to offset TV inroads.

Radio has not lost out advertising-wise to daytime television. On the contrary, its use has increased because of the growth of multiple-set homes, Kevin Sweeney, vice president, Broadcast Advertising Bureau, reports.

Addressing a two-day retail advertising conference at the Hotel Sheraton, Chicago, Jan.-24-25, Mr. Sweeney said that during 1952 retailers used more radio for advertising than ever before. He explained changing patterns suggesting for less living-room but more other-room listening. Two-thirds of all homes have two or more receivers, he added.

Mr. Sweeney also noted that half of all homes have kitchen and bedroom radios, and the number of auto sets is rising. There were more than two-and-one-half times more radios than telephones. More than 70% of all homes are radio-equipped, with 80% recorded for metropolitan areas. He predicted that within 24 months, 92.4% of all cars will have sets.

The BAB executive urged retailers to match the radio audience with the merchandise, to select carefully the type of radio, use saleable copy and enough radio to do the complete job.

**Panel Leads Talks**

A panel of radio, TV, newspaper and ad agency executives from 20 states led talks on the retail dollar. The conference concluded with a meeting in studios of WGN Chicago. Ted Weber, WGN sales manager, and J. E. Farahgan, WGN-TV program director, reviewed aspects of the TV department store dollar. Feature films were recommended for local stores because of their flexibility for commercials. Also suggested were quiz, shopping and prestige programs.

Speakers suggested entertainment shows for competitive multiple station areas, and use of local talent in "single station markets with a guaranteed audience."

Radio's pulling power was affirmed by Larry Fowler, advertising manager of Brett's store, Mankato, Minn., who reported on radio sales for ready-to-wear merchandise.

Edward D. Burgeon, retail department director, Bureau of Advertising, American Newspaper Publishers Assn., sees 1953 as a year for "a whale of opportunity, but noted the need for sound buying, merchandising and advertising to take advantage of it."

The conference will be held as an annual event. Co-directors were Budd Gore, retail advertising counselor, and Ralph Heimeman, former account executive at Ruthrauff & Ryan, Chicago.

**Sweeney Asserts Advertising Is Purchasing Stimulant**

DEFENDING advertising as a medium that stimulates consumer purchases, BAB Vice President Kevin B. Sweeney criticized "poor planning and inept sales training of many advertisers." He spoke last Thursday to the fifth advertising seminar sponsored jointly by the Advertising Club of Baltimore and the Women's Advertising Club of Baltimore.

Mr. Sweeney challenged the recently published statement of a general sales manager of a large automobile manufacturer who said his

SLIDE equipment is used by Kevin Sweeney (r), BAB vice president, and Gale Blocki, manager of BAB's Chicago office, to demonstrate radio's pulling power at the retail advertising insist to the Chicago ad conference.

**Westinghouse Promotes Myers To Ad and Sales Promotion Post**

SHELDON F. MYERS, sales promotion manager of Westinghouse Electric Corp.'s Consumer Products Div., Mid-Atlantic District, last week was named advertising and sales promotion manager of the Westinghouse Television-Radio Division, effective March 1. Harold S. Boxer, formerly with Freed-Eisman Co. of New York, was appointed assistant to the advertising manager.

Sales Manager J. F. Walsh, who announced the appointments, said Earl L. Hadley will continue with the division and supervise all national advertising, with particular responsibility for national television, newspaper and magazine advertising. Fred S. McCarthey remains sales promotion manager.

Westinghouse has announced this year's advertising budget will be the largest in the history of the television-radio division.

**'How' Technique Ads Urged**

"NUTS and bolts" selling technique utilized by some advertisers to demonstrate their products has proved "extremely effective" in TV commercials and registers high audience response, an official of Schwerin Research Corp., New York, reported last week.

Don McCollum, manager of the firm's client relations division, said the technique of demonstrating how products are developed and manufactured ranks high in Schwerin qualitative studies on remembrance, belief and acceptability to the viewer.

Mr. McCollum cited automotive, food and other advertisers as claimants to effective TV commercials because they show televiewers how products are made or tested.

**PAPERS WARNED ON OTHER MEDIA**

NAEA told current ad dollars of newspapers could be whitewashed away by others.

Other advertising media—printed and broadcast—will intensify their efforts to "chisel and chip away" at the ad monies that newspapers are receiving from advertisers," newspaper executives were told last week.

The warning was sounded by Stuart M. Chambers, treasurer of the St. Louis Post-Dispatch, at the annual meeting of the Newspaper Advertising Executives Assn. in Chicago last week. Three-day sessions were held at the Edgewater Beach Hotel Monday through Wednesday.

Warning advertising managers to be on the alert for concentrated efforts by other media to win the advertiser's dollar, Mr. Chambers called on them to drive home the contention that newspapers are "the only single medium" for reaching virtually all customers of a product. Mr. Chambers is chairman of NAEA's Bureau of Advertising.

Other speakers at the meeting were Eric Johnson, president of the Motion Picture Assn. of America, and Carlyle Emery, vice president of Ruthrauff & Ryan. Theme of the conference was "sharper selling in '53."

Mr. Emery called for a multi-media campaign designed to impress upon Americans the real nature of the "free man's way of life." He suggested the use of radio, television, newspapers, magazines, motion pictures and billboards for indoctrination purposes.

**Cake Mix Success**

SATURATION radio spots on a market-by-market basis, supplemented later with television, have helped Duncan Hines Cake Mixes gain 10% of the national market. This was reported in Philadelphia by J. Allan Mactier, vice president of the Nebraska Consolidated Mills Co., Omaha, to members of the Poor Richard Club.

Nebraska Consolidated Mills, which is licensed to manufacture and distribute Duncan Hines cake mixes and butter-milk pancake mixes by Hines-Park Foods Inc., has gained distribution in 30 states comprising 35% of the national population in only 19 months.

When the initial advertising campaign was placed by Gardner Adv., St. Louis, at that time, total budget allowed was $25,000. Since then, advertising expenditures over the 19-month period have totaled more than $1 million, with radio and television counted in regularly with other media.

The mixes, white, yellow and devil's food, have sold successfully because Duncan Hines is a "wonderful brand," advertising and promotion have been aggressive, the product is good and the price is the same as offered by major competitors, said Mr. Mactier.

Future advertisers will follow distribution growth. The company plans to open up new markets to gain national distribution and to introduce additional mixes in established markets in a city-by-city basis. Sales volume now totals about $10 million yearly, he said.
WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION, FOR SECOND CONSECUTIVE YEAR

BY NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

At recent convention of National Association of Radio News Directors, Batkert Mosse, chairman of committee judges, said: "The Medill School of Journalism of Northwestern University is happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1952".

In presenting the award Mosse said: "This is the first time in the history of the National Association of Radio News Directors that the awards committee has selected a radio station as the outstanding radio news operation in the country for the second consecutive year. I think this is an unusual honor and I know that you are proud of it and we are really proud to give it to you. Not to take anything away from the other entries in this contest, but I would like to say that your particular entry won this award by unanimous vote. Every judge on our awards committee voted for WHO as the outstanding radio news operation - 1952".

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: six leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedias.

The six leased-wire machines include two Associated Press, two United Press and two International News Service machines. WHO's leased-wire service exceeds the facilities used by many of the country's leading daily newspapers; and is unsurpassed by any radio station in this section of the country. Only two of the six machines are "radio" wires — the other four bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

Proud as we are of this award, we are more proud of the people on our staff who helped us win it. The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriteb and broadcasters, all of whom are heard regularly on the air. The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 100 years' experience in news work. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 70 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with police officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each night, WHO provides news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unsurpassed news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings, during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. Management at WHO considers the public service aspect of the many extra "little things" that WHO does for its listening public — to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is Iowa's greatest advertising value. The 1952 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

WHO for Iowa Plus! WHO for Iowa Plus!

Des Moines . . . 50,000 Watts

Col. B. J. Loyet, President

P. A. Loyet, Resident Manager

Free & Peters, Inc.

National Representatives
pays
cable charges for
your filmed
TV program?

you can do better with SPOT—much better

If your TV program is on film, why pay cable charges when you can build custom-tailored coverage for your show on a Spot basis? The picture quality, of course, is constant—thanks to film. The savings in Spot time charges are enough to cover film prints, their distribution and other costs. But with Spot, you choose only the markets you want—and find that stations clear time more readily for Spot.

Get the full details from your Katz representative.
Admiral, Peter Pan to Spot Joint Promotion

DETAILS of a multi-million-dollar advertising campaign tieing in with Walt Disney’s “Peter Pan” cartoon feature were announced by Admiral Corp., Chicago, last Tuesday, with radio and television playing key roles. Firm will use tie-ins with Derby Foods (Peter Pan peanut butter) under the plan.

Admiral will start the program at premieres of the picture in New York, Chicago and Washington, D. C., during February. Giveaway products will be highlighted initially in a two-page Life magazine ad and followed with radio-TV spots, newspaper space and dealer ads. Under the tie-in merchandising program, dealers will buy radio and TV announcements on local stations in their areas. Spots also will be aired on DuMont TV Network’s Bishop Sheen program, Life Is Worth Living.

Derby Foods will have displays in over 20,000 grocery stores calling attention to the Admiral promotion. Peter Pan characters will be used in all advertising.

As the movie reaches peak distribution, Admiral dealers will present toy TV studios to children who bring their parents into stores for demonstrations. The play sets will include the setting, announcer and miniature models for an Admiral commercial.

D. C. Ad Council Lunch

THEODORE REPLIER, Advertising Council president, conducted an informal luncheon session in Washington Wednesday, explaining to representatives of business groups in Washington affiliated with the council the work of the group as related to advertising, government and welfare projects. Among those attending were Harold Felowitz, president, NARTB; Ralph Hardy, director, government relations, NARTB; Earl Gammons, CBS; Frank Russell, NBC; Robert Hinckley, ABC; Walter Compton, DuMont; George Wheeler, NBC.

Agency Shorts

Herbert W. Cohen Co. relocates at 18 E. 41st St., N. Y.

Roy S. Dursitine Inc., S. F., moves to 156 Montgomery St.

Ayers & Assoc., Lincoln, Neb., has opened offices at 309 KFQO Blvd., St. Joseph, Mo. Account executives in new office are Roderick W. Fletcher and David P. Hornaday.

Southern California Adv. Agencies Assn. will hold third annual conference at Hotel Del Coronado, Coronado, Calif., May 21-23.

NEW BUSINESS

Spot

Creme Mfg Co., Phila. (marshmallow topping and spread), signs to sponsor 15-minute segment of Howdy Doody on WPTZ (TV) and one spot daily on WCAU-TV, both Philadelphia. Agency: Gresh & Kramer, Phila.


Network

Sun Oil Co., Phila., has renewed Three Star Extra over NBC radio, Mon.-Fri., 6:45-7 p.m. EST for 52 weeks. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.


Murine Co., Chicago (eye lotion), starts Tues.

and Thurs. news broadcasts of Sam Hayes on Don Lee Network, 4:45-5 p.m. PST, for 16 weeks from Feb. 17. Agency: BBDO, Chicago.

Wildroot Co., N. Y., starts five-minute segment on Jimmy Wakely Show on 22 Columbia Pacific Radio Network stations, Mon. through Fri., 4:10-4:30 p.m. PST, for 52 weeks from today (Feb. 2). Agency: BBDO, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renews Stuart Craig Show on 17 Columbia Pacific Radio Network stations, Sun., 10:30-10:45 p.m. PST, for 13 weeks from Feb. 8. Agency: Dean Simmons Adv., L. A.


Ralston Purina Co., Feed Div., St. Louis, sponsoring The Eddy Arnold Show over NBC radio, Sat., 10-10:30 p.m. EST. Agency: Brown Radio Productions Inc., St. Louis.

Clary Multiplier Corp., San Gabriel, Calif. (Fris ball pens), starts Tues. and Thurs. segments of Sam Hayes on 45 Don Lee Network stations, 6:45-7 p.m. PST, for 13 weeks from Feb. 17. Agency: BBDO, L. A.

Beltone Hearing Aid Co., Chicago, sponsoring Life Begins at 80 on ABC radio, Wed., 8:30-9 p.m. EST for 49 weeks starting Feb. 18. Agency: Olian & Bronner, Chicago.

Agency Appointments


Holland Furnace Co., Holland, Mich. (home heating equipment), appoints Warwick & Legler, N. Y.

Weber Chevrolet Co., St. Louis, appoints Olian Adv., same city. Radio and TV will be used.

F. O. Pierce Co. (paint) appoints S. R. Leon Co., N. Y.


Labo Drug Co., Chicago, appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.


Farker’s Products, Portland, Ore. (All-in-One electric hedge and garden trimmer), appoints Richard G. Montgomery & Assoc., that city.


For famous companies . . .
exceptional results with

Industrial Film
a la Kling

A shooting scene from Admiral training film, "LINES AND FINES," starring (seated) George Tobias, Sid Melton, Mike Mazurki, and Hal Block.

• SALES TRAINING
"...I consider the job you did on the Admiral film series, 'Lines and Fines,' the most outstanding training job I have ever encountered. The plan, in spite of the overwhelming complexities involving film, brochures, question sheets, recordings and flip charts, was so intelligently organized that it has brought tremendous response and results from our distributors throughout the country . . . ."

Seymour Mintz
Vice President and Dir. of Advertising, Admiral Corporation

• DOCUMENTARY
"...the way you blended the widely diversified problems of our extensive operation of over 200 chemicals and products into one flowing, beautifully photographed film, 'The Tennessee Story,' far exceeded even our greatest expectations . . . ."

M. H. Nabors
Vice President, Tennessee Products and Chemical Corporation

• SALES PROMOTION
"Here's our order for still another 25 prints of 'Health and Your Wealth.' We are getting tremendous reception in the field for your well-written and photographed film, and I know it will promote sales of Mitchell Air Conditioners."

Howard Haas
Advertising and Sales Promotion Mgr., Mitchell Manufacturing Co.

Advertising Knowmanship Plus
Hollywood Showmanship

Your only single source for

MOTION PICTURES • TELEVISION FILMS •
SLIDE FILMS • PHOTOGRAPHY •
ADVERTISING AND EDITORIAL ART •
DISPLAYS • SALES TRAINING AND
MAINTENANCE MANUALS
TV, RADIO MOST IMPRESSIVE MEDIA IN BOSTON, COLLEGE SURVEY FINDS

Of advertisements liked and disliked by 2,500 persons interviewed by Boston College students, 81.6% of those liked were on TV, 9.5% were on radio, with poor showing by ads in other media. But among ads disliked, 67.3% also were on TV, 24.3% on radio.

TELEVISION and radio advertising, in that order, were cited as making the strongest impression on some 2,500 persons interviewed in Boston by students of Boston College's School of Business Administration.

Results of the survey have been incorporated into a booklet titled "Boston Views Modern Advertising," published by the Boston College Press. The field work was carried on by 120 college marketing students and the report written by Joseph D. O'Brien and Henry P. McDonald.

The survey showed that, among the advertisements chosen as favorably interpreting the viewers, 81.6% were TV ads; 9.5% were radio; 4.4%, magazines; 3%, newspapers, and 1.5%, in other media. On the other hand, among ads cited as disliked ("other than cigarette advertising"), 67.3% were on TV; 24.3%, radio; 3.3%, magazines; 4.2%, newspapers, and 0.9% in other media.

"This shows," the report commented, "that the medium which has the combined capacity of animated illustration plus the spoken message appeals to more senses and makes the greatest impression."

On the basis of the survey findings, the authors recommended that advertisers should give "serious consideration to television." They pointed out a sponsor can use TV "with sound assurance that he is channeling his message through the medium that consumers themselves testify more clearly and definitely impress them."

Results of the survey, however, underscored a lack of belief in most advertising in general. Less than 30% told interviewers they planned their faith in advertising, with the majority considering "most advertising statements to be an assortment of exaggerations."

Analysis of replies, according to the survey, showed women are less critical than men although they cited advertising of shampoos, toothpastes and beer as exaggerated. The men decried the advertising of soap products, auto-

TELESTATUS®

Weekly TV Set Summary—February 2, 1953—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown</td>
<td>WABC-TV</td>
<td>16,550</td>
</tr>
<tr>
<td>Amarillo</td>
<td>KAMR-TV</td>
<td>109,771</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>215,900</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>WPFO-TV</td>
<td>5,880</td>
</tr>
<tr>
<td>Austin</td>
<td>KTXC-TV</td>
<td>16,810</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV</td>
<td>45,077</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WJBK-TV</td>
<td>101,450</td>
</tr>
<tr>
<td>Boston</td>
<td>WMUR-TV</td>
<td>141,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WTEN-TV</td>
<td>199,030</td>
</tr>
<tr>
<td>Charleston</td>
<td>WRYE-TV</td>
<td>1,002,032</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>286,900</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPD-TV</td>
<td>395,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WXXL</td>
<td>731,245</td>
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<tr>
<td>Colorado</td>
<td>KDVR, KUSA</td>
<td>12,500</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS-TV, WLWC, WTVN</td>
<td>376,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-F, WFAA, WFAA, WFAA, WFBF</td>
<td>225,000</td>
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<tr>
<td>Denver</td>
<td>KTVK, KTVK, KTVK</td>
<td>34,900</td>
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<tr>
<td>Detroit</td>
<td>WJBK-TV, WJWJ, WJYJ, WYXJ</td>
<td>817,000</td>
</tr>
<tr>
<td>El Paso</td>
<td>KERO, KTEM-V</td>
<td>181,000</td>
</tr>
<tr>
<td>EWA</td>
<td>KUCA</td>
<td>175,550</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WFAA-TV, KDFN, KDFN, WFAA</td>
<td>225,000</td>
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<tr>
<td>Grand Rapids</td>
<td>WOOD-TV</td>
<td>223,941</td>
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<tr>
<td>Green Bay</td>
<td>WYTV</td>
<td>148,391</td>
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<tr>
<td>Honolulu</td>
<td>KOMB-T, KONA</td>
<td>12,386</td>
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<tr>
<td>Honolulu</td>
<td>KFRC-TV</td>
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<td>Huntington-</td>
<td>WSHV-TV</td>
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<tr>
<td>Indianapolis</td>
<td>WISH-TV</td>
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<tr>
<td>Jacksonville</td>
<td>WMJF-TV</td>
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<td>Johnstown</td>
<td>WJAC-TV</td>
<td>1,464,920</td>
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<td>Jacksonville</td>
<td>WFLY-K</td>
<td>241,432</td>
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<td>Kansas City</td>
<td>WDAF-TV</td>
<td>263,625</td>
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<tr>
<td>Lancaster</td>
<td>WOAI-TV</td>
<td>183,020</td>
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<tr>
<td>Lansing</td>
<td>WJTV</td>
<td>123,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KCAKE-TV, KCHV-TV, KCAC-TV, KNMA, KTV, KVVU, KTVM</td>
<td>1,457,058</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>214,851</td>
</tr>
<tr>
<td>Lubbock</td>
<td>KDUB-TV</td>
<td>14,999</td>
</tr>
<tr>
<td>Total Stations on Air</td>
<td>127* Total Markets on Air 78*</td>
<td></td>
</tr>
</tbody>
</table>

* Includes WJ-ED TV-Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas of one or more stations in a set of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may result unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Frick and are listed among the men who made to the committee, an impartial board representing the public in that capacity.

Less than one-third of the subjects felt that testimonial advertising emanating from prominent personalities was spontaneous or sincere. Mentioned in the favorable category were Arthur Godfrey, Kate Smith, Perry Como and Ed Sullivan.

Basing conclusions on the survey, the authors recommended advertising stress more factual information about products; be wary of testimonial advertising in general; "keep one eye on the consumer rather than both eyes on the competition," and encourage any organized effort "to strengthen the ethical character of advertising as a major step in substituting confidence for doubt."

Preliminary work on the survey began in January 1952 and actual interviewing covered the last week of April and first week of May 1952.

**Cubs' Owner Defends TV**

PHILIP K. WRIGLEY, whose Chicago Cubs have signed with WGN-TV for a 77-game telecast this year [BST, Jan. 26], last week quoted U. S. Chamber of Commerce statistics in a survey he made to bolster his claim TV has not hurt baseball receipts.

The Cubs' owner said slumping attendance was caused by 44% fewer single persons from 18 to 30 than in 1940 and predicted the number of youths in the 18 to 20 bracket would decrease by the same amount. He blamed night baseball, which he said kept older people away. He will submit his report to Baseball Commissioner Ford Frick and the two major leagues.

**Rorabaugh TV Report**

NATIONAL and regional advertisers using spot television in the fourth quarter of 1952 are listed in the latest Rorabaugh report with the markets and types of commercials used. Period reported on covers October, November and December campaigns.

**Majors and Minors**

DECISION to conduct a survey on the effects of radio and television broadcasts of major league baseball games on attendance in the minor leagues was made at a meeting of a committee representing the major and minor leagues last week.

Frank J. Shaughnessy, president of the International League and a member of the committee, said a firm will be hired to conduct the survey. He added that its findings will be placed before a joint meeting of the major leagues, scheduled for July 14 at the time of the All Star game in Boston.

Baseball Comr. Ford C. Frick set up the six-man committee Dec. 30 to make an appearance in the minor leagues, a picture" [BST, Jan. 5].

**Benny Is No. 1 In Nielsen's AM Ratings**

LEADING radio shows in number of homes reached for the week of Dec. 21-27 have been released by the A. C. Nielsen Co. Jack Benny's program again heads the evening, once-a-week list as it did for the two previous weeks [BST, Jan. 26]. Weekday lead went to Arthur Godfrey. Complete ratings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Nielsen Rating</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td></td>
<td>(3,324)</td>
</tr>
<tr>
<td>2</td>
<td>Art Link's Show (CBS)</td>
<td></td>
<td>(2,095)</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey (CBS)</td>
<td></td>
<td>(2,038)</td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy Show (CBS)</td>
<td></td>
<td>(1,705)</td>
</tr>
<tr>
<td>5</td>
<td>Our Miss Brooks (CBS)</td>
<td></td>
<td>(1,666)</td>
</tr>
<tr>
<td>6</td>
<td>Lux Radio Theatre (CBS)</td>
<td></td>
<td>(1,604)</td>
</tr>
<tr>
<td>7</td>
<td>My Little Margie (CBS)</td>
<td></td>
<td>(1,602)</td>
</tr>
<tr>
<td>8</td>
<td>Gene Autry Show (CBS)</td>
<td></td>
<td>(1,277)</td>
</tr>
<tr>
<td>9</td>
<td>Suspense (CBS)</td>
<td></td>
<td>(1,269)</td>
</tr>
<tr>
<td>10</td>
<td>People Are Funny (CBS)</td>
<td></td>
<td>(1,259)</td>
</tr>
<tr>
<td>11</td>
<td>Gunsmoke (CBS)</td>
<td></td>
<td>(1,255)</td>
</tr>
</tbody>
</table>

**Protests Subside As JWT Defines TV Study Aims**

Top markets were not intended as coverage data, Diert says.

WHAT HAD SEEMED to be an incipient round of protests against J. Walter Thompson Co.'s new studies of TV sets in major markets [BST, Jan. 26] appeared to have dissipated last week with the realization—that the figures were never intended to be taken as coverage data.

George Diert, media vice president of the agency, under whose supervision the study was conducted, said that when it appeared some industry members misconstrued the purpose of the figures, in paragraph which had been deleted from the original reports—because it seemed "unnecessary to say what the estimates are not"—was restored in subsequent printings. That paragraph:

It should be noted that this report concerns itself only with locating in terms of marketing areas the present ownership of television receivers. Since in these areas television signals are received from transmitters located in two or more different cities, no effort has been made at this time to present this data in terms of TV service area coverage.

Only Three Complaints

Mr. Diert said he received only three specific complaints about the report: one complaining the estimate of sets in Milwaukee was too low; one making a similar protest with respect to the Norfolk estimate, and one which contended the estimate for Atlantic City was too high. The agency is making or will make investigations in each case and then will change its estimates if changes are indicated.

The JWT study estimated sets in each of the top 162 U. S. markets as defined in "Population and Its Distribution," compiled by the agency and published by McGraw-Hill. It estimates the first 162 markets, consisting of 180 counties, had 17,414,037 TV sets (or 82.924% of the U. S. total) as of Jan. 1. Additionally, it was estimated that there are 3,180,776 sets in other markets which individually have 500 or more receivers, and 405,197 sets in markets which individually have less than 500 sets. Total for the U. S. is placed at 21 million.
Here is Youngstown's FIRST TELEVISION PICTURE

As it appeared from Youngstown’s FIRST TV station

WKBN-TV Test Pattern went on the air January 6, 1953 at 5:27 A.M.—the first UHF station in Ohio, the sixth in the United States.

WKBN-TV inaugurated live studio programs with a Newscast, January 11, 1953.

WKBN-TV began transmitting network programs, January 20, 1953.

WKBN
Pioneers in Youngstown
FIRST in Radio
FIRST in Television

WKBN
Affiliated with
CBS • ABC • DUMONT NETWORKS
Represented by Raymer
some spots are better

For the best spot, at the right time, at the right place
When you're in the spotlight, it's the audience response that counts! And for most advertisers late evening Radio delivers the right audience.

Millions of people listen regularly to local Radio programs during the late evening hours. Over 90% of this wide-awake audience is made up of adults... the buying population of the nation. Between 11:15 p.m. and Midnight, the stations represented by NBC Spot Sales deliver a large adult audience for the low rate of 45 cents per thousand adult listeners.

To get the sales results you want for your product, call your NBC Spot Radio Salesman.

*Source: Pulse*
McCollum Makes Study Of Filmed Commercials

FILM commercials do not have less sales effectiveness than live announcements, in the opinion of Don McCollum, manager of the client relations division of Sherwin Research Corp., New York, who reported a fortnight ago on comparison studies of both.

Noting a growing tendency among major television advertisers to use filmed sales messages, Mr. McCollum said his staff attempted to contrast film and live on such points as remembrance, belief and liking.

Results show that outside factors, apart from the live or film characteristic, are "much more important" in determining the commercial's success, he said.

Film Advantages

Citing advantages of film, he said it (1) enables sponsor and agency to get the message delivered exactly as they want it, (2) makes possible more precise selection of "greater production capabilities," reshooting and elimination of fluff, (3) is more adaptable for use within a program or as spots, and (4) makes demonstrations seem quicker and simpler than when handled live.

Despite the advantages of film, however, Mr. McCollum noted that filming can be overly complicated and cluttered, resulting in loss of sales effectiveness.

New Beer TV Series

GENERAL Display Products Co., St. Louis, long a producer of merchandising and point-of-sale materials for regional brewers, has announced its entry into the television beer commercial field.

It is introducing its new video film commercial series designed for purchase on a cooperative buying plan. Series was created by General Display and produced by Five-Star Productions, Hollywood, under the direction of Harry McMahan.

McCormick & Company, Inc. - St. Louis

Sterling Drug ranks second in top 10, with food advertisers outranking all network radio product groups. PIR data is incomplete because political convention and election return time charges were not computed.

THREE SOAP COMPANIES, four drug and toiletries firms, two food products producers and one cigarette manufacturer comprise the top 10 radio network advertisers for November (Table I), as computed from figures on individual network program gross time charges reported by Publishers Information Bureau. As usual, Procter & Gamble Co. heads the list, as the only advertiser to purchase more than $1 million worth of radio network time (at gross rates) during the month. It spent more than twice as much as Sterling Drug, second ranking radio network client.

Tables Incomplete

Figures in Tables II (showing the leading advertiser in each category of network business) and Table III (expenditures of each category for one-month and 11-month periods) are incomplete because of difficulty in determining gross costs of sponsored time devoted to covering the national political conventions and the election returns. These figures are therefore omitted from the tables. Addition of these time purchases will increase 1952 figures, so until they are available, care should be exercised in making comparisons between 1952 and 1951 network time purchases, particularly in the household equipment and radio receiver categories.

As product groups now stand, food advertising is the most important (dollarswise) radio network category, with toiletries second, followed by drugs, soaps and household equipment, in that order. This is true for both November and for January-November 1952. Automotive advertising ranked seventh in November against tenth for the 11-month period, changing places with confectionery, which stood seventh for the year-to-date but tenth in November. Miscellaneous ranked eighth in November, for the year, just the reverse of 1951, which was ninth in November, eighth for the 11-month period.

Political Advertising

Political advertising ranked 11th in November, with network radio time purchases during the three November days before election amounting to $303,785 or 17.9% of all political radio network time purchases for the entire campaign period. In the January-November period, politics was the 15th-ranking radio network client class.

### Table I

<table>
<thead>
<tr>
<th>Top Ten Radio Network Advertisers in November 1952</th>
<th>Gross Time Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$1,326,000</td>
</tr>
<tr>
<td>2. Sterling Drug</td>
<td>$589,893</td>
</tr>
<tr>
<td>3. Mills Labs</td>
<td>$539,842</td>
</tr>
<tr>
<td>4. General Foods Corp.</td>
<td>$333,893</td>
</tr>
<tr>
<td>5. General Mills</td>
<td>$112,422</td>
</tr>
<tr>
<td>6. Gillette Co.</td>
<td>$418,814</td>
</tr>
<tr>
<td>7. Lever Brothers Co.</td>
<td>$365,783</td>
</tr>
<tr>
<td>8. R. J. Reynolds Tobacco Co.</td>
<td>$360,133</td>
</tr>
<tr>
<td>9. Colgate-Palmolive-Peet Co., which was ninth in November, eighth for the 11-month period.</td>
<td></td>
</tr>
</tbody>
</table>

### Table II

<table>
<thead>
<tr>
<th>Leading Radio Network Advertiser of Each Product Category for November 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category</strong></td>
</tr>
<tr>
<td>Agriculture, Forestry &amp; Home &amp; Farm Wares</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Household Appliances</td>
</tr>
<tr>
<td>Household Furnishings</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
</tr>
<tr>
<td><strong>Jewelry, Optical Goods &amp; Cameras</strong></td>
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</tbody>
</table>

### Table III

<table>
<thead>
<tr>
<th>Gross Radio Network Time Sales by Product Groups for November and January-November 1952</th>
<th>Compared to 1951</th>
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</thead>
<tbody>
<tr>
<td><strong>Category</strong></td>
<td><strong>Nov.-Jan. 1952</strong></td>
</tr>
<tr>
<td>Agriculture, Forestry &amp; Home &amp; Farm Wares</td>
<td>$81,636</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>64,713</td>
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<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>639,603</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>146,265</td>
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<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>70,433</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>318,343</td>
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<tr>
<td>Consumer Services</td>
<td>198,576</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>1,905,201</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>3,803,633</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>545,734</td>
</tr>
<tr>
<td>Horticulture</td>
<td>113,151</td>
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<tr>
<td>Household Appliances &amp; Suppals</td>
<td>785,088</td>
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<tr>
<td>Household Furnishings</td>
<td>190,596</td>
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<tr>
<td>Industrial Materials</td>
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<tr>
<td>Insurance</td>
<td>239,357</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>161,129</td>
</tr>
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</table>

**Category** | **Office Equipment, Stationery & Writing Supplies** | **Gross Time Expenditures** |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Equipment</td>
<td>$83,150</td>
</tr>
<tr>
<td>Political</td>
<td>$91,470</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>78,913</td>
</tr>
<tr>
<td>Radio, TV Sets, Phonographs</td>
<td>2,312</td>
</tr>
<tr>
<td>Mental Instruments &amp; Access.</td>
<td>360,133</td>
</tr>
<tr>
<td>Retail &amp; Direct by Mail</td>
<td>972,318</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>83,427</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>418,514</td>
</tr>
<tr>
<td>Transportation, Hotels &amp; Resorts, Industrial &amp; Agricultural Development</td>
<td>60,554</td>
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<tr>
<td><strong>Miscellaneous</strong></td>
<td>American Federation of Labor</td>
</tr>
</tbody>
</table>

**Category** | **Office Equipment, Stationary & Writing Supplies** | **Gross Time Expenditures** |
<table>
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</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td>American Federation of Labor</td>
</tr>
</tbody>
</table>
"The People's Station" appoints New National Representative.

ANNOUNCING

the immediate appointment of

Gill-Perna, Inc.

New York - Chicago - Los Angeles - San Francisco

as

Exclusive National Representative for

WGRD

GRAND RAPIDS, MICHIGAN

WGRD...where Radio Advertising in Western Michigan reaches more people...more times...for less money...
Complete Telecasting Equipment

DESTINATION:
LYNCHBURG, VIRGINIA
LYNCHBURG BROADCASTING CORP.

With full power — On schedule, and proved, dependable Du Mont equipment, WLVA-TV marks another successful Du Mont installation. Du Mont's complete television broadcasting equipment line, assures the finest in television for the 296,000 families of central Virginia.

RUSH
it's Full-Power* on channel 13

*28.2 KW ERP Antenna 2,092 ft. above average terrain. The maximum power allowed for this height in Zone I.

WLVA-TV
IN LYNCHBURG, VA.

covering...

<table>
<thead>
<tr>
<th>CITY</th>
<th>AIRLINE DISTANCE</th>
<th>POPULATION</th>
<th>GRADE SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roanoke</td>
<td>43.5</td>
<td>91,921</td>
<td>A</td>
</tr>
<tr>
<td>Lynchburg</td>
<td>11</td>
<td>47,727</td>
<td>A</td>
</tr>
<tr>
<td>Danville</td>
<td>57</td>
<td>44,658</td>
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<tr>
<td>Charlottesville</td>
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<td>25,969</td>
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<td>Staunton</td>
<td>39</td>
<td>19,927</td>
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</tr>
<tr>
<td>Waynesboro</td>
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<td>13,357</td>
<td>A</td>
</tr>
<tr>
<td>Harrisonburg</td>
<td>61.5</td>
<td>10,810</td>
<td>B</td>
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<tr>
<td>Salem</td>
<td>53</td>
<td>6,823</td>
<td>B</td>
</tr>
<tr>
<td>Lexington</td>
<td>22.5</td>
<td>5,976</td>
<td>A</td>
</tr>
<tr>
<td>Covington</td>
<td>48</td>
<td>5,860</td>
<td>B</td>
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<tr>
<td>Clifton Forge</td>
<td>39.5</td>
<td>5,795</td>
<td>A</td>
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<tr>
<td>Farnville</td>
<td>44</td>
<td>4,375</td>
<td>A</td>
</tr>
</tbody>
</table>

families in WLVA-TV's coverage

296,180

families within Grade "A" service (as defined by the F.C.C.)

84,830

families within Grade "B" service (as defined by the F.C.C.)

211,350

WLVA, WLVA-FM,
LYNCHBURG BROADCASTING CORP., LYNCHBURG, VA.

Sell this Market through the men who know it best, the owners and operators of WLVA, Lynchburg's oldest radio station... owners and operators of WLVA-TV Lynchburg's first and only VHF station.

affiliates...

DU MONT
...directly connected

REPRESENTED BY GEORGE P. HOLLINGERBY CO., NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES
Here's the REAL pitch on radio, in Kentucky!

When you strip it of all the fancy talk, the Kentucky radio story boils down to this:

55.3% of the State's total retail sales are made in Metropolitan Louisville and its satellite markets — a concentrated area covered daily by WAVE, alone!

With 5000 watts (and 5000-watt rates!), WAVE gives you this important majority, plus a big hunk of Southern Indiana with another quarter billion dollars in effective buying income!

The show's going on, now. Join the other smart advertisers — step right up and get a front-row seat with WAVE!

5000 WATTS • NBC • WAVE LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
UTP Reports 17 Sales, Renewals of TV Films

UNITED Television Programs last week reported a heavy schedule of new sales and renewals on behalf of the City, Double Play and Old American Barn Dance.

UTP said Heart of the City is the second-run title of the film, which was produced as Big Town by Gross-Krasne, with which UTP recently merged. The feature film has been sold to WENR-TV Chicago; WHAM-TV Rochester; WTV(TV) Jackson, Miss.; KRLD-TV Dallas; KHQ-TV Spokane; KKYD-TV Salt Lake City; KCBD-TV Lubbock; KGNC-TV Amarillo; and KCTV(TV) Colorado Springs. Renewals include KING-TV Seattle and WTV(TV) Miami.

Sales on Double Play, starring Laraine Day and Leo Durocher, have been to WDTV(TV) Pittsburgh; KCST-TV Pueblo; KPFX-TV San Francisco; KHI-TV Hollywood; WKVN-TV New Britain and KGNC-TV Amarillo.

NBC Files Suit Against Jerry Fairbanks

FORECLOSURE of a chattel mortgage and public sale of tax films is requested in a suit filed by NBC in Los Angeles Superior Court last Tuesday against Jerry Fairbanks, Hollywood producer.

Named also as defendants are Jerry Fairbanks Inc., Walter E. Heller & Co., investment brokers, and Republic Pictures, owners of Consolidated Labs., where the negatives are stored. The suit charges that Fairbanks gave NBC 20 promotional notes totaling $175,000 in February 1952, and that he has made only three of the agreed-upon monthly payments of $8,000.

NBC wants the court to appoint an officer to sell the TV films, which include 26 (20-minute) Public Protector, 195 (5-minute) Crusader Rabbit cartoon shorts, 26 (half-hour) Uncle George, and 13 (half-hour) Jackson and Jill.

Loew's Asks $500,000 In Film Contract Suit

LOEWS Inc. has filed a $500,000 breach of contract and injunction suit in Los Angeles Superior Court to halt telecasting of 18 Harmon-Iasing cartoon shorts originally made for M-G-M and theatrical release.


Contending the cartoon company made the shorts for M-G-M during 1934-35-36, and the studio still controls all rights, the suit asks the court to determine damages under an infringement of copyright claim.

Complaint cites that the films, through undisclosed means, were turned over to Cornell Films, which gave distribution rights to Sterling Television Co. Telecasts of films were made on the stations involved, the suit charges.

Offers German Films

CATALOG of more than 4,000 German motion pictures over which the Attorney General of the U.S. has jurisdiction has been published by the Office of Alien Property of the Dept. of Justice.

Pictures may be licensed on royalty basis for television, theatre and other exhibition upon application to the Office of Alien Property.

Sales

Purity Biscuit Co., Salt Lake City, has signed a 26-week contract with United Television Programs to sponsor Bing Crosby Enterprises' half-hour dramatic Counterpoint, in Salt Lake City, Tucson and Phoenix.

Luer Pucking Co., Vernon, Calif., has started half-hour weekly Luer Theatre on KNBH (TV) Hollywood for 26 weeks from Jan. 29. The series was filmed by Bing Crosby Enterprises. The agency is Dan B. Miner Co., Los Angeles.

Pickwick Pictures, Hollywood, 1350 N. Highland Ave., has been formed by partners Arthur Plantadori Jr. and Tom Armistead, formerly producer and director, respectively, with Bing Crosby Enterprises. The firm, in which Al Schatz, industrial film producer, also is a partner, will produce TV commercials and announcements for industrial and education markets.

Already completed are four one-minute films shot in 35 mm Anso Color for Kerr Glass Mfg. Co., Los Angeles, featuring radio actors Mel Blanc and Hy Averback, and six spot film announcements, for Greene-Haldeman Co., Los Angeles Chrysler-Plymouth distributors, to be used on KNBH (TV) Hollywood Dangerous Assignment. Agency on both accounts is Creamer & Co., Los Angeles.

Distribution

Major Television Productions Inc., film distribution firm, has transferred its sales headquarters from Culver City to New York, at 1270 Avenue of the Americas. Robert Guggenbuhl, general manager, has resigned.

Availabilities

CBS-TV Film Sales has acquired the national and syndication rights to Annie Oakley and Tagg, new half-hour TV film series produced by Flying A Productions Inc., Hollywood. The pilot film already has been completed.

Production

Victor Kayfetz Productions, New York, has completed the first two of 13 TV films on recreational boating for the National Assn. of Engine & Boat Manufacturers. They will be released for television within the next 30 days.

Cosman Productions, Hollywood, starts production on a second group of 13 half-hour films in I Am the Law TV series this week at Motion Picture Center. The series stars George Raft and is sponsored on a regional basis.

Filmetrics Productions, Hollywood, has signed Robert Nathan, novelist and motion picture writer, to write the scripts for Mark Twin Television Theatre, a half-hour prestige film series scheduled to go into production this month.


Random Shots

Farquhar & Co., Utica, N. Y., is producing a series of five-minute television films which explain in a layman's language the theory of investments, using simple visual explanations. Tomorrow (Tuesday) the program starts on WRTV (TV) Utica, N. Y., where it will be a weekly feature. Sponsor is Phillipson & Co., Utica investment securities firm.

Frank Tashlin Co., Hollywood, has been formed to produce films for TV with Mr. Tashlin, motion picture director-writer, as president; Lester Link, Hollywood talent agent, vice president, and Charles E. Trezoza, business manager, secretary-treasurer.

General Service Studios, Hollywood, is readying construction plans for three additional sound stages with completion expected within two months, according to James Nasser, manager.

Film People

E. M. Loew, motion picture theatre executive, has been named vice president and elected to the board of directors of Les Hafner & Co., New York, which has acquired television, motion picture and radio rights to the Mark Hellinger story properties.

Rudolph Montee and Edward M. Gray, president and vice president, respectively, of Mutual Television Productions, Hollywood, who were recently brought into Sovereign Productions on a partnership basis to handle the firm's business administration, also will head the management board. Also named was Stuart Reynolds, president of Sovereign, who is in charge of sales and distribution. Gil Ralston and Arthur Ripley continue in charge of production activities.
NARTB Copyright Group
Studies Record Firms' Plans

Recommendations go to the board in March on disc firms' petition for monthly fee.

BROADCASTERS are not going to submit easily to efforts of some record manufacturers to charge them fees for "free" phonograph records, judging by industry reaction last week. The fee movement came out into the open after disclosure that Capitol Records Inc. and other companies were sending form letters to stations on a no-fee-no-records basis [B*T, Jan. 26]. NARTB entered the scene when its Copyright Committee held a two-day session at which the fee problem was a major topic.

The NARTB group, headed by Edward Breen, KVFD Fort Dodge, Ia., issued a reminder that recordings do not carry with them inherent performance rights. The committee's statement follows:

"Broadcasters are not obligated to pay anything to record manufacturers for use of such records for broadcast. It has been established by the courts that there is no performance right in a recording. As a matter of fact, since broadcasters—through playing such recordings—promote their sale to the general public, there is some justification in the contention of many operators that the record companies should pay the broadcasters at regular card rates. This is the practice among some stations.

The committee remarked that broadcasters have made records popular by performing them on the air, with record manufacturers making it a practice to give their product to stations. The proposed fees in some cases are described as covering the cost or part of the cost of packaging and delivery.

Howard Stanley, general sales and manager of WEAM Arlington, Va., independent, last week wrote George A. Swinburn, of Columbia Records advertising department, that the company's special service charge "will kill the goose that has laid a golden egg for many record companies."

Sees Future Dangers

He described the fee as a "dangerous precedent that others might unwillingly follow," pointing to the danger of a "false free list." WEAM has asked record companies to stop personal service to individual disc jockeys, he said, urging them to reduce their "free list" so they can "have enough platters for legitimate distribution only to station librarians." He opposed the practice of entertaining disc jockeys or giving them "special treatment."

Richard Lewin, general manager of KTRE Lufkin, Tex., said Capitol records "tried to put the same thing into effect here at KTRE a year ago. Capitol did stop shipments and KTRE no longer plays Capitol records." He said that RCA Victor stopped shipments to KTRE in the fall of 1952, without explanation. Later, he said, he learned from the Houston distributor the records would be offered on a charge basis.

"I think it is most interesting to note that while we agreed to the Victor charge for records we have not yet received a shipment even though this cash charge continues. Our only request is to give record label credits only to those companies supplying us records free of charge. We are now receiving records on this basis from Columbia, Decca, MGM, Mercury and most of the other independent label companies."

L. O. Fitzgibbons, vice president of WBEL Beloit, Wis., said the practice is not new. "Our battle was with RCA, which we won through application of pressure, and with Columbia, on which the pressure is now being applied," he said. Some managers are "reluctant" to discuss the subject, he said, possibly "because they were ashamed of the fact that they had accepted the record company's terms."

Record Firm's Comments

Capitol Records says that in the past year it has been charging the fee as described in B*T, Jan. 26, to some 250 stations in so-called "fringe areas"—stations adjoining large city stations—and to some in isolated communities.

Dick Linke, publicity director, pointed out Capitol still sends records free to some 1,600 disc jockeys at stations throughout the country.

He said it was not economically feasible or practicable to send records free to stations 40 or 50 miles away from a big city where the records would not get sufficient coverage. Capitol gives a great deal of credit to radio for stimulating interest in records, but companies must be realistic, he said, adding that Capitol spends some $200,000 a year on records sent free to stations. Though there have been "a few complaints," he said that most small stations are in the cost-off category paid the fee without complaint.

At Columbia Records, Lloyd Leipzig, publicity director, said for the past year it has supplied records "at cost" to stations in small communities where, for instance, there is only one music store. He said they amounted to only a few hundred of an estimated 2,000 disc jockeys who still receive the records free. He said the company had not received complaints because stations understand the company's position.

At Decca Records a spokesman said the station services all disc jockeys—an estimated 2,000—with free records, does not charge any fee and does not plan any such move at present.

MGM Okays Limited TV

BREAKING a hard and fast rule, M-G-M will permit its contract actors to appear on TV as long as they exploit the movie studio's product. Actors under contract to the studio are still barred from acting or making any other guest appearances on video. Success of the Jan. 18 telecast of CBS' Toast of the Town on which film clips from "Above and Beyond" were accompanied by personal promotion from the film's stars, Robert Taylor and Eleanor Parker, is reported responsible for the policy shift.

Studio is readying plans for the premiere of "The Naked Spur" Friday in Denver, with day-long festivities covered by TV and radio.

Bing Crosby Plans

Monthly TV Show

BING CROSBY, radio-motion picture singing star, long a video holdout, will do a monthly CBS TV filmed show for his radio sponsor, General Electric Co., with Young & Rubicam Inc., agency servicing the account, aiming at a starting date in May.

The format is yet to be worked out. Whether it will be musical or follow along the lines of his CBS Radio weekly variety program is still undetermined. Series will be filmed at the Hal Roach Studios, Culver City, with Bill Morrow, producer-writer of the radio show, probably in charge of production for Bing Crosby Enterprises Inc.

Mr. Crosby has made but two TV appearances. The first was to m.c. with Bob Hope a pooled network telethon. He did a surprise guest shot recently on NBC-TV's Colgate Com. edy Hour with Bob Hope.

Closed-Circuit TV Co. Formed for Theatre-TV

NEW theatre-TV firm to produce and serve TV-equipped theatres has been announced by Harold Azine, former TV chief of the Federal Civil Defense Administration. Name of the new company is Closed-Circuit Television Co., 20 E. 53d St., New York.

While with FCDA, Mr. Azine helped pioneer the use of theatre TV for civil defense instruction.

Closed-Circuit Television Co. will concentrate on "off-hours" commercial use of theatres, Mr. Azine said. Evening hour box-office attractions later are a possibility, he said.

Kagran Corp. Adds to Staff, Acquires More Office Space

ADDITION of five persons to the staff of Kagran Corp., New York, radio-TV program production firm, has been announced by Martin Stone, president. He noted that the company has rented additional office space at the Park Chambers Hotel.

New personnel includes: Milton P. Kayle, formerly a White House special assistant, as executive assistant; Murray Benson, previously the last 39 shows never were filed, he said, the defendants owe him back salary for them under the contract.

Singer Sues Producer

BREACH of contract suit for $17,550 against producer John J. Franklin and Franklin Television Productions was filed last week by Hawaiian singer Alfred Apaka. Discovered by Bob Hope, Mr. Apaka now is under contract to Decca Records.

Mr. Apaka claims he signed a year's contract on Oct. 20, 1951, for his services in a series of 52 half-hour TV film titled Hawaiian Paradise for which he was to be paid $450 each. Even though the last 39 shows never were filmed, he said, the defendants owe him back salary for them under the contract.

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BROADCASTING • TELECASTING
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.

And the dry lubricant is unaffected by humid weather . . . does a top-notch job all year round, even in tropical climates!

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!

CHECK THESE FEATURES of the new "Scotch" Brand 7-inch Professional Reel

- NEW LARGER HUB measures 2¼" compared to the 1¼" of standard reels
- SINGLE THREADING SLOT minimizes distortion of lower tape layers
- DRY-LUBRICATED TAPE practically eliminates sticking, squealing, cupping
- 100% SPLICE-FREE. All "Scotch" Brand Magnetic Tape (up to 2400 foot reels) is guaranteed to be free of splices
Gleeson Renews Damages Bid
In FCC Deletion of TV Ch. 1

COMPENSATION to William L. Gleeson for damages resulting from the FCC's deletion of TV Ch. 1 (44.50 mc) in 1947 again was asked in a private bill (HR 1693) submitted to the 83d Congress last week by Rep. George P. Miller (D-Calif.). The bill asks recompense of $149,401.78 to Mr. Gleeson, the same amount requested in the last Congress.

TV grant for Ch. 1 at Riverside, Calif., was made by the FCC to Mr. Gleeson's Broadcasting Corp. of America in December 1946. In 1947 the Commission determined the share arrangement between TV and non-government mobile and fixed radio services which would not work out, and eliminated TV Ch. 1. Mr. Gleeson was the only grantee for Ch. 1 at the time. Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP

WILL FCC APPROVAL OF ABC-UPT MERGER COME THIS WEEK?

Observers see only one all-out dissent—from Comr. Hennock—with other commissioners concurring on initial decision of Examiner Resnick as to merger. But it's a different story on Paramount control of DuMont and on transfers of WBKB (TV) and KTLA (TV), which may bring a sharply divided vote either way.

The FCC Friday grappled with final phases of its consideration of the hot ABC-United Paramount Theatres Inc. merger case, with the prospect that announcement will be forthcoming within a week or ten days.

In the proceedings that argued any change in the outcome of the merger itself—with a substantial majority evidently favoring the fusion of the motion picture exhibition company and the Noble-controlled networks, applications for which were filed in mid-1951. But it appeared to be an entirely different story on some of the related issues, with the prospect of perhaps several different concurring or dissenting opinions.

Only dissent to merger approval will be, it is understood, from Comr. Frieda B. Hennock. Miss Hennock made no attempt to hide her opposition to the approval of the merger during the one-day oral argument held before the FCC en banc Jan. 5 (B*T, Jan. 12).

Her thesis tended to be that of the Broadcast Bureau's—that the merged company would be monopolistic, might discriminate against TV to protect its theatre holdings, and that its weight in the picture buying market would be unfair to other TV chains attempting to purchase films for telecasting. She reportedly has a 90-page document.

Most Follow Resnick

The other six commissioners take the position, it can be presumed, that no such thing will eventuate and if it does the Commission still has the power to rectify it. This was the approach taken by Hearing Examiner Leo Resnick in his initial decision last November favoring the merger (B*T, Nov. 17, 1952).

There were indications that Comrs. Edward M. Webster and Eugene H. Merrill would go along with Comr. Hennock—but in separate opinions—on the Paramount control issue and on the purported "illegal" transfer cases. Thus, a switch of a single vote, on these points, could transform Miss Hennock's minority opinion to a majority opinion. Question seemed to be whether Chairman Paul A. Walker would waver on this point.

Such a turn of events would not preclude merger approval. It could result in a further hearing on the transfer issues, however. The FCC functions on the basis that no action is "final" until it becomes a public notice, and much can happen from the time a "tentative" vote is taken to final approval.

The Paramount issue is premised on the contention that 25% ownership of DuMont by Paramount Pictures constitutes effective control. Opposition to the transfer cases is based on the contention that the old Paramount company should have secured FCC approval before making the changes. The companies argued, however, that a higher Federal authority—the courts—had decreed these transfers.

General Approval

Commission majority's approach, it was understood, is general approval of Examiner Resnick's initial decision. It will run, it is believed, about five pages, in order to take care of exceptions filed against the Resnick order by the Broadcast Bureau and DuMont.

Miss Hennock's 90-page dissent was submitted to the Commission Friday. Late last week it was being studied by the majority to ensure that no points were raised that were unanswered in the majority opinion.

Mechanical processing was expected to take a few days before the Commission's final decision was ready for issuance.

Although Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate & Foreign Commerce Committee, intervened for the second time early last month (B*T, Jan. 12), he has done nothing further on the ABC-UPT case itself. He did, two weeks ago, introduce a bill ($538) which would prohibit the FCC from granting station licenses to those convicted of anti-trust violations, unless no such violations had occurred for the previous five years (B*T, Jan. 26).

Sen. Tobey had declared that he would hold hearings on that subject, but no such plans have been announced as yet.

The Gavel Is Gone
But The Veep Goes On

ALBEN W. BARKLEY, with assistance of commentator Earl Godwin, debuted his television show yesterday (Sunday) from NBC Washington in a new studio featuring a concealed camera, and containing an audience of 40 persons.

Although the show is being offered for commercial sponsorship, under restrictions imposed by former Vice President Barkley, "The Veep" began his new venture on a sustaining basis from the Wardman Park Hotel. Meet The Veep, aired Sunday 5:30-5:45 p.m. EST, is packaged and owned by Louis G. Cowan, a friend of Mr. Barkley and his television counsel.

NBC and "The Veep" declined to reveal show costs or performing fees, but a network spokesman said an estimate that Mr. Barkley would get some $2,500 weekly was incorrect.

Mr. Barkley, in outlining at a news conference earlier in the week his objectives and proposed methods of conversation with Mr. Godwin and guests will be informal and adlib, although the general subject to be discussed will be planned in advance.

Mr. Barkley, as commentator, will receive privileges in the Capitol radio correspondents gallery, as he was approved unanimously for membership last week by the Radio-Television Correspondents Assn.

An NBC spokesman said the company had gone to "moderate" expense to equip and rent a television studio exclusively for presentation of the new show. The network has contracted for use of the Wardman Park's Madison Room, originally a banquet room, which has furnishings of a dignity in keeping with the video "star's" standing. The move was made also because Washington studios are crowded Sunday afternoons, with three back-to-back network origination.

NBC is using three cameras, one concealed behind a door and focused on the Veep's right eye. A control room and switching center were installed hastily in an adjacent room, the Hamilton suite. Network also purchased a zoom lens, which it uses on one of the two stationary cameras. Some 40 guests will be admitted to each show. Overall production is being supervised by William R. McAndrew, NBC director of news and special events, with direction by Ted Ayers, who, like Mr. Barkley, is a Kentuckian.

Vice President Richard Nixon indicated in a congratulatory telegram that he considered the title, "The Veep," the exclusive property of Mr. Barkley.

Alben W. Barkley
His Future Includes TV

Broadcasting • Telecasting
Since 1950 local advertisers in Philadelphia have increased their investment in time on KYW by 25%.
WWL—South’s Greatest Salesman

NEW ORLEANS

WWL New Orleans sells to more Southerners than any other advertising medium, because WWL reaches more Southerners.
Moves All These Famous Brands . . .

50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.

Highest ratings earned by brightest CBS stars and home-grown personalities.

Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!
Brawley, all California) at present is under trusteeship in bankruptcy.

In response to a request for comments from the House Judiciary Committee, which has jurisdiction over private bills, the FCC last December argued it would be unfair to compensate Mr. Gleeson for any losses because deletion of Ch. 1 was dictated by engineering requirements. It also said he was eligible to apply for one of two UHF channels presently allocated to Riverside.

Mr. Gleeson replied last week, saying he had been given to understand if Ch. 1 was dropped, he would be given Ch. 6 as a substitute in Riverside. He also alleged to his attention in 1948 for Ch. 13, which at that time had been granted KLAC Los Angeles. He said his business losses and damages from withdrawal of the 44-50 mc frequency were above $750,000.

Radio-Ad Trio to Serve On Psycho Warfare Group

THREE persons well-known in the radio and advertising industries were among eight named last week by President Eisenhower to serve on a newly created committee to study psychological warfare.

They are Gordon Gray, president of the Piers Printing Co., publisher Winston-Salem (N. C.) Jour- nal and Twin City Sentinel, operator of WJSN Winston-Salem and president of the U. of North Carolina; Sigurd Larson, publisher, Young & Rubicam, New York; and C. D. Jackson, publisher, Fortune magazine, who has served the past year as president of the National Committee for a Free Europe, which operates Radio Free Europe.

Mr. Gray was the first director of the Psychological Strategy Board, now the President's Committee on International Information Activities. Mr. Larson is a director of the Scandia National Bank and Trust Co. and the Rumford Press, a trustee of Dartmouth College and a member for the executive committee, Council of U. S. Assn. of the International Chamber of Commerce.

Mr. Jackson of Fortune was deputy chief of psychological warfare during the war at Allied headquarters in North Africa and at Supreme Headquarters of the Allied Expeditionary Force in Europe. He joined Radio Free Europe in February 1951 on a one-year leave.

TV AUTHORIZATIONS REACH TOTAL OF 328

FCC awarded new grantees in the less than 30,000 population category cities last week as it authorized seven more stations; 220 stations now have been authorized since the freeze lift.

CITIES with less than 30,000 population were awarded grants for new television stations last week along with Memphis, which already has one pre-freeze station, WDKT (TV), serving its nearly-400,000 population.

Dropping down farther on the Group A-2 city priority line (cities without television service), the FCC authorized seven more stations in this category. One Group B grant and three noncommercial educational grants raised the total grants for last week to 11. Seven are for UHF stations.

This boost brings the total number of U. S. TV stations authorized, of which 14 are noncommercial educational outlets. There have been 220 stations authorized since the lifting of the freeze last April.

Number of stations on the air is now 129. Of these, 21 stations are post-freeze grants. There were 24 mutually exclusive applications passed over by the Commission last week, following its policy of not processing such applications in order to speed up the granting of uncontested applications.

New Hampshire, Vermont, Alaska and the Virgin Islands have yet to be awarded TV stations.

Mr. Gray

Mr. Larson

SECRETARY of Defense Charles E. Wilson will name a ninth person to complete the board, which will study and recommend methods to improve and accelerate U. S. psychological warfare. The board is directed by William H. Jackson of Princeton, N. J., partner in a New York investment firm.

Mr. Gray was the first director of the Psychological Strategy Board, now the President's Committee on International Information Activities. Mr. Larson is a director of the Scandia National Bank and Trust Co. and the Rumford Press, a trustee of Dartmouth College and a member for the executive committee, Council of U. S. Assn. of the International Chamber of Commerce.

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Broadcasting • Telecasting
"MOVING THE GOODS"
IN THE
Memphis
Market

Nine railroad systems are on the move supplying the growing Memphis Market with oneline direct service from 56% of the nation. WREC—Memphis No. 1 station—supplies the greatest audience to keep the goods moving! The latest Standard Audit and Measurement Report and Hooper ratings show you why WREC delivers the "better half" of the listeners in 76 rich counties at the lowest cost. Retailers appreciate the importance of a WREC schedule... Leading advertisers have proved the value of this one-station coverage for both metropolitan and rural selling. And, WREC rates are 10% lower per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS
FCC REVISES OPERATOR RULES; ALLOWS REMOTE TRANSMITTERS

Decade-long campaign of NARTB for modernizing of Commission regulations to conform to progress in equipment standards leads to changes affecting non-directional stations of 10 kw or less.

FCC rules governing the type of operating personnel at stations have been adjusted to meet modern technical and economic trends. In addition, the Commission has opened the way for remote operation of transmitters.

These changes are limited in general to non-directional broadcast stations of 10 kw power, or less, and specify that a fulltime first-class ticket holder be employed by each station. (For text see FOR THE RECORD, page 99.)

The FCC action was taken at the suggestion of NARTB. It followed a decade of wartime operation by broadcast stations along with extensive study by the industry's trade association.

NARTB's frequent contacts with the Commission in the last decade culminated Feb. 1, 1952, with a petition asking amendment of Part 3 and 13 of its rules covering license requirements and remote operation. Originally NARTB had specified 5 kw as maximum power for affected stations, but this was increased to a 10 kw maximum last May 9.

One NARTB point was not granted. The association proposed that each station be required to employ a minimum of one first-class operator as its chief engineer or technical supervisor and be on call and reasonably available to fulfill his specified duties. FCC specified, however, that one first-class operator must be a fulltime employee of each station.

Rule-making procedure got underway last June 4. The Commission received nearly 2,000 comments.


The Commission majority would not go along with the suggestion that oral argument be held, in view of the exhaustive comments it had received. It noted that most of the "conflicts engendered by these comments are based on opinion, surmise or prognostication," thus precluding the need of further oral presentation.

Technical Progress Noted

The announcement of the decision carried this observation, "Factors such as the marked improvement and reliability of transmitter equipment, the satisfactory utilization of lesser grade operators during World War II and on a temporary basis at a number of broadcast stations since January 1951, the successful operation by non-technical personnel of many electronic devices of a complex nature and upon which the safety of life and property is often dependent, and the extensive reliance of stations on their chief engineers for significant repair work, were considered by the Commission in reaching its decision."

The safety question is not serious in the case of modern equipment, the FCC noted after reviewing accident records. It found that temporary use of low-grade personnel during World War II had not brought an increase in transmission difficulties. Loss of air time at the average broadcast station, it said, is only 0.14% of total air time and up to 90% of this loss is due to power and tube failure.

As to the Conrad equipment for emergency service in case of enemy attack, FCC found that practically all of the operations have been reduced to simple push-button activation, clip moving or dial twisting. FCC ruled that lesser grade operators be given adequate Conrad instruction by a station's regular first-class ticket holder.

Careful attention was given the question of remote control of stations, with a finding that outages of transmitters from all causes including remote control amounted to less than 1%. This portion of the NARTB was fought bitterly by labor organizations. Licensees using remote gear submitted detailed reports on their successful operation.

FM stations of 10 kw power or less are covered by the operator and remote control provisions. At noncommercial education FM stations of 1 kw or less but above 10 w the average time may be a second-class ticket holder, FCC said.

In the case of station licensees using remote control, the required technical personnel must be on duty at the place where remote equipment is located instead of the transmitter site.

Nine Months of Tests at KEAR Point Up Remote Operations Procedure

AN FCC-AUTHORIZED experiment in automatic remote control operation of a transmitter is working out successfully in San Mateo, Calif., where KEAR was off the air only one minute in the first week of testing last month.

FCC, meanwhile, last week ruled that remote operations were acceptable to the Commission, for the first time since the war years when engineering manpower was in short supply. (See adjacent story.)

The new system, which eliminates engineering personnel from checking operations at the transmitter site and enables a thorough dial-check on transmission facilities, includes two synchronized units, one at the transmitter and another at the studio two miles away. Equipment, a pilot model designed and manufactured by Rust Industrial Engineering Co., Manchester, N. H., is connected by two ordinary telephone lines.

The transmitter control section, Model RI-1081, is installed in a speech rack at the transmitter. This section connects with transmitter control circuits, which, in turn, connect with studios via telephone lines.

The studio unit, Model RI-108, serves as the control center two miles away, and has a two-section panel. One section has frequency deviation and percentage of modulation meters, and the other includes a telephone dial, circuit signal lights and the primary meter which records data required by FCC in its technical regulations. Each takes about 12 inches of rack space.

In addition to standard meter readings, FCC requires KEAR to take the transmitter off the air in case of power failure, shorts, grounds or any installation difficulty, and to turn on, apply and remove plate voltage to the final stage, adjust the output coupling and turn the tower lights on and off.

Meter values on the standard Raytheon transmitter meters and the General Radio monitors were calibrated against the new Rust equipment.

Actual remote control operation begins with a turn of a switch, which puts the transmitter on and illuminates a red light. Dial equipment, when actuated, shows a reading on the primary meter of all transmitter activity. Readings are available for these currents and voltages: plate, antenna and filament, in addition to tower light control, frequency deviation and per cent of modulation.

The experimental equipment, installed early in January under supervision of KEAR Chief Engineer D. F. Mariska, will be reported on in detail to the trade. A brochure, with pictures, will be sent by S. A. Cisler, station owner, to broadcasters sending postage.

Commenting on the success of similar installations in Canada and Britain, Mr. Cisler said the remote control system can be used to advantage by American stations for reasons "ranging from economic circumstance to lack of personnel." KEAR engineers, all combination men, work at the studios, and no unlicensed personnel is permitted to touch the unit or make readings. It is understood that costs for the unit were around $3,000 for the 1,000 w station.
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NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO
GOVT. GROUNDWORK BEGUN IN NFL CASE; STATIONS CITE 'MONOPOLY' INJURY

The Justice Dept.'s suit against the professional football league gathered steam last week with government attorneys assembling evidence in court to prove its antitrust charge. Involved in limiting of radio-TV coverage of the National League's games.

The government's antitrust case against the National Football League, entering its second week today (Monday), already has produced evidence showing the league has gone beyond its own rules in banning game telecasts. At stake in the civil suit filed by the Justice Dept. is the curtailment of radio-TV coverage of sporting events by both professional and amateur organizations. The case is being heard by Judge Alan K. Grim, of U. S. District Court, Philadelphia.

Much of the government's case last week was devoted to laying of economic and technical groundwork by W. Perry Epes, heading Dept. of Justice counsel. The hearing involves such problems as the right of the public to have open telecasting and broadcasting of professional football. Defense counsel contends the public has no right to such service and it is not interfered with in business operations.

Chief government witnesses last week were Clair R. McCollough, WAGL-TV Lancaster, Pa.; Herbert S. Stewart, former general manager of WICU (TV) Erie, Pa., and now executive vice president and general manager of Orange Television Broadcasting Co., Tampa, Fla., and Charles Mallory, KSJO San Jose, Calif.

Mr. McCollough testified WAGL-TV in 1949 publicized signing of a contract to cover a full schedule of 13 professional games. After the third game, he said, five home games were canceled. The station wouldn't explain to anybody that the games had been canceled because of reasons beyond its control, he continued, and neither the Eagles nor the NFL made any effort to explain their reasons for cancellation.

Cites Sapping of Confidence

"That makes the station look like it doesn't know what it's doing," Mr. McCollough testified. "It is hard to believe this happen enough times you destroy public confidence," he said.

He added that games again were canceled in 1950 and 1951. In the latter year WAGL-TV had professional games scheduled every Sunday but some games were canceled because of the proximity (75-mile) rule when the Philadelphia Eagles played at home. Explanation given the station was that NFL had ruled WAGL-TV was one mile inside the 75-mile protective radius.

Mr. Mallory testified KSJO lost about $6,000 during the 1950 football season because it was denied permission to broadcast NFL games.

James W. Seiler, owner-director of American Research Bureau, cited figures showing on TV audiences, with special attention to specific football games. Judge Grim directed much of the questioning to Mr. Seiler, indicating interest in both TV and sports. Basic economic data on radio-TV homes, networks, advertisers, agencies and facilities were introduced by the government through a set of exhibits of Broadcasting * Telecasting magazine and the two associated yearbooks. A B*O tabulation showing the estimated number of radio homes in every county in the U. S., as published in the magazine's Jan. 7, 1952, issue, was introduced along with maps. J. Frank Beatty, associate editor, was questioned at length Wednesday by John A. Skiles, Dept. of Justice antitrust attorney, with Judge Grim also asking many questions.

Admits Testimony

The court asked for detailed information when the witness cited magazine and FCC figures showing radio revenue has been increasing during the period of television's growth.

Judge Grim admitted all of the Broadcasting * Telecasting exhibits and testimony, overruling numerous objections by Bernard Nordlinger of Washington, chief legal counsel of the NFL, opposing the case.

President Eisenhower, who insists on talking personally to "policy" appointees in government, including those at FCC, may take "several weeks" to name his choices because he is pressed with more urgent world and domestic problems, GOP sources claim.

QUESTS as to when President Eisenhower might name new members to the FCC is drawing blanks as the new administration finds itself preoccupied with more urgent national and international problems.

It was learned in Republican councils that "several weeks" might elapse before the administrative agency level, which embraces the FCC, is reached by the top screening echelon. This would be preparatory to discussion on the appointments with President Eisenhower.

It is understood that a list of two dozen names for the member vacancies has accumulated at the National Committee headquarters with varying degrees of endorsement. Practically all those who previously have been mentioned in Broadcasting * Telecasting are on the list, plus a number of additional ones.

Greater interest continued to center on the chairmanship. Supporters of Vice Chairman Rosel H. Hyde, who espouses his elevation to the chairmanship as logical, are highly optimistic. There has been no letup in endorsements received, it was learned.

Simultaneously, it was stated in usually well informed quarters that the boomlet that started a fortnight ago for the drafting of former Comr. Robert F. Jones, Ohio Republican, persists. It is openly stated that Mr. Jones' appointment would be well received by many of his former colleagues on Capitol Hill, where he served in the house for a decade as Congressman from the Lima, Ohio, district. On the other hand, industry support for Comr. Jones' appointment — even for a contemplated temporary tenure — has not approached the unanimity of that behind Mr. Hyde.

As far as the impending two vacancies are concerned, reports vary almost daily. If the call should come for Comr. Jones, there would be only one remaining vacancy to be filled from the outside. The unexpired portion of the original Jones term, now filled by Democratic Comr. Eugene H. Merrill, runs until June 30, 1954. The remainder of Chairman Paul A. Walker's term runs until June 30 of this year. He is serving under executive order, however, and hence the balance of his tenure can be picked up by President Eisenhower at his pleasure.

There are roughly 900 policy jobs in the administration on which no processing has begun, it was learned. Of these, there are perhaps a dozen or more in the FCC, including the commissionships, general counsel, secretary, the top positions in the Broadcast Bureau and other bureaus, and in the rank and file of the law department.

FCC Total 50

The FCC total has been estimated at as high as 50.

Whereas it originally had been planned to fill these positions promptly, it was pointed out that complications in connection with some of the higher level posts resulted in delay. With the cabinet positions all filled, emphasis now is being placed upon sub-cabinet appointees so the new administration can take over down the line. President Eisenhower, it has developed, insists upon interviewing personally every appointee to a policy level post. With the tremendous weight of his normal duties, this constitutes an additional heavy burden at the outset of his tenure.

As for the independent agencies, the view is that they can continue functioning until the President completes the upper echelon assignments. Then, possibly in several weeks, if the present pace is maintained, he can turn his hand to the administrative group which includes the Interstate Commerce Commission, Federal Trade Commission, Federal Housing Administration and Securities & Exchange Commission, in addition to the FCC.
FCC RECAPS
PENDING REQUESTS

In conformance with McFarland Act, FCC tells Congress there are nearly a thousand broadcasting applications 90 days old or more on which final action has not come.

AT the end of 1952, 1,000 broadcast applications were pending before the FCC on which final action had not been taken and which were three months old or older.

This was shown in a complete listing of all pending cases, 90 days old or more in a 101-page document submitted last week to Congress by the FCC.

The report was made in line with the revised Communications Act requirement that the Commission report on all non-hearing cases 90 days or older and on all hearing cases six months old or older following end of hearings on which no final action had been taken. This was a provision of the McFarland Act, signed into law by President Truman in July 1952.

Oldest of the non-hearing broadcast applications was that of KARM Fresno, Calif., which in 1944 asked permission to change from 1430 to 1030 kc. It is one of the 77 applications held in abeyance pending outcome of the seven-year-old Clear Channel and Daytime Skywave case.

Plans Monthly Report

A monthly report of pending cases, under the new Communications Act requirement, is planned hereafter by the FCC.

It was impossible to estimate just how many unreported broadcast applications are pending before the Commission, but one FCC source tentatively estimated “far less” than half the 1,000 reported.

In the roundup on broadcast hearing cases, the report showed 89 applications with hearings completed six months or more before the beginning of 1953 on which no final action had been taken. Of the 89, initial decisions were rendered on 77.

Oldest of the hearing cases was that of WOWO Ft. Wayne, Ind., which is seeking 50 kw with directional antenna. Hearing was completed in 1947 and a proposed decision issued in 1950. Contributing to the delay in final determination, the report stated, is an antitrust investigation of the licensee, Westinghouse Radio Stations Inc., owned by Westinghouse Electric Corp. At present, the Commission is looking into the air hazard aspects of WOWO’s proposed antenna structures.

Non-Hearing List

In the non-hearing listing, the report showed 273 AM applications on which no action had been taken and are three months old or older. Of these, 237 were for new stations or involved power and/or frequency changes.

In addition to the 77 tied up by the Clear Channel case, 72 have never been processed, 10 are awaiting action on other cases, five request facilities not specifically provided for in Commission Rules, 16 have received “McFarland letters,” nine involve NARBA conflicts, and four are miscellaneous.

In FM there are only 32 applications 90 days or older on which final action has not been taken, the FCC report said.

Of the 45 applications for renewals and transfers in all areas of broadcasting (AM, FM and TV), seven involve stations in receivership, eight involve maladjustments of directional an-
tennies, and one involves possible unauthorized transfer of control.

TV processing began June 2, 1952—following the procedures outlined in the Commission's April 14 Sixth Report and Order. Required to be reported to Congress were 248 applications for new stations still not processed, 30 existing stations seeking changes in wavelengths, 140 applications which have been sent "MacFarland letters" advising that their requests are in conflict with other applications, 191 other mutually exclusive applications on which "MacFarland letters" have not yet been sent, and 26 passed for a variety of other reasons.

AT&T Next on FCC Movie-TV Hearing

AT&T gets its chance this week to show the FCC that it can provide theatre-TV service at reasonable cost. Its testimony, to come from three witnesses starting today, is expected to take one and a half to two days.

Today will be the first time the commissioners will have heard from other than proponents of an exclusive 360 mc theatre-TV band in the 5925 to 6875 mc portion of the spectrum. Hearing began last Oct. 20 with engineering and accounting witnesses asserting that exclusive theatre-TV allocations were necessary. Proponents requested (1) video channel, (2) 10 megahertz radio frequency channel 30 mc wide, (3) two channels for a single system, and (4) six systems to ensure competition [B&T, Oct. 27, 1952].

Theatre-television technical and accounting testimony will take place in a day and a half when the hearings resumed last week. Principal witness was Manfred K. Toeppen, cost consultant from Los Angeles, who introduced cost accounting data indicating that in New York to Washington, a six-program theatre-television microwave service would cost about $58 million to construct—an average of $42,000 for each of the 1,376 theatres served. These 1,376 theatres are located in nine service areas, which have been described elsewhere.

Exclusive frequency proponents, in presenting their technical and accounting testimony, used the New York-Washington system as a sample to illustrate how theatre-TV service could be rendered anywhere in the country. The nine service areas encompassing 1,376 theatres have a total of 1,512,738 seats. Program sources would be available in New York, Philadelphia, Baltimore, Washington, Wilmington, Atlantic City, Trenton, Allentown, and Reading.

NARTB Convention: 'GOLD RUSH'

Convention Committee sets motif of "53 Gold Rush to California" in shaping plans for Los Angeles sessions this spring.

IT'LL BE a "Gold Rush" at Los Angeles April 25-May 1, NARTB's Convention Committee is telling radio and TV broadcasters and affiliated interests, as promotion gets underway for the Western Convention.

Again the convention will be split into two divisions—management and engineering. All delegates will participate, however, in the annual exhibition of equipment and services.

Clair R. McCollough, WQAL-AM-TV Lancaster, Pa., chairman of the convention arrangement group, said the official motif is a "'53 Gold Rush to California."

This theme, he said, "is designed to emphasize that the 'gold' of increased profits and greater savings in broadcasting can be gained through the 'mine' of tested experience and practical operating procedures which the NARTB convention and continuing association membership provide."

"Go West" Brochure

NARTB issued a brochure last week urging radio and television "prospectors" to pack their saddle bags and head west. The Management Conference will bring first results of a management study now being conducted in four typical areas by the NARTB Research Dept. The study is expected to show how stations are successfully meeting current economic and operating problems—a clinic in broadcasting management.

Management sessions will be in the Biltmore Theatre, a wing of the convention hotel, the Biltmore. Sessions were held there at the 1948 convention. Engineering meetings will be held in Burdette Hall of Philharmonic Auditorium, adjacent to the hotel.

On the Engineering Conference program are such topics as remote control of transmitters, a timely topic in view of the FCC action last week permitting such operation (story page 54); developments in uhf television engineering, proof of performance and the possibilities of transmitters.

Official forms for pre-registration and hotel reservations will be mailed Feb. 20 from NARTB headquarters. NARTB board policy limits registration for both management and engineering sessions to active and associate members and persons or firms in related fields who are not eligible for NARTB membership. C. E. Arney Jr., NARTB secretary-treasurer, is convention manager. Arthur C. Stringer is in charge of equipment and service booths and displays at the convention exposition.

The official convention proceedings will open Wednesday, April 29.

UBA Elects Madsen

NEW president of the Utah Broadcasters Assn. is Arch L. Madsen, general manager of KOVO Provo, George C. Hatch, broadcasting manager of the Intermountain Network and president of KALL Salt Lake City, was elected vice president and Arch G. Webb, president and general—commercial manager of KVOG Ogden, was re-elected secretary-treasurer. S. John Schle, retiring president and a commercial manager of KUTA Salt Lake City, and general managers Reed Bullen, KVNU Logan; Frank Peacock, KSVC Richfield, and Arthur L. Higbee, KSUB Cedar City, have been named to the board of directors.

NARTB Auxiliaries Stand

NARTB's claim that proposed reduction of channel spacing for TV auxiliary stations would be premature at this time has received strong support, according to Thad Brown, NARTB television manager. The FCC proposes to amend its rules covering TV auxiliary services [B&T, Jan. 26].

Mr. Brown said complete support also had been found for the FCC position that more channels should be supplied. He added that no support could be found for the use of crossed-polarization as a definitive means of eliminating interference with reduced channel spacing. Possibility of doubling aural and visual information might be prohibited if lesser channel spacing is required, he added, in reviewing comments by NBC, Raytheon, AT&T and Federal. NARTB contends many areas will become crowded as TV broadcasting grows.

Complaints to Box 1711

TV VIEWERS now have a place to write when they want to comment on what they see and hear. NARTB last week completed revision of the NARTB Seal of Good Program Practice, displayed by stations subscribing to the Code.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, said the new seal will be displayed for the first time Sunday, Feb. 8, by subscribing stations. The new design has been modified mainly by insertion of a post office box number—Box 1711, D. C.

Public response to NARTB's video code has not been large since it went into effect March 1, 1952, though 95 TV stations and four networks are subscribers. More extensive display of the seal will help.

The words "Television Code Board" have been inserted in the seal. The word "culture" has been deleted, since the three other words descriptive of industry service cover the ground, it was felt.
Westinghouse President Price announces Assistant AF Secretary Huggins to return as Westinghouse Radio Stations president; General Manager Baudino, as vice president, to head all WRS operations.

E. W. HUGGINS, Assistant Secretary of the U. S. Air Force, has been elected president of Westinghouse Radio Stations Inc. and Joseph E. Baudino, WRS general manager, has been elected vice president in charge of all operations, according to an announcement by Gwilym A. Price, president of Westinghouse Electric Corp., WRS parent company.

Mr. Huggins also has been elected to a new position in the parent company, vice president of corporate affairs. He has been with the U. S. Air Force since 1951, with general supervision over its worldwide installations, overseas and off-shore procurement program and relationships with civil aviation. He had resigned as executive vice president of Westinghouse Electric International Co. to take the military assignment.

As vice president of corporate affairs, Mr. Huggins will be responsible for wholly owned subsidiaries now reporting to Mr. Price. His responsibilities include the corporate secretary's office of the parent Westinghouse company and executive liaison with associated companies in which Westinghouse has substantial interests.

Mr. Baudino is a Westinghouse career man of 25 years service. He has risen from an engineering post to the WRS executive vice presidency. He joined Westinghouse after graduation from the U. of Illinois and has been associated with broadcast activities since that time.

Mr. Huggins will assume his new position as soon as he is released from government service. He is a native of Madison, Wis., and a graduate of Yale.

He was with the New York law firm of Cravath, Swaine & Moore, later joining the Westinghouse law department at Baltimore in 1943. From 1945 to 1951 he was in charge of the company's law department in New York, becoming executive vice president of the international subsidiary in 1951. He served as parent company secretary from 1948 to 1951.
27 Stations-Advertisers Cop BAB’s ‘Radio Results’ Awards

Chosen from among 300 radio station entries, winners who used radio successfully will receive wall plaques. Others receive honorable mention.

ANNOUNCEMENT of 27 winners in BAB’s second annual “Radio Gets Results” contest was made Wednesday by BAB President William B. Ryan.

Winners of awards for first, second and third places in nine categories were selected from more than 300 radio station entries. For the first time, duplicate awards will be presented to advertisers for their effective use of the medium. Winning stations and advertisers will receive wall plaques, while hand-lettered scrolls will be distributed for honorable mention listings.

The range of entries included radio success stories in Young, small advertisers and large radio market, a nursing school, a cattle dealer, and for such items as $40,000 estates and cold storage lockers.

Based on Results

Awards were based on actual results achieved by advertisers through radio advertising as well as on the amount and type of radio used. Judges were: Edward Kruskop, advertising manager of Automotive News; G. Edwin Heming, manager, advertising department of the American Bankers Assn.; Dr. Robert L. Swain, editor of Drug Topics and Drug Trade News; Walter B. Bruce, advertising manager of the Grand Union Co., representing the Supermarket Institute, and Paul Penfeld, president of Public Utilities Adv. Assn.

The awards follow:

Automotive—First: KSWO Lawton, Okla. (Franklin’s); WBRD Portland, Ore. (KONO Portland); KOPO Tucson (Grunewald & Adams); KDKA Pittsburgh (Don A. Atkin’s); KNBC San Francisco (Scott Co.); WOC Davenport, Ia. (Pioneer Central Div., Bendix Aviation Corp.); WXLW Indianapolis (Rothkopf Pharmacy).

Specialized Service—First: KBMY Billings, Mont.; WKLW Indianapolis (Gerritsen’s); second: KYAK Yakima (Wally Edwards Flowers); third: WJTN Jamestown (Mode Laundry & Dry Cleaning Co.).


Food and Grocery Products—First: WIX Indianapolis (Kingson & Co.); second: WBNM New York (Gills); third: KOXO Houston (Lawton Meat Supply). Honorable mention: WOWO Fort Wayne, Ind. (Tidy House Products Co.); KCBS San Francisco (Oceano Foods Co.); KDAY Dallas (Peoria Service Co.); WCBS New York (Ferrara Confectionery Co.).

Cotton Belt Changes

DIVISION of management within the four-state Cotton Belt group of radio stations in Texas, Arkansas, Mississippi and Missouri has been announced, effective April 1, by David M. Segal, general manager.

Mr. Segal, who owns or controls all the stations, will assume active management of KUDL Kansas City, Mo., expected to go on the air May 1 with 1 kw on 1380 kc; KDKD Clinton, Mo., and a new station at Warrensburg, Mo. Regional linking of the three Missouri stations, to be fed out of Kansas City, is expected eventually.

Mr. Segal begins and ends with the design of the console and its personnel, which has been treated too often as a long, tedious process," he said.}

BROADCASTER'S MAIN PROBLEM: IT'S PERSONNEL, SAY EXPERTS

Fellows, Menser, tell Georgia Radio and Television Institute that broadcasting and telecasting personnel, well trained and willing to work, can cure most media headaches.

MOST problems of radio and television can be cured by personnel well qualified and willing to work, in the opinion of two speakers at the opening day session of the eighth annual Georgia Radio & Television Institute.

Speaking Wednesday at the first of three day-long seminars conducted by the Henry Grady School of Journalism at the U. of Georgia in Athens, the two seemed to agree problems of higher-quality programming and production can be solved only by the finding and employment of qualified persons.

The basic problem in all programming is personnel,” said Clarence L. Menser, general manager of WJBS Dallas, Tex., and former program manager for NBC. “Precision work that begins and ends with the design of the console or the transmitter cabinet leaves much to be desired,” he said. Programming also should be “precision work,” he added.

“Programming has been treated too often as the ugly sister doing a lion’s share of the work but seldom getting dressed up for the party. She should have put on the glass slipper long ago,” he declared.

NARTB President Harold Fellows recommended colleges and universities give as much attention to television education as to educational television. Estimating an employment requirement of 40,000 for 1,000 television stations, Mr. Fellows suggested training of students with “intensity” so they will be “employable.”

Maturity within the television industry, like education, is “a long, tedious process,” he said.

Cahn to A-K in L. A.

EDWIN CAHN, veteran advertising agency executive for more than 20 years has been appointed manager of the Los Angeles office of Avery-Knodel Inc., national radio-TV station representation firm, effective Feb. 1. Mr. Cahn was executive vice president of the George H. Hartman Co., Chicago advertising agency, for 21 years before resigning and selling his interest last spring.

He went to the West Coast, where he became Pacific manager for Boyer International Labs. (cosmetics).

NW School Buys WBOK

WBOK Waterloo, Iowa, has been sold to the Northwestern Theological Seminary and Bible Training School, Minneapolis, it was reported last week. Northwestern School plans to make the station noncommercial, subject to usual FCC approval. Sale price was $56,000, according to John M. Printup, general manager of the station. Buyer also owns KTIF Minneapolis.

SELECTING winners for BAB’s 1952 “Radio Gets Results” contest are three of judges i to l: Edward Kruskop, advertising manager of Automotive News; G. Edwin Heming, manager, advertising department of American Bankers Assn.; and Dr. Robert L. Swain, editor of Drug Topics and Drug Trade News.
Full Senators Schedule Has 14 TV Road Games

TWO-YEAR exclusive broadcast rights sold to National Brewing Co., Baltimore, and the Phillips radio-TV appliances chain by the Washington Senators cover a total of 154 games split between home and road [B•T, Jan. 26].

For the first time, the sponsors are organizing a full schedule of road games which will be telecast, with the total estimated at 14 or more. Total games to be televised on WTTG (TV) Washington and probably in Baltimore is 24.

Both home and road games broadcast will also be aired on a network covering D. C. and four nearby states. The 20 cities are being selected to avoid conflict with schedules of minor league games in those areas. National, through Kenyon & Eckhardt, New York, is sponsoring one-half the broadcasts and all the telecasts. Phillips' agency is Cohen & Miller, Washington.

Cost of the exclusive rights is understood to be in excess of $175,000.

'Burberry Award'

WBNS-TV Columbus, Ohio, reports it is the recipient for the third straight year of the "Burberry Award," for "producing the finest in TV programs, both in its studios and from the CBS network," in central Ohio.

The citation is presented by Robert Burberry of Lancaster, Ohio, who makes the award because he feels he is an "average viewer" and because he has been "a constant fan" for the past four years.

Mr. Burberry claims he writes down "hundreds of notes on all types of programs" during the year, considering production, lighting, camera work and personalities. He praised especially WBNS-TV's five-a-week merchandise series, Look to Liquors, presented by F. & R. Lazarus department store.

WPIX (TV) Will Telecast 24 Yankees, Giants Road Games

HIGHLIGHT of 1953 baseball coverage by WPIX (TV) New York will be the telecasting of 24 Yankees and Giants road games. Starting April 13, WPIX (TV) will cover a total of 158 Yankee and Giant games.

Chesterfield cigarettes will sponsor all Giants games, covered by Russ Hodges and Ernie Harwell. Ballantine Beer and Ale will sponsor Yankees telecasts except third and seventh innings (White Owl Cigars).

KSWO-TV Full Power Start

KSWO-TV Lawton, Okla., plans to begin operating about March 1 with full authorized power of 10 kw visual, 5 kw aural, antenna height 500 ft., according to the station's representative, O. L. Taylor Co., New York. B•T reported Jan. 26 that the station planned to begin operating with lower power.
WJZ Change to WABC
THE FCC last week, rejecting opposition by Allen B. DuMont Labs., granted a request by ABC to change the call letters of its o&o WJZ-AM-FM-TV New York to WABC-AM-FM-TV.

Harold Burke to Direct First WCEE (TV) Airing
APPOINTMENT of Harold C. Burke, former vice president and director of Hearst Radio Inc., as coordinating director of WCEE (TV) Ashbury Park, N. J., new uhf station on Ch. 58, was announced last week by the Atlantic Video Corp., operator of the station.

Mr. Burke will complete plans to put the station on the air, according to Walter Reade Jr., theatre circuit executive and Atlantic Video Corp. president. Target date for WCEE (TV) is late 1953.

Mr. Burke Since resigning from Hearst Radio in January 1952, Mr. Burke has been in business for himself as a TV consultant, specializing in getting stations on the air. He was in charge of WBAL Baltimore from 1938, and of WBAL-TV, which went on the air in 1948. He also managed Hearst Radio properties in Milwaukee and San Antonio and performed special assignments for the Hearst stations in Los Angeles, San Francisco and New York.

Ripley Returns to WGAR
FRED RIPLEY, radio veteran since 1922, has returned to WGAR-AM-FM Cleveland, which he put on the air in 1930, to handle a nightly quarter-hour "man-about-town" series. Mr. Ripley was assistant to the general manager there in 1930, and subsequently was a news commentator, program director, vice president and general manager of a regional network comprised of WSYR Syracuse, WTRY Troy, WITN Jamestown, all New York and WKNE Kenee, N. H. He also has held executive positions at WPRO Providence and WARC Rochester, N. Y.

CHICAGO COUNCIL BANS RADIO-TV
Aldermen again veto broadcast newsmen from public crime meets in a move that arouses further opposition.

RADIO-TV newsmen were literally relegated to pencil-and-paper status last week in Chicago as broadcasters lost another battle in their continuing fight for equal access to coverage of public proceedings.

A freshly-invoked ban by the City Council on all broadcast coverage, particularly television, drew criticism from stations and their commentators. Council voted 27-16 to reject petitions for permission to air coverage of local crime investigating committee sessions.

The fight for free access to the public proceedings was led by WGN-TV, which asked the council for authority to televise hearings live. Similar requests were filed by WBBM (CBS) and WMAQ (AM) and WNBQ (NBC-TV) and WENR-TV (ABC), which wanted to make tape recordings and film clips.

Frank Schreiber, general manager of WGN-AM-TV, said the stations will "continue to pursue this question in the public interest." WGN-TV was prepared to install technical facilities in council chambers without causing inconvenience or interference with normal proceedings.

A broadcast ban has been in force in Chicago since May, when similar petitions were rejected. The vote was better last week than the 40-3 tally recorded last year.

Hearings opened Tuesday with radio-TV newsmen-commentators armed only with paper and pencil. Late in the week they held out hope that council would allow tape recordings.

Protesting the council decision, WBBM's John Harrington, NBC's Clifton Ulely and Bill Ray, among others, stressed that hearings were public but that broadcasters were denied equal coverage access.

Alderman Freeman led the council fight for TV. Alderman Wagner denounced the proposal to admit TV, charging that the "right of privacy . . . is stronger than the right of the public to be entertained." Commenting on the WGN-TV petition, Mr. Schreiber said "We should have the same access and privileges to the hearings as is traditionally provided for the press and other news media."

Help for Handicapped
STATIONS donated almost $1 million worth of time promoting National Emplo the Physically Handicapped Week in October, making more than 13 million radio and TV appearances.

William R. McAndrew, information chairman on the President's employ-the-handicapped committee, who also manages news and special events for NBC, said a total of 63,410 programs and spots, worth $913,000, were donated the week of Oct. 5-11.

Radio and TV coverage was increased 50% over the previous year, he said. He commended 3,000 broadcasters for their cooperation. Terming their work an "exceptional display," he said, "I have rarely seen anything like it."

Tucson Papers Herald TV
SPECIAL television editions of both Tucson newspapers, The Arizona Daily Star and Tucson Daily Citizen, heralded the coming of TV to that Southwestern city yesterday (Sunday) when KOPO-TV was to begin programming.

The Star, in a 36-page TV section last month, covered both the technical and entertainment sides of TV. The Citizen, in its television edition, also devoted 36 pages to the medium. There are three TV grantees in Tucson, but only KOPO-TV is ready for operation.

KVOA-TV expects to go on the air in a few months and KCNA-TV has not announced its plans, the Citizen reported.

STATION REPRESENTATIVES
Branham Co. Boosts Executives
BRANHAM Co., station representative firm, announced last week Monroe H. Long, president, had been elected vice board chairman by the company's directors.

Eugene P. Corcoran, the technical and entertainment vice president, was chosen as president, and Joseph F. Timlin, vice president, as executive vice president. John Petrie continues as the Branham Co.'s chairman of the board.

Representative Shorts
John E. Pearson Television Inc. appointed national representative for KFSA-TV Ft. Smith, Ark.

William G. Rambeau Co. appointed national representative for WPAM-TV Lafayette, Ind.


Walker Representation Co., N. Y., appointed N. Y. representative for WLBC-TV Muncie, Ind. Hal Holman Co. will represent station in Chicago.

Gill-Keefe & Perna Inc., national radio station representatives, changing firm name to Gill-Perna Inc., effective today (Monday). There will be no change in officers of firm with Helen Gill, president, and John J. Perna Jr., executive vice president.

Boiling Co., N. Y., appointed national representative for WTVU (TV) Scranton, Pa.

the NBC station serving greater YOUNGSTOWN, O. 30th population area in U.S. 5,000 WATTS

WFMJ Duplicating on 50,000 Watts FM
CBS Adds 6 New TV Outlets to Network

ADDITION of five new TV stations to CBS-TV was announced Wednesday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. They are as follows:

WKMB-TV New Britain, primary, supplementary, interconnected affiliate operating on Ch. 30, effective last Saturday. Owned and operated by New Britain Broadcasting Co. Peter B. Kenney is general manager.

WBRE-TV Wilkes-Barre, primary, supplementary, interconnected affiliate operating on Ch. 28, effective immediately. Owned and operated by Louis G. Baltimore. David Baltimore is general manager.

KFEQ-TV St. Joseph, primary, supplementary, interconnected affiliate on Ch. 55, effective immediately. Owned and operated by KFEQ Inc. B. Pitts is general manager.

WHP-TV Harrisburg, primary, supplementary, interconnected affiliate on Ch. 5, effective March 15. Owned and operated by WHP Inc. A. K. Redmond is vice president and general manager.

WCVO-TV Montgomery, Ala., primary, supplementary, non-interconnected on Ch. 29, effective March 1. Owned by Capitol Broadcasting Co. Hugh M. Smith is general manager.

KOPO-TV Tucson, effective yesterday (Sunday), as a primary, supplementary, non-interconnected affiliate on Ch. 13. Owned and operated by Old Pueblo Broadcasting Co. E. S. Mittendorf is general manager.

No Plans Seen by MBS To Replace Fineshriber

THOMAS F. O'NEILL, president and board chairman of Mutual, said last week that "present plans do not include a replacement in the post of executive vice president" in the wake of William H. Fineshriber Jr.'s departure from that office to become vice president and general manager of the NBC radio-TV networks [B+T, Jan. 19].

Indicating his intention to continue and intensify his own activities in directing Mutual affairs, Mr. O'Neill's statement was prompted by speculation that a key aide was being sought to assist him, either with or without the title Mr. Fineshriber is vacating [B+T, Jan. 26].

Text of the statement:

"Our present plans do not include a replacement in the post of executive vice president.

"In order to maintain the closest possible touch with the officers of Mutual, I shall work directly with them.

"Mutual's vice presidents and secretary-treasurer have been with the network an average of more than 12 years, and form a very solid base for continuing Mutual's sales increases, which, in 1952, were the largest in the industry, and which are already following this same pattern in the first quarter of 1953."

Mr. Fineshriber is slated to join NBC late this month.

ABC-TV Adds KFOR-TV

KFOR-TV Lincoln, Neb., new outlet expected to begin commercial telecasting about April 1, has affiliated with ABC-TV. Alfred R. Beckman, national director of radio and TV station relations, announced last week. Addition of KFOR-TV brings the ABC-TV affiliates total to 79.

Owned by Cornbelt Broadcasting Co., the station will operate on vhf Ch. 10. George Smith is general manager.
ABC ADOPTS SINGLE RATE POLICY FOR ITS FIVE OWNED STATIONS

Trend to a single rate for day and night radio was very much in evidence last week as ABC announced that policy for its owned stations. KXOK St. Louis also joined the single rate. Question still open is whether this is the start of a wholesale change in ABC's network rate structure.

RADIO'S single-rate apostles last week received the strongest boost they've yet had as ABC announced adoption of the policy for all five of its owned radio stations [CLOSED CIRCUIT, Jan. 26].

One-rate structures for both day and evening time were announced for the network's WJZ New York, WENR Chicago and WXYZ Detroit, respectively, effective yesterday (Sunday), and officials said KECA Los Angeles and KGO San Francisco, also ABC-owned, would follow suit shortly. March 1 is the target date for KECA and KGO.

In a separate move, which some observers felt might mark the start of a trend among ABC radio affiliates, KXOK St. Louis, the network's outlet there, announced that it also was going on the single-rate plan effective yesterday.

Forecasts Network Revision?

Whether the ABC action with respect to its owned stations—which applied only to spot and local advertising rate of each station—was a harbinger of similar changes in the ABC network rate structure could not be determined. It is known that top officials have advocated adoption of the single-rate plan on a network basis, and that, although they encountered some resistance in broaching it to affiliates last fall, they did not abandon it altogether.

In the case of WJZ and WXYZ, the new structure establishes the former daytime or Class B base hourly rate—$720 at WJZ and $350 at WXYZ—as the base hourly rate for both day and evening time, while in the case of WENR, where the situation is complicated by the fact that the station shares the 890 kc frequency with WLS, the new single rate was set at $450, one-half of the old Class A base rate of $900. Different rates are provided for late-evening times, and early-morning rates are increased.

Ted Oberfelder, ABC vice president in charge of owned radio stations, who announced the changes, noted that the stations' respective discount structures had been revised downward somewhat, but said that even so, evening advertisers would receive considerable savings. He said that on WJZ, for example, this saving would range between 20 and 40% in the 6-10:30 p.m. period.

The changes also encompass reductions in one-minute and station break announcement rates.

Advertisers get the benefit of rate reductions effective immediately, while present sponsors are protected against the increase features for six months.

Mr. Oberfelder said: "The advisability of placing into effect a single rate policy on the ABC-owned radio stations has been under consideration and deliberation for quite some time, and after protracted study of the rate structure, it was decided that a new approach with regard to radio rates was necessary."

"The expedience of a simplified rate card is immediately apparent and the ABC is taking the initiative among the owned radio stations of the major networks in launching the single rate policy. . . ."

"ABC has seen fit to equalize the radio rates of its owned stations so as to be of utmost benefit to the advertiser. Under the new rate structure, purchasers of nighttime radio will find it as efficient a buy as daytime purchases."

Highlights of the changes, which include the cutting of higher Sunday afternoon rates back to the level of other times, are as follows, station by station:

**WJZ New York**

New gross hourly rate of $720 applies from 8 a.m. to 10:30 p.m. From 10:30 p.m. to midnight, the rate is $400 gross per hour; from midnight to 7 a.m., $200 gross per hour. This replaces a structure in which the gross hourly rates were $720 between 8:15 a.m. and 6 p.m.; $900 between 6-7 p.m., and $1,200 between 7 p.m. and 10:30 p.m.

The new one-minute announcement rate is $95; new station-break announcements rate is $70. Formerly, both one-minute and station-break announcements sold at $200 in the 7-10:30 p.m. period, $150 between 6-7 p.m., and $108 between 8:15 a.m. and 6 p.m.

But rates for participations in early-hours periods are revised upward: On the 6-6:30 a.m. farm show, the rate goes from a flat $45 per announcement to a flat $50 per; on the 6:30-8 a.m. disc jockey show, the rate goes from a flat $70 per participation to a flat $80 per.

Except for these hours, the 8-9 a.m. period and the 1-2 p.m. Mary Margaret McBride Show, the rates in participation programs are now equalized throughout the day, ranging from $120 to $120 per participation for a time weekly to $80 per participation on a five-times-a-week basis.

For the first time, WJZ is offering special announcement packages. Rate for one-minute announcement packages range from $350 a week for a package of five, to $1,575 a week for a package of 30; for station-break packages, the range is from $250 a week for five, to $1,125 a week for thirty.

Changes in discount structure include lowering of maximum discount from 30% to 25%, and putting the starting discount on a 26-time rather than 13-time basis.

**WXYZ Detroit**

In changes similar to those adopted for WJZ, ABC's WXYZ Detroit now has a gross hourly rate of $350 which is applicable from 7 a.m. to 11 p.m., with $200 the gross hourly rate between 11 p.m. and 7 a.m. The old rates included: $350 gross per hour between 9 a.m. and 6 p.m.; $350 per hour between 6 p.m. and 10:30 p.m., and $200 hourly between 7 a.m. and 9 a.m.

Discounts were reduced in accordance with the WIZ formula.

New announcement rate of $42 each, before discounts, applies from 7 a.m. to 11 p.m., except in certain programs, and is the same as the old daytime announcement rate. The former $12 rate for announcements between 6-7 a.m. is doubled to $24, before discounts.

**WENR Chicago**

Under its share-time arrangement with WLS, WENR generally signs on at 3 p.m., does not operate on Saturdays. Its rate structure is complex. Where its former Class A rate was $900 per hour, applicable between 8 and 10 p.m. Monday through Friday, the new base hourly rate is $450 and is applicable between sign-on and 10:30 p.m. From 10:30 p.m. to sign-off, the base hourly rate is $300. The former nighttime announcement rate of $150 (before discounts) has been cut in half to form a new rate of $75 per announcement (before discounts) which applies from sign-on to 10:30 p.m.

**KECA**

For KECA, the former rate of $105 per announcement (before discounts) has been reduced to $75 per.

**KGO and KCA**

New rate cards are now being prepared. Network officials hope they can go into effect March 1.

Friendly's ABC Post

EDWIN E. FRIENDLY Jr., ABC national television sales director, has been relieved of all administrative duties—at his own request—in order to concentrate on top-level sales, spokesmen said last week. The administrative duties which he formerly handled are being taken over by Charles Abry, Eastern Sales Manager.
CBS AFFILIATES
PLAN NEW GROUP

STEPS toward possible formation of a single, independent group to represent CBS Radio affiliates in all business matters of mutual concern to stations and network were taken last week by a subcommittee of the affiliates' so-called "Rate Committee" and of representatives of the Columbia Affiliates Advisory Board (CAAB).

Meeting in New York, members of the two groups chose a three-man joint committee to draft plans and prepare a proposed constitution and bylaws for an independent group. The joint committee includes Hulbert Taft Jr. of WKRC Cincinnati, a member of both the "Rate Committee" and the CAAB; Lee Walles of Storer Broadcasting Co., a member of the "Rate" group, and Joseph Bernard of KOMA Oklahoma City, secretary of CAAB.

John E. Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, and who heads the "Rate Committee" formed last summer by CBS Radio when the last round of network rate cuts became imminent, said he hopes the three-man joint planning group will have a plan for an independent committee's ready to submit to the affiliates by the time his committee's term expires Aug. 25.

Members of the CAAB, it was understood, took a private poll among themselves during a recent meeting in Los Angeles and concluded it should operate as an independent body rather than under the aegis of the network.

At last week's meeting, spokesmen said, it was decided a merger of CAAB and the "Rate Committee" should not be considered at that time, because of uncertainty as to affiliates' wishes, plus the fact that the rate group's term does not expire until August.

CBS officials, acquainted with the proposal for a single independent committee to represent affiliates, were said to have indicated approval.

Meanwhile, representatives of the "Rate Committee" voted to change its name—to CBS Business Standards Committee.

Attending last week's meeting were:
Mr. Fetzer, chairman of the "Rate" or Business Standards Committee; I. R. Lounsbury of WGR Buffalo. CAAB chairman; Messrs. Bernard, Taft, and Walles; Victor A. Sholis, WHAS Louisville; Kenyon Brown, KWFT Wichita Falls, Tex., and Ray Herndon, KTRH Houston, a member of the Business Standards Committee but not of the subcommittee.

50-Kw KTHS Signs
For CBS in June

KTHS Little Rock, which is expected to start a 50-kw operation on 1090 kc in mid-March, has been signed as an affiliate of CBS Radio effective June 15, William A. Schutt Jr., national director of station relations for the network, announced last week. He said it will bring the number of 50-kw stations on the CBS Radio network to 26, exceeding the total of any other network in Continental U. S.

KTHS currently is affiliated with ABC, and spokesmen for that network said plans for its replacement had not been completed. KLRA is CBS Radio's present affiliate in Little Rock.

KTHS, formerly at Hot Springs, is owned by Radio Broadcasting Inc. B. G. Robertson is general manager.

W. V. Hutt, general manager of KLRA, said that he had no comment on the change.

in this room...
there's no room for doubt

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

Nor should you compromise with quality in the tape recorder you select. AMPEX Recorders are engineered to the highest professional standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:

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

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

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

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

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

AMPEX MAGNETIC RECORDERS

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

FILMACK Studios

Hundreds of Ad Agencies rely on Filmack for TV Spots by Mail. With our 35 Years Experience, Huge Facilities, and Expert Craftsmen, we can produce all types of stop-motion, full animation and TV slides! ...Send in your Storyboards for quotes.

FILMACK STUDIOS 1324 SOUTH WABASH AVE., CHICAGO

Broadcasting • Telecasting

February 2, 1953 • Page 65
CBS RADIO SIGNS $850,000 NEW SALES; REPORTS RENEWALS BY TEN SPONSORS

As CBS Radio disclosed its “checkerboard” sales plans for the 7-7:45 p.m. EST period, the network announced new signings and renewals.

John Faust found new proof that radio is the “No. 1 advertising medium.”

IN A RADIO sales flurry, CBS Radio signed up an estimated $850,000 in new business last week, reported renewals representing $11.7 million in gross annual billings, and unveiled plans for a new “checkerboard” pattern of radio selling.

Ten current sponsors and 18 programs were represented in the renewals, which John Karol, vice president in charge of network sales, said had been signed since Jan. 1.

They include six Procter & Gamble daytime serials, three Lever Bros. and two Wm. Wrigley Jr. Co. programs, and one each of seven other advertisers.

Mr. Karol cited the renewals as evidence that “in their re-examination of advertising dollars [the country’s timebuyers] are continuing to find that radio is the No. 1 advertising medium.”

Signs C-P-P Extension

New business included the signing of Colgate-Palmolive-Peet Co. to extend its Tuesday night Louella Parsons commentary, now heard 10-10:05 p.m., to a full quarter-hour, 10-10:15, effective March 31, through Lennen & Newell, New York; the purchase by Nescafe (coffee) of the third and last available participating sponsorship on the three Power Plan shows, effective April 1 through Sherman & Marquette, New York, and the signing of Ferry-Morse Seed Co., Detroit, for sponsorship—for its ninth straight year—of the Garden Gate Show (Sat., 9:30-45 a.m. EST) for 14 weeks starting Feb. 21 through MacManus, John & Adams, Detroit.

The new “checkerboard” plan of selling, outlined Tuesday by Dudley Faust, eastern sales manager for CBS Radio, was described as “completely new to network radio.” It encompasses the three-quarter-hour strips in the 7:7-45 p.m. EST period recently vacated by Procter & Gamble and Campbell Soup Co.

Under the plan, advertisers may buy three quarter-hours a week or two quarter-hours a week—but either way, each sponsor gets a different time period and different program each night he is on. The plan will accommodate three three-times-a-week advertisers and three twice-week sponsors. It works this way:

Three-times-a-week users—One advertiser may sponsor Beulah at 7:7-15 p.m. Mondays, Junior Miss at 7:15-7:30 p.m. Wednesdays, and Jo Stafford at 7:30-7:45 p.m. Fridays. A second advertiser may have Junior Miss on Mondays, Jo Stafford Show on Wednesdays, and Beulah show on Fridays. The third may sponsor Miss Stafford on Mondays, Beulah on Wednesdays, and Junior Miss on Fridays.

Twice-week users—One advertiser may sponsor Beulah on Tuesdays and Junior Miss on Thursdays; a second, Junior Miss on Tuesdays and Miss Stafford on Thursdays; a third, Miss Stafford on Tuesdays and Beulah on Thursdays.

This plan, Mr. Faust asserted, combines the values of “multiple-night frequency in strategically staggered time periods for maximum sponsor program identification.” It is being offered in cycles of 13 weeks.

The cost: Approximately $20,900 a week for time and talent on the three-a-week plan; approximately $14,300 a week for time and talent on the two-a-week schedule.

Mr. Faust cited Nielsen figures to show that the three-a-week checkerboard sponsor would reach an unduplicated audience of 13,923,000 listeners a week (average for the three combinations), as against 11,510,000 for a Monday-Wednesday-Friday advertiser occupying the same period each night (the 7:30-7-45 p.m. portion when it was sponsored three nights a week by Campbell). The twice-a-week sponsor on the checkerboard plan, Mr. Faust said, would reach 10,965,000 a week as compared to 9,648,000 for the average Tuesday-Thursday sponsor occupying a constant time period (the 7:30-45 p.m. period when it was sponsored Tuesdays and Thursdays by Oldsmobile).

Cost-per-thousand on the three-a-week checkerboard plan was placed at $1.27 and on the twice-a-week staggered plan at $1.30, compared with $1.40 per thousand, average of 50 sponsored daytime strips.

As a possible variation, Mr. Faust said, two advertisers could “team up,” alternating the thrice-weekly and twice-weekly sponsorships so that each would average two and a half quarters-hours a week.

The checkerboard pattern will be offered to advertisers and agencies in the immediate future, Mr. Faust said.

Meanwhile, the renewed business signed by CBS Radio since the first of the year was listed as follows:


NBC Promotes Dietrich

APPOINTMENT of George S. Dietrich as eastern sales manager of NBC’s radio spot sales was announced last week by William N. Davidson, national sales manager for the department. Mr. Dietrich succeeds Joseph W. Goodfellow who recently was appointed director of sales for WRC-AM-FM and WNBW (TV) Washington.

A member of NBC’s radio spot sales staff since December 1950, Mr. Dietrich served previously as general sales manager for Radio Time Inc.
TOTAL '52 NETWORK GROSS UP 13.7%

Combined radio-TV network gross for 1952 hit $344,248,-
242, compared to 1951's $302,708,307, Publishers Infor-
mation Bureau figures re-
veal.

COMBINED gross time charges of the radio and TV national networks for 1952 totaled $344,248,242, a gain of 13.7% over the 1951 combined network gross of $302,708,307, ac-

The "Early Worm" never gets the bird from sponsors who want results. Irwin Johnson's "Early Worm" program has top listner shi
throughout the 24-county, Central Ohio area reached by WBNS... starts the day right for loyal WBNS listeners. They stay with WBNS to hear top local and CBS network shows... including all the 20-rated programs!

WLBV (TV) expects to begin operations on uhf Ch. 51 about March 15. It is owned by the Associated Broadcasters Inc.

RADIO AND TV Split In Spot Is Completed

SEPARATION of CBS spot radio and spot TV divisions was completed last week when two distinct units were established in Los Angeles. George E. (Buck) Hurst will di-
rect the spot radio office and Edward Larkin the spot TV office, effective im-
mEDIATELY.

In announcing the move, J. Kelly Smith, administrative vice presi-
dent of CBS Radio, and Merle S. Jones, CBS-TV vice presi-
dent in charge of CBS-owned sta-
tions and general services, noted division of CBS spot operations in other major cities.

Mr. Hurst joined CBS in July 1951 as a national advertising representa-
tive in the RKO-F舶l Inc. sales department and manager of merchandising for the Housewives Protective League in the San Francisco area.

Mr. Larkin, who becomes manager of the Los Angeles office of CBS-TV sales, has been with CBS since 1938.

INDIVIDUAL NETWORK TELEVISION TOTALS TO DATE

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<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>DuM</th>
<th>NBC</th>
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<tr>
<td>Jan.</td>
<td>2,020,463</td>
<td>5,079,463</td>
<td>717,184</td>
<td>2,359,907</td>
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<td>2,146,467</td>
<td>5,109,043</td>
<td>726,942</td>
<td>2,356,697</td>
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<td>2,065,052</td>
<td>5,443,123</td>
<td>766,693</td>
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<td>Apr.</td>
<td>1,879,750</td>
<td>5,441,313</td>
<td>728,529</td>
<td>2,944,151</td>
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<tr>
<td>May</td>
<td>1,954,642</td>
<td>5,040,634</td>
<td>770,042</td>
<td>2,627,987</td>
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<tr>
<td>June</td>
<td>1,279,835</td>
<td>5,362,383</td>
<td>749,497</td>
<td>2,707,624</td>
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<tr>
<td>July</td>
<td>1,087,235</td>
<td>4,912,284</td>
<td>799,047</td>
<td>2,542,500</td>
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<td>Aug.</td>
<td>1,165,999</td>
<td>5,793,046</td>
<td>845,708</td>
<td>2,616,464</td>
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<td>Sept.</td>
<td>1,203,917</td>
<td>5,860,701</td>
<td>809,475</td>
<td>2,678,258</td>
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<td>Oct.</td>
<td>1,402,917</td>
<td>6,916,383</td>
<td>938,764</td>
<td>3,076,846</td>
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<td>Nov.</td>
<td>1,296,999</td>
<td>6,654,824</td>
<td>1,026,568</td>
<td>3,026,017</td>
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<td>Dec.</td>
<td>1,351,989</td>
<td>7,066,906</td>
<td>1,321,316</td>
<td>3,830,806</td>
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<td>Totla</td>
<td>$18,925,923</td>
<td>$51,256,228</td>
<td>$12,140,496</td>
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TELEVISION TOTALS, ALL NETWORKS

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<td>Jun.</td>
<td>$16,071,559</td>
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<td>$14,813,403</td>
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<td>Mar.</td>
<td>$12,799,736</td>
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<td>$10,272,762</td>
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<td>July</td>
<td>$11,831,245</td>
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<td>Aug.</td>
<td>$14,506,639</td>
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<td>Sept.</td>
<td>$17,386,439</td>
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<td>Oct.</td>
<td>$13,104,924</td>
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<td>Nov.</td>
<td>$17,440,216</td>
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<td>Dec.</td>
<td>$18,794,780</td>
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* Revised as of January 26, 1953

Three New TV Stations Sign NBC Contracts

THREE new TV stations have signed affiliation agreements with NBC, Harry Bannister, NBC vice president in charge of station relations, announced Wednesday. Stations are WSBT-TV South Bend, WBFGB-TV Alltoona and WLEV (TV) Allentown. WSBT-TV, already on the air, operates on uhf Ch. 34. It is owned by the South Bend Tribune, which also operates WSBT-AM. Scheduled to go on the air this week, WBFGB-

TV will operate on Ch. 11. The owner is Gable Broadcasting Co., operator of WBFG-AM, NBC's radio affiliate.

Mr. Hurst
Stockholders to Vote
On Emerson-Webster Merger

PROPOSED merger of Emerson Radio & Phonograph Corp. and Webster-Chicago Corp. hit a snag last week, with consolidation hinging on stockholders' meeting next Wednesday.

The proposal was held up by Martin C. Remer, president of Remer, Mitchell & Reitzel, Chicago investment house. He attacked the proposal as contrary to the best interests of all holders and called for proxies, to be used at the meeting this week when a vote will be taken. Directors of Emerson (radio-TV sets) and Webster (record-changers, wire recorders) have authorized the plan.

Proxy statement sent by merger proponents, including Benjamin Abrams, Emerson president, and R. F. Blash, head of Webster-Chicago, gives reasons for the merger. The principal objective, it was explained, is to combine both firms in a single company with larger resources and more diversified products.

The plan calls for Emerson to issue 337,500 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of one Emerson share for each full share of Webster-Chicago stock [B+T, Dec. 22, 1952].

'Double Rhombic' Antenna

SPECIAL "double rhombic antenna" which "reradiates" video impulses from a loftier position to a TV set antenna in mountainous areas, at a cost of only a few dollars, has been developed by Dr. Richard C. Webb, electronics engineer, and Col. Victor C. Huffsmith, assistant director of the Denver Research Institute of the U. of Denver.

The two university staff members developed the antenna, rhombic shaped and 200 ft. long, and placed it on a peak overlooking Col. Huffsmith's former mountain-top residence, where experienced trouble receiving TV signals on his set. Result was that not only Col. Huffsmith, but surrounding neighbors, reported better TV reception.

Instructions for building and installing the double-rhombic antenna, which the two report costs only a few dollars to build if the TV set owner is handy with tools, are available free from the Publications Office, Denver Research Institute, U. of Denver, Denver 10, Col.

Science Award to Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last Thursday was presented with the annual Engineering and Science Award of the Federation of Engineers Societies of the Drexel Institute of Technology for his pioneering work in radio and television.

The citation referred to Gen. Sarnoff's "epochal contributions to the development of the science and art of radio communications in all its phases, from its crude beginnings in the days of damped wave telegraphy to its culmination in the highly refined instruments of modern television."

Guthrie Transfers

FRED P. GUTHRIE, assistant vice president and Washington district manager of RCA Communications, transfers to the Washington office of the RCA Frequency Bureau on Feb. 1. He is succeeded as district manager by Stephen H. Simpson Jr., traffic engineer for RCA Communications at New York and for the past month assistant district manager in Washington. Mr. Guthrie has been with RCA for nearly 30 years and from 1923-28 was in charge of WRC Washington, now owned by NBC.

Edwin A. Nicholas Dies;
Was Mfr. Industry Leader

EDWIN AUGUST NICHOLAS, 59, former president of the Farnsworth Radio & Television Corp. and long-time leader in radio-TV-phonograph manufacturing, died Wednesday in Fort Wayne, Ind., after a four-months illness.

Mr. Nicholas served as president of Farnsworth from 1938 to 1949, and at one time was a member of the board. When he died, he was director of the patent contract department of International Telephone & Telegraph Corp., manufacturer of TV, radio and phonographs as well as other equipment. He joined IT&T when it absorbed Farnsworth in 1949.

He worked 14 years for RCA, joining the company in New York in 1924 as assistant to the vice president and general manager.

Gates Construction Plans

PLANS for erecting four new units on a seven-acre plot at Quincy, Ill., have been announced by Gates Radio Co., manufacturing engineers located in that city.

First of the four buildings is expected to be ready for occupancy sometime in April [B+T, Jan. 19]. This unit, exclusive of machinery or interior fittings, will cost about $225,000, according to P. S. Gates, company president.

GE Slide Projector Debuts

GENERAL Electric is introducing a new video dual slide projector with a single lens and controls which the company says simplify use of special effects. The narrow light beam of the one lens enables the unit to operate with one or two projectors grouped around a single film camera, GE says.

AP rewrite man Paul Gocke receives on-the-spot coverage from reporter participating in Presidential Inauguration parade, using lightweight microphone developed by RCA Victor for the U. S. Army Signal Corps.

New Recording Tape

RECORDING engineers, using a new magnetic tape, can either increase their output level without increasing distortion or reduce distortion, at present output levels, according to Minnesota Mining & Manufacturing Co. of St. Paul. The tape, trademarked "Scotch No. 120 High Output," is stated to produce at least 8 db more output at a given distortion level than any other magnetic tape over the entire range of the audio spectrum. It will have special significance in high quality recording fields, such as recording of symphonic and other types of music, it was explained.

PERSONNEL RELATIONS

SWG to Ask Repayment Plan
On Movie Films Let to TV

SCREEN Writers Guild will demand a repayment plan for writers on theatrical films released to television when negotiations open in mid-February for a new working contract with eight studio members of the Assn. of Motion Picture Producers.

The plan, already submitted to the studios, seeks an agreement similar to that with Alliance of Television Film Producers. By mutual agreement, however, that phase may be tabled and a plan worked out with each major studio when it enters TV film production, it was said.

Thus, SWG might negotiate immediately for a separate contract with Columbia Pictures, now producing the TV filmed Ford Theatre series through its subsidiary, Screen Gems Inc.

The guild's repayment plan for motion pictures released to TV, is understood, calls for the writers to receive a percentage of writing costs on the feature, with an average base pay figure per production set in negotiations.

Money thus derived through lease of the film to TV would go to the guild, which would determine the method of distribution among the writers.

Although there is no cutoff date in SWG's proposal comparable to the Aug. 1, 1948, date in Screen Actors Guild's agreement with the producers, one will be sought in the new negotiations.

SAG-Producers Stumble
On TV Film Re-Issue Clause

STUMBLING-BLOCK in the Screen Actors Guild-Film Producers' Assn. negotiations was reported last week to be the framing of a clause in the contract on payment for re-issue of TV film commercials. SAG's insistence upon this proposal led to the strike last December [B+T, Dec. 1, 1952].

As the producers and the union called a recess in the three-week-old talks last Wednesday in order to report to their respective groups, a joint statement was issued asserting "material progress has been made toward agreement on a collective bargaining contract covering rates and conditions in television film commercials."

Producers and SAG have agreed that advertising agencies will sign letters of adherence to a final contract. Agency representatives were observers at negotiation sessions.

BROADCASTING • TELECASTING
DRUG MERCHANDISING PLAN
COOPERATIVE plan with 100 drugstore members of the Pharmaceutical Society of Hartford County has been worked out by WCCC Hartford, Conn. Station is presenting an intensive radio campaign to promote pharmacy, the retail druggist and drug products. Plans offers drug and related advertisers close association on the air with the druggists and additional merchandising by guaranteeing placement of point-of-sale displays in all cooperating drug stores.

WIP'S 'FIRE ALARM'
NEW series of daily five-minute programs to make listeners more conscious of the serious damages of fire and methods by which fire can be prevented is being aired by WIP Philadelphia. plans in cooperation with Paul E. Hartenstein, deputy fire commissioner, Fire Alarm will concentrate on Philadelphia fire disasters and will be handled by Lt. J. E. Costello who has been with the fire department for 13 years.

POPULAR LAW SERIES
PROGRAM inaugurated last fall at WFOR Hattiesburg, Miss., has grown steadily until it is now one of the top shows in the area, station reports. Weekly broadcast titled You and the Law is presented in conjunction with Forrest County Bar Assn. Panel show highlights four lawyers each week and presents a topic of law in forum fashion. Letters and telephone questions are encouraged on the subject being discussed.

DIAPER PROMOTION
ONE diaper complete with safety pin, was distributed to the press last week as a reminder that the Mennen Co. had renewed its Oh Baby TV series and that the new set of films is in the process of being made. Grey Adv., N. Y., is the agency. The series is played on a regional basis.

WBBB FARM SHOW
NEW farm commentator at WBBB Burlington, N. C., is ex-Governor W. Kerr Scott. His program will be aired at 6:45 a.m. three days weekly, E. Z. Jones, station's manager, has related. The former governor was at one time state agricultural commissioner. Programs will originate in Mr. Scott's home and will be taped for a repeat during the noon hour.

WLTYN TO THE RESCUE
LOCAL Lynn, Mass., jeweler interested in selling trophies instead of usual jewelry items is off to a good start according to WLYN that city. Larry Shane, station sales representative, came up with a tailor-made idea for Blessington Jewelers with Trophy Time show, a five-minute sports program which extends an invitation to local sports organizations to send in news they think would be of interest. Reception the program has enjoyed, station says, will keep it on the air for many weeks to come.

WINNERS GET WASHERS
CONTEST, involving $72,000 in Bendix Tumble Action automatic washing machines, started Jan. 26 on Frank Hemingway news program, sponsored by Los Angeles Soap Co., L. A. (White King soap), on Don Lee Network. With 40 machines to be given away weekly for six weeks, contestants must in 25 words or less, complete the sentence, "For washing clothes and dishes I prefer White King's real soap sundays because..." and enclose the product's box top. All commercial time on the newscasts will be devoted to promoting the contest. Agency is Raymond R. Morgan Co., L. A.

CONTRACT CHART
A two-year contract chart for quick reckoning of contract periods on the 1953 and 1954 calendar has been distributed by S. W. Catewell Ltd., Toronto advertising agency and radio-TV producer. The chart operates on a slide basis, with start and end of contract periods from 1 to 52 weeks being aligned with dates on calendar.

KHF EXTENDS INVITATION
KHF Wichita, Kan., applicant for a television channel in that city, has sent out invitations to various clubs to hold one of their meetings in the station's new Television Workshop. Purpose of the offer is to help business and civic leaders familiarize themselves with the new medium. To date, eight groups in the city have accepted the KHF invitation.

MUSICAL EXCHANGE
FIRST exchange of classical music radio programs between KEAR San Mateo and the Japan Broadcasting Corp., on a monthly series begins Jan. 11 when KEAR presented the NHK Symphony. The exchange, effected through tape recordings flown to San Francisco from Tokyo, will be offset by recordings of the San Francisco Symphony which will be aired in Japan.

ATHLETIC TELECASTS
DIFFERENT Minnesota athlete will be honored each week on a new show which made its debut on KSTP-TV Minneapolis-St. Paul. Hall of Fame program will present high school, college, professional or amateur athletes who will be chosen by a board made up of representatives from all athletic fields. Biographical sketch of the athlete will be given along with films and telephoto pictures. Guests will also be interviewed by Jack Horner, m.c. Sponsor of the telecasts is Juster Brothers, Minneapolis clothier.

GROCERY PROMOTION
AS PART of its merchandising program, KSFO San Francisco has mailed over 3,500 promotion pieces to grocers in Northern California telling them that Superba products has begun a radio schedule on the station's Faye Stewart program. Station reports that this is the largest grocer's mailing list in the history of Bay Area radio. Included in the mailing was a letter from Faye Stewart assuring grocers of her best efforts on behalf of the product.

REED SHOW PROMOTION
PROMOTION piece plugging new WRC Washington personality Bob Reed has been sent to agencies and clients by the station. Mr. Reed airs a daily 6-9:30 a.m. show on the station. Piece features reprints from newspapers and trade publications announcing Mr. Reed's arrival in Washington in December 1952.
Advertisers


John W. Hubbell, vice president in charge of advertising, Simmons Co., N. Y., elected a director, replacing Prescott Bush, now U. S. Senator from Connecticut.

John L. Bradley, regional sales promotion manager, Benton & Bowles Inc., N. Y., to advertising staff, Kaiser Services, Oakland, Calif. (div. of Henry J. Kaiser Co.).

Lee Swanson, WGN-AM-TV Chicago, to Southwest Operated Hotels Inc., Chicago-Phoenix-Los Angeles, as sales promotion and advertising director.


W. H. Jeffery, general sales manager Philco International Corp., Toronto, named general manager, succeeded by L. B. Kirby, merchandising manager.


Agencies

Harvey N. Volkmar, account supervisor, Geyer Adv., N. Y., elected a vice president of agency.

Roy Alderman, vice president and member of board of directors, McCann-Erickson, N. Y., appointed manager of agency's Cincinnati office. He will succeed G. Lester Williams, who will rejoin New York office.

R. E. Eaton, treasurer, Henri, Hurst & McDonald Inc., Chicago, elected secretary in addition to present duties. J. W. Ream and J. C. Arnold, account executives, and J. J. Martin, agency director of research, elected vice presidents.

Cal J. McCarthy Jr., vice president, Ruthrauff & Ryan, N. Y., to Elliotting & Co., same city, as vice president and account executive.

George O'Leary, vice president at Simmonds & Simmonds, Chicago, to Frank E. Duggan Agency [B*T, Jan. 26] as executive vice president and account executive.

William Mullane elected vice president of Ruse & Urban Adv., Detroit.

Murray Getz and Alfred G. Skruda to Kamin Adv., Houston, as film director and art director, respectively.

Henry Frankel, formerly account executive with Jerry Fairbanks and Frederic W. Ziv Co., to Ruthrauff & Ryan, N. Y., as director of new programming and talent development.

Booker McClay, Los Angeles newspaperman, to Young & Rubicam Inc., Hollywood, on special promotion assignment for Gulf Oil Co. on NBC-TV Life of Riley.

Joe Leighton, radio-TV supervisor, J. Walter Thompson Co., L. A., has resigned.

Robert Bowerman, KPRC-TV Houston, to Boone & Cummings, same city, as head of radio-TV department.


Suzanne L. Mayer to copy staff, Maurie H. Orodener Adv., Phila.


Henry E. Montgomery, advertising department, American Mutual Liability Insurance Co., Phila., to copy staff, N. W. Ayer & Son, same city.

Arnold Johnson, network radio-TV sales service manager at NBC Chicago, to Needham, Louis & Brorby, Chicago, as radio and television facilities director.


Henry Lee Jr., art director-account executive, West-Marquis Inc., Portland, Ore., opens own creative advertising service at 1325 S. W. 13th Ave., that city.

Stations

Robert D. Thomas, commercial manager of WBNS-TV Columbus, elected to board of directors of Columbus Dispatch, licensee of WBNS-AM-TV.

Karl R. Hoffman elevated to vice president of WOR Buffalo in charge of TV planning and operations.

Kenneth W. Stowman, sales director, WPLF-TV Philadelphia, appointed general sales manager, WPLF-AM-TV.

John B. Riordan, to sales staff, KWK St. Louis.

Gene Miller to WSDC Marine City, Mich., as station manager.

Georgory T. Lincoln to New York sales staff, Crosley Bstg. Corp., Cincinnati, to handle TV accounts.

Tom Young, merchandising representative, WVEE Boston, transfers to station's local sales staff.


Richard F. Rose, commercial manager, WILE Cambridge, Ohio, to WJOJ Jamestown, N. Y., in same capacity, succeeding William Osmer, who enters industrial sales field. Peter Hanson,
sports director, WING Dayton, Ohio, to WJOC as news director.

Walter J. Smith, head of recording service, KYW Philadelphia, promoted to sales representative.

Georgory T. Lincoln to New York sales staff, Crosley Bestg. Corp., Cincinnati, to handle TV accounts.

Gene Sheld, assistant manager, WBBZ Ponta City, Okla., to sales staff, WKY Oklahoma City.

Dwight W. Whiting, sales manager, KTTV (TV) Hollywood, resigns to join TV film production and distribution firm, whose formation will be announced later.

James C. Cole, manager of WJER Dover, Ohio, to WPTV (TV) Duluth, as station and sales manager.

George A. Koehler, sales director WIFIL Philadelphia, appointed executive assistant to Roger W. Clipp, general manager.

Hugh R. Murchison, president-owner, KPOL Los Angeles, reelected to 12th term as president of board of Union Rescue Mission, that city.

Benton Paschall, vice president-general manager, WNOE New Orleans, named director of radio relations for Gov. Robert F. Kennon.

Clair Giles, business manager of WNAX Yankton, S. D., elected assistant treasurer of Cowles Bestg. Co.

Walter B. Haase, general manager, WDRC-AM-FM Hartford, named to publicity committees for Greater Hartford Red Cross and Symphony Society drives.

Eldon Durand appointed program director at WNOE New Orleans.

Paul Shumate appointed program director at WKRC-AM-TV Cincinnati.

John Speer, program director, WJEF Grand Rapids, Mich., to WKZO-AM-TV Kalamazoo, Mich., in same capacity.

Robert J. Barton appointed program director of WCMA Corinth, Miss., replacing Tom Weaver, called to active duty with U. S. Air Force.

Andy Fuller, publicity-promotion manager, and Helen L. Elias, head of public services, WTAG Worcester, Mass., appointed public affairs director and assistant program manager, respectively.

Arne G. Peterson, sports director, WCOW South St. Paul, Minn., selected as "outstanding young man of the year" by city's Junior Chamber of Commerce.

Larry Hogan to WMTR Morristown, N. J., announcing staff.

Norman Heffron, news director, KOTA Rapid City, S. D., to WCCO Minneapolis-St. Paul, on news staff.

William E. Sheehan, news staff, WDRC Hartford, Conn., to WIR Detroit in same capacity.

Bob Shannon, Hollywood free lance radio-TV announcer-actor, to KNXT (TV) that city, as staff announcer.

Charles B. Seward appointed film director at WFMY-TV Greensboro, N. C.

Tommy Rogers, head of network promotion, KTSW El Paso, to WBKY Lexington, Ky., as engineering supervisor.

Mert Cook, director of publicity, KFI Los Angeles, has resigned. Future plans will be announced.

Fred Walker, director of public affairs, WTTM Trenton, N. J., appointed public relations director of Mercer County Heart Fund.

Richard J. Winters, WINS New York publicity director, to N. Y. office of Crusade for Freedom as radio-TV publicity director.

Mary Shipp, Hollywood radio-TV actress and wife of Harry Ackerman, vice president in charge of CBS-TV network programs, that city, assigned role in Three Fellows Productions feature film, "Jennifer."

Howie Lund returns to WJW Cleveland as disc jockey.

Samuel Leve to WDSU-TV New Orleans, as scenic designer and lighting consultant.

Bill Whelan to WICC-TV Bridgeport, on news staff.

Chester Mahl to WFBR Baltimore, as music librarian.

Corwin Ridell, KTRH Houston, Tex., to KSEL Lubbock, as news caster and commentator.

Al Jarvis, star of KECA-TV Los Angeles Al Jarvis Show, adds duties on KFWB Hollywood as disc m.c. with seven times weekly three-hour program.

Gloria Saunders, who portrays "Dragon Lady" in Perry and the Pirates TV film series, assigned role in Columbia Pictures feature film, "Prisoners of the Casbah."


Jay Cook, Hollywood TV announcer, to KLAC-TV that city as host-m.c. on Man in the Black Hat, weekly two-hour mystery film package, and staff announcer.

Erv Parks, commercial manager, WMIS Natchez, Miss., father of boy, Jan. 20.

Robert Bennett, account executive, KTTV (TV) Hollywood, father of girl, Kelly Kathleen, Jan. 16.


Ira Cook, disc m.c. KMPC Hollywood, father of girl, Susan Ellen, Jan. 19.

David L. Waite, program manager, WFOR Hattiesburg, Miss., and Cleo Waite, formerly of KVSM San Mateo, parents of girl, Cynthia Gall, Jan. 8.

Lee Smith, program director, WENK Union City, Tenn., mother of boy, Jan. 19.

Representatives

Frank Gridley, ABC radio interruptions editor, appointed account executive with Headley-Reed Co.

WHY do more RADIO STATIONS* advertise in "SALES MANAGEMENT" than in any other magazine in the sales and advertising field?

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FEBRUARY 16

is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

Make sure your story is there, throughout twelve months of dog-eared use, when national advertisers and their agencies are choosing markets and media with the Survey's help.

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THE MAGAZINE OF MARKETING
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333 N. Michigan Avenue, Chicago 1, Ill.
15 East de la Guerra, P. O. Box 419
Santa Barbara, Calif.
* Includes Radio and TV—Measured by Lyndon Service.

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People

elected to board of directors on Radio Executives Club of New England, Boston, replacing H. V. Greene Jr., Weed & Co., who transfers to Weed's N. Y. office.

Dwight Reed, vice president of H-R Reps., Chicago, father of boy, John Marshall, Jan. 12.

Networks

Bak Reitzel, head of San Francisco sales office of Columbia Pacific Radio Network, transfers to New York as CPRN Eastern sales representative. He succeeds Bert S. West, who transfers to S. F. as manager of CBS Radio spot sales.

Thomas Lauer, assistant in network sales service, NBC Chicago, promoted to radio-TV sales service manager.

Edmund Beloin, radio and motion picture writer and producer, to NBC to create and produce TV programs for network. First assignment will be production of My Hero weekly film series starring Robert Cummings.

Dean Miller, M-G-M contract actor and former Cincinnati TV personality, signed by CBS-TV Hollywood to long-term contract as featured performer.

Bill Murray, sales representative for Colgate-Palmolive-Peet Co., to CBS Radio Spot Sales as account executive.

Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, elected director of Down Town Assn. of S. F. for 1953.

Harold D. Royston and Fred C. Shidel to engineering staff, NBC Hollywood from NBC Chicago.

William Hodapp, producer of NBC-TV's American Inventory program, named National TV chairman for ninth annual Sunday School Week April 13-19, sponsored by Laymen's National Committee.

Ben Grauer, NBC commentator, appointed chairman of radio-TV committee for 1953 New York campaign of Crusade for Freedom

Jody Gilbert, who portrays Rosa on CBS-AM-TV Life with Luigi, assigned role in Three Fellows Productions feature film, "Jennifer."

Anne Bove, press department, CBS Radio, Hollywood, and John Hahn, former professional baseball player, were married Jan. 24.

Gene Clark, program sales coordinator, Don Lee Network and KHJ Hollywood, father of girl, Christine Ruth, Jan. 10. James Ingram, continuity acceptance editor there, father of girl, Elizabeth Ann, Jan. 18.


Equipment

W. W. Cone appointed general manager of New Jersey division of Zenith Radio Corp. of N. Y. Headquarters are in Newark.

John J. McClay, chairman of Chase National Bank, N. Y., former U. S. High Commissioner in Germany, elected a director of AT&T.

Monte Cohen elected president of General Instrument Corp., radio, TV and electronic components manufacturers.

Harry Rigel to engineering staff, Insuline Corp. of America, Long Island City, N. Y.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., S. F., to Ampex Electric Corp., Redwood City, as application engineer.

Jay J. Greengard, formerly sales and advertising manager, Talk-A-Phone Co., Chicago, to Waldom Electronics Inc., same city, as general manager.


Sheffey F. Myers appointed advertising and sales promotion manager for radio-TV, Westinghouse Electric Corp., Sunbury, Pa.

Al Teachman, transmitter supervisor, WEEI-FM Boston, to Lincoln Labs., Mass., Institute of Technology, same city, as staff member.

Services

Seymour Moubner, public relations department, Pan American World Airways, S. F., to Frank Sullivan Assoc., that city (public relations firm), to handle radio-TV accounts.

Emily Ashe Banks, head of women's interest publicity for Crusade for Freedom and one-time director of public relations for Town Hall Inc. and America's Town Meeting of the Air, to Selvage, Lee & Chase, N. Y., public relations counseling organization.

Zean Kaufman, merchandising director, Philip Morris & Co., resigns to form own firm as consultant in merchandising and sales promotion in New York and Westport, Conn.

Robert W. Cowan, formerly creative art director at Anderson & Cairns Inc., N. Y., establishes organization devoted to consultant art direction and designing projects. Offices are at 32 E. 39th St., N. Y.

Program Services

William Hetherington, assistant art director, J. Walter Thompson Co., Cincinnati, appointed art director for Frederic W. Ziv Co.


Leslie G. Kenyon, former news editor, KDMO Carthage, Mo., assigned night manager of Kansas City UP bureau.

David Kaplan, 65, chief arranger for BMI, N. Y., died Jan. 14 at Memorial Hospital, N. Y.
Small Market TV Dominates MAB Meeting Discussions

Small market TV operators in Canada should get started soon before U. S. border stations wean away their market, Spence Caldwell, Toronto agency executive, tells MAB.

TELEVISION for the small market station featured the annual meeting of the Maritime Assn. of Broadcasters at Fort CANADA Cumberland Hotel, Amhurst, N. S., Jan. 26-27.

Promotion, sales and programming in Canadian Atlantic Coast provinces also were discussed in panel and business sessions under chairmanship of E. Finlay MacDonald, CFCH Halifax, and MAB president.

Broadcasters were brought up-to-date on developments in radio legislation and regulation by J. T. Allard, general manager of the Canadian Assn. of Broadcasters, Ottawa, who came direct from a meeting on new broadcast regulations with the board of governors of Canadian Broadcasting Corp.

Spence Caldwell, Toronto agency executive, said broadcasters should get into TV quickly before area audiences become accustomed to American border stations. In southern Ontario it has been found hard for Canadian TV stations to wean viewers from looking at U. S. stations. He suggested that whether or not broadcasters make money in TV or how soon they get into TV will depend on themselves and government and CBC regulations. Regulations can make it too tough to operate TV stations in small markets with little local talent available, he said. Mr. Caldwell said he believed stations can make a profit after a few years in small market TV if regulations are not too stringent. He felt a station could start out with an expenditure of $200,000 using a low-power transmitter in the center of the town and foregoing expensive camera chains. He urged that such stations pin profits back several years to build up studio equipment and facilities gradually. He felt there was sufficient program material in Canada and the U. S. if local talent was at a minimum.

TV also was discussed by Bill Byles, radio-TV director of Young & Rubican Ltd., Toronto, who analyzed TV’s effect on AM radio as seen from an agency executive’s viewpoint. Other speakers included Jack Davidson, Northern Broadcasting Co., Toronto, who talked on profitable small station operation; Ev Palmer, radio-TV director of McCann-Erickson Inc., Toronto; Gerald Redmond, CHNS Halifax, on sponsor problems, and Malcolm Nell, CFNB Fredericton, and chairman of CAB, who discussed the music copyright situation.

Brazil TV Future Seen Good

BRASIL soon will take its place among the key TV countries of the world, Carlos Lage, director of J. Walter Thompson AMERICA operation in Rio de Janeiro and Sao Paulo, has announced. He said that although TV was started only two years ago in Brazil, today there are two stations in Sao Paulo with a third due this spring, and one in Rio de Janeiro with the second due this fall. He also forecast extremely good TV set sales this year since some large manufacturers, such as Philco and RCA Victor, will produce them locally, thus bringing the retail price down.

Mr. Lage is in New York to find adaptable films, spots and movies and to study “live” television.

Combats Proposed Rules

A COLLECTION of editorials and letters from newspapers objecting to the proposed new Canadian CANADA Broadcasting Corp. program content regulations, has been distributed by the Canadian Assn. of Broadcasters, Ottawa. The editorials assert culture cannot be dictated by the government, and that the new regulations requiring stations to have 30% to 48% Canadian program content will not stop listeners from switching to American stations. Hearings on the regulations were held at Ottawa Jan. 23 (see story, next page).

UN Asked to Help Nations In TV Experimentation

UNITED Nations has been asked to furnish “advice, information and aid” to some 40 nations now experimenting with television because of wide interest in its educational, scientific and cultural uses.

UNITED NATIONS This was revealed in an informal report of the U. S. delegation to the seventh session of the General Conference of UNESCO, held in Paris late last month. It was made public by the U. S. National Commission for UNESCO.

The conference of the United Nations Educational, Scientific & Cultural Organization also adopted a resolution requesting its member states to encourage use of television.

The American delegation, headed by Howard H. Sargeant, then Assistant Secretary of State for Public Affairs, recommended fewer feature radio programs and films and more basic services, such as unedited film footage for TV and newsreel use, as well as radio facts sheets. UNESCO studies will concentrate on use of radio for education and freedom of information in 1953-54, the report said.

Morris S. Novik, public service radio consultant and president of WLJH New York who was a delegation member, and David Apter, UNESCO relations staff, State Dept., worked on mass communications and publications during the conference. Clearing house services of UNESCO Mass Communications will be continued for collection and dissemination of information on communications techniques.

The report was the first official account of proceedings by the national commission since the conference ended last Dec. 11.

Canada to Study CBC

CANADIAN GOVERNMENT has appointed a committee of members of parliament to investigate the Canadian Broadcasting Corp. and its regulations at the present session of parliament. The committee will include 26 members and is expected to be headed by W. A. Robinson, Liberal member for Simcoe East, who was chairman of the Parliamentary Radio Committee in 1950. The committee, if it follows past precedent, will also hear views from independent broadcasters and others interested.
Groups Seek Change In CBS Proposals

Stations want leeway in program content and spots; petition for revamp of new rules.

CANADIAN broadcasters, labor unions, provincial governments and other interested groups have pointed out to the board of governors of Canadian Broadcasting Corp. changes which they seek in the proposed new CBC regulations. At public hearings in Ottawa Jan. 23, regulations on politics and program content, with emphasis on personal, social and moral problems, were singled out for the most discussion.

Some persons testifying said the proposed regulation which would bar such programs as discussion of personal problems without CBC permission, could result in removal of religious, political and union programs from the air. After hearing the various speakers, A. D. Dunton, CBC board chairman, said the regulation would be reconsidered and redrafted; as there was no intention of barring religious programs and forum discussions. Mr. Dunton pointed out that the regulation had been proposed to forbid broadcasts by unqualified persons who claimed to solve any personal problem.

Canadian Assn. of Broadcasters presented the longest brief [B*T, Jan. 26], dealing largely with the right of radio to have as much freedom from regulations as other means of communication. It also dealt with individual proposed regulations. One, limiting four flash or spot announcements in a 15-minute period, was termed detrimental in case of public emergencies by J. T. Allard, CAB general manager. Mr. Dunton agreed with Mr. Allard, saying the regulation would be discussed with stations.

Commercially for such products as oil and mining stocks and patent medicines not approved by CBC or the Canadian health department were criticized also.

On the proposed regulations regarding program content, Mr. Dunton explained they were drafted to promote use of Canadian talent, and were aimed at the few Canadian stations which used their frequencies almost entirely to broadcast American programs. The proposal followed recommendations of the Massey Commission on Canadian talent. Language in the CAB brief on program content was debated, with Frank Ryan, CFRA Ottawa, saying, "It is not always best to give the listeners what they want." He suggested that stations and CBC cooperate in drawing up regulations on program content, test them for a year and then revise them.

Briefs by the Alberta provincial government, presented by Gordon E. Taylor, minister of railways and telephone, pointed to CBC "trends toward bureaucracy, encroachment on affairs of private stations and threats to fundamental freedoms." Proposed regulations restricting appeals for funds on the air were singled out by the Alberta government brief, which stated they exceeded the powers given CBC by the Canadian Parliament. Restrictions on dramatized, panel and forum political programs were also discussed.

**Tijuana Station**

XETV (TV) Tijuana, Mexico, serving Tijuana-San Diego market via vhf Ch 6, was to begin test operation with regular commercial commencement date not set. U. S. representative is Edward Petry Co.

MICROWAVE relay system linking CBLT (TV) Toronto with U. S. TV networks was inaugurated Jan. 19 at ceremonies attended by (l to r) E. L. Bushnell, assistant general manager of CBC; Fergus Mutrie, CBC TV director at Toronto; C. E. Watson, Bell Telephone's western area general manager, and R. C. Scrivener, Bell division manager at Toronto.

**Sets-in-Use Report Covers Canadian Cities, Markets**

THIRD and final 1952 report on sets-in-use has been issued for Canadian basic cities and for four major markets by Elliott Haynes Ltd., Toronto. It covers September, October, November and December. It gives figures for sets-in-use in hourly periods from 9 a.m. to 9 p.m., and for six days on daytime programs and seven days on evening programs for each month.

The report covers 24 cities where the survey firm takes monthly national program rating surveys. There is an individual breakdown for the Montreal-French and Montreal-English listeners, for Toronto, Winnipeg and Vancouver.

The average for all Canada, according to basic cities, shows 28% of sets-in-use at all hours during those four months. Daytime average for the period is 24.6% and for evening hours 35.1%.

**CBC Promotes Engineers**

THREE TOP executives in the engineering division of Canadian Broadcasting Corp. have been promoted. W. G. Richardson, CANADA transmission and development engineer, has been named assistant director of engineering. He has been with CBC and its predecessor since 1935, and attended many international radio conferences. J. E. Hayes, supervising engineer for CBC TV stations, has been promoted to chief engineer, succeeding J. A. Ouimet, who became CBC general manager on Jan. 1 (see Our Respects To, page 18). W. A. Nichols, with CBC since 1937, has been appointed acting assistant chief engineer.

**No Canada TV Bids at CBC**

NO APPLICATIONS for TV stations have been received yet by the Canadian Broadcasting Corp., according to A. D. Dunton, CBC chairman, speaking at the Jan. 22 public hearings of the CBC board for AM station applications in Ottawa. Mr. Dunton made the statement after announcement by Frank Ryan, CFRA Ottawa, Roy Hofsetter, CKWS Kington, and G. E. Taylor, CKUA Edmonton (non-commercial), that they had applied for TV licenses.

**Now at 620 Kilocycles for greater coverage throughout central Mississippi.**

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Revamping Radio Programming
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Radio Built This College
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Now, more than ever, your best buy in Pennsylvania's Third City and the rich Tri-State Area—Northwestern Pennsylvania, Western New York, and Northeastern Ohio. Write today for full particulars and availabilities.

The Erie Dispatch, Radio Station WIKK and Television Station WICU are under common ownership.

LAMB Enterprises INC.

New York Office—Hotel Barclay, 38 E. 48th St.—Home Office—100 Security Bldg., Toledo, OVo

National Representatives: WIKK—H.R. Co. WICU-TV, WFGD—Headley-Reed Co. ERIE DISPATCH—Reynolds-Fitzgerald

WPOO—Avery-Kaibel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction
G-E CONSOLIDATES TV EQUIPMENT
IN MODERN, MINIATURE SYRACUSE STUDIO

Engineers Now Able to Demonstrate Equipment
Under Actual Operating Conditions in Complete,
Self-Sustaining Studio Capable of Programming.

A COMPLETE, miniature television studio has been established by General Electric in downtown Syracuse, N. Y., for the purpose of demonstration and instruction.

All of G-E's newest, most advanced TV equipment has been consolidated in this studio, allowing interested personnel from stations throughout the country to operate, examine, and learn about the technical operation, installation, and maintenance of General Electric television equipment under actual working conditions.

Studio Set-up

Lew Page, G-E field and application engineer, is responsible for the setting up of this studio. Page and his staff have divided the studio into four main parts. The first is a fully equipped control room where switching, special effects and operation of control panels can be demonstrated. Suggested arrangement of pieces of equipment in racks and their location is displayed.

The projection room is complete with a film camera channel, a slide projector, a Synchro-Lite film projector and G-E's two new, advanced mirror change-over designs.

In the studio proper, a live pick-up camera channel and the latest lighting arrangements with a master switchboard have been installed. The studio is set up for actual programming.

The whole studio is tastefully decorated and provision has been made for a conference room to discuss equipment from a technical standpoint.

It was set up in downtown Syracuse because it is more convenient both to the city's hotels and to the New York Central railroad station.

Seminars Planned

General Electric plans to hold a series of seminars during this year at its new TV studio for television broadcast personnel.

The plan is to invite TV station personnel, consulting engineers, station reps, educators and others to attend talks and discussions at the studio. They would also be allowed to inspect and to operate all of G-E's TV equipment in the studio.

Qualified engineers will be available to suggest arrangements, operation and maintenance of equipment. These men will be chosen from G-E's experienced engineering staff.

Engineers check control room equipment and demonstrate how studio can be used for actual programming. Studio includes complete lighting arrangement.

Lew Page, G-E field and application engineer responsible for consolidating modern, miniature studio, inspect a new General Electric Synchro-Lite Film Projector.
By Rufus Crater

**TELEVISION** is a fantastic liar, teeming with deceits and fabrications which its operators are gradually, thoughtfully—and fortunately for both telecaster and audience—elevating to the rank of a pure art form.

These deceptions are those of congenital necessity. They are illusion without which the scope and pliancy of live television production would be measurably limited or immeasurably more expensive, and probably both.

Representing a form of magic which enables the viewer to see what the producer wants him to see rather than what he actually exists, the hoodwinking devices and techniques used to perpetrate these illusions go under the uncolorful name of special effects. Like the motion picture industry before it, and radio in the area of sound effects, television is in constant search for new, easier, better and bigger ones.

**Network Organization**

CBS-TV has set up an ‘Effects Development Dept.’ which E. Carlton Winckler, production manager, Operations Dept., says is the only one of its kind among networks. Headed by Paul Wittig, the unit is given a technical crew and studios one day each week for testing and developing the effects ideas they dream up. At NBC-TV the job is done under the direction of James A. Glenn, manager of staging services and special effects, and Ray S. Lyon, supervisor of special effects. Charles Holden, program production manager, is in charge of effects developments of ABC-TV, and Al Hollander, production facilities manager, supervises work in this field for DuMont.

The need or eminent desirability of special effects can crop up often, and in varied forms, on almost any live TV program.

One of the basic needs is for background shots, both outdoor and indoor. Clean-shaven Cowboy is in frantic pursuit of Mustachioed Villain on horseback, for example through woods, field, and stream, fire and flood. The standard studio answer is provided by a rear-screen projector to flash appropriate moving background upon a screen, in front of which the actors, amid realistic foreground props and scenery, go through the proper motions to make it appear that they, not the background, are in action.

The moving background technique is an old one in the motion picture industry. In television, it is done with motion picture film or with a new device which CBS-TV in particular considers preferable: The panoramic slide.

This slide, containing the desired background pictures, may be of glass or plastic, and of any length desired. It is moved past the camera lens by a motor drive speed may be adjusted to fit the action demanded in the script. If the fleeing villain chooses to ‘stop’ to throw a frightened glance back at his pursuer, the slide is halted completely until he resumes flight.

The rear screen projector, with slides, is widely used for fixed background shots of all kinds. Boy and girl sitting on a studio bench become a pair of lovers in a flower garden when the garden scene is flashed onto the screen behind them. With the flick of a finger—the projectionist’s—they may be transported to any setting desired, merely by the substitution of the appropriate background on the screen.

The adaptability—and economy—of the rear projection screen in the art of illusion was demonstrated forcefully in a recent thriller on NBC-TV. A man was shown crawling at night across the ledge of a skyscraper, high above the city lights. It was a tense time, with every indication that the actors’ union was apt to lose a dues-paying member at any moment. In actuality the actor didn’t need to give a thought to life insurance. He was crawling across a ledge-like arrangement of boards not more than two feet off the studio floor. The city lights which gave the scene its illusory danger were background provided by a slide in the rear screen projector.

DuMont relies heavily upon rear screen projection in its use of special effects. On *Author Meets the Critics* for example, the background for the panel members is varied to show from time to time the jacket of the book under discussion, perhaps the author’s picture, a scene taken from the book, etc. On *Meet the Boss*, as another example, scenes related to the company whose official appearing is similar are similarly used.

**Split-Screen Trick**

ABC-TV created a split-screen technique—the insertion of a small picture in the corner of another picture—with the aid of a “mechanism” which cost exactly as much as a paper cup. Troubled by the problem of presenting a dancer above the shoulder of an actor, effects men came up with the idea of punching a tiny hole in a paper cup fitted over a camera lens. Thus the lens was blanked out except for the small portion behind the hole in the cup, which was trained on the dancer. A second camera was trained on the actor, and by superimposing the two pictures the desired effect was achieved.

Matting is another technique for effective TV trickery. In general terms, this involves miniatures of scenes, or “goboes,” through which the actors are shot in perspective, thus to show a man as though he were standing on an ornate stage, for instance, a miniature of stage-front and sides may be built and set before the camera. The actor is beyond, at a distance placing him, in the camera’s eye, in proper perspective to the “stage.” To the TV viewer he is on the stage—at imagine what saving in “stage” construction costs.

There also is the “matting amplifier,” an electronic device which can picture the subject in whatever size is desired and then insert it neatly into another picture, with remarkable results. Thus it was that CBS-TV
Here's rear screen projection in action. Projector at left throws image on screen behind man who is being shot by TV camera at right.

viewers were treated to a picture of a "tiny" man "inside" a refrigerator, wandering around among sponsored food products blown up to sizes which, in relation to his own seeming smallness, were tremendous, as befits sponsored products.

ABC-TV has developed a gadget called the "Flexitron" which distorts scenes electronically—and whose distortions can be controlled. (There also is a device whose unique function is to make things look normal.)

The Flexitron, like other distortion techniques in use, has a great variety of applications, many of which undoubtedly have not yet been thought of. It is used, for one thing, to give motion to the titles at the start of programs, and sometimes for transition scenes, and in comedy bits. It also can be used to give a man with a hangover the size and shape of head he thinks he has. For cases of extreme hangover or in other appropriate circumstances, it can make the head pulsate in extreme degrees.

**Shrinking Heads**

It also is possible, although this does not require the services of a Flexitron, to make the head go away completely. This form of decapitation, which can be extended as far forward as desired calls for the head and/or body to be sheathed in tight-fitting black clothing, over which is donned conventional clothing with, say, bandage-like wrappings about the head and face. The man stands on a black floor in front of a black cloth, and as he peels down to his black hood and black union suit, presto, he disappears from TV view.

Prismatic lenses are used to give many weird, artistic, or merely unbelievable effects. They can multiply images up to eight times, make the multiple images revolve or stack up, turn scenes upside-down, "enable" actors to walk and dance on walls and ceiling. And there is a gadget which NBC-TV developed and calls the "Separatron", which causes objects to appear to jump from one spot to another while other objects in the same scene, superimposed from another camera, remain fixed. The combination of prismatic or inversion lenses and the Separatron could present viewers, it would seem, with the prospect of total frustration.

The device for making things appear normal is called the "Periscope Mirror" by CBS-TV. Its value is that, where persons and objects of diverse sizes and shapes are to be shown, it trains the lens at each from the angle best suited to it, avoiding foreshortening, etc., so that on the TV screen all are in correct proportion.

Representation of the elements on television has demanded much work and ingenuity. A TV rainstorm should not involve much water, for reasons which any janitorial assistant can understand. Genuine snow is notoriously hard to preserve under studio lights. And fire departments instinctively object to fires, even small ones, not to mention those of a size which would seem necessary to gut tenements, destroy ships, and denude mountains. But TV's gimmick-makers have these meteorology problems pretty well under control, including fires.

**How To Set Fires**

Fires have been a long headache. Synthetic fires may be produced with lightweight silk or nylon gauze cut into flame shapes and attached to a diffusion chamber containing lights and blower. "Real" but controllable fire-place fires may be made with "logs" constructed of stove-pipes covered with plaster and asbestos and kindled with alcohol-soaked asbestos. There is also the trick of placing, just below the camera lens, a rack holding containers of "canned heat," in which case it is necessary to add chemicals to provide telescopic flames.

CBS-TV officials claim to have a system which "gave the Fire Dept. heart trouble en masse" at first sight but nevertheless provides fireproof fire. It employs lacapodium, a material widely used by magicians and which has a low flash point, explodes with a bright light instead of a flame, and is so harmless, according to CBS-TV, that a person can stand in it and not be harmed.

**How To Make Rain**

For small rains, watering cans may be emptied in front of cameras. If much rain must fall, a sprayer system may be installed over the set, the water falling into a tank under the floorboards and then being recirculated to the overhead sprayer by a pump. Or dry rain may be created by rapid rotation of a drum to which is attached emery paper or a strip of glammie, a celluloid-like plastic woven into cloth; one camera picks up the rain-like appearance of the whirling drum and the image is superimposed on another pickup of the actual scene.

Snow is made in several ways—tiny bits of paper, bleached corn flakes, powdered ice, or a plastic spray, among others. Most of these have some drawbacks. CBS-TV claims to have worked out a realistic system by which "snow flakes"—granulated Cellojel—that will stick to clothing and even crunch underfoot may be made to float down gently or roar in like a blizzard, as desired.

ABC-TV uses yet another method of making snow—a fish bowl filled with water, into which Borax is dropped. The camera then shoots through the bowl, and the flakes give the illusion of snow. In an adaptation of this method, ABC-TV has "shot through" a fish bowl, complete with fish, to present complete "underwater" scenes.

Fog-making, another problem, appears to have been solved by, among other approaches, the use of machines which atomize mineral oil, vaporize it with high heat, and then force it through a cold chamber and release it under low pressure. Aside from its fog-like appearance, this substance is said to be relatively easy to control with fans after its release—and to smell good, too. Or steam forced through dry ice may be used to produce a hovering kind of fog.

**Bong, Bong**

Gunshots are troublesome. The modern "blank" cartridge emits no smoke, and its roar will not be accepted—except as a puffff—by microphones. With the aid of the Winchester and Remington arms companies, however, "blanks" have been devised which make only a sharp finger snap noise in actuality but which to the home audience sound genuinely gunlike—and which, according to size, will emit any amount of smoke desired.

There are innumerable trick props—napkin containers which explode, for example, typewriters whose carriages fly across the room, lamps which blow up, all on cue. The number of such tricks may well be limitless. No hidden strings, built-in springs, or other mechanical wizardry would suffice, however, when one network set out to picture a plate of tomato soup for a commercial. On the TV screen, it just didn't photograph the way delicious tomato soup should look. This seeming impasse was solved by strictly unmechanical ingenuity. A plate of split pea soup was substituted—made by the same sponsor, of course—and to audiences across the country it looked like tomato soup of the finest quality.
MEET THE TWIN CITIES' GREATEST LOAFERS!

But LAZY? Don't you believe it!

"Loaf" means something very different to the Holsum Bread Bakery of Minneapolis-St. Paul. Thanks to a precedent-setting series of 26 brand-new half-hour films, created expressly for television, these two hilarious fellows are busily selling bread all over this great Northwest market.

What's more... they're also selling Fords in San Francisco, Chevrolets in New York, Hoffman television sets on the Coast, Pfeiffer Beer in the Midwest... to mention only a few of the different local and regional advertisers already sponsoring this exclusive MCA-TV series in key television markets.

the ABBOTT & COSTELLO show

PRECEDENT-SETTING because...

for the FIRST TIME in television history, you—as a local or regional advertiser—can now display your products within the framework of powerful entertainment. Here's a caliber show with super audience pull and an effectiveness hitherto enjoyed only by the largest nationwide advertisers. NOW it can work for you—under your exclusive sponsorship in your own market!

For complete details about the TV-tailored Abbott & Costello films... including availability in your market, cost, and audition screenings... contact the nearest of these MCA-TV offices—

another advertising SHOWCASE by

NEW YORK: 188 Madison Avenue—Phone 9-7500
CHICAGO: 48 North Michigan Ave—Phone 7-1100
BOSTON: 25 Newbury Street—Copley 5-8301
SAN FRANCISCO: 16 Montgomery Street—Examiner 2-8912
CLEVELAND: Union Commerce Bldg—Cleveland 1-4615
DALLAS: 2102 North Akard Street—Pioneer 7-5911
DETROIT: 1612 Book Tower—Oakland 7-5914
MINNEAPOLIS: Northwestern Bank Bldg—Linden 3-7601

February 2, 1953 • Page 79
If the audience is abandoning radio to turn to TV, perhaps it's because radio programming needs polishing. Within the past year WSB Atlanta has completely overhauled its product, from station breaks to programs, with measurable results. Stations elsewhere may want to try . . .

removing the rust

By Elmo Ellis

ALL OF US have been reading reams of crying copy about the sad state of radio and the dark future it faces. This somewhat exaggerated pessimism especially bothers me because I am one of those rare individuals who deserted television, after five years of pioneering, and returned to the mother medium some 13 months ago to attempt to pump new life into a fine radio station that—like so many others—had been neglected because of TV. I am happy to say that this radio station is today a stronger programming outlet and a better dollar-for-dollar advertising buy than it was before television ever entered the broadcasting field.

Coming back to radio after a lengthy absence gives one a keen, objective insight into the shortcomings and potentialities of the industry. I recommend a similar vacation and subsequent return to service for others in the radio business.

Staying Powerful

For what they are worth, here are some conclusions reached about radio and what it should do to maintain its powerful position in the fields of entertainment and information.

1. Neither daytime nor nighttime radio will die. A multitude of people is still waiting to be entertained by "good radio." But only a cockeyed optimist would blithely conclude that radio is now going through a competitive period from which it will emerge unscathed and unchanged. Radio is suffering from the assaults of TV and, like it or not, it is undergoing a transformation. The regrettable fact is that the staffs of numerous radio stations are letting circumstances alone reshape their future. In many operations, salesmen are doing the programming, program directors are doing traffic, and the manager is doing the worrying. Proper teamwork could remedy this hapless condition.

2. A stock of records and a turntable do not make a radio program (nor a radio station), even though many broadcasters persist in that belief. But the simple addition of a sound format, a good script and capable production will turn a record show into a listenable and salable commodity. In other words, ingenuity is more important than dollars in building sound radio policies, and every broadcaster (including network and agency moguls) should learn this basic lesson.

3. A program director can't sit high in an ivory tower and decide arbitrarily what listeners want to hear and what is best for them. Why not consult the audience? Advertisers and agency men may not like to hear this, but the fact is that listeners know more about what a station should put on than most sponsors. Besides, the average listener likes the idea of being asked his program preferences and he is quick to cooperate by giving his opinions. Progressive stations are proving it. WSB's dominance in the Atlanta market is a direct result of giving the audience what it wants.

4. You can't obtain radio response by reviving old programs and older personalities.

5. You can't prosper by simply riding the coat-tails of a network. This job has to be done by you in your own backyard.

6. You can't sneer an audience by imitating television or by presenting simulcasts.

7. You can't buy listeners by giving away autos and refrigerators or by hiring a Hollywood personality to headline on an otherwise dull and tasteless half-hour.

8. You can't build good shows with ad lib remarks (Godfrey's are rare); nor can you present good newscasts by merely teletyping off a teletype.

9. The future of radio does not lie in pursuance of the same programming methods that proved popular a decade or two ago.

The need now is to examine carefully just what radio has to offer the public—as compared with competitive media—and to develop a whole new concept of broadcasting. It can be done and it is being done in some quarters.

What radio is crying for is some logical reasoning about aural communication. Just as there has always been an audience for newspapers, magazines, movies, so will there be listeners receptive to "distinctive" radio. But radio must build its own destiny and start from the ground up. In broadcasting, too, it is "time for a change."

Face Lifting

At WSB we began a year ago to renovate our entire operation. Carefully but coldly we appraised our complete programming structure, analyzing methods and formats for every minute of the day. We discarded time-worn station identifications and began writing new ones on a daily basis, utilizing music, actors and sound effects. We startled housewives by putting in jokes, recipes, riddles and congratulatory announcements on station breaks. We changed sign-ons and sign-offs for shows; replaced musical themes; revised every sustaining format in the book and talked sponsors into making needed changes in their commercial programs.

Our motto was "we dare to be different," and listeners began calling and writing to tell us their reactions. Some were shocked. Some were displeased. Many were delighted. Best of all, local citizens got radio on their minds again. And to keep them interested we have busied ourselves ever since in creating new ideas that would attract those who never cared for radio and those who have strayed from it.

We haven't always aimed at the maximum audience, for in this vicinity, with a 50 kw station reaching out to far-flung rural areas, that would mean an overemphasis on farm fare, folk music and reli...
from radio programming

THIS looks like a big enough cast to present a full-length program, but it's really the production of a WSB station break. The Atlanta station emphasizes clever and show-wise station breaks to attract audiences. It's part of the general WSB overhaul.

But every program attempts to offer the listener compensations that are unobtainable elsewhere.

Suppose we consider specific examples of our efforts to "remove the rust" from radio. We started with the simplest devices. For 20 years it had always been, "WSB, the Voice of the South." We first added "Radio" to our name. Then in keeping with the industrial rebirth of Dixie, we decided to become, "Spokesman for the New South—WSB Radio, Atlanta."

Dozens of other slogans followed: "America's Radio-Active Station," and "Measuring our popularity with Geiger counters." Every week or two we changed station breaks, taking advantage of holidays ("Having nothing better to do, Washington chopped the cherry tree. Too bad he couldn't amuse himself by listening to WSB"); weather conditions ("You can cool off in the bathtub and still listen to WSB Radio"); and any topical subject that came to mind ("Make the seven-day test. Discover new listening pleasure on WSB Radio.").

One time we rounded up a group of persons from foreign countries and recorded station breaks in a variety of languages, including Japanese, Portuguese and French. And once for a two week period we used only rhyming breaks, while inviting listeners to send in their samples. We received hundreds like this: "Early or late, the programs are great on WSB Radio."

In our efforts to hypo programs and revive their "pulse," we went directly to the people and asked them to write us, "What I want from radio." More than 5,000 replied, and their likes and dislikes brought about important changes. We noted a surprising sentiment for classical music, so we increased this type of program from 5 to 14 hours a week. At the opposite end of the musical pole, we uncovered a terrific demand for gospel music, a type distinctly different from hillbilly tunes. Today we have 11 gospel music periods a week, whereas a year ago we had none.

On occasion we have opened blocks of time, one to three hours in length, and invited listeners to phone their choice of six different program types available to them. The response has always been splendid, with thousands rushing to express a preference.

Research projects like these have supported our theory that radio's future rests not alone on news, music and mysteries, but also on any program that promotes a close relationship between itself and the average listener. Based on that premise, here are some shows we have developed.

You Name It challenges the audience to ask for anything from the world of recorded sound. Letters from 38 states have requested everything from the sound track of a 1937 western movie to the buzzing of a butterfly's wings. All have been answered with one exception. A practical joke in Des Moines asked for a giraffe's mating call, but the local zoo reported that giraffes are silent.

Hostess Party

Around Town originates daily in the living room of some Atlanta housewife. The hostess provides the guests and the station provides the quiz-party.

Answer Me This airs answers to any informational question, regardless of how tough it might be. The research department of the Atlanta Public Library cooperates on this one. This show not only made radio listeners but the library director, John Settelmayer, says it increased his book withdrawals 25% over the previous year.

Dateline Georgia and Views of the News cover local news by tape recorder and feature the voices that are of greatest interest to listeners—their own.

The Pastor's Study answers phone calls from persons with religious problems.

With such offerings we feel that our station is bringing radio to the people and the people to radio in a simple but effective manner that television can't touch.

Every program director might do well to examine closely his activities and ask these pertinent questions:

1. Are you playing the music your audience wants? Our close study of music has led us to play not what disc jockeys prefer, but what we have reason to believe listeners want at specific times. Every music show is built around an idea and the tunes are picked at least a day ahead of airing.

For example, Listen Ladies is a daily half-hour, featuring sweet music. But what makes the show different is an appeal to
the individual's desire and willingness to participate on the program. Our method is a simple series of yes-no and true-false games, which anyone can play with a postal card and a pencil. The first ten shows drew 3,148 entries, indicating that radio "ain't dead by a long shot."

2. Give proper emphasis on your newscasts? At a time of general re- treatment, we have increased our news staff and revised news formats, to provide multiple voices for better news coverage, special sound and musical effects (a dusty, lunch-time whistle toots the introduction to our "News Briefs" a carefully-integrated version of commercials. We cover beats, augment stories by phone, and spice up newscasts with interviews and locally-taped features.

3. Are you getting full benefit from radio's flexibility? Tapes and telephone lines give radio a big advantage of ease and speed over TV. We make full use of our direct reports from weather stations, Georgia farms and agricultural schools, the city hall and state capitol. Thanks also to tape, we have been able to block-program on an extensive scale, and to build first-rate features like "Calling All Cars," an on-the-spot traffic safety series, and "Guard Report," weekly visits to military encampments around the state.

4. Are you selling radio short on glamor? There's still a lot of potential magic in words and voices. We attempt to sprinkle a bit of star dust over our phrases: "Deep in the heart of Dixie" and "Broadcasting from high above historic Peachtree street," and in programs: "Atlanta Calling America" and "Singing Time in Dixie.

5. Do you encourage steady listening? It may seem a small point to emphasize, but our station never says goodbye to us. We hope our listeners to stay with us for many hours, during the day and night. (Five days a week we broadcast around the clock). Consequently, we conclude our show, not with an adios, but with a reminder to stay tuned for the next program following on the 750 spot. Never mentioning the program that is to follow, we prepare for our announcers intriguing teaser lines. If the succeeding show is a popular record program, the announcer might end with something like: "Listen to the most popular song in America. It'll be played on the Music Room, coming up next on WSB Radio."

6. Do you promote and publicize your programs? No radio station should overlook the many ways it can publicize and promote its service other than over the air. At WSB Radio we frequently phone listeners at random, to remind them of special programs coming their way. And we write numerous letters to persons whom we feel might be interested in special musical, dramatic or discussion programs. We also keep our eyes and ears open for stories that will make the daily papers and the trade press.

And, of course, we are always looking for new ways to promote our attractions on the air. One gimmick we have used successfully is to reverse the usual procedure of ballyhoo-ing shows in advance of their air-

ing. We produced a series of dramatic spots, each of which was aired the day following a particular broadcast. The actors talked about how much they enjoyed the program and the listener was urged to catch the next program in the series coming up the following week.

It's all part of a coordinated effort that a station must make if it is to ride out the competitive storm successfully.

Many radio men no doubt wonder whether it's worth the effort to try revamping a radio station's operation. I contend that if changes—even in station breaks—will make listeners talk about you and listen to you, then the end result justifies the work. And if you're wondering where you'll find the manpower and the original ideas, you might be surprised to discover the quantity and quality of constructive help forthcoming from staff members if the welcome mat is put out for their thoughts and assistance. We have tapped the reservoir and found that it does not run dry, but has continued to well up with innovations.

The end result is the important factor in any revamping operation, and for the record, here's what we've accomplished at WSB Radio. Today, one year after our revolution started, our audience is bigger and more responsive (latest audience surveys give us 27 of the 30 top rated radio shows in Atlanta), our staff is operating with increased efficiency and economy. And this section of the country—despite its three excellent TV stations—is once again becoming radio conscious. But the battle isn't over, and what's more, it'll never be. We're awake to the fact that radio has entered a new competitive era, and the future rests with those who get up and go.

---

Profit-sharing pays off for KITE

EVERYBODY's a boss at KITE San Antonio, spurred by a profit-sharing plan that keeps the staff on its toes, induces contented cooperation and pays at the exchequer.

Last year the station's unique plan meant as much as six or seven weeks' extra pay to some of the older KITE employees. Profits are shared on a unit basis, with both seniority and salary as factors. Newcomers must have three months' experience on a fulltime basis before they become eligible.

As the workload indicates, salesmen become reporters, copy writers become newswriters and anyone is likely to go on the air with part of the story when something of bulletin importance breaks in San Antonio. Thus everyone is trained to function as part of the news department.

The principle, of course, is that everyone jumps in to do whatever has to be done. When an employee's birthday falls on a work day, the employee stays home and has a good time—with pay. A monthly cost-of-living check is based on the Labor Dept. index and there's hospitalization insurance, also, with KITE picking up most of the check.

Every employee is an efficiency expert. When office space became available next to the studios, the staff made a proposition to the front office: Rent the space and furnish a coffee bar; the staff will buy its own snacks and save the time normally spent in catching a cup of coffee at a nearby cafe.

Staff members donate a dollar a month for flowers and gifts, with money left over for station parties—a staff party for the front office, and another one vice versa. It's not socialism, but capitalism at its best, the staff believes. Since it means no profit sharing if there's no station profit, the employees are interested in KITE's business welfare. Their own committee administers the profit-sharing.

Does it pay? The management last Jan. 1 changed from individual ownership by President Charles W. Balthrop to a corporation, with 10% of stock earmarked for employees.

STAFF COMMITTEE at KITE San Antonio administers station's profit-sharing plan. Left to right: Stan Nelson, production director; Robert Ferria, announcer; Pearl Brewer, office manager; Caesar Castigliano, engineer; John Siercovich, chief engineer.
Want to sample thrills thousands of miles away—
make back-at-home armchair viewers pick up and GO? Want to do all this
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Monica Blvd., Hollywood 38, California.
More than 900 youths and adults are getting college training in Traverse City because a broadcaster did something about the lack of higher education in the region.

By Harold Hopkins

A SHIRT-SLEEVED crusade, inspired and led by a public-spirited Michigan broadcaster, has brought higher education to the northwest part of Michigan's Lower Peninsula, giving that region's youth a chance they would not otherwise have had to go to college.

Watching the fruition of his efforts since 1941 to give his community and the surrounding area an educational institution of which they can be proud is mild-appearing, 41-year-old broadcaster Les Biederman, president and general manager of Northwestern Broadcasting Co., licensee of WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all in the north Michigan area.

Last Thursday tribute was paid to Mr. Biederman's successful efforts by Cedric Foster, MBS commentator, who described to his nationwide audience the feat by the broadcaster and his community in establishing their own college. Mr. Foster originated his program from WTCM studios, spending more than half of the quarter-hour in praise of the community efforts.

Today some 150 students—and 760 adult night students—are enrolled in the new Northwestern Michigan College, which opened in September 1951 in temporary quarters at the Traverse City airport. And just over a mile from the center of town a group of three new buildings are going up on a 150-acre wooded tract as the first unit in an ambitious project designed eventually to accommodate 3,000 students.

One day back in February 1941, Mr. Biederman called a group of Traverse City's businessmen into his office. He was building WTCM in that city after organizing Midwestern Broadcasting Co. in 1939 and receiving his FCC permit in 1940.

Philadelphia-born Mr. Biederman, who had come west to look for a place to build his station, had selected Traverse City. After a survey looking over the area's possibilities, he was appalled at the lack of educational opportunities.

A large part of the youth in the five-county area around Traverse City couldn't afford to go downstate or upstate to college, he told the businessmen. And when they do go, he added, they don't come back.

He talked eloquently on a sore subject: There was no college in the whole north part of Michigan's Lower Peninsula, while the rest of the state—especially in southern Michigan—was dotted with colleges and universities.

The group listened and decided to do something about it. A series of four meetings was held. Then Pearl Harbor.

That ended it for the time, but after the war Mr. Biederman was back at the old stand. Then four years ago he was elected to the board of Traverse City's Chamber of Commerce, and at his own request was made chairman of a committee to establish a college in the city.

An outgrowth of the committee was Educational Fund Inc., which was organized about June 1951. Mr. Biederman was elected president, a job he still holds. He and the four other charter members immediately set out to raise funds to build a college at Traverse City.

Mr. Biederman and Educational Fund set as their goal the raising of $100,000 for initial establishment of the college. Individuals, firms and organizations were asked to contribute $100 each, for which they would become members of the college Founders Fund, with their names perpetuated on a bronze plaque on the campus.

The drive brought in $40,000 which was spent on school equipment and real estate. Most of the contributions came from the five-county area, but much came from unexpected sources. Frank Isbey, a Detroit businessman, gave $2,500.

WTCM entered the campaign "with every
LEIS BIEDERMAN

technique we know of, according to Mr. Biederman. The station gave honorable mention to contributors, ran announcements on meetings of groups who organized drives of their own. Announcements of the courses available at the college were made, including those for adults. Meetings were held in the station's studios and the station's secretarial staff was used to take care of correspondence necessary to the campaign.

But most of all, Mr. Biederman's energies were used in addressing groups. Besides presiding at Educational Fund meetings, he talked to civic, church, patriotic, business, and government groups. He estimates he has attended 400 meetings on behalf of the college, including addresses to 42 of the 62 village boards in the five-county area.

Mr. Biederman isn't the only broadcaster in the act. Foundation Fund members include WLAV Grand Rapids and WKMH Dearborn, while scholarships have been created by WKMH, WTCM, WSAM Saginaw and WBCK Battle Creek. Other stations also are considering creation of scholarships, Mr. Biederman says.

The college was scheduled to open in September 1951 and first classes were planned in a building at the Traverse City airport jointly owned by the city and Civil Aeronautics Administration.

The building was in need of repairs, so WTCM aired a call for volunteers. Some 218 responded—electricians, plumbers, painters, carpenters, and just plain people who helped the tradesmen—all giving their work free.

The school opened with an enrollment of 72 freshmen and a faculty of eight. Enrollment has climbed since then, and today there are 150 students and 760 adult night students, of whom 100 are taking college credit courses, with a day faculty of 15 and a night faculty of 65.

At present Educational Fund Inc. is in the midst of a drive to collect $150,000 of which $122,000 will be used to pay for the new buildings and the rest to finance deficits. The first building unit is being constructed of war assets materials bought from the Federal Security Administration. The

From where I sit, by Joe Marsh

Just a Little "Outdated"

Back in December we sent out our yearly calendar. It listed the last date for renewing drivers' licenses, and things like the dates for registering to vote, when the hunting and fishing seasons open—even suggested you note down the wife's birthday, too.

I figured dates like these were important to keep in mind—and this was a good way to do it. Unfortunately, it now turns out I never really paid close attention to my own calendar!

Not 'til today that is—so here I am, not able to drive the car this weekend until I get my driver's license renewed on Monday!

From where I sit, I guess good advice, like charity, should begin at home. I'm always advising all of you to worry less about your neighbors (what they do, or say, and whether or not they should enjoy a temperate glass of beer) and pay more attention to whether you yourself are doing the right thing. Guess I'll "make a note" to follow my own formula!

Joe Marsh

(Continued on Page 89)
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"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in service. We can't afford to take any other attitude. We've bought program time all over the country, and those programs must be filled.

"We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is DEPENDABLE.

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"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments—especially when being shuttled between stations—is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express—in more ways than one!"
Broadcasting

with

planners expect eventually accreditation expected later. The Traverse Educational Fund's board -all civic leaders, also praise our efforts at educational meetings all over the state. They realize we are building a great college here—not a piddling little thing.”

Mr. Biederman and his fellows are getting attention from higher up, too. Gov. G. Mennen Williams recently has been considering a resolution to be submitted for adoption by the state legislature commending the college-building group and the community.
And in June 1952, the U. of Michigan, in recognition of Mr. Biederman's contribution to his community’s youth, made him an honorary alumnus.

MBS commentator Foster, who spent two days in Traverse City and addressed the student body of the new college, said on his Thursday broadcast that the efforts by Mr. Biederman and his community are “typically American.”

Mr. Biederman, whose formal education extended only to the eighth grade, sees the whole program as one of a community helping itself. He believes the Traverse City educational venture will become one of the area’s cornerstones, “because it was established by the people, because enrollment is growing” and because the pioneering educational enterprise “will keep our youngsters at home.”

Northwestern Michigan College Choir

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FEBRUARY 16 is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

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February 2, 1953 • Page 89
98% of all U.S. TV stations use Houston-Fearless equipment

**Smother Better Shows**

are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort ... and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.
NEW N. Y. STUDY RELEASED BY NAEB

Increase in drama programs is noted in a survey prepared by Dr. Dallas W. Smythe. This type show in 1953 represents 47% of total time, it is claimed. Acts and threats of violence portrayed in drama are increasing steadily, according to the report.

STEADY increase in crime drama on television was noted in the third in a series of annual content analyses of New York area video programs by Dr. Dallas W. Smythe, director of studies, National Assn. of Educational Broadcasters [B+T, Jan. 26].

The study, conducted for NAEB, and announced Jan. 24, utilized 56 monitors drawn from Columbia U. and New York U. graduate students. The 1952 and 1953 surveys were financed by the Ford Foundation’s Fund for Adult Education, which underwrote a similar study in the Chicago area [B+T, Jan. 19].

In book form under the title, “New York Television,” the NAEB study incorporates results of programs broadcast by seven New York area stations the week of Jan. 4-10, plus a report analyzing data obtained in the comparable weeks of 1951-52.

Later Report Coming
NAEB said a later report will be issued, analyzing the study in detail and placing particular emphasis on “certain aspects of stereotyping in character portrayal in drama produced for television broadcast.”

The study highlights a continuing increase in the amount of drama, led by crime drama, on TV. Acts and threats of violence (excluding sports, news, weather, public issues and public events) rose from 2,970 in the week in 1952 to 3,539 in the week in 1953, the report states.

“This is an increase of 19%,” the study commented. “The number of acts and threats of violence in the children-hours rose by 10% from 1,278 to 1,412. In the remaining time segments, they increased by 24% from 1,692 to 2,127.”

Drama programs in 1953 represented 47% of the total time as compared with 42.4% in 1952, NAEB pointed out. News programs increased from 5.9% in 1952 to 6.6% in 1953; cooking, 2% to 2.8%; personal care from 5% to 8%; religion, 1% to 1.7% and pre-school entertainment, .1% to .5%.

The study included the following New York area stations: WCBS-TV, WNB (TV), WAD (TV), WIZ-TV, WOR-TV, WPIX (TV), all New York, and WATV (TV) Newark.

The report on the first two years’ studies was written by Dr. Smythe and contains an introduction by Prof. Robert K. Merton of Columbia U.

**TV, Films Seen as Solution To Teacher Shortage**

USE of educational television and instructional films to take over some of the classroom teacher’s functions during the current teacher shortage was recommended last week in the annual report of the Educational Testing Service, Princeton, N. J.

Dr. Henry Chauncey, president of the nonprofit group which develops and conducts test programs for educational and professional organizations, reported there is a shortage of 52,000 teachers in the U.S. With use of educational TV and films, he said, “it becomes possible to utilize the teacher’s time and abilities more effectively, to provide more individualized instruction and to make teaching more attractive and challenging.” He suggested reorganization of elementary techniques, with pupils and classes divided into “separate and more homogeneous groups.”

“With suitable scheduling of films and TV class discussions, workbench and project lessons,” Dr. Chauncey said, “the teacher is free to concentrate on his role as discussion leader, counselor, guide and mentor in the fullest sense.”

**U. of Miami to Use WGBS-FM**

WGBS-AM-FM Miami, Fla., has made its FM transmitter available to the U. of Miami for broadcast of the institution’s special events, according to a new plan which has been announced. WGBS will continue FM duplication of its AM programs when the university is not using the transmitter.

**NSSR Offers Courses**

SPRING term of the New School for Social Research, 66 W. 12th St., New York 11, which begins Feb. 9, will offer eight courses and workshops in public relations and nine in communications. Qualifying students may earn a certificate or a degree in public relations, the school reports. Among the courses is one on international communications and one on international broadcasting and television by Dr. Arno Huth.
**FOR THE RECORD**

**New Grantees' Commencement Target Dates**

3 On the air, operating commercially * Educational permittees

HERE are post-TV 211 grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and the national representative, where signed, are given.

**LISTED BY CITY ALPHABET**

**MILESTONES**

- To MARK start of its 27th year of operation, WSIX Nashville, Tenn., signed a contract with local National Furniture Store for three across-the-board quarter-hour strips of local programming, all representing new business for the station and a new advertising policy for the store, according to Jim McKinney, WSIX program director.

- CELEBRATING its 20th year on the air last Friday was The Lone Ranger (ABC radio, Mon.-Wed.-Fri., 7:30-8 p.m. EST). Program is sponsored in 40 states by General Mills and in eight southern states by American Bakers.

- SPECIAL anniversary dinner preceded the silver jubilee (25th) air celebration of Chapel Echoes on WICC Bridgeport, Conn., Jan. 18. Program was extended from usual half-hour to 60 minutes.

KOIN Portland, Ore.'s president, Howard Lane (1), pins Robert Hartzog, control room supervisor, and Board Chairman Ted Gamble congratulates Clyde Phillips (r), secretary-treasurer, for 20 years with the station in "10-20 Year Club" ceremonies. Honored for 10 years service were (not shown) Frances Pozzi, Margaret Mason and Gladys Johnson, orchestra musicians; Neck Taylor and Art White, technicians, and Ron Rule, announcer.

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KOIN Portland, Ore.'s president, Howard Lane (1), pins Robert Hartzog, control room supervisor, and Board Chairman Ted Gamble congratulates Clyde Phillips (r), secretary-treasurer, for 20 years with the station in "10-20 Year Club" ceremonies. Honored for 10 years service were (not shown) Frances Pozzi, Margaret Mason and Gladys Johnson, orchestra musicians; Neck Taylor and Art White, technicians, and Ron Rule, announcer.
New TV Stations... Actions by FCC

Northampton, Mass.—Regional TV Corp. Granted uhf Ch. 36 (602-609 mc); ERP 21.5 kw visual, 11.5 kw audio; antenna height above average terrain 950 ft., above ground 194 ft. Estimated construction cost $125,000, first year operating cost $185,000, revenue $185,000. Post Office address Holland, Big Spring, Mass. Studio location Main and Center Streets. Transmitter location on Mt. Tom. Geographic coordinates 42° 14' N., 73° 4' W., 93 ft., above ground 174 ft. Antenna height above average terrain 330 ft., above ground 194 ft. Estimated construction cost $200,000, annual operating cost $200,000, revenue $200,000. Post Office address Pittsfield, Mass. Studio location Main and State Streets. Transmitter location on Mt. Greylock. Geographic coordinates 42° 28' N., 73° 20' W., 1484 ft., above ground 263 ft. Antenna height above average area 290 ft., above ground 465 ft. Estimated construction cost $200,000, first year operating cost $200,000, annual revenue $200,000. Post Office address St. Cloud, Minn.—Granite City Bldg. (WJON). Granted uhf Ch. 17 (174-180 mc); ERP 23 kw visual, 21 kw audio; antenna height above average terrain 430 ft., above ground 465 ft. Estimated construction cost $200,000, first year operating cost $200,000, annual revenue $200,000. Post Office address Lincoln Ave. SE, Des Moines. Transmitter location 522 Lincoln Avenue SE. Geographic coordinates 41° 54' N., 93° 40' W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scheidel, Washington. Consulting engineer Charles B. Persons, Duluth, Minn.

Television Station Grants and Applications Since April 14, 1952

Grazts since July 11, 1952:

Commercial

VHF UHF Total

Educational

1953  133  138

Total Operating Stations in U. S.:

VHF UHF Total

1953  112  123

Applications filed since April 14, 1952:

Commercial on Air

New Amnd. VHF UHF Total

1953  89  401  490

Educational

1953  5  14  19

Total

1953  716  579  444  1,139

1 station did not specify channels.

Includes 250 already granted.

Processing on city priority G-A line has extended in city No. 158.

Processing on city priority Gr. B line has extended in city No. 158.

Principals include President Max H. Lavin (45%), Vice President & Secretary-Treasurer Roy H. Westman (10%), and Secretary-Treasurer Edward J. Westman (25%). City priority status: G-A, No. 176. Granted Jan. 31.


St. Cloud, Minn.—Granite City Bldg. (WJON). Granted uhf Ch. 17 (174-180 mc); ERP 23 kw visual, 21 kw audio; antenna height above average terrain 430 ft., above ground 465 ft. Estimated construction cost $200,000, first year operating cost $200,000, annual revenue $200,000. Post Office address Lincoln Ave. SE, Des Moines. Transmitter location 522 Lincoln Avenue SE. Geographic coordinates 41° 54' N., 93° 40' W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scheidel, Washington. Consulting engineer Charles B. Persons, Duluth, Minn.
Legal counsel J. E. Lambert, Washington, Con- 
suming counsel, and John Greer, Chicago, 
Principal. Principals include E. John Greer (50%)
and Robert A. Bartell (50%).


1981. Licensed concession.

President John H. Watkinson, Pine City, N. Y.

ERP 125 ft., antenna height above average 
terrain 875 ft. above ground 1850 ft. Grant 
area 107,000 acres, 10 percent of which is 
used for transmission.

The Archive and associated 
shed (home construction), new construction 
cost $275,000.

First year operating cost 87,000.

President J. H. Watkinson, Pine City, N. Y.

740 kHz, 1104 ft. above ground, 1000 ft. above 
sea level.

The Archive and associated 
shed (home construction), new construction 
cost $275,000.

First year operating cost 87,000.

President J. H. Watkinson, Pine City, N. Y.

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President J. H. Watkinson, Pine City, N. Y.

740 kHz, 1104 ft. above ground, 1000 ft. above 
sea level.
SOUTHERN

TOP NETWORK STATION

$125,000.00

A top network property showing consistent increases in gross and net profits. Located in a rapidly growing Southeastern market.

Appraisals • Negotiations • Financing

BLACKWELL-BALTIMORE COMPANY

WASHINGTON, D.C.

James W. Blackburn

Sterling 3-4341

CHICAGO

Ray V. Hamilton

Télévision Tower

SAN FRANCISCO

Lester M. Smith

Television Center

Delaware 7-2155

Exbrook 2-5672

Broadcasting • Telecasing

Hattiesburg, Miss. — Hattiesburg Television (WFOR and WHSY), vhf Ch. 9 (186-192 mc); ERP 12.5 kw visual, 5.8 kw audio; antenna height above average terrain 440 ft., above ground height 470 ft. Estimated construction cost $190,750, first year operating cost $137,600. Second year operating cost $110,000. Post office address P. O. Box 1063, Hattiesburg, Miss.

KUTA, Denver, Colo. — First license application. First location near intersection of West 7th St. and 28th Ave., at site of WFOR (AM) and WRFM (FM). Geographic coordinates 39° 29' 03" N., 104° 18' 06" W. Long. Transmitter and antenna R.C.A. Legal counsel W. E. James, Montgomery, Ala. Consulting engineer C. J. Sheftoisky, Montgomery, Ala. Principals include general partners Charles W. Heitz (1/5) 3/4 owner of WHSY Hattiesburg; Dave A. Matlin Jr. (1/5), 1/5 owner of WSHY, 1/5 owner of KUTA. Vice president of WAML, Miss., 1/5 owner of Daily Queen Company of manufacturing and sale of ice milk products and 1/5 owner of Fine Bros. (clothing store), Hattiesburg and Laurel; Charles Wright Jr. (1/5), owner of 100 out of 500 shares of WFOR and WRFM (FM) Hattiesburg, and Charles Wright Sr. (1/5), owner of 335 out of 500 shares of WFOR and WRFM (FM). City priority status: Gr. A-2, No. 173.

Sharon, Pa.—Sharon Herald-Best Co. (WPFC), vhf Ch. 39 (620-626 mc); ERP 15.5 kw visual, 1.75 kw audio; antenna height above average terrain 410 ft., above ground height 460 ft. Estimated construction cost $181,190, first year operating cost $117,600. Second year operating cost $95,000. Post office address E. 14th St. and Studio and transmitter location 900 Hillside Ave., Sharon, Pa. Geographic coordinates 41° 05' 08" N., 1° 18' 15" W. Long. Transmitter and antenna R.C.A. Legal counsel George S. Oddy, Sharon, Pa. Consulting engineer James M. Prince, Johnstown, Pa. Principals include President and General Manager, William M. Glacken, 5/32 owner of WFOR and WRFM (FM), and Ben Balmer, 1/32 owner of WFOR and WRFM (FM). City priority status: Gr. A-5, No. 259.

Minot, N. D. — North Dakota Bestco. (KCBJ) (resubmitted: earlier application for vhf Ch. 39 was dismissed by WFOR owner); vhf Ch. 13 (121-126 mc); ERP 9.8 kw visual, 1.4 kw audio; antenna height above average terrain 420 ft., above ground height 450 ft. Estimated construction cost $140,000, first year operating cost $95,000, revenue $124,000. Post office address P. O. Box 1080, Minot, N. D. and Studio and transmitter location on U. S. Highway 81, 1/2 mi. south of Minot city limits, at transmitter site of KCBJ (AM). Geographic coordinates 48° 11' 57" N., 101° 14' 27" W. Long. Transmitter and antenna R.C.A. Legal counsel George S. Oddy, Minot, N. D. Consulting engineer Donald P. Weiss, Minot, N. D. Principals include President, Gene W. Prince, 5/8 owner of KCBJ (AM), and Secretary Meldred Swenson Prince (2/8), with William H. Prince, Jr. (1/8). City priority status: Gr. A-2, No. 141.

St. Louis, Mo.—St. Louis Educational Television Commission, vhf Ch. 9 (186-192 mc); ERP 32 kw visual, 44 kw audio; antenna height above average terrain 640 ft., above ground height 685 ft. Estimated construction cost $250,000, first year operating cost $200,000, revenue $100,000. Post office address 500 State Street, St. Louis, Mo. Studio location on Washington University campus, transmitter location on Washington University campus. Legal counsel and Engineers: Boler & Prince, 36° 38' 16" N., 90° 14' 00" W. Long. Transmitter and antenna R.C.A. Legal counsel Martin, Peper & Martin; Consulting engineers: Fred O. Grimmwood & Co., St. Louis. Principals include James H. Compton, chancellor of Washington U.; Vice Chairman Raymond H. Witteoff, Cardaine Hat Co. (hat mfr.); St. Louis; and Mr. Peper. Mr. Peper & Martin, attorneys with Martin, Peper & Martin, St. Louis, 80% owner of Zero Investment (real estate holding). Mr. Louis Philip J. Hokey, superintendent of instruction, St. Louis Public Schools, and Very Rev. Paul C. Reintert, S. J., president of St. Louis University; and Mr. Louis Telecast. Thirteen trustees are appointed by a board through nominations made by chief executive officers of public and private school systems of St. Louis metropolitan area and universities within the area; from those nominated nine trustees will be made by St. Louis mayor and four by St. Louis County supervisors. Financial support is derived by principal school systems and two universities of metropolitan area. City priority number: not applicable to applicants for noncommercial, educational facilities.

Sedalia, Mo.—Milton J. Hinkle (KDRB) vhf Ch. 6 (65-71 mc); ERP 8.3 kw visual, 3.1 kw audio; antenna height above terrain 356 ft., above ground height 380 ft. Estimated construction cost $176,650, first year operating cost $100,000, revenue $125,000. Post office address c/o KDRB Sedalia, Mo. Studio and transmitter location on West Broadway at State Fair Blvd., at site of KDRB-AM-FM. Geographic coordinates 38° 26' 20" N., 93° 19' 15" W. Long. Transmitter and antenna R.C.A. Legal counsel Fisher, Martin, Braby & Brinkley, Kansas City, Mo. Priority status: not applicable to applicants for noncommercial, educational facilities.

Ottumwa, Iowa—Ottumwa Telecasting Corp., vhf Ch. 14 (470-476 mc); ERP 92.4 kw visual, 5.3 kw audio; antenna height above average terrain 400 ft., above ground height 430 ft. Estimated construction cost $181,190, first year operating cost $133,500, revenue $168,000. Post office address 250 North Court Road, Ottumwa, Iowa. Studio and transmitter located on 385 North Court Road. Geographic coordinates 41° 05' 08" N., 92° 24' 18" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington, D. C. Consulting engineer Claude L. Lohnes. Legal counsel and Engineers: Boler & Prince, Ottumwa, Iowa. Principals include President, Roy L. Prince (95%), 50% partner in Boler & Prince, 40% owner of Bcstg. No. 9, 50% owner of Bcstg. No. 15, and Secretary Merrel Swenson Prince (2%), with William O. Prince, Jr. (1%). City priority status: Gr. A-2, No. 141.

ALAN DALE

THE HILLTOPPERS

RUSSELL MORGAN

RENE HALL

TODD RHODES

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THE "MUST CRY AGAIN"
WHY do more RADIO STATIONS* advertise in "SALES MANAGEMENT" than in any other magazine in the sales and advertising field?

It's the same story year after year. SALES MANAGEMENT always leads. The one and only conclusion to this constant preference for SM is that radio and television stations believe this magazine does a better selling job for them.

Are you taking advantage of these big SALES MANAGEMENT "exclusives"? It's the only one of the sales-advertising magazines edited specifically for the man most concerned with markets and media—the Sales Executive. The only one that measures local markets...the week they're constructed the year. Only one to which both sales and advertising executives can turn for local market data. And the only one that offers radio and television stations a tie-in with statistical data about their own markets.

In fact, in the marketplace of your own magazine—"Broadcasting"—the retail sales figures for all states and counties are from SALES MANAGEMENT'S Survey of Buying Power.

Nowhere else can you get every month this combination of top advertising buyers and up-to-date local market statistics—plus editor's comments on radio and television's pay-off role in national advertisers' sales campaigns.

FEBRUARY 16

is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

Make sure your story is there, throughout twelve months of dog-eared use, when national advertisers and their agencies are choosing advertising media with the Survey's help.

SALES MANAGEMENT THE MAGAZINE OF MARKETING

386 Fourth Avenue, New York 16, 1. Y.
33 N. Michigan Avenue, Chicago 1, Ill.
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San Antonio, Calif.

* Includes Radio and TV—Measured by Lydon Service.
Soundcraft recording tape in the new TAPE-CHEST*  

RADIO-TELEVISION NOMINATIONS INVITED  
Deadline Feb. 9, 1953  
SEND ENTRIES TO:  
V. E. Bluedorn, Ex. Dir.  
Sigma Delta Chi  
35 E. Wacker Dr., Chicago 1  
ADDITIONAL DETAILS ON REQUEST  

February 2, 1953  

SOUNDCAST CORPORATION  
10 East 52 St., N. Y. 22, N. Y.  

*Pat. Applied For  

Radio-Television Advertising  


February 24  


March 16  


April 15  


Continued Without Date  

Duluth-Superior.—New TV, ch. 6. Examiner Herbert Sharpman.  

Sacramento, Calif.—New TV, separate hearings for chs. B, ch. 46 and ch. 49.  

Beaumont, Tex.—New TV, ch. 4. Examiner Anne Neal Hunting.  

March 16  


New Petitions...  

January 22  

St. Joseph Valley Bcstg. Corp. (WJVA), South Bend, Ind. License renewal and transfer of control (Dockets 10562 and 10565; BR-1877 and YTC-897). Motion filed by WJVA to strike exceptions.
Routine Roundup...

January 19 Applications

Licenses Renewed

Following petition for renewal of license:

KTLN Denver, Radio Station KTLN Inc. (BR-1808); 104.9 MHz-FM, 0.15 kW, West Broomfield Co., 9000 E. 41st Ave., West Broomfield, Colo., for 2 years, from Jan. 1, 1952, to Jan. 1, 1954.

January 23 Applications

Renewal of License

Following station requests renewal of license:

KCFR Boulder, Mont., Copper City Radio Co. (BR-2108), for five years, from Jan. 1, 1952, to Jan. 1, 1954.

January 26

WGAL-TV and Peoples Bestg. Co. (WLAN), Lancaster, Pa., and WBEN-TV and Peoples Bestg. Corp. (WTRG), Dubuque, Ia., for a period of 3 years, from Jan. 1, 1952, to Jan. 1, 1954; approval by FCC of these applications to make slight engineering changes.

January 27

Jefferson Amusement Co., Beaumont, Tex., and New TV, Ch. 4. (BPCT-1460)—Petition filed by Paul L. Grant, 2800 S. Waco Drive, Dallas, Tex. (Docket 10385, BPCT-630) in reply to Jan. 19 petition by A.J. Krali & Co., Inc. for FCC receiving distal renewal of Jefferson applications, which application was requested by FCC on Dec. 28, 1951.

Route Name

KJJO Apache, Ariz.-Auburn Bestg., Co.—Granted mod. license to change name from Yeston Sanford to James C. Sanford; to execute and deliver, on or before Jan. 1, 1952, to the Grantor, a deed, conveying a fee simple estate of 363.30 acres of land, more or less, in Maricopa County, Ariz., toFiled for Grant of Home at 20001-20099 Federal

January 24 Applications

Renewal of License

Following station requests renewal of license:


January 26 Decisions

BY COMMISSION EN BANC

Protest Dismissed

WLN (n/k WCCB) St. Louis, Mo., Alvino E. O’Konski—By memorandum opinion and order, dismissed protest filed by WAGU Inc. (BR-1801), licensee of WAGU Inc. (BR-1801) for Consolidated St. Louis Area, Mo., on Jan. 25, 1952, to FCC, seeking to require Storer to elect which one of its TV applications for a station, which was previously made by other applicants, who have had multiple requests pending which, all were granted, would give them more than the lawful five days to file protests of renewal and denial of application.

January 27

WAGL-TV and Peoples Bestg. Co. (WLAN), Lancaster, Pa., and WBEN-TV and Peoples Bestg. Corp. (WTRG), Dubuque, Ia., for a period of 3 years, from Jan. 1, 1952, to Jan. 1, 1954; approval by FCC of these applications to make slight engineering changes.

January 28

Establishment of Sec. 3.606 of TV rules respecting Pathoscope, N. Y. (Docket 10364)—Comments by WSGR Bestg. Corp., Inc. (WBSGR), 235 West Broad St., Washington, D. C., on Sec. 3.606 of TV rules respecting Pathoscope, N. Y. (Docket 10364), which application was filed by WSGR Bestg. Corp., Inc. (WBSGR), 235 West Broad St., Washington, D. C., on Jan. 25, 1952, for a period of 3 years, from Jan. 1, 1952, to Jan. 1, 1954.

January 29

WAGL-TV and Peoples Bestg. Co. (WLAN), Lancaster, Pa., and WBEN-TV and Peoples Bestg. Corp. (WTRG), Dubuque, Ia., for a period of 3 years, from Jan. 1, 1952, to Jan. 1, 1954; approval by FCC of these applications to make slight engineering changes.

January 30

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January 31

WAGL-TV and Peoples Bestg. Co. (WLAN), Lancaster, Pa., and WBEN-TV and Peoples Bestg. Corp. (WTRG), Dubuque, Ia., for a period of 3 years, from Jan. 1, 1952, to Jan. 1, 1954; approval by FCC of these applications to make slight engineering changes.
January 28 Decisions

Text of FCC Order
On Operator Rules and Remote Control

In the Matter of Amendment of Part 3 and Part 13 of the Rules and Regulations with respect to the licensed operator requirements of certain standard and FM broadcasting stations and for remote control operation of such stations.

REPORT AND ORDER
BY THE COMMISSION:

1. Commission Sterling not participating;

2. Commissioner Murrin concluding in the resultant bulletin that

On June 3, 1952, the Commission released a Notice of Proposed Rule Making in the subject matter setting forth the request of the National Association of Radio and Television Broadcasters (hereinafter called petitioner) for amendment of the Commission’s rules to permit:

(a) Persons holding restricted radiotelephone operator permits or higher class of licenses to transmit their operators to do many of the standard and FM broadcasting stations employing power of 10 kw or less;

(b) Remote control operation of such stations.

3. The amendments proposed by petitioner would provide for remote control affected to employ a minimum of one first-class operator as an operator, or technical supervisor, and, with the operator or technical supervisor, if required, to present the official radio operator permit to the FCC every year. No transfer of the permit is authorized until compliance with the rules as amended. The rule provides that the first-class operator is not required to be on call and reasonably available to fulfill his duties during regular program periods, but that the operator will only be on call and reasonably available to fulfill such duties during program periods; and

4. In support of the requested changes, petitioner argues that the regular duties of transmit operators could be performed by restricted permits, and major repairs would not result in any increase in outages or jeopardize the safety of the operation. It further contends that the technical reasons alone require that the Commission authorize the use of restricted permits, petitioner points out that the basic need for the change is also justified by significant economic reasons. It alleges that most small stations must operate with a limited staff, and that effective utilization of this staff demands that those performing the nominal duties of transmitting operators be able to do many of the other more important and more difficult jobs required if the station is to offer a desirable service to the public. Petitioner concludes that use of restricted operators, particularly in sparsely settled areas, would greatly enhance listener possibilities of obtaining a staff with qualifications more suited to stations’ needs. Also of concern in operation, it argues, is the use of restricted operators, who would increase the chances of survival of small stations. Where it is difficult for stations to expand their hours of service.

4. Approximately 2000 comments upon the proposal were received from the following sources: One of 1953 individuals, most of them operators; 5 national labor unions; 52 local labor union locals; 5 school boards, 166 individual staff members; 90 regional associations of broadcasters; 9 national association of broadcasters, 9 local associations of broadcasters and 9 community and in communities having no locally originated services, and 1 radio station to expand their hours of service.

5. In the Notice of Proposed Rule Making issued in these proceedings the Commission posed a number of relevant questions and requested comments on them, that the operators and management organizations supported the rule changes. However, not all of the comments submitted by the operators, operators’ organizations and trade schools were opposed to the requested amendments. Conversely, almost all of the comments from broadcasters and management organizations supported the requested amendments.

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10. Approximately 2000 comments upon the proposal were received from the following sources: One of 1953 individuals, most of them operators; 5 national labor unions; 52 local labor union locals; 5 school boards, 166 individual staff members; 90 regional associations of broadcasters; 9 national association of broadcasters, 9 local associations of broadcasters and 9 community and in communities having no locally originated services, and 1 radio station to expand their hours of service.

Upcoming Events

Feb. 5: Annual Awards Dinner of Academy of Television Arts and Sciences, Hotel Statler, Los Angeles.

Feb. 5-7: Southwestern L.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Day Convention of Study, Minn. and Northwest Radio News Assn., University Cam- pus, Minneapolis. Meetings and TV Workshop by same sponsors, at same place, broadcast.

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Chicago.


Broadcasting • Telecasting
must also observe numerous other matters and interpret what they see, hear and smell. The operators are the eyes and ears of the public. This position makes it clear why consideration of the safety of the operators is so important.

The Commission's views on the need for increased reliability are reflected in the various policies which it has followed. Thus, the concept of the so-called 'critically dependent' station, which has been so important in the development of the modern broadcasting industry, has been interpreted in a variety of ways. The Commission has taken the view that a station which transmits in a critical area, such as a city, should be considered to be critically dependent on the performance of its transmitting equipment. It has also been the practice to allow for additional time on the air for stations which operate in critical areas.

The Commission has recognized the importance of the safety of the operators of broadcasting stations. It has taken the view that the safety of the operators is a matter of public concern, and that the Commission has a responsibility to see that the safety of the operators is not impaired by any actions or policies which it adopts.

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VULCAN TOWER  
The Tower of Strength  
Fall Towers for Supporting Television Antennae  
Expanded facilities insure quick delivery  
Vulcan Tower Company  
PLANT:  
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P. O. Box 2467  
Phone 54-4441  
Washington, D. C. Office:  
3738 Kanawha St., N. W.  
Phone Emerson 2-8071
### Consulting Radio & Television Engineers

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<th>Name</th>
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<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N. W.</td>
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<td>JAMES C. McNARY</td>
<td>National Press Bldg., Wash., D. C.</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 7-2215</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
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<td>MILLARD M. GARRISON</td>
<td>1519 Connecticut Ave.</td>
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<td>JOHNN CREUTZ</td>
<td>Bldg. WASHINGTON, D. C.</td>
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<td>GEORGE P. ADAIR</td>
<td>Consulting Radio Engineers Quarter Century Professional Experience Radio-Television- Electronics-Communications 1610 Bve St., N. W., Wash., D. C. Executive 1-1126—Broadcast 1-3431 (Nights and holidays, Georgetown 1-1839)</td>
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<td>JOHN B. HEFFELFINGER</td>
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<td>GEORGE C. DAVIS</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>472 15th St., N. W.</td>
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<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 1211 Q St., N. W.</td>
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<td>WILLIAM E. BENNS, JR.</td>
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<td>RAYMOND M. WILMOTTE</td>
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<td>JAMES R. BIRD</td>
<td>Consulting Radio Engineer</td>
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**These Engineers... are among the foremost in their field**

**Qualified Engineering**: of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

**IF YOU DESIRE TO JOIN THESE ENGINEERS** in Professional card advertising contact Broadcasting or Telecasting National Press Bldg. Wash, D. C.

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Broadcasting • Telecasting  
February 2, 1953 • Page 101
Help Wanted

New Missouri station opportunities—all positions open except engineer. Send complete resume. Box 112, Clifton, Missouri.

Salesmen

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Must be hard working, have good sales background, and be established, and be able to sell $100,000 per year. Write or wire box 564S.

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000. Must make $100,000 in first year. Good compensation and opportunities. Write now. Box 562S, B.T.

Salesmen, young, aggressive, prefer New England. Good opportunity for $500 per week work with station. Application. Box 620S, B.T.

Wanted: Sales manager go-getter with experience. Salary and bonus. Excellent earning power. Must be steady and reliable. CBS midwest affiliate. Box 540S, B.T.

Opportunity unlimited to live wire 8 kw radio station in the southeast with a live wire salesman, whose ambition, energy and aggressive nature make him a top producer. Will have a drawing account of $100 to $125 a week against liberal commission. Salary $2,500 to $5,000. Salary plus $4.00 a word-$4.00 an hour. Perfect sales and service background. Must have a drawing account. Address your letter to Box 626S, B.T.

Salesman. $50. weekly salary plus 15% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 635S, B.T.

Salesmen: Here is the opportunity of a lifetime. Your earnings will be limited only by your ability. We are expanding our sales staff to handle our growth. Excellent opportunities for creative and hard-working men in top market locations. No limit. We hand you 3 thousand in billings to start. Top men only need apply. Box 708S, B.T.

KUDL, Kansas City on air about May 1 needs two top salesmen. $100 weekly guaranteed first six months. Much more for experienced men. Need personality, sales ability. You know what we want! Send details to HTPS, Texarkana, Texas.

Reliable, hard-hitting salesman and commercial manager wanted for WCRB Good Day, Waltham, Massachusetts.

Sales opportunity in desirable small market. WSMF, Litchfield, Illinois.

Announcers

Announcer-disc jockey with proven successful DJ experience. KFVS, affiliate. Need $850 per week to start. Gradually increase with good performance. Also need part-time afternoon, 5 to 9 p.m., show. Send resume. Box 630S, B.T.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, B.T.

Announcer. One who is also interested in part-time selling. Net affiliate in small east Tennessee city. Need $65 per week to start. Write details and send audition to Box 625S, B.T.

Announcer-engineer, first class ticket, for news and fill-in work. Excellent pay. Send background and tape. Midwest CBS affiliate. Box 641S, B.T.

Combination man with experience. Immediate opening. Box 633S, B.T.

Help Wanted—(Cont'd)

Regional Minnesota station wants sports announcer. Good salary. Chance to earn extra money. Apply first class license. KJAY, Hot Springs, Arkansas.

Announcer—newswoman. Daytime independent major metropolitan market east coast, looking for man who is strong on initiative. Salary plus bonus, excellent working conditions. Box 690S, B.T.

Comedy DJ, following, non-hesitant ad-lib. "$1,000 a week-"Q in-City of" KCBO, Seattle. Single preferred. Box 703S, B.T.

Progressive live wire KW daytime in eastern Pennsylvania needs mature voiced, experienced disc jockey who can do a first class record show and a good news cast. Only experienced, qualified announced will be considered. Must be top of his game. If qualified can also offer football play-by-play. Box 708S, B.T.

Announcer-engineer, immediate opening, excellent working conditions. Must be able to handle both radio and TV announcing and if you can produce we'll pay. Marvin Hull, KBNR, Hot Springs, Arkansas.


Pay good, if the announcer is good. Send photo, tape or disc. Program Director, KSCB, Liberal, Kansas.

Two experienced announcers wanted by new daytime music and news station. Disc jockey for $650 a month plus profit sharing plan for right men. Must be scholarly, enthusiastic and first class voiced. Send application and a letter of qualifications to station KVSP, Lubbock, Texas.


Morning and news announcer, Alhambra audio, photo, background. KXIK, Forest City, Arkansas.


Net station with application for TV needs staff announcer. $300.00 per month to good combination man. ABC station. 37 hour week, 1½ hour over. WVGV, Greenville, Alabama.

Staff announcer, strong on must shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.


Immediate opening announcer-engineer. NCEF. $70 to $80. NBC Affiliate, Call, wire Radio Station WMNC, Morgantown, N. C.

Announcer-engineer with first class license needed. Good salary, 40 hour week with time and half for overtime. WOAP, Owosso, Michigan.

Announcer with first class license wanted for 250 watt ABC station. Good working conditions. Send auditions with minimum salary and background first contact. WRLD, West Point, Georgia.

Announcer for all-round staff work, needed immediately. Write at once, giving all details regarding experience, education, salary requirements or promotion possibilities. WVNS, Virginia.


Help Wanted—(Cont’d)

Combination man with emphasis on announcing wanted immediately. Chuck Gilmore, WULA, Eufaula, Alabama.

Combination announcer-engineer, first class ticket. Permanent. WJHG, Titon, Georgia.

Technical

Announcer-engineer, 250 watt Virginia station. Box 300R, B.T.

First class radio engineer wanted, $75.00 weekly, 250 watt station near Atlanta. Georgia. Box 564S, B.T.

Got a first class ticket? New York State Indie with TV future has immediate opening. Secure-box 565S, B.T.

Network affiliate needs engineers for transmitter watch, 44 hour week—$60 to $90 a week depending upon experience. Must have strong initiative. Salary plus profit sharing plan. First phone with two years experience. Desire something permanent. Box 637S, B.T.

Virginia kw needs engineer. State minimum salary expected. Box 633S, B.T.

Engineer-augustiner, must have car, experience and good English. $75.00 forty-four hour start, raisa Fe. New Mexico.

Engineer. Iowa regional daytime. Start $55.00, $5.00 increase, at six month intervals first year. Box 618S, B.T.

Combination engineer-augustiner, first ticket, emphasis on announcing. Send audition tape or write details, box with full particulars to Box 1479, Honolulu, Hawaii.

Nebraska, First class engineer-wanted for combination job. Up to $800 to start, 40 hour overtime at time and a half. Good situation. Box 632S, B.T., Nebraska. Also need announcer-salmon.

Immediate opening for experienced engineer, NBC affiliate. Good chance for advancement on experience and ability. Excellent working conditions. KBOE, Alliance, Nebraska. Need announcer-engineer.

Wanted—Transmitter engineer with car, 500 watt regional station with television application on file. Radio Station KJAT, Topeka, Kansas.

Wanted—Chief engineer for 1000 watt directional, facility, KDKC, Kansas City, Missouri. First class license. Job assignment Feb. 15. KSDN, Aberdeen, South Dakota.

Combo. first class phone with pleasant voice. 250 ABC affiliate, delightful climate, KTRC, New Mexico.

Immediate opening for first phone operator. WASA, Havre de Grace, Md.

Beautiful Virginia. First class engineer-an augmentiner wanted immediate. 1500 watt, 250 station. Small friendly community. Top pay. Salary with good man. Call. Write or wire KESU, Alliance, Nebraska.

Engineer with first class license. For combined transmitter and control room operation. Send full information to WHFB, Benton Harbor, Michigan.

Immediate opening first phone engineer. Begin—considered. WMDM, Midland, Michigan.

Wanted—First class engineers AM-TV operation only. Contact Chief Engineer. WNAM, Neenah, Wisconsin.

Combination or engineer, full details in first letter. WRIC, Richards, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

Wanted—First class license radio-phone operation only. Contact Radio Station WSIP, Paintsville, Kentucky. Mutual affiliate.

Cleveland "All-American Family Station" has openings for first class engineers, 40 hour week, cost of living bonus, extra bonus for remotes. Several openings in strict confidence. Send recent photo and employment record to Operator, WSIP, Inc., Cleveland, Ohio. Phone 2-1556.

First phone; transmitter operator. WSBY, Rutland, Vermont.

First class phone license. No experience needed. Apply to operator. Contact Chief Engineer, WTN5, Coshocton, Ohio.

Wanted: Transmitter engineer with first class independent salary, insurance, vacation benefits. KSDN, Aberdeen, South Dakota.
Help Wanted—(Cont’d.)

WUSJ, Lockport, N. Y. Has immediate openings for two first-timers. Excellent working conditions and opportunities. Contact Jack Gelzer, Manager.

Production—Programming, Others

 Experienced radio continuity director for midwest radio station. Must have direct experience in all aspects of radio station operation. Must have ability to direct department, originate ad copy, produce and present commercials. Good station experience acceptable. Excellent opportunities for those coming new to the business in radio and television stations. Send complete details. Box 5335, B.T.

Commercial copywriter for regional independent station. Must have experience in marketing, sales, and small photo. Send complete details and samples. Box 6805, B.T.

TELEVISION

Salesmen

TV Topflight account executive for Wsz, Louis, Mo. UHF station on air May 1. Guaranteed sales commission arrangement. Must have in comes of over $10,000 per year. We are looking for in experience in sales for those who have experience in the industry and are stepping up the ladder in that he will step in as local sales manager within a few months after proving his abilities. Write complete qualifications in reply, will be treated in strictest confidence. Boettcher Corp., Room 1029, Boettcher’s Bank Bldg., St. Louis 2, Mo.

Technical

TV technicians. Applications for staff technicians now being received. KDUL-TV, Galveston Texas.

Production. Programming. Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, and merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience in Canada or Southeast preferred. Send resume, salary requirements and photo. Box 6715, B.T.

Situations Wanted

Creative young man desires position in metropolitan N. Y. Assistant producer-director AM-TV. Has wide experience in all phases of TV programming. Continually acting, offers enthusiasm, sincerity, 5 years back ground for opportunity. Box 6685, B.T.

Managerial

General manager. Knows sales, programming, engineering, and present employers as best proof of ability. Employed past four years as manager and earning in excess of $30,000 per year. Part ownership plus salary to at least equal present earning. Must be willing to start low, but no opportunity for improvement. Box 7065, B.T.

Manager or chief engineer—producer available to right offer. Installation, maintenance. Top announce. MA-AM. Must have license. Good general-interest, non-alcoholic environment. Family. Position must be near Texas or southwest. Box 7095, B.T.

Top manager now available. Outstanding record in management. Provides guaran tions of results. Twenty years experience. 250 or 500 watt operation. Has managerial and ownership worries. Western states or coast area preferred. Write or wire Box 7135, B.T.

Experienced MA-AM sales manager, now located in the Midwest, is interested in making an immediate change. Prefer sales manager’s job but, if straight selling required as president. Good references. Excellent references from top management. Box 6855, B.T. Age 47. Four children. Sober, family man. Excellent copywriter for regional independent station. Salary $80.00 plus tie-in. Must be willing to sell. Write for salary details. Box 7055, B.T.

Salesmen

Salesman—announcer, interested in moving to another station. Details by mail. Box 6925, B.T.

Salesman, experienced in highly competitive market. Single. Aggressive, interested in finding a progressing future, willing to buy into station. Good references both military and civilian. Complete details upon request. Box 7095, B.T.

Announcers

Music-sports news staff. Two well trained announcers with TV knowledge. Can give your program new life. Married, veterans, work all together. Radio, TV or both. Photos, tape on request. Box 6955, B.T.

Newscaster—producer, three years experience all phases, except sports. Married, draft exempt. Interested in advancement. Salary expected $80. Box 6125, B.T.

Topnotch play-by-play baseball broadcaster available beginning spring training, minor & major league. Good references. Box 6855, B.T.

Experienced play-by-play sports announcer and newscaster seeking opportunity with efficient thriving station. Staff, play-by-play of all phases. Box 6955, B.T.

Good disc jockey. Favorable reviews in Variety and others. Currently employed metropolitan market. Consider only $100 base plus talent. I can sell. Box 6925, B.T.

Sports caster. Experienced, employed, seeks position, year-round sports station, TV plans, major market. TV play-by-play of all phases. Must have tape. References. Box 6945, B.T.

Announcer—engineer, some New York experience. Desires to move to Jacksonville, Fla. veteran, single. Conscientious, dependable, sober. Try me! Box 6925, B.T.

Personality staff man, selling voice. Ace news- caster. Versatile, reliable. Box 6985, B.T.

Experienced hillbilly-disc jockey, employed now, will want advancement. Sober, family, will send tape. Box 6815, B.T.

Announcer, performer four years, interested in AM-AM. Experience on board within six months. $400 weekly plus 10% of net. Write Box 6985, B.T.

Successful manager of local station seeking new, permanent opportunity. Box 6805, B.T.

Successful local station manager available. Local sales, announces, civic minded and real money maker. Box 6035, B.T.

Well-known radio man interested general or sales management. Has excellent rapport with TV or combo. Opportunity prime requisite. Adaptable to large amount of stress. Eleven years experience from announcing through managerial capacity. Now in $13,000-excess bracket. Box 6795, B.T.

Manager-commercial manager with present station four years desires new opportunity. Box 6715, B.T.

Early AM sales manager, 16 years plus experience, will talk business, solid standing invites to exchange details. Box 6865, B.T.

Program director—announcer. Presently employed by large AM network. Four years as station manager. Excellent salary, all phases. Write direct. Eight years all phases of announcing and selling work. Not a drifter. Do not drink. Draft exempt. Box 6945, B.T.

Radio-news position desired: Canadian, 30, married, one youngster, desires position anywhere in U.S. Must have license. AM-AM. Radio-news writing experience with major network. Must have experience in 71-day European assignment consisting of political news, Olympic sports news and sports experience. Four years university education in journalism. Presently working for Canadian infantry battalion in all European theaters. Excellent references. Box 6875, B.T.

Announcer, married, experienced, good appearance, color vision. Versatile. Box 6985, B.T.

Announcer, experienced all phases with Mutual affiliate. News, DJ operate board. Single, vet eran. Box 6805, B.T.

Announcer/newsmen, with network affiliate, top-flight newscaster, writing background, production skill with directionals, football, university degrees radio and TV, single, young looking for top-ladder position. Box 6945, B.T.

Announcer—Trains all phases of radio. Oper ates console. Handle disc shows. Read news intelli gently. Commercially that sell. Single, 29. Box 6975, B.T. Details and disc on request. Box 6975, B.T.

Sports announcer, eight years play-by-play experience. Baseball, football, basketball. Presently employed, but desire larger market. Box 7065, B.T.

Announcer. Two years experience. All phases. Available immediately. Draft exempt. Box 7025, B.T.

Experienced announcer-copywriter desires West Virginia opportunity. Phone Clarksburg 4-4310, or Box 7095, B.T.

Versatile announcer, excellent references, pro gressive station, preferably South. Box 7105, B.T. Carryover.


Announcer, 26, married, vet, available some experience. NBC training, versatile, contact im mediately. Pete Franklin, 73 Propr Avenue, Franklin Square. L. I. N. Y. FL. 2-4866.


Can you use a 1st class license, combined engineering and sales. Good experience. What's your experience? Your references? Contact Bob Petery, 8 Upland Road, Brookline, Mass. Aspinwall 1-7710.

Sportscaster-program director. 28, married, college graduate, 4 years experience—3 years baseball coach, 2 years professional network. Prefer southeastern states. Robert Powell, 217 Whitehall Road, Anderson, South Carolina. Phone 1708 XM.

Announcer with authoritative voice. Strong on news. All-round staff man desires connection. Experienced in all aspects of on air work, draft exempt. Resume, tape, references. Minimum salary $3500. Must be experienced. Harry Turkish, 2560 Broadway, New York 63.

Technical

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. Will work any kind of a job. Conrad 10, B.T.

Want broadcast studio job in New York City. No reference needed. Box 6815, B.T.

Announcer. First phone. Good voice quality. Strong on commercials. Interested in well or ganized station, stable ownership and personnel. Eighty dollars minimum. Box 6035, B.T.

Chief engineer, 25 years experience all phases, strong on TV, understands modern techniques, economy-minded. Want permanent Texas, Okla homa job. Must have own equipment. No set or trailer. Married. Make offer. Available two weeks. Box 6865, B.T.

(Continued on next page)
Situations Wanted—(Cont'd.)

Just released from active service—radio operator—telegraphy—radio capable for broadcast or communications. Single, 24. Trained four years, AM, FM, and RCA Institute. Used as military radio and ham experience. Box 7163, B.T.

Experienced engineer, first class ticket, have car, prefer eastern states. Box 7113, B.T.

Technical school graduate, first phone license, desires radio/TV, transmitter or broadcast studio operating position. Box 7115, B.T. Indefinite TV studio operating experience.

Three years transmission experience, two AM, one FM, Newell R. Gaston, 832 Buckow, Dallas, Texas.

First, phone, licensed. Recent radio/TV tech school graduate, seeks position broadcast field, inexperienced. Albert Koltun, 97 Grafton Street, Brooklyn 11, New York.

Transmitter engineer available immediately. 5 years broadcast experience. Veteran, 27, prefers Gulf Coast. H. R. Poole, 4711 Cedarhill, Houston, Texas.

Production-Programming, Others


Program director—Shirt sleeve type. Six years sales and advertising phases of broadcasting and some TV. I come to you well recommended by people who will send my record speedily for itself. Desire position with TV future, but at a station whose chief is of the cloth, or Marine. We want to locate permanently, buy here, build something. What is your rate? Will supply further material. Box 6885, B.T.

Two-man news team wants spots with solid regional strength on direct news coverage. Box 7050, B.T.

Increase sales, cut expenses. Improve program, sales, managerial and sales experience independent and net, wants PD or managerial position. Box 6725, B.T.


News-sports director. 10 years Associated Press experience in film and announcing experience. Box 6763, B.T.

Immediately available—reliable writer with radio and TV experience wants agency writing or head radio-television continuity department. Family man prefers Midwest or southwest. Box 6828, B.T.

News-writer, editor; photographer still, movie; 20 years business, tape, sports, ad job; sober; pleasant appearance. Prefer south; salary open. Interview, 30 days. 1241 South 46th, St., Clinton, Marshall, Route 1, Bloomington, Ohio. Phone Steubenville-4 6589.

TELEVISION

Salesmen

TV-AM salesman. Experienced 11 years in creative sales, production, management 2000-50 station. Interested in evening, weekend, mind, age 32, family man. Desire permanent opportunity with progressive AM- TV or film organization. Prefer midwest or southwest. Box 6785, B.T.

Announcers

Producer-writer-announcer. Five years network. College graduate. Xinescopes available. Box 6445, B.T.

Production, Programming, Others

Experienced TV film specialist, formerly with televisionized midwest station. Capable of heading department, training crew. References. Associated Box 3053, B.T.

Responsible position on western or southwestern TV station wanted by TV director-producer presently employed for several years by major eastern network. Background includes thorough experience in radio, vaudeville, legitimate theatre, film, TV. Box 4685, B.T.

Advertising agencies: Has someone in your agency married, had a baby, or, Heaven forbid, got a divorce, and on top of it all, a new job, television, will take her place. For samples write Box 6619, B.T.

Topflight production supervisor, program director available for west coast TV station. Box 6156, B.T.

TV producer-director, willing relocate, available immediately, specializing originating live shows, school graduate, 29, references. Box 7645, B.T.

Situations Wanted—(Cont'd.)

Vet, 25, five years electronic experience, First class ticket completing TV training. N. Y. March; training includes production, programming, directing, projection work, many hours camera operation on live shows; wants start in TV. Box 7125, B.T.

For Sale

Stations

Southwest 1000 watt network single station market, including combination building, annual income $18,000.00. Box 5156, B.T.

Loosing our manager and wish to retire from broadcasting. Buy our unlisted local station in northwest Florida region. Good price and terms. Box 6353, B.T.

Midwest: 250 watt affiliated. Gross $65,000. Priced to sell. Box 6985, B.T.

255 watt station in good market area. Equipment in good condition. Two library services. No network affiliation. Present owners wish to sell because of health. For complete details write Box 6953, B.T.

Equipment, etc.

For sale: 400 ft. stainless steel tower suitable for television mast completely lighted. Write Box 8000, Dixie Broadcasting Company, Jackson, Tennessee.

Western Electric, two complete sets 9AA reproduction, Groove. $50.00 per set. WBUX, Lexington, North Carolina.

One RCA recording attachment, type 72K, 72K-A2 brand new, in original carton. Complete with all attachments recording head. Will sacrifice for $225.00, WSLM, Shickmin, Pennsylvania.


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.


For sale! All equipment needed for installation of 250 watt Collins transmitter, Bargain. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 5323, B.T.

Equipment, etc.

FM transmitter. 3 kw. Prefer RCA. Box 5885, B.T.

Wanted—Complete equipment for 250 watt AM station or any part thereof. Price must be reasonable. Everything in good condition. Box 6005, B.T.

Wanted, transmitter 250 watt or 1 kw. State price, condition and full details in first letter. Box 6454, B.T.

Used serviceable TV equipment, camera chains, microphones, cameras. Give conditions, and quote price. Box 6885, B.T.

Wanted: 1 kw AM transmitter, frequency monitor, limited amplifier and tower. Single or altogether. Box 6465, B.T.

Used, serviceable Cook-Fairchild-Van Erps or Presto ID cutter head. WCFM, 110 Connect Ave., N. W. Washington, D.C.

Wanted—One kw amplifier for FM, Gates or equivalent. Radio Station WKEU, Griffin, Georgia.


Wanted—one 1 kw and one 5 kw transmitters, used, but in good condition (not junk). Write to Guarantee Radio Supply Co., Laredo, Texas.

Used 500 or 1000 watt transmitter approved by FCC, also used frequency monitor and modulation meter. Box 306, Indiana, Miss.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new FCC program. Box 5100, B.T.


To all former Transradio staff editors and correspondents: A Brazilian editor and publisher, interested in the Transradio Press Service, Inc., would like to become acquainted with all former TP staff editors and correspondents. In United States and foreign areas. Please write by air mail to: Louis Barreiros, Lima N.O.B., S. Paulo, Brazil.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "five wires." Write Box 4955, BROADCASTING & TELECASTING.

No, we didn’t find the man. We have two salesmen; one around over $15,000,000, the other over $4,000,000 in 1952. The man we seek should make $100,000 and over in 1953, with top station in market over $800,000. Resume and letter, with samples of work, to WKBX, 1444 W. Madison St., Chicago 10, TELECASTING. Can interview applicants in East- ern areas in New York February 2-8.

Announcers

ANNOUNCER

with ticket, 10,000 watt station, small town. News, records, station breaks. Soft shift for right man. Pleasant working and living conditions. Opportunity limited only by ability. Helen Young, Hgr., WBSG, Bentonville, S. C.

Announcer, experienced only, preferably with Clear Channel station, but will consider unattached announcers. Opportunity in large market. Must be in top form. No beer, no tobacco. Must have had good records in previous stations. Guaranteed in accordance with your past and ability. A full salary and good benefits; 24 hours work a week. Previous in charge of sales and salesmanship, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, progressive, atmosphere. Write to Gordon Keyworth, Station WSSL, 180 Market Street, New York City.

Wanted to Trade...

20 years in the radio business for part ownership of a borderline operation I can build.

Broad programming, sales and management background in major markets. Proven sales record. Top industry and agency contacts. Best of references.

Minimum salary acceptable but stock interest should be substantial. Box 6655, B.T.

BROADCASTING • TELECASTING

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FOR THE RECORD

at least one operator holding a radio-telephone first-class operator license to operate and ensure the proper functioning of the station equipment and the implementation of the rules and regulations (see par. 15, infra). Many of the comments received stressed the desirability of preventive maintenance, the necessity for service and repair and training of the experienced technician, and the reliance on the chief engineer for significant advice. It is felt that the retention of at least one first-class operator will assure the station of proper technical operation since this operator, being employed on a full-time basis, will have ample opportunity to attend to and prevent problems before they become serious or require prompt maintenance. It is felt that under the supervision of this first-class operator, the other operators will be able to provide technical maintenance of the FCC approved equipment if not otherwise specifically referred to as excessive maintenance or other technical difficulties which require the services of a chief engineer.

By Direction of the Commission.
J. SLOWITZ, Secretary


* To be published in Federal Register.

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The Big (TV) Picture
MERGING of ABC and United Paramount Theatres, according to free-swinging GOP Sen. Tobery and Democratic Comr. Hennock, spells the beginning of the end of independent radio and TV and their inevitable fate as chattels of Hollywood.

That argument is as fallacious as the one used two decades ago when the then new New Dealers feared that the newspapers, if given a foothold, would devour or suppress radio. There are so many instances of the radio tail wagging the newspaper dog that this line of argument long since has evaporated.

So it is destined to be with the movie people. Their big interest is television, which has affected box-office and which, arguments to the contrary aside, has contributed to the darkening of many theatres. The motion picture producers arecountering with fewer and better pictures, and the exhibitors are presently pleading the case of theatre TV. Then there are the pay-as-you-go systems which will have their day before the FCC.

In the merger case, UPT could not conceivably envisage great prosperity in the operation of exhibition houses. That was its lot upon forced separation from Paramount Pictures in 1949 under the consent decree. To be successful, UPT has to earn a cent for its stockholders. It found ABC in dire need of new money. It had that money. Its management has confidence in TV and in radio too. Hence the transaction.

Business men invariably turn to new ventures in their quests for success. Who were the men who went into the "flicker" business at the turn of the century? They came from all fields, including the legitimate stage. And who were the men who pioneered radio in the '20's? They were engineers, manufacturers, publishers. They are among the men who fostered the early development of TV.

It is logical that motion picture exhibitors should look to TV as a new field for venture capital. Many exhibitors are applicants for stations. When and if they are successful, they become broadcasters first. One TV station can do the job of hundreds of exhibition houses in coverage of people. TV is bigger than motion pictures. It is to be hoped that it won't become as bloated and as subservient to as many unions and pressure groups.

The argument that the ABC-UPT merger sets a precedent for other movie groups ignores the facts. The law limits the number of TV stations any entity can own to five. Five stations in an ultimate 2,000 could hardly constitute monopoly. It other motion picture interests propose to buy existing networks, there's always the FCC, on the one hand, and the Dept. of Justice, on the other, to take a look.

Sen Tobery has introduced a far-reaching bill to preclude "monopolists" from procuring station licenses. If and when hearings are held, all sides will have the opportunity to be heard. Parenthetically, it will be recalled that Congress, only last session, eliminated the "double jeopardy" provision on anti-trust, in enacting the McFarland Bill affecting FCC procedures.

As we see the big picture, film will be to TV what the transcription and record is to radio. Ownership-wise, radio has never become subservient to any other field. Nor will television.

Why Radio Is Bigger
THE EXTENT of the changes that have taken place in radio in recent years is clearly illustrated in several articles appearing in this publication last week and in this issue.

Broadcasting * Telecasting's own analysis of 1952 business showed that despite a 13.1% decrease in network time sales total radio volume was comfortably up over the level of 1951.

A special article about independent radio station operation disclosed how independents, as a group, have improved their economic standing steadily while network affiliates, as a group, have suffered some reverses since television came along.

Another story, based on results of the Nielsen national survey, reported that 44% of all U. S. radio homes have two or more radios and that 22 million families own one or more car radios.

In this issue a special article explains how WSB Atlanta undertook a complete revision of its programming to re-arouse listener enthusiasm for radio and wound up with measurable financial gains.

While at first glance these four stories seem somewhat unrelated, the truth is that they are all part of the big story of the changing business of radio. What is happening, obviously, is that successful broadcasters are relying less and less upon programming and business produced for them by big, centralized sources and are resorting more and more to independent operation. "Independent" here is not used in the sense of non-affiliation with networks but rather in its more general sense.

What also is happening is that people are still buying radio sets for their homes and for their cars, presumably for the purpose of listening to them. It is apparent that they like what they hear well enough to invest money in the equipment necessary to hear it. This trend toward multiple sets, i.e., those not in the living room, suggests also a new trend in audience desires.

Summarized too briefly, these desires are to hear something on radio that is different from that which can be seen on TV. That is where the Nielsen figures on "second sets" tie into the success stories of the unaffiliated stations, which historically have programmed against network radio and, hence, against network television. It is also at least a partial explanation of the results that WSB — a network affiliate — has obtained from its revamped and localized programming.

Radio is undergoing a profound change. And it seems to be for the better.
Even the owners thought the carpet was too high

—so they moved it from the second floor, where traffic was relatively light, to the first. We were hired to plug the move.

The firm, A. W. Peterson Co., sells home furnishings, sponsors our 8 a.m. news three days a week. This was supplemented for three weeks with sixteen spots publicizing the change.

Result: 6,000 people visited the new carpet department within the first two days after it opened.

*Moral:* Eastern Iowans don’t spend all their time counting money.

CEDAR RAPIDS

600 kc 5,000 watts • Basic CBS Network • National reps: The Katz Agency
weed television

Television Station Representatives