How is your network
TV dollar doing in New York?

The odds are 3 to 1 that your network TV program is getting a lower rating in New York than elsewhere. Telepulse says so, in measuring all shows on all hookups.

To bolster your sales effort in this Number One market, you need *guaranteed viewing* — and "Guaranteed Viewing" is the name of a new plan now at work, exclusively, on WOR-TV.

Others are now profiting from its unique strategy.

*You can, too. May we show you how?*
Procter & Gamble will begin its 30th year of radio sponsorship in 1953. P & G's early "home economist" programs, its "soap opera" successes, ushered in by "Ma Perkins" in 1933, sound like radio's own history of programming. Radio, and now television, are proud of P & G's consistent use of the airwaves to reach and sell Mrs. Homemaker.

Havens & Martin, Inc. Stations, also pioneers in broadcasting, comprise Richmond's one and only complete broadcast institution. WMBG — WCOD — WTVR provide their loyal audiences with fine entertainment and public service. Virginians have a habit of turning to these First Stations of Virginia. Advertisers have, too. It DUZ bring CHEER, JOY and high TIDE in sales!

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's First market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
Mr. James E. Edwards, President  
WLS, Prairie Farmer Station  
1230 Washington Blvd.  
Chicago 7, Illinois

Dear Mr. Edwards:

You and your fine staff of entertainers, announcers and technicians have done an outstanding job. Not only for us at Keystone but, perhaps more important, you have done a wonderful job of providing a source of good, clean, truly American entertainment for your vast audience in WLS - Land.

Twenty years is a long time. On January 14, 1933, when the first Keystone Barn Dance Party went on the air, many of today’s regular listeners were small children. To maintain the standards which were set, during the years of war and worry, of peace and promise, is an achievement which few, if any, in your field can match. You can be justly proud of this achievement.

Sincerely yours,

RES:FW

President and General Manager.

The Keystone Steel & Wire Co. has been a regular user of WLS time since March 1929. For the past 20 years they have Sponsored a half hour of the National Barn Dance every Saturday night. The opportunity to serve Midwest farm families during that period is one we are glad to have shared with this fine company and its equally fine products.
**WDEL-TV** is not just a television station. It is a vital, motivating influence throughout its viewing area.

**WDEL-TV's** viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows.

**WDEL-TV's** market has more money per capita to spend than any other market in the United States. Current Department of Commerce Report places the Delaware market first in average personal income.

**BUY WDEL-TV**

Wilmington, Delaware

*your key to this richest of markets*

A Steinman Station

Represented by **ROBERT MEEKER Associates**

New York Chicago Los Angeles San Francisco
IN MOVE to coordinate more closely with sales end, realignment of NBC advertising, promotion, sales planning and research department due to be announced shortly, coincident with resignation of Ruddick C. Lawrence, director of promotion, planning and development. In new organization chart Jacob Evans, director of advertising and promotion, and Robert W. McFadyen, director of development, will report to George Frey, vice president and sales director, while Hugh M. Beville, director of research and planning, will report to William H. Pineshrier Jr., who moves in from Mutual on March 2 as vice president and general manager of radio and TV networks (also see page 68).

NBC HAS made active bid for Colgate-Palmolive-Peet to move its half-hour Strike It Rich program, currently on CBS-TV three times weekly, to NBC-TV as Monday-through-Friday, to bolster network's morning TV schedule. Tomorrow (Tuesday) is deadline for Colgate to let CBS-TV know as to renewal. NBC-TV offer described by C-P executive as 99 percent dead issue. Interesting sidelight is fact that Joseph H. McConnell will soon become president of C-P.

THERE WONT be any consolidation of broadcasters' meetings this year. Likelihood is that NARTB, BMI and BAB will go their separate ways in holding district and regional sessions but with each sticking to its own sphere of interest. That was decision of NARTB board last week at Belleair, Fla., which agreed to adhere to managerial level. It requested BMI and BAB to operate in their respective program and sales fields. BMI and BAB, however, may combine sessions to conserve broadcasters' time.

PASTE in your hat word "T-VAC" because it may become as standard as Hooper or Neilsen in TV future. That's tentative name given proposed circulation audit project of Dr. Franklin R. Cawl, proposed to NARTB TV board at Belleair, Fla., last Wednesday, and which is being further explored by board committee headed by Campbell Arnoux, WTAR-TV Norfolk. Term means "television audience circulation."

STILL BEING awaited is reply of Zenith's president, Eugene F. McDonald, to plea of NARTB President Harold Fellows that Zenith modify or kill "anti-commercial" television film which also is regarded as condemnation of all advertising. Previewing of film month ago resulted in Mr. Fellows' letter and also prompted Henry W. Shulman, WMCT-TV (TV) Memphis, to blast against film and advocates of subscription television.

KANSAS CITY STAR (WDAF-AM-TV) intends to battle to end on government anti-trust suit dropped in hopper only days before wind-up of Truman administration. Convinced that it's on sound ground and that its operations are beyond reproach, board of cooperatively owned enterprises is moving ahead with plans to combat every aspect of government indictment, including attempt to tie in radio-TV operations. Supreme Court adjudication will be sought if necessary.

RESIGNATION of Paul Hoffman as president of half-billion dollar Ford Foundation and appointment of H. Rowan Gaither Jr. as acting president gave rise to speculation to possible permanent appointment of immodest broadcast figure as Mr. Hoffman's successor. Among prominent personages mentioned as possibilities are: Dr. Frank Stanton, CBS president and chairman of newly created Ford Foundation Center for Advanced Study in Behavioral Sciences; Wayne Coy, former FCC chairman, now president of KOB-AM-TV Albuquerque and consultant to Time Inc., and John Cowles, chairman, Cowles Broadcasting Co. (WNAX Yankton, KRNT Des Moines) and executive of Cowles newspapers and magazines. (Mr. Stanton vigorously denies he should be considered as candidate.)

EVIDENCE of intense interest of Ford Foundation in television's effect upon public welfare seen in plans for naming of new public policy committee on TV comprising cross-section of experts within and without TV operating field. Among those reportedly contacted are Robert D. Swezy, WDSU-AM-TV New Orleans, chairman of NARTB TV board; CBS President Frank Stanton; NBC President Frank White; Paul Lazarsfeld, Columbia U.; I. Keith Tyler, Ohio State U.; Wayne Coy, Gardner Cowles Jr., Beardsley Rumil and Gordon Gray, WSJS Winston-Salem.

CHANGES in TV and other broadcast hearing rules to expedite and simplify competitive proceedings, adopted by FCC last week (see story page 45), are being eyed closely by some consulting engineers. With Commission clearing technical qualifications in most instances before hearing is set, some engineers are wondering what is left on which to hold hearing. But lawyers note that in cases with significant technical differences, there will be plenty of expert testimony required from engineering counsel.

RESPECTING hearing simplification, few lawyers and engineers alike recalled, until reminded by FCC Vice Chairman Rosel H. Hyde, that Administrative Procedure Act allows "paper" hearing for such proceedings, like that employed for final phase of TV reallocation case. Comr. Hyde, at luncheon meeting Friday of Federal Communications Bar Assn., assured group FCC won't go that far to simplify TV contests.

IN THIS ISSUE

LEAD STORY
Reports of widespread skullduggery in TV station applications are being investigated by FCC. Trick assertedly is to file, at last minute, competing application in locality where bona fide application is about to be granted CP, with motive either outright blackmail or delay to achieve competitive advantage. Page 27.

ADVERTISERS & AGENCIES
Wine merchants are pouring money into radio and TV. Page 28.

FACTS & FIGURES
NARTB board endorses exploration of million-dollar-plus project to obtain standard circulation measurements for TV. Intention: To come up with statistics comparable to circulation audits of printed media. Page 33.

FILM
TV technical experts think third-dimension films, now in production for movie use as means of meeting TV competition, may wind up as integral part of color TV. Page 36.

GOVERNMENT
Special federal court slaps down FCC's long-pending anti-giveaway rules as representing censorship, in violation of First Amendment. Page 38.

FCC revises rules and procedures to expedite TV station hearings, which are now bogged down in collateral detail. Page 45.

TRADE ASSOCIATIONS
NARTB staff reorganized, with creation of four vice presidencies. NARTB budget for 1953-54 fiscal year set at $735,000. Page 50.

RTMA board approves plan of expansion to include specialized electronics manufacturers. Page 52.

STATIONS
First TV station to begin operating in upper end of the uhf band—WPMI-TV Youngstown, Ohio, on Ch. 73—will begin programming this week. Page 58.

FEATURES
An agency reports to a client on its estimate of eventual size of the U. S. TV system. Page 77.

Are community television systems here to stay? Page 82.

Spot news is better on radio than on television—an expert's analysis. Page 84.

UPCOMING
Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Bellevue, Fla.
(Other Upcomings, see page 105)

February 9, 1953  •  Page 5
Sponsors who are
NEW like these:

- STRIEFFANN BISCUIT CO., Louisville, Ky. WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N.Y. WBEN-TV
- WISCONSIN IND’PT. OIL CO., Milwaukee, Wis. WTMJ-TV
- GERITOL, Kansas City, Mo. WDAF-TV
- GILL COFFEE, Richmond, Va. WTTR
- FAYGO BEVERAGES, Norfolk, Va. WVAR-TV
- YES TISSUE, DETROIT, Mich. WWJ-TV
- SPEIDEL, New York, N.Y. WABD

Become sponsors who
RENEW like these:

- VANITY FAIR TISSUES, Boston, Mass. WNAC-TV
- WIEDEMANN BREWING CO., Columbus, O. WBNS-TV
- Cincinnati, Ohio WLW-TV
- DAYTON, Ohio WHIO-TV
- DAW DRUG COMPANY, Rochester, N.Y. WHAM-TV
- Syracuse, N.Y. WSYR-TV
- Utica, N.Y. WKTU-TV
- CHICAGO, III. WBKB-TV
- Peter Hand Brewery, SUN DRUG CO., Pittsburgh, Pa. WOTV
- Ohio. WSPD-TV
- Buckeye Brewery, Toledo, Ohio WSPD-TV
- (2nd YEAR)

"STARRING KENT TAYLOR AS "BLACKIE"
WITH LOIS COLLIER AS "MARY" AND
FRANK ORTH AS "FARRADAY"

AMERICA'S ADVENTURE

SPONSORS BUY IT BECAUSE THEY KNOW IT'S GOOD
THEY RENEW IT BECAUSE IT'S PROVED GOOD FOR
SPONSOR IT AND THE PROFITS ARE Y
Because of NGS like these:

<table>
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<th>Station</th>
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<td>JUNO</td>
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1st All Week All Stations

1st All Week All Stations

2nd Thursday Night All Stations

1st (Tie) All Week All Stations

2nd Thursday Night All Stations

3rd Thursday Night All Stations

MOST SUCCESSFUL DETECTIVE SHOW!

GOOD! WRITE! WIRE! PHONE!

OURS!

ZIV TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
The Proof of the Pudding...

...Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O-PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

Tain't fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through 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...35.9%

America's Most Listened-to Independent Station

General Manager, Todd Sterz; Represented Nationally By The BOLLING CO.
Atlantic Refining Signing Radio-TV Baseball Schedule


Radio schedule expected to be generally similar to that last year. TV coverage may be extended somewhat. Atlantic radio-TV confined to company's Eastern Seaboard marketing area, extending westward into Ohio. Major league teams to be covered include Boston Red Sox, Philadelphia A's and Phillies, and Pittsburgh Pirates.

WKBW Walkout Continues

WKBW Buffalo, silenced briefly early in week by NABET walkout, still operating fulltime at weekend. Regular schedule maintained since 2½-hour off-air interval. Station union gave no notice of contemplated action and has made no request for further negotiations besides rejecting station proposals to renegotiate contract. NABET locals in Buffalo and1 in New York are reported fused to negotiate on proposed combination operation, contending such contract might lead to similar contracts all over country.

Deny WDEF Petition

CHARGE of WDEF Chattanooga that competitive vhf Ch. 12 TV bids of Southern Television Inc. and Tri-State Telecasting Corp. are incomplete and should be denied, disputed by FCC Friday.

NARTB TO STUDY TRADE ASSN. UNITY

(STUDY of trade organizations serving radio and TV, including state associations, to define spheres of operation, authorized by NARTB joint boards Friday at Bellevue, Fla. Ordered to avoid conflicts among NARTB, BMI, BAB and state associations. NARTB's sphere is ownership and management, it was contended.

Law to clarify Sec. 315 of Communications Act dealing with liability of broadcaster for libel and slander in political speeches was suggested. Joint boards agreed NARTB has reached highest state of effectiveness in its history, with membership and finances at all-time high.

Harold Jessen, WSSS Winston-Salem, N. C., as member of Insurance Committee, reported arrangement had been made for tower insurance available to all stations, whether or not NARTB members, on uniform basis. Single company will underwrite insurance, offering lower rates and free appraisal service, both on existing towers and new construction.

William Fay, WHAM-TV Rochester, again named NARTB representative at Canadian Assn. of Broadcasters convention.

W. B. McGrath, WHDH Boston, reported on Radio Station Committee's progress in revising standards, with emphasis on quality and ethics. Possible changes in commercial provisions debated. Coordination between radio and TV standards endorsed and may be done more aggressively.

Richard M. Allerton, NARTB manager of research, outlined scope of his five-city radio market survey report on profitable station operation. Full report will be presented to convention.

President Fellows authorized to name one committee to report on realignment of NARTB districts, and another to study election procedure and report to new board in June.


NARTB's board announced following board meeting schedule: Radio board, June 17; TV board, June 18, and full board, June 19, all in Washington, D. C.

Complaints over too many industry meetings brought debate. NARTB district meetings to be held as scheduled, with agenda directed at top ownership and management and not at programs, sales or promotion. BMI urged to adhere strictly to program matters at its clinics with BAB, as radio sales promotion organization, to confine itself to that field. Suggestion advanced that BMI and BAB combine sessions.

HYDE 'STRIKE' BID PLEA

FCC Vice Chairman Rosel H. Hyde asked members of Federal Communications Bar Assn. Friday for their help in stemming rise of "strike" or nuisance TV applications (see story page 27). Addressing luncheon meeting, Commr. Hyde also explained new hearing rules (story page 45) and commended FCBA for initiative. New FCBA officers installed at dinner Friday night: Pres.-Fred W. Albertson, succeeding Arthur W. Scharfeld; 1st V.P.-Vincent B. Welch; 2d V.P.-Percy H. Russell Jr.; Sec.-E. D. Johnston; Treas.-Robert M. Booth Jr. Committee also formed to direct awarding of new memorial medal honoring late Louis G. Caldwell.

NCAA Sets TV Plans Group With Byers Temporary Head

TV committee to evolve plan for 1953 controlled football telecasts appointed Friday by NCAA council in Chicago. Walter Byers, executive director who will serve as chairman pro tem, will call meeting in next fortnight to consider general policy and appoint TV program director. Once developed, plan to be submitted to board for endorsement vote with two-thirds majority required for approval. Committee comprises representatives of eight NCAA districts, two small colleges and two consultants for each district.

• BUSINESS BRIEFLY

PHILLIPS ADDING • Phillips 66 (gasoline and oil), Bartsville, Okla., plans to add 20 radio markets to its schedule, using morning quarter-hour news shows, effective mid-February for 52 weeks. Agency: Lambert & Feasly, N. Y.

P&G SPOTS • Procter & Gamble Co., Cincinnati, for its Deet, through Dancer-Fitzgerald-Sample, N. Y., in mid-February starting national radio spot announcement campaign for 13 weeks.

GLIM TO START • B. T. Babbitt Inc. (Glim) planning 13-week radio spot announcement campaign to start early in March in 10 top markets. Agency: Harry B. Cohen, N. Y.

SILVER DUST CAMPAIGN • Lever Bros. 'Silver Dust, N. Y., through Sullivan, Stauffer, Colwell & Bayles, also N. Y., preparing 13-week spot announcement campaign to start March 2.

GREAT APPOINTS • General Electric Supply Co. appoints J. M. Hickerson, N. Y., to handle its 1953 campaign tie-in with diamond anniversary of General Electric Co.

DUZ BUYS GARRY MOORE • Procter & Gamble (Duz) signs for three-quarter-hours per week in CBS-TV's Garry Moore Show (Mon.-Fri., 1:30-2 p.m. EST), giving program sold-out status. Effective Feb. 10, P&G will sponsor 1:30-45 p.m. segments Tues., Wed. and Fri. Agency: Compton Adv., N. Y.

CBS-TV Affiliates Board

In New York This Week

SPECIAL business meeting of newly formed CBS-TV affiliates advisory board to be held in New York Thursday and Friday to hear network executives report on developments and plans and to consider problems common to network and affiliates. Formed as interim committee last June and given permanent status in September, board consists of George Marshall Jr., WMBR-TV Jacksonville; E. K. Jett, WMAR-TV Baltimore; James C. Hanrahan, WEWS (TV) Cleveland; Clyde W. Rembert, KRLD-TV Dallas, and Philip C. Laky, KPDX (TV) San Francisco.

BAB Adds 73

ADDITION of 73 stations to BAB ranks during January raises total membership to 783, President William B. Ryan announced Friday. He added that 240 stations have enrolled since April 1952 when BAB's current fiscal year began, representing 43.8% increase.

Latest subscribers range from 250 w to 50 kw in power and are scattered throughout 31 states and Washington. Mr. Ryan noted that BAB's steady growth "insures the fact that radio will be promoted as an advertising medium more aggressively in 1953 than ever before in its history."

Comment Deadline

DEADLINE for comments on proposed changes in Sec. 3.687(i) (1) of FCC's rules governing spurious TV emission was extended by Commission Friday to April 13.

Broadcasting • Teletcasting

February 9, 1953 • Page 9
Is M.H. Your Valentine?

"Speedy" plays the role of Cupid not only at Valentine's Day but throughout the year in lining-up the perfect romance between Mrs. Housewife and WSPD Advertised Products. "Speedy's" pulse quickening (or purse-opening) arrows are loaded with the most concentrated ammunition yet invented,—RADIO and TELEVISION ADVERTISING. "Speedy's" target is the large Toledo market where abounds a mammoth purse of potential buying power, which is in the keeping of Mrs. Housewife.

If M. H. is not yet your Valentine, let "Speedy" play Cupid for you.
Schwimmer Sees Giveaway Action as 'Ridiculous'

WALTER SCHWIMMER, president of Walter Schwimmer Productions, Chicago, whose radio feature was launched on a national basis under the auspices of his Tello-Test programs as outgrowth of FCC's proposed rules on giveaways (see story page 38) issued this statement Friday:

"Dallas" last week. The court has decided that FCC's interpretation of what constitutes a consideration is erroneous and that for a radio or television giveaway to qualify as a lottery, there must be actual payment by people to qualify as contestants.

The mere element of being at home and listening is not a sufficient basis to be adjudged a consideration.

I am very unhappy about the basis of the court action because it made the FCC's dignity and prestige suffer tremendously in the minds of the public. The Tello-Test Correspondents represent a very expensive and time-consuming service that was ridiculous. I am also tremendously unhappy and disappointed that the whole industry was put to such an inconvenience.

As proof of how unenlightened the FCC's position was, the whole case was based on the radio making telephone calls—all other items of the telephone and studio quiz shows are equal and in other words, FCC did not include studio quizzes in their complaint or proposed regulations.

6.8 Million Radio Receivers Sold to Public Last Year

SALES of radios to public in 1952 were estimated at 6,878,547 sets by Radio-Television Mfrs. Assn. Retail TV sales for year were estimated at 5.8 million receivers. Sales for December in store sales in December was shown, with 1,514,688 radios and 1,049,770 TV sets sold to consumers that month. In November 486,800 radios and 805,372 TV sets were sold retail.

RTMA reported 7,635,666 cathode ray tubes for television were sold by manufacturers last year. They were valued at $170,652,078. Sales of receiving-type tubes in 1952 totaled 368,519,-

Correspondents Dinner

FIRST Radio-Television Correspondents Assn. dinner since Korean War held Saturday at Washington's Hotel Statler. Although presence of President Eisenhower uncertain as of Friday night, head table scheduled to number Vice President Nixon, cabinet members, Supreme Court justices and Congressional leaders plus radio-TV network executives and Association officers and directors. RTMAs correspondents headed by Martin Agronsky, ABC. John Edwards, ABC, chairman of dinner committee.

Proposed Channel Changes

PROPOSED rule changes to correct substandard spacing in uhf TV allocations to nearly 40 cities reported by FCC Friday with comments due Feb. 27. Changes involved:

ANNISTON, Ala., substitute Ch. 70 for Ch. 37 of Conv., Ark., 68 for 69; Paramus, N.J., 69 for 68; West Palm Beach, Fla., 69 for 70; Canal Winchester, Ohio, 69 for 70; Jefferson, La. 53 for 52; Lawrence, Mass., 69 for 68; Roswell, Ga., 68 for 69; Bakersfield, Calif., 69 for 68; Tallahassee, Fla., 69 for 68; Austin, Tex., 69 for 68; Fort Smith, Ark., 69 for 70.

Radios

THERE ARE nearly 25 million radios in the nation's 38.5 million passenger automobiles, according to Nielsen Coverage Service study conducted last spring and announced late last week by A. C. Nielsen Co. The study contains own 24,964,000 car radios, representing 65% of all automobiles, pointing up fact that U. S. homes have more than one car and one car receiver, NCS explained.

Opposes Educational TV

TERMING estimated costs "unrealistic" and actual costs "burdenome" to taxpayer, Edward G. Ort, manager of WNYC-AM-TV New Haven, voiced opposition to Connecticut's plan for network of three noncommercial educational TV stations. Speaking at symposium in Bloomfield, Mr. Obrist said he was in favor of educational TV per se, but suggested that educators experiment with programs on commercial outlets to become acquainted with costs, techniques, and capabilities of medium.

Eleven speakers, including Dean Kenneth Bartlett of Syracuse U. and Delbert Clark of Ford Foundation's Fund for Adult Education, approved project, which will be discussed further on Wednesday at State public hearing in Hartford. Proponents argued it was difficult to obtain donated educational stations that would not be pre-empted by sponsored programs and asserted that costs in long run would be lower on noncommercial outlets.

New Columbia Ch. 10 Bid

NEW TV BID for vhf Ch. 10 at Columbia, S. C., by WIS-TV Corp., new firm composed of WIS owners (85%) and group withdrawing from WMSC Columbia, reported filed by FCC Friday. Pending competitive bids of WIS and WMSC to be dropped. WMSC also filed for consent to transfer of control to show withdrawal of A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary, E. Greeneville Seibels II and John C. Cosby. All but Mr. Cosby take WIS-TV Corp. stock.

Other TV bids filed Friday by KQGM Ste. Genevieve, Mo., for uhf Ch. 38 at Chester, Ill., and by Community TV Corp., New Orleans, to amend to return to original request for uhf Ch. 26. Letter amended to Ch. 61 last December.

New Fm Station bid of Chicago Skyway Bstg. Co., proposing storecasting service there, being held in pending file, FCC advised applicant Friday in day of long pending study to determine legal status of functional music FM outlets.

Dembly Productions Formed

DEMBLY, BROUN & CO., N. Y., has been reorganized as Dembly Productions Inc., TV and motion picture producers, President Emanuel Dembly announced Friday. Mildred Dembly was named vice president of Dembly Productions in place of Myron Broun, who will serve as general manager. President W. H. Smith has been named accounts supervisor and Monroe A. Werthman, production supervisor.

People

NEWELL T. SCHWIN, advertising manager of Household Finance Corp., Chicago, substantial radio-TV time buyer, resigned Friday. His future plans not disclosed. He will be succeeded by A. W. Waack, eastern advertising manager of HFC. Both Mr. Schwin and Mr. Waack have been with firm over 20 years.


GEORGE B. SMITH named vice president of Robert W. Orr & Assoc., N. Y. Before joining Orr he was Lever Bros. brand manager.

LEWIS S. WECHSLER, Young & Rubicam, N. Y., to Emil Mogul Co., same city, as director of radio-TV department.


ALBERT BOYARS, former account executive with David O. Alber public relations firm, N. Y., to greater New York Fund as assistant radio-TV director.

WGRD Protest Dismissed

PROTEST by WGRD Grand Rapids, Mich., on FCC's grant of uhf Ch. 35 at Muskegon to Leonard A. Versluis dismissed by Commission Friday in ruling which held WGRD is not party in interest and that Saunders doctrine does not apply to AM outlet claiming injury from TV station.

CBS-TV Signs Five

SIGNING of five new affiliates by CBS-TV announced Friday by Herbert V. Akerberg, vice president in charge of station relations: KVTW (TV) Sioux City, WETV (TV) Raleigh, WHYN Holyoke, KGUL-TV Galveston and KTNT-TV Tacoma.

New DuMont Affiliates

ADDITION of two affiliates to DuMont TV Network, bringing total to 91, announced Friday by DuMont Television Co., New York. Other DuMont guarantees to go into effect April 1 and June 1 pending FCC approval. DuMont representatives will report to New York by April 1. The new DuMont stations are: KITV (TV) Seattle, KDAV (TV) Yakima, KTVK (TV) Tucson, KJTL (TV) Amarillo, KFIM (TV) Corpus Christi, TX.

Barkley on Radio

EX-VICE PRESIDENT Alben W. Barkley's Meet the Peep program (NBC-TV, Sun., 5:30-5:45 p.m. EST) was to start on NBC radio network this week. Barkley served with WJZ, New York, for over 20 years. Mr. Barkley's program will use tape recording of television version [B-T, Feb. 2].
El Paso's March of Dimes
TELETHON Proves —
for RESPONSE-ABILITY

it's KROD-TV

After only 3 weeks on the air in a completely new TV market, KROD-TV received more than $24,000 in pledges (2,064 persons responded) to the March of Dimes during its first "Telethon" attempt.

Last year, the entire drive netted only $37,000.

Pledges from many points beyond 100 miles from El Paso attest to KROD-TV's coverage. The widespread response to the "Telethon"

demonstrates dramatically that the El Paso — KROD-TV "area" is BIG!

Yes, for public service OR commercial telecasting, KROD-TV has demonstrated that it has a tremendous following for a new TV market. Add to this the finest in TV studio facilities, channel 4 assignment with mountain-top transmitter, CBS-TV and DuMont affiliations, a staff of experienced TV sales-service and production people, forceful promotion and merchandising, and you have the winning combination for El Paso!

IT'S KROD-TV

CHANNEL 4

RODERICK BROADCASTING CORP.

Darrance D. Hederick Val Lawrence Dick Watts
Chairman Pres. & Gen. Mgr. TV Sales Mgr.

KROD-TV represented nationally by the G. L. Taylor Company

Executive and Publication Headquarters

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

Sol Taishoff, Editor and Publisher

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Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE

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

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8335.

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

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

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.


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 issues: 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.

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

*Reg. U.S. Patent Office
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Page 12 • February 9, 1953

BROADCASTING • TELECASTING
Women, too, are interested

Women's stake in life insurance is constantly growing—and, along with it, the number of questions they are constantly asking about it! Yes—women are interested.

Not only are women named to receive the proceeds of most of the policies currently in force—but they themselves own more than $45 billions of life insurance. Almost as many women as men are policyholders.

They own insurance for the same reasons as men—to protect dependents and to provide for their own retirement years.

The Institute of Life Insurance has long recognized this interest on the part of women. It has published a number of informational booklets designed to answer the questions they ask about life insurance and to promote a better understanding of its place in family financial security.

In addition, in response to requests from women's organizations and other groups, it has provided speakers for women's financial forums held throughout the country.

In current campaigns, in radio talks, in magazine releases, and other forms of communication, the material presented is quite frequently based on questions of special interest to women.

Through these services, the Institute is helping to broaden the understanding of a subject that is of vital interest to the women of America.

Informational Booklets

These booklets, published by the Institute of Life Insurance, can be helpful as source material for radio editors, writers and commentators. They are yours for the asking. Also if there is any special way in which the Institute can be of assistance to you, please let us know.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N.Y.
A GOOD idea was vitiated almost to the vanishing point in the opening telecast of Meet the Veep, new NBC-TV Sunday afternoon series starring Alben W. Barkley, the nation’s former Vice President and only “Veep.”

The plan to bring Mr. Barkley into the homes of the American viewing public for a quarter-hour each week must have seemed foolproof when first presented. Here is a man who in 40 years of public service has seen history from the inside, a man whose intimate association with our country’s leaders has given him a chance to understand the ways and hows of our national policy better than almost any other living man.

What a wonderful idea it would be to let the Veep share his inside information with the American people, particularly as he has a warm and friendly personality which projects well through the TV screen and is enhanced by his flair for flowery, folksy oratory.

What a wonderful idea it would be to present the Veep together with another lovable old codger, the veteran political reporter, Earl Godwin, who has been covering political history for about as long as Mr. Barkley has been helping make it.

Unsure and Wavering

Maybe a third idea was needed, an idea as to what kind of a program Meet the Veep was going to be—intimate pictures of great men and great events, affording the viewer an inside-light on the formal records of the history books, or amusing anecdotes of the Washington scene. The first Barkley-Godwin telecast seemed unsure of just which viewpoint it was trying to observe and, in wavering between the two, fell flatter than a bride’s first cake.

For example, take Mr. Barkley’s account of his meeting with Franklin Roosevelt on the President’s return from Yalta, an early morning private session to which he was summoned by Mr. Roosevelt “to let me bring you up to date on Yalta and you bring me up to date on Washington.” Here was a fine opportunity for informed comment on one of the most hotly discussed events of modern history, a wartime meeting among the leaders of Britain, Russia, and the United States whose details are still so little known as to make them more a matter of rumor and argument than factual report. Or, if folksiness rather than political comment was to be the program keynote, here was an opportunity for a personal portrait of a President returning from what may well have been the turning point in current history. Was he grave or gay, sobered by the serious decisions that had been made or elated over agreement on a plan for winning World War II? Was he worn out from overtime hours of discussion or buoyed up with hope for the future?

But Meet the Veep gave us neither of these. Instead, Mr. Barkley reported at length how he had found Mr. Roosevelt in the bathroom shaving, and with no chair available, had seated himself “on a bathroom fixture” (this said with a grin as ingenuous as the one used by Arthur Godfrey at similar times). He reported that during the discussion Mr. Roosevelt became so interested that he lathered himself six times before finally shaving. When the Veep paused at this point, Mr. Godwin called upon all of his hard-earned skill at political questioning to wring the final definitive bit of information from Mr. Barkley—that FDR shaved with an old-fashioned straight-edge razor.

Best part of the telecast was the conclusion, where, growing serious for once, he related with the grave responsibilities facing our new President (whom he surprisingly referred to as “Eisenhower”) and expressed the hope that the Democratic Party would not misinterpret its role as “loyal opposition” to launch an immediate flood of carping criticism upon the new resident of the White House, before he has had the chance to show what he can do.

Production of Meet the Veep was on a par with the program’s format, cluttered, confused and overcrowded. Mr. Barkley and Mr. Godwin sat facing each other across a desk of sub-executive dimensions, so unsuitable to a former Vice President as to give the whole scene a ludicrous aspect.

Meet the Veep, despite its false start, has the ingredients of a good TV program which could make the Veep a welcome visitor in millions of family living rooms, either as significant political comment or as anecdotal reminiscence. But it won’t be welcome if it continues its initial imitation of two garrulous old-timers recalling their former glory over the village store’s cracker barrel.
their hands. In an effort to solve it, they endeavored to show how the Germans hoped to obtain military advantages by developing lighter-than-air craft and how the Hindenburg disaster quashed their plans. Though at the time this would have been a valid theory the subsequent development of fast airplanes and destructive air armaments would have ruled out dirigibles anyway. History has relegated the "Hindenburg" to the role of a minor disaster.

Future program subjects seem more promising. Next Sunday You Are There is to attend the Boston Tea Party. That event would seem perfectly to meet the specifications for a suitable show. It may, however, put the program and its basic format to a new test.

If the program adheres to the technique of staging the "special event" type of telecast, with on-screen narration from central control and other points, the clash between the modern trappings of television and the 18th century costumes and scenes may destroy the reality of the production. The producers of the television version of You Are There will have headaches that their radio predecessors were spared.

Books


ALSO including "an analysis of television advertising," this book by Mr. Wolfe, described as director of radio and television at McCann-Erickson Inc. Adv., details 38 uses and advantages of spot radio, 16 steps in a radio campaign, merits of 18 types of commercials, 12 steps for creating commercials, 9 spot announcement techniques, 18 ways to use sound, sonovox and musical effects and 12 steps in creating a radio jingle.

Its 43 chapters are divided into seven parts, including radio advertising fundamentals, techniques, network, spot, commercials, history and future and opportunities. Each chapter has a foreword by well known experts in the respective fields.

The book, listed on the Printers Ink Business Bookshelf, includes 124 drawn illustrations, an appendix on special aspects of radio advertising by selected authorities and a glossary. Its publishers recommend it to radio station and agency executives, commercial writers, timebuyers, publicists, producers, directors, researchers, copy chiefs, script writers, announcers, salesmen, representatives, entertainers and students.

WGR's 5000-watt "take-off" lands your selling messages loud and clear wherever you go throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area.

For example: WGR's wide range of top rated programs include the big audiences reached by the New York Philharmonic and the Buffalo Philharmonic Orchestras.
It takes time to sell goods today. It takes network radio time to sell goods to the most people. And it takes time on the PLUS network to sell goods to the most people at the lowest cost. These simple facts are attested by some of the best minds in marketing, with some of the biggest (and some of the smallest) budgets in the business: last year they hired 17% more of our time than in 1951! Behind this expert testimony, you'll find two key reasons why it pays clients to spend time with us.

**TAKES TIME**

First, the 60,000,000 people living in Non-TV America spend twice as much time tuned to our stations as to anybody else's. And second, we price our time by a new, unique formula* that keeps costs synchronized with actual values - in TV areas as well as in the rest of the U.S. Small wonder Mutual sponsors so consistently convert time-pennies into sales-dollars! We can demonstrate how you can, too... in no time.

**MUTUAL**

*Mutual sponsors so consistently convert time-pennies into sales-dollars! We can demonstrate how you can, too... in no time.

*Effective Jan. 1, 1953. Details on request.
DAVID HAROLD COGAN, president of CBS-Columbia Inc., New York, ordinarily a sober, mild-mannered individual, is explosive on one subject: He thinks radio and television manufacturers are producing sets with horse-and-buggy methods in a Buck Rogers era.

"Our television technique has improved little if any since 1926 or 1927," Mr. Cogan says. "We're years and years behind the automobile industry."

Mr. Cogan plans to meet this problem in the same manner that he has been tackling troublesome roadblocks in the electronics field over the past 25 years. Together with his associates at CBS-Columbia, he has formulated what he describes as a "new concept of the assembly line." He intends to introduce this production technique at the new plant his company is constructing in Long Island City.

Though Mr. Cogan has earned an enviable reputation in the electronics field as a sales salesman, he believes that it was the introduction of another concept of his in 1929 that hastened his upward climb. At that time, while with the Amrad Corp. of Medford Hillside, Mass., he invented an automatic tube testing device that spurred the sale of tubes.

Credit for Salesmanship

"And I got credit for being a terrific salesman," Mr. Cogan comments.

Mr. Cogan attributes much of his success to his upbringing. He was born in Barton, Vt., on Jan. 10, 1909, and shortly thereafter his family moved to Boston. Mr. Cogan credits his father, Bened Cogan, owner of a chain of retail food stores in New England, with stimulating his interest in selling and merchandising. His mother was the former Annit Grant.

"When I was six," Mr. Cogan recalled, "father would ask me to stay in the store in Boston and help arrange the merchandise. Later, I waited on customers and assisted in the buying."

Despite this early grounding in the retail business, Mr. Cogan's interests veered toward the electronics field when he entered the Pinkerton Academy at Derry, N. H., in 1921.

He received his initial practical experience in the electronics field during the summers of 1928 and 1929 when he was a field engineer with Amrad. During the fall and winter months, Mr. Cogan continued his electrical engineering education at Northeastern U., Boston.

He accepted a full-time position with Amrad in 1929, curtailing his college studies. During this period Mr. Cogan invented his tube tester and shifted the course of his career from engineering to sales and management.

Shortly after he invented the testing equipment, Mr. Cogan resigned from Amrad and formed the Cyrad Mfg. Co., Boston, to produce and merchandise testing equipment. For two years, Mr. Cogan was on his own until the Hytron Corp. purchased Cyrad. In the changeover, Mr. Cogan became a sales engineer and later, district sales manager.

In 1933, he was appointed sales manager for Hytron and in 1945 he was elected vice president and director of the corporation. Upon Hytron's acquisition of Air King Products, Brooklyn, in 1946, Mr. Cogan was elected president of the Air King and also Royal Wood Products Co., cabinet manufacturers. In 1951, after the merger of Hytron and CBS, he was appointed president of CBS-Columbia Inc. The company manufacturers radio and television sets and components, as well as clock radios.

In his present post, Mr. Cogan supervises the activities of some 1,400 employees in four plants in the New York area. He confides that an expansion program is the company's first order of business.

In his business, Mr. Cogan stresses that "the important thing is flexibility." He describes the "ideal situation" as one "in which there is financial and production strength without the lethargy that goes with big business." And he is proud that CBS has given him considerable lee-way in the management of CBS-Columbia.

Firm's Progress

He says he is "not entirely satisfied" with the firm's progress though he estimates it has jumped from 65th to 10th place among manufacturers within the past few years. He believes the company's projected expansion program will place it in a stronger competitive position. Mr. Cogan acknowledges that one of the company's main concerns is to "let people know that CBS-Columbia is a television or radio set made by CBS."

His rigorous work schedule has forced him to relinquish many outside activities although he still is chairman of the Brooklyn Cancer Fund and a member of the Radio-Television Mfrs. Assn. and National Assn. of Mfrs.

Mr. Cogan married the former Annie Josephine Zelfman in 1934. They make their home in Beechurst, N. Y. They have a son, Bruce Melvin, 8½.

Tall and medium-built, Mr. Cogan is quiet and serious of mien—but he astounded close colleagues with this revelation:

"When I was at Northeastern, I was on the boxing team. Yes, I was a 155-pound boxer."
Des Moines Elects
KRNT
One Of The Nation's Most Successful News Operations

HOOPER-SIZED TO...

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:

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<tr>
<th>News Time</th>
<th>Hooper</th>
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<tr>
<td>Don Soliday</td>
<td>7:15 a.m.</td>
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<td>Gordon Gammack</td>
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<td>Russ Van Dyke</td>
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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
Shaggy Sheep Story

EDITOR:
I read in your magazine about farmers using WCCO [Minneapolis] music on contented cows, but a word of caution is in order. Another farmer nearby tried a radio in his sheep barn and it caused a terrible commotion among his herd of 30 ewes and one buck. The farmer dashed in just as the buck had committed suicide by ramming a stone wall to the crooner's final strains of "There Will Never Be Another Ewe!"

Boyd Phelps, Director
Phelps Precision Lab.
Minneapolis

** * *

Don't Make a Move

EDITOR:
I would appreciate it tremendously if you would publish this announcement from Arthur Clarendon Smith Sr., president, Smith's Transfer and Storage Co., Washington, D. C.:

"It has come to our attention that some of the moving and storage companies throughout the U. S. are broadcasting and/or televising for their own use, our slogan "Don't make a move . . . without calling Smith's." We have this slogan not only copyrighted but also registered as a trade-mark in the U. S. Patent Office. We have sold the rights to the use of this slogan to the Lincoln Warehouse Corp. for use in New York City only. No other moving or storage company in the U. S. has any right to use this slogan. We wish to put on notice all radio and television stations that we will take legal action—wherever and whenever necessary—against any radio or television station which permits our slogan to go out over their facilities."

Courtland D. Ferguson
President
Courtland D. Ferguson Inc.
Washington

** * *

Typo

EDITOR:

This is an error. We represent the station that appears above namely, WKST-TV New Castle, Pa.

Since we have been receiving a great many phone calls regarding WNLC-TV, we would appreciate it if you could carry a notice of some sort calling attention to the discrepancy.

Robert D. C. Meeker
President
Robert Meeker Assoc.
New York

** * *

Creepie-Peepie

EDITOR:
I would like to call your attention to an insert which appeared on Page 11 of the Jan. 19 issue of BROADCASTING • TELECASTING, relative to the "New 18 lb. camera" in which it stated it "is the first camera to be used which does not employ cable."

You will probably recall that at both the Republican and Democratic national political conventions held in Chicago in 1952, that NBC employed what we called Ultra Portable television equipment, employing the Vidicon camera tube, on the convention floor, using radio to relay the television signals back to the control room. This equipment, while called by us Ultra Portable, is probably more familiar to you as the Walkie-Lookie or the Creepie-Peepie equipment.

This letter is written to you in the interest of correctness rather than criticism.

O. B. Hansen
Vice President & Chief Engineer
NBC New York

* * *

For the Bird

EDITOR:
Entering a lion's cage may be considered a daring exploit in the amateur league, but when it comes to professional enterprise we challenge anyone to compare with WBEL's intrepid Christie Thompson.

Herewith photographic evidence of Christie interviewing a full grown golden eagle in his wild state. The giant bird, with a wing spread of more than seven feet . . . became lost in a blizzard and landed, exhausted, near the Thompson home the day before Thanksgiving.

Given shelter and an eagle's idea of a Thanksgiving feast, the bird was later turned over to the Wisconsin Department of Wild Life where he is spending the remainder of the winter and will be turned loose this spring to return to his home . . .

L. O. Fitzgibbons
Manager
WBEL Beloit, Wis.

* * *

Press Relations

EDITOR:
In looking back over recent newspapers, I happened to note that a total of three separate stories involving KTTTR personnel were included in just one edition of the Central Missouri Shopper. Now, believe it or not, KTTTR is in no way related, affiliated or connected with said publication. It is merely a case of the various advertising media in our little community, cooperating together for the betterment and advancement of all concerned. KTTTR enjoys friendly and amicable relations not only with the Central Missouri Shopper, but also the Rolla Herald and the Rolla Advertiser. We of KTTTR are quite proud of this relationship and suggest that all other small broadcast stations try to accomplish the same happy results in their own communities . . .

Luther W. Martin
General Manager
KTTTR Rolla, Mo.
Bouquet From Broidy

EDITOR:

... Your magazine is certainly the best in the field... 

William F. Broidy
William F. Broidy Productions
Inc.
Hollywood
* * *

Uncle Sam Wants You

EDITOR:

Old frustrated ex-PFCs never die—they just become radio-TV critics. I refer specifically, of course, to the poor man's John Crosby who reviewed the premiere of Talent Patrol for BT [Jan. 26].

Recruiting for the armed services is one of the toughest (and most critical) jobs advertising has ever had to undertake. If your reviewer were quite aware of this, he wouldn't have attempted to build himself a reputation as a clever person at the expense of the Army's efforts to enlist volunteers...

Jim Bastian
Washington, D. C.
* * *

Showsheets

EDITOR:

KVTV can use 100 reprints of your TV show sheet...

For your information, these showsheets will be distributed to top area distribution people in the food and drug industry. We feel they will be useful to these people in determining which of their products are being advertised on television over the networks so they may use their influence in seeing that advertising schedules are placed in the Sioux City television market when it becomes active [next April].

Dick Harris
Promotion Manager
KVTV (TV) Sioux City, Iowa
* * *

Restyling (Cont.)

EDITOR:

Dear me! Here's Broadcasting • Telecasting all dressed up in a nice new format, pretty as can be.

And yet it's quite obvious that the editorial staff is just about 10 years behind the times. Why? Easy.

In your response to a letter which appeared on page 21 of the Jan. 19 issue you... said that the two letters "AM" constituted the abbreviation for the word "radio."

Well, I'll let you in on a little secret. About 1935 a fellow by the name of Armstrong invented something new. He called it FM radio...

Y'know, the real abbreviation for radio is "AM & FM".

George W. Hamilton
FM Promotion
Syracuse, N. Y.
* * *

EDITOR:

The new format of Broadcasting • Telecasting is a fine improvement of a fine magazine...

Philip L. Graham
Publisher
The Washington Post
(WTOP-AM-FM-TV Washington, D. C., WMFR-AM-
FM-TV Jacksonville, Fla.)
* * *

This is Mr. McAllister

This is what he says

"A large portion of our ad budget," says Mr. Walter W. McAllister, President of the San Antonio Building and Loan Association, one of the first hundred in the nation, "goes toward sponsorship (on KMAC, San Antonio, Texas) of Fulton Lewis, Jr.—a news program which appeals to the people most likely to use our services. Comments... and interest aroused by the program... prove the wisdom of our participation."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 864 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
A blind man can't be a good eyewitness reporter

Prejudiced reports of the Maryland road test have given the press and the public a distorted picture. In the interests of accurate reporting and highway improvement, here are facts that cannot be ignored:

The Maryland road test was a research project conducted in the interests of better roads. Findings were intended to act as a guide for the construction of roads better able to take care of today's traffic needs.

But in the hands of prejudiced outside interests—people prejudiced against the trucking industry, the entire objective of the test was obscured and distorted. In these prejudiced unofficial utterances the Maryland road test became a case against the trucking industry.

How to get the facts—The facts concerning the test are clear and are readily available from the official report, "Final Report on Road Test One—MD." They can be summed up in three main points. (1) Concrete pavements laid on suitable subgrade are strong enough to carry axle loads far heavier than permitted anywhere in the United States. (2) Concrete pavements laid on unsuitable subgrade can carry the highest axle loads legal in any state as long as the subgrade support is maintained by ordinary highway maintenance practices. (This type of maintenance was withheld during the test.) (3) The test road was not a typical road. The subgrade soil in those sections where cracking developed was a local variety of clay and the pavement itself was of unorthodox double-parabolic cross-section design.

The trucking industry as a vital part of the nation's transportation system and as payer of one-third of all motor vehicle taxes is vitally interested in the Maryland road test and other similar tests now being conducted. It cannot sit by and let the findings of these tests be distorted by prejudiced interests and used against it.

The Maryland road test was a test of roads. From it can come much good in the form of improvement in highway design, construction and repair. This good can be accomplished if the facts concerning the test are given currency. Anyone can get those facts by reading the Highway Research Board's complete report with an unprejudiced eye.

JOHN V. LAWRENCE
Managing Director,
American Trucking Associations
Washington 6, D.C.
In one era of history the prairie schooner made the roads to new frontiers. Now it's radio relay and coaxial cable that cross our mountains and plains to develop new territories for television.

Intercity television transmission is not very far in time from its pioneering days. Yet its progress has been great. In 1946 less than 500 channel miles of intercity television network facilities existed. By the end of 1952 this had grown to 31,500 channel miles . . . enough to reach an audience of about 92,000,000 people.

These are big figures. But they can't tell the whole story of the big job being done. Behind them are many special projects, each costly in time and money.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

Bell Telephone System

Providing transmission channels for intercity radio and television today and tomorrow
Two top CBS radio stations
Two big Southwest markets
One low combination rate

Sales-winning radio schedules for
the Great Southwest just naturally
include this pair of top-producing
CBS Radio Stations. Results prove
this! Write, wire or phone our
representatives now for availabilities
and rates!

National Representatives
JOHN BLAIR & CO.

GARFIELD PACKARD, despite his surname and Detroit background, bears no relationship to the automotive Packards. Born in Stratford, Ont., Mr. Packard moved to Detroit at the age of 2, attending school there and working as an accountant until 1931.

Now vice president and Chicago manager of the Paul H. Raymer station representative firm, Mr. Packard is a 20-year-plus broadcast veteran who has covered more than the usual maximum of two sides of the street.

He has worked as a station representative with the Raymer Co. since 1943, spending four years in New York and transferring to Chicago as an officer in February 1947. His first job in radio, as assistant to the manager of the Detroit office of World Broadcasting System, lasted two years until 1935, when he went to CKLW as manager of the Windsor division.

In 1935, he went the Campbell-Ewald agency in Detroit as radio manager and timebuyer, handling Chevrolet Div. of General Motors, the agency's largest radio biller. He bought the largest spot campaign up to that time for Chevrolet, using more than 400 stations (two-thirds of all those on the air) for Musical Moments, aired 185 weeks consecutively. Estimated cost in those early days was a staggering $2 million annually. Mr. Packard also set up the GM blanket contract permitting all GM divisions to combine their broadcast purchases for frequency discounts.

Mr. Packard went to Raymer, New York, after visiting the city frequently while touring the country with GM's Cheers for the Camps, originating in 16 armed forces camps vis CBS.

He is married to the former Margaret Oberlin, who helped him buy time at Campbell-Ewald. They live on Chicago's near north side. They share an intense interest in primitive music and art, and each year spend 2 weeks of planning for a concentrated two weeks of vacationing along off-the-beat paths in such places as New Mexico, Guatemala, Mexico and Haiti.

They are interested in painting (Mrs. Packard paints moderns), reading music and photography, color as well as black-and-white.

As for radio (Raymer also represents TV stations), Mr. Packard sees a continuing re-evaluation of the medium on the agency and client level because "it is still an excellent buy on a cost per thousand basis."

Garfield Packard on all accounts

Page 24 • February 9, 1953

Broadcasting • Telecasting
AN IMPORTANT ANNOUNCEMENT

*WNHC Radio has signed with Universal Stores in New Haven and greater New Haven. See your Katz man for details.

Every food advertising dollar spent on WNHC Radio does Double Duty.

This Means

WNHC Radio sells your product twice.

Once when your message is aired -- again when your product is displayed.

WNHC

NBC in New Haven

AM-FM-TV

New England's first complete broadcasting service

Represented Nationally By The Katz Agency, Inc.
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.
'SHAKEDOWN' TACTICS AMONG TV APPLICANTS PROBED

Television, no different from any other business, is attracting its share of bloodsuckers and those who follow a lax code of ethics. Of particular concern to government officials are the station applicants who enter bids simply to slow the competition or, even more unscrupulously, to command a shakedown price for clearing the way.

The television shakedown racket, now menacing TV station applicants, is being investigated by the FCC and Senate Interstate & Foreign Commerce Committee, Broadcasting & Telecasting learning last week.

This growing practice came under official FCC scrutiny during the week. The Senate committee has heard of the racket and it is being investigated at the staff level.

Heeding complaints from many sections of the country, the Commission is working on one of the most distasteful situations in the history of radio-TV regulation. The racket is based on "strike" applications designed to block unopposed grants to legitimate applicants.

On highest authority it was learned that the FCC is "very much concerned" about a series of charges centering the FCC posed grants and others have been mentioned with some indication openly, over to the FCC, which studied the evidence suspecting "strike" applications of radio TV station applicants, have been mentioned with some indication.

BROADCASTING & TELECASTING

The Senate Committee operates as a watchdog of the Commission. The committee has already investigated one suspected "strike" case. This case was turned over to the FCC, which studied the evidence and informed the committee the applicant was entitled to file.

Up to this point the committee has taken the view that "strike" charges are an FCC matter. Now that the practice is causing nationwide concern the committee is showing more interest. It was indicated a full investigation will be made if any applicant desires to submit evidence pointing to pay-off practices.

The usual way the "strike" practice works is this: An applicant files at the FCC for a TV frequency in a city. The grant is unopposed and after a normal period the case approaches its final stages, with indication that a grant is forthcoming. Just before final action is expected, the "strike" application is filed.

This throws the case into hearing status and it can mean many months, or even a year or more of delay. The second application can be (1) legitimate; (2) designed to shake down the original applicant for pay-off money or stock interest; (3) aimed at delaying the grant for purely competitive reasons.

Burden of Proof

If either of the two latter reasons is involved, the FCC then faces the difficult job of proving blackmail or illegitimate delaying action.

Should the Commission feel it has a good case against an applicant, it must decide how to proceed. It might, for example, dismiss an application "with prejudice," an embarrassing tag that could prove costly in the future. Then again it might take disciplinary action against lawyers involved in a case. This weapon, some contend, would be extremely powerful and halt unethical practices.

The whole situation is somewhat confused by regulatory problems. The FCC's rules have a section devoted to "strike" applications (1:385e). This permits conditional grant to an applicant pending final hearing in case the FCC feels an application is not filed in good faith. The rule is an old one and has seldom been used.

Argument is raised by one attorney who the old "strike" rule had its teeth pulled inadvertently by the McFarland Bill (Sec. 7c), which liberalizes the filing of protests in case of grants.

In any case, attorneys concerned with suspected "strike" applications are anxious to get FCC action in at least one case. They feel even one call for a hearing in a suspected "strike" incident would frighten away all applicants or potential applicants who have had ideas of that sort.

Suggestion that legislation be enacted has been made. One proposal would require posting of substantial bond in filing television applications. This would prove good faith, it is felt, and weed out racketeers.

The "strike" menace bring out specific names of persons and applicant firms, the resulting publicity might bring wholesale withdrawals, according to one view at the Commission.

Of special interest was the suggestion that such action would open up TV facilities in many areas and speed granting of many new stations now held up in Commission routine.

Actually there's nothing very new about this sort of thing. All through the history of AM and FM, the FCC's staff was worked overtime in an effort to catch up with the "jam." During these exciting months the charge of nuisance applications and even blackmail echoed through the industry.

Now with TV permits at a premium following the end of the freeze, the Commission's files are bulging with petitions of various sorts. Attorneys and engineers alike have said informally they have turned down applicants on the ground their proposals weren't sincere. The hearing procedure in TV has been rougher than many non-industry applicants anticipated and this in itself has started to deter nuisance filings.

Senator Group Gets Money
For Inquiry Purposes

NEED for an inquiry into color TV, educational TV and monopoly in broadcasting was given by the Senate Interstate & Foreign Commerce Committee as one of the reasons for asking for $75,000 to investigate various matters under its jurisdiction (S Res 41). The Senate last week approved the request and the appropriation.

There is nothing scheduled at the present time on the communications subjects.

Estimated budget for next two years calls for the spending of $8,000 for the hiring of two attorneys, one economist, three clerks and three investigators. In addition, $17,000 is estimated for expenses.

In a letter last month to Sen. William E. Jenner (R-Ind.), chairman of the Senate Rules & Administration Committee, Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, referred to communications as one of the areas of primary importance.

Last month Sen. Tobey introduced a proposal (S 538) which would forbid the FCC from approving the applications of any company convicted of violating the antitrust laws, unless no such violations and occurred in the previous five years (B&T, Jan. 26).
WINE COMPANIES INVADE RADIO-TV

Monarch and Wine Corp. of America head a list of vintners buying radio and TV spots, regional programs and day-time network shows.

THE wine merchants, in a heady invasion of the broadcasting media, are pouring money into radio and TV spots, regional programs, and daytime network shows starting in early and mid-February.

Monarch Wine Co., for its Manischewitz wines, turns to television sponsorship today (Monday) for the first time when it premieres its half-hour "I'm the Law," a Music Corp. of America package featuring George Raft, in about six markets. The contract is for 39 weeks.

Monarch’s television outlay is in addition to a radio spot campaign which started in mid-January in 55 markets for 26 weeks. The radio schedule is in its fourth year. Donahue & Co., New York, is the agency.

Mogen David Wine Buys

Wine Corp. of America, Chicago, for Mogen David wine, has bought the 11-11:15 a.m. period on CBS-TV effective Feb. 12 for the Bill Cullen Show, Thursdays, 11-11:15 a.m. Mr. Cullen will highlight a variety format, supported by the Milton Delugg trio and a vocalist. The show is packaged by Larry White and Mr. Cullen. Weiss & Geller, New York and Chicago, is the agency.

Wine Corp. of America also will sponsor New of Tomorrow on ABC-TV, 10-10:15 a.m. EST Monday through Thursday [B*+T, Feb. 2]. Weiss & Geller also placed this contract, starting today for 52 weeks.

Garrett Wine & Co., makers of Virginia Dare wine, a long-time radio client, has placed a radio-television spot campaign on 100 radio and 20 television stations effective today for 10 weeks. David Mahoney Inc., New York, is the agency.

Petrie Wine Co., San Francisco, through Young & Rubicam, same city, is another active spot entrant, with approximately $200,000 already allocated on radio-TV schedules.


LaSalle Wines (independent winery and a distributor for Manischewitz wines) will sponsor RCA Thesaurus’ transcribed library series, The Hour of Charm, on 16 radio stations in Michigan, through Bradely-Roth Agency, Detroit.

The advertiser increased the station list after a 90-day test and a tremendous boost in the sales of LaSalle and Manischewitz wines.

Piracy of Ideas Claims Called Hard on Advertising

TREND of court decisions in favor of those claiming piracy of their unsolicited ideas by advertisers and advertising agencies was called "the most urgent legal problem facing advertisers and agencies today" by David M. Solinger, New York attorney, in an address Monday to the Federal Bar Assn. in New York.

Citing a recent $375,000 California jury verdict as an example of what he termed "an alarmingly dangerous trend," Mr. Solinger said huge verdicts are being recovered "on various theories ranging from express contract, implied contract, trade custom, the reasonable value of services, unjust enrichment and copyright infringement."

He criticized releases which make the advertiser or agency sole judge of the value of an idea and advocated a contract with the submitter of the idea setting forth in advance a nominal value for the idea if it is used. Unsolicited ideas should not be considered, he said, suggesting various procedures for insulating creative departments against contact with them.

Ovington, Brooks Join BC&P

RAY OIVINGTON, Grant & Wadsworth, New York, and Barbara Brooks, Joseph P. Wiggers Agency, have joined the radio and television staff of Birmingham, Castelman & Pierce, New York. Mr. Ovington will be assistant director in charge of production and Miss Brooks will be co-ordinator of broadcast activities.

Steve Siddle, timebuyer for the agency, has been promoted to assistant director in charge of station relations for both radio and television.

"DEATH" OF A TV commercial was demonstrated at a meeting of the Women's Advertising Club of Chicago by Otis Carney, head of TV creative work, J. Walter Thompson Co., that city. Mr. Carney, speaking on effective television commercials, holds up slide commercial before Marion McKinney, women's travel director, Union Pacific Railroad, to emphasize "too many characters trying to put over one sales talk."

Admiral Buys Sports Events

AGREEMENT for exclusive radio-TV coverage of the Chicago Tribune Golden Gloves Boxing Tournament was completed by Admiral Corp., Chicago, last Wednesday, for an undisclosed sum.


Admiral also is said to be negotiating for similar rights to the All-Star professional-college football classic next summer, although the firm was not prepared to announce any agreement as yet. Admiral sponsored the football game on DuMont and MBS last year.

NL&B Bills $19 Million

TOTAL billings of Needham, Louis & Brorby, Chicago advertising agency, exceeded $19 million in 1952, its president, Maurice H. Needham, has reported. The agency revealed that more than half (118) of its 220 employes now own stock in NL&B. Last year was the second consecutive 12-month period during which the agency added about $4 million to its billings.

NL&B received $3 million in radio and $5 million in TV billings, with the AM-TV share accounting for about 40% of all billings [B*+T, Jan. 5]. Mr. Needham added that payments under the profit-sharing plan will amount to more than 13% of salaries of the participants, as compared with 13% last year.

M & R Dietetics Buys TV

TO LAUNCH a new powdered cream product in the New York market, M & R Dietetics Labs., Columbus, has turned to television as its major advertising medium, according to George R. Dunham, WCBS-TV New York general sales manager. He said the company has bought participations on station programs, including Rain or Shine, Kwovet Unlimited, and There's One in Every Family. Billed through the Ralph Jones Co., Cincinnati, the new business will run for 13 weeks, effective today (Monday).
SOUTHERN CALIFORNIA RADIO CALLED 'GREATEST MEDIUM' AT AD CLUB MEET

SCBA Managing Director Norman Nelson reports area's radio homes are up 33.6% with rates up only 11% since 1946, despite TV. Others on a panel praise vertical saturation spots, nighttime radio, while two recount saturation campaign successes.

THAT radio continues the greatest mass medium in Southern California despite television, was the consensus of a five-member panel at a Hollywood Ad Club meeting last Monday in the Hollywood Athletic Club.

Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., and past president of HAC, moderated the panel, "Southern California Radio For 1953." Describing Southern California as "America's fastest growing market," Norman Nelson, managing director of the Southern California Broadcasters Assn., said radio homes have increased 33.6% since 1946.

Admitting TV with eight stations now is at a high point of saturation and radio listening has dropped 26%, he presented figures to show the 1946 to 1953 population increase was so great actual hours of radio listening now are greater than before the TV era.

"During this period, too, radio station time rates went up only 11%..." Nelson declared. "During the same period... Los Angeles metropolitan newspapers have decreased their total circulation 1%. Today it costs a newspaper advertiser exactly 50% more for each circulation 1% less than it did in 1946.

Shortchanged in Past

Southern California broadcasters shortchanged themselves in the past because they couldn't determine until recently how to evaluate out-of-home listening. Mr. Nelson continued.

He said three Pulse surveys in the past year found size of out-of-home audience depends upon programming, "but as a rule-of-thumb figure, there is about a 20% bonus to be added to any in-home ratings in the Southern California area."

Success of the vertical saturation method of buying radio time was stressed by Stanley Spero, KMPC Los Angeles account executive and chairman of the SCBA sales promotion committee.

Mr. Spero said in the past stations did nothing more than exchange the same advertisers among themselves, but now a concentrated effort is being made in Southern California to bring non-radio advertisers into the media.

Serrill Taylor, advertising and promotion manager of KNX Hollywood and Columbia Pacific Radio Network, and vice chairman of the SCBA sales promotion committee, debunked the "decline" of nighttime radio listening in the Los Angeles area.

"It used to be that a great many advertisers were writing off nighttime radio in a television home," he said, "but roughly 30% of all Los Angeles homes cannot be reached by television.

Hilly Sanders, vice president in charge of radio-TV for Dan B. Miner Co., Los Angeles agency, told ad club members many media must be used in any progressive campaign, but radio has demonstrated its stability in the past as well as now, creating desired results for clients and she would continue to recommend it.

W. P. Frost, district radio-TV sales manager for Westinghouse Electric Supply Co., told how his firm, in a saturated TV market, less than a year ago used an extensive spot campaign to introduce its TV receiver set, then virtually unknown. The name Westinghouse, he said, was associated primarily with heavy equipment or appliances in the Southern California area.

With this acute problem, Westinghouse, on a vertical saturation basis, utilized several area stations, and as a result of this, he declared, the firm's TV sets not only have become an important factor in the market from a consumer's point of view, but a substantial number of new retail outlets has been established.

"And for the first time in the history of Westinghouse TV in this area, buyers are going to retail dealers asking for the product by name," he said.

So pleased and amazed were Westinghouse officials with results of the radio campaign, they plan to continue this type of advertising in Southern California during 1953 and have expanded it to include other Westinghouse products, he said.

Lt. Col. Louis Pedlar Dies

Lt. Col. Louis C. Pedlar, 69, USA retired, president of Pedlar & Ryan Adv., New York, for several years until 1931 when he joined the Army Organized Reserve Corps, died at Suburban Hospital in Maryland near Washington, D. C., last Tuesday. He lived in Silver Spring, Md. He was commended by President Truman for research and analysis work during World War II. Survivors are his wife, two sons and a daughter.

Hoffman Back to Studebaker; Resigns Ford Foundation

Paul G. Hoffman, one-time president of the Studebaker Corp., is slated to rejoin that firm as chairman of the board. The resignation of Mr. Hoffman as president and a trustee of the Ford Foundation, multi-million-dollar philanthropy whose far-ranging activities include the Fund for Adult Education and the Television-Radio Workshop, was announced last Wednesday by Henry Ford II, chairman of the board of trustees.

H. Rowan Gaither Jr., San Francisco attorney and associate director of the Foundation, was named acting president, pending selection of Mr. Hoffman's successor.

Mr. Hoffman helped organize the $500 million Foundation and has headed it since Jan. 1, 1951.

His resignation from the Foundation, effective March 1, was credited to his desire to make his home at Pasadena, Calif., where he and his family have lived for years and where the Foundation has maintained executive offices. Mr. Ford said the trustees had agreed unanimously—with Mr. Hoffman concurring—that the time had come to transfer the Pasadena operations to New York, where a large staff has been operating. Although Mr. Hoffman agreed with the decision, Mr. Ford said, his personal desire to live at Pasadena led him to resign.

"We plan to use his distinguished abilities and his broad experience in Foundation-sponsored programs to the extent that he may be available," Mr. Ford said.

AGENCY and advertiser executives confer with station officials when, after an absence of 17 years, WMAQ Chicago welcomes back The Northerners for weekly half-hour broadcasts starting Feb. 16—under sponsorship, of course, of the local Northern Trust Co. Discussing happy occasion are (l. to r.): Glen Hendricks, assistant to the advertising manager, Northern Trust; Rudi Neubauer, WMAQ sales manager; Peter Cevole, director of radio, television and motion pictures; J. Walter Thompson Co., agency handling account; John O'Laughlin, advertising manager, and Davis Kirby, vice president of market research and development, Northern Trust; Harry Kopf, NBC Chicago vice-president; George Heinemann, program manager of WMAQ and WNBQ (TV). Program will be heard each Monday, 9-9:30 p.m. CST.

Broadcasting • Telecasting

February 9, 1953 • Page 29
STROTZ, TRAMMELL IN BOTTLING FIRM

Former NBC executive Sidney Strotz is president of new Coca-Cola bottling company in Pittsburgh area. With him in the new firm are former NBC Board Chairman Niles Trammell, Pennsylvania broadcasters Thomas P. Johnson and Rolland L. Adams and stars Roy Rogers and Ralph Edwards.

SIDNEY N. STROTZ, former NBC key executive, and a group of associates that includes Niles Trammell, former NBC board chairman, and other broadcasters or radio- television personalities, have acquired the Coca-Cola bottling companies in Pittsburgh and four nearby communities: Butler, Arnold, McKeesport and Bethlehem.

Others of the group in broadcasting include Thomas P. Johnson, 45.5% owner of WENS (TV) Pittsburgh, uhf Ch. 16 granitize, and vice president-secretary of the Pittsburgh Pirates; Rolland L. Adams, president of WAGA-AM-FM Bethlehem and publisher of the Bethlehem Globe-Times; and two NBC radio and TV stars, Roy Rogers and Ralph Edwards.

Mr. Strotz, president of the new Quaker State Coca-Cola Bottling Co. and also head of the Coca-Cola plant at San Jose, Calif., is moving with Mrs. Strotz to Pittsburgh. He was with NBC from 1933 to 1950, serving variously as vice president in charge of Central Div., vice president and national program manager, vice president in charge of Western Div., administrative vice president, and head of TV.

Mr. Trammell resigned as NBC board chairman Dec. 31 to become associated with ownership and management of a proposed TV station in Miami, Fla. Several other business and professional men are identified with ownership of the new bottling company. Messrs. Strotz, Trammell, Johnson and Adams are members of a seven-man board of directors.

C & W Names Case as V. P.

WINESLOW H. CASE, senior vice president and creative director of Campbell-Ewald Co., Detroit, has been named vice president in charge of radio-television copy for Cunningham & Walsh, New York, on the Liggett & Myers Tobacco Co. account (Chesterfield cigarettes). Before joining Campbell-Ewald, he was with Newell Emmett and with Liggett & Myers’ creative staff.

Direct Mail Gains 11%

DOLLAR VOLUME of direct mail advertising in 1952 totaled $1,171,088,984, a gain of 10.8% over the 1951 figure, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. Monthly totals ranged from a low of $88,664,382 in July to a peak of $112,670,142 in October.

Marciano vs. Walcott Bout

GILLETTE Co., and its agency, Maxon Inc., New York, were reported last week to be considering over radio-TV sponsorship of the return fight between Rocky Marciano and Joe Walcott from the Chicago Stadium on April 10. Radio-television rights to the match, which will be seen and heard on radio and TV in all but Chicago and Milwaukee areas, are expected to cost from $250,000 to $300,000. Gillette’s decision as to whether it will pick up the entire national tab for the fight is expected to be announced today (Monday).

NEW BUSINESS

Spot

BB Pen Co., Hollywood (BB-Rol-Rite), starts one-minute filmed TV spot announcement campaign in eight mid-western markets, Feb. 15 for 13 weeks. Stations are WBQQ (TV) WGN-TV WENR-TV Chicago, WWJ-TV Detroit, WEWS (TV) WXEL (TV) Cleveland, WKRC-TV Cincinnati, WFMF-TV Indianapolis, WMIP-TV Milwaukee, KSTP-TV Minneapolis and KSD-TV St. Louis. Agency: Roy S. Durlin Inc., L. A.

Leith Foods Inc., N. Y. (Flamingo frozen orange juice), launched TV spot campaign, effective Feb. 2 on WCBS-TV and WNBC-TV New York for minimum of 13 weeks with 56 spots per week. Program on each station includes nine announcements on Mon., Tues. and Wed., seven on Thurs., 10 on Fri. and six each on Sat. and Sun. Advertising is placed direct.

Network

Simoz Inc., Chicago, sponsoring Big Story on NBC-TV, Fri. 9:30 p.m. EST, on alternate weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renews Stuart Craig Show on 45 Columbia Pacific Radio Network and Mountain stations, Sun., 9:45-10 a.m. (PST), for 52 weeks from March 1. Agency: Dean Simmons Adv., L. A.

Bank of America, S. F., renews Top of the Morning on 11 Columbia Pacific Radio Network stations, Mon. through Fri., 7:15-7:30 a.m. PST, for 52 weeks from Feb. 23. Agency: Charles R. Stuart Adv., S. F.

Agency Appointments


Bay View Federal Savings & Loan Assn., S. F., appoints Branscher, Wheeler & Staff, that city.


Aluminum Lock Shingle Co., Oakland, Calif., appoints Lee Wenger Adv., S. F. TV will be used.

Winter-Seal Corp., Detroit, appoints W. B. Doner & Co., Detroit.

Consolidated Sewing Machine & Supply Co. of Calif., L. A. (distributors of Viking sewing machines), and Jerant Co., that city (Formula “21” lanolin compound), appoint Ben Baldwin Adv. Agency, Hollywood. TV will be used.


White Rock Corp. appoints Ellington & Co., N. Y. effective March 17.


McLaran Products Inc., Beverly Hills (scalp cream, hair dressing and shampoo), appoints Mogge-Frivett Inc., L. A. Radio is being used.

F. R. Corp., manufacturer of darkroom equipment and color slide viewer, N. Y., appoints The Wexton Co., N. Y.

Seabrook Farms Co., Bridgeport, N. J. (quick-frozen vegetables and fruits), appoints N. W. Ayer & Son, Phila.

Miscellaneous


Schwab & Beatty, N. Y., moves radio-TV department to separate quarters at 38 E. 57th St.
Like squirrels go for nuts

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

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
Martha Brooks is a super-saleswoman. Four announcements in her program last year produced over 6,000 sales with a retail value in excess of $4,000.

Grace Hudowalski, Travel Supervisor of the New York State Department of Commerce is a weekly guest on the Martha Brooks Show. She relates the little known facts about the personalities and history of the Great Empire State.

Martha Brooks has become endeared to the women of the WGY area as the result of her 17 years as a broadcaster. Bringing news of the women's world to her audience every morning between 9:15 and 10:00 a.m., Martha covers everything from unusual recipes to silver and golden wedding anniversaries and 90-year birthdays. Chatty, informative, personality-plus are the words for Martha. Her role in the daily lives of WGY-Land families easily qualifies her as "The First Lady of the 17th State."

WGY MARKET DATA
22 cities over 10,000 population
458 towns
53 counties
2,846,300 citizens
878,130 radio families
More goods purchased than 32 states

50,000 watts—Studios in Schenectady

WGY A GENERAL ELECTRIC STATION
Represented Nationally by Henry L. Christal
New York • Chicago • San Francisco
INDUSTRY-BACKED TV CIRCULATION AUDIT WINS INITIAL ENDORSEMENT

Circulation facts on television are to be presented clearly and comprehensively under this new industry-sponsored plan. The NARTB board already has named a group to scrutinize more closely the possibilities of a project that would be a TV counterpart of the circulation audits for printed media.

A MILLION dollar-plus project for a standard circulation measurement for television, to be established under industry auspices, was unveiled before the NARTB television board last Wednesday at its meeting at Belleair, Fla., and promptly won endorsement to the extent of authorization of further intensive exploration.

The plan was presented by Dr. Franklin R. Cawl, former Wharton school professor and now a consultant in marketing and research, after a six-week study authorized by NARTB President Harold Fellows. Designed to be the counterpart of circulation audits for the printed media, the project also has as its goal avoidance of the pitfalls that radio has experienced as a result of inter-mixture of coverage measurement and audience surveys.

Following a three-hour presentation by Dr. Cawl, the board concluded that the plan warranted further study and authorized President Fellows to appoint a committee of three to further explore the project. Named were Campbell Arnold, WTAR-TV Norfolk, chairman; Clair R. McCollough, Steinman stations, and Ken Carter, WAAM (TV) Baltimore.

It is expected that Dr. Cawl will be retained to function with the committee in contacting all possible stations of the television field in connection with the plan. Contemplated, it is understood, is a pilot survey in one or two selected markets.

Specifications of Projects Not Detailed

Details of the measurement yardstick were not divulged pending procurement of trade marks and copyright protection, it was reported. All rights would be vested in NARTB by Dr. Cawl.

Along broad lines, it is understood that the project contemplates measurement of “circulation” not only as to numbers of receivers in given areas, but also as to tune-in for various segments of the day. Data would be collected by way of a combination of personal interviews, telephone interviews and mail.

One NARTB TV board member described the project as a “TV-BMB” but with certain refinements. The board officially described the plan as one that produced “a new concept and approach to the problem.” It was emphasized that the project did not involve program popularity or ratings but dealt strictly with circulation aspects.

While Dr. Cawl would make no flat estimate as to cost, members talked about an eventual expenditure in excess of a million dollars. The thought was that it might be between one million and two million dollars on an overall basis.

Emphasis was placed upon the desirability of getting started slowly to avoid the pitfalls that befell radio and notably while there are few stations and markets to be covered.

The original preliminary study was authorized.

L. A.'s Food Counter

DEVELOPMENT of suburban shopping centers throughout metropolitan Los Angeles has resulted in a retail revolution of self-service stores.

This is reported by “The Study of the L. A. Market,” a presentation prepared by Sherrill Taylor, director of sales promotion, advertising and exploitation for Columbia Pacific Radio Network and KNX Hollywood.

Self-service supermarkets sell most of the food in Los Angeles, and the city has 1,070 of the state’s 1,940 supermarkets. California has 12.6% of the nation’s total.

For a Los Angeles advertiser to cover 4,910 square miles and reach 4½ million people, he must use radio, “the only medium which gains the advertiser entry into 99% of those homes.”

As an added radio sales point, the city has 27% more cars per family than U.S., and 72.5% are radio-equipped, giving the city more car radios than home TV sets.

FACTS & FIGURES

Mr. Swezy

Nielsen Drops Per Cent Rating; 'Lucy' Maintains TV Lead

A. C. NIELSEN Co., Chicago market research firm, has dropped its practice of rating audiences by the percentage of homes reached. From now on, the company announces, it will rate network radio and TV program audiences only by the number of homes reached.

The move is calculated to end “misunderstanding” of the comparative popularity of ratings. Previously the radio report pegged the audience by percentages of all U. S. radio homes, and in TV, by percentages of video homes in areas where the program was telecast.

I Love Lucy on CBS-TV continues to head the top ten listing in audience popularity, according to the Nielsen Ratings for the two weeks ending Jan. 10. The programs follow:

NATIONAL NIELSEN-RATINGS TOP TELEVISION PROGRAMS

Week Ending Jan. 10, 1953

Number of homes reached...

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program (Network)</th>
<th>Number of homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>14,550</td>
</tr>
<tr>
<td>2</td>
<td>Rose Bowl Football Game (NBC)</td>
<td>11,322</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (Liggett &amp; Myers) (CBS)</td>
<td>11,040</td>
</tr>
<tr>
<td>4</td>
<td>Tomorrow Star Theatre (CBS)</td>
<td>10,956</td>
</tr>
<tr>
<td>5</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>10,820</td>
</tr>
<tr>
<td>6</td>
<td>Bank Holiday Hour (NBC)</td>
<td>10,476</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>9,554</td>
</tr>
<tr>
<td>8</td>
<td>You Bet Your Life (NBC)</td>
<td>9,189</td>
</tr>
<tr>
<td>9</td>
<td>Lux Radio Theatre (NBC)</td>
<td>9,012</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends (Philabury) (CBS)</td>
<td>8,884</td>
</tr>
</tbody>
</table>

Mr. Swezy

Nielsen-Ratings Top Television Programs

Two Weeks Ending Jan. 10, 1953

NUMBER OF TV HOMES REACHED

For story on joint meeting of NARTB Boards see page 59.
NOW...AN ADJUSTABLE COWBOY!

Add "stretchin'" to the long list of adjectives we use to describe singin', strummin', leapin', sellin' Kenny Roberts. He's adjustable now! Come 5:00 p.m. every weekday, he stretches that explosive personality of his all over the Great Southwest (Ohio) Territory through the joint facilities of WHIO-TV in Dayton and WKRC-TV in Cincinnati. Adjustment takes place from 5:25 to 5:45 p.m. That's when Kenny comes in three sizes: As big as the big WHIO-TV market—as big as the big WKRC-TV market—or as big as both (and you buy what you want).

Put your product anywhere on Kenny's program and you'll get real results from a real market that's as big as you want it to be. George P. Hollingbery has participating spot information on WHIO-TV, The Katz Agency represents WKRC-TV.

WKRC-TV
and
WHIO-TV
More 5-Minute News Shows

FIVE-MINUTE radio news summaries outnumber quarter-hour news programs by a ratio between two-to-one and three-to-one, John J. Madigan, UP radio news manager, reported last week after a survey of replies from more than 600 radio news editors.

He said the poll found a 50-50 division of opinion on the advisability of interpreting news on the air. Half of the editors who were surveyed wanted more analysis, he said, while half regarded strictly factual treatment as best.

"More news in fewer words," more news topics," and "more light, odd quirks and personality stories" were among the principal recommendations advanced by the news editors.

Asserting UP already has taken steps to meet editors' desires, Mr. Madigan reported that "we are experimenting with many ways of writing the news more tightly, in order to get more news within the same amount of space and time."

It's 'Lucy' and Godfrey
In Videodex Jan. Ratings

VIDEODEX reports of top 10 network TV programs for January 1953 show I Love Lucy in first place. Listings were:

- No. of Total No. of
City City Outlets on Air Outlets in Area Homes

Mr. Madigan

**TELESTATUS®**

**Weekly TV Set Summary—**

February 9, 1953—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>No. of TV</th>
<th>% of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matarames (Mexico), Brownsville, Tex.</td>
<td>XEUDX, KXMB, KXSH</td>
<td>27,300</td>
<td>129,600</td>
<td></td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>WMCT</td>
<td>180,190</td>
<td>120,600</td>
<td></td>
</tr>
<tr>
<td>Miami, Fla.</td>
<td>WTVJ</td>
<td>159,700</td>
<td>170,200</td>
<td></td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>WTMX-TV</td>
<td>397,853</td>
<td>136,000</td>
<td></td>
</tr>
<tr>
<td>Waco, Tex.</td>
<td>KOAO-TV, WCWO-TV</td>
<td>325,500</td>
<td>120,400</td>
<td></td>
</tr>
<tr>
<td>Mobile, Ala.</td>
<td>WALA-TV, WAKA-TV</td>
<td>165,000</td>
<td>113,000</td>
<td></td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>WSM-TV</td>
<td>98,160</td>
<td>114,000</td>
<td></td>
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<tr>
<td>New Haven, Conn.</td>
<td>WHIC-TV</td>
<td>340,000</td>
<td>233,800</td>
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<tr>
<td>New Orleans, La.</td>
<td>WDVL-TV</td>
<td>166,720</td>
<td>125,000</td>
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</tr>
<tr>
<td>Newark, N.J.</td>
<td>WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WJZ-TV</td>
<td>7,200,000</td>
<td>10,000,000</td>
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<tr>
<td>Norfolk, Va.</td>
<td>WOR-TV, WPIX, WJZ-TV</td>
<td>157,490</td>
<td>9,600</td>
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<tr>
<td>Oklahoma City</td>
<td>WTVX</td>
<td>179,729</td>
<td>121,900</td>
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<tr>
<td>Philadelphia, Pa.</td>
<td>WCAU-TV, WFIL-TV, WPTZ</td>
<td>1,157,000</td>
<td>1,157,000</td>
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<tr>
<td>Pittsburgh, Pa.</td>
<td>WDTV</td>
<td>67,000</td>
<td>72,000</td>
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<tr>
<td>Portland, Ore.</td>
<td>WTVK, WTVN</td>
<td>26,000</td>
<td>32,000</td>
<td></td>
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<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>248,000</td>
<td>171,500</td>
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<td>Richmond, Va.</td>
<td>WTVX</td>
<td>137,652</td>
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<td>Roanoke, Va.</td>
<td>WELS-TV</td>
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<td>Rochester, N.Y.</td>
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<td>Rock Island, Ill.</td>
<td>WMBY-TV</td>
<td>166,000</td>
<td>166,000</td>
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<tr>
<td>Salt Lake City</td>
<td>KDLV-TV, KSL-TV</td>
<td>106,800</td>
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<td>San Antonio, Tex.</td>
<td>KXPB, WOAI-TV</td>
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<td>KNB-TV</td>
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<tr>
<td>San Francisco, Calif.</td>
<td>KGO-TV, KPIX, KRON-TV</td>
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<td>Suburban</td>
<td>Albany-Troy, WRGB</td>
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<td>Seattle, Wash.</td>
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<td>South Bend, Ind.</td>
<td>WSBT-TV</td>
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<tr>
<td>Spokane, Wash.</td>
<td>KHQ-TV</td>
<td>14,539</td>
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<td>St. Louis, Mo.</td>
<td>KSD-TV</td>
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<td>Syracuse, N.Y.</td>
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<td>Tulsa, Okla.</td>
<td>KOTV</td>
<td>134,720</td>
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<td>Utica-Rome, N.Y.</td>
<td>WRGB</td>
<td>85,000</td>
<td>85,000</td>
<td></td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>WUSA-TV, WJXT, WTOP-TV, WITG</td>
<td>418,147</td>
<td>418,147</td>
<td></td>
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<td>Wilkes-Barre, Pa.</td>
<td>WREB-TV</td>
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<td>85,000</td>
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<tr>
<td>Wilmington, Del.</td>
<td>WDEL-TV, WGTW, WODP-TV, WILB, WILK, WILM</td>
<td>128,418</td>
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<td></td>
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<tr>
<td>York, Pa.</td>
<td>WSB-A-TV</td>
<td>21,000</td>
<td>21,000</td>
<td></td>
</tr>
</tbody>
</table>

**Total Stations on Air**

| 122* Total Markets on Air 78* |
| Total Sets in Use | 20,710,812 |

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*Includes XEUDX-TV Matarames, Mexico

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
TV EXPERTS KEEP TAB ON DIMENSION FILM

TV technicians and producers are watching carefully Hollywood film makers' plans to funnel some production into third-dimensional movies to meet TV competition.

HOLLYWOOD TV producers and technical experts believe that third-dimensional films, now being developed and produced by movie companies, will become an integral part of video as color is added to telecasting.

Experimental research to improve and integrate 3-D developments already is underway. The rise of the 3-D film is attributed to the movie industry's efforts to meet TV's challenge.

20th Century-Fox Film Corp. is converting to a new third dimension and sound system of motion picture projection known as Cinemosaic. Rights were acquired from the inventor, Prof. Henri Chretien of the Paris Optical Institute.

It costs no more to use than ordinary methods. Only extra equipment is a special lens which is attached to a regulation camera. The lens compresses a wide range of action into a single picture. A compensating lens on the projector corrects distortion, converting images to normal.

**Uses Wide-Curve Screen**

A specially developed, wide curved screen, 2 1/2 times the ordinary size and of extra brilliance, gives the scenes the same effect as that gained by live actors on a theatre's stage. Sound follows the actors as they move about the screen.

Cinemosaic will be made available to all studios as soon as additional equipment can be manufactured, according to Darryl F. Zanuck, vice president in charge of production.

First Cinemosaic film in color, "The Robe," will go into production at 20th Century-Fox Feb. 16.

A legal battle may result over use of the trade name Cinemosaic. Don Feddersen, vice president and general manager of KLAC-TV Hollywood, has been using that title for several years for the station's syndicated film product.

The KLAC-TV process, made via closed circuit, is for kinescopes with special lighting to give them a motion picture appearance.

**Other Firms Begin**

Other Hollywood movie producers and film studios are already in third dimension production.

Independent producers Bill Pine and Bill Thomas are using a two-camera 3-D system developed by their releasing studio, Paramount Pictures Corp. It requires viewers to wear polarized spectacles. The Natural Vision system also requires polarized spectacles.

Warner Bros. is shooting "House of Wax" in Natural Vision and Columbia Pictures is using that same system for its "Fort Ticonderoga" film. MGM, with a similar system of its own, starts its first 3-D film, a western, in a couple of weeks. Allied Artists (formerly Monogram) first tri-dimensional film is scheduled for the cameras in April.

**3-D for TV**

PERFECTION of a TV three dimension process has been announced by Henry Donovan, executive producer, Telemount-Mutual Productions, Hollywood. Firm films the half-hour Cowboy G-Men TV series, sponsored by Purity Bakers Corp. in 24 markets (see adjacent story).

Called Bolex Stereo 3-D and developed by Bolex Co., Swiss camera manufacturers, the dimensional effect is given by a special glass plate placed on the camera. Little increase in production costs is claimed.

Results of past research will be utilized in the next group of 13 films which goes into production March 15. Black-and-white prints also will be made for immediate distribution.

Although audiences will need polaroid glasses for color 3-D video viewing, Mr. Donovan predicts their availability at low cost.

Princess Pictures Inc.

Begun by Burt Balaban

BURT BALABAN, director of programming and production for Paramount Television Productions Inc., will resign Friday to launch Princess Pictures Inc., an independent company which will produce TV films here and abroad.

Mr. Balaban said he will be president of the new company, which will distribute its TV films as well as those produced by other firms. He added that Princess Pictures, which will have offices at 11 W. 42d St., already has received distribution rights for two TV film series and is planning production on another.

Associated with Mr. Balaban in Princess Pictures' initial production effort will be Gene Martel, who has produced shorts for Paramount Pictures. Mr. Balaban is the son of Barney Balaban, president of Paramount Pictures.

Jerry Fairbanks Named In Third Court Suit

SEEKING $7,000 damages, plus return of a film and negative allegedly due him, Joel Malone has filed suit against Jerry Fairbanks Inc. and Mr. Fairbanks in Los Angeles Superior Court. Also named defendant is Consolidated Film Industries, where the film and negative were reportedly processed and stored. If the properties are not available, Mr. Malone wants $12,000 damages.

Complaint charges that in May 1950, the late Frank Graham, announcer-actor, and his partner, R. Van Des Aultes, contracted with Mr. Fairbanks to furnish all facilities for a TV film, Satan's Waitin' and paid him $6,575. Mr. Malone, after securing all rights to the film from Messrs. Graham and Van Des Aultes, claims he has been unsuccessful in attempts to regain the property.

Other law suits filed in Los Angeles Superior Court against Mr. Fairbanks: (1) NBC has asked foreclosure of a chattel mortgage and public sales to be held sold to Mr. Fairbanks a year ago and for which he allegedly has not paid [BT, Feb. 2], and (2) producer Lou Lilly seeks $7,300 in unpaid back salary as production supervisor and scene supervisor department head.

Screen Assoc. Asks Damages, Charging Copyright Infringed

SUIT for unspecified damages resulting from alleged copyright infringement was filed Wednesday in Los Angeles Federal Court by Screen Assoc. Inc., Beverly Hills, against distributor Stuart Reynolds, Reynolds Productions, Mutual Television Productions, Sovereign Productions and producer Gilbert A. Ralston.

Screen Assoc., reportedly owned and controlled by the Ralph Stolkin interests, charges the defendants with exhibiting seven-half-hour TV films during the past six months that were made prior to July 25, 1952, by the plaintiffs' subsidiary, Screen Productions.

The films originally were included in Electric Theatre, sponsored by the Electric Companies of America advertising program on 42 stations, and Your Jeweler's Showcase, co-sponsored by Hamilton Watch Co. and International Silver on 26 stations. At the time Mr. Ralston was the firm's executive producer and Mr. Reynolds was sales representative.

In November 1952, Merssrs. Ralston and Reynolds formed Sovereign Productions to handle the production and sales of Mutual TV's Cavalee of America for DuPont, CBS-TV's General Electric Theatre for GE and Your jeweler's Showcase for Hamilton on a regional basis. Mutual Television recently was brought into the partnership to supervise business administration and policy.

Louis Snader Wins Claim From Film Partners

LOUIS SNADER, in the long drawn-out controvery with his partners, Alexander Binso and Samuel Markovich, has been given complete ownership of Snader Telescriptions Corp. for an undisclosed sum under an interim award of arbitrator Abraham Samuel R. Rosenbaum.

Messrs. Binso and Markovich have resigned as officers and directors, and with Henry Binso, have sold their stock holdings to the Snader interests. Snader Telescriptions Sales Inc. and other subsidiaries of the parent corporation are being dissolved under the award.

The arbitration gives use of the Snader name exclusively to the producer. However, the 750 Snader Telescriptions which were sold to Ben Frye of Studio Films Inc., Cleveland, and now are being distributed through United Television programs Inc., will continue to carry the Snader Telescriptions trade name [BT, Jan. 19].

Final Disposition

Final disposition of the dispute between the partners is expected next Monday when Mr. Rosenbaum returns to Beverly Hills, Calif., for further sessions. A problem still pending is division of net proceeds among several hundred investors who contributed $1 million to finance the television enterprises. Disposition of a group of Alexander Kordia feature motion pictures and a Dick Tracy TV series, controlled by the Snader Subsidiaries, is still to be determined.

Controversy between the Snader Televisions partners led to several suits being filed this past year in Los Angeles. When Mr. Rosenbaum was brought in as sole arbitrator some weeks ago, agreement was reached to stay the various court actions and abide by his decisions.

Broadcasting • Telecasting
Sales


Pelton Motors, Los Angeles, has started a weekly half-hour Invitation Playhouse on KLAC-TV Hollywood for 13 weeks from Jan. 28. The package, consisting of two quarter-hour programs weekly, was filmed by Rene Williams Productions in Hollywood, and is distributed by Guild Films Inc. The agency is Irwin Co., Beverly Hills.

Virgil Vance, Phoenix (used car dealer), has started the weekly quarter-hour Madison Square Garden on KPHO-TV that city, for 13 weeks from Jan. 15. Filmed by Winik Films, the series is distributed by Stuart Reynolds Productions, Beverly Hills. Agency is Lew King Adv., Phoenix.

Alexander Film Co., Colorado Springs, has announced the recent TV commercial productions for the following organizations: Mortons Foods, Dallas, Tex., five 20-second films through Ira E. De Jernett Adv., same city; Bowman Biscuit, Denver, three 60-second films and one 20-second film through Ball & Davidson, Denver; Gruen, Cincinnati, five 26-second, one 90-second, one 46-second and one 20-second films; Maytag, Newton, Iowa, seven 46-second films and ten 15-second films through McCann-Erickson Inc.; March-Wall Products, Dover, Ohio, three 46-second and six 15-second films; Youngstown Kitchens, Warren, Ohio, thirteen 50-second and six 20-second films through Brooke, Smith, French & Dorrance; Kaiser-Frazer, Willow Run, Mich., twelve 60-second and twelve 20-second films through Wm. N. Weintraub Co.; Seven-Up Bottling Co., St. Louis, eight 20-second films; Calligan Zeolite Co., Northbrook, Ill., seven 46-second and three 20-second films through Alex T. Franz Adv.

Distribution
Interstate Television Corp., Hollywood, has contracted KEM Pictures, Beverly Hills, for additional 13 half-hour TV films in Hans Christian Andersen series. Scandinavian-American Television Co., KEM's production firm, will resume filming in Denmark in April. Interstate has 13 programs ready for distribution. Karl E. Mosby is producer.

Production
Dennis O'Keefe, actor, and Empire Films, London production firm, have entered a partnership to film 26 half-hour TV programs abroad under title, Adventure Is My Game. Mr. O'Keefe will star.

Hal Roach Studios Inc., Culver City, is completing production plans to film a new half-hour TV series, Wanted by Washington, for CBS. Roy Kelton has been signed to direct the series.

Frank Tashlin Co., Hollywood, with filming headquarters yet to be assigned, has been signed by NBC to produce, on a partnership basis, a situation-comedy TV series of 35 half-hour films, Oops, It's Friday.

Kling Studios Inc., Chicago, is shooting new sports package, Boxing from Rainbow, on location at the arena with Jack Drees handling the narration. Thirteen half-hour shows, with titles and designed for commercial inserts, have been completed and 13 more are in production.

Random Shots
Galaxy Pictures, Hollywood (formerly known as Planet Pictures), recently went into production on what was to be the half-hour pilot film of Project Moon Base, new TV series. At end of first day's shooting, producer-director Jack Seaman decided he had the beginning of a feature-length film. Within 24 hours he had arranged with the financial backers for the switch and completed the screen play for the new version.

Jiro Yanase and John Tanaka, representatives of Television Corp. of Japan, Tokyo, in Hollywood recently to purchase video film library and equipment for their film, which will act as producing and distributing organization for the five commercial stations opening this year in Japan.

Dynamic Films Inc., New York, has completed production of documentary film, High Tower Show, produced for the Women's League of Israel and filmed in Israel, was presented for the first time on Jan. 17 on WABD (TV) New York. Stations wishing to screen film may contact film company or league, 1860 Broadway, New York.

Opening of a new air-conditioned motion picture sound studio covering an entire floor of the Transfilm Bldg., 35 West 45th St., New York, was announced last week by Transfilm Inc., which said the space added to four floors already occupied will help to increase its TV film production.

Telenews Productions Inc., N.Y., released to...
TV stations on Jan. 22 films dealing with the Soviet Union's campaign of anti-semitism.

This Is the Life, half-hour film series produced and sponsored by the Lutheran Church-Missouri Synod, St. Louis, in cooperation with the National Council of Churches of Christ in the U. S. A., is now carried as a regular weekly feature of 75 television stations, Synod announced last week. It is seen weekly by an estimated 6 million persons, spokesmen asserted.

Rev. W. W. Geckel, religious director of the series, noted that new films for the 1953-54 series are already in production. Wyatt & Schuebel, New York, distributed the film for the Lutheran Church-Missouri Synod.

**Film People**

Alex Sherwood, former eastern vice president of Standard Radio Transcriptions, N. Y., to United Television Programs Inc. as account executive in charge of the mid-Atlantic sales territory, including New Jersey, Pennsylvania, Delaware, Washington, Virginia and West Virginia.


Manny Reiner, vice president in charge of sales for PSI-TV Inc., has resigned to become foreign manager for Samuel Goldwyn Productions, with headquarters in New York.

**PROGRAM SERVICES**

Phil Rizzuto (seated, l), New York Yankees shortstop, signs contract to do transcribed, 26-week radio series, Phil Rizzuto's Sports Caravan, syndicated by Charles Michelson Inc., New York. Others are: (seated, r) Frank Scott, the star's manager, and (standing, l to r) Ray Chambers, program director, and Charles Michelson, sales distributor.

**Clarkson Leaves Columbia**

ROBERT J. CLARKSON, general manager of Columbia-Transcription Div. of Columbia Records, has resigned. He was in the post 10 years and with the company more than 12 years. He will pursue a number of new recording projects, details of which will be announced shortly, he said.

**GOVERNMENT**

**FCC GIVEAWAY RULES TRIPPED BY SPLIT COURT DECISION**

Special Federal Court in New York holds against FCC rules on giveaways, claiming misconstrual of the lottery law, and violation of the Constitution. Appeal to U. S. Supreme Court is expected to follow.

FCC's long-pending giveaway rules were slapped down by a special Federal Court in New York last week in a two-to-one decision which held that for the most part they misconstrue the Lottery Law and represent "censorship" in violation of the First Amendment to the Constitution.

The decision upheld the FCC's right to issue regulations, but of the original text of the giveaway rules it left standing only what amounts to a "token," and then the portion which says a giveaway program violates the Lottery Law if contestants are selected by lot or chance and "are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question."

The three other "conditions" delineated in the rules as illegal requirements of contestants, the decision said, are not "price" or "consideration" of the sort banned by the law on lotteries (Sec. 1304 of the Criminal Code).

These include the requirements that the winner be listening to or viewing the program in question; that he answer a question whose answer has been given or hinted on an earlier broadcast; or that he be required to write a letter in a prescribed manner or answer the phone in a prescribed way, where the correct manner or way has been broadcast over the station.

Judge Leibell's Majority Opinion

Of the three judges who heard arguments on the 41-month-old rules last December [BT, Dec. 22, 1952], District Judges Vincent L. Leibell and Edward Weinfield formed the majority and circuit Judge Charles E. Clark dissented.

Judge Leibell wrote the majority opinion, a 41-page document.

"The act of listening to a broadcast of a 'giveaway' program, or viewing it on television, does not constitute a 'price' or 'valuable consideration,' which is an essential element of a 'lottery,'" he wrote.

"It is not the value of the listening participants to the station or sponsor that is the valuable consideration contemplated by the lottery statute," the decision continued. "It is the value to the participant of what he gives that must be weighed."

Judge Leibell also noted that the Attorney General informed the FCC in 1940 that giveaways of the type which had been submitted to him at that time, similar to those involved in the giveaway rules, were not covered by the Lottery Law. When the FCC then asked Congress to legislate against this type of pro-

gram, the decision continued, Congress failed to do so.

The opinion also brought out that the giveaway rules were adopted by a minority of the seven-member FCC—only four members voted, and one of these dissented.

Further, Judge Leibell wrote: "The rules of the Commission, in their subject matter [lotteries], did not infringe the right of free speech or free press guaranteed by the first amendment. . . . But insofar as some of their provision [paragraph (B) (2), (3), and (4)] go beyond the scope of Sec. 1304 of the Criminal Code, they may be considered as a form of 'censorship' and to that extent they would be in violation of the First Amendment."

"The merits of the 'giveaway' programs are not an issue in this case. They appear to be a source of amusement for many thousands of people. Even if it could be said that 'we can see nothing of any possible value to society' in these programs, 'they are as much entitled to the protection of free speech as the best of literature or music.' Winters v. New York, 333 U. S. 507."

"When the radio or television audiences tire of them, they will make their exit. But the Commission cannot hurry them off by characterizing certain features of the 'giveaway' programs as lotteries, if as a matter of law they are not."

The controversial rules, which at the time of their adoption in August 1949 would have put off the air countless programs giving away hundreds of thousands of dollars in cash and merchandise each week, were suspended by the Commission, pending completion of the court

**Dissent 'Significant'**

FACT that Circuit Judge Charles E. Clark dissented from the majority opinion on the FCC's giveaway rules favoring the networks was considered significant by FCC General Counsel Benedict P. Cottone, when he was asked for his comments on the New York Court's decision of last Thursday.

Mr. Cottone said he could not say for certain that the three-judge majority decision would be appealed to the Supreme Court until after he and his staff had digested the majority opinion and dissent, and had discussed it with the FCC and the Dept. of Justice.

"There is vindication for the FCC's position in the majority opinion as well," he said. "They did uphold the right of the Commission to promulgate regulations implementing the statute [Section 1304 of the U.S. Code]. Just what this can mean in the long run I can't say until we've read the decision and discussed it with the Commission and the Justice Dept."
NOW...316,000 WATTS...

POWER!

AMERICA'S
MOST POWERFUL
TELEVISION STATION

WHAS now achieves another great Television
FIRST... 316,000 watts of picture power...
316,000 watts of greater service to viewers
and advertisers alike.

This leadership is traditional with WHAS
Television... which pioneered use of the
12-bay high gain antenna... and was the
nation's first station to provide 50,000
watts of picture power.

First again... because of bold development
work with General Electric engineers...
WHAS becomes the nation's most powerful
television station... serving and selling the largest
number of viewers in the Kentuckiana market.

Basic CBS
Channel 11

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

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test, shortly before their Oct. 1, 1949 effective date. This suspension followed the winning of a preliminary injunction by the networks pending the formal argument leading up to last week's decision.

In the arguments before the court in December, ABC was represented by George B. Turner of Chicago, Swaine & CBS, Inc., by Max Freund of Rosenman, Goldmark, Colin and Kaye, and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reindel, all of New York. General Counsel Benedict P. Cottone represented the FCC.

Text of the FCC's rules is as follows—paragraphs (a) and (b) (1) were upheld by the court while subdivision (2), (3), and (4) of paragraph (b) were set aside.

Lotteries and Give-Away Programs. (a) An application for a construction permit, license, renewal of license, or renewal of authority for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue a plan of offering prizes in connection with the broadcasting or permitting the "broadcasting of any amusement or of any activity of hunting or fishing or show contests or of any such activity, gift enterprise, or scheme, whether said list consists in whole or in part of any lottery, (8) U.S.C. 1934.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, any commission will in any event determine whether a program comes within the provisions of subsection (a) in connection with such program, money or chance is awarded to any person whose selection is dependent in whole or in part upon lot or chance, or any list of the prizes drawn is not made up of any money, gift enterprise, or scheme, whether said list consists in whole or in part of any lottery, (8) U.S.C. 1934.)

(c) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, any commission will in any event determine whether a program comes within the provisions of subsection (a) in connection with such program, money or chance is awarded to any person whose selection is dependent in whole or in part upon lot or chance, or any list of the prizes drawn is not made up of any money, gift enterprise, or scheme, whether said list consists in whole or in part of any lottery, (8) U.S.C. 1934.)

(d) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, any commission will in any event determine whether a program comes within the provisions of subsection (a) in connection with such program, money or chance is awarded to any person whose selection is dependent in whole or in part upon lot or chance, or any list of the prizes drawn is not made up of any money, gift enterprise, or scheme, whether said list consists in whole or in part of any lottery, (8) U.S.C. 1934.)

Wisconsin News Laws

LAWs of the state affecting all newsprint as well as the press and advertising have been published in book form by the Wisconsin Daily Newspaper League, supplementing two earlier booklets on the subject. Titled "Wisconsin Laws Affecting Newspapers," the 266-page volume includes provisions for a cumulative supplement to be prepared at the close of each state legislative session by the league's counsel, W. Wade Boardman of Madison, who directed preparation of the book. Price to non-members of the League is $10.

Old Old Timer

MEMBERS of the Old Old Timer's Club, a group of ham radio operators, have elected FCC Comm. George E. Sterling as president. Mr. Sterling became a ham operator in 1908, and has the call WD2F.

COURT HEARS LBS IN NFL CASE

LBS' McLendon and WDKO's Pierce describe some intricacies of radio-TV's football coverage as government testimony is about complete. Defense takes the stand next.

EVIDENCE designed to show how radio-TV restrictions of the National Football League damaged stations and networks was introduced in U. S. District Court, Philadelphia, last week as the government near the end of its anti-trust case against the league. The defense is planning to introduce extensive testimony this week.

Effect of the NFL's 75-mile radius of protection for its clubs was described by witnesses last week as the government endeavored to show how the Sherman Act had been violated (Ref. Feb. 2).

Gordon McLendon, founder of Liberty Broadcasting System and executive director of KLIF Dallas, one of the last government witnesses, described his network's dealings with the league. Mr. McLendon is suing major league baseball for $12 million on the ground that restrictions against LBS base-ball broadcasts had been a factor in instituting LBS out of business. (See story, page 66.)

Liberty had more than 400 affiliates when it expired in May 1952, Mr. McLendon testified. The network depended mainly on sports programming, he said, particularly baseball and football play-by-play. Over weekends Liberty generally carried four college games, from 1947 to 1951, he testified. He said LBS broadcast recreational versions of professional football from 1947 through 1949, with live pickups in 1950 and 1951, all with NFL permission. He recalled only two games that were sponsored.

R. Morris Pierce, president of WDKO Cleveland, testified he had been denied permission. Dec. 17, 1950, the same time Cleveland was playing New York in another playoff. The Los Angeles game to broadcast the Los Angeles-Chicago playoff was due to start after the Cleveland game ended, he said, with WDKO offering to hold up start of the Coast game in case of an overlap.

Mr. Pierce testified the Cleveland team failed to answer two letters asking the right to carry the game, so he contacted WERE Cleveland, which had contractual rights with the club. He said he advertised in newspapers that his station would carry the game but received a telegram from Liberty saying Los Angeles refused to grant the right to carry the game unless permission came from the Browns. He said failure to broadcast the game brought a flood of phone calls to the switchboard.

The government introduced minutes of NFL proceedings designed to show relationship of club executives, teams, and the commissioner's office in the alleged conspiracy. The minutes quoted Commissioner Bert Bell as saying, 'I cannot approve any contract (radio or TV) in which Liberty Broadcasting Co. is involved. Liberty violated the NFL constitution by broad-casting games from every football city.'

An excerpt from the NFL minutes quoted George Preston Marshall, owner of the Washington Redskins, as saying TV or radio rights should not be sold in opposition to sponsors. This was designed to support another claim that NFL is protecting radio and TV territories for clubs and sponsors. Another excerpt showed the Los Angeles team voted against the NFL radio-TV policy at the annual meeting in 1952.

William F. E. Loing, director of statistics of Radio-Television Mfrs. Assn., presented figures showing the number of sets sold by counties in 1932. Judge Allan K. Grim warned, after Mr. Loing said his own figures were based on information sources for confidential data, that the figures might be thrown out in accordance with defense objections.

David Kleier of Pulse Inc., testified on audience and receiver data.

Lee K. Beznow, attorney and secretary of WOKY Milwaukee; Don C. Wirth, president of WNaN Neenah, Wis., and Carl Grezcz, sales and advertising manager of Grezcz Brewing Co., Philadelphia, testified about football broadcast restrictions. Mr. Wirth said WNaN was not allowed to carry Green Bay Packers games because it was within the 75-mile limit.

Security Probe of Radio-TV Depends on Jenner and Staff

WHETHER the Senate Internal Security subcommittee of the Senate Judiciary Committee will continue its probe of subversive infiltration of the radio, television and entertainment industry will not be known for another week or 10 days until Sen. William E. Jenner, (R. Ind.), named chairman of the subcommittee last week, works out plans with his staff for the next two years.

The Senate Internal Security subcommittee during the 82d Congress looked into subversive influences in the Radio Writers Guild (BBT, Sept. 1, 1952) and on the part of some radio-TV performers (BBT, Sept. 29, 1952).

Members of the Internal Security subcommittee, appointed last week are: Sens. William E. Jenner (R. Ind.), chairman; Arthur V. Watkins (R-Utah), Robert C. Hendrickson (R-N. J.), Herman Welker (R-Ida.), John M. Butler (R-Md.), Pat McCarran (D-Nev.), James O. Eastland (D-Miss.), Willis Smith (D-N. C.) and Olin D. Johnston (D-S. C.).

Another incorrect copies of required FCC Form 323 (Ownership Report), have been distributed inadvertently, the FCC said last week. The incorrect forms contain nine questions, of which the sixth, "Operating Policy Personnel," was deleted no longer necessary when the FCC reviewed the forms. In 1952 Broadcasting News lists, permits and others interested who are in possession of the incorrect forms should not use them or if they do use them, should ignore the question on "Operating Policy Personnel."
WEMP SETS PACE FOR MILWAUKEE MARCH OF Dimes

Strong sports programming tied to spot campaign proved to be a great success by “Cream City” independent.

Highly successful triple play program policy used by WEMP paid off for the March of Dimes in Milwaukee. Adapting the music, news, sports formula to public service use is a regular practice at the Wisconsin independent, according to Lou Riepenhoff, the station’s Public Service Director.

Dimes spots were used around the clock during the drive, but a highlight was a special promotion built around two sports broadcasts the same evening. On January 8th, Earl Gillespie was in Madison Square Garden to do private wire remote of Milwaukee Hawks pro basketball game. WEMP Program Director Tom Shanahan meanwhile was scheduled to follow Gillespie with a remote play-by-play of the pro Hockey benefit game at Milwaukee Arena between the Chiefs and Toledo Mercurys.

In order to tie the whole package up for March of Dimes, WEMP used (1) saturation spot schedule on day before and day of game, (2) last-minute heavy spot use by Gillespie from New York, and (3) complete March of Dimes promotion by Shanahan during the game at Milwaukee.

Result: 4,500 paid admissions at benefit game (more than double average attendance) with March of Dimes receiving the heavy proceeds. Note, WEMP is the only station in Milwaukee carrying any broadcasts of either pro hockey or basketball.

Miller High Life Beer Promotes Sports All Year Play-By-Play on WEMP

Miller Brewing Co. continues year around exclusive advertising program on WEMP with play-by-play sponsorship of major league basketball—Milwaukee Hawks. Miller regularly sponsors Green Bay Packers pro football and Milwaukee Brewers baseball broadcasts, plus fat announcement schedule. Agency is Mathisson & Associates, Milwaukee.

The personal side of WEMP’s pro benefit broadcast is brought to listeners by Program Director Tom Shanahan during time-out at the Milwaukee Arena game between Milwaukee Chiefs and Toledo Mercurys. At the WEMP mike (l. to r.) are Dave Trainor, Chiefs forward, a former polio victim, holding four-year-old Mike Becker, Milwaukee youngster who recovered from polio and was chosen by March of Dimes as the symbol of hope. Chiefs’ Manager Jack Stever introduces them.

Station Executives Praise New Broadcasting Format

“You’re too modest.” That was the message Hugh Boice Jr., general manager, WEMP, sent to Sol Taishoff when he had read Broadcasting Magazine editor’s review of the new format.

“All of us here at WEMP are not just pleased at your re-styling, we are really enthusiastic. Congratulations are not enough, it’s terrific!” added Glen D. Roberts, president.

Oxydol Buys WEMP

The high-rated programs at WEMP were chosen by Oxydol to do the job in Milwaukee for the soap’s current effort in the midwestern states. One minute ET’s are used around the clock 22 times a week. Agency is Dancer, Fitzgerald, Sample.

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WEMP

“One of America’s Great Independent Radio Stations”

24 HOURS—MUSIC * NEWS * SPORTS

Milwaukee, Wisconsin

1340 Kc — WEMP-FM 94.1 MC Ch. 231 Hugh Boice Jr., Gen. Manager

Headley-Reed National Representatives
January 30, 1953.

Dear Mr. President:

My heartiest congratulations to you and your associates as you start your term of office.

May your administration be a great success and may all your troubles be light ones.

By the way, do you expect to permit radio and television to cover your inaugural ceremonies?

Sincerely,

[Signature]

Mr. Theodore F. Koop, President, National Press Club, National Press Club Building, Washington, D.C.

Fate of $8 Million for FCC Up to Senate, House Groups

The $8 million budget request for the FCC, $1.5 million more than the Commission got for fiscal 1953, includes an additional $500,000 for broadcast activities. Last year the Commission got $1.1 million for broadcast activities.

The House originates appropriations bills. Here are members of the House Appropriations group's Independent Offices subcommittee which has a hand in determining how much money the FCC gets for fiscal 1954:


House members of the State, Justice and Commerce subcommittee, which handles Voice of America appropriations—President Truman asked for almost $50 million for VOA activities in fiscal 1954 (see story this issue)—are:

Reps. Cliff Cleveger (R-Ohio), chairman; Frederic R. Coudert (R-N. Y.), Frank T. Bow (R-Ohio), Sam Comn (D-Ore.), John J. Rooney (D-N. Y.), Prince B. Preston Jr. (D-Ga.) and Robert L. F. Sikes (D-Fla.).

State, Justice and Commerce subcommittee:

Sens. Styles Bridges (R-Me.), Homer Ferguson (R-Mich.), Joseph R. McCarthy (R-Wis.), William F. Knowland (R-Calif.), Karl E. Mundt (R-S. D.), Margaret Chase Smith (R-Me.), Leverett Saltonstall (R-Mass.), Paul McCarran (D-Nev.), Allen J. Ellender Sr. (D-La.), A. Willis Robertson (D-Va.), Robert C. Byrd (D-W. Va.) and Warren G. Magnuson (D-Wash.).

In the Senate, the following are members of the Independent Offices subcommittee of the Appropriations Committee:

Sens. Leverett Saltonstall (R-Mass.), chairman; Styles Bridges (R-Me.), Homer Ferguson (R-Mich.), Joseph R. McCarthy (R-Wis.), William F. Knowland (R-Calif.), Karl E. Mundt (R-S. D.), Margaret Chase Smith (R-Me.), Leverett Saltonstall (R-Mass.), Paul McCarran (D-Nev.), Allen J. Ellender Sr. (D-La.), A. Willis Robertson (D-Va.), Robert C. Byrd (D-W. Va.) and Warren G. Magnuson (D-Wash.).


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Slave Operation
Instant Stop and Start
Preview Any Frame
No Phasing Bars
Super-Positions

You get higher quality results from any film used—even high density film. Iconoscope tubes respond more favorably to a Synchro-Lite source than to standard incandescent sources.

Forget annoying phase bars and "travel ghosts" and concentrate on the versatile effects you can get from the G-E Synchro-Lite Projector.

SYNCHRO-LITE FLASH TUBE, FT-231
* Money-maker and money-saver! G-E Synchro-Lite Projector gives you long lamp life, no instantaneous lamp failure, and requires low power input.

Now your commercial possibilities become unlimited—with a G-E Synchro-Lite Projector. For the first time you can superpose local film on remote presentations. Here's the only TV projector that can be slaved to a network or a remote source assuring smooth, continuous programming of a quality never before attainable! A touch of a button brings the film to a standstill within a second. Preview on the monitor any single frame of the film—from start to finish—without scorching or burning. Another touch and film starts. These days, when so much of your money-making commercial and regular programming depends on film, get the utmost in projector performance—insist on a G-E Synchro-Lite Projector. Write for complete information: General Electric Company, Section 223-9, Electronics Park, Syracuse, N. Y.
Six-to-one FCC lineup seen in favor of ABC-UPT merger, but Commissioners are more divided on question of whether Paramount Pictures controls Allen B. DuMont Labs. and whether transfers of control of KTLA (TV) Los Angeles and WBKB (TV) Chicago would be voluntary.

ENMESHED in the intricacies of subsidiary facets of the ABC-United Paramount Theatres Inc. merger case, the FCC last week devoted two full days to discussions and is scheduled to make a final decision at any moment.

Holding up the conclusion of the 18 month-old case, it was understood, was the question of (1) Paramount Pictures control of Allen B. DuMont Labs., and (2) whether the transfers of control of KTLA (TV) Los Angeles and WBKB (TV) Chicago were voluntary or involuntary [B*T, Feb. 2].

Also understood to be a factor causing some delay is the question of Zenith Radio Corp.'s petition. Firm seeks Ch. 2 in Chicago. WBKB (TV) is slated to move from Ch. 4 to Ch. 2 under FCC's Sixth Report and Order.

The lineup of the FCC on the merger approval is still six commissioners in favor and one (Comr. Frieda B. Hennock) opposed, it was believed.

As far as could be learned, Comrs. Edward M. Webster and Eugene H. Merrill were inclined to go along with Miss Hennock in opposition to Hearing Examiner Leo Restein's initial decision finding that Paramount Pictures does not control DuMont by virtue of 25% stock ownership and that the transfers were of involuntary nature, because of the 1949 Consent Decree [B*T, Nov. 17, 1952].

Walker's Position

Key to whether that opposition will become the majority opinion apparently lies with Chairman Paul A. Walker. Best information late Thursday was that he had not switched his views conforming to the hearing examiner's decision.

Comr. Hennock's voluminous dissent was said to be an attack on the alleged monopoly aspects of the merger and also in opposition to clearing Paramount Pictures and DuMont of interrelated ownership and permitting the transfers of control to be tabbed involuntary.

Miss Hennock's dissent to approval of the merger was believed to run along these lines:

• A radio-TV network and 600-theatre chain merger is against the public interest.
• Although the theatre chain ostensibly is separated from its parent Paramount Pictures, in actuality there is an overlap of stockholders. Therefore, Paramount Pictures must be considered a party to the merger.
• Paramount Pictures is in the business of producing films for competing media, theatres and TV.
• Paramount Pictures is in the TV network business (KTLA syndicates some of its shows on kinescope to other TV stations and Paramount Pictures "controls" DuMont, which also is a TV network).
• Paramount Pictures also has its fingers in the theatre-TV business through its development of large-screen TV-on-film apparatus and is interested in subscription-TV through half-ownership of International Telemeter Corp. Theatre-TV and subscription-TV are competing forms of television and also conflict with home-TV.

Lastly, Paramount Pictures' anti-trust history disqualifies it as a broadcast licensee. This history reflects on the management of UPT, because its officers were responsible executives of Paramount Pictures before that company was divided into a producing unit and a theatre-owning group.

Meanwhile, all remained quiet on Capitol Hill where Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee, announced his displeasure with the merger last month [B*T, Jan. 12]. A few weeks ago he introduced a bill to forbid the FCC from granting licenses to applicants who have been convicted of anti-trust violations, unless none were on the record for the five years preceding the filing of the application [B*T, Jan. 26]. Comments on the bill have been requested of the FCC.

Court and Hill Action Seen in Baseball TV Hassle

IRKSOME question of major league baseball telecasts last week produced veiled reports of possible federal legislation to halt TV's growth in minor league territories and court action by a major league club owner seeking a portion of a home club's TV fees.

The possibility of congressional action was advanced by Sen. Edwin C. Johnson (D-Col.), president of the Western League and an outspoken critic of the major leagues' baseball policies. Sen. Johnson sounded a warning to the minor leagues to be on guard against "invasion by major-league television" during a talk at the annual dinner of the New York chapter of the Baseball Writers Assn. of America in New York Feb. 1. In a news conference after his speech he was quoted by the New York Times as saying: "I am playing around with legislation which may be brought before the Senate."

In reply to Sen. Johnson's remarks, Walter O'Malley, president of the Brooklyn Dodgers, said:

"Baseball will take care of the radio and TV problem itself. We have a committee that is very much concerned with the problem and I am sure that it will come up with the solution before the next season is over."

Mr. O'Malley apparently was referring to a six-man committee set up by Commissioner Ford Frick to study the effects of major league baseball TV on minor league game attendance. The committee announced a short time ago that it will undertake a survey of the problem and make its findings public at the time of the All-Star game in Boston on July 14 [B*T, Feb. 2].

Threat of court action was indicated by Bill Veeck, owner of the St. Louis Browns, and is said to be directed against the New York Yankees, Cleveland Indians and Boston Red Sox, who have large-size TV commitments.

Veeck tried unsuccessfully at recent major league baseball meetings to adopt rulings permitting visiting clubs to share in TV home club receipts.

Mr. Veeck charged last week that as a result of his insistence upon TV fees the Yankees, Red Sox and Indians "ganged up on me" and deprived the Browns of night dates in their respective parks.
FASTER HEARINGS ARE SEEN FOR NEW STATIONS UNDER CHANGED RULES

FASTER, simpler hearings for new TV and other broadcast stations are foreseen by FCC through changes in rules and procedures adopted last week.

Effective immediately, the changes made by the Commission:

1. Require all competing applications for the same facility to be on file at least 30 days (previously 20 days) prior to the start of the scheduled hearing. This applies to broadcast and nonbroadcast bids alike.

2. Specify that a hearing shall begin with a formal hearing conference by the hearing examiner, or other presiding officer, and representatives of all parties to the proceeding. These include FCC's Broadcast Bureau as well as counsel for the applicants.

3. Direct all parties at the formal hearing conference to state the contentsions upon which they will rely in attempting to establish that they should be preferred over their competitors.

4. Require the examiner to prepare an order setting forth such contentions, to which the parties will be limited during the hearing unless the order is subsequently modified for "good cause."

Other changes pertinent specifically to television include provision that applications will be processed first by FCC to establish basic legal, technical and financial qualifications and then set for hearing. The proceeding thereby would be cut to the following three general issues:

1. The background and experience of each applicant having a hearing on his ability to own and operate the proposed television station.

2. The proposals of each applicant with respect to the management and operation of the proposed station.

3. The program service proposed by each applicant.

A possible additional issue would pertain to whether or not the proposed installation would constitute a hazard to air navigation should the air space subcommittee not already have given clearance. Other possible issues might pertain to significant engineering, legal or financial differences or similar matters. These would be the kind of problems to be worked out by the parties and the hearing examiner at the formal hearing conference.

FCC explained the changes will not affect hearing already underway or formally designated on or before Feb. 4, but applicants slated for hearings on which no formal orders have been issued will be subject to the new procedures. Applicants notified by McFarland letters, but not formally set for hearing, come under the new rules, it was explained.

Since last Oct. 15, the Commission pursuant to its temporary expediting procedure has been passing over mutually exclusive or contested TV applications in order to speed up processing and granting of uncontested bids, particularly in areas which have no TV service. However, it is understood a new group of contested bids has been readied and will be set for hearing under the new rules soon.

The hearing procedure and rules changes represent weeks of work by FCC Vice Chairman Rosel H. Hyde and a working committee of Commission representatives and members of the Federal Communications Bar Assn. The group is continuing its study of needed legal, procedural changes and next is expected to tackle the problems of hearing continuances and amendments of applications.

Comr. Hyde was to relate details of the rules changes before a luncheon meeting of the FCBA on Friday.

The change of the 20-day rule to 30 days, FCC said, was necessitated by amendment of the Communications Act by the MacFarland Act. The Commission observed that under the old 20-day limit, there was insufficient time to send applicants a MacFarland letter and then to commence the hearing on the scheduled date.

The MacFarland letter notifies an applicant he is to set for hearing and gives him 30 days to reply, possibly suggesting to the Commission changes in his proposal which might do away with the need for hearing.

Heretofore, in several instances, there have been legal disputes as to when a hearing actually began. In some TV proceedings, FCC designated hearings for all channels in a given city to begin before an examiner on the same date. On that date, the examiner would "open the record" of all the cases, then recess all but one until later dates. The one not recessed would then be heard in full for several weeks, followed in turn by the others.

This confusion as to commencement, FCC believes, now is settled through the designation of the formal hearing conference. The 30-day
rule would be counted back from this date. Should the conference be postponed, the last date specified will count, FCC explained.

At the formal hearing conference, the parties will note their appearances, enter into stipulations, clarify issues and work out other mutual problems. Following identification of all parties to the proceeding, the applicants must present the contentions on which each will base his case.

There is no change in the privilege of the parties and the examiner to call a "pre-hearing" conference as provided still in the rules.

Simplification of the TV hearing orders includes omission of an issue relating to differences in coverage resulting from operation as proposed in the applications. FCC observed that it would add such an issue only if it determined this comparison was required after it reviewed the applications or the petitions of the parties following designation for hearing.

The rules changes follow:
(1) Section 1.381 is amended as follows: Delete present subparagraph (b)(2) and substitute following:
(2) Any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Any application that is mutually exclusive with another application or applications already designated for hearing will be considered for hearing by the Hearing Examiner or other presiding officer, and such application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph. If the application is filed after the 30-day period, it will be dismissed without prejudice and will be eligible for refiling only after a decision is rendered by the Commission with respect to the application or applications designated for hearing or after such applications are dismissed or removed from hearing.
(3) Section 1.724(b) is amended as follows: Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph. If the application is filed after the 30-day period, it will be dismissed without prejudice and will be eligible for refiling only after a decision is rendered by the Commission with respect to the application or applications designated for hearing or after such applications are dismissed or removed from hearing.
(4) A new Section 1.841 is added as follows: 1.841 Commencement of hearing procedure in cases involving broadcast applications.
(a) Except for good cause found in advance by the Hearing Examiner, all broadcast hearing conferences with a conference between the Hearing Examiner, or other presiding officer, and representatives of all parties to the proceeding looking toward agreement on all matters raised with respect to the conduct of the hearing. At this conference, the parties, including Commission counsel, shall be prepared to discuss: (1) the matters relied upon by each of the parties, (2) possibilities of agreement to clarify the issues to be tried in the hearing, (3) admissions of fact and of documents which will avoid unnecessary proof, (4) the need or desirability of obtaining proof of dispositions, (5) limitations upon merely cumulative proof, (6) the need for additional conferences, (7) date for commencing the taking of testimony and, (8) such other matters as may aid the disposition of the hearing.
(b) The Hearing Examiner, or other presiding officer, shall issue an order which recites the action taken at the conference; the date of any additional conference or the date for taking of testimony which, in the absence of agreement otherwise, should not be later than 30 days after the issuance of such order if circumstances will permit, the matters related upon by each of the parties; agreements made by the parties as to (1) admissions of fact and documents and (2) limitations of proof and other matters; and such order when issued shall control the subsequent course of the hearing unless modified by the Hearing Examiner for cause during the course of the hearing or by the Commission upon a review of the Hearing Examiner's ruling. Proof at the hearing will be adduced only in respect of the matters relied upon by each of the parties, including Commission counsel, set out in such order.
(c) The scheduled date of hearing referred to in Sections 1.387(b)(2) and 1.724(b) shall be the date the hearing is commenced pursuant to the provisions of this section. The procedure specified above does not affect the opportunity for prehearing conference as provided in Section 1.383.

*This section applies only to broadcast applications designated for hearing after February 4, 1953.
Ten years ago Harveys was a department store with a piddling 40 feet front on Nashville's Church Street and a paltry half million annual volume. Today Harveys stretches 300 feet to fill most of a block, does a million a month.

How did it happen? Here's what Fred Harvey, president of Harveys, has to say: "Casting aside the horse and buggy concept of what a Retail Trading Zone should be, we went after an area twelve times the size of Nashville. We talked to this area over WSM, the one medium capable of converting geography into a market. We could have bought other stations cheaper, but we wanted results and that's what WSM delivered, and continues to deliver."

The fact that the phrase "It's Fun To Shop At Harveys" is heard all over the Central South... the fact that people come from all over to see and buy at fabulous Harveys... is ample evidence that WSM delivers at the retail level, too. For the full Harveys story, ask Irving Waugh or any Petry man. It's an eye-opener.

WSM
Nashville
Clear Channel • 50,000 Watts

IRVING WAUGH Commercial Manager • EDWARD PETRY & CO. National Representative
FCC GRANT OF VHF CH. 7 IS PROPOSED FOR KLZ DENVER

Hearing Examiner Cunningham finds KLZ “superior” to Denver Television Co., owned by the Wolfberg theatre interests, in the first TV hearing initial decision since 1948. The Wolfberg firm has 40 days to file objections, but officers late last week had no definite plan.

FIRST TV hearing initial decision since 1948 was issued last week when FCC Hearing Examiner James D. Cunningham proposed to grant Ch. 7 to Denver's KLZ.

The grant, for 316 kw, is effective within 40 days of Feb. 2, unless exceptions are taken by unsuccessful Denver Television Co. (Wolfberg theatre interests). As of late last week, Denver Television had not made up its mind about filing exceptions. If exceptions are filed and oral argument before the full Commission is requested, final decision may be put off for longer than the 40 days allowed.

Based on finding which he called Denver Television's contention “outstanding,” he also was impressed with the broadcasting achievements of KLZ during its 30 years of operation in Denver.

[For complete text of Examiner Cunningham's conclusions, see For the Record, page 92.]

Nationwide expressions of congratulations were received by KLZ Denver within 24 hours after the FCC initial decision. It was topped upon a wire from Colorado Gov. Dan Thornton, Hugh B. Terry, president of company, reported.

In a statement issued by Mr. Terry, he pointed out that KLZ already owns its transmitter site atop Lookout Mt. and has leased a 34,000 sq. ft. building in downtown Denver for studios. KLZ is ready to commence construction immediately upon issuance of a CP, Mr. Terry said, warning, however, that should Denver Television file exceptions and request oral argument KLZ cannot begin building until the FCC comes out with a final decision.

The examiner's proposed decision culminated more than 4½ years of planning and training TV. Mr. Terry said, he referred to staff training utilizing $100,000 worth of RCA video equipment which KLZ has engaged in for the past year in conjunction with the U. of Denver, as well as public closed circuit showings of national events and "clinics."

Mr. Terry

Diversification Not Factor

In addition, Examiner Cunningham held that there was insufficient evidence in the record to determine whether there was any conflict between broadcasting and motion picture exhibition. Nor did he find sufficient basis for determining that movie exhibitors were less qualified than non-exhibitors to become licensees. Since both applicants were motion picture exhibitors, this question did not loom as large as it may in other hearings where one but not both applicants are theatre owners.

FOREST OF TV applications, which confronted FCC last July now is starting to thin out as the Commission reaches smaller cities on its priority list of communities with no television service.

Among the eight uhf and two vhf grants made by FCC last week were four permits to cities in the Group A-2 priority list (no television service): Billings, Mont., No. 152; Ter-arkana, Tex., No. 208; Longview, Tex., No. 210, and Ashtonbula, Ohio, No. 214.

Six grants were to Group B cities which now have tv service: Lansing, Mich., No. 147; Clayton, Mo. (Greater St. Louis), No. 179; Winston-Salem, N. C., No. 175; Milwaukee, No. 182, and Hampton-Norton News (Norfolk), Va., No. 189.

Ike Readies Details of AM-TV Apparances

FORMAT for radio-TV contact between President Eisenhower and the public is being worked out but is not yet ready, James C. Hagerty, secretary to the President, said Wednesday in an interview with The Washington Post at the Washington home of Sigma Chi, journalistic fraternity.

"I'm sure that we can work it out," he added. Mr. Hagerty had outlined Jan. 21 the policies to be followed in news conferences [B&T, Jan. 21].

Three national fellowships were awarded at the fraternity dinner, held at the National Press Club. They went to James Soule Pope, executive editor, Louisville Courier-Journal, grand master, Judge B. Reston, diplomatic correspondent, New York Times, and Louis B. Seltzer, editor, Cleveland Press.

Grilling Bancroft, president of the Washington chapter, practiced.

Mr. Hagerty in effect conceded the rising place radio and TV are attaining in the news field by describing himself as "news secretary to the President."

At this Thursday morning news conference Mr. Hagerty said the President would likely hold his first session with newsmen sometime this week, possibly Thursday.

FCC Grants Two AM, Two FM

TWO construction permits for new AM stations and two for FM were granted by FCC last Thursday: Eastland, Tex.—Tri-Cities Bestg. Co. of Eastland County, Granted CP for a new AM station to operate on 1500 kc, 500 w day; engineering condition (BP-8795).

Russellville, Ky.—South Kentucky Bestg. Co. Granted CP for a new AM station to operate on 800 kc, 1 kw daytime only; engineering condition (BP-8595).

Talladega, Ala.—Voice of Talladega Inc. Granted CP for new Class B FM station to operate on Ch. 246; ERP 9.2 kw; 210 ft. antenna; engineering condition (BP-9819).

Nashville, Tenn.—Nashville Bestg. Co. Inc. Granted CP for new Class B FM station to operate on Ch. 296; ERP 3.8 kw; 47 ft. antenna; engineering condition (BP-1032).

FCC Bites into Application Load

FCC grants 10 more permits for TV operation, bringing total number of stations authorized to 338.

Number of vhf grants since the lifting of the freeze totals 68, of which two are for non-commercial, educational stations. Uhf grants total 162, of which 12 are for non-commercial, educational stations.

Grants made last Thursday were:

Billings, Mont. (City priority Group A-2, No. 152)—The Montana Network (ROOK), granted construction permit for vhf Channel 2, effective radiated power 17.5 kw visual and 6.8 kw aur, antenna height above average terrain 440 ft.

Ter-arkana, Tex. (Group A-2, No. 298)—KCMC Inc. (KCMC), granted vhf Ch. 6, ERP 18.5 kw visual and 9.4 kw aural, antenna 400 ft. (Carried Frieda B. Hennock did not participate in voting on grant.)

Longview, Tex. (Group A-2, No. 210)—East Texas Broadcasting Co. (Kemmy Radio & Appliance Store), granted uhf Ch. 32, ERP 20 kw visual and 11 kw aural, antenna 290 ft.

Ashtabula, Ohio (Group A-2, No. 214)—WICA Inc. (WICA), granted uhf Ch. 15, ERP 19 kw visual and 10 kw aural, antenna 330 ft.

Lansing, Mich. (Group B-2, No. 147)—Lansing Broadcasting Co. (KBEX), granted uhf Ch. 54, ERP 25.5 kw visual and 13 kw aural, antenna 370 ft.

Clayton (St. Louis suburb), Mo. (Group B-4,
The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don’t buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it’s the best buy in professional tape equipment!

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)
FOUR VICE PRESIDENCIES CREATED IN NARTB STAFF REORGANIZATION

NARTB joint radio-TV board at mid-Winter Florida meeting realigns top level staff organization, giving department heads contracts coincident to that of President Fellows; the joint group approves a new high budget of $735,000 for the 1953-54 fiscal year and changes staff "directors" to "managers."

TOP LEVEL staff reorganization, including the creation of four vice presidencies, was approved last Friday by the joint radio and television boards of NARTB at their mid-winter meeting at Belleair, Fla. The actions, highlighting an optimistic meeting, were taken upon recommendation of President Harold E. Fellows.

Appointed to the new positions, under three-year contracts to expire in March 1956, were: Robert K. Richards, assistant to the president and director of public affairs, who immediately becomes administrative vice president and second in command in NARTB.

Richard P. Doherty, former director of employee-employer relations, becomes staff vice president with emphasis on employee-employer relations.

Ralph W. Hardy, heretofore director of government relations, becomes staff vice president and will specialize in government relations.

Thad H. Brown, who has been director of television and counsel to the television board, becomes vice president and counsel in charge of television affairs. He previously had been under contract, which continues until April 1954.

Some question was raised regarding contracts for staff executives at the radio board meeting Thursday but this was dispelled when President Fellows emphasized the need for continuity in office and for security of key staff members. Questions were raised as to the desirability of and need for contracts by several members.

Arney's Contract

Also retained under a new three-year contract is C. E. Arney Jr., secretary-treasurer, who heretofore has been elected for successive one-year terms by the board.

Thus, all department heads will be under contract to expire coincident with the expiration of President Fellows' five-year agreement, which runs until March 1956.

Except for Mr. Fellows, whose salary scales up to $50,000 per year, the other staff executives draw between $18,000 and $22,500 but provision is made for annual increases for the duration of the three-year tenures.

Unaffected in the realignment are the three NARTB officers: Judge Justin Miller, who continues as chairman of the board and general counsel of the association; and Messrs. Fellows and Arney. Also reporting directly to President Fellows is Edward H. Bronson, director of television code affairs.

The TV board at its Wednesday night meeting voted a contribution of not more than $3,000 to the All-Industry Tax Committee which has been dealing with excess profit tax problems.

A survey into prospective need for television sales promotion on an industry-wide basis was outlined to the television board by Mr. Richards. Based upon interviews with promotion executives of the various networks, the report stated that groundwork should be laid for some type of industry sales promotion effort but that no actual project should be launched at this time.

The next step, the report stated, is to sound out opinion at the local level and to build up a ready reference of available material.

Rotation System

The TV board also approved a new rotation system for election of directors so that five directors will retire from office in the even numbered years and four directors in the odd numbered years. The four directors whose terms expire at the forthcoming April convention are William Fay, WHAM-TV Rochester; Campbell Arnoux, WTRK-TV Norfolk; Henry W. Slawick, WMCT (TV) Memphis; Ken Carter, WAAM (TV) Baltimore. Their successors, to be elected at the convention, will be named for two-year terms, three of whom will come from non-television only stations and the other from a television only station.

The radio board at its session Thursday morning accepted with regret the resignations of Glenn H. Shaw, former general manager of KLX Oakland, and William H. Fineshriber Jr. who had served for Mutual and moves into an NBC vice presidency this month (B&T, Feb. 2). Mr. Fineshriber's successor is E. M. (Pete) Johnson, vice president in charge of station relations and engineering of Mutual. Mr. Shaw's successor, however, will not be named by the board because his term would expire prior to the next board meeting.

The new FCC operators rule permitting remote transmitter operation (B&T, Feb. 2) was hailed as a "significant and splendid victory" by the board. Tribute was paid William C. Grove, KFBK Chico, chairman of the special committee, and Bernard Koteen, Washington attorney, who served as special counsel. Mr. Koteen was retained until March 5, at which time...
On Schedule with
KOLN-TV
Lincoln, Nebraska

TELEVISION STATION REPRESENTATIVES

WEED TELEVISION

STATION KOLN-TV
Cornhusker Radio and Television Corp.
CHANNEL 12
Lincoln, Nebraska
appoints
WEED TELEVISION
as its
National Television Sales Representative

Offices in
NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD
time notice on re-hearing would expire.

In the board discussion, questions were raised as to need for clarification of certain aspects of the new rules, but it was presumed that these would be pursued at a later date. It was pointed out that the rule does not apply to remote control operation of television transmitters.

The joint board approved the highest budget in the association's history—approximately $735,000 for the new 1953-54 fiscal year—as against $685,000 for the current fiscal year. Special Richard assigned for separate television functions (those not performed by the overall organization) is $82,000 as against $76,000 last year.

The staff reorganization also entails further realignment of executive functions, All "directorships" at the staff level were supplemented by the title, "manager." This change, it was stated, is designed to avoid confusion which has arisen from the fact staff members, as well as members of the association's boards, both have been designated directors.

Allerton Manages Research

Under this realignment, Richard M. Allerton becomes manager of research; Oscar Elder, former assistant director of public affairs, becomes manager of publicity; Neal McNally becomes manager of engineering; Fran Riley, former information assistant in public affairs, becomes editor of the association's publications; John H. Smith, Jr., who has been director of FM, becomes manager of that section and also adds to his duties the overall promotional activities of the association. His new title is manager of promotion and FM. William T. Stubblefield becomes manager of station relations.

Charles Tower, who has been assistant director of employee-employer relations, becomes assistant to Vice President Doherty. Howard Bell, former assistant to the director of television, becomes assistant to Vice President Brown.

Vincent Wiesle, formerly attorney, becomes chief attorney. Abiah Church continues as attorney, with both working directly under supervision of Judge Miller and President Fellows.

Mr. Fellows reported to the joint boards that NARTB membership has reached a new high—totaling 1,060 AM stations, 120 TV and 24 FM.

Campbell Arnoux, president of WTRAM-TV Norfolk, was named chairman of the television finance committee because of the resignation, under doctor's orders, of George B. Storer, president of Storer Broadcasting Co. Mr. Storer requested his physician has advised him to refrain from industry activities for at least three months—to expedite treatment of impaired hearing suffered last year.

President Fellows, in announcing the reorganization, said it was the culmination of work on the realignment of the internal structure during his past year and a half as president. He said the new vice presidents will work closely with him in management and direction of staff activity and in staff policy determination.

"As his title indicates," Mr. Fellows said, "Mr. Richards was exalted for separate functions and in perform in my behalf during my absence from headquarters. Although we have eliminated the public affairs department, the functions it has performed in the past will be carried on jointly by Mr. Smith, Mr. Elder and Miss Kelley under Mr. Richards' general supervision."

RTMA LOOKS TO EXPANSION;
WOULD BE ALL ELECTRONICS GROUP

RTMA board of directors approve inclusion of electronics industry within the organization's scope. Paid presidencies may be returned. Dr. Baker describes NTSC's progress on color TV.

FAR-REACHING reorganization and expansion of Radio-Television Mfrs. Assn. to provide a full program of specific electronics manufacturers were approved in principle by the RTMA board of directors at a meeting in New York last Thursday.

Plans for implementing the report recommending this proposal to return to the once-joined system of paid presidencies—are to be developed by a special committee and submitted for consideration by the board at its April meeting, or earlier.

The report, which the board approved in principle, calls for extensive changes in both the philosophy and organizational structure of RTMA, whose name also probably would be changed to indicate the broadened scope of activities. Electronics Mfrs. Assn. and Electronics Industry Assn. were cited as examples to indicate the industry-wide nature of the expanded association.

The manufacturers of "specialized" electronics equipment, for whose benefit the expansion is planned, spokesmen said, those engaged in electronics work in the guided missiles, radar, aircraft, and military fields, for example—general, those outside the radio-TV set and transmitter area.

It was noted that the "specialized" electronics industry represented a volume of $4 billion last year, to augment $2 billion volume for the radio-TV set field.

An expansion, presumably large, of both the administrative and the engineering staffs of RTMA would follow the proposed reorganization.

BROADASTER LAST FALL

The question of RTMA's services to members in the broad field of electronics—what services it does and what it does not provide for these members—came from those primarily in the radio-TV home equipment field—led last fall to the creation of a special committee within the Technical Products Div. to explore the subject.

This committee reported to members of the Technical Products Div. last Wednesday during RTMA's three-day midwinter sessions at the Roosevelt Hotel in New York.

The division approved the report in principle and passed it along to the RTMA board, which itself gave approval in principal after lengthy discussion on Thursday. The board authorized President and Board Chairman A. D. Plamondon Jr. to appoint a committee to work out details and report back at the board's next meeting—currently scheduled to be held in Los Angeles in April, although an earlier special meeting was considered.

RTMA's special organizational committee, headed by Robert C. Sprague of Sprague Electric Co., a former president of RTMA, will form the nucleus of the committee on details, spokesmen said. One of whose functions has been to consider the question of paid presidencies, consists of Max F. Balcolm, Sylvania Electric Products; Paul V. Galvin, Motorola; Fred R. Lack, Western Electric; Arie Liberman, Talk-A-Phone Co.; Leslie F. Muter, the Muter Co.; and as ex-officio members, Mr. Plamondon and Glen McDaniel, first paid president and now general counsel.

RTMA has had only one paid president, Mr. McDaniel, who resigned last Oct. 1 after 18 months in office. At that time Mr. Plamondon, board chairman, was given the additional office of president, and James D. Foest, general manager, was elevated to the post of executive vice president.

Meanwhile, a heavy round of committee and section meetings occupied several hundred RTMA members during Tuesday and Wednesday sessions.

Dr. W. R. G. Baker of General Electric, head of the RTMA Engineering Dept. and chairman of the National Television System Committee, reported on NTSC progress in its work to develop a compatible system of color TV, and urged manufacturers to make color sets for participation in field tests of the NTSC technique.

Paul Galvin, chairman of the new subscription television committee, reported after the first meeting of that group that it was decided to continue the subscription TV survey and generally to keep abreast of developments in this field.

AFA Campaign Plans Formed;
Smith Appointed Unit Head

ADVERTISING Federation of America reported last week that preparations are under way for its fifth campaign in eight years centering around the general subject of a "better public understanding of advertising."

According to Ralph Smith, vice president of Sullivan, Stauffer, Colwell & Bayles, who has been reappointed campaign committee chairman, the federation will broaden and intensify its efforts this year on the 1951-52 theme of "advertising helps you get more value for your money."

The federation reported that last year nearly 900 radio stations ordered free transcriptions which described the contributions of advertising to the nation and the community.

Fellows Names TV Group

COMMITTEE to collect and distribute basic information about the growing contribution of television in the U. S. was formed last week by NARTB President Harold E. Fellows (see board stories this issue). The group will be supported by a research subcommittee comprising network research officials and NARTB's research department.

Membership of the committee, which holds its first meeting Feb. 19 in New York, are: Mr. Fellows, chairman; Richard A. Borel, WBNS-TV Columbus; Howard Cherzoff, KFMB-TV San Diego; Jack Harris, KPRC-TV Houston; Henry W. Slavick, WMCT (TV) Memphis; Charles Vanda, WCAU-TV Philadelphia; John W. Pacey, ABC; David J. Jacobson, CBS-TV; Gerald Lyons, DuMont; Edward D. Madden, NBC-TV.
BILLINGS, MONT. (KBMY)
"AP NEWS IS EASY TO SELL TO LOCAL PROSPECTS. THEY'RE ALL FAMILIAR WITH AP'S COMPREHENSIVE, IMPARTIAL, ACCURATE COVERAGE. ALL OUR SURVEYS SHOW SUBSTANTIAL LISTENER INCREASES WHENEVER AP NEWS IS SCHEDULED. THE MIDLAND NATIONAL BANK, 6-DAY A WEEK SPONSOR OF AP NEWSCASTS, REPORTS A LARGE INCREASE OF SAVINGS DEPOSITS."
KEN NYBO
GENERAL MANAGER

COLUMBUS, INDIANA (WCSI)
"AP NEWS IS THE BIGGEST SELLER WE HAVE — A GOOD, DEPENDABLE SOURCE OF STATION INCOME AT ALL TIMES.
RICHARD JEWELL
GENERAL MANAGER

RAYMOND, WASH. (KAPA)
"AP NEWS HELPED PUT KAPA ON ITS FEET FROM THE START. WHEN WE WENT ON THE AIR ON OPENING DAY, ALL AP NEWSCASTS HAD SPONSORS. NOW THEY'VE ALL RENEWED. WHEN A SPONSOR WANTS RESULTS, HE GETS THEM WITH AP NEWS. WE'RE ALL SOLD OUT!"
HUGH MacPHerson
MANAGER

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride
"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."
Du Mont does it again!

As 304,600 Cornhuskers watch the reality of television come to their Capitol City, Du Mont again rushes to equip another successful ON SCHEDULE television "first".

Another brand new TV station goes "on-the-air" to serve the people of Lincoln and the rich valley of Southeastern Nebraska. Du Mont is both proud and happy to have been a part of the historical event, giving television to this great Nebraska area - on schedule!
IN LINCOLN

The heart of the market area of Nebraska

Serving the rich agricultural area of Southeastern Nebraska, Lincoln, the shopping center, is the home of the State Capitol, University of Nebraska, Wesleyan University, Cotner College, Nebraska's Agricultural College and the heart of light manufacturing.

KOLN-TV

LINCOLN'S MARKET

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<td>Drugs</td>
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(Based on Sales Management figures May, 1953)

CORNHUSKER RADIO & TELEVISION CORP.

40th & W Streets, Lincoln, Nebraska

Otis H. Segler, Sales Director.

Affiliated with DU MONT Television Network • represented by WEED Television
Edgar Kobak Tells AWRT
Women Must Use Initiative

"WOMEN in radio and television behave more
like mice," Edgar Kobak, president of the Ad-
vertising Research Foundation, head of his
own management consultanl firm and owner
of WTW Thomson, Ga., told the second an-
nual all-day session of the New York chapter,
American Women in Radio & Television, at

Mr. Kobak believes there is a definite place
for women in broadcast management and op-
teration, but they must have far more initiative
than already shown.

In another speech, Gen. Telford Taylor,
general counsel to the Joint Committee on
Educational Television and a member of the
Ford Foundation's National Citizens Committee
for Educational TV, discussed the problems and
future of educational TV.

The all-day session was presided over by
Duncan MacDonald, director of women's pro-
grams, DuMont Television Network, and New
York chapter president. Pat Mekle, program
chairman, introduced the speakers.

At the morning business sessions, Edythe
Mescarand, AWRT convention chairman and
past national president, discussed plans for the
spring convention in Atlanta April 30-May 3.

GAB Nominates Carswell
For President at Meet

S. J. CARSWELL of WSFT Thomaston was
nominated for president by the Georgia Assn.
of Broadcasters at the close of its eighth annual
Radio and Television Institute Jan. 29-30 at the
U. of Georgia [B^T, Feb. 2]. Mr. Carswell
now is vice president.

At a later session of the institute, jointly
sponsored by GAB and the university's Henry
W. Grady School of Journalism, the broadcast-
ers endorsed a proposed co-op plan by GAB and
the journalism school whereby journalism students
will work at radio or TV stations, attending school in alternate quarters.

Other nominations by GAB included: Vice
president, E. F. MacLeod (now secretary),
WBML Macon; secretary, Glenn C. Jackson,
WAGA Atlanta, and directors W. Fred Scott
Jr. (now president), WKTG Thomasville, Allens
M. Woodall, WDAK Columbus, L. H. Chris-
tian, WRFC Athens, and John Fulton, WGST
Atlanta.

SDX Names Broadcasters
To Major Committees

BROADCASTERS will play a prominent role
this year in the major committee activities of Sigma Delta Chi, national professional jour-
nalistic fraternity.

This was apparent last week with announce-
m ent by SDX President Lee Hills, Detroit Free-
Press and Miami Herald, that committee assignments for 1953. Mr. Hills
announced personnel of 12 groups, including
one for the Advancement of Freedom of In-
formation under V. M. Newton Jr., Tampa
Tribune, WFLA-AM-FM.

Among broadcasters who will serve on major committees are Jim Bormann, WCCO Minne-
apolis, Advancement of Freedom of Information; Griffling Bancroft, CBS, Historic Sites in
Journalism; Ben Chatfield, WMAZ Macon, Ga.,
Membership Eligibility, and William Ray, NBC,
Ernie Pyle Historic Site Ceremony.

Major committees and their chairmen follow:

Journalistic research. Prof. Clifford F. Weigle,
Stanford U.; historic sites in journalism, Irving
Dillard, St. Louis Post-Dispatch; KSDK-AM-TV;
professional chapter program, George Wolpert,
Milwaukee; undergraduate chapter program, Dean
Burton, W. Marvin, William Allan White
School of Journalism, U. of Kansas; fellows
nominating committee, Charles C. Clayton, St.
Louis Globe-Democrat. KSDK.

SDX honor awards. Neil Van Sooy, the Net
Adver Appal, Oren City, N. Y.; new journalism awards, Alden C. Waite, Southern California
Associated Newspapers, Culver City, Calif.;
ers and means, Charles C. Clayton, St. Louis
Globe-Democrat, KSDK; membership eligibility,
John M. DuCieland, Hartford, N. Y.; right newspapers, Neus, KWLM-AM-FM; Ernie Pyle historic site
ceremony, Eoi Talashoff, editor and publisher.


CY CASPER, general manager of WBBZ
Ponca City, has been elected president of the
Oklahoma Assn. of Broadcasters, succeed
ceeding Allan Page, KSWO Lawton. Oth-
er officers, elected at the annual meeting in Stillwater last week, include J. H. Bern
ard, general manager, KOMA Oklahoma City, vice president, and Guy
Farnsworth, general
manager, KCR
Enid, re-elected sec-
retary-treasurer.

Mr. Casper

Board members include, in addition to Mr.
Page, Lawson Taylor, KFKM Tulsa; Bill Hooper,
KADA Ada; Bill Morgan, KNOR Norman; Ray
Van Hooser, KNED McAlester, and Ed Ryan,
KSWI Woodward.

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M. Woodall, WDAK Columbus, L. H. Chris-
tian, WRFC Athens, and John Fulton, WGST
Atlanta.

Winners of VOD Contest
Include Hawaiian Boy, 17

THREE BOYS and one girl are winners in the
sixth annual Voice of Democracy Contest for
good school students, with a winner coming from
outside the U. S. continental boundaries for the first time.

The four winners, chosen from more than a
million entries, with sponsoring stations, are:
Frank Lamar, 17, South Pasadena High
School senior, San Marino, Calif. (KPPC Pas-
dena, KWKB Pasadena).

Thomas J. Walsh, 17, Gonzaga High School
senior, Washington, D. C. (WTIV TV).

Robert Davis, 17, Maui High School senior,
Hawaii (KMW Ailukl).

Adelaide Nacamuli, 14, Peckskill High School
sophomore, Peckskill, N. Y. (WLNA Pecks-
kill, WFAS White Plains).

Sponsoring the contest are NARTB, Radio-
Television Ejlers Assn. and U. S. Junior Chan-
cellor of Commerce.

A minute of stop-motion magic—that's the
name of many TV commercials made by SARRA for Pet Milk Company.
A chair pulls itself up to the table; a cup fills with coffee; a can pours the milk; the cup empties itself; a hop
from the shelf to the carriage. It's amazing, it's entertaining, it's product identification, it's pure entertainment. Used by Pet as
a spot and on the All-Star Review with brilliant reproduction assured by SARRA'S Video-e-o-iginal prints. Produced through Gardner Advertising Company.
announcing "the most powerful VHF in eastern USA"

WFBG-TV

316,000 watts • channel 10

NBC primary interconnected

main studios in ALTOONA, PA.

WFBG-TV

Gable Arcade
Altoona, Penna.

Rate Card No. 1
February 1, 1953

Class A—Weekdays 6:00 P. M. to 11:00 P. M.
Saturdays and Sundays 1:00 P. M. to 11:00 P. M.

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Class B—All Other Times.

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<tr>
<td>15 Minutes</td>
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covering Western Pennsylvania from Pittsburgh to Harrisburg—over 3,000,000 families—over 69,500 TV sets (certified).

ON THE AIR IN FEBRUARY!
(interim power 75 KW; full power May 1)

investigate this TV "Area" buy now for low rates, franchise positions and choice availabilities.

For starting date — rates — availabilities— call your nearest office of...

H-R TELEVISION, INC.
New York, Chicago, Los Angeles, San Francisco
UPPER UHF OPERATION BEGINS THIS WEEK; TARGET DATES SHOW

Four new stations on the air this week; several new grantees set early fall commencement of commercial broadcasting.

FIRST TV station to begin commercial operation at the upper end of the uhf band is slated to start regular programming this week. It is WPLH-TV, Yonkers, N. Y. on uhf Ch. 53 (824-830 mc), located 144 mc above the highest uhf station, WKAB-TV, Mobile, Ala., operating on uhf Ch. 48 (674-680 mc). WFMJ-TV is an NBC affiliate and is represented by Reeder-Reed.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., said his station went on the air with a test pattern last Thursday and was to have started regular programming on uhf Ch. 43 over the weekend. It received a permit for special temporary authorization a fortnight ago [B*T, Feb. 2].

KOLN-TV Lincoln, Neb., hopes to begin commercial programming this week, according to H. A. Andersen, vice president and general manager of the station. Operating on uhf Ch. 12, the station began test patterns late last week. It also has moved into new studio quarters. Representation is handled by Hal Holman.

WROV-TV Roanoke, Va., may begin commercial operation this week on uhf Ch. 27, along with WLVA-TV Lynchburg, Va., on uhf Ch. 13. Stations aired test patterns last week. Plans to go on the air by March 1 were announced by Kenyon Brown, president and general manager of KWFT-TV Wichita Falls, Tex. Mr. Brown said network affiliation will be CBS and national representative will be Blair-TV. GE equipment has been ordered, he said.

New Studios for KCB-D-TV

The construction of new studios for KCB-D-TV Lubbock, Tex., is progressing on schedule, and the station will begin operation in March or April, according to Choc Hutcheson, news director. Network affiliation will be ABC and NBC, and network representative is John E. Pearson Co. KCB-D-TV is assigned uhf Ch. 11.

Teletesting is tentatively scheduled for early March on Los Angeles' uhf Ch. *28, assigned to the Los Angeles Foundation of the Southern California. The noncommercial, educational station is ready to go on the air as soon as its transmitter arrives. FCC assigned call letters KUSC-TV to the station, but station officials claim they plan to select their own call letters later.

Nated to the advisory board by Capt. Allan Hancock, director of the foundation, are representatives of public and private schools, colleges and churches throughout the Los Angeles area. Additional members, representing civic groups, will comprise an advisory board. Public meetings, the first of which will take place late this month, are scheduled for the purpose of discussing operation and participating plans.

KAFY-TV Bakersfield, Calif., plans to begin operation on uhf Ch. 29 in April or May. Construction has already started. Naum Healy, station manager, said there will probably be multiple network affiliation and that the representative will be Forjoe & Co.

KCMC-TV Texarkana, Tex., hopes to begin operating on uhf Ch. 6 within 90 days. National representative will be O. L. Taylor Co.

KEYT (TV) Santa Barbara, Calif., uhf Ch. 3 (140-144 mc), announced last week it has made affiliation agreements with ABC, CBS, DuMont and NBC. George P. Hollingbery Co. has been appointed national representative. With an ERP of 51.1 kw from its 4,183 ft. transmitter location, the station officials expect to cover a large portion of central and southern California. The station plans to be on the air in May-June.

WIJON-TV St. Cloud, Minn., will commence operation in May or June on uhf Ch. 7. W. C. Porsow, now general manager of WIJON (AM), will manage the TV outlet. William Rambeau Co. is to be the national representative.

Rogan Jones, president of KVOS-TV Bellingham, Wash., said that station would be on the air in two to four months. Composite equipment is ready to be installed. Network affiliations and representative will be announced later for the uhf Ch. 12 grantees.

WHYU-TV Newport News, Va., just granted last week (see separate story), will be operating on uhf Ch. 33 by June, according to Frederic F. Clair, sales manager.

KNUZ-TV's Plans

Also due for a June start is KNUZ-TV Houston, Texas, according to David H. Morris, vice president and general manager. DuMont equipment has been ordered, he said. The station is assigned uhf Ch. 39.

Harold G. Cowgill, vice president and 10 percent stockholder of WTVP (TV) Decatur Ill., has resigned as an attorney with the Washington, D. C., law firm of Segal, Smith & Hennessey to become general manager of the new uhf Ch. 17 grantees [B*T, Feb. 2].

If the RCA 1 kw transmitter is delivered on schedule, the on-the-air date will be July 1. The middle of March or April 1 has been set as date for commencement of construction of a combined studio and transmitter building. The CAA has approved a 602 ft. tower for the station, and FCC approval will next be sought.

Decatur has a population of about 75,000, and within WTVP's Grand B contour there is a population of 500,000, station officials said.

Mr. Cowgill was an FCC attorney from 1935 to 1944, as chief of the Rate & Traffic Div. of the Common Carrier Bureau.

John H. Cleghorn, general manager of WHBQ-TV Memphis, uhf Ch. 13 grantees owned by Harding College, said he hoped to have the station on the air August 1. Studio construction is already underway at the Hotel Chisca. RCA equipment has been ordered, and the station expects to go on the air with an effective radiated power of 100 kw, later to be increased to 316 kw. The station's television staff will be built around the WHBQ-AM staff.

Commercial operation also is slated for August 1 by WNLC-TV New London, Conn. Equipment is expected after May, with testing scheduled for July.

WVEC-TV Hampton, Va., granted last week, aims for an August 1 start, according to J. W. Chisman, president. Representives will be Rambeau.

Salem, Ore.'s Target

L. A. Harvey, grantees of uhf Ch. 24 for Salem, Ore., the second TV grant for that state, hopes for an early or midsummer target date according to his legal counsel, Joseph Brenner. Mr. Brenner reported that Mr. Harvey intends to serve the Willamette Valley including Portland and Eugene.

Several TV grantees have fall target dates. W. A. Fomeroy, president and general manager of WILS Lansing, Mich., grantees last week for uhf Ch. 54, said his target is Sept. 1.

WJHL-TV Johnson City, Tenn., aims for interim operation on uhf Ch. 11 with ERP 54 kw visual by September 1. W. H. Lancaster, president, said ERP 316 kw is planned when equipment is available.

WCHV-TV Charlottesville, Va., uhf Ch. 64 grantees, hopes to be on by September 1, but Charles Barham Jr., president, said there is nothing too definite at this time.

Regional Television Corp., New York, Mass., uhf Ch. 36, is planning a fall start, too.

WNAM-TV Neeham, Wis., is another grantee aiming for the fall. The station is assigned uhf Ch. 42.

KVFD-TV Fort Dodge, Iowa, will go on the air about October 1, according to Edward Breen, president and general manager. The uhf Ch. 21 outlet will start with a 1 kw transmitter, 750 ft. tower and film and slide studio equipment. Mr. Breen expects that station will be affiliated with several networks. The probable national representative is John E. Pearson Co.

W. F. Craig, vice president of WLBC-TV Muncie, Ind., said last week that Hal Holman Co., Chicago, and The Walker Co., New York, will represent the TV station. They now represent the radio station. Network affiliations will be CBS and DuMont.

(For complete list of grantees' target dates see FOR THE RECORD, page 95)
For the very finest in radio or TV audio systems, Gates offers a superb line of plug-in equipment. Large enough to provide quality, yet small enough to conserve space.

An eight-page brochure, yours for the asking, will reveal mechanical and performance specifications so drastically new and improved we know you'll be interested. Write or wire any Gates office listed below.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

18 East 40th St., New York, N. Y.
2700 Polk Ave., Houston, Texas
Warner Bldg., Washington, D. C.
Radio-TV Appeal for Aid To Holland Flood Victims

RADIO and television in the U. S. last week went to the rescue of flood victims in Holland by broadcasting appeals for clothing, blankets, other emergency supplies and funds.

The Advertising Council sent telegrams to all radio and TV networks Thursday on behalf of CARE, which is seeking funds from the American public for the benefit of the Holland flood victims. The wire, signed by Council President, T. S. Repplier, asked for announcements on network sustaining programs and noted that CARE has been sanctioned by the State Dept. and the executive office of the President to carry on this appeal.

Walter Cronkhite, CBS-TV news comment-
ator who had been befriended by the Dutch during World War II when he parachuted into the country, carried an appeal on his 5:30 p.m. program Wednesday at 6:45 p.m. Appearing on the program was Lt. Gen. Anthony McAuliffe, famed for his "Nuts" reply to a German surrender demand.

Gen. McAuliffe and Mr. Cronkhite called on parachuters of the 101st and 82nd airborne units, all of whom received help from the Dutch underground, to send blankets and clothing. Rex Smith, American Airlines vice president, offered ticket office facilities as collection agencies and promised to fly the donations to Washington airport where AA hanger No. 7 would serve as receiving depot.

Arthur Godfrey added an appeal on his 8 p.m. CBS-TV program Wednesday. One of his writers, Andrew Rooney, had dropped into Holland with Mr. Cronkhite.

The thing snowballed. The public started to respond. Well before noon Thursday Ambassador J. H. Van Roijen, of Holland, wired his thanks to CBS and suggested money be sent to Holland Flood Relief Inc. since early needs of flood victims had been met.

All day Thursday CBS Radio and CBS TV called on the public to halt the flood of clothing and blankets, urging financial donations.

Relief items for the flood-stricken Netherlands are being collected by WAAM (TV) Baltimore, and will be shipped tomorrow (Tuesday) via Royal Dutch Airlines to Holland. With the cooperation of Netherlands officials, Ken Carter, general manager of the station, solicited viewers to donate such vitally-needed items as blankets, sheets, lighting equipment and flashlights. Herbert B. Cahan, station program director who originated the idea for that station, spotted plugs for the appeal on all programs.

WLAW Boston reported it was flying special events news commentator Rod MacLeish to the Holland distress area Friday night.

The Boston station said Mr. MacLeish will do wide scale WLAW and network broadcasting in the interest of relief. Mr. MacLeish is operating with a Triple A State Dept. passport rating and the full cooperation of the Netherlands government, the station reported.

It reported it was offering special tape recordings of interviews with officials and distress victims to a limited number of stations.

Joe Wesp Coaxes Squeal from Prize Porker for Western New York's Popular Farm Program

This guest star is meat for WBEN'S Joe Wesp who likes to go whole hog when gathering material for his early morning farm show. Recorded interviews on the farm and at grange meetings with his many rural friends help Joe to give farmers the kind of radio program they like — the kind that makes hay for Joe's sponsors. Joe's Monday through Saturday show features livestock and produce prices, news, music and interviews — all served up country style, with Joe's pungent brand of homespun philosophy. Depend on informal Joe to inform Western New York's prosperous farmers of the merits of YOUR product in a productive way.

Ask HENRY I. CHRISTAL in New York, Chicago or San Francisco about availabilities on WBEN'S daily Farm Program, 5:30 to 6:00 a.m.

TRAVIS WBKZ-TV Manager

HARRY E. TRAVIS has been named general manager of WBKZ-TV Battle Creek, and expects to begin its telecast schedule May 15 on Ch. 64. Mr. Travis, for the past two and one-half years, has worked as program director of WKZO-TV Kalamazoo. Battle Creek has an estimated 182,004 sets in the market, he said in a report last week on that area's receivers.
Now...

PACKAGED REMOTE CONTROL
for Commercial Broadcast Transmitters
AM — FM

THE RUST INDUSTRIAL COMPANY'S
REMOTE CONTROL SYSTEM

The Rust System is the only transmitter remote control system proven in service in United States Commercial AM Broadcasting installations. It meets all FCC requirements.

REMOTE CONTROL
of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM
consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.
608 WILLOW STREET
MANCHESTER, N. H.

Broadcasting • Telecasting

February 9, 1953 • Page 61
Schaftiz Claims WPIC Set His Application Back

FILING of a TV application Jan. 27 by Sharon (Pa.) Herald Broadcasting Co. (WPIC) caused Leonard J. Schafitz, also a Sharon applicant, to lose a place in the FCC's processing line, Mr. Schafitz said in a petition filed last week at the Commission.

The petitioner claims the WPIC application specifies a site less than 60 miles from Pittsburgh, where Ch. 53 is assigned, violating the minimum separation requirement. He adds that his application would have been considered by FCC in January had it not been for the WPIC application. Both are applicants for Ch. 39.

"The Commission's temporary processing procedure in establishing Sharon as A-192 in order of staff consideration gave to applicant Schafitz a legal right to have his application considered when A-192 was reached in regular order," according to the Schafitz petition, filed by Attorney Carl L. Shipley. "The Sharon Herald application, fatally defective as it is, was filed Jan. 27, 1953, the day before. By accepting an application filed in violation of Sec. 3.610 of the Commission's rules the Commission deprived applicant Schafitz of his right to immediate consideration of his application."

Smaller 'Midgets'

RADIO station WCBS New York announced Thursday a new sales package of midget spots, consisting of five-second station identification pauses for commercial messages at "half of station break rates."

Heretofore the smallest segment of time on WCBS was 15-second station identification. The new five-second IDs are limited to 18-word messages which can be presented live or transcribed. However, since the spots are subject to double spotting they cannot be transcribed if the preceding commercial is. On the other hand, the ID must be transcribed if the preceding commercial is live.

"An advertiser will get the benefit of a saturation campaign in prime time... for as low as 15 cents to 20 cents per thousand," Henry Untermeyer, general sales manager of the station, said. Extra package discounts follow: 14 per week earns 15%; 24 per week, 25%; and 35 per week, 30%. In addition, 24 IDs in a two-day period earn a flat 50% discount. The IDs are subject to possible pre-emption on one week's prior notice.

Walbridge, Finch Named To Top WJIM-AM-TV Posts

HAROLD F. GROSS, president and general manager of WJIM-AM-TV Lansing, Mich., last week in announcing two personnel changes said Willard E. Walbridge, former WWJ-TV Detroit station manager, will succeed him as WJIM Inc. general manager and will be made executive vice president and a member of the board, effective March 1.

Howard Finch has been named vice president in charge of television production and program operation and will also be on the board of directors, Mr. Gross said.

Mr. Walbridge

Mr. Finch

Mr. Gross said he will take a less active part in WJIM-AM-TV management but will retain the presidency and will supervise the stations' $750,000 expansion program, including construction of a $400,000 radio-TV center and a 1,000-ft. tower and installation of a 100 kw transmitter.

Mr. Gross said expansion and realignment of the WJIM-AM-TV executive staff was made in preparation for programming from the new radio-TV center. Mr. Finch also will produce and direct his own TV show and will spend several weeks in New York studying network techniques and production methods, Mr. Gross said.

WGN-TV Sees Delivery Oct. 1

Power Increase 30-Days Later

DELIVERY on a new transmitter and antenna system equipment for WGN-TV Chicago is expected by Oct. 1 and power increase from 29 kw to ERP of 316 kw 30 days later.

Frank Schreiber, manager and treasurer of WGN Inc., announced receipt of the construction permit from FCC the past week will mean an increase in power output ten-fold and improve reception within a 60-mile radius.

New 50 kw transmitter will be housed on the 30th floor of the Tribune Tower and a new antenna system atop the tower, raising the overall height from ground level to 638 feet. Additional equipment will cost approximately $250,000, according to Carl J. Meyers, WGN Inc. engineering director.

Power Boost for WHAS-TV

INCREASE in the visual power of WHAS-TV Louisville from 50 kw to 316 kw was expected to take place over the weekend after FCC authorization of maximum power. Increase was made with the help of a 12-bay high-gain antenna, developed by General Electric in cooperation with Orrin W. Towner, engineering director of WHAS-AM-TV.

Station, which has moved to Ch. 11, conducted its first high-power tests last weekend.

Page 62 • February 9, 1953
Vic Diehm Says:

I'm 'ZEL'
My job is to see that every dollar you spend on WAZL in Hazleton, Pennsylvania is turned into enormous sales for your client's products. I guarantee to deliver 70% of the radio listening audience from 5:00 A.M. 'til 10:30 P.M. in WAZL's coverage area of over 127,000 people.

I'm 'OL'
See that big nose of mine...it's big because everything's big in the area served by WHOL, Allentown, Pennsylvania. Big population! Big payrolls! Big industries and a big lot of them! Big amount of farm dollars, too! Just let me show you how to do a big job for your clients.

I'm 'WID'
I'm the young aggressive fellow from WIDE located in the twin cities of Biddeford-Saco, Maine. Here is a market that is a 'must in Maine', because it covers the heart of this state's resort area, plus a year-round manufacturing payroll from some of the country's largest textile mills.

I'm 'LEM'
See those big eyes of mine...they're wide-awake for any chance to show you what a sales-producing station WHLM is. We call ourselves "The Voice of the Susquehanna Valley", and believe me it's true. You just try us and we'll show you big results.

Meet them by name...the Little People who do the Big Job!

WAZL
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).

WHOL
ALLENTOWN, PA. CBS
(Owned and Operated by Harry L. Magee).

WHLM
BLOOMSBURG, PA.

WIDE
BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Edward Downey).
Supply & Demand
SOME promotional plans, as the Headley-Reed Co., station representative, has learned, can go over a little too well. Several weeks ago it distributed to agency timebuyers and researchers a TV signal range calculator that enables the user to determine TV station coverage in a few seconds [B&T, Jan. 19]. The company's supply has been exhausted but requests still are coming in, according to a Headley-Reed spokesman. He added that the gadget may be purchased from the manufacturer, the Pioneer Electric Supply Co., Cleveland.

‘Times’ and ‘News’ Buy Time On Radio-TV During Strike
TWO New York newspapers last week turned to radio and TV during the strike of the local suburban Deliverymen’s Union which halted deliveries to many points outside Manhattan. Beginning Jan. 30, the New York Times and the New York Daily News placed spots on four metropolitan stations on a day-to-day basis, in anticipation of an early settlement of the strike, while public service announcements were carried on two other outlets.

The Times, through Arnold Cohan agency, purchased time on WCBS, WNBC and WNBT (TV) averaging approximately four spots per day. Copy urged suburban listeners to telephone the newspaper offices requesting daily mail "subscriptions" which would end automatically at the termination of the strike. Times spokesmen reported "extremely good" results.

In a somewhat different arrangement the Daily News placed three to four spots a day, Jan. 30-Feb. 3, on WPIX (TV), outlet owned by the News, at regular card rates. Station spokesmen added that the newspaper would probably continue using spots intermittently until the strike is over. WNEW, whose hourly newscasts are prepared by the News, carried several public service announcements daily as a "courtesy" to the newspaper.

Similarly, WQXR-AM-FM, which is owned by the Times and carries that paper's hourly newscasts, broadcast several public service announcements per day.

KSJV’s Call Changed to KBIF
CALL LETTERS of KSJV Sanger, Calif., recently transferred to Poole Broadcasting Co. from Radio Sanger Co. [B&T, Dec. 22], have been changed to KBIF. John H. Poole, president and general manager, has opened sales offices and studios at 1412 Fulton St., Fresno. David C. Camp continues as manager, with R. W. Schenk as commercial manager. He succeeds Robert Kelin, who has joined the national sales staff of KLAC Los Angeles. New representative for KBIF is Robert Meeker & Assoc.

New KTBC-TV Studios
PERMANENT quarters at the Driskill Hotel in Austin, Tex., are being prepared for KTBC-TV, which expects to move in March 1. Installation and renovation in the 65-year-old hotel includes construction of a 28-by-30-foot studio, with studios and offices occupying an entire wing of the first floor. Remote facilities are being installed in the Crystal Ballroom. Station plans to take the air in late March, reports J. C. Kellam, general manager.

Grocery Contest
WOMEN broadcasters are eligible to compete for Life Line of America trophies, awarded annually by the Grocery Mfrs. of America, New York, for "outstanding contributions to the public understanding" of food processing.

In Pennsylvania
It's an important part of every well-rounded sales program!

WILK
5000 WATTS
ABC

"PULSE" for December 1952 reports WILK with 23 first place quarter hours, 7 A.M.-7 P.M., more than any other station in the market!

* New York  * Los Angeles  * San Francisco
* Chicago  * Atlanta  * Dallas


Mr. Kneass

Moore Opens Portland Office
ART MOORE & Son, Seattle radio-TV representative firm, expanded last week by opening a Portland, Ore., office at 617 Cascade Bldg. Headquarters are at 508 Jones Bldg., Roald G. Lund, former radio-TV director for Howard J. Ryan & Son, Seattle agency, has joined the Moore firm as a partner, headquartering in Seattle. Don Kneass, active in Portland radio for the past 20 years, has been named manager of the Portland office.

Helen Mobberley Named Head of Forjoe National
PROMOTION of Helen K. Mobberley, sales manager of Forjoe National Inc., as general manager of the company was announced last week by Joseph Bloom, president of Forjoe & Co., parent organization. Forjoe National handles national representation for Transit Radio exclusively.

Miss Mobberley joined the Forjoe organization as sales manager in charge of Transit Radio in August 1952. She previously served as sales manager of Washington Transit Radio, sales manager of WINX Washington and in the sales department of NBC in Washington.

Mr. Bloom added:
"Transit Radio has gained a place of importance in the media field. The progress that we foresee in the months ahead makes it necessary to plan for the best possible management. There is no one better qualified than Helen Mobberley to assume management of Forjoe National; no one more thoroughly experienced in Transit Radio sales and management."

APPOINTMENTS

Gill-Perna Inc. appointed national representative for WGRD Grand Rapids, Mich.

George B. Hollingbery Co. appointed national representative for WINO-TV York, Pa.

Adam Young Television Inc. appointed national representative by WFTV(TV) Duluth, Minn.

STATION REPRESENTATIVES

Moore Opens Portland Office

Helen Mobberley Named Head of Forjoe National

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IN NORTH CAROLINA—

FM Pulled 5 Times

More Inquiries

at $\frac{1}{17}$ The Cost

**News for time buyers.** Like you, Zenith had standard statistics available on FM radio coverage of AM “holes” and “white spots.” But there’s no information quite as interesting as actual results. So Zenith decided to put FM to the test with a nation-wide campaign of keyed spot announcements on Zenith Hearing Aids.

**Results—at surprising low cost.** In North Carolina, for example, FM pulled 5 times the number of inquiries obtained from AM, and cost per inquiry was only one-seventeenth of the AM cost. Nation-wide, the average cost of inquiries pulled by FM radio was 55% lower than that of AM radio.

**Hundreds of static areas.** Better investigate all the areas where AM broadcasts just can’t get through because of local interference. In many of them, you’ll find FM radio assures complete local coverage. The number of FM stations is steadily growing, and so is the importance of FM to your time buying schedules.

**Special to Broadcasters**

*Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.*

---

**Zenith**

The royalty of television and **RADIO**®

ZENITH RADIO CORPORATION • Chicago 39, Illinois

*COPY, 1953*
Radio listeners give WDOD a big preference on a six or seven days per week basis. Here are the figures from the recent Standard Audit and Measurement survey:

**WDOD** has 43% more daytime listeners than either Station A or Station B.

**WDOD** has 54% more nighttime listeners than Station A, 86% more than Station B.

For maximum coverage in the Chattanooga market, it pays to put all your advertising dollars on WDOD.

**WDOD** AM - 5,000 watts
**WDOD** FM - 44,000 watts

**WDOD** in Chattanooga

---

**Networks**

$250,000 in New Billings Signed for NBC-TV's 'Today'

SIGNING of seven new advertisers, representing more than $250,000 in billings, as participating sponsors of NBC-TV's early morning program, Today, (Mon.-Fri., 7-9 a.m. EST and CST), was announced by the network Thursday. New sponsors are:

- The Trailer Coach Mfrs. Assn., through J. Walter Thompson Co., for one five-minute segment a week each Wednesday, for 52 weeks, starting April 1. The campaign is the first of its kind undertaken by TMA and will spearhead a program of local dealer promotional tie-ins in TV markets where the show is seen.
- John Morrell & Co. (Red Heart dog food), Ottumwa, Iowa, through W. Ayer & Son, for five-minute segments on Thursdays and Fridays, for 13 weeks beginning March 5.
- Liberty Mutual Fire Insurance Co., Boston, through BBDO, for one five-minute segment a week, for 13 weeks, starting in mid-February.
- Polaroid Land Camera Co., Cambridge, Mass., through BBDO, for one five-minute portion a week for six weeks, starting in mid-February.
- Bymart Inc., New York, through Rutkrauff & Ryan, for five five-minute segments spread over four weeks, effective last Wednesday, and five-minute segments for four consecutive Fridays thereafter.
- Nash-Kelvinator Corp., Nash Motor Div., Detroit, through Geyer Adv., for three five-minute segments in one week on three consecutive days, starting March 4.
- Food Specialties Inc. (Applian Way pizza pie), New York, through Chamber & Wiswell Inc., for one five-minute segment for two weeks, effective this Friday (Feb. 15).

**LBS vs. Ball Clubs**

**Case Set for May 11**

$12 MILLION suit by Liberty Broadcasting System against 13 of the 16 major league baseball clubs has been deferred to May 11, with prospects that the case may not be decided before early next year.

The trial originally was to have come up Jan. 19 in U. S. District Court, Northern District of Illinois, Eastern Division, Chicago, but was postponed to accommodate the taking of additional testimony.

Liberty is now undergoing bankruptcy proceedings in Dallas, headquarters of the former network. In its suit, all major league teams except the Cincinnati Reds, Chicago White Sox and Brooklyn Dodgers are named as defendants, charged with anti-trust violations. Liberty claims the clubs refused to permit the network to carry its Game of the Day broadcasts. It filed suit last February and disbanded as a network later.

**White Quits, Stone Succeeds**

RESIGNATION of Henry S. White as business manager of CBS-TV's program department and the appointment of Louis Stone to succeed him were reported last week, effective immediately.

Mr. White, who plans to return to independent production of programs after a short vacation, was president of World Video Inc. before joining CBS in the spring of 1950.

Mr. Stone joined the CBS-TV Business Affairs department in June 1951 after serving as executive assistant to motion picture producer David O. Selznick.
the RIGHT COMBINATION for
maximum performance at minimum cost

NO SPLICES. As always, plastic-base Audiotape
in 1200 and 2500 ft reels is guaranteed splice-free.

NO FRICTION SQUEAL. Perfected anti-friction
process eliminates annoying tape squeal—prevents
"tackiness" even under extreme temperature and
humidity conditions.

MINIMUM DISTORTION. Audiotape's oxide
coating is especially formulated to give maximum
undistorted output. Comparative tests show its marked
superiority in this respect.

MAXIMUM UNIFORMITY. All 7" and 10"
reels of plastic-base Audiotape are guaranteed to have
an output uniformity within ±¼ db—and a reel-to-
reel variation of less than ±½ db. And there's an
actual output curve in every 5-reel package to prove it!

PRECISION TIMING. Improved reel design
with 2¼" hub reduces timing errors by eliminating
the tension and speed changes formerly encountered
at the beginning and end of the winding cycle. Ratio
of OD to hub diameter is the same as the standard
NAB 2500 ft reel.

CONSTANT PITCH is another advantage of
the new reel design resulting from the more uniform
tape speed throughout the winding cycle.

SLOWER ROTATIONAL SPEED, due to
larger hub diameter, minimizes vibration and avoids
possible damage to tape on fast forward and rewind.

REDUCED HEAD WEAR can also be ex-
pected, because the maximum tape tension is ma-
terially decreased.

audiotape 
gives you all these advantages at no extra cost!

This new 1200 ft plastic reel with 2¼" diameter hub
is now being supplied on all orders for 7" reels un-
less otherwise specified...at no increase in price.
Remember—with Audiotape, there's only one qual-
ity—the finest obtainable! Audiotape is available in
all standard size reels from 150 to 5,000 feet.

AUDIO DEVICES, Inc.
444 Madison Ave., New York 22, N.Y.
Export Dept. 13 East 40th St., New York 16, N.Y., Cables "ARLAI"
FINESHRIBER BECOMES NBC V.P. & G.M.; ADAMS ALSO RAISED TO V.P. POST

Mr. Fineshriber moves into integral post, bringing him and NBC President White together for the third time. David C. Adams is promoted to vice president for administration.

WILLIAM H. FINESHRIBER Jr., former executive vice president of Mutual, has been elected NBC vice president and general manager of the radio and TV networks [CLOSED CIRCUIT, Jan. 19], and David C. Adams, NBC director of special projects, has been promoted to vice president for administration.

Their elections to vice presidencies occurred Friday at the monthly meeting of the NBC board and are being announced today (Monday) by President Frank White.

Mr. Fineshriber, who joins NBC March 2, and Mr. Adams both will report to John K. Herbert, vice president in charge of the radio and television networks, who made known their respective spheres of operations as vice presidents.

"Mr. Fineshriber brings to his new position the practical experience of more than 20 years in network operations," Mr. Herbert said. "He is widely recognized in the industry for his ability and for his contributions to the advancement of broadcasting. Because of Bill's demonstrated talents in that field, I am particularly pleased to have his assistance in the management of our two networks.

"The election of Mr. Adams as vice president recognizes his outstanding ability in handling administrative projects. His talents too will now be used on a broader basis in our network operations."

NBC is the third network at which Mr. White, who assumed the presidency Jan. 2, and Mr. Fineshriber have served together. They were colleagues at CBS, where Mr. White rose to the presidency of Columbia Records, and at Mutual during Mr. White's tenure as MBS president.

Mr. Fineshriber, now 43, entered radio after graduation as a Phi Beta Kappa from Princeton U. in 1931, followed by advanced study at the Sorbonne in Paris. He served CBS first as a member of the publicity staff, leaving in 1934 to manage Carnegie Hall in New York and returning in 1937 to serve in a succession of important posts. He was general manager of the program department when he resigned to join Mutual in 1949. There he reached the executive vice presidency when Mr. White moved to NBC.

Currently on vacation following his resignation from Mutual to accept the NBC post—the same one held by Mr. White before his elevation to the presidency—Mr. Fineshriber is a member of the NARTB Board and the BAB Executive Committee. At MBS he was a board member as well as executive vice president, and was a vice president and a director of General Teleradio Inc., which operates the General Tire & Rubber Co. radio-TV properties, including Mutual.

Mr. Adams, now 39, joined NBC as assistant general counsel in December 1947 after some six years with FCC. He was elected vice president and general attorney of RCA communications Inc. in July 1948, but moved back into the NBC organization the following January as assistant to the executive vice president.

At FCC, which he joined in September 1941, he served successively as chief of the International Legal Section, assistant chief of the Common Carrier Division, and assistant to the General Counsel. He also was a member of the Cable and Radio Committees of the Board of War Communications during his FCC tenure, which was interrupted by two years of military service.

Mr. Adams was a member of the U. S. delegation to the Atlantic City Radio, Telecommunications and High Frequency Conferences from May to October 1947, serving as chief assistant to Charles R. Denny, then chairman of FCC and of the three conferences, who now is an NBC vice president. Mr. Adams also was a member of the U. S. delegation to the Moscow Five-Power Telecommunications Conference and a U. S. observer at the London meeting of the International Telegraph consultative committee, both in 1946.

Mrs. Sidney R. Oberfelder Dies

FUNERAL services for Mrs. Sidney R. Oberfelder of New York, mother of Ted Oberfelder, ABC vice president in charge of owned radio stations, were held last Thursday. Mrs. Oberfelder died Tuesday. Her husband and a son survive.

South Rises Again

CBS Television, via Edward R. Murrow's See It Now, made a nationwide apology to the citizens of Gastonia, N. C. on Feb. 1. Some 50,000 Gastonians, proud of their Rambin' Rebs drum and bugle corps (one of two to represent the state at the Presidential Inauguration), rebelled violently after a CBS-TV producer switched cameras just as the Rebs were rambling into sight on TV screens.

WBTV (TV) Charlotte, blasted in Gastonia papers along with the network for the slight, issued an apology and its managers started scouting the newsreel field for shots of the Rebs' appearance in the parade. A letter from a local Gastonian to Mr. Murrow, however, reminding him of his North Carolina origin, resulted in "fast dispatch of a See It Now correspondent, who shot the Gastonia story a fortnight ago.

POOR RICHARD Club's Gold Medal of Achievement Award goes to William Paley (r), CBS board chairman, from Joseph L. Tinney, Poor Richard president and WCAU-AM-TV Philadelphia vice president, during club's annual award dinner in that city [8*7, Jan. 26]. Award was for "contribution to the strength of the nation through service to government."

CBS Radio Names Novins Director of Public Affairs

PROMOTION of Stuart Novins, CBS Radio associate director of public affairs, to director of public affairs was announced Wednesday by Richard W. Wells, CBS Radio's president.

In his new post, Mr. Novins will report to Mr. Murphy. Wells Church will relinquish the duties and title of CBS Radio's director of public affairs but will continue as director of news and special events.

As CBS Radio's director of public affairs, Mr. Novins will supervise special documentary programs of national interest and educational, religious, discussion and general public affairs programs.

ABC Western Div. Shuffle Affects Publicity, Promotion

PUBLICITY and promotion departments have been shuffled at ABC's Western Div. Radio and TV will each be served by a publicity-promotion department, and both will be aided by a newly-created department, known as publicity-promotion services, Bill Phillipson, division director, has announced.

Stanton Kramer, publicity and sales promotion manager for Bing's Things Inc., division of Bing Crosby Enterprises, is director of publicity-promotion for ABC-TV Western Division and KECA-TV Los Angeles. He reports to Phil Hoffman, KECA-TV manager.

Jon Wells Barkhurst, advertising-promotion-publicity manager for CBS-TV's The Home-makers Exchange, New York, becomes director of publicity-promotion for ABC Radio Western Div. and KECA Los Angeles. He reports to Amos Baron, manager of KECA.

Merwin Travis, sales promotion manager for ABC Western Div., heads radio-TV publicity-promotion services for the network, and is responsible to Mr. Phillipson.

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Emerson Board Abandons Webster-Chicago Merger

STOCKHOLDERS of Emerson Radio & Phonograph Corp. were told last week that the company's proposed merger with Webster-Chicago Corp. had been abandoned by Emerson's board of directors.

Benjamin Abrams, Emerson president, told stockholders at their annual meeting Wednesday in New York that the contemplated merger encountered opposition from some Webster-Chicago stockholders, "as well as apparently sharp dissension within the Webster-Chicago company."

Mr. Abrams predicted a record $5 billion billings for the radio-TV industry in 1953, including sales of 71/2 million TV sets and 10 million radio receivers and armed forces purchases of electronic equipment exceeding those of any other year since start of the Korean War.

All company directors were re-elected. They are: Mr. Abrams, Louis Abrams, Max Abrams, F. Eberstadt, Richard C. Hunt, Dorman S. Israel, and George H. Saylor.

Emerson Color Sets

EMERSON Radio & Phonograph Corp. plans to start production of color TV sets on a limited scale in early 1954, its president, Benjamin Abrams, told stockholders last week (see story above). First sets will be high-priced in comparison with current black-and-white models, he predicted. Mr. Abrams said Emerson is continuing developmental work on a compatible color TV system and said he was confident that such a system would be approved by FCC.

Uhf Stations to Lease Klystrons Under GE Plan

GENERAL ELECTRIC Co. has released details of a plan under which its new klystron tubes for uhf transmission will be leased to telecasters.

GE believes its plan for direct lease of the giant klystrons is a unique marketing method in the broadcast industry. The tubes will be leased directly by television stations from the GE Tube Dept. at a fixed rate per broadcast hour.

GE recently began production at the klystron's tube works at Syracuse. Varian Assocs. Inc., San Carlos, Calif., already has built a limited number for GE.

E. F. Peterson, GE Tube Dept. marketing manager, said the rental plan will relieve the uhf telecaster of worrying about the cost of transmitting tubes. Rental charges will include stand-by tubes for emergency service. GE said the klystron's 15 kw maximum power output is higher than any transmitting tube now on the market, and that it is the only tube which will make uhf reception comparable to the ranges now covered by vhf.

Raytheon to Add Plant

PLANS for erection of a new plant in Quincy, Mass., to manufacture and warehouse TV picture tubes were announced Jan. 23 by C. F. Adams Jr., president of Raytheon Mfg. Co., Waltham, Mass.

What Happened to Meat Prices?

The year-end report of the U. S. Bureau of Labor Statistics makes mighty good reading for people who like meat, and that means about everybody.

It shows that as of December 30, average wholesale meat prices were 20% lower than the levels of August 19—the high point of the year.

While declines at retail aren't the same for all grades and cuts, by watching for specials you can get more mileage for your meat money than you could a short while back. This is especially true if you will remember that there is a lot of good meat around besides center cut pork chops ... or fancy steaks from top grades of beef.

What's the reason for lower meat prices? The answer is simple — greater meat production — more livestock came to market during this period.

Meat prices follow the age-old law of supply and demand ... how much meat there is, how many people want it, and how much they have to spend for it.

Did you know

... that there are more than 4,000 individual meat packing companies in the United States ... that they compete with each other daily both for the meat animals and for customers ... that this two-way competition (plus modern, mass-production methods and full use of by-products) brings your meat to you at a lower service cost between farm and table than almost any other food?
RCA Scholarships to 18

ANNOUNCEMENT of RCA scholarship awards to 18 university students majoring in science or engineering was made Thursday by Dr. C. B. Jolliffe, RCA vice president and technical director. The scholarship grants, worth $800 each, are for the current academic year.

Dr. Jolliffe said seven scholarships have been awarded for the first time at the U. of Notre Dame, West Virginia U., Wellesley College, U. of Cincinnati, Franklin & Marshall College, U. of Florida and Indiana U. Miss Marijane Curran, a student at Wellesley, has become the first woman to receive an RCA scholarship, Dr. Jolliffe added.

Admiral Revises Companies

MERGER of seven subsidiary distributing companies into two corporations and creation of two other corporations to handle foreign sales have been announced by Admiral Corp., Chicago.

Admiral Distributors Inc., New York, will combine the New York distributing division and the appliances distributors branch of Chicago. A second firm will maintain distributing units in Boston, Milwaukee, San Francisco, Los Angeles and San Diego.

Importance of exports dictated formation of Admiral International Corp., and Armiral Corp. Interamericana, said Ross D. Siragusa, Admiral president.

Audio Contest

CONTEST offering more than $1,000 in prizes for the best 14 articles on the use of tape and disc recording to improve efficiency, quality and economy in a radio or TV station or recording studio was announced last week by Audio Devices Inc., manufacturer of Audiodes and Audiotape. Information on special gadgets or techniques developed to meet specific recording needs will be particularly welcome, the announcements said, adding that photographs or drawings should be used, if possible, to illustrate the articles.

First prize is $250.

There also are three $100 prizes and ten $50 awards, and $25 will go to any other entrant whose article is published in an Audio Devices publication. Entries must be postmarked not later than midnight May 1, and should be addressed to Sound Recording Contest Audio Devices, 444 Madison Ave., New York 22. Material becomes the property of Audio Devices and entries will not be returned.

Equipment Shorts

Pentron Corp., Chicago, announces production of pre-amplifier and tape transport mechanism for use with any existing audio amplifier, radio, TV or combination.

Allied Radio Corp., Chicago, announces production of new Knight vacuum tube volt-ohm-milliammeter kit with six ranges for measuring AC peak-to-peak volts. Kit includes six milliampere ranges and five capacitance ranges.

Barber-Colman Co., Rockford, Ill., announces publication of Catalog F 3941-2 containing information on all Barber-Colman industrial controls.

Ch-nema Engineering Co., Burbank, Calif., has issued new CE series of resistors encapsulated in cast epoxy. They are available in three general types.

Frank A. Emnet Co., L. A., named southern California and Arizona distributor for Central Electronics, that city (record players, components and accessories).

Electronic Components Div., Stackpole Carbon Co., St. Marys, Pa., announces production of new Stackpole Type A-12 DP- ST line switch designed for handling high currents at low voltages.

Precision Electronics, Franklin Park, Ill., announces production of new Model LJ2 high fidelity amplifier. Power output is 8 w with peak of 18 w.


Neeley Enterprises, L. A., appointed distributors of Telefunken microphones in four Western states area.


Precision Equipment Co., Chicago, has published new catalog on steel shelving and lockers as well as other storage and maintenance equipment for industrial and institutional uses.

Magnatran Inc., Kearny, N. J., announces production of Unitized Rectifier ready to connect to AC line and DC load. Unit features packaged high voltage DC source.

Mr. ATLANTA

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

Broadcasting • Telecasting

WGST is every sales manager's sweetheart, in the booming Atlanta market. The reason is simple-WGST is loaded with C.P.M. C --- is for circulation in the 36 surrounding counties of the retail trade zone. P --- is for hard selling programming, both local and net. M --- means top-drawer merchandising support all down the line. Let WGST do a selling job for you and you, too, will be sending her valentines.

WGST ABC • ATLANTA 5,000 WATTS 920 KC

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PERSONNEL RELATIONS

West Coast AFL Protests Foreign-Made Films

IN AN ATTEMPT to curb foreign TV film production, Roy Brewer, West Coast IATSE representative and chairman of AFL Hollywood Film Council, has gone directly to local sponsors of the programs. Involved in the latest action are Los Angeles Brewing Co., using KNBH (TV) for Foreign Intrigue, filmed in Europe, and Thrifty Drug Stores, using KECA-TV for Affairs of China Smith, shot in Mexico.

The brewery, through its agency, Warwick and Legler, reports no change in programming. Thrifty, through Dan B. Miner Co., has withdrawn the Mexico-made six films which had been scheduled for showing on Affairs of China Smith.

Removed from List

Removed last week from the council's "unfair list" was Interstate Television Corp., subsidiary of Allied Artists, which had recently contracted for its second series of 13 half-hour "Hans Christian Andersen" films, produced in Denmark by Scandinavian-American Television Co. After the council asked networks, prospective sponsors and the American Assn. of Advertising Agencies to refuse the series, Interstate President G. Ralph Branton explained he had invested money in the venture before the AFL campaign and it would be his only foreign-made TV product.

NABET, NBC, ABC Agree On New Wage Contract

THREAT of a strike by members of the National Assn. of Broadcast Engineers and Technicians (NABET-CIO) against NBC and ABC was averted Jan. 31 by an agreement on wages and working conditions at a meeting in Atlantic City.

Negotiations were conducted in accordance with a wage-reopening clause in the contract. A spokesman pointed out that a "no strike" provision in the pact would have expired on Jan. 31 at midnight.

He said the agreement provides for "substantial" wage increases, a reduction in the length of service escalator clauses and certain job reclassifications. The contract now runs to Jan. 31, 1955.

NABET represents some 2,000 ABC and NBC employees in New York, Chicago, Washington, Cleveland, Hollywood and San Francisco.

PROFESSIONAL SERVICES

Graim Named to Gillett

RICHARD J. GRAIM has been named an associate with Glen D. Gillett & Assoc., consulting radio and television engineering firm, Washington, D.C. Mr. Graim was with Jansky & Bailey, Washington consulting engineers, during the last war and through 1950, primarily engaged in research. The first six months of 1951 he was with the U. S. Signal Corps, later joining Gillett & Bergquist.

Concurrently with the naming of Mr. Graim as an associate of Mr. Gillett, Paul Bergquist withdrew from the partnership of Gillett & Bergquist to go into other fields. His future plans have not yet been announced. Glen D. Gillett & Assoc. is located at 982 National Press Bldg. Telephone is National 8-3373.
Advertisers
William J. Dooley, WBBM Chicago, appointed sales and advertising manager, Mead Cycle Co., Chicago (Ranger bicycles).

Victor Elting Jr., advertising director, Quaker Oats Co., elected vice president in charge of advertising, succeeded by Robert S. Macdonald.

Clark T. Ames Jr., vice president in charge of production for Philip Morris & Co., elected to board of directors. George Weissman elected a vice president while continuing duties as assistant to president in fields of general administration and public relations

M. W. Osborne Jr., advertising managing, B. F. Goodrich Chemical Co., Cleveland, promoted to international sales manager for company, succeeded by George B. Koch.

Fred Jenkins, credit investigator, Farmers & Merchants National Bank, L. A., promoted to advertising manager.

Andrew H. Talbot Jr. named director of public relations for Pabst Brewing Co. He will coordinate activities of firm's branch offices, headquarters in Chicago.

Dorothy Collins, women's page editor, Rocky Mountain News, Denver, and former fashion editor, NBC, to Shwayder Bros. N. Y. (Samsonite luggage), as public relations manager.

Donald E. Kennedy, sales manager, sportswear div., Jantzen Knitting Mills, Portland, Ore., elected to board of directors.

Joel D. Rosenblum, 46, treasurer and advertising director, Shwayder Bros. Inc., Denver (Samsonite products), died Jan. 21.

Agencies
Len Hall Jr., copy chief, BBDO, Cleveland, elected vice president. Carl Davis and Roger Verran, copy chiefs in Buffalo and San Francisco offices, respectively, elected vice presidents.

B. Harold Miller to Conti Adv., N. Y., as assistant to president.

Harwood Hull Jr. elected executive vice president and senior partner of Publicidad Badillo Inc., Santurce, P. R.

Alfred J. Roby Jr. and Wells W. Spence, account executives, McCann-Erickson, N. Y., elected vice presidents of agency.

Jim Melzer, TV department, Antrim Short Agency, Hollywood talent agency, to Irvin Rose Agency, that city, as radio-TV director.

Henry Gerstenkorn, sales manager for Raymond R. Morgan Co., Hollywood, on Don Lee Network Lucky U Ranch, opens own L. A. merchandising-advertising agency at 668 S. Coronado St. Telephone is Dunkirk 4-4616.

Arthur Napoleon, head of TV commercial production department, Biow Co., N. Y., transferring to agency's Hollywood office to supervise production of TV commercial work and to develop more West Coast sources of TV commercial production.


Fred DeLano, columnist, Long Beach Press-Telegram, Long Beach, to West-Marquis Inc., that city, as account executive.

Wm. G. Stannard, formerly of J. Walter Thompson Co., and Erwin, Wasey of Canada Ltd., Montreal, to Harold F. Stanfield Ltd., Montreal, as director of marketing.

Arnold N. Fujita, free lance artist, to Foote, Cone & Belding Inc., S. F., as art director.


Revill J. Fox, account executive, MacGruder, Bakewell & Kostka Inc., Denver, becomes partner in firm, which changes name to Kostka, Bakewell & Fox Inc.


J. Warner Evans to Lewis & Gilman Inc., Phila., as assistant account executive. William J. Kane Jr. appointed head of agency's media department. Nelson Ross added to production staff.

S. Tebb's Chichester Jr., sales and audience promotion advertising staff, WMAL Washington, to Kal, Ehrlich & Merrick, same city, as assistant to William B. Millett, account executive.

Lloyd Durant, TV commercial production manager, Compton Adv., N. Y., to Biow Co., same city, as a TV creative supervisor.

Betty Conway, Kenyon & Eckhardt, N. Y., to Smith, Hagel & Snyder, N. Y., as media buyer.

Walter L. Scott, Westinghouse Electric International Co., to Morey, Humm & Johnston, N. Y., as writer in sales promotion section of copy department.

Grace Rauworth, J. R. Pershall Co., Chicago.

PEOPLE

IN THE 75th MARKET
- TEXAS' 5th

EL PASO

Bank clearings for '52 were up 12%, nearly $200,000,000 over the previous year. Obviously, the 110,250 radio families (15% more people than ever recorded here before) are spending more money than ever, speaking well for the prosperity of this community.

See Avery-Knodel for complete details

THE MOST POWERFUL STATION IS KEPO

ABC at 690 10 kw

. . . Still Going

STRONG

KGW

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

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HARRY MAIZLISH (I), president-general manager, KFWB Hollywood, welcomes home Al Jarvis, disc jockey, who left the station seven years ago after serving 11 years there. Beginning Feb. 22, Mt. Jarvis starts a seven times weekly, three-hour show, Make Believe Ballroom, on KFWB. Currently he is on KECA-TV Los Angeles.

BROADCASTING • TELECASTING
named manager of media.


Stations

John Doscher, account executive with WOR New York Spot Sales Dept., to spot sales staff of WJZ-TV New York, in same capacity.

John R. Vrba, national sales manager, KTTV (TV) Hollywood, adds duties as general sales manager. Leslie H. Norim, account executive with station, promoted to local sales manager.

Bob Gillespie, program director, WBIS Bristol, Conn., appointed station manager.

William E. Walker to KGMB Honolulu, as account executive. Gordon Freund and Robert Savage added to KGMB-TV account executive staff.

Glen Elroy Augspurger to sales staff, KMBC Kansas City, Mo.

Bernard E. Neary appointed sales manager, WINZ Miami.

Howard W. Maschmeler, program director and assistant manager, WPTF Albany, N. Y., promoted to manager.

Robert W. Potter appointed program director, WFTV (TV) Duluth, Minn.

Warren F. Warner, program director, WTVN (TV) Columbus, to WLWC (TV) same city, in same capacity.


Donald Cronberg, WAAF Chicago, to Chicago sales branch of WOR New York as salesman.

Dick Schunk, assistant sales manager, KSIV Sanger, Calif., promoted to sales manager.

James T. Johnston to WJBK Detroit, as commercial representative.

John P. Haskell, account executive, KTTV (TV) Hollywood, has resigned effective Feb. 15. Future plans will be announced.

James P. Hensley, national spot sales account executive, Columbia Pacific Radio Network and KNX Hollywood, shifts to KNX as local sales account executive. Ralph Glazer, sales service manager, 'CPRN-KNX, transfers to KNX Housewives Protective League as merchandising manager.

John T. Cashion to WBUY Lexington, N. C., as station manager.

Bob Klein, commercial manager, KSIV Sanger, Calif., returns to KLAC-TV Hollywood in same capacity.

James H. Logan, manager of broadcast operations, WMAL-AM-FM Washington, resigns to devote full time to Telestar Productions, pro-

BROADCASTING • TELECASTING
gram package firm of which he is co-owner.

John S. Allen, business and sales manager of WTVJ (TV) Miami elected to board of directors of Southern Radio & Television Equipment Co., licensee of station, and vice president in charge of sales. John Shay, station operations manager, also elected to board of directors.

Wilson Edwards, account executive, KSND San Diego, promoted to assistant manager. Norman Kay, station's sales staff, named sales manager.

George Arnold Jr., to sales staff, KCBS San Francisco, as account executive.

Jim Topmiller, commercial manager, WKCT Bowling Green, Ky., to sales staff, WHAS Louisville.

Pede Worth, KCBS San Francisco, appointed program director, replacing Fred Ruegg who transfers to N. Y. as assistant director of labor relations for CBS.

Buddy Pappas, director, WTOP-TV Washington, to WBAL-TV Baltimore, as director of Homemaker's Institute series. Bob Rafter, WTOP announcer, to announcing staff, WBTW-WBTV (TV) Charlotte, N. C.

Arnold Snyder to WTTM Trenton, N. J., as director of news and special events.

William H. Malone to WBG Greensboro, N. C., as chief engineer.

Frank Lokey, announcer, WNOX Knoxville, Tenn., to WRDW Augusta, Ga., in same capacity.

Mannie Klein has returned to WHLI Hempstead, L. I., engineering department after service with U. S. Army in Germany.

Bob Nelson to news staff, WNAV Yankton, S. D. Art Smith, news director there, elected to board of governors of Sioux City Chamber of Commerce.

Stan Freberg, voice of Cecil on KTLA (TV) Hollywood Time for Beauty, to do voice of the bearer in Walt Disney Productions feature-length animated cartoon, "Lady and the Tramp."

Hugh B. Terry, president and general manager, KLZ Denver, elected honorary vice president of Denver Area Community Chest. Lee Fendren, KLZ national sales director, elected first vice president of city's Advertising Club.

Lester G. Spencer, general manager of WKBV Richmond, Ind., named 1953 general campaign chairman of Red Cross for Wayne County.

Roger Rambeaux, KLZ Denver promotion manager, elected executive secretary of Pioneer Foundation for student aid.


Stanley Spero, account executive, KMPC Hollywood, father of girl, Laurie, Jan. 25.


Gertrude Richards, time cost estimator, ABC New York, and Bill Albrecht, engineer, WNEW New York, were married Jan. 31.

Bernie LaPlante, sales promotion director, WTAG Worcester, Mass., and Jean Bourdon were married Jan. 31.

Fred Nelson, assistant film editor, KNXT (TV) Hollywood, father of boy, Steven Frederick, Jan. 29.

Si Goldman, general manager, WTTN James town, N. Y., father of girl, Gail Meurice, Jan. 31.

Bob Shannon, staff announcer, KNXT (TV) Hollywood, father of boy, Robert Stevan, Jan. 29.


Networks

Hugh J. Stump, manager of CBS Radio Spot Sales, S. F., transfers to Chicago office as account executive.

Laurie Anders, CBS-TV Ken Murray Show, signed to seven-year contract by Ken Murray Enterprises for TV and motion pictures.

Lucille Ball and Desi Arnaz, co-stars on CBS-TV I Love Lucy, named official sweethearts of L. A. 1953 Heart Fund campaign.

Robert Alan Aurthur, TV and magazine writer, to NBC-TV New York as literary director for Television Playhouse and script editor for Mr. Peepers.

Carl Abrams, ABC New York publicity department staff writer, promoted to writer of on-the-air promotion for ABC-TV.

Don Ross, merchandising manager, KNX Hollywood Housewives Protective League, shifts to CPRN-KNX as national spot sales account executive. Grace Neuwerth, assistant sales service manager, CPRN-KNX, promoted to sales service manager. She is succeeded by John Schallert.

Robert Young, star of NBC radio Father Knows Best, cited by Greater Los Angeles Chapter of National Safety Council for "his genuine, sincere and continuing interest in the cause of highway accident prevention."

Paul Dixon, DuMont Television Network disc jockey, named "King of Hearts" for 1953 Heart Fund's disc jockey committee.

Robert E. Noble Jr., director with ABC radio, father of twins, boy and girl, Jan. 18.

Robert F. Hurleigh, director of MBS Central Div. news bureau, named co-chairman of Boy Scout radio and newspaper committees fund raising drive.

John Berg, ABC Chicago director, father of boy, William.

Mort Lachman, writer for NBC-AM-TV personalities Ralph Edwards and Bob Hope, father of boy, Jan. 30.

Equipment

Joseph P. Waters, advertising and sales promotion manager, General Electric Supply Co., L. A., to Hoffman Radio Corp., that city, as assistant to Don E. Larson, advertising director.

Henry A. Crossland appointed sales manager of special products, receiver dept., General Electric Co., Syracuse, N. Y.

Horace W. Royer, product analyst, receiver dept., General Electric Co., Syracuse, N. Y., presented with Charles A. Coffin award for "major role in the development of Ultra-Vision . . ."

Paul H. Frye, research and engineering director, Raytheon Television & Radio Corp., Chicago, appointed general manager of newly formed special products div., succeeded by Robertson Gannaway, chief technical engineer.


Robert K. Burbridge appointed district sales manager for Pittsburgh, Cleveland, Akron and Charleston, for radio-TV div., Sylvania Electric Products Inc. C. R. Bower appointed to same position in Denver, Des Moines, Kansas City, Omaha and Wichita.

Ray E. Greiner, purchasing agent for International Graphite & Electrode Div., Speer Carbon Co., St. Mary's, Pa., appointed director of purchases for firm.


Services

Robert M. Stillman and John A. Moffet, consulting radio engineers, move offices to 1405 G St., N. W., Washington, D. C. Telephone is Republic 7-6646.


William P. Maloney, head of publicity, BBDO, N. Y., resigns to open own public relations firm.

Program Services


Maurice B. Mitchell, vice president-general manager, Associated Program Service, father of boy, Keith Edward, Jan. 28.
Fables of the leopard and the hippo—6

ON GETTING GOOD VALUE

THE HIPPO:
"I've grown too flabby and too slow. And all I sense is just what's underneath my nose!"

THE LEOPARD:
"Quite the other way, for years I've stayed in trim by judging all there is to see."

THE MORAL: Wily advertisers (like the Spotted Leopard) will stay in trim, too, by regularly reappraising media values. Those who use Spot TV find their investment worth more each day. Reaching more homes. Making more sales per dollar spent.* They carry no excess weight. Because they buy only the stations, markets and times that fit their needs. At costs which fit their budgets.

Buy growing values. Buy Spot TV. On these thirteen select stations.

* Number of TV homes, up 22.6%, cost per available home down 17.8%, (nighttime hour), on Petry represented TV stations, Jan. 1—Nov. 1, 1952.
KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.
an agency's memo to a client

how big will tv be?

For one of its major accounts, Sherman & Marquette prepared a prediction of things to come in television. Here's an adaptation of that report, prepared by the agency's media director for BROADCASTING • TELECASTING. It's a view of TV's ultimate development, in terms of its usefulness to the national advertiser.

By John B. Crandall

THIS study is an attempt to predict where we will end up when all television grants have been finalized both in terms of the number of television markets and also in terms of time costs expressed by the Class A hour rate.

When the freeze went into effect in September 1948, television was just starting to come into its own as an advertising medium. By the time the freeze was lifted in July 1952 television had grown as a medium to a point where it was too important and potent to be ignored, too expensive to just be added on top of other media, yet too limited in coverage to be a completely national medium.

With the lifting of the freeze, we are faced with the problem of just where to add markets, and our appraisal is intensified because of the growing costs of existing television facilities. Basically, grants are being given now in three categories: (1) uhf grants in markets without television or with limited or contested vhf allocations, (2) vhf grants in medium and small sized markets, and (3) uhf grants in markets with television where either the remaining vhf channel is "hotly" contested or where the single vhf allocation is already assigned.

The Allocations

The FCC television allocations have been worked out in order to bring television to the greatest possible number of people. Because of the limited number of possible vhf allocations, it was found necessary to use uhf in areas of highly concentrated populations. However, these allocations were set up in relation to markets and not necessarily market or area potential.

Market potential has always been a basic yardstick in market selection in buying any medium. Both in terms of present television markets and from what we can see for new television markets, this yardstick will not only continue to apply but must be applied more stringently in view of the "blue chip" costs involved in television. Any medium will become progressively more expensive in terms of cost per thousand homes reached as you decrease in size of market population. In most mediums, this increase in cost per thousand follows an arithmetic progression—in television the increase is closer to a geometric progression.

It therefore becomes more necessary in television to carefully examine markets to be added and to reexamine markets currently being used. Right now many markets are being added to television. Besides judging the new markets in terms of potential it is also necessary to give special attention to new uhf stations in areas with an existing penetration of vhf homes. It has been our experience that conversion to uhf has been extremely slow up to the present time.

In view of the markets being added at the present time, it is our opinion that we should try to look ahead and see just where we will end up when all the contests are over and television has reached maximum saturation in all markets. Exactly when that will be is surely hard to predict in view of the "hot" contests for certain allocations and the variance of saturation development in certain sections of the country.

Before making actual market measurements, we feel that we should try to determine just what is the minimum number of people or homes necessary in an area in order to support a television operation. We know that along with high advertising costs, television is proportionately as expensive for a station as for an advertiser, both in construction and in operational costs. Therefore we have attempted to project minimum construction and operational costs along with maximum gross revenue to a station.

From a consensus of all people from all branches of the industry, we feel that the minimum construction expense of a station that plans live local programming is $800,000. Certainly a station could be constructed without studios or cameras but such an operation could not expect full national advertising income. From an analysis of several stations in various sized markets, we feel that the minimum annual operational expense of a station would be $450,000. If the construction expense were amortized over the accepted five year period, the annual minimum expense of a station for the first five years would be $610,000 and $450,000 thereafter. This does not allow for replacement of equipment or other unforeseen costs.

Formula for Gross

In terms of maximum expected income we have studied the 1952 gross income of three stations that are completely sold out and have a normal balance between network, national spot, and local income. Each of these stations is in a one station market. From the relation of the total gross of the stations to their Class A hour rate, we found that you can take the hour rate of a station and multiply it by 1,600 and arrive at a very close approximation of gross annual income.

As a check on this formula we were able to apply it to eight additional stations where we were unable to get the actual gross figures but were able to have the stations apply this formula. The results showed a variance of from minus 3.4% to plus 12.3%.

From analyzing the experience of all stations on the air before the freeze we found that the growth of saturation was:

1st year—18%
2nd year—37%
3rd year—42%
4th year—53%
5th year—62%

We realize that this experience must be adjusted to allow for the fact that television itself was growing during that period and is at a point today where better set development may be expected. From talking to various people in the industry, we feel that the following saturation table is more in line today for new markets:

1st year—25%
2nd year—50%
3rd year—75%
4th year—80%

Maximum saturation—80%

Now let us examine various sized markets

February 9, 1953 • Page 77

ABOUT THE AUTHOR

Mr. Crandall is media director of Sherman & Marquette, New York, and in that role has devoted a great deal of time to on-sites investigation of television operations and development. He has been with the agency for seven years, since his release from wartime service with the U.S. Air Force in Europe. Before the war, he was with Kuitner Agency, New York, for a year and before that was with Benton & Bowles, New York, as radio timebuyer and media buyer.
AN AGENCY'S CONCEPT OF TELEVISION'S FUTURE

Map at right shows existing TV markets (in gray) and future markets that contain minimum of 350,000 population which Mr. Crandall deems necessary to support healthy TV stations. (For distinctions between future areas that will be predominantly uhf or vhf, see legend.) To plot map of post-freeze TV, agency took all markets with TV grants or applications pending, drew 50-mile circle around each, throwing in any county that was at least one-half inside the circle, but counting only those counties not already covered by TV. Combining existing and future markets, agency found total of 112 market areas that have 350,000 population or more each.

Based on the foregoing information. We will assume that each of these markets will be on the cable (thereby getting live programming and assuring maximum saturation), that construction and operational expenses will be minimum and that gross income will be maximum. Actually, in order to enjoy the income figures shown, the station would have to be completely sold out the day it starts on the air. The gross hour rates shown are based on one of the major network's compensation table in relation to the number of sets in the market.

<table>
<thead>
<tr>
<th>Years On Air</th>
<th>% Saturation</th>
<th>Gross Hour Rate</th>
<th>Gross Income 250,000 Population—50 Mile Radius</th>
<th>Gross Expense 250,000 Population—50 Mile Radius</th>
<th>Net</th>
<th>Cumulative Net 250,000 Population—50 Mile Radius</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25%</td>
<td>$200</td>
<td>$320,000</td>
<td>$610,000</td>
<td>$290,000</td>
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<tr>
<td>2</td>
<td>50%</td>
<td>300</td>
<td>480,000</td>
<td>610,000</td>
<td>-130,000</td>
<td>-130,000</td>
</tr>
<tr>
<td>3</td>
<td>75%</td>
<td>375</td>
<td>600,000</td>
<td>610,000</td>
<td>-10,000</td>
<td>-140,000</td>
</tr>
<tr>
<td>4</td>
<td>80%</td>
<td>400</td>
<td>640,000</td>
<td>610,000</td>
<td>+ 30,000</td>
<td>+ 30,000</td>
</tr>
<tr>
<td>5</td>
<td>80%</td>
<td>400</td>
<td>640,000</td>
<td>610,000</td>
<td>+ 30,000</td>
<td>+ 30,000</td>
</tr>
<tr>
<td>6</td>
<td>80%</td>
<td>400</td>
<td>640,000</td>
<td>450,000</td>
<td>+190,000</td>
<td>+190,000</td>
</tr>
<tr>
<td>7</td>
<td>80%</td>
<td>400</td>
<td>640,000</td>
<td>450,000</td>
<td>+190,000</td>
<td>+190,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Years On Air</th>
<th>% Saturation</th>
<th>Gross Hour Rate</th>
<th>Gross Income 350,000 Population—50 Mile Radius</th>
<th>Gross Expense 350,000 Population—50 Mile Radius</th>
<th>Net</th>
<th>Cumulative Net 350,000 Population—50 Mile Radius</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>25%</td>
<td>$250</td>
<td>$400,000</td>
<td>$610,000</td>
<td>$210,000</td>
<td>$210,000</td>
</tr>
<tr>
<td>2</td>
<td>50%</td>
<td>375</td>
<td>600,000</td>
<td>610,000</td>
<td>-10,000</td>
<td>-120,000</td>
</tr>
<tr>
<td>3</td>
<td>75%</td>
<td>475</td>
<td>760,000</td>
<td>610,000</td>
<td>+150,000</td>
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<tr>
<td>4</td>
<td>80%</td>
<td>500</td>
<td>800,000</td>
<td>610,000</td>
<td>+120,000</td>
<td>+120,000</td>
</tr>
</tbody>
</table>

This could be worked out for any size market. As examples, a market of 300,000 would be in the black the fifth year and a market of 500,000, the third year.

From the above we feel that in order to support television as a sound investment a market must have a minimum of 350,000 population in its 50 mile radius. We fully realize that there will be cases where markets of smaller size will hold out the necessary time to be in the black where financing can be done easily. We also realize that there will be successful cases of profitable operations where new owners acquire properties after the basic equity has been written off. However, we feel that the exceptions will be few and prefer to use as a base a 350,000 population minimum. Please keep in mind,
the above tables represent maximum income, minimum expense and do not allow for possible summer drop in income.

In the map above we have shown the 112 markets that have a minimum of 350,000 population (see map caption page 78). These market areas account for 83.42% of total U.S. homes, 83.11% of population, 84.74% of retail sales, 85.69% of food sales and 85.71% of drug sales, based on Sales Management figures.

The table at right shows how these markets break down in the order of total homes and what 80% saturation would mean in terms of corresponding hour rates. The costs per thousands homes are also shown. Note how cost per thousand rises as market size diminishes.

<table>
<thead>
<tr>
<th>No. of Markets</th>
<th>% Of U.S. Homes</th>
<th>% Of U.S. Population</th>
<th>% Of U.S. Retail Sales</th>
<th>% Of U.S. Food Sales</th>
<th>% Of U.S. Drug Sales</th>
<th>Cumulative Hour Rate</th>
<th>Rate of 112 Market Total</th>
<th>Cost Per M Homes</th>
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<tr>
<td>10</td>
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<td>31.65</td>
<td>36.14</td>
<td>38.60</td>
<td>35.64</td>
<td>$21,100</td>
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<td>47.53</td>
<td>$32,325</td>
<td>34.13</td>
<td>1.69</td>
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<td>30</td>
<td>50.99</td>
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<td>55.71</td>
<td>58.50</td>
<td>56.91</td>
<td>$42,025</td>
<td>44.37</td>
<td>1.84</td>
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<tr>
<td>40</td>
<td>57.26</td>
<td>56.46</td>
<td>60.84</td>
<td>62.85</td>
<td>61.23</td>
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<td>67.63</td>
<td>66.65</td>
<td>$57,825</td>
<td>61.05</td>
<td>2.07</td>
</tr>
<tr>
<td>60</td>
<td>67.04</td>
<td>66.15</td>
<td>70.44</td>
<td>71.85</td>
<td>71.24</td>
<td>$64,850</td>
<td>68.46</td>
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<tr>
<td>70</td>
<td>71.19</td>
<td>70.40</td>
<td>73.84</td>
<td>75.16</td>
<td>75.03</td>
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<tr>
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<td>80.72</td>
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<td>82.40</td>
<td>83.43</td>
<td>83.34</td>
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<tr>
<td>110</td>
<td>83.02</td>
<td>82.68</td>
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<td>85.32</td>
<td>$93,725</td>
<td>98.94</td>
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<tr>
<td>112</td>
<td>83.42</td>
<td>83.11</td>
<td>84.74</td>
<td>85.69</td>
<td>85.71</td>
<td>$94,725</td>
<td>100.00</td>
<td>2.54</td>
</tr>
</tbody>
</table>

* Based on 80% saturation
The challenge of selling Venetian blinds in the winter is calculated to test the skill and ingenuity of even a supersalesman. Even more perplexing at this time of the year is the problem of selling Venetian blinds containing specific brand-name Venetian blind parts.

But Levolor-Lorenzen Inc., New York, maker of Venetian blind parts, accomplished these two-fold objectives in handsome style this winter. And a substantial part of the credit, according to advertising manager Warren A. Bruce, belongs to television.

"TV has done a tremendous job," Mr. Bruce said. "It went far beyond our expectations."

The bright outlook at Levolor has been achieved by use of TV spots and a 15-minute TV film in New York, Chicago, Lancaster and Nashville. Mr. Bruce pins his faith so strongly on TV that in New York he scheduled the film, The Levolor Short Story Theatre over WJZ-TV New York in the time slot opposite Milton Berle and Bishop Sheen.

To understand fully the amazing selling impact achieved by TV for Levolor, Mr. Bruce pointed out, it is necessary to know the specialized problems of the trade, both in creating brand-consciousness and in marketing the product.

The Problem

"Here's the way the Levolor operation works," Mr. Bruce explained. "We make the parts, such as the slats or the wheels that make the blinds go up and down. We sell these parts to local Venetian blind manufacturers. They, in turn, sell the parts to neighborhood dealers, who are the ones that must reach the consumer interested in buying a custom Venetian blind. Levolor's TV program tells the consumer to insist on Venetian blinds containing parts carrying the Levolor tag."

For years, according to Mr. Bruce, standard operational procedure in the industry was to advertise heavily in the so-called "shelter" publications, such as Better Homes and Gardens and Home Furnishings. But in May 1952 Levolor, through its agency, Friend, Reiss, McGione, New York, decided to schedule a limited number of TV spots. The results were so satisfactory that the company decided upon a more ambitious undertaking—and The Levolor Short Story Theatre was born in October 1952. It was designed to stimulate business in traditionally sales-shy wintertime.

The Solution

"And the results were almost instantaneous," Mr. Bruce recounted. "By use of literature and counter cards promoting the program and the Levolor name, we started a chain reaction from Levolor to the manufacturer to the dealer that has resulted in increased sales all along the line. And amazingly enough, dealers report consumers are actually coming into their stores and asking for Venetian blinds with parts bearing the Levolor tag."

The manufacturers have cooperated wholeheartedly by distributing counter cards and literature to dealers, who in turn have passed them along to customers. In Chicago, for instance, some 44,000 pieces of literature were made available to consumers two weeks after the TV program took to the air and five manufacturers requested 600 counter cards for their dealers.

Mr. Bruce maintains that any sound businessman knows a good thing when he sees it. "Not long after Levolor took the dip in TV, he added gleefully, "Our competitors decided to get their feet wet too!"
"MOVING THE GOODS"

IN THE

Memphis Market

Air Express and Air Freight Service by six operating airlines over thirteen radiating lines are moving more and more goods into one of the nation’s fastest growing areas. The fastest way to “move the goods” through retailers in this $2 Billion Memphis Market is to broadcast your message over WREC. You get the “better half” of both metropolitan and rural listeners at the lowest cost . . . and, a single schedule does it! Memphis No. 1 Station completely covers the 76 rich counties with quality programming that keeps them listening. (Ask to see the latest Standard Audit and Measurement Report and Hooper Ratings for proof!)

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
Some prospective telecasters, especially those planning operations in smaller markets, are doing their best to keep community television systems out of their areas. Others welcome such systems as a means of extending coverage.

is community tv here to stay?

By Earl B. Abrams

ARE community television system operators going to unhook their coaxial cables from the mountain sides and streets of your community and silently steal away because you’re going to put up a TV station? Not so fast.

The community TV system enterprisers—small, local businessmen in the main—are not feeling licked yet. In fact, they’re quite cocky about the future of their little operations and they think they can hold on to them for some time yet—local telecasting or no local telecasting.

First, the service of providing TV programs to valley residents who normally would own but cannot receive commercial TV broadcasts has proved quite profitable. Although all of the estimated 160-odd systems in operation are not costing money, enough of them have paid off so they’re not going to give up so easily.

Prime example of the successful wired TV system is that of Trans-Vide Corp. in Pottsville, Pa. There the company took in $200,000 in installation fees with 1,500 subscribers signed up by the middle of last year. That number of subscribers also meant a monthly income of $5,625 at the rate of $3.75 per month each for maintenance and service. The installation fee is $135.

Entire cost of installing the mountain top antenna and running cables down the mountain side and on the streets of the Pennsylvania anthracite community was $200,000.

Rosy Future

In fact, Trans-Vide is so sanguine about the future—it recently topped the 2,000 customer mark—that it is expending another $75,000 right now to transform its system from a three-channel facility to one furnishing six or seven channels.

A second reason for the optimism of closed circuit TV operators is this: The coming of a thousand or even two thousand free broadcast stations does not mean the 70,000 subscribers to community TV systems won’t continue to desire additional signals. Basically, most of the TV-locked areas are small valley towns which may have one—or perhaps two—TV stations of their own. But, community TV fans feel, local residents will want at least a choice of the four networks and will thus still be willing to pay for the extra services.

Another angle to the community TV operators’ lack of depression about the future lies in the fact that it is not at all certain that a local telecaster will be able to get his pictures into every nook and cranny of the service area. This will be even more so with uhf, and in the small communities whose closed circuit TV is paying off the FCC allocation largely calls for uhf TV.

There will always be a place for wired TV—in the mountain peaks and valleys of such states as Pennsylvania, West Virginia, or Washington, the mountain top antenna men hold.

Martin Malakery Jr., 35-year-old president of Trans-Vide Corp. and also president of the National Community Television System Assn. and a highly successful appliance dealer in Pottsville, will be the first to admit that there is a basic conflict between a local telecaster and a community TV system operator. The wired TV service does limit the audience available to the telecaster, he acknowledges. But, he argues, “This is over-balanced by the fact that community TV systems extend the signals of other broadcasters.

Public Service Contends

“If it is the service to the public that is the real criterion,” he states. “If we can give the people a wider choice of TV fare, then there will always be a place for us,” he continues.

In speaking to community TV operators in preparation for this article, B&T found unanimity on one point—although none wanted to be quoted. That is that there certainly will be some effect on wired TV where there are three or four local TV stations, bringing residents most or all of the network programs. Then, the leased TV men admit, the impact will be powerful and community TV operations will very possibly diminish to something more minor—if they are sustained at all.

They point to such cities as Harrisburg or Wilkes-Barre, Pa., where existing community TV systems face the threat of three free broadcast stations in each city.

A big question mark in the minds of community TV operators and of telecasters is that of booster or satellite operation to feed broadcast signals into shadowed areas beyond the reach of the direct TV signal.

Much hope is pinned on the outcome of the experiments currently being conducted by WSM-TV Nashville, which has been testing the extension of its Channel 5 signals to Lawrenceburg, Tenn., 70 miles away via a booster arrangement [B&T, Jan. 19].

An interim report indicated that fringe viewers can be fed a broadcast signal at a cost not more than $5,000 for each booster. If the booster idea works out in practice, then there might be a direct and straightforward competition to the community TV entrepreneur. For the telecaster would in a sense be providing exactly the kind of service the wired TV operator is—bringing TV signals down into the TV-barred areas—and for free!

It seems probable that the public is not going to pay for something it can get free.

There was some thought last year that the FCC would take a look at closed circuit TV systems. That doesn’t seem probable at this time.

Last year, the Commission thought it had a logical case for such a study—that of J. E. Belknap & Assoc. which planned a series of microwave intercity relays to feed St. Louis and Memphis TV signals to Missouri, Kentucky and Southern Illinois towns. What made the application unique was that the same company planned to operate one of the closed circuit TV systems in its home town of Poplar Bluff, Mo.

The question that the Commission seemed to be eager to look into was whether a common carrier could also be one of its own customers. The circumstances would also per-
DURING the past several years Jerrold has installed 132 community systems in various towns throughout the United States, with more than 60,000 connections and, perhaps, 4 to 5 times that number of viewers. This considerable audience would not fail to this day be the entrance and educational value of television if it were not for community systems. During the course of the coming year, our company alone anticipates expanding its community systems to the point where better than half a million connections will have been made, meaning a new television audience of from 2 to 3 million viewers. I am sure you will agree this past experience and future prospect qualifies us to state the case for community television systems.

Ready-Made Audience

Let us take up the various points in order: First, community television systems do not hamper but rather assist new stations going on the air. Is not the major problem of any new station, particularly in an area which has not had television before, the initial audience on the basis of which advertising contracts are obtained? With community TV, any new station has a ready-made audience of viewers.

In almost no case have stations on a community television network utilized all of the network possibilities if a local station is in a position to go network. Thus, the new station, at no cost to itself, is taken over the hump of an initial period of many months of building an audience by the prior existence of a livewire community TV system. If the station is not going network, then in any case it would have to spend on programming locally to produce a sufficiently high quality to attract an audience. I think all broadcasters will agree that there are two widely different fields for attracting listeners—first, the national network shows, and then the local interest in programs of local origin. Any station able to produce programming of sufficiently high quality can certainly effectively compete. Any station not able to produce such programs would certainly be rendering, at best, a very limited service to its community and, at best, would not attract a great many advertising dollars. The stimulus of reasonable competition on any level as well as any other industry should not be underestimated in raising the level of the product all along the line. Community TV can only help in this regard.

Let us consider for a moment the question of set sales. It simply cannot be denied that the existence of community TV, as far as it has gone, has operated as a lever—in many cases the only lever—to open up new sales territory for the sale of receivers. Again, it appears axiomatic that the greater the number of stations—

in other words, the greater variety of entertainment and education—that can be offered the public cannot help but result in a higher degree of saturation of set sales in any given area.

Next let us consider one of the major problems of the television-broadcasting industry—namely, the high cost of advertising. Obviously, at the stage in which the industry presently is, this is what might be called a "necessary evil." Nonetheless, from the point of view of the man who is spending the advertising dollar, in many cases the amount of coverage that TV can give him simply does not justify the expenditure required for TV advertising. He turns, instead, to other media—newspapers, magazines, etc.

Community TV, stepping into this picture, provides vast additional coverage for the advertiser and for the TV stations without additional cost to either. Here, again, the economic benefits are obvious. All from community TV systems at a minimum cost spread among thousands, and perhaps eventually millions, of viewers. Already it has been possible to see the way ahead to reduce costs just as set manufacturers were able to reduce costs as volume went up and production methods became more familiar and simpler.

Community TV lends itself to many new developments forecast for the field. Let us take one in particular—the question of subscription television. Community systems are a "natural" for this. They provide a ready-made audience on a single connection network, which makes possible control and collections on a readily coordinated basis.

Blind Spots

Finally, let us take up the question of TV "blind spots." No matter what stations may do in the immediate period ahead, there will be "blind spots," some of them quite close to the transmitter. For example, Jerrold has a community system installed two miles from the transmitter at Johnstown, Pa., serving an area of 1,600 homes. These people would not get television from the Johnstown station without the benefit of community television.

In summary, I think it can be said, without qualification, that community TV is now and will in the future render a continuous service to the growing television industry. At this stage of the game, anything which effectively helps to increase the total television audience cannot help but benefit the industry. Of course this is presuming that the technical and physical capacity remains a much needed service is not abused. I believe that any study of the community TV systems will demonstrate that they are rendering a public service of an effective kind at a moderate price.
SPOT NEWS IS BETTER ON RADIO

Television news shows can be great, when the subject, the time and the production facilities happen to be in favorable conjunction, but for day in, day out presentation of the news, radio still turns out a better job.

By Paul W. White

SO THE gifted Ed Murrow and his able staff took a hundred grand and went to Korea around Christmas time and turned out a gut-buster.

So the networks set up almost every camera they could find on Inauguration Day and gave a nation, including its schoolchildren, a front-row view of one of democracy's finest hours.

So, too, television brought you the poignant moment when a defeated presidential candidate compared himself with a little boy who had stubbed his toe. The dramatic spectacle of a tongue of flame menacing human lives at a political convention. The dynamic picture of braw against brawn in a goal-line stand within the Rose Bowl.

This was It. This was history-in-the-making. No other medium ever covered news-in-progress with such impact. Television was There. Everybody who watched it on the screen before his eyes was There.

It had taken only a few years for a new development in the science of communications to produce the Ultimate, or at least the near Ultimate. TV had become so technically expert and so magically revealing that all other media of information appeared wan and anemic.

Maybe.

But before hats are tossed in the air and the winner and new champion is too wildly acclaimed, let's sit on our hands for a moment.

Could be that radio, day in and day out, really does a more reliable and conscientious news job. Could be that television, except for its major triumphs, turns in a fairly lackluster performance in telling the people what's happened.

I hazarded this opinion a couple of months ago in a luncheon speech I made in Cleveland at the annual convention of what from now on is to be known as the Radio and Television News Directors Assn.

The Luncheon Talk

No luncheon talk ever changed the course of anything. It's usually just one of the normal hazards on the chicken-a-la-king-and-green-pea circuit.

But this particular speech set off a somewhat unusual reaction. The trade press used quite a bit of it [B&T, Dec. 8, 1952]. Newsweek digested it for the length of a column. Requests for copies poured in and finally we printed a thousand of them and are still sending out a few every day to people who have heard of the thing by word-of-mouth.

Here and there, along the way, it's easy to see that some of those who sent for copies thought I was anti-television and pro-radio. Is that the fact? Anything but. Television pays me most of my salary and a man who bites the hand that feeds him shouldn't throw stones.

I'm simply asking that we not be blinded by TV's many virtues. Pictorial news is great when it is great. But more frequently it ranges from the dull to the mediocre—and even more frequently it's painfully slow and inadequate.

It's certainly no disservice to point out television's news weaknesses. The potentialities of the medium are so vast that enthusiasm is apt to get a bit out of control.

That's especially true when you realize that set ownership is as yet nowhere yet saturation, that television's geography is still restricted, that invention is almost certain to perfect new techniques in news coverage.

Even so, let's hold no obsequies yet for radio. Exactly 20 years ago this spring, you may remember, the press associations knuckled under to the publishers and denied their services to networks and individual stations. Radio would be such a terrific competitor, the press lords moaned, that newspapers would shrivel and collapse if news in quantity ever got on the kilocycles.

As a survivor of the so-called Press-Radio War, in which only the public was wounded,
12Z REMOTE AMPLIFIER SPECIFICATIONS

Input: Four channels, with individual controls and a master control.
Gain: Approximately 90 db.
Noise level: 60 db below program level or better.
Power output: 50 milliwatts (+17 dbm*).
Distortion: Less than 1% at typical operating levels.
Frequency response: ±1 db 50 to 15,000 cps.
Input impedance: Choice of 30/50 or 200/250 ohms.
Output impedance: 600 ohms (150 ohms available on special order).
Weight: Approximately 40 lbs. with batteries, 28 lbs. without batteries.

Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer’s dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z’s miniature tubes minimize “ring” if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator’s way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier’s operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you’ll find it’s engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or out-moded equipment. It’s designed to solve both the operator’s and engineer’s problems on all remotes.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER

Gain: 85 db max.
Input impedance: 30/50 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+17 dbm*).
Distortion: Less than 1.0% between 50-15,000 cps.
Noise level: 65 db below normal program level.
Frequency response: ±1.0 db; 50-15,000 cps.
Weight: Approximately 10 lbs.

Small size, light weight, high fidelity remote amplifier. Engineered for fast “set up” of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60H mixer unit.

Collins Radio Company, Cedar Rapids, Iowa

For dependable remote broadcast equipment, it’s . . .
I can look back now on that whole disgraceful episode with some degree of detachment. How, one wonders, in the light of hindsight, could the publishers ever have believed that a new and novel avenue of communication would ever slaughter an established one?

And yet we find a situation today where men of normally good judgment are saying solemnly that television is to become the mass medium of purveying information and that all other media must assume secondary roles.

Bust & Boom

There’s a difference, though, between ’33 and ’35, the difference between Depression and Boom. The publishers squealed so loudly 20 years ago because their pocketbooks were hurt and they put up a formidable, if losing, battle of resistance. This year they’re making money, the radio stations are making money, so let television continue its merry way unimpeded.

Thus television faces no organized hostility from its news competitors. If it falls on its own face as an avenue of instant communication it’s because it scatters its own banana peels.

And that isn’t exactly a fair metaphor, either. Because television’s chief flaw in news coverage today is inherent in the news itself.

News so often nowadays is ideas. Ideas are hard to photograph. Not impossible to depict but difficult. Given enough time and enough money to get together a documentary, television can do the job. But in the first quick coverage, TV more often than not messes up the news by overuse of pictures in trying to explain an idea.

Examples? Plenty of them.

The Charles E. Wilson controversy, to take just one. Should a public servant own stock in a corporation with which he is almost certainly to do business? That was the crucial question.

It could be recited quickly and succinctly on radio. And by an announcer on television, too, but currently that isn’t the way TV works. No, the producing geniuses who guide it must have a “still” of Wilson and perhaps one of Eisenhower. Or they must drag out a tired film clip of Wilson and Eisenhower together. Or, more ingeniously, they should prepare a chart wrapped in ticker-tape showing how much money Wilson would have to lose in taxes by selling his stock holdings. All of this overproduction merely clutters up the idea behind the news itself. It adds nothing; if anything, it subtracts the vital element of clarity.

Other examples? The dwindling of the NATO program. The rise of “strong man” rule in Egypt. The sad near-abandonment of the Schuman Plan. The rising Arab unrest. Budgets, treasury financing, tidelands oil, race segregation. All built on ideas and—at the moment of becoming news—far beyond the focus of any camera.

And let’s face it—watching a man read the news or recite the news isn’t much of a plus to understanding of that news. In a five-minute segment it’s easy enough to take, but as the time grows longer, interest is apt to lag. The viewer often finds himself concentrating on the facial expressions or the mannerisms of the announcer rather than on the content of his words.

TV executives, of course, are aware of this and that’s why they add newsreels and stills and all manner of other gimmicks to the news programs.

Newsreels Aren’t Newsy

But the trouble is that there isn’t much news in newsreels. You’re looking at a news announcer and suddenly he says, “Well, highway development is an important aspect of our national life and today, in Ohio, a new freeway was opened to the public.”

There comes on your screen a view of rushing traffic and intricate clover leaves of engineering.

Now that announcer has as good as told you this:

“I don’t have any other real news but I’ve got to fill out this program somehow and nearly everybody drives a car, so why not some footage on that new super-highway?”

Or it might be a beauty pageant, or the “first pictures” of a new volcano or a cute animal act or a style show aboard an ocean...
Now executive editor of KFMB-AM-TV San Diego, Mr. White is one of broadcasting's most respected news executives. As top news chief of CBS during the press-radio war and other grimmer conflicts like World War II, he developed or improved many basic techniques of news broadcasting.

liner. Whatever it is, it isn't news and to call it that is calculated deceit.

All of which, you understand, doesn't rob TV of its terrific immediacy in at-the-scene reporting.

But even here, TV has its problems, three of which at the moment are unsolved.

First, how many pre-set events are there to cover? The trend unfortunately is toward "exclusives" and "shut-outs" in what should be the wide-open field of sports. That may account for wrestling. Something has to account for wrestling. Then there's the matter of cost. Unless a sponsor can be found for the great public spectacles in the non-sports field, the expense of coverage is almost prohibitive.

Second, how much should the announcer talk? There's a considerable division of opinion on this. In sports, the expert wants him to shut up except when something needs to be explained. The novitiate wants it all spelled out. So, when a sports event is being covered by both radio and television, some people turn off the sound portion of their video sets and tune in just the picture and the radio version.

Third, how can you show two things at one time? The radio announcer can describe both offense and defense formations in a football scrimmage in the same sentence. TV is hard put to cover a punt with one camera and the safety men waiting to receive it with another—hard put, that is, without risking a choppy and unexplained effect. Then, too, there's the matter of side-shows in connection with the main event. Radio announcers handle them easily, but TV directors, wanting a choice of long, medium or close shots, usually have all their cameramen settling on the main event. And too many TV directors know a great deal about pictures and precious little about news.

This listing of some of television's news difficulties is by no means an indictment of the medium.

No, there are times when television news is good. There are times, including the Murrow visit to Korea, when it's better than good and actually superb.

But let those of us in the business not grow too ecstatic about our opportunities on the basis of the present professional record.

It's still a rugged climb to the top of the mountain.
WIP MERCHANDISING STORY
THREE-fold study on the merchandising story in Philadelphia has been released in brochure form by WIP in that city. The folder presents the job that merchandising can do for prospective clients and analyzes all merchandising features offered by the four major stations who offer a merchandising plan in the city.

GLEASON REMINDER
A FUNNY-FACE kit containing a potato and equipment for various facial expressions was sent to editors to remind them of the Jackie Gleason Show on which Mr. Gleason takes the part of a number of characters. Program is sponsored by Schick Electric Shavers on CBS-TV, Saturday, 8-9 p.m. EST, through Kudner Agency, N. Y.

SPANISH SERIES
SERIES of 28 Spanish-language transcribed programs produced by WWRL Woodside, L. I., under title of American Way of Life has been ordered for rebroadcast in February by KUFN Phoenix. Designed to assist Spanish-speaking listeners to become citizens by teaching highlights of American history, series has been offered at cost by WWRL to stations throughout the country.

TALENT SHOWCASE
IN an effort to showcase prospective TV talent, producer Bill Brennan will each week feature an aspiring young actor on KNXT (TV) Hollywood Bachelor's Haven, weekly half-hour panel program sponsored by Pearson Pharmaceutical Co. for Ennis. After being introduced to the viewing audience by program moderator Johnny Jacobs, he will serve as telephone girl and take incoming calls.

SYMPHONY DRIVE
FOR the third year, WGMS Washington on Feb. 8 dedicated an entire broadcast day and night to the sustaining fund campaign of the National Symphony Orchestra. All programs on that day were devoted to a telephone pledge campaign. Listeners were asked to sponsor free children's concerts during the 1953-54 season of the National Symphony. Last year's radio drive brought in $4,765 in pledges and provided for three free concerts.

' MUSIC SOAP OPERA'
ONLY "music soap opera" in the business is being aired by WHAS Louisville, Ky., according to station officials. Our Home Town, a daily 45-minute show, features Hoby Wolf who uses 20 different voice characterizations in developing a story line through the show, introducing pop songs along the way. Mr. Wolf portrays himself as a disc jockey working at WVIC (Voice of Indigo Creek). Other characters are a gossipy neighbor, telephone operator, druggist, butcher and grocer.

PLUG FOR THE HOUSEWIFE
MBS and the Independent Grocers Alliance will launch their second national grocery store sales promotion event, "Wife Week," starting today (Monday) and ending Saturday. Stressing the theme that "the little women should take a week's vacation from housework," the campaign will include network announcements and special programming by MBS and extensive in-store promotion in more than 5,000 IGA outlets.

NO INTERRUPTION
BELIEF that "the public is entitled to see a movie through without an interruption of entertainment" has led Youngstown Kitchen Co., L. A., to dispense with usual type of commercials during weekly 75-minute feature film on KJAC-TV Hollywood Sunday Matinee. Apart from sponsor identification at beginning and end of program only product "pitch" is 10-minute featurette film, used as an intermission break, in which home economist Norma Gilchrist demonstrates Youngstown Kitchens.

Agency is the Tullis Co., Hollywood.

NEWS BEHIND THE NEWS
NEWS behind stories and headlines of past news events, including "scoops," are recounted by Clem Lane, city editor of the Chicago Daily News, in a new series, The City Editor, which debuted on WGN-TV Chicago Jan. 30. A veteran newspaperman, Mr. Lane discusses background and inside facts of interesting stories of other years, with Frank Babcock, WGN-TV announcer, also appearing in discussions.

BOWLING SHOW DEBUT
HALF-HOUR bowling program called Duck Pint and Dollar made its debut Feb. 1 on WBAL-TV Baltimore. Show is telecast from the Recreation Bowling Center and features
"Bird imitations... that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets. The average American now spends more time with radio than with magazines, TV and newspapers combined. No wonder advertisers invested more money in radio last year than ever before!
bowling contests between amateurs for cash prizes. Each week five bowlers will compete. Two contestants will be chosen from the audience which will view the show from the Central Bar which will be selected from fans who write in to the program. Show’s sponsor is Gunther Brewing Co.

**INTERNATIONAL**

American Shows Hold Lead on Canada Radio

U. S. programs top list of 10 evening, 5 daytime network shows heard by Canadians. The "Edgar Bergen Show" leads the list of U. S. programs liked best.

**CRIME DOCUMENTARY**

NEW documentary crime series, The People Ask Why, is being aired daily by WBBM Chicago Jan. 28. Program gives first-hand comments on Chicago crime situation and features newsmen Julian Bentley and John Harrington, special events director Chuck Wiley and commentator Paul Gibson. First program dealt with explosive "Kohn Report" authored by Aaron Kohn, prominent figure in the current Chicago City Council Crime Committee hearings.

**PREVIEW ON TV PLANS**

OUTLINE of programming, operational and promotional plans for KELO-TV Sioux Falls, S. D., was presented at a meeting of 500 distributors, dealers and servicemen from South Dakota, Minnesota, and Iowa in Sioux Falls on Jan. 14. Joe Floyd, president of KELO-AM-TV, answered questions on policy, programming, equipment, coverage area, and promotion to be used to sell TV. Promotional efforts of the station were described at length by Evans Nord, KELO-TV manager.

**Praise Sung of 'Unsung Hero' by Israeli Brosh**

IT IS not often that word of the Armed Forces Radio Service seeps through official channels these days, and when it does it is likely to be overshadowed by the exploits of, say, the Voice of America and the BBC in Europe.

The AFRS is a comparative "unsung hero," as it were, by any overseas broadcast standards—particularly in Israel.

Heading up the Israeli link is Major Zvi Brosh, a broadcaster with the perspective of a man who should know whereof AFRS speaks. He has been an avid observer of BBC and American commercial broadcast techniques. AFRS in Israel beams about 3 1/2 hours to troops there and uses three medium wave and one shortwave transmitters. Entertainment and education are the special forte of AFRS, which operation Major Brosh directs. The U. S. Army Signal Corps set up the technical facilities, although BBC had the original hand in setting up Israeli radio and maintains a Hebrew service.

Major Brosh has been in the U. S. the past fortnight, observing the physical setups of eastern seaboard stations, including WTOP-AM-FM-TV and WRC (AM)-WNBW (TV) Washington, D. C. He arrived at perhaps the most propitious moment—inauguration week—when equipment was in high gear. He also visited BBC in London and came away with some ideas on studio production that will find their way into AFRS operation.

Major Brosh once was assistant editor of the Jerusalem Post Magazine and also served in the British Navy from 1942 to 1946. He also had been assistant controller of information for BBC and served with the Palestine Broadcasting Service. He helped set up the Armed Forces Broadcasting Service of Israel (Galei Tzahal) in 1950.

In addition to the BBC Hebrew service, Israel also gets programs from Belgrade and Bucharest and a half-hour program daily through the Voice of America. There are between 150,000 and 200,000 home and military receivers (most of them U. S.-made) in this comparatively new country, Major Brosh reported. He added that there are about three listeners to each set. TV is just a dream for Israel which, only four short years ago, recorded its independence as a government in the family of nations, he observed. Radio came to its geographical confines in 1934.

**SPECIALISTS IN VISUAL SELLING**

Again SARRA has been chosen by Cectl & Presbrey, Inc. to produce Electric Auto-lite's series saluting automobile manufacturers of America in 2-minute TV commercials used on Suspense. In this spot, the new Hudson Jet is shown and discussed by Mr. N. K. Van Derzee, Hudson's Vice President in Charge of Sales. Other cars, all Auto-Lite users, to be similarly featured are Chrysler, De Soto, Dodge, Kaiser-Frazer, Nash, Plymouth, Studebaker and Willys.
RCA's Brunet Optimistic For Communications Abroad

IMPORTANCE of radio communications systems as means of stimulating commercial developments and helping unification of governmental work in countries abroad has been reported by Meade Brunet, an RCA vice president and managing director of RCA International Division.

He termed the outlook for radio communications business outside the U. S. as "excellent," pointing out that many governments and industries are discovering the benefits of microwave relays and other modern forms of communications. Mr. Brunet added that stimulus is given "not only to commerce, but to health, educational and cultural activities."

Mr. Brunet also reported that by the end of 1952, there were 16 RCA-equipped TV stations either on the air or planned for early operation in the following countries: Brazil, two; Canada, one; Cuba, four; Dominican Republic, one; Hawaii, two; Mexico, two; Venezuela, two, and Italy, one [8*1, Dec. 22, 1952].

Testimonials Asked On Why Radio Is Used

CANADIAN advertisers and agencies will be asked for testimonials on why they use radio by the Radio Station Representatives Assn., Toronto. Heading the project is Paul Mulvihill, of the station representative firm bearing his name. Committee members are Frank Phillips, Radio Times Sales Inc., and Bill Stephens, Stephens & Towndrow, both Toronto.

Association members Jan. 29 decided to have the Canadian Assn. of Broadcasters ask its stations to back up representative firms on national rates for companies operating local branch offices, to study increase in cooperative advertising at the expense of national advertising, and to check up on agency attempts to lengthen spot announcement time. A report on summer listening is to be compiled, although only about one-half the Canadian stations answered the association's questionnaire.

A permanent advisory committee, set up by the association, includes Jack Slatter, Radio Representatives Ltd.; H. Stovin, H. N. Stovin & Co.; John Tregale, All-Canada Radio Facilities; Norm Brown, Radio Times Sales; Jim Alexander, and A. A. McDermott, Radio & Television Sales Inc.

CKFH Charges Air 'Pirating'

CHARGE made by Foster Hewitt, president of CKFQ Toronto, that CKKEY Toronto allegedly pirated its ringside hockey broadcasts of Maple Leaf hockey games has been denied by Jack Cooke, CKFQ's president, who added he was ready to appear in court to refute the allegation.

Hockey commentator Hewitt said he purposely broadcast false penalties in three games and maintained that minutes later in reconstructed broadcasts by CKFQ, a 5 kw station, the same plays were broadcast. Mr. Hewitt presented tape recordings to demonstrate the alleged pirating.

Charge was presented to the Canadian Broadcasting Corp. board of governors in Ottawa Jan. 23. The board also heard Clarence Campbell, National Hockey League president, say that broadcasting rights to games belong to the home club and studio.

CFCF Aids Blood Drive

MONTREAL blood donor marathon lasting 37 hours, co-ordinated and broadcast continuously by CFCF that city, resulted in what the station claims is a North American "(and probably a world)" record of 2,042 pints of blood donated to the Canadian Red Cross, with the marathon stopped only because no more facilities were available to handle blood promised by some 7,000 additional pledgers.

The mammoth marathon, held in the local Husari Armory Jan. 11-12, "is a project that has all Canada talking and we at CFCF feel a natural pride in our part" and in "this overwhelmingly additional proof of radio's pulling power and the . . . loyalty of its listeners," said Station Manager J. A. Hammond.

After months of planning, CFCF inaugurated a week's pre-campaign publicity announcement drive. Other firms, organizations and individuals furnished food, transportation and entertainment.

INTERVIEW of first donor in Montreal's 37-hour blood donor marathon is aired by J. A. Hammond, station manager of CFCF that city. A record of 2,042 pints were donated, the station reports.

Porter Defines 'Difficult' Position of Buyer Today

AVERAGE company today, from a dollar volume view, is "hard pressed" to maintain its competitive position as an advertiser, Arthur A. Porter, manager of publicity media, Leo Burnett Co., Chicago, told the Toronto Advertising and Sales Club.

Mr. Porter pointed out that while total advertising dollar expenditures are up 278%, the average national advertising budget today has increased only 35% over 1939.

"We believe that one approach to this problem is to select the media [or medium] that will reach the greatest numbers of your best prospects at a reasonable cost—and then sell this audience just as hard and just as frequently as you possibly can."

Mr. Porter also called for "more and better media measurement information" because of limited advertising budgets and dollars.

CBC Makes First Station Grants in Two Years

FOUR new AM stations were recommended for a license by the Canadian Broadcasting Corp. board of governors at its January meeting. These are the first stations authorized since 1951, when steel controls for construction forced a halt to station licensing. One station has been up in power, and a new FM educational outlet has been licensed.

New stations: New Glasgow, N. S., 250 w on 1230 kc to Hector Publishing Co. Ltd.; Kingston, Ont., 1 kw on 1380 kc to Robert S. Grant; Edmonton, Alta., 1 kw on 1080 kc to Hugh M. Sibbald; Eastview, Ont., near Ottawa, New French-language 250 w station on 1240 kc to Eastview Broadcasting Co. Ltd.

CKCW Moncton has been granted permission to increase power from 5 kw to 10 kw on 1220 kc. CFCR Kingston, Ont., has been granted an FM license for 1 kw on 91.9 mc.

CHML-FM Hamilton, Ont., moves from Ch. 231 on 94.1 mc to Ch. 221 on 92.1 mc to eliminate second harmonic interference to CHPL (TV) Toronto. CHML Hamilton, CHRC Quebec and CHLN Three Rivers have been authorized 1 kw emergency transmitters.
Test Telecast

AS PART of an experiment to determine television's role in education, the New Jersey State Dept. of Education last Monday telecast the President's State message to Congress to two high school classrooms in the New Brunswick area.

The program was fed live from DuMont to the state's experimental TV studio on the Rutgers U. campus, and from there by microwave relay to New Brunswick High School and nearby High Park High School. Edward C. Rasp Jr., assistant coordinator of audiovisual education for the state department, said an audience of 500 students was "particularly enthusiastic."

Daily telecasts of varying lengths have been presented to high schools and three elementary schools in that area, and a two-hour evening program for adults, to aid state officials in deciding how to program proposed state-owned educational TV stations.

Chicago Educators Plan Station for Vhf Ch. 11

PAPERS will be filed this month to incorporate a non-profit organization to build and operate a noncommercial, educational TV station on Ch. 11 in Chicago, according to George Jennings, radio-TV director of the Chicago Board of Education.

Mr. Jennings said papers will be submitted to place educational television on a going basis for a number of participating institutions. About $300,000 has been committed—$150,000 each from the Ford Foundation and the Board of Education—and "$500,000 or more still is needed," according to Mr. Jennings. He added it would cost $200,000 to operate the outlet for the first year.

Money from Ford will be used to purchase equipment only, under an agreement. The Board of Education will supply funds for studios. Collection of contributions from business, civic and other groups are anticipated.

Among institutions participating in the project are the U. of Chicago, Northwestern U., Loyola, DePaul U., the Art Institute and Illinois Institute of Technology.

Series on WBKB (TV)

Illinois Institute and Loyola have been participating in a TV program series on WBKB (TV) Chicago, which offered its facilities to five universities to enable them to learn TV, a WBKB spokesman told BROADCASTING • TELECASTING.

Originated last spring by WBIK (FM), radio outlet of WBKB, Operation New Horizons was extended into the fall and now runs five days a week from 2:30-3 p.m. Subjects range from child care to anthropology.

NCCE's Minderman Urges Wisconsin Educational TV

AN EDUCATIONAL TV system will give Wisconsin taxpayers a better investment on their tax dollar, Earl Minderman, field liaison officer for the National Citizens Committee for Educational Television, said in an address to the Farm and Home Weekly meeting at the U. of Wisconsin, Madison, last Wednesday.

Construction of TV stations for the state's 12 noncommercial educational channels, estimated at $3 million, would cost only a small fraction of Wisconsin's total investments in education, he said.

Praising the state's FM educational network, Mr. Minderman said it was impossible for commercial TV stations to handle the educational telecasting job.

Walker Asked to Speak

FCC Chairman Paul A. Walker has been invited to make the major address at Boston U.'s annual Founder's Day Institute on March 10. Mr. Walker has not yet accepted. Stressing the theme "The University and Its Community," the Institute will feature a guided tour of WBUR, Boston U.'s station, the university's TV studio, and other exhibits. Evening program will be devoted to the question of what part the universities of the area must play in the development of educational television, according to the university's announcement.

"Since going on the air we have enjoyed the
BEST INCREASE IN (*) SALES since we started handling this product"

This quote is from a letter by one of the local merchants who are using an all-time record volume of advertising on WSYR. These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

* Name of product and copy of letter on request.

Write, Wire, Phone or Ask Headley-Reed

WSYR CUSE

NBC Affiliate

570 KC

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FOR THE RECORD

Theatre TV Order

Questions raised by FCC requiring answer by theatre TV proponents (see story this issue under Government).

1. Assuming a common carrier, offering only a theatre telecasting service to use the existing common carrier allocations for such a purpose, why is it not feasible for theatre telecasting to operate on the frequencies already allocated to common carrier services?

2. Why should common carrier frequencies be allocated to a theatre television service on an exclusive or primary use basis, and what evidence is there for displacing other present users of those frequencies? What would be the nature of the "non-common carrier" to which reference has been made?

3. Why is it deemed feasible to share frequencies in the industrial services but not in the common carrier services?

4. Under what concept would a theatre television service be entitled to industrial service? What standards of licensee eligibility (e.g., qualifications of particular applicants) would apply to applicants for licenses in such a service? What limitations, if any, would apply with respect to the persons or customers to whom such a service would be supplied?

5. What evidence will be introduced showing the necessity or the cost of frequencies allocated for a theatre television service will be applied for by one applicant and such applications would be filed, and when?

6. In addition to the cost evidence so far presented, which relates to the cost of noncommercial facilities only, what evidence will you introduce to show all the other costs of service, e.g., costs of production, etc., which make it possible to determine the magnitude of ultimate cost of admission to a theatre television service.

7. What percentage of the time do you estimate programs would be shown by theatre television on a day-by-day basis?

8. Is it proposed that a theatre television service would provide programs of only live events, i.e., of programs that cannot reasonably be placed on film?

DENVER TV HEARING

Conclusions of FCC Hearing Examiner James D. Cunningham in initial decisions and considerations for Ch. 7 in Denver. (See story this issue under Government).

CONCLUSIONS

1. In this competitive proceeding which involves the mutually exclusive applications of Aladdin Radio and Television, Inc. and Denver Television Company for the same commercial television facilities (Channel 7) in Denver, Colorado, the record discloses that both applicants meet the basic requirements imposed by statute with regard to the permittees and licensees of such facilities, viz., both are technically, legally, financially and otherwise qualified in the premises. Engineeringwise, the two proposals are in accordance with the Commission's rules governing television broadcast stations, and neither would constitute a hazard to air navigation. It is necessary to determine the basis of comparison, therefore, which one of them has demonstrated superiority over the other and is to be preferred in the public interest.

2. In view of the foregoing findings, it is appropriate to state the basis of the action taken upon the evidence offered under the several charges and suggestions of impropriety made by each applicant against the officials, stockholders and stock subscribers of the other. On the one hand, Aladdin developed considerable evidence with respect to John M. Wolfberg, president and director of Denver Television. In connection with his operations and Emmet P. Barton, one of its stock subscribers, reference to his failure to apply for the required estimated tax declaration for the year 1953. Denver Television, on the other hand, made charges with respect to certain Aladdin's officers and directors, viz., Messers. Huffman, Rounce, and Grinold, the theatre operators and associations, and J. Elroy McCaw, re certain of the information furnished the Commission upon his behalf.

(a) (1) With regard to John M. Wolfberg, the facts found herein have no adverse effects upon
his character qualifications as an officer and director, and not as an applicant. There is no evidence, nor is there any evidence even to raise a question in this regard. In finding against him, the court appears to have assumed in immediate charge of a theatre in the Wolfberg family, and not only convicted and sentenced to pay fines on charges of violating the Internal Revenue Code (Title 26), but made a finding of the pendency of an action in which he was the subject of any complaint. In calling for the record, the court presumably and incorrectly has assumed that his conviction in court, Wolfberg gave indication of his disapproval of their conduct. Under the circumstances, the issue of the possibility that the matter may not reasonably be imputed to him. (3) Aladdin is a Georgia Corporation and is alleged to have been involved in the pendency of the anti-trust suit in which Aladdin's position in the market, as well as other persons and companies involved in the proceedings, have yet to have been brought to the court's attention. There are also assertions that his character qualifications, as set forth in the pleadings, would entitle the applicant to be sustained, if such character were found to be such as to affect his qualifications. 

(d) Denver Television established that there were some inconsistencies in the record, suggesting that he had willfully failed to make declaration of his estimated tax and/or to pay same, and, with regard to Section 294(d)(1) (a), penalties are provided for willful failure to make declarations of estimated tax, due to reasonable cause and not to willful neglect. But, as a matter of fact, his failure was attended by an intent to defraud, as he had willfully failed to make declaration of his estimated tax and/or to pay same, and, with regard to Section 294(d)(1) (a), penalties are provided for willful failure to make declarations of estimated tax, due to reasonable cause and not to willful neglect. 

(e) Theodore R. Gamble is shown to have been engaged in the business of selling radio licenses for more than twenty years, and to have been a successful real estate operator. There are no facts brought out in the record to show that he has been guilty of any violation of the laws of the United States, or of any State, that would disqualify him from being a director. 

(f) The information concerning the radio licenses and conditions of J. E. McCaw was not accurately shown in the instant Aladdin application, and in order to secure a favorable decision the Commission must view with concern the unlawful conduct of the person who is seeking authority to operate radio facilities as a trustee for the public. In the case of a situation where there is a single violation of a Federal law or even a number of them, the court will probably make disqualification of the applicant to operate a station in the public interest. In such cases, at least one of the violations is more serious and the question of disqualification is more likely to be determined in a case of that kind than in cases in which there are several violations of Federal laws or of any other laws. 

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS Radio

in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN


February 9, 1933

Page 93
In Aladdin's standard broadcast network affiliation contract with Columbia, a first refusal clause, mutually effective, with regard to future network television service. In the event Columbia should desire to extend such service into Denver and Aladdin should offer to grant such a television permit for that city. Although the clause in question is no longer in effect between the two parties, it does not appear to have been in violation of the rules cited, and moreover, it was on file with the Commission for many years, particularly in the year 1949, when the licenses of all standard broadcast stations were afforded the opportunity to amend their network agreements to comply with the then new Chain Broadcasting Regulations.

Notwithstanding the initial refusal clause in question was not revised for almost nine years after those regulations went into effect, the Commission is shown upon this record to have raised any question concerning propriety of its terms, in a letter agreement signed by Aladdin and Columbia on September 30, 1952, which in terms of an informal agreement with a network organization to accept applications when a station is approved, provided that in such pre-

5. The several areas of comparison recognized by the Commission. In competitive proceedings covering a number of competitive facilities are considered also in competitive cases in which competing applicants are involved, viz., the applicants' local residence, their ownership in management or control of the stations, and the extent to which the ownership and management of the proposed community will be integrated. The Commission long since has adopted the view that the local residence of an applicant as a factor in the public service activities of the community proposed to be served in important facts has important relative for the several cases for almost nine years because by its terms it provides that if an applicant is not a resident of the community, the station license shall be issued to a person who has been associated with the community for at least five years. The Commission is not satisfied with the evidence of record establishes that Aladdin is now bound, either directly or indirectly, to remain affiliated with Columbia Broadcasting System's television network for a period longer than two years after its proposed affiliation is authorized, the on the Denver Television the following facts considered of its continuing affiliation with Aladdin, unless the latter agrees that such affiliation will remain in effect for a period of at least one year from the date of commencement thereof. There is nothing here contrary to the general rule of law as to the restraining effect of such rule extend to the period of actual network affiliation, and it is not intended as a restriction upon applicants for television licenses, either. Those in competitive proceedings such as this, who, most of them, have no experience in the industry, may expect final action upon their applications in the Federal Communications Commission within a period of at least one year, and it is quite possible that the assurance of a network service if successful in obtaining a television license will serve in some cases to secure the allegiance of a network organization to accept applications when a station is approved, provided that in such pre-

7. Such meager evidence as was introduced herein upon the issue of whether there exist cultural conditions highly favorable to motion picture exhibition business and television broadcasting is wholly insufficient to support a finding, or the admission of any conclusion, that Denver or persons engaged in exhibiting motion picture film, whatever its large scale or otherwise, are unqualified as television licensees. Nor is there a sufficient basis furnished in the record to hold that persons engaged in the operation of non-theatrical television stations, if of the sort now being developed, are less qualified to become television broadcast licensees than those not so engaged. As found herein, two of the applicants, as members of the community, and a director of Denver Television, have substantial theatre experience in the present time.

KFTO
"Voice of Longview"—Texas

Broadcasting • Telecasting

Cut Yourself a Slice of America's Richest Empire
You can Get a Share of East Texas by Appointing us Your Spokesman

Page 94 • February 9, 1953
**New Grantee's Commencement**

**Target Dates**

*On the air, operating commercially + educational permits*

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

**LISTED BY CITY ALPHABET**

<table>
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<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Network for Start Representative</th>
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<td>Miami, Fla.</td>
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**C H N S**

The Shortest Route

To Results in This Area Is Via

HALIFAX

NOVA SCOTIA

Maritimes Busiest Station

Contact

JOS. WEED & CO.

530 Madison Ave., New York

5000 WATTS

**Broadcasting • Telecasting**

**February 9, 1953 • Page 95**
Wise's trade-mark, the wise old owl, is definitely exploited for maximum product identification in this effective TV spot. "Hoots" in praise appears a chorus of voices Card the catchy theme song that precedes the "straight" sales story given by the Wise home economist. This merges into live action home and party scenes climaxed by a reprise of the usual animation and theme song. Created by SARRA for Wise Potato Chip Company through Lynn-Fieldhouse.

SPECIALISTS IN VISUAL SELLING

Page 96 • February 9, 1953

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Broadcasting • Telecasting

Wisconsin, Madison, Wis.
• 12/18/52
• 11/13/52

THE RECORD
New TV Stations  

Actions by FCC

Bridgeport, Conn. - State of Connecticut, Board of Education, Granted wft Ch. 24 (520-526 mc); ERP 110 kw visual, 55 kw audio; antenna height above average terrain 780 ft. above ground, 227 ft.  

Fort Dodge, Iowa - Northwest Television Company (KWFT), Granted Ch. 7 (3300-3366 mc); ERP 110 kw visual, 55 kw audio; antenna height above average terrain 780 ft. above ground, 227 ft. Engineering condition. Estimated cost $293,793; first year operating cost $952,468.

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being in order to expedite processing of untested TV applications.

GROUP A

Location Ch. Applicants File No. (BPTC)
Orlando, Fla. 18 Central Fla. Pub. Co. 1433
Alexandria, La. 62 KXOL Inc. 1435
Hattiesburg, Miss. 9 ABC Inc. 1445
Mason City, Iowa 3 Lee Radio Inc. 1455
Sharon, Pa. 19 WNYA Inc. 1456


New AM Stations . . . .

Applications

Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w output broadcast construction cost $11,755, first year operating cost $38,460. Applications in behalf of applicant, is president, general manager and 60% owner of WFUN Huntingville, Ala., and president and 45% owner of Pulaski Development Co. (WHLA subdivision), Huntingville, Ala. P. O. address: P. O. Box 400, Huntingville, Ala. Filed Jan. 3.

Delray Beach, Fla.—Delroy Beists, 1430 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $14,555, first year operating cost $27,000, revenue $28,900. Principal partners are; Delroy Beists, owner of Delroy Beist Inc., commercial manager of WPGA station, Ch. 9, founder, and president and director of Shannondale Valley Gospel Assoc. Inc., Harrisburg, Pa. P. O. address: P. O. Box 209, Harrisonburg, Va. Filed Jan. 5.

Edmonds, Wash.—King’s Inc., 630 kc, 1 kw daytime, antenna 500 ft. Estimated construction cost $28,487, first year operating cost $30,400, revenue $36,200. Applications in behalf of Martin, president of King’s Inc. (Christian chartered organization), generator and Treasurer and President and Treasurer of King’s, owner of Ste-Freedon Co., Seattle; Secretary of Covington, owner of King’s Inc., Treasurer and Director and Treasurer and Director and Treasurer of Rainier, owner of Ste-Freedon Co., Seattle. P. O. address: P. O. Box 9088, Richmond Highlands, Seattle, Wash. Filed Feb. 5.

Existing AM Stations . . . .

Applications

WXOK Baton Rouge, La.—Capital City Radio Inc., owner, 1500 kw daytime, to 540 kc, 1 kw daytime, antenna height 515 ft. Estimated cost of change not shown. Applications in behalf of applicant, completed on construction cost $120,000. Proposed station of operation, 314 Broadway, Baton Rouge, La. CP will not delay 1260 kw start. Filed Feb. 5.

New FM Stations . . . .

Applications

Golden, Col.—Freit A. Bancker Jr., 989 mc, ERP 2.5 kw, antenna height above average terrain 300 ft., 500 kv. Estimated construction cost $1,350 (major items of equipment already on hand), first year operating cost $1,500. Applications in behalf of Bancker Jr., sole owner of applicant, is a student. P. O. address: P. O. Box 3, Route 3, Golden, Col. (BPH-1034). Filed Jan. 28.

Hearing Cases . . . .

Actions by FCC


Broadcasting & Telecasting

West Coast

1000 Watt Network Station

$25,000.00

Profitable network affiliate in a very desirable market that has retail sales in excess of $50,000,000.00. Excellent plant. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

J. W. Blackburn

Washington Bldg.

(313) 442-5414

CHICAGO

Ray V. Hamilton

Trumbore Tower

72-7.

SAN FRANCISCO

Lester M. Smith

235 Montgomery St.

EX: 2-5872

FOR THE RECORD

Page 98 • February 9, 1953

Corpus Christi, Tex.—International Radio Co., 1150 kc, 1 kw daytime: antenna 210 ft. Estimated construction cost $65,000, first year operating cost $75,000, revenue $70,000. General partners are Arne O. Lema, 20%; owner of Lema’s Pharmacy, Corpus Christi; Gabriel Lazoza (30%), 60% owner of Southwest Television Co. (减速 distributor); Hector de Pena (30%), Corpus Christi attorney, and∴ serving as assistant county attorney of Nueces County, Tex.; Dr. Hector P. Garcia (30%), Corpus Christi physician and surgeon. Lema and de Pena are each acting as president. Bend Television Co., applicant for new TV station on Channel 29, Corpus Christi, Texas, operating a mutually-exclusive application with that of A. H. Hunt (60%) and J. S. Martin (40%), now serving as Gr. B-2, some 1501 N. W. 22nd St., Oklahoma City, Okla. Resubmitted Feb. 3 (first filed Dec. 31, 1952, but later returned).

Staunton, Va.—American Home Bost Co., 990 kw daytime, antenna 210 ft. Estimated construction cost $22,814, first year operating cost $21,000. Applications filed in behalf of Carl W. Fleming (35%), farming, poultry and livestock management; William E. Gause (35%), manufacturer of hardwood flooring, Flatrock, Va.; James M. Heatwole (35%), farming and custom machine work, Charlestown, Va. General Partner (Mrs.) Halsey D. Gause (35%), partner of Southern Woodworking Co. (also managing partner). P. O. address: 5613 Delphine Ave., Dayton, Iowa. CP pending transfer to: Secretary of Corporation, 5613 Delphine Ave., Dayton, Iowa. Filed Jan. 5.

WXXO Baton Rouge, La.—Capital City Bost, 1260 kc, 1 kw daytime, to 540 kc, 1 kw daytime, antenna height 515 ft. Estimated cost of change not shown. Applications in behalf of applicant, completed on construction cost $120,000. Proposed station of operation, 314 Broadway, Baton Rouge, La. CP will not delay 1260 kw start. Filed Feb. 5.
person can own or control more than five commercial TV stations. Memorandum opinion and order Jan. 30.

Brush-Moore Newspapers Inc. and Stark Bestg. Co.—Petition for reconsideration—Canton, Ohio—Commission denied joint petition requesting 1 waiver of one-year waiting period contained in Sec. 3.609 of TV rules, and 2 amendment of TV table of assignments to provide an additional daytime station for Canton. Comr. Selig Green issued dissenting statement attacking the hearing procedure and the participation of the Commission in this part. Memorandum opinion and order Jan. 31.

Hearing Calendar...

Hearings in Progress

Pilat, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaspire.

Denver, Colo.—New TV, vhf Ch. 4. Further hearing. Examiner (Winnipeg).

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Edward D. Follett.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner (Stuart). Theatre Television; Allocation of frequencies—Before Commission on bne on Mondays and Tuesdays only.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 9


February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 11

KOB Albuquerque, N. Mex.—Extension of SSA on 170 kc. Examiner James Cunningham.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharpman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Frank N. Fitzgerald.


February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w. unlimited. Examiner not designated. Docket 10075.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

March 25

WVEC Chester, Pa.—Existing AM. Application to increase power from 250 w. to 1 kw, operating time 1740 to 2200. Examiner Gifford Orion. Docket 10089.

April 15


Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharmman.

Harriussen, Pa.—New TV, uhf Ch. 27. Examiner William D. Shumaker.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 48.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bestg. Co. (WLAN). Examiner J. D. Bond.

New Petitions...

January 29

WGAL-TV and Peoples Bestg. Co. (WLAN). Lancaster, Pa.—New TV, vhf Ch. 8 (Dockets 10066 and 10067).—Opposition filed by NBC, licensee WNBW (TV) Washington and WNBW (TV) New London, Conn. Petition for reconsideration of Peoples on Jan. 19 for reconsideration and change of issues in competitive hearing set by FCC. NBC asks that Peoples petition be dismissed on grounds that it is a "person aggrieved" within meaning of Sec. 5(d) of Communications Act. NBC noted that vhf Ch. 4 was designated from Lancaster and is no longer being used there.

John H. Pool to/ John Poole Bestg. Co. (KHIG), Amarillo, Tex.—New AM, 140 kc.—Petition filed by CBS, Calif. licensee KKM, San Francisco (140 kc), supplementing its interference protest of Dec. 12, 1959, which was noted jointly for reconsideration for KKM's application for license. Supplemental petition asks that KKM's program test authority be revoked, or that KKM be permitted to continue operation only at such reduced power as will afford adequate protection to KHIG. Interference protest also filed against KHIG on Jan. 30 by KMTC Los Angeles (10 kc) requesting that FCC, if it designates KHIG license application for hearing; 2 revoke program test authority or order power to be reduced to eliminate overlap of 25 my/m contours, and 3 require KHIG to adjust directional antenna to eliminate overlap cited.

St. Joseph Valley Bestg. Corp. (WVJA), South Bend, Ind.—License renewal and transfer of control (Dockets 9629 and 10068).—Application to continue operation and for increase in power and extension of license period in new antennas. (BL-4889).

February 3

Sacramento Bestg. Inc. et al. Sacramento, Calif. New TV, vhf Ch. 1 (Dockets 10012, 10013 et al.)—Petition for reconsideration to dismiss petition and to compel appearance of alleged incorrect identification and error in contact for; or for determination of the correct meaning of certain terms or conditions in the application for license. Memorandum opinion and order February 3.

February 4

TV Reallocation Proceeding (Docket 8726 et al) and Hearst Radio Inc., Milwaukee. New TV, application for vhf Ch. 1 (Docket 8555, BL-385)—Request by Joint Committee on Educational Television to reconsider for amendment of hearing. Incursion into TV allocation of Hearst for Ch. 10, reserved by Sixth Report for noncommercial educational use by Sixth Report and Order.

Routine Roundup...

January 28 Applications

ACCEPTED FOR FILING

Change Transmitter Location

KYLK Little Rock, Ark., Southwestern Bestg. Co.—License for CP (BP-8545), which authorized change in transmitter location and installation of new antenna and ground system (BL-4889).

License for CP

KYSM San Mateo, Calif., Hugh H. Smith—License for CP (BP-8393), which authorized increase in power and installation of new transmitter. (BL-4884).

Extension of Completion Date

WJCC Bridgeport, Conn.—Bestg. Co.—Moder. CP—(BP-8452), which authorized new trans., for extension of completion date (EM-614).

License for CP

WCEH Hawkinsville, Ga., Tri-County Bestg. Co.—License for CP (BP-8116), which authorized new AM (BP-4881).

Install Center Tower

WOC Davenport, Iowa, Tri-City Bestg. Co.—CP to install new center tower (September) and move AM tower. Change Name WAAB Worchester, Mass., Old Corp.—License to change name to WAAB Inc.

License for CP

KKMS Osage Beach, Mo., Robert M. Smith—License for CP (BP-9611), as mod., which authorized new AM (BL-4885).

KNBR North Platte, Neb., John Townsend—License for CP (BP-9612), as mod., which authorized new AM (BL-4885).

KLEA Livingston, N. Mex., Prosperity Land Bestg. Co.—License for CP (BP-9225), as mod., which authorized new AM (BL-4877).

WCCH Norwich, N. Y., Radio Norwich Inc.—License for CP (BP-9616), as mod., which authorized new AM (BL-4880).

KWHF Cushar, Okla., Cimaron Bestg. Co.—License for CP (BP-9619), as mod., which authorized new AM (BL-4886).

KEEX San Antonio, Tex., Manuel D. Leal—

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae

Extended facilities insure quick delivery

Vulcan Tower Company

PLANT:

Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

Broadcasting • Telecasting

Washington, D. C. Office:
3738 Kanawha St., N. W.,
Phone Emerson 2-8071

February 9, 1953 • Page 99
January 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

Peoples Best, Co., Lancaster, Pa.—Granted in part for continuance of hearing from Feb. 2, 1953 to date thirty days after commission action on movant’s motion to enlarge and change hearing time from Dec. 15, 1952 to Dec. 23, 1952, which is pending before commission; hearing continued until such date as shall be fixed by further order.

By Hearing Examiner Elizabeth C. Smith

Portland Television Inc., Portland, Ore.—Granted petition for application to amend for new TV station (Ch. 8) (Docket 10245: 85-AM to 80-AM, reduction in tower height, 37 ft. of supporting tower from 649 ft. to 610 ft. and other changes resulting from such reduction of tower height, including reduction in certain of finan- cial items shown in sec. III, page 1, and 2 certain changes in estimated cost of opera- tion and estimated revenues for first year.

North Pacific Television Inc., Portland, Ore.—

January 30 Applications

COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

TOWERS

AM & FM TV

COMPLETE INSTALLATIONS

TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

FOR THE RECORD

January 30 Applications

ACCEPTED FOR FILING

License for CP


KRIG Avalon, Calif., John Poole Bestg. Co.—License for CP (BP-7265), as mod., which authorized new AM (BL-4897).

WTRP La Grange, Ga., Chattahoochee Bestg.

Co. Ltd.—License for CP (BP-8138), as mod., which authorized new AM (BL-4881).

WKBK Big Red Bestg. Co.—License for CP (BP-8267), as mod., which authorized new AM (BL-4881).

License Renewal

KXJJ Helena, Mont., The Peoples Forum of the Air—Requests renewal of broadcast license (BR-941).

February 2 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:


APPLICATIONS RETURNED

License for CP

KCHF Cherokee, Iowa, Cherokee Bestg. Co.—License for CP (BP-8131), as mod., which authorized new AM.

February 3 Decisions

BY BROADCAST BUREAU

MODIFICATION OF CP

WLAF La Follette, Tenn., La Follette Bestg. Co. Inc.—Granted mod. CP for approval of ant. trans. and studio location; make changes in ant. system and change type trans. (BMP-5028).

WGSW Greenwood, s. c., Radio Greenwood Inc.—Granted mod. CP to change type trans. (BMP-5027).

KWMT Kings Mountain, N. C., Southern Radio- casting Co.—Granted mod. CP for approval of new ant. system and make studio location and change type trans. (BMP-5683).

KXIU Nashville, Tenn.—Granted mod. CP to change type trans. (BMP-6106).

WAVE-TV Louisville, Ky., WAVE Inc.—Granted mod. CP to change type trans. (BMP-9637).

WKBK Big Red Bestg. Co.—Granted CP to change type trans. and amplifier and make other equipment changes (BMP-9637).

Application Dismissed

WFLY (FM) Troy, N. Y., The Troy Record Co.—Dismissed application for FM broadcast STL station to be operated at Troy, N. Y., in conjunction with WFLY (FM) for failure to prosecute same (BFP-776).

WIPR San Juan, P. R., Dept. of Education of Puerto Rico-Demonstration, Inc., for CP for new standard broadcast STL station, to be used with WIPR San Juan for failure to prosecute same.

Granted CP

WPAG Ann Arbor, Mich., Washtenaw Bestg. Co. Inc.—Granted CP to mount TV ant. on top
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
Adams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1905
Member AFCCE

—Established 1898—
PAUL GODLEY CO.
Upper Montclair, N. J.
MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1-7-1319
WASHINGTON, D. C.
P.O. BOX 7227
JACKSON 5202
KANSAS CITY, MO.
Member AFCCE

CONSULTING RADIO
These
ROBERT
Craven,
WILLIAM
BROADCASTING
1420
Cohen
BLDG. EXECUTIVE
WASHINGON, D. C.
CONSULTING RADIO
E.
KANSAS
St.,
Member
Member
Member AFCCE

There is no substitute for experience
GLENN D. GILLET & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3273
WASHINGTON, D. C.
Member AFCCE

CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 8-7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington, D. C.
Dallas, Texas
1605 Conn. Ave. 4312 E. Radnor Blvd.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6198
Member AFCCE

McCracken, Paul & Franklin
Executive Offices
1239 Wisconsin Ave., N. W.
Washington, D. C.
ADAMS 4-2414
Member AFCCE

GUYS & COFFIN
1511 Connecticut Avenue
WASHINGTON, D. C.
ADAMS 3-2261
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 4, D. C.
Member AFCCE

ROBERT M. SILLMAN
John A. Moffet—Associate
1405 9th St., N. W.
Republic 7-6446
Washington 5, D. C.

Consulting Radio Engineer
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 240
APTO-3552
Member AFCCE

Consulting Radio Engineer
BROADCASTING • TELECASTING
February 9, 1953 • Page 101

These Engineers...
ARE AMONG THE
FOREMOST IN THEIR FIELD

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., N. A. 2-5608
1429 New York Ave., N. W.
Washington 5, D. C.

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 240
APTO-3552
Member AFCCE

These Engineers...
ARE AMONG THE
FOREMOST IN THEIR FIELD

Harry R. Lubcke
Consulting Television Engineer
Installation-Operation
Television Engineering Since 1929
2463 CRESTON WAY
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. O. Grimwood, Pres.; Ralph J. Bitter, Ch. Engr.
Chester 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1922

Qualified Engineering
is of paramount importance in setting
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 • TELECASTING
National Press Bldg. Wash. 4, D. C.

Member AFCCE
CLASSIFIED ADVERTISEMENTS

Paysable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum
All other classifications 30¢ per word—$4.00 minimum • Display ads. 15¢ per inch
No charge for blind box number. Send box reply to:
BROADCASTING • TELECASTING, 870 National Press Blvd., Washington, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward transcriptions to address on end of first page) or local delivery. Give availability, sample commercial, price, and daytime hours. Must be creative and public service minded.

Help Wanted
Managerial
Manager. Florida television applicant seeking outstanding young executive assistant to general manager, who can earn with several months training, appreciably more than $5,000 per year. Must be creative, public service minded, experienced, sincere, versatile and saleable. Encourage Telecasting's expressly repudiates any liability or responsibility for their recall. Box 7565, B.T.

Help Wanted—(Cont'd)

Wanted: Experienced announcer. Starting pay is good. Network station. Radio Station KJLC, Lockney, Texas. Box 7565, B.T.

Wanted: Engineer-announcer. West Texas station. Good salary plus commission on profits. Address Box 941, Amarillo, Texas.

Immediate opening combo man with first class local and syndicated morning time slot. To sell tape, other data to KXXM, Marshall, Missouri.

Wanted: Engineer, strong on music shows but must be versatile. Program Director, WJAC, Johnstown, Pa.

Immediate opening announcer and announcer-engineer, five full details. Apply today, salary open. WJMM, Community Ga.

Wanted with ad-lib experience, read news, hillbilly and colored disc jockey shows. Applying to WMDN, Midland, Michigan.

Wanted: Disc jockey with proven successful DJ record in competitive local market salary. Good network affiliation. Must be creative and public service minded. Good background. Send reference to Box 7565, B.T.

Local salesmen wanted. Good salary, plus commission. Wire and cover special events plus general announcing duties. Please. GoodCopywriter, man from WPC. F. O. Box 541, Sharon, Pa.

TELEVISION

Salesmen

Broadcasting and Telecasting, 870 National Press Bldg., Washington, D. C.

Situations Wanted

Help Wanted—(Cont'd)

First class program director. Young man, 25 to 30 years old. Should have at least 2 years' experience in a medium size town. Should be familiar with all phases of the business and have experience in writing and editing copy. Must be able to think on his feet, and be able to handle all types of problems. Salary $1,000 per month, plus commission. Send resume and salary requirements to Box 7585, B.T.

First class program director for market. Good network affiliation. Must be creative and public service minded. Good background. Send references to Box 7565, B.T.

Wanted: Engineer-announcer. West Texas station. Good salary plus commission on profits. Address Box 941, Amarillo, Texas.

Immediate opening combo man with first class local and syndicated morning time slot. To sell tape, other data to KXXM, Marshall, Missouri.

Wanted: Engineer, strong on music shows but must be versatile. Program Director, WJAC, Johnstown, Pa.

Immediate opening announcer and announcer-engineer, five full details. Apply today, salary open. WJMM, Community Ga.

Help Wanted—(Cont'd)

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Local salesmen wanted. Good salary, plus commission. Wire and cover special events plus general announcing duties. Please. GoodCopywriter, man from WPC. F. O. Box 541, Sharon, Pa.
**Announcer, married, experienced, good appearance, operate board, colorful voice. Versatile. Box 6888, B.T.**

**Announcer-newswoman, with network affiliate, top-flight newscaster, writing background, producing, on-air capabilities, 2 years experience, degree in radio and TV, single, young, looking for top position in radio, preferably, in N.Y. State. Some spot announcing experience. Quick to learn, will do anything. Box 7292, B.T.**

**Announcer, excellent references, progressive station, preferably south. Box 7109, B.T.**


**Announcer, 5 years experience—music, news, sports, voice quality, versatility. Box 6768, B.T.**

**Newscaster, interesting delivery, impressive record, references. Long, regional, network experience. Box 7125, B.T.**

**Announcer, DJ, 5 years, 4-7, good voice. Available immediately. Box 7300, B.T.**

**Announcer; 2 years experience all phases radio, news specialty, DJ, continuity, promotion, some programming, consider television, college graduate. Box 7385, B.T.**

**Announcer and/or writer. 3½ years indie experience. Staff, DJ, news, control board. East Coast. Married 1 child. Box 7419, B.T.**

**Announcer, veteran, nine years, married, conscientious. Desires position in progressive station. Particulars on request. Box 7418, B.T.**

**Announcer, friendly authoritative delivery. News, music, sales promotion. Excellent copy writing. Excellent experience all phases. Presently employed top major market. Embracing all programming, promotion ideas. Prefer N.Y.C., New Jersey vicinity. Consider 6 years experience, staff, local news, baseball, deejay, emcee. Currently employed 5 kw net affiliate in major 7 station market. Desire east. Box 7514, B.T.**

**Sportscaster-DJ, experienced in play-by-play. College, draft exempt, young, ambitious. Prefer eastern U.S. Box 7205, B.T.**

**Announcer, good voice, reliable, newscasting, musical programming, commercials, station operations. Box 7285, B.T.**

**General staff news, commercials, DJ. Very experienced, capable, Prefer midway job. Disc, photo, data available. Box 7605, B.T.**

**Baseball play-by-play announcer, one of nation's best. 7 years experience, excellent voice, high school recommendations, will consider all offers. Box 7465, B.T.**

**Experienced sportscaster available for baseball play-by-play. Has agency, tape, photo, references available. Box 7695, B.T.**

**Single young man. Strong desire for announcing career. Desires to learn. Money no object. Stays on DJ. Free to travel. Box 7625, B.T.**

**Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3658 S. 59th Court, Cicero, Illinois.**

**Announcer, DJ, news, board man. Pathfinder graduate. No drinker, smoker, or floater. Florid. (Hillsborough) NY. Dick David, 5318 8th street, N. W., Washington, D. C.**

**Journeyman-announcer-top experience, superior voice, technique. Mark Fidler, 3148 Wilson. Chicago. Irving 8-1831.**

**Announcer, 28, married, vet. Available, some experience, NBC training, versatile, contact immediately. Fred Klein, 412 Hemstead, L. I., New York.**

**Announcer, versatile. Strong on news, commercials, DJ, specialist in play-by-play sports. Ronald McKithey, Toms River, N. J.**

**Staff announcer, experienced. Good board man. Young, versatile. Single, have car, draft exempt. George Pife, 160 Peabody St., N. W., Washington, D. C. TA 9-6187.**

**Announcer-engineer. Have first class ticket. Staff work. Reliable and dependable. Strachock, 721 11th Street, N. Y. Washington. Box 741 Metro politan 8-5325.**

**Woman announcer-engineer, 1st phone, college and technical school graduate. Prefer work. Single, veteran, available now, resume, disc, Martina Jane Warner, 2106 Rockledge Road, Holy wood 8-A-8213.**

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**Situations Wanted—(Cont'd.)**

**Technical**

**12 years experience AM-FM chief engineer wants combination job. Minimum salary — $500 per month. Box 3635, B.T.**

**Chief engineer or engineer: Experienced with directional antennas, high frequency, high powered transmitters. Box 7225, B.T.**

**First phone with two years experience. Desire something permanent. Box 6735, B.T.**

**Engineer, first class. 3 years experience studio and transmitter. N.Y.C. area preferred. Box 7423, B.T.**

**First phone, class-A amateur. Single, age 28, new car, radio schooling. Little experience on 2nd class. State salary, hours and specify job. Box 7490, B.T.**

**Engineer, 1st phone, some experience, single. Veteran, east preferred. Box 7605, B.T.**

**Available immediately. First phone. Twenty months experience. Prefers eastern states. Box 7465, B.T.**

**Chief engineer or engineer: 14 years experience 100 watt to 50 kw including directional. TV training. Prefer midwest or south. Box 7485, B.T.**

**Engineer-announcer. First phone, good voice news and commercials. Interested permanent position only. Mature. Experience. Box 7285, B.T.**

**Available immediately. Eight years transmitter experience. Single, 28, Canal. Full Engineer, 206 Furman St., Syracuse, N.Y. 75-9123.**

**First phone, radio/TV technical grad. Veteran, married, desires position, broadcast field. No broadcasting experience. L. J. Gaynor, 356 East 172nd St., New York 60, N. Y.**

**Transmitter engineer available immediately. 5 years broadcast service. Veteran, 27, prefers Texas or Gulf Coast. H. B. Poole, 411 Cedarhill, Houston, Texas.**

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**Situations Wanted—(Cont'd.)**

**Production-Programming, Others**


**Stable young program director with 5 years radio and television who seeks employment in warm climate area preferred. Box 7109, B.T.**

**News-writer-editor: photographer still, motion. 27 years news business; tap. Sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview, 30 days notice. Ruston Mans- rey, WJBK, Bloomington, Ohio. Phone Steu- benville, 4-6263.**

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**TELEVISION**

**Managerial**

**Going into TV? Do it the easy way with mature managerial assistance. For year and half thru mill of helping set up successful TV operation. Available immediately. All phases of sales, traffic, promotion, copy, programming. Several more years radio, advertising, sales promotion. Presently employed—wants better opportunity. Box 7305, B.T.**

**Sales manager, 7 years television, film, radio experience, particularly time sales. 4 years sales experience otherwise. Now local sales manager television station in large western city. Desires similar position, preferably in new medium market television station. West, or midwest. Box 7465, B.T.**

**Rare combination of engineering and management ability seeks position with TV stations or network. Background includes the construction of 21 broadcasting stations, national sales and advertising management with leading manufacturer of broadcast station equipment. Well acquainted with agencies and sources of program material. Familiar with FCC procedures. Salary competitive to long range opportunity with progressive organization. Box 7805, B.T.**

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**A pitch for one of the top radio-TV executives in the business**

by the Vice President in charge of radio-TV of one of the top advertising agencies.

**His Experience includes Major Executive Posts in [Network and Group Station Operation.**

He knows—the advertiser-agency point of view
the station's requirements
the network's problems
station operation
national representation

A competent administrator. A good organizer. A sharp man with the pencil, he knows how to do business with top level management and small local advertisers.

He is widely known and respected in the trade and generates loyalty among his associates.

We think "it's time for a change." His present position does not utilize his abilities.

All replies will be kept in strict confidence.
TELEVISION NEWS

THIS MAN is an expert in the gathering, writing and presentation of news on television and radio.

He has a long and successful record of top sponsorship.

He has an outstanding background, an excellent military record, an on-the-scenes mature understanding of national and international events.

He has had extensive station experience in all types of programming.

And what's more important, he is not too expensive for your station.

BOX 765S, B-T

TV RF CABLE
February 3 Applications

**ACCEP TED FOR FILING**

**Extension of Completion Date**
KJEF Jeannings, La. Y. H. Heng Best Co., Mod. CP (BP-6213), which authorized change in hours of operation and installation of D-A-N, for extension of completion date (EMP-4115).

**Modifications of CP**
KRVL Boonport, Mo., William R. Frederick—Mod. CP (BP-5417) which authorized new AM, for approval of ant. and trans. and studio location (EMP-9115).

WLOL Lincoln, N. C., Lincoln County Besty, Co.—Mod. CP (BP-6699), which authorized new AM, for approval of ant., trans. and studio location and change type trans. (EMP-819).

**License Renewals**
Following stations request renewal of license:
KWUP Durango, Col., Juan S. Bosty, Co. (BR-973); KDHJ Besty, Inc., Minn., (BR-2105).

For additional information, contact our Chief Engineer, J. H. Lowell, at WTV-TY.

**WKY RADIOPHONE COMPANY**
**OKLAHOMA CITY, OKLAHOMA**

Miscellaneous

**SALES MANAGERS**
Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion to builders, suppliers. Home buyer problems, holiday tips, top interviews featured. 15-week run at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1228 Connecticut Avenue, N. W., Washington, D. C.

**Employment Service**
We have selected General, Commercial and Program Managers: Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

**EXECUTIVE PLACEMENT SERVICE**
TV & Radio Management Consultants
738 Bond Bldg., Washington, D. C.

of AM tower and make correction in coordinates only (BP-8777).

Extension of Completion Date
KBIS Sedalia, Mo., Yates Bosty, Co.—Granted mod. CP for extension of completion date to March 21 and Sept. 30, 1953, respectively (EMP-6111).

WLWL Waterbury, Conn., American-Republican Inc.—Granted mod. CP for extension of completion date to April 1-3-53; conditions (EMP-6109).

WCBK Detroit, Mich., WCBK Inc.—Granted mod. CP for extension of completion date to May 1-3-53 (BP-6099).

WBBW Clinton, Ohio, Scripps-Howard Radio Inc.—Granted mod. CP for extension of completion date to Jan. 1-3-53 (BP-6078).

**BROADCASTING • TELECASTING**

of fixed installation for an expedient power increase. As a result, we will have the following available at our studio site: 600 E. Britton Rd., Oklahoma City, or on about June 1, 1953:

One 5-5A S-5 Antenna for Channels 4, 5 & 6, less delers $15,000.00
Two two sections feed lines for above ea. 90.00
2,000 3/4 01.51 ohm Teflon insulated transmission line per ft. 4.00
Eight 90° Elbows, long sweep ea. 25.00
Four Reducers, 3/4 to 1" ea. 15.00
Three 90° Elbows, 72 ohm non gas type ea. 30.00

February 4 Applications

**ACCEP TED FOR FILING**

**Renewal of License**
Following stations request renewal of license:
KXRA Alexandria, Minn., Alexandria Besty, Corp. (BR-3681); KRTF—Chief River Falls, Minn., Henry R. Arneson (BR-1528); KRRV Sherman, Tex., Red River Valley Besty, Co. (BR-1589).

For February 4 Applications

**Upcoming Events**

Feb. 9-10: RM Board, Bellevue-Biltmore Hotel, Bellevue, Fla.
Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.
Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.
March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.
April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Waller Hotel, Columbus, Ohio.
April 18: Seventh Annual Spring Technical Conference, Cincinnati.
April 29-May 1: Electronics Symposium, Shake speare Club, Pasadena, Calif.
April 29-May 2: NABTV Convention, Biltmore Hotel, Los Angeles.
April 30-May 1: Society of Motion Picture and Television Engineers, 17th semi-annual convention, Statler Hotel, Los Angeles.
June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

For the Record

February 9, 1953 • Page 105
Small-Market TV

AS EXEMPLIFIED by the article beginning on page 77 of this issue, the thinking among national advertisers and their agencies, and therefore by networks, seems to be that the U. S. television system will, for the most part, be confined to no more than 125 markets.

Indeed, it is the view of John B. Crandall, media director of Sherman & Marquette and author of the article in this issue, that television will be a sound investment in only 112 market areas that have a minimum population of 350,000 each. It will be the exceptional TV station that thrives in a smaller community, Mr. Crandall believes.

Last summer Sidney W. Dunn Jr., president and director of marketing services, McCann-Erickson, New York, predicted that national advertisers would be interested in buying TV in 125 primary markets. TV elsewhere, he said, would "provide important frontier opportunities to local and some regional advertisers, but [its] value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets."

Though none, of course, has officially announced its plans, the national TV networks are known to be planning similarly about the size and number of affiliated markets. Plainly, "big money" television is not going to approach the coverage of radio, unless all these experts are wrong.

The implication here is obvious. Certainly, stations are going to be built in markets smaller than those deemed minimum by the big TV advertisers and their agencies. These stations perhaps will have to depend chiefly on local sources of revenue. As with most other problems of television, the survival of smaller-market stations turns on the question of costs. Of necessity, the stations must exercise the utmost ingenuity to present attractive advertising vehicles at prices which local businesses can afford. If they manage that, they may also attract national and regional accounts which are anxious to cover more of America than the 80-odd per cent Mr. Crandall envisions but which are unwilling to bear heavy additional expenses.

The experience of radio broadcasters is useful as an example. As was shown in an article two weeks ago in this publication, the independent radio stations, in both large and small markets, are in sounder financial shape today than they were before television competition—because, as a group, they have been ingenious in figuring out ways to get advertising results at comparatively low cost.

Television's technical requirements will always make it more expensive than radio, but certainly costs can be reduced if television asks more of their talents and less of their purses.

Faster TV Decisions

FASTER TV decisions—as well as expediting of all broadcast cases which must go through competitive hearing—will result from the FCC's revisions of its rules to simplify hearing issues and procedures. FCC Vice Chairman Rosel H. Hyde, members of the Commission staff and representatives of the Federal Communications Bar Assn. have done a commendable job in working out the changes. But since rules, like laws, are effective only if those concerned obey the spirit of the rules as well as its letter, the success of the amendments rests with the applicant and his legal counsel.

Much administrative red tape has been cut. FCC staff lawyers no longer control issues. The hearing examiner and counsel for the participants are given authority to consider and pin-point only "essential" issues aside from the pertinent inquiry called for by the Commission itself. Generally, legal, engineering and financial qualifications—the "minimum" requirements—are cleared by the Commission before the hearing is set, thus paring down the amount of heretofore almost endless technical detail in the record.

The big TV hearing backlog looks less formidable now that issues are cut to the bone. Requiring all cards on the table at the formal conference will speed the hearing. We hope FCC will handle the MacFarland Act requirements and other preliminaries in the extra 10 days it has given itself by extending to 30 days the deadline for applications prior to date of hearing.

Upcoming procedural changes relate to continuances of hearings and application amendments. We trust these will be as effective as those now accomplished.

Fairer and Warmer

THESE DAYS the talk about broadcasting is as commonplace as conversation about the weather. The difference is quite a few somebodies propose to do something about broadcasting.

President Eisenhower plans to take to the air with a regular report to the people. Congress, having apparently overcome its fear of direct broadcasts of committee proceedings, has before it legislation to permit radio-TV broadcasts of floor debates.

The National Press Club has its first "radio President" in the distinguished personage of Ted Koor, CBS Radio Washington news and special events director. Jim Hagerty, White House "press" secretary, will have an "associate" in charge of radio and TV.

It's the White House angle that has been Page 1 news (on the air, too). Those who envisage President Ike subjecting himself to the cross-fire of Washington's hard-shelled journalistic corps at regular "air" news conferences expect too much.

President Ike liked the reaction to his question-and-answer stunts used during the campaign. An unseen announcer would ask a question (hand-picked, of course) and Ike had a prompt, off-the-cuff response. We should expect some variation of that technique in the White House reports.

To us, the most pleasing aspect of these developments is that there's hardly a murmur of opposition from the "press." A few short months ago (before the Presidential campaigns) any inkling of scheduled pick-ups from the White House or Congress, would have evoked sharp criticism from many of our printed page contemporaries.

Page 106 • February 9, 1953
Late last year (November 5-11 and December 1-7, 1952), The Pulse, Inc., made its first Kansas City radio listener survey. The results, like those of all previous Kansas City surveys, are phenomenally "KMBC-ish"—! Here's what we mean—

9 of the top 11 nighttime programs are on KMBC!
9 of the top 10 five-a-week daytime programs are on KMBC!

For years this picture of KMBC dominance in the Kansas City primary trade area has been a well established fact. The new Pulse of Kansas City shows the same wide margin of superiority. More important, the superiority exists hour after hour, day in and day out. Yes indeed, the Pulse-beat in the Heart of America is KMBC—listener preference that means more impacts and more sales per advertising dollar.

Any Free & Peters colonel or member of the KMBC-KFRM sales staff has the entire Pulse story, and a lot of other information of utmost interest to you.

WRITE, WIRE OR PHONE your nearest Free & Peters office or KMBC-KFRM at Kansas City. Sell the whole Heart of America, wholeheartedly with . . .
In this rich market area, 10.3% of the national drug sales are made. This area is thoroughly covered by one single influential voice. That voice is WJR, which effectively and economically covers all this vast market area, day in and day out. Increase your sales in this vital 137 county area. Use WJR, the Great Voice of the Great Lakes.

For more detailed information, contact WJR or your Christal representative today!