Like girls go for mink

Just like girls go for mink, 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 big results at low cost. 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 big results for you, too—at low cost. Get your Forjoe man to give you all the details.

IN BALTIMORE
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
Awed by its size and power, the Northwest's Chippewa Indians called the Mississippi River the Mee-zee-see-bee, "Mighty Father of Waters." It flows through nearly 100 counties all the way from Minneapolis to the Gulf.

**Mightier than the Mee-zee-see-bee!**

Think then how awed the Chippewa would be at 50,000-watt WCCO (Mighty Granddaddy of All Radio Stations!), which surges through 109 counties in four states alone—reaching more people in 82 of these counties than any of the more than 200 other stations heard throughout the entire area.

Compared with other Twin Cities stations, WCCO is overwhelmingly dominant in the Minneapolis-St. Paul market, too. WCCO captures a bigger audience, on the average, in one evening than the next-best station does in seven... and delivers this audience at a 31% lower cost-per-1,000 than any other station!

How? For details, powwow with CBS Radio Spot Sales or... **WCCO**

*STANDARD AUDIT AND MEASUREMENT SERVICES, 1963*

*CBS Radio - Minneapolis-St. Paul*
A direct survey of 750 North Texas Television sales and service dealers, with a better than 50% return, gives an unqualified answer to the question:

"What Television Station delivers the best picture and audio signal in your area?"

**HERE'S THE RECORD:**

- **97.4% MORE FIRSTS** for KRLD-TV than the Second station:
  - KRLD-TV—220; Sta. “A”—113; Sta. “B”—23

- **53.8% MORE FIRSTS** for KRLD-TV in combined First and Second places:
  - KRLD-TV—340; Sta. “A”—221; Sta. “B”—139

The men who sell, install and service Television Receiving Sets Know Best!

---

The lists of Dealers used in this survey were supplied by the distributors of the major TV lines sold in the north Texas area.

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon, Chairman of the Board

Clyde W. Rembert, President

**THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE**

The Branham Company Exclusive Representative
SPIRITED activity last week on FCC reorganization but no announced result. Chairmanship and new appointments were discussed in high places, with prospect that things will jell this week. Still best bet: Rosel Hyde to Chairmanship, but with appointments to two vacancies still wide open. One appointment expected to be practical broadcaster and other executive experienced in public utility-common carrier field to take over detail of Chairman Paul A. Walker, whose forte is telephony.

THAT million-dollar TV BMB-type project unveiled at NARB's TV board meeting several weeks ago is meeting unexpected complications even in exploratory stage. Recalling BMB's strictures, NARB's first forays into TV measurement field have led to adoption of "extreme caution" policy.

LONG RANGE prognosticators in Washington, notably after visit here fortnight ago of Adlai Stevenson, are now predicting 1956 ticket: Stevenson and Lyndon B. Johnson, Senate minority leader from Texas, and only man in Congress identified with both AM and TV ownership. Mrs. Johnson owns KTBC-AM-TV Austin.

WHILE PRINCIPALS in Marciano-Walcott fight signed last week for title bout in Chicago April 10, details on radio-TV-movie rights were still in negotiation. Report is Gillette will pay $250,000 for radio-TV rights and IBC has scaled Chicago Stadium at $750,000, making it $1 million match. While Chicago and Milwaukee will be blacked out locally on TV, radio coverage won't be restricted.

ANOTHER SESSION on direct radio-TV broadcasts of President Eisenhower's news conferences scheduled for this Wednesday by James C. Hagerty, Ike's news secretary, with representatives of Radio-TV Correspondents Assn., but with little likelihood of definitive result. White House is still exploring most expedient means of developing "report to nation" type of presentation but hasn't yet found answer.

NARB's newly formed Television Information Committee, set up last month to resist frontal attacks, whipped into action last week. Chairman Harold Fellows, NARB president, went vehement protest to Mrs. Ogden Reid, publisher of New York Herald Tribune, against editorial on N. Y. State Commission TV report ridiculing commercial TV on educational and cultural programming. Mr. Fellows asked that in interest of "accuracy and fair play," Tribune publish complete list he would supply of educational and cultural programs now telecast on New York City's seven stations.

PRELIMINARY meetings between Florida Citrus Commission and J. Walter Thompson executives in N. Y. this week set stage for final budget negotiations next week in Lake- land, Fla. Budget may run $3 million as compared with last year's $2.6 million.

EVERETT HOLLES, veteran newsman, will be named this week to succeed Hollis Seavey as director of Washington operations of Mutual. Since joining MBS, August 1950, he has moderated Reporters Round-up and has served as White House correspondent for network. Mr. Seavey has joined Clear Channel Broadcasting Service as director [B4T, Feb. 23].

REPORTS of sale of KONA (TV) Honolulu, second TV station in Hawaii, have this much in fact: Herbert M. Richards, owner of all voting stock, is in hospital after being stricken with heart attack just before Christmas. He subscribed to all voting stock, but only paid for 25%. It is other 75% which is object of negotiations with West Coast industrialist.

FCC last Thursday had good day before House Subcommittee on Appropriations to justify budget estimate of $6 million for 1953-54 fiscal year. That was Truman estimate. Bureau under GOP has asked for revised estimates looking toward reduction. That matter was subject of Feb. 23 special meeting of FCC.

WATCH FOR U. A. Sanabria, TV pioneer, proprietor of American Television Inc. and American Television School, Chicago, to petition FCC to withhold final approval on color TV. Mr. Sanabria and his engineers are currently working on three-dimensional TV device, which he feels should be part of any TV receiver. Such ruling, he thinks, would benefit both manufacturers and general public.

STRICLY in background thus far, American Institute of Television Mfrs. now ready to launch nationwide publicity drive in effort to attract electronic inventors. Understood only two manufacturers are paying nominal AITM dues, possibly because as association claims big companies milk profits from struggling inventors. AITM affiliate, Preview Television Corp., placing quarter-a-half-hour TV sets in motels.

FLORIDA-INSPIRED move for Miami Beach as 1954 NARTB convention site drew C. E. Arney Jr., secretary-treasurer, to resort on official inspection mission.

NEW company, Films for Television Inc., entering syndicated TV field. Principals are Charles W. Phelan, veteran New England broadcaster, and Ralph Matheson, former owner of WHDH Boston, now heading Matheson Co. Company will headquarter in Boston area.

LEAD STORY
Support gained for proposal that FCC let competing applicants set up interim TV station together pending final grant. Page 27.

ADVERTISERS & AGENCIES
TV networks are coming up with special inducements to keep clients on the air this summer, and some advertisers are thinking of repeating, as summer fare, the better shows of their winter season. Page 28.

FACTS & FIGURES
New Katz Agency study analyzes radio audience in 18-hour daily bloc. Page 32.

GOVERNMENT
State-run educational TV network scored by special temporary commission that studied noncommercial television in New York State. Page 40.
FCC grants 19 new TV stations, four of them to "married" applicants. Page 44.
There are 68 FCC staff jobs unprotected by Civil Service that the Republican administration can shuffle at will. Page 46.

TRADE ASSOCIATIONS
Agenda is set for the NARTB's 31st annual convention at Los Angeles. Page 58.
Station Representatives Assn. proposes "Crusade for Spot Radio" to be financed by contributions from stations. Page 62.

STATIONS
Of the 19 new TV grantees, only one expects to be in operation as soon as Aug. 1 and most are counting on going on the air next fall. Page 64.

MANUFACTURING
NBC's 1952 sales were 18.4% bigger than 1951 and were 23.4% of total RCA revenue. Page 73.

FEATURES
How Crosley TV stations beat the summer slump in audience and advertising with "Operation Sunburst." Page 78.
A financial adviser tells telecasters how to go to Wall Street to obtain capital or tax advantages stock issues provide. Page 80.
A brick company is using radio with spectacular success. Page 84.
Here's a camera control system that cuts TV film costs 20%. Page 85.
TV network showsheet. Page 86.

INTERNATIONAL
Independent Canadian broadcasters will meet with CBC to try to figure out how to apply the Massey recommendations to inject more Canadian content into programs. Page 95.

UPCOMING
March 9-12: Canadian Assn. of Broadcasters Annual Convention, Mount Royal Hotel, Montreal.

March 2, 1953
opens the door to successful selling in a big prosperous market

$1,533,373,000 a year to spend
Delaware, with the highest per capita income of any state, is the heart of this market, which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances

170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that buys.
All It Took was a Ballot...

...To retain English as our official tongue! Post-revolutionary Congress voted on one war-embittered lawmaker's bill to change the language taught in our schools to German. Anti-British feeling was so common that the bill met defeat by only a single-vote margin!

Popularity balloting finds radio KOWH with no such a narrow squeak. 15 consecutive Hooper Audience Reports have placed KOWH first by a 15-point lead with Omaha, Council Bluffs listeners. The chart averaged below for the 15-month period from October, 1951, thru January, 1953, tells the story. Es ist sehr gut!

35.9%

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Jan., 1953.)
NARTB Mails Ballots For Radio Board Election

FINAL ballots for election of directors to NARTB Radio Board — including odd-numbered and at-large classifications — mailed Friday by E. Arnegard Jr., secretary-treasurer. Ballots must be returned to NARTB’s Washington headquarters by March 13.

Automatically elected without opposition [B&T, Feb. 16] are F. Ernest Lackey, WHOP Hopkinsville, Ky.; Dist. 7; Hugh K. Beal Jr., WEMP Milwaukee, Dist. 9; Kenyon Brown, KWFT Wichita Falls, Tex. (incumbent); Dist. 13; R. M. Brown, KPOJ Portland, Dist. 17.

Incumbent directors who did not run for reelection are: George H. Terry, KZL Denver, medium stations; Leonard Kapner, WCAE Pittsburgh, Dist. 3; Thad Holt, WAPI Birmingham, Dist. 5; Robert T. Mason, WMRN Marion, Ohio, Dist. 7; H. Quentin Cox, KGW Portland, Ore., Dist. 17.

Incumbents who are candidates for re-election are William B. McGrath, WHDH Boston, Dist. 1; Harry W. Linder, KWLJ Millmar, Minn., Dist. 11; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kubak, WTTA Thomson, Ga., small stations; Ben Strouse, WWDF-FM Washington, FM stations. Merrill Lindsay, WSOY Decatur, Ill., did not run for re-election as Dist. 9 director but is a nominee in the FM category.

Of those nominated in more than one category, selections were as follows: Paul R. Baltzett, WFFR-FM Frelighsburg, Dist. 15; Victor C. Diehm, WAZL Hazleton, Pa., Dist. 3; Fred Fletcher, WRLA Raleigh, N. C., FM stations; E. J. Gluck, WSOV Charlotte, N. C., FM; Simon Goldman, WITN Jamestown, N. Y., small stations; Robert B. Hanna Jr., WGY Schenectady, N. Y., large stations; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; John F. Meagher, KYSM Mankato, Minn., Dist. 11; G. Richard Shafio, WIST Charlotte, N. C., medium stations; E. D. Smith, KFAC Los Angeles, medium stations; Jim Woodruff Jr., WRLB Columbus, Ga., Dist. 5.

Nominees who withdraw their names from balloting were George D. Coleman, WQBR Scranton, Pa.; Fred A. Sisson, WFTV Orlando, Fla.; Robert E. Ewing, WLOS Asheville, medium stations; Ted Lenzl, WEFM (FM) Chicago, FM stations; James H. Landers, WMAL Washington, medium stations; William B. Quanton, WMT Cedar Rapids, Iowa, medium stations.

ABC PLANS EXPANSION, ADDS AFFILIATES

BROAD expansion of both radio and TV networks of ABC was announced today (Monday) on heels of meeting of top officials with ABC radio stations advisory committee Friday to discuss programs, operations, and general planning with respect to ABC radio alone. Similar meeting for TV will be held with ABC TV stations advisory committee next Friday (March 6).

Network expansion, described by national station relations director Alfred R. Beckman as both "broad and strategic," adds new TV affiliates in 14 markets, bringing total to 95, and extends radio affiliate roster to 362 by addition of five stations.

Described as "notable" among new affiliates were KING and KING-TV Seattle, both becoming basic ABC affiliates. KING-TV operating on vhf Ch. 5 became basic affiliate yesterday (Sunday). KING-AM operating with 50 kw on 1090 kc will effect its ABC affiliation in June, replacing KJR Seattle.

Other new TV affiliates, Mr. Beckman said, will greatly expand ABC television service in Atlantic seacoast, south, midwest, and southwest.

In addition to KING stations, new affiliates are:

KSTV-TV St. Louis (Ch. 38; owned by Broadcast House Inc.; William E. Ware, general manager), starting July 1; WBSF-TV Buffalo (Ch. 17; owned by Regen-Television Inc.; Regenson Smith, general manager), starting June 1; WENS (TV) Pittsburgh (Ch. 16; Telectcasting Co. of Pittsburgh; Larry H. Israel, general manager), starting July 6; KGUL-TV Galveston (Ch. 11; Gulf Television

TV BEATS BATHTUBS

THERE are now more TV sets in use in Chicago area than home telephones or bathtubs, Admiral Corp. reported Friday. W. C. Johnson, vice president of sales, pegged latest TV census at 1,460,000, compared to 1,220,000 telephones and 1,260,000 bathtubs in area. Many cities which have had TV at least five years boast more receivers than phones, among them L. A., Philadelphia, St. Louis, Cleveland and Boston, Mr. Johnson added.

● BUSINESS BRIEFLY

GENERAL FOODS SPRING DRIVE • General Foods, N. Y. (Sure-Jell), planning to start its annual spring spot announcement radio campaign in April in about 125 markets. Starting dates varied following fruit jelly making seasons. Agency: Benton & Bowles, N. Y.

GM BUYS DINAH • General Motors Chevrolet and Chevrolet Dealers to sponsor Dinah Shore musical show on full NBC radio network, Mon. and Fri., 10:10-11:55 p.m. EST, for 15 weeks March 23 through July 3, and also are extending sponsorship of Dinah Shore Show to NBC TV, Tues. and Thurs., 7:30-8:45 p.m., for six additional weeks, through July 2. Agency: Campbell-Ewäld, N. Y. and Detroit.

LIFE ADDS 15 • Life Magazine, through Young & Rubicam, N. Y., adding about 15 markets to radio chain breaks and minutes campaign. Magazine uses announcements three days weekly for 13 weeks to boost newsstand sales.

HUBINGER CAMPAIGN • Hubinger Co. (Quick-Elastic), Keokuk, Iowa, buying minutes, 10- and 15-minute program participations on Don Lee network and 10 other major cities, starting March 16 for 39 weeks. Some TV spots will be placed. Agency: Compton Adv., N. Y.

SPOTS FOR LINCOLN-MERCURY • Lin- coln-Mercury cars, through Kenyon & Eckhardt, N. Y., buying radio spot announcement campaign for six weeks in Kansas City, At- lanta and Jacksonville areas starting about March 29.

THOR ON ABC-TV • Thor Corp. (home appliances) to sponsor "Quick as a Flash" quiz show with Bobby Sherwood, on ABC-TV on alternate Thursdays, 10:30-11 p.m. EST, effective March 12. Agency: Henri, Hurst & McDonald, Chicago.

HOWDY DOODY BUNCE • Continental Broadcasting (Howdy Doody) to sponsor another segment of Howdy Doody on NBC-TV, Mon., Fri., 5:56-6:30 p.m., effective May 6, Wed., 5:5-5:15 p.m. portion and Standard Brands (Royal dessert) starting March 17 adds Mon., 5:5-6:15 p.m. segment. Both contracts signed through Ted Bates, N. Y. Show completely sold out for one quarter-hour on Fridays.

for gradual but steady development of new programs and new talent, aiming primarily for sales for next fall's season. Members volunteered to scout own areas, for programs that might be developed for network use.

ABC group at meetings included Leonard H. Goldsmith, president of ABC's parent AB-P; ABC President Robert E. Kintner, Executive Vice President Robert H. O'Brien; Charles T. Ayres, vice president in charge of radio network; Ernest Vaness, sales representative and assistant to president; Robert M. Weitman, vice president for programming and talent; Oliver Frey, in charge of network relations; Lloyd Schorno, station relations dept. manager; William A. Wylie.

Committee members: Roger W. Clipp, WFLG Philadelphia, committee chairman; J. F. Willy, general manager; Howard L. Logue, vice president; Harvey LaCrosse, W. T. Lanford, KKMB Shebor- ne, WVBX Des Moines, WDAY Minneapolis, WDEF-FM Frank Carman, KPTA Salt Lake City, and A. D. Howard, Jr., WQAC Augusta, Ga. Committee members: J. Archie Morton, WSB Seattle, which gives up ABC affiliation when KING joins, not present.

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The NEW WJBK Guarantees You RATE PROTECTION!

YOU PAY FOR ONLY 250 WATTS on continuing contracts placed now

YOU’LL GET 10,000 WATT COVERAGE when we boost our power

Now . . . more than ever . . . you get more than your money’s worth on WJBK! Buy at the 250 watt rate now . . . pay no more when our new 10,000 watt rates go into effect. This rate protection alone is reason enough why the new WJBK is a radio buy you can’t pass by!

The NEW WJBK Detroit

A STORER STATION
Tops in MUSIC, NEWS and SPORTS

National Sales, Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY
Broadcasting — Telecasting

Antenna Rules Made Final; Other FCC Actions

AMENDMENT of Sub-part C of Part 17 of FCC's rules governing construction, marking and lighting of antenna towers finalized by Commission Friday as proposed last November [B*T, Nov. 17, 1952]. FCC, however, deleted proposed specifications for marking and lighting of guy wires. Proposed Comm. George E. Sterling and Robert T. Bartley dissented in part, favoring extending to 55 ft. present limitation of 20 ft. for uhf masts which may be installed on existing antennas without additional marking and lighting. Amended rules become effective March 30.

Sterling to Raleigh

FCC Commr. George E. Sterling to participate in seminar on uhf TV at Raleigh, N. C., March 4, sponsored by Mr. Welch Television Broadcasting Co., permittee of uhf Ch. 28 WETV (TV) there.

Tampa-St. Petersburg Findings

Proposed findings filed in Tampa-St. Petersburg uhf Ch. 8 hearing Friday by Chief of FCC Broadcast Bureau, holding all three applicants propose operations in accord with Commission rules. "None of the applicants are to be preferred for engineering reasons," he concluded. Hearing record closed Jan. 21. Contestants are WFLA Tampa, WTSP St. Petersburg and Tampa Bay Area Telecasting Corp., St. Petersburg.

D. C. Action Withheld

Commission advised District of Columbia Board of Education it is withholding action on board's application for noncommercial uhf Ch. *26 in Washington pending approval by President Eisenhower of request to Congress for funds to construct station. Asking for more details on program plans and policy, FCC also noted letter from representatives of local cultural-educational organizations asking delay of Ch. 26 action pending exploration of wider community participation in application, possibly with Ford Foundation money. Group met with superintendent of D. C. public schools Friday.

Authorizations to WHP-TV, KMO-TV

WHP-TV Harrisburg, Pa., uhf Ch. 55 granted, authorized to change antenna height from 920 ft. to 910 ft. above average terrain and make other equipment changes. WHP-TV's effective radiated power: 240 kw visual, 120 kw aural.

KMO-TV Tacoma, Wash., uhf Ch. 13 granted, given modified permit to change ERP from 115 kw visual and 58 kw aural to 120 kw visual and 71 kw aural, increase antenna height from 560 ft. to 780 ft.

Flint Hearing Ends


at deadline

NBC PROMISES COVERAGE

DESPITE provision in New York state's civil rights law prohibiting telecast of proceedings of court or committee administrative agency (story, page 72), NBC reported Friday it would cover on television Senate subcommittee hearing investigating Voice of America scheduled for last Saturday. Spokesman said hearing would be carried on WNBT(TV) New York next Tuesday and Wednesday, 2-4 p.m. EST. Other TV networks and stations reported they did not plan to cover proceedings.

NARTB Draws Tributes For Get-Out-Vote Drive

HIGH PRAISE paid NARTB and broadcasters Friday by key Congressional figures and FCC Chairman Paul A. Walker for top award from American Heritage Foundation for industry's role in bringing out record vote last autumn. John F. Patt, WJR Detroit, headed the NARTB campaign. Excerpts from their comments:

Sen. Charles W. Tobey (R-N. H.), chairman Senate Interstate & Foreign Commerce Committee—"Radio and TV broadcasters went beyond the call of duty in serving the public interest. The record vote is a testimonial to both the responsibility of American broadcasters and the impact of their media."

Rep. Charles A. Wolverten (R-N. J.), chairman House Interstate & Foreign Commerce Committee—"We are all proud of the role stations played in what was the most profound and demonstration of Democracy at the polls."

FCC Chairman Walker—"The effective manner in which radio and TV sought and delivered a record vote is in the finest traditions of broadcasting, indicating a high sense of civic responsibility."

NBC-TV Woos P&G

NBC-TV, it's understood, trying to sell Procter & Gamble hour-long, daytime, Monday-Friday strip with P&G using money saved by cancellation of Those Two on NBC-TV. P&G already sponsored NBC's "Kate Smith Show," Monday through Thursday, 4-4:35 p.m. EST, and "Welcome Travelers," 3:45-4 p.m. Monday through Thursday. NBC-TV's reported plan is to have advertiser extend this half-hour to full hour with two new shows. NBC offer supposedly made directly to client, not through its various agencies.

ILL EDUCATIONAL TV

APPROPRIATION of $1 million for Chicago educational TV station will be sought from Illinois State Legislature in bill to be introduced Tuesday by Rep. Charles H. Weber (D-Chicago). He said he would seek emergency action on money for Chicago and similar sum for U. of Illinois TV station at Urbana to beat June 2 FCC deadline on educational reservations. Funds for lake-front fair for Chicago, allocated in 1951, could be used for purpose, he added. Both Chicago and U. of Illinois have extensive educational TV plans (early story page 48).

PEOPLE

SIGURD S. LARMON, president of Young & Rubicam, N. Y., has accepted chairmanship for solicitation of city's advertising, publishing and entertainment industries for 1953 fund campaign of New York chapter, American Red Cross.

LEWIS H. AVERY, president, Avery-Knoedel, appointed chairman of section representative section of New York Red Cross fund raising drive.

GEORGE F. MAEDEL, vice president and general superintendent of RCA Institutes since 1948, appointed chairman of school, BRIG. GEN. DAVID SARNOFF, RCA board chairman, will announce today (Monday). Mr. Maedel, who joined RCA Institutes in 1933 as mathematics instructor, succeeds MAJ. GEN. GEORGE L VANDUSEN (U.S.A. Ret.) who retired, effective yesterday (Sunday).

VAN BEUREN DE VRIES, production manager, WMAL-TV Washington, with outfit since inception, named program director, KRTV (TV) Little Rock, Ark., effective March 1.

ASCAP Affidavit

ALL-INDUSTRY TV Per Program Committee served Friday with ASCAP affidavit supplemental to one filed in August 1951 designed to relieve ASCAP of necessity of issuing per program licenses to stations with blanket licenses from BMI and to permit ASCAP to charge on adjacencies as well as on programs containing ASCAP music. After study, committee will reply and then date for argument will be set, according to Stuart Sprague, counsel to TV Committee. Industry group in July 1951 asked court to set fair fee for ASCAP per program license after lengthy negotiations had failed to achieve agreement between ASCAP and TV broadcasters.

WABC-TV Buys Film

PURCHASE of more than $100,000 worth of film programming from Motion Pictures for Television by WABC-TV New York (formerly WJZ-TV) announced by station Friday. Films, which will occupy 6-7 EST time slot every day but Thursday, include half-hour adventure series and some 175 half-hour western features.

Planning a move to Nashville the 1953 summer season, "The Country Barn Dance" is expected to start on WSM(Radio) in mid-June.

Chandler With WSB-TV

SPURGEON (Spud) CHANDLER, former Yankee pitcher and ex-U. of Georgia football star, last Friday joined WSB-TV as sports director and as first assignment will handle play-by-play TV of Atlanta Crackers (Southern Assn.) [Ch. 6, close Tues., Feb. 16]. He left Yankees Jan. 1 as scout and is celebrated in athletic circles both as Rosebowl player in 30's and as World Series figure.

Meeting Sites Listed For BMI-BAB Clinics

LIST of hotels and cities at which BMI-BAB joint clinics will be held in late spring augmented Friday by following:

New York—Rocheber, Hotel Seneca, June 1-2; Idaho—Boise, Hotel Boise, June 29-30; Iowa—Des Moines, Savery Hotel, June 1-2; California—Los Angeles, Beverly Wilshire, June 19-20; Arizona—Phoenix, Westward Ho, June 17-18; Massachusetts—Boston, Copley Plaza, May 26-27; Nebraska—Omaha, Blackstone Hotel, June 3-4; Ohio—Columbus, Deshler-Wallack, June 3-5; West Virginia—Charleston, Daniel Boone, July 10-11; Maine—Portland, Eastland Hotel, May 25-26; Maryland — Baltimore, Emerson Hotel, June 5-6; Montana—Billings, Northern Hotel, July 6-7.

March 2, 1953 — Page 11
KSTP newsmen "... armed with the best equipment and facilities available, not only beat their competing broadcasters but scored several major news beats on daily newspapers. KSTP's news coverage system can compete favorably with the networks."

—Variety

Some news periods are available
MISSISSIPPI’S FIRST TELEVISION STATION

WJTV

UHF INTERFERENCE-FREE SIGNAL
... WITH VHF COVERAGE

That’s the unbeatable combination we offer in Central Mississippi—one of the nation’s fastest-growing markets. Only last month the Product Performance Division of Philco Corporation, in a survey conducted throughout the area, determined that WJTV is being received ... and clearly received ... in television homes at distances up to 55 miles from our broadcasting site. Here’s a quote from a letter concerning the survey:

“We have had the opportunity of closely observing your station performance since January 20, which was your first day of actual telecasting, and we are very happy to say that your station has made great strides in bringing to this new television market a standard of quality performance far beyond our expectation.

“We feel that your station is delivering quality television signals, with coverage comparable to VHF stations that have been established for many years. Considering that WJTV is only radiating 18,000 watts of power, which is only a fraction of power used on VHF stations, your present coverage of fifty miles radius from Jackson is more than we had anticipated. Naturally, since we are a Philco distributor, we are vitally interested in covering as large a market as possible for the sale of Philco television receivers.

“The Product Performance Division of Philco Corporation recently conducted a sixty mile UHF performance survey of WJTV’s television coverage. This test was conducted over a period of eight days and consisted of sixty-five (65) separate surveys and thirty-four (34) towns and cities, within a radius of sixty miles of WJTV.”

And here’s a sample item from the report ...

“In Tallulah, Louisiana, 55 miles air-line distance west of Jackson, with an antenna elevation of 55 feet, we received 99 microvolts of signal.”

/s/ V. P. Spence
Philco Sales Manager
Cabell Electric Company

We are happy to get the Product Performance Division of Philco Corporation’s field strength survey and to know from these facts that WJTV’s performance is far broader than engineers originally anticipated on paper.

Number of sets? Well, we’re pretty happy about that situation too. As of January 2 of this year—18 days before WJTV hit the air—the RTMA county-by-county survey showed the number at 6,588. But an end-of-February count, derived from a survey of leading distributors and dealers, is 11,300 sets. And it’s increasing every day.

Yes, sir ... we’re doing just fine with television here in Mississippi. WJTV has been on the air only five weeks and has already been programming from ten o’clock in the morning straight on through until almost midnight. WJTV is a full-time, fully-staffed station, operating in one of the most modern RCA-equipped television studios in America.

Controversy about UHF? No, indeed. It’s television ... it’s Operation Smooth ... and Mississippians like it.

WJTV UHF CHANNEL 25

JACKSON, MISSISSIPPI ... JOHN ROSSITER, MANAGER

CBS PRIMARY AFFILIATE ... NBC ... DUMONT ... ABC

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

Represented Nationally by THE KATZ AGENCY
THE PIONEER video daily news program, now in its sixth year on NBC-TV Camel News Caravan, is still providing its viewers "today's news today" for 15 minutes each weekday evening in much the same fashion as it did on the date of its inaugural telecast on Feb. 16, 1948. Nor is that pattern much different from the theatre newswheel formula of news, comedy and cheesecake perfected over the years into a form as rigidly standardized as Greek drama or classical ballet.

Last Tuesday's Camel News Caravan, for example, included a pickup from Omaha where NBC-TV affiliate WOW-TV had just Swayze wore a horizontally striped tie (a pattern that shows up clearly on TV), a comfortably wide-collared shirt of white (or what appeared as white on the home screens) material, and a solid color double-breasted coat whose peaked lapel bore the fresh boutonniere that has become Mr. Swayze's visual trademark just as his closing "That's the story, folks. Glad we could get together" is his oral identification.

Dean as well as fashion-plate of TV's newsmen, Mr. Swayze over the years has perfected a technique of news delivery which permits him to speak straight to (and look straight at) his home audience, with a minimum of his attention given to notes on the news he reports.

This is especially noticeable during his "hopscotch" period which winds up each evening's telecast. As he finishes each news item, its contents apparently absorbed by omission for he has not glanced at it, his right hand gracefully takes it from the pile before him and drops it somewhere off-camera to the right while he reads (if that is the word) the next item without taking his eyes from the camera. Whether this is done by phenomenally memory or by some simple back-stage TV technical trick, it's extremely effective for the viewers at home.

* * *

MY HERO
Sat., 7-30-8 p.m. EST on NBC-TV.
Sponsor: Dunhill Cigarettes.
Agency: Biow Co.
Executive Producer: Don Sharpe.
Director: Harold Daniels.
Writers: Robert Cummings and others.
Cast: Robert Cummings, Julie Bishop and John Litel.

A COMEDY SERIES frequently suffers from a generic weakness of plot, and My Hero is no exception. The story-line is obvious and often banal, but the program nevertheless manages to provide a carload of chuckles and occasional guffaws.

In fact, My Hero is at its best when it borders on the farcical. The program under inspection here included some uproarious scenes in which Robert Cummings, as Robert S. Beanblossom, a real estate salesman with the most charm but the least aggressiveness and the lowest sales record in the office, decided to change his ways.

"Gr-rr-rr-rrr," Mr. Beanblossom growled into his mirror, "I'm gonna be a tiger. Just watch me, Gr-rr-rrr..."

But Mr. Beanblossom, who usually is blissfully unaware that people are cold and shrewd in business, occasionally slipped out of his tiger role and went soft. Then, reminding himself that he is not a nice guy but a habitant of the jungle, he turns hard again... and vice versa. These alternating moods are a source of excellent low comedy and provide Mr. Cummings with a show case for his talents as a comedian.

Undoubtedly, the sharpest caricature of the leading players, notably Mr. Cummings, compensate in large measure for the program's paucity of plot. Julie Bishop gives a finished performance as Julie Marshall, the boss' secretary, who often surmounts great odds to keep Mr. Beanblossom's job for him. And John Litel lives up well to the stereotype of the boss who is continuously harassed by Mr. Beanblossom's blundering but will not permanently discharge him because he is really a warm-hearted person underneath a cold-blooded exterior.

My Hero is not likely to establish any records for longevity as a television series. But it will provide a pleasant interlude until viewers become tired of the nice-guy-turned-tiger theme.
MENNEN Co. becomes co-sponsor of Broadway TV Theatre on WOR-TV New York with contract worked out by (l to r) Warren Wade, station mgr. and exec. prod. of drama series; Ben LaRue, station salesman; Leonard Colson, adv. mgr., Mennen; Basil Matthews, acct. exec., Kenyon & Eckhardt.

CAKE-CUTTING marks fifth anniversary of WLWT (TV) Cincinnati: L to r: B. C. Barth, adm. ass't. in TV; John T. Murphy, v. p. in charge of oper., and Lin Mason, prog. dir.

FOUR A's exams for young persons interested in advertising are promoted on KPRC-TV Houston by (l to r) Robert N. Aylin, Houston chm. of AAAA examinations group and pres. of his own agency and Dick Gottlieb, m. c.


- WDSU-TV — Louisiana's first television station—is first in more ways than one!

Our coverage of the recent multi-million dollar Gulf of Mexico fire is a typical example. WDSU-TV was first on the scene to report and take pictures of the event. Our "Esso Reporter" not only beat all local opposition to coverage of the fire, but also provided the tv networks with first pictures for national coverage of the big story.

This is another sure-fire indication of our intention to be first on the scene always!

- Write, Wire or Phone BLAIR-TV!
For the best spot, at the right time, at the right place.

some spots are better
A cashier's cage isn't the only spot loaded with loot—you'll find the big money in the 9 television markets represented by NBC Spot Sales.

Advertising on these 9 stations can take you into 11,000,000 TV homes! That's half the TV homes in the United States, the better half. Families in these areas are your most prosperous prospects. They earn more, 25% more...they spend more, 13% more, than the U.S. average.

If you have a glittering gleam in your eye for dough, call your NBC Spot Television Salesman.

representing TELEVISION STATIONS:

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RICHARD W. SIERRK, advertising manager of Ironrite Inc., makers of electric ironing machines, found himself confronted by a problem when television reached its postwar popularity.

"Human nature being what it is, the appliance salesmen were letting people come to them for television sets, not spending much time digging for Ironrite sales," he says. "Dealers and distributors were all wrapped up in their television set business to the extent that white goods were being neglected."

Although Mr. Sierk thinks Ironrite is a top product and says postwar demand was and continues to be great, "I must admit television gave us some anxious moments."

Mr. Sierk found the solution simple by making use of an old axiom: "If you can't lick 'em, join 'em."

"That's just what Ironrite did by putting its advertising on television, so that the same people who had been running to salesmen to write up a television set sale, now came running to the same salesmen to write up an Ironrite sale."

Mr. Sierk and Ironrite entered television "rather quietly" in May 1949 with a series of 12 five-minute films on a dozen stations. The series, *Petticoat Parade*, featured two minutes of entertainment, two more minutes of ironing demonstration with no commercial mention of Ironrite, then "a one-minute payoff commercial."

**Prospects Showed Up**

The Ironrite people couldn't help but be enthused, Mr. Sierk relates, because prospects started showing up the day after these programs—and buying.

The uninterrupted demonstration formula was retained by Mr. Sierk when Ironrite started planning for expansion in the television medium. "Ideally," he says, "an Ironrite commercial should contain 2½ minutes of uninterrupted demonstration. That could be accomplished with a half-hour show which permitted a brief introduction, the solid middle commercial and a brief payoff at the end."

Thus, in September 1950, Ironrite launched *Hollywood Screen Test* on ABC-TV with a basic list of only eight stations. Today the list is up to 25 and still is increasing as new stations and availabilities open up, Mr. Sierk says.

Mr. Sierk is sold on the live TV commercial: "We chose live commercials because there is so much more credibility in such a demonstration. The viewer knows that on film an ironing operation could be shot and reshoot until perfect. We prove with our live commercials that it's really simple to iron anything on an Ironrite. We've even used a nine-year-old girl on the commercial to get across the point."

**Sales Figure Cited**

The success of Ironrite's method of television advertising is demonstrated, Mr. Sierk would add, by sales figures "that give us as much as 50% of the ironer business in the areas where our TV is running."

Mr. Sierk joined Ironrite in the fall of 1945 after service as an officer with the Army tank destroyers. He had been graduated in 1940 from the U. of Michigan Journalism School, afterward spending a year doing publicity for the National Exchange Club in Toledo before his Army service.

The Ironrite advertising manager was born in 1917 at Warsaw, N. Y. He is married to Virginia Joffa Sierk and the pair have three children, Ricky, 8, Judy, 6, and Barbara, 1.

Mr. Sierk belongs to the AmVets, PTA and the Detroit Sports Guild, but says he is not very active in any because of his extensive travel for Ironrite.

But he "loves sports and will spend every night at Madison Square Garden when in New York if commitments permit."

Mr. Sierk handles all Ironrite's advertising and sales promotion activity with the help of Brooke, Smith, French & Dorrance, New York agency.

**Sees Greater Reach**

He hopes to see the time when Ironrite's television advertising will reach 95% of the country's people, "rather than the approximately 45% currently reached."

His ambitious plans for Ironrite seem to have been at least partially accomplished: "I once looked forward to administering a million dollar budget. Now it is very close to two million."
Experience has made KOIN the number 1 radio station in Oregon and Southwest Washington.

The BEST programming "know-how" stems from service and understanding by experienced personnel who are part of the community.

Six out of every 10 members of the KOIN staff have been with the station 10 years or longer. Eleven staff members have served with KOIN more than 20 years.

The average service of the entire KOIN staff is above 11 years....All this radio experience, the finest in the Pacific Northwest, is yours when you use KOIN. There is no need to take less...when you can have the best.

This 20-year pin is a symbol of that basic ingredient in successful advertising—"know-how".

KOIN and KOIN FM • Portland, Ore.
Agency Recognition

EDITOR:

There is no publication in the industry closer to me than Broadcasting-Telecasting, to which I believe I have been a constant subscriber from the first edition. It is truly representative of the whole cross-section of the industry and it reflects a masterful job of reporting and editorializing.

Charles J. Zeller
Vice President
Director of Radio & Television
Guenther-Bradford & Co.
Chicago

* * *

Before . . .

EDITOR:

. . . . Your new magazine is such a complete change from the old that I don't know, frankly, whether I like it or not. It’s sort of like having a black haired wife who goes down to the beauty parlor and comes out a cotton top. . . . I'll let you know later. . . .

Alex Keese, Manager
WFVAA Dallas

[EDITOR'S NOTE: Above letter was dated Feb. 26.]

. . . and After

EDITOR:

I'm beginning to like your new format. I find it easy to read and it seems to contain more stories and feature articles. So here's my vote for the restyled Advertising & Telecasting.

Alex Keese, Manager
WFVAA Dallas

[EDITOR'S NOTE: Above letter was dated Feb. 26. Mr. Keese was among the minority of readers who reserved judgment on the restyle and those who are, the editors are gratified to report, beginning to like the change.]

* * *

Cover Story

EDITOR:

This world is upside down enough without "my bible" falling heir to the despair of the business.

I have just sat down with the Feb. 16 issue of B&T; my desk is reasonably clean; most everyone else in the office is out to lunch; I am ready to lean back and have a casual ciggar from the desk; but instead I am about to transcribe a letter which I believe is truly representative of the whole cross-section of the industry and it reflects a masterful job of reporting and editorializing.

El Paso Passed Up

EDITOR:

We are amazed that B&T would let John Crandall’s article on the future of TV slip through [B&T, Feb. 9]. It does irrevocably damage to the omitted markets by planting a seed in the minds of timebuyers that those markets do not merit consideration. It also
Winter Cheesecake

EDITOR:
I know that during the good old summertime you receive plenty of pictures of bathing beauty contest winners and “cheesecake” in general. However, I am sure the enclosed picture, taken in the middle of winter, is news worthy. It is of Miss Sally Ardrey, our entry in the beauty contest held during the Pageant of Sara Desota here last week. It’s easy to see why Miss WSPB won over all to become Miss Sarasota of 1953.

Unsolicited Testimonial

EDITOR: I was ready to dash off a bouquet of roses on my typewriter to the author of that so excellently worded review on Talent Patrol [B.T., Jan. 26] when I suddenly realized that quite a number of ex-G.I.’s must feel the same way I did and that “Open Mike” would therefore be swamped with praises . . . To my great surprise all I could find in this week’s issue (Feb. 9) was a letter . . . in which the reviewer was called everything from a “frustrated ex-PFC” to a “poor man’s John Crosby.” Judging by the signature and address of the writer of the letter must be connected with the Army by several miles of red tape.

I only would like to tell him that if the “product” the Army is “selling” is really all it is...
How Many Medicines In Your Doctor's Kit Came From a Meat Packing Plant?

Actually more than 100 medicines, and medical products that your doctor regularly uses in the practice of his profession get their start in a meat packing plant.

Among them are ACTH and cortisone for the treatment of arthritis, asthma, rheumatic fever, and other ailments, epinephrine for allergies and certain emergency heart conditions.

Other products include surgical sutures and fibrin foam which control bleeding to make surgery safer.

Many, like insulin for the control of diabetes, can be obtained from no other source.

To make these medical products available to your doctor the meat packing companies developed new facilities for saving or processing glands of meat animals, and in "partnership" with the medical profession, promote research for still more life-saving, health restoring medicines.

Perhaps you’d never thought of it before, but doesn’t this important service make the meat packer a sort of right-hand-man to your own family doctor?

Did you know

... that it takes the pancreas glands from 1,500 cattle or 7,500 hogs to make a single ounce of crystalline insulin ... that there are more than 4,000 individual companies in the meat packing industry ... that recovering everything of value (as glands for medicines) helps this service industry bring you meat at a lower service cost from farm to table than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

said to be, its soldiers would be its best advertisement and recruiting would be no problem. But since this is not so the reviewer of Talent Patrol had a right to make some remarks about the "sponsor's product" of which he and myself and thousands of others were dissatisfied "users." .

Bill Grant
Clearfield, Utah

Remote Control
EDITOR:
Your story on our automatic remote control equipment installation at KEAR [B*T, Feb. 2] attracted more than 90 stations requesting copies of our information brochure. We have been forced to set the brochure up in more substantial printed form than the previously planned mimeograph edition, and we would appreciate it if you could advise all who wrote us that there will be a slight delay of about another week before mailings will be completed.

We can handle a limited number of other requests. We asked that postage be included; the amount required to mail it out will be about 30 cents so ask any others to put that much in their request . . .

S. A. Clider, President
KEAR San Mateo, Calif.

Old Grad Roundup
EDITOR:
Since we know of no one in the broadcasting business that does not read Broadcasting • Telecasting, we are hoping that your Open Mike can do us a favor.

We are trying to locate our former members of the WSUI staff and would appreciate it if they would write us their present addresses and the addresses of anyone else they know who worked at WSUI at one time. We are celebrating an anniversary this year and are looking for "old grads" in connection with the celebration.

James P. Wehr
Assistant Program Director
WSUI and KSUI (FM)
Iowa State U.
Iowa City, Iowa

Copyright
EDITOR:
Some of us who have been quite aware of the amendment to the U. S. Copyright Act are, I am sure, more aware of it because of your recent article . . . ["To Broadcast Verse Can Be A Curse", B*T, Feb. 16].
Harvey Olson
Program Manager
WDRP Hartford, Conn.

Capitol Offense
EDITOR:
We have followed with interest the controversy over the Capitol Records "rental" plan. The introduction of this plan last year led to the cancellation by WTVB of their library service as a protest.

The Capitol distributor for our area has been . . . telling [stations] that 5000 watt WTVB and WTVB-FM is happily buying records. Please be advised that we are not. (Buying, that is.)

Love RCA, Columbia, Coral, Decca, MGM and the rest—that's where our record turns come from until Capitol gets wise.

E. H. Munn Jr.
Station Director
WTVB-AM-FM Coldwater, Mich.
Tough enough getting an elephant into a TV studio . . .
let alone trying to make him perform. Easier way, of course,
when you want to sell elephants or something else that's really
BIG, do it effectively and at low cost, is to . . . USE FILM.

For complete information write to: Motion Picture Film Depart-
ment, Eastman Kodak Company, Rochester 4, N. Y. East Coast
Division, 348 Madison Avenue, New York 17, N. Y. Midwest
Division, 137 North Wabash Avenue, Chicago 2, Illinois. West
Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Cali-
fornia.
TV Aces... 
back to back

DOUBLE PLAY

Starring Durocher and Day

NOW... 39 QUARTER HOURS AVAILABLE!

Greatest TV sports pastime... "Double Play" with Durocher and Day! This delightfully witty couple entertain outstanding figures in the world of sports... Casey Stengel, Bob Waterfield, Bob Feller, Florence Chadwick... and many more. They sit and chat right in the Durocher living room, discuss everything from batting averages to the life of a baseball wife. Fans who enjoy this kind of warm, friendly show prove their loyalty at the sales counter.

OLD AMERICAN BARN DANCE

Tremendous Appeal at Low Cost

Twenty-six fun-filled half-hours with famous National Barn Dance entertainers. Starring Bill Bailey as emcee, with Pee-Wee King, Tennessee Ernie and many others. The kind of program that regional and local advertisers can be proud to use. Wholesome entertainment that leaves a "pleasant taste"... a feeling of the stability and desirability of the advertiser's product.

AND LOOK AT THIS "FULL HOUSE" OF SALES WINNERS!

COUNTERPOINT (Rebound)
HEART OF THE CITY (Big Town)
HOLLYWOOD OFF-BEAT
THE CHIMPS
SLEEPY JOE
ROYAL PLAYHOUSE ( Fireside Theatre)
STUDIO TELESCRIPTION LIBRARY

For information write or call

UNITED TELEVISION PROGRAMS

New York
444 Madison Avenue -- PL 3-4620
Chicago
360 North Michigan -- CE 6-0041
Hollywood
140 North La Brea -- WE 8-9181
on all accounts

SAM NATHANSON, vice president in charge of sales and distribution for Helen Ainsworth Corp., Beverly Hills, has more than 30 years in different phases of the motion picture industry to give him the experience in showmanship he believes is desperately needed in TV.

Convinced TV entertainment will improve in quality when the sponsor places his confidence in the producer, he believes “the day will come” when producers will prove they are qualified showmen who consistently can incorporate in their productions those elements which guarantee the largest audience potentials.

“When TV was born, the industry was considerablly under the influence of men who were technical experts, but unconditioned in showmanship.” Now, Mr. Nathanson asserts, “there must be a trend toward personnel who have this flair for producing, selling and promoting their product.”

A native of Chicago, educated at Western Institute, that city, and City College in Detroit, he entered show business in 1915.

Moving on to New York, he became stage manager of the play, “Blossom Time.” In 1921 he joined Standard Motion Picture Co. in Detroit as a film salesman. Returning to New York, he became affiliated with Producers Distributing Corp.

The next seven years found Mr. Nathanson back in Detroit as city sales manager for Columbia Pictures Corp., after which he was transferred to Los Angeles.

After a period of organizing film distribution companies, he and his son, Stuart, opened a public relations firm and handled publicity on such motion picture productions as “Red Shoes,” “Macbeth,” “Quartet” and “Cyrano de Bergerac.”

Last summer he joined forces with talent agent Helen Ainsworth and now is preparing for stepped-up television activity. Supervising national distribution of The Adventures of Patches, half-hour film series, is the first step, and Mr. Nathanson is constantly on the lookout for other products.

Now setting up agency representatives in major cities in Europe and South America, Mr. Nathanson recently completed a coast-to-coast tour establishing distribution offices in this country.

Mr. Nathanson married the former Rae Davis some 30 years ago. Their family consists of son Stuart, a Hollywood children’s TV program packager, and a daughter, Gloria, now Mrs. Irving Milberg. The Nathansons make their home in Hollywood where he sometimes indulges in his principal hobby, golf.
Hooper's HIGHEST In Des Moines!

**MORNING FIRSTS**
KRNT continues its dominance in the morning with 21 firsts (1 tie) out of 22 rated periods, 6:00 a.m. - 12:00 noon.

**AFTERNOON FIRSTS**
KRNT continues its dominance in the afternoon, too! Of the 24 rated periods from noon to 6:00 p.m., KRNT has 23 firsts and 1 second.

**EVENING FIRSTS**
KRNT continues its dominance in the evening, too! KRNT racks up 37 firsts and 23 seconds out of 63 half-hour evening periods from 6:00 to 10:30 p.m.

- Any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. Any KRNT personality show is the highest-rated local show. These ratings assure you of the BIG-time buy when you buy KRNT.

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

SOURCE: C. E. Hooper Audience Index, City Zone, November 1952
BARTLETT SUGGESTS INTERIM GRANTS FOR COMPETITORS

CBS President Frank Stanton seconds proposal by California TV channel competitor Paul R. Bartlett that the FCC grant interim TV construction permits and licenses to joint trusteeships of competing applicants, with the victor reimbursing the loser for his investment and sharing interim profits after FCC's final award of channel.

REVOLUTIONARY plan for accelerating the spread of TV service across the country by permitting non-FCC TV stations before instead of after FCC hearings and their operation on an interim basis until a decision is proposed in a letter sent last week to all applicants for TV now waiting FCC hearing.

Proposer is Paul R. Bartlett, president and general manager of KFRE Fresno, Calif., for whom the delay caused by competitive applications is no mere academic problem since KFRE and KARM Fresno both have applications on file for a station on vhf Ch. 12 in that city.

Mr. Bartlett's proposed solution for himself and all other competitive applicants is for a combined interim operation.

"It is proposed," he states, "that two or more competing applicants in a community cause a new 'trustee corporation' to be formed for the purpose of obtaining an interim license and operating the station during litigation over final exclusive right to use the channel by one of the applicants."

Stockholders and directors of the "trustee corporation" would include one or more "public members," community-minded citizens with voting power to decide any disputes arising among the individual applicants, who would jointly finance the interim operation.

Competitors' Agreement

Plan calls for agreement among the competing applicants and the FCC that the Commission waive its multiple application rule for the duration of the interim operation period and for the conclusion of the trustee operation when a final decision as to the licensee is made.

At that time the successful applicant would purchase the assets of the trustee corporation so as to repay to the loser his original investment plus his share of any operating profits or minus his share of losses.

Immediate approval of plan was voiced by Frank Stanton, president of CBS, who said: "The general approach suggested by Paul R. Bartlett represents a significant and constructive suggestion for the solution of one of the most critical problems now facing the FCC, the industry, and the television public. In existing circumstances and under present procedures, large segments of the public are being deprived of that choice of programs which is necessary to the health of a competitive industry. As a result, the pressures on the Commissioners and staff of the FCC are enormous and the economies of the broadcasting and manufacturing industries are being unnaturally retarded."

Interim Method

"The method suggested by Mr. Bartlett of permitting competing applicants on a temporary basis to join forces so as to put television stations on the air during the many months and years which the Commission must necessarily consume before it can decide among the competing applicants, would eliminate these difficulties. The plan therefore deserves the most serious and constructive consideration by all those who are interested in the early full maturity of television."

Mr. Bartlett's "general outline" in full text:

The Need

"There are 69 markets of 25,000 population or more without TV stations and where competing applications may prevent the building of new stations for several years. In addition there are 51 communities which now have only one station and cannot normally expect to have another for many months. In the latter group of communities there are three and a half million families with receivers who are confined to one program service."

The Problem

"Despite its establishment of orderly rules of procedure and efforts to speed the handling of applications, the FCC now faces a backlog of some 900 TV applications, many of which will require competitive hearings involving lengthy testimony. Meanwhile public and Congressional pressure is mounting for additional TV service."

Solution

"Some method needs to be found whereby new stations may be built at once and operated on an interim basis pending final FCC decision as to who the eventual licensee will be. This method must preserve for competing applicants their legal rights."

Method

"It is proposed that two or more competing applicants in a community cause a new trustee corporation' to be formed for the purpose of obtaining an interim license and operating the station during litigation over final exclusive right to use the channel by one of the applicants."

"Participating in the 'trustee corporation' as stockholders and directors would be one or more community-spirited citizens or public members who would have voting power to resolve any conflicts among the competing applicant stockholders in the temporary operation. Capital contributions would be provided jointly."

"In the case of two competing applicants the stock could be held 49% by A and 49% by B, with the public member holding 2% and forming the third man on the directorate. The variety of other combinations could be used to suit individual needs."

"Among other things the competing parties would agree:

A. Ask the FCC for a waiver of the multiple application rule and agree to having a license granted to the "trustee corporation" on an interim basis pending final decision in the hearing between them.

B. Agree that no testimony based on the opponents operating the station under the trusteeship would be admissible as evidence in the hearing.

C. Agree that the applicant who is finally successful would purchase the assets of the trustee corporation in such a manner as would return to the loser all his original investment plus his share of any operating profits or losses.

D. Agree to employ independent management in the trustee operation.

E. Agree with the FCC that the authorization for the trustee operation would end whenever both competing applicants ceased to prosecute their individual applications, and/or at the time a final decision is made as to who will be the licensee. This would provide for termination of the trusteeship and at the same time prevent the parties from effecting a permanent merger without FCC approval.

Conclusion

"Authorization by the FCC for competing applicants to adopt this basis procedure, or a variation of it, would serve public interest by:

1. Permitting the almost immediate operation of many new stations in presently unserved or underserved areas.

2. Preserving for competing applicants all their individual rights to orderly presentation of their cases for eventual full ownership of the stations.

3. Encourage more permanently competitive industry by reducing the tendency of competing applicants to merge permanently in order to avoid costly and protracted delays.

4. Ending or shortening the present or future monopolies caused by one or two stations operating in a market while lengthy litigation delays use of other frequencies.

5. End the anomalous situation which sometimes finds the strongest and best qualified applicants in a community unable to provide service because of competitive applications while less well prepared applicants succeed to the use of channels through the fortuitous circumstance of being unopposed."
ADEUTERIS & AGENCIES

REPEATS, DISCOUNTS IN SUMMER PLANS

TV advertisers are making their 1953 summer plans as such things as inducement discounts are dangled before them, along with ideas that include summertime repeats of the past winter's better offerings.

TV networks and advertisers are slowly coming around again to the problem of the summer program. In a cross check of this seasonal action, B & T learned:

The networks are beginning to develop their proposed plans with respect to "incident set last" calculated to keep sponsors on the air throughout the summer.

CBS-TV officials reported that their special inducement this year would be comparable to that of last summer, when virtually all CBS-TV sponsors remained on. This year, shows in Class A time periods will be eligible for 30% program rebate during the eight-week period starting July 5 and ending Aug. 29. Last year the rebate was 25%. Officials said that this year, due to overall liberalization of the network's discount policy, no additional time discount will apply. The incentive plan is available to all currently contracted time periods with network origination in Class A time, plus all new business starting not later than the week of April 5.

NBC-TV Considers

NBC-TV, which offered special summer inducement concessions last year, is currently considering the question but as yet has come to no final decision, an official reported.

Several advertisers, in another approach to reduce costs, are studying the present set last year and currently considering a similar inducement for this year. As an example, Christie's, which had a successful extension policy during the summer, is reportedly planning to offer a similar program this year.

Summer Replacements

Two shows which this year will definitely take on summer replacements are Mama, sponsored by General Foods on CBS-TV, and Rex Button, same parent company, same network. Several shows, it is known, will proceed through the summer without hiatus. Two of these are My Little Margie on CBS-TV (Philip Morris) and Pepsi Cola's Short Short Stories, also on CBS-TV.

The "no vacation" policy will also obtain generally for the syndicated film productions. The film packagers as a rule negotiate their contracts with the stations on a broad 28 or 39 week basis, with a minimum term of 26 weeks.

One of the large syndicate firms that expressed unconcern with the summer hiatus problem is the Frederic W. Ziv Co. An executive there pointed out that Ziv offers its television programs "on a firm 28 week basis only."

Similarly, Aaron W. Beckwith, sales director of United Television Programs, declared that many advertisers are working on a 52-week basis though the company prescribes a minimum of 26 weeks. He said "There is no such thing as a summer hiatus for us," attributing the increased business activity to new stations coming on the air and to "a continuous education of the advertiser to keep their messages before the public all year round."

Halsey V. Barrett, eastern sales manager for Consolidated Television Sales, noted that most of their contracts are for 39 or 32 weeks and therefore "the summer constitutes no problem for us." He observed that "repeat" showings of films are popular because many new stations have come on the air and a heavy portion of the audience of older stations may not have viewed the show during its first run.

N. Y. Area Drug Stores Set Merchandise Plan With WOR

AN extensive merchandising tie-in involving WOR New York and the Pharmaceutical Council of Greater New York, an organization representing more than 4,000 independent drug stores, has been announced jointly by William Crawford, WOR sales manager, and Dominick Forlizzo, president of the Council.

WOR's part in the project will include a 15-minute Monday-through-Friday program, "Tele-test," which will carry institutional announcements as well as commercials promoting the interest of druggists. The station will continue to carry anniversary spot announcements in the area and will schedule interviews with leaders in the drug field.

The council has pledged the cooperation of participating drug stores. They will display WOR-advertised merchandise prominently and make use of merchandising aids. Wholesalers will also assist. Drug Store Advertising Assoc. made arrangements for the tie-in.

Dunhill Plans for Its Cork Tip

DUNHILL king-size cigarette will introduce a new cork-tipped style in addition to its plain tip product, effective March 16 in four key states, California, Texas, Massachusetts, and Ohio. It will go national on April 13.

Intensive radio spot announcements will be used in the four test states. The newest version will also be promoted on Dunhill's NBC-TV program, My Home.

In the last 18 months, Dunhills were intensively promoted in television, newspaper and radio campaigns from coast to coast. As a result, Dunhill executives announced, it has a firm grip on the 500 market with an impressive sales gain of more than 600%. Biow Co., New York, is agency.

Tea Firm Ups Radio-TV

NATIONAL Tea Co., Chicago's largest retail newspaper food advertiser, last week quadrupled its TV advertising and also added two radio programs to its local station schedules.

Total value of time, talent and production exceeds $600,000 a year, according to C. H. Lilienfeld, vice president, Schwimmer & Scott Inc., agency which handled negotiations. He said increased commitments make the National Food stores "the largest retail spender of television and radio in the nation." Firm now will use one hour and 10 minutes of TV daily, Monday through Friday—a one-hour program on Saturday, and a half-hour on Sunday. An intensive schedule of TV spot announcements also was announced.

Brand Names Releases Spots

BRAND Names Foundation released to stations throughout the country yesterday (Sunday) a kit containing a series of radio spot announcements keyed to Brand Names Day, April 15. CBS Radio prepared the announcements.

Broadcasting • Telecasting
L&M Defends Chesterfield Advertising Claims

LIGGETT & Myers Tobacco Co. has denied to the Federal Trade Commission that it has made false claims in its radio and television commercials and other advertising for Chesterfield cigarettes.

In its formal answer, filed by the New York law firm, Simpson, Thacher and Bartlett, the company denies that such slogans under attack as much milder, “cooler smoking,” “no unpleasant after-taste” and claims about non-irritating effects are false. FTC is charging “false, misleading and deceptive” claims and “misrepresentations” in Chesterfield advertising for the second time, the earlier suit in October having been dismissed with an appeal still pending.

Chesterfield attorneys also filed several exhibits of printed advertisements and continuity on broadcast commercials. A tentative hearing has been set for March 24 in New York.

Ad Awards for Women

WOMEN'S Advertising Club of St. Louis is accepting radio and TV nominations until March 15 for the annual Freda Proeza awards, given annually to outstanding women in creative advertising. TV awards will be presented by George M. Burbach, general manager, KSD-AM-TV St. Louis, at a May luncheon meeting in the Hotel Statler that city.

Nominations can be sent to Jean Drewett, Gardner Adv., 915 Olive St., St. Louis, for work done between March 1, 1952 and March 1, 1953. Awards honor Erma Perham Proeza, past president of the St. Louis club and the only woman represented in the Advertising Hall of Fame of the AFA.

John L. Anderson Dies

JOHN LUTHER ANDERSON, 67, retired treasurer of McCann-Erickson, New York, died Feb. 21 at his home in Dobbs Ferry, N. Y., after a long illness. He also was a vice president and director when he retired in 1952 after working with the agency since 1919.

In 1922, he was general assistant to the late A. W. Erickson, and Mr. Anderson became treasurer in 1930.

Surviving is his wife, Mrs. Una Page Anderson.

The Clients’ Reactions

METHOD of presenting success stories of sponsored products has been devised by Philip Norman, director of KNX Hollywood Housewives’ Protective League, and Don Ross, merchandising manager for the station and program. Representatives from four sponsors have transcribed off-the-cuff remarks, telling how the sale of their respective products has been aided by the station’s merchandising support.

Participants are Joe Varner, Southern Calif. district manager, Peter Paul Inc.; Lou Casey, L. W. Casey & Co. (manufacturers’ representative for Soliax); Doug Riach, district representative, General Foods; and Ed Belford, advertising manager, McDaniels’ Markets.

Copies of the transcription have been sent to all CBS Radio Spot Sales offices to be used in demonstrating the KNX-HPL success story.

Fellows Tells TV Seminar

Of Advertising’s Role

THE TAXES needed to produce under government operation such spectacles as TV’s coverage of the recent political conventions and campaigns would be intolerable, NARTB President Harold E. Fellows told the Third Annual Regional Television Seminar Friday, opening day of a two-day session in Baltimore.

The seminar was held at WAAM (TV) and Johns Hopkins U., Baltimore in cooperation with American U., Johns Hopkins U., U. of North Carolina, Temple U. and the U. S. Office of Education.

Praises Present System

Contending that the government should not own or control public media, Mr. Fellows said he did not believe that un-sponsored TV “could hope to perform as magnificently as our present system.”

Taking part in a career panel at the seminar were Herbert B. Cahm, WAAM program manager; Jack Harrington, president of Harrington, Righter & Parson; Lester Lewis, Lester Lewis Assoc.; James O. Luce, chief radio-TV time-buyer; J. Walter Thompson Co.; Sig Mickelson, CBS-TV director of news and public affairs; Edward B. Roberts, script editor, Armstrong Circle Theatre; Kenneth Tredwell, assistant vice president, WBTV (TV) Charlotte, N. C.; Charles Underhill, ABC’s TV program department director.

Judges to Choose ‘Lulus’

PANEL of five judges who will select winners in the seventh annual Frances Holmes awards competition, sponsored by Los Angeles Advertising Women Inc., include Frances Corey, publicity-sales promotion director of The May Co.; Kal Jorgensen, executive vice-president, Hixson & Jorgensen Inc.; and John K. West, vice president in charge of NBC Western Div.

Presentation of ‘Lulus’ will be made April 12 during the awards luncheon at the Hotel Statler, Los Angeles.

Southwest Agency Meet

Has Record Attendance

RECORD TURNOOUT of 350 agency executives and guests attended the annual convention of the Southwestern Assn. of Advertising Agencies in Fort Worth Feb. 12-14.

Speakers included Rowland Broyles, president of the agency of the same name, who served as general chairman at the meeting; Frederic Gamble, president, American Assn. of Advertising Agencies; Arthur Towell, president of the Madison, Wis., agency of that name, and Dean J. E. McCarthy, College of Commerce, Notre Dame.

Host chairman for station representatives was Joe Evans of Free & Peters, Fort Worth, while Harold Hough, director of WBAP-AM-FM-TV, was host chairman for station and sales managers.
NEW BUSINESS

Spot


Interstate Bakers, Kansas City, renews The Cisco Kid in 16 markets in Midwest and West for third year.


Western Air Lines, L. A., started spot announcement campaign, week of Feb. 1 for 13 weeks, on KTTV TV KTLA TV KBBH TV KHJ TV KLAC-TV and KECA-TV that city. Agency: Buchanan & Co., L. A.

Piel Bros., N. Y. (Piel's light beer), adds two TV programs in New York area: Sports With Jim McKay on WCBS TV, 11:30-15 p.m. Tues., Thurs. and Sat., and Boxing From Ridgewood Grove on WIZ TV, 9:10-30 p.m., Tues. Agency: Young & Rubicam, N. Y.


Networks

Household Finance Corp., Chicago, starts Frank Goss News on 14 Columbia Pacific Radio Network stations, thrice weekly, 5:45:5:55 p.m. PST, for 34 weeks from tomorrow (Tuesday), Agency Needham, Lewis & Brorby, Chicago.

Chevrolet Motor Div., General Motors, Detroit, starts Dinah Shore on Monday and Friday quarter-hour programs on NBC radio, March 23, in format similar to singing star's twice weekly NBC-TV show for the firm. Agency: Campbell Ewald, Hollywood.

General Products Corp., L. A. (Looz dietary supplement), renews Stuart Craig Show on 46 CFRN, Mountain and Arizona stations, Sat., 12:30-12:45 p.m. PST, for 52 weeks from March 7. Agency: Dean Simmons Adv., L. A.

Liggert & Myers, N. Y. (Chesterfield cigarettes), will sponsor Stork Club Sat., 7:7-30 p.m. EST on CBS TV, effective April 4, every week instead of alternate weeks. Agency: Cunningham & Walsh, N. Y.

Dwight Edwards Co., Vancouver (tea and coffee), started Tea and Coffee Time on Feb. 16 for one year on 15 western Canadian Dominion network stations, Mon., Wed. and Fri., 7:30-7:45 p.m. Agency: Ruthrauff & Ryan Inc. Toronto.

Agency Appointments

Aqua Flor, L. A. (tooth decay preventive for home drinking water), appoints Factor-Breyer Inc., that city. TV is being used.


Joy Hosiery Co., Clifton, N. J., appoints O'Neil, Larson & McMahon, N. Y. Radio TV will be used.


Colonial Savings & Loan Assn., S. F., appoints Wyckoff & Downard Adv., that city.

National Paper Corp. of Pennsylvania, Ransom, Pa. (Swanee products), appoints Geyer Adv., N. Y.


Industrial Tape Corp., New Brunswick, N. J. (division of Johnson & Johnson), appoints Young & Rubicam, N. Y., for consumer products advertising, effective March 1.

Segal Lock & Hardware Co., N. Y., appointed James Thomas Chirurg Co., N. Y.


National Electrical Contractors Assn., Washington, D. C., names New York office of Fuller & Smith & Ross to handle its advertising. The agency has prepared a kit of material for NECA members which includes suggested radio releases.


Universal Detergents Inc., Long Beach, Calif. (industrial chemical products), appoints Roger T. Case Assoc., that city.


Max Factor & Co., appoints Doyle, Dane, Bernbach Inc., N. Y., for Max Factor Lipstick and Pan-Stik.

Colonia Inc., N. Y. (toiletries), appoints Weiss & Geller, New York Inc., N. Y.

Sailor Al's Mercury Motors, L. A., (used car dealer), appoints Holzer Co., that city. Lou Holzer is account supervisor; Blanche Renze and Fred Eggers are account executives. Radio TV will be used.

Miscellaneous

Bozell & Jacobs, Chicago, relocates at 205 N. LaSalle St., same city.

Edw. A. Grosfeld & Staff, Chicago, relocates at 1020 North Rush St.

Marks & Neese Inc., Jackson, Miss., elected to membership in Affiliated Adv. Agencies Network, Madison, Wis.

Page 30 • March 2, 1953
The Greatest Single Advertising Medium In The Fast Growing-Wealthy Pacific Northwest

The XL Stations
KXL-Portland  KXLF-Butte  KXLL-Missoula  KXLQ-Bozeman
KXLY-Spokane  KXLK-Great Falls  KXLJ-Helena

New York 17, N.Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

PLUS
The highest Television Station in the Pacific Northwest

KXLY-TV
Atop Mt. Spokane  Elevation 6018 ft.
KATZ LOGS TYPES IN RADIO AUDIENCE

NEW AUDIENCE measurement concept — total listeners per thousand radio homes, based on sets-in-use and weighted by listeners per set—is used by The Katz Agency, station representatives, in a special study of radio listening in New York radio. Based on Pulse surveys made in January and February, 1952, in 18 major cities, this report shows the number of men, women, teen-agers and children, and total radio listening in 1,000 homes for each of the 18 days from 6 a.m. to 11 p.m., weekdays, Saturdays and Sundays.

These figures, Katz points out, differ from usual audience composition figures which, as a rule, "are listeners per 100 listening homes with no relation to the number of sets-in-use at any given time." Difference is illustrated by a hypothetical example where, at 6 a.m., with 10% sets-in-use, there were 80 men listeners per 100 listening homes and 80 per 1,000 radio homes, while at 6 p.m., with 20% sets-in-use, there were 45 men listeners per 100 listening homes, but 90 per 1,000 radio homes.

Katz data reveals that 8 p.m. is the hour when the largest number of individuals (517) per thousand homes listened to the radio. On weekdays, most male listeners (195) were counted at 9 p.m., most women (276) at 10 a.m., and most children (87) at 6 and 7 p.m. None of the components reached its peak at the same hour as the total. Tabulations also show there are more women listeners than men every one of the 18 hours.

CBS Radio Top Nielsen
For Week of Jan. 18-24

CBS Radio made a clean sweep of the top 10 evening once-a-week network radio shows in number of radio homes reached for the week of Jan. 18-24, according to A. C. Nielsen figures. The inaugural ceremonies presented by ABC, NBC and CBS took the three top weekday slots in the Nielsen report, while CBS shows now comprised the seventh remaining spots on the list.

The listings:

<table>
<thead>
<tr>
<th>Book</th>
<th>Program</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENING, ONCE-A-WEEK (Average for All Programs)</td>
<td>(Programs)</td>
<td>900</td>
</tr>
<tr>
<td>1</td>
<td>Babby (CBS)</td>
<td>7,000</td>
</tr>
<tr>
<td>2</td>
<td>Amos 'n' Andy (CBS)</td>
<td>6,311</td>
</tr>
<tr>
<td>3</td>
<td>The happily-ever-after Show (CBS)</td>
<td>6,311</td>
</tr>
<tr>
<td>4</td>
<td>Our Miss Brooks (CBS)</td>
<td>5,236</td>
</tr>
<tr>
<td>5</td>
<td>realistic (CBS)</td>
<td>4,789</td>
</tr>
<tr>
<td>6</td>
<td>My Little Margie (CBS)</td>
<td>4,650</td>
</tr>
<tr>
<td>7</td>
<td>People Are Funny (CBS)</td>
<td>4,431</td>
</tr>
<tr>
<td>8</td>
<td>Suspense (CBS)</td>
<td>4,322</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey's Scamps (CBS)</td>
<td>4,006</td>
</tr>
<tr>
<td>10</td>
<td>The Gershwin Brothers (CBS)</td>
<td>3,908</td>
</tr>
</tbody>
</table>

**BAB Study Points Up Daytime Serial Impact**

**Effectiveness** of the daytime radio serial drama as an advertising vehicle when used on a regular, continuous basis is pointed out in a new BAB presentation distributed last week to members, advertisers and advertising agencies. Entitled "The Cumulative Audience of 'Soap Operas,'" the report stressed that "nearly one-half of all American families listen to a radio daytime serial drama some time during the week."

Another significant conclusion of the study was that a single average radio soap opera, or adjacent announcement series, enables an advertiser to reach one-fifth of all families in the market on the average of six times in the span of a month.

The report is the third in a continuing BAB series on cumulative, unduplicated audiences reached over a period of time by various types of announcements and program schedules. It was developed from data supplied by Audimeter reports of A. C. Nielsen Co.

**Experimental News Show**

An experimental television news program, which will attempt to study and report on the effects of news events on average persons, will be launched shortly by WPIX (TV) New York in cooperation with the Columbia U. Graduate School of Journalism.

The station reported News-o-rama will be presented Mondays for 12 weeks as a public service. Arrangements were worked out by Walter Engels, WPIX (TV) news director, and Prof. John Foster of the School of Journalism.

**Sports on Upgrade**

Among Canadian Viewers

WHILE sets-in-use dropped to 77.8 during the first week of February in the Toronto area from a January high of 82.2, the bulk of TV viewers tuned to WBEN-TV Buffalo according to rating of Elliott-Haynes Ltd., Toronto. In Montreal, the report shows, sets-in-use continue to rise because of increasing popularity of sportscasts to French and English language groups.

**Sports Top List**

Most popular programs on the Toronto and Montreal CBC-TV stations and sports. At Toronto, NFL football showed a rating of 58 in the Elliott-Haynes report, followed by The Big Revue, 29; Wrestling, 27.8; March of Time, 27.1, and Now's Your Chance, 25.2. Montreal's most popular programs were NHL Hockey 72.5, followed by Wrestling, 66; Basketball, 57.9; Studio One, 55, and Le Nez de Cleopatre, 55.

Broadcasting • Telecasting
in Nebraska

KFOR Lincoln KFOR-TV Lincoln
KOIL Omaha KRVN Lexington

announce the appointment of

Paul H. Raymer Company, Inc.

as their national representative

Cornbelt Broadcasting Corporation
Central States Broadcasting Company
Nebraska Rural Radio, Inc.
KGNC-TV
CHANNEL 4 • 100 KW • E.R.P.
AMARILLO, TEXAS

ON THE AIR MARCH 18, 1953

HIGHEST PER CAPITA RETAIL SALES IN THE UNITED STATES

REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

NBC • DUMONT
### TELESTATUS®

**Weekly TV Set Summary—March 2, 1953—Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>20</td>
<td>29,000</td>
</tr>
<tr>
<td>Boston</td>
<td>45</td>
<td>65,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>40</td>
<td>70,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>35</td>
<td>55,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>50</td>
<td>70,000</td>
</tr>
<tr>
<td>Denver</td>
<td>45</td>
<td>65,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>60</td>
<td>80,000</td>
</tr>
<tr>
<td>Houston</td>
<td>50</td>
<td>70,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>75</td>
<td>105,000</td>
</tr>
<tr>
<td>New York (NYC)</td>
<td>100</td>
<td>150,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>35</td>
<td>55,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>60</td>
<td>80,000</td>
</tr>
<tr>
<td>Columbus (OH)</td>
<td>55</td>
<td>70,000</td>
</tr>
<tr>
<td>Denver (CO)</td>
<td>40</td>
<td>60,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>75</td>
<td>105,000</td>
</tr>
<tr>
<td>New York (Long Island)</td>
<td>90</td>
<td>135,000</td>
</tr>
</tbody>
</table>

**FACTS & FIGURES**

**Movie-Going Is Declining Among N. Y. TV Set Owners**

TV OWNERS in the New York area are seeing fewer movies than they did a year ago, and are more willing now to support subscription television to see first-run movies at home. These reports were issued last week by Advertisers Research, New Brunswick, N. J.

Latest analysis of "The Television Audience of Today" shows that only 43% of viewers queried in January of this year had gone to a movie "in the past month," while the figure was 64% the year before. This year, 55.8% of the respondents said their movie attendance had decreased since getting a TV set, compared with 35.7% in 1952; and 30.2% said there was no change in movie-going, contrasted with 62.3% the previous year.

Another January survey among 750 TV owners disclosed that 52% would be willing to pay to see a first-run motion picture at home, while only 34% said they would a year earlier, according to Advertisers Research. In 1952, the average family was willing to pay 60 cents per picture; in 1953, 51 cents. Results are based on personal interviews.

**March 2, 1953**

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**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.
$2 Million Damages Asked For Films' Release to TV

PRODUCERS of eight theatrical motion picture last week filed a $2 million damage suit in Los Angeles Superior Court against seven distribution companies, charging inadequate distribution and "wrongful" assignment of their product to television, and requesting a preliminary injunction to prevent their films' release to the medium.

Named in the damage suit are Chesapeake Industries (formerly Pathe Industries), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films, Motion Pictures for Television and Motion Pictures Unlimited. Also named, but not for damages, were Bank of Manhattan Co., KTTV (TV) KLAC-TV, Los Angeles, NBC, CBS and several individuals.

The suit was brought jointly by Equity Pictures Inc., Equity Films Inc., Orbit Productions Inc. and Orbit Pictures, and charges the defendants with laxity in distributing the eight feature films and with discrimination against them in favor of other movies.

Equity Pictures Inc. in mid-January [B&T, Jan. 19] obtained a preliminary injunction restraining the same distributors from releasing the feature film, "Shed No Tears," to TV.

ABC-TV-Guild Films Sign For New Network Series

GUILD Films Co. and ABC-TV have signed for the exclusive use of Lash of the West film series on ABC-TV, effective immediately, Reuben Kaufman, Guild president, announced Wednesday.

Transaction represents a departure for the company. Mr. Kaufman noted, because it previously had operated exclusively in the syndicate field. Under contract terms, the quarter-hour Western series will become an exclusive ABC-TV program and will not be syndicated until the network has completed its scheduling. Lash of the West will be expanded from its present 13 episodes to a total of 91.

Film Sales

Frank Wisbar Productions, Hollywood, will start shooting a new block of 44 half-hour films for NBC-TV's Fireside Theatre, March 23, for Procter & Gamble Co. (Duz, Crisco, Ivory). The contract for 1953-54 season was signed for a reported $1,350,000. Agency is Compton Adv. Inc., New York.

Lewis Food Co., Los Angeles (Dr. Ross Dog & Cat Food), has started a weekly half-hour filmed series, Hank McCane Show, on KLAC-TV Hollywood and KRON-TV San Francisco, for 13 weeks from Feb. 26. The series, filmed by Video Pictures Inc., Hollywood, also is sponsored by Lewis Food Co. on KPTV (TV) Portland, KPHO-TV Phoenix and KING-TV Seattle with more stations to be scheduled. Agency is Rockett-Lauritzen, Los Angeles.

Availabilities

Monanto Chemical Co., St. Louis, has announced the availability of a new film on synthetic chemical soil conditioners. The film, "Garden Wise," is a sequel to "Soil Structure: Key to Productivity," an earlier motion picture on the soil conditioner. Prints of "Garden Wise" may be obtained from Monsanto's Merchandising Division.

Cecil B. DeMille's "The King of Kings," famed silent movie, is being offered for TV use on commercial or sustaining basis during the current Lenten season (through April 5) by Cinema Corp. of America, Paterson, N. J., which reserves the right of approval of sponsor and any film editing. Running time: 115 minutes. Sound track consists of music and sound effects, no dialogue. Both 16 mm and 35 mm prints are available, the company said.

Young Men's Christian Assn. is making available to TV stations a half-hour dramatic-documentary motion picture, "My Son's Dad," which sums up contributions of the Y to good citizenship. It was produced for the Y by March of Time with Jack Glenn as writer, producer and director. The film is obtainable at local YMCA branches.

Educational Film Sales Dept., University Extension, U. of California, Los Angeles, announces the availability of Shakespeare's Theatre: The Globe Playhouse, narrated by Ronald Colman. The film visually describes the Globe Playhouse, and shows how the stage was used in the presentation of some of Shakespeare's plays and includes excerpts from some of his plays.

William E. Jordan and Margaret R. Jordan wrote and directed the film, which was produced by the Motion Picture Div., Dept. of Theatre Arts, U. C. L. A.

Production

Frank Ferrin Co., now shooting at Telepix Studios, Hollywood, is producing eight more half-hour programs for CBS-TV's Smilin' Ed's Gang, sponsored by Brown Shoe Co., St. Louis, for the past four years. Being incorporated into the new films are 80,000 feet of color footage, shot in India by Ellis Dungan.

Bing Crosby Enterprises, Culver City, is producing 26 half-hour films for Crown Theatre series, set for April release by CBS-TV Film Sales. Gloria Swanson will introduce films, starring in four of them.

Screen Gems Inc., Hollywood, for first time, is in simultaneous production on two half-hour programs for NBC-TV's Ford Theatre. Edmond O'Brien stars in "To Any Soldier," produced by Irving Starr for release Easter week. Merle Oberon stars in "Allison, Ltd." produced and directed by Mr. Starr and James Nielson, respectively.

Norman and Irving Finchus, producers of Ellery Queen TV film series, telecast last week on ABC-TV from New York, are in Hollywood to produce a pilot film for the film series. Production starts today (Monday) at Hal Roach Studios, Culver City.

Stanley Murphy, Hollywood, has acquired TV film rights to the syndicated comic strip, "Dixie Dugan," from creator-owner J. D. McEvoy. Script assignments have been given to Fred Freiberger and William Tunberg, motion picture writers, and a half-hour film series will go into production shortly.

Filmmcraft Productions, Hollywood, is completing two one-minute TV film announcements, starring Groucho Marx for American Heart Assn. and Sister Kenny Foundation.

Random Shots

Report analyzing the total audience potential available to sponsors of industrial, advertising or institutional films can be obtained upon request from Dynamic Films Inc., New York. Of special interest is an entire section on television, giving facts on the actual dollar value of sponsored films that qualify for TV time.

Paramount Pictures, pleased with successful use of TV film trailers to exploit its new feature film release, "Road to Bali," is in production on one 20-second and two 60-second spots for "Come Back, Little Sheba" and "The Stooge." Four to six 20-second spots are being filmed for "The Stars Are Singing," "Off Limits," "Pony Express" and "War of the Worlds," under direction of Phil Pemberton, trailer department head.

Jerry Layton Productions, New York, radio and TV program productions, has changed firm name to Wilbur Stark-Jerry Layton Inc., and has moved offices to 4 West 58th St., New York 19.

Edward Lewis Productions, Hollywood, has moved to 226 S. Beverly Drive, Beverly Hills. Telephone: Crestview 1-5727.

Warner Bros. is releasing a Red Cross public service vice president, and Edgar B. Stern Jr., president, WDSU Broadcasting Co.; Mayor DeLesseps L. Morrison, and George Gill, advertising director, Miller Brewing Co., which sponsors the film series on WDSU-TV.

SCROLL goes to WDSU-TV New Orleans from the city marking "March of Time Day" and urging citizens to watch the March of Time video series. L to r, Frank Shea, March of Time representative; Robert D. Swezy, executive

Page 36 • March 2, 1953
ABC has a new name in New York...

Yes, WJZ AM, FM and TV now go by a new name... WABC. But this is more than an ordinary change in call letters. It points up the fact that these are ABC's key stations in the nation's key market. Here is one of the first signs that ABC is taking steps to make its owned and operated stations leaders in radio and television in the markets they serve.

THE NETWORK TO WATCH IS ABC!

WABC and WABC-TV
770 ON RADIO
CHANNEL 7

THE KEY STATIONS IN NEW YORK OF
AMERICAN BROADCASTING COMPANY
service film, "You Are the Star," featuring John Wayne, to TV stations about March 15.

**

*Venice Film Festival award to Pictorial Films' "FDR—Hyde Park" was presented to J. Milton Salzburg, president of Pictorial, by the Italian consul general at the New York consulate last week.

**

Hollywood Film Co., 946 N. Seward St., Hollywood, is building eight additional vaults, first step in proposed expansion to 40 film vaults and 20 cutting rooms.

**

Film People

Robert L. Hoover, sales manager of Dick Lewis Studios Inc., Chicago, has been appointed vice president and member of the corporation's board of directors.

**


**

Max Kantor, Passaic, N.J., has been appointed the exclusive, personal representative in the North American continent for Goodwin International (TV films), Johannesburg, South Africa. Mr. Kantor will handle distribution of Boy & Simba and African Visit film series.

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**

Milton J. Cross, radio personality, has been signed to narrate full color film, "Color Comes of Age," being produced by Barra Inc., Chicago, TV and motion picture film firm.

**

Gail Papineau, director and production manager of Raphael G. Wolff studios, Hollywood (TV production firm) and previously with Walt Disney Productions, Hollywood, to King Studios Inc., that city, as head of dramatic productions.

**

Lucille Ball and Desi Arnaz, co-stars of CBS-TV's I Love Lucy, have been signed by MGM for reported $250,000, for feature film version in technicolor of the book, "The Long, Long Trailer."

**

Hugh Marlowe has been signed by Norman and Irving Pincus to portray the title role in Adventures of Ellery Queen half-hour pilot TV film, shooting at Hal Roach Studios, Culver City. The show has originated live from New York on ABC-TV for the last two years.

**

Richard Erdman, star of A Sporting Chance, TV series filmed by Reid Ray Television Productions Inc., and Sharon Randall, singer, were married in Las Vegas, Jan. 29.

**

Burt M. Harris, head of Western Television Productions, Denver, father of a girl, Beth Anne, Jan. 26.

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**New Disc Jockey Service**

NEW SERVICE for disc jockeys, Show Stoppers, has been launched by Robert J. Clarkson, former manager of Columbia Records Transcription Div. Show Stoppers are 10-inch, 78 rpm discs containing 17 to 20 bits of recorded monologue, dialogue and sound effects, each bit running from 5 to 30 seconds, which can be used to add variety and color to record programs. Show Stoppers records will be sent monthly to subscribers, who will have exclusive rights in their markets. Prices vary according to size of market, starting at $5.50 a month for markets of under 25,000 population.

**Shields Reveals 'Stagette'**

UNIT called the St. Louis Stagette is being sold by Shields Studio, St. Louis, as a multiple-use basic setting for TV stations. The stage enclosure is a room 4 feet deep and 15 feet wide, with a center, rear draped opening and a proscenium setting which includes a valance, two side tabs and a pair of traverse draw front curtains on tracks. Within the enclosure are from 1 to 12 roll-up scenes which can be changed "in seconds," the company reports. Address is 5537 Suburban Tracks.

**New Public Health Series**

EIGHT quarter-hour transcriptions are being released by the Communication Materials Center of Columbia U. Press to promote local and state health education. The dramatic series, The Search, is enacted by leading Broadway and Hollywood performers, as supervised by the U. S. Public Health Service. Series is available for a small charge at 413 W. 117 St., New York 27. A similar program, Seminar, is available to TV stations.

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**Free Income Tax Shows**

AMERICAN Institute of Accountants again this year, as it has annually since 1949, has prepared public service material for use by radio and TV stations in giving listeners and viewers hints on filling out income tax returns. This year's AIA material includes three packages: Eight one-minute spots for radio stations, available as scripts or transcribed by Kenneth Banghart; two 13-minute transcribed radio quiz shows with Milton Cross as announcer and Walter Kiernan as moderator; four 45-second cartoon-and-sound film spots for TV stations.

Material, provided free to stations, is being distributed through the state societies of CPA's. AIA estimates 500 stations will use its material up to March 15.

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**'Korean Mud' Released**

GOVERNMENT is releasing radio and TV spots to stations and a new song, "Korean Mud," to disc m.c. forecasts to promote blood donations. It is sung by Elton Britt, RCA recording artist, who returned recently from Korea. The lyrics point up the increasing need for blood by the National Blood Program. Release is being made by Paul Gaynor, program coordinator, Office of Defense Mobilization, Washington 25, D. C.

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**Joan Caulfield Signed**

JOAN CAULFIELD, who was under contract to Paramount Pictures five years, has been signed to a long-term CBS-TV contract to star in the TV version of My Favorite Husband, scheduled for a fall premiere, the network announced last week. The comedy had its debut on CBS Radio in 1948 and ran two and a half years with Lucille Ball playing Liz Cooper.
WEMP PUBLIC SERVICE POLICY IS DESIGNED TO AID YOUTH OF BOTH HIGH SCHOOLS AND COLLEGES

High school group wins Junior Achievement Award; Marquette University students air dramatic radio workshop series.

WEMP's long-time interest in educating young people to commercial radio was emphasized again this month with the presentation of a Junior Achievement business charter to the station’s Junior Productions company.

The company, composed of Milwaukee high school students, is sponsored by WEMP. Hugh Boize Jr., WEMP general manager, made the presentation in behalf of Junior Achievement, Inc., during ceremonies of a regular Junior Productions broadcast carried on WEMP.

The J. A. company earned the recognition by developing, selling and broadcasting a weekly popular music program, “High School Hit Parade”. Weekly instruction in radio and guidance in the production of the program is provided the group by WEMP staff members and other Milwaukee advertising professionals.

WEMP also encourages radio work on the college level by assisting with and donating air time for the weekly Marquette University Radio Workshop. Program is a half-hour dramatic series.

WEMP SHOWS 33% INCREASE

JANUARY AND FEBRUARY BILLING in 1953 is up 33% over the same months in 1952, it was announced today by John Gagliano, sales manager for the successful Milwaukee independent.

“It is interesting to note”, Gagliano observed, “That both local and national business show the same percentage increase of about one third. The total is a new all-time high for the station for any 60 day period.”

Coffee-Cup Cutouts Promote Radio-TV Mirror Salute

MARCH ISSUE of Radio-TV Mirror contains full page picture and story feature on Bob “Coffeehead” Larsen. Alert station management ordered posters in advance shaped like a coffee cup promoting the magazine article and the program.

The posters were put up by station promotion department in record shops, news stands, hotels, schools and public buildings to coincide with distribution date of magazine's March issue.

This is the A.M. show that amazed the experts a few years ago with a straight up rating curve. Naturally, it's sold out, but some smart advertisers' names are to be seen on the waiting list. Must be worth the wait.
N. Y. GROUP DASHES COLD WATER ON STATE'S EDUCATIONAL TV PLAN

New York educators were told last week that there was "no justification" for large-scale state financing of the proposed 10-station educational TV network. The special commission report also noted that educators are not using all the time available on commercial stations.

The proposal that New York State build and operate a 10-station network of educational TV stations was rejected by a special commission last week in a report which found the plan neither "necessary" nor "desirable" and held that educators aren't using all the time available to them on commercial stations.

The group—the temporary State Commission on the Use of Television for Educational Purposes—adopted the report by a 10-to-5 vote that was generally regarded as doom for the network plan, which, although funds have not been appropriated, already had progressed to the point of getting FCC grants for seven stations.

Observers held no doubt that the state administration would accept the report; in fact there was speculation that the administration had virtually dictated it.

The majority, which turned down the dissenting group's proposal that the state set aside $500,000 for a pilot or "experimental" station, recommended "the use of available private funds through quasipublic nonprofit educational corporations to build and operate one or more educational TV stations, as is being done in Los Angeles, San Francisco, Houston, Dallas County, Fla., and elsewhere." (See earlier "pilot" story, page 96.)

Wants Reservations Continued

It also recommended that FCC continue "for at least five to 10 years the allocation of the channels which have been made available for educational purposes," on the ground that more time is needed to explore the possibilities of educational TV, plus the fact that FCC faces "years" of work in processing applications for other channels.

The report favored "development of television for educational purposes to the broadest possible extent," and noted that "new methods for using television may well be devised in the years to come." But, the majority held:

"As of today, we find no justification for the expenditure of large sums of money for the construction of state-owned and operated television stations. On the other hand, there are affirmative steps which can be taken for the sound and sensible development of the potentialities of television in the best interests of education."

Including these, included in the report's recommendations, were "broadening the use of educational workshops and similar cooperative efforts to develop sustained programming on free time presently available on commercial stations," continuation of commercial stations' practice of offering free time, and having it made available on a regular basis at hours suitable to the audience to which program is directed; and that "our educational institutions take full advantage of the present great opportunity to establish that they can supply a greater flow of television material in the educational and cultural fields."

In order to make "a continuing study of the development of the use of television for educational and cultural purposes," the report also recommended that the commission's work be carried on by either this or a similar group.

In broad effect, the recommendations contained in the report adopted on a 10-5 vote were not much different from those in a larger report on which, it was said, the entire commission was in substantial agreement a week earlier.

The dissenting report, preliminary to a more formal "minority" report, stressed that the final report was not the one tentatively agreed upon at the previous meeting and was not circulated to the commission members until the afternoon of the day before the final meeting.

No Time to Study

Because they "did not have time to study either of the reports," they said they dissented. They also noted "The commission was unanimous in requesting that further time was needed to study the over-all problem of educational television."

It was in connection with such further studies that the dissenters proposed—but were out-voted—that the state put up $500,000 for a pilot station.

In addition to the forthcoming formal minority report, at least some members of the majority were said to be planning to issue separate reports. Among these, Michael R. Hanna of Cornell U.'s WHCU, Ithaca planned to prepare one in which, he said, he would arrive at the conclusions and recommendations contained in the majority's final report, but would do so on different grounds from those in the majority document.

Paul R. Lazarfeld of Columbia U., a commission member but not able to attend the final meeting, also was said to be considering a separate report.

The body of the majority report stressed construction and operating costs, the limited audience appeal of educational programs, the additional operating expenses, the cost of the network plan, as well as the cost of contemplated for the proposed stations, and failure of educators to take advantage of all the free time available to them on commercial stations.

"Many educational programs are now being carried by commercial stations, with time and all technical, production and engineering costs paid by the stations. The free program time offered by commercial stations to the colleges, universities, and public schools of the state has been only partially accepted.... It seems unwise to launch a program of government-operated television stations costing many millions of dollars when other inexpensive means of presenting worthy programs are available," the report declared.

Costs Estimated

It estimated that construction costs for the 10 stations would be at least $6 million, operating costs at least $8,250,000 a year, plus another $10 million initial outlay if half of the state's 80,000 classrooms were to be equipped with TV sets at $250 each, plus $4 million for the network plan.

"If the major use of educational television is to be the showing of educational films, there has been no testimony before the commission that this could not be accomplished by the simple use of motion picture projectors and screens now available in most schools," according to the report.

The New York educational channels are uhf, and the majority noted that a U. of North Carolina commission, studying the allocation of both vhf and uhf educational channels, concluded that it would be "unwise" to build uhf outlets "because it was unlikely that they would, in the foreseeable future, acquire an audience."

It also was brought out that, of the 10 proposed stations, the most programming proposed by any one was 17 hours a week during an academic year of 36 to 40 weeks, noting that "far more than two or three hours a day would be necessary to justify venturing upon this immense enterprise."

The report cited WPIX (TV) New York and
QUIZ FOR TIME-BUYERS

with an eye on the PITTSBURGH market

Q
What station attracts more than twice as many morning listeners as the nearest competition in the 108-county area surrounding Pittsburgh?

A
According to the latest Nielsen, it's KDKA.

Q
What program draws this amazing audience?

A
Ed & Rainbow (of KDKA's Musical Clock) by far the most popular radio team in the area.

Q
Who are Ed and Rainbow... and when?

A
They are Ed Schaughency and Rainbow Jackson. They dominate the Pittsburgh airwaves from 7:10 to 8:15 am, Monday through Friday (to 8:00 on Saturday). They've been morning favorites for 15 years on KDKA.

Q
What's their program format?

A
They provide awakening Pittsburgh with time announcements, weather reports, news, recorded music, friendly humor. They make getting up a pleasure.

Q
Is it a participation show?

A
Yes, one-minute announcements.

Q
How does one go about purchasing a chunk of "Ed and Rainbow" or one of KDKA's other popular morning shows?

A
C & P*

*See Free & Peters, there's not a moment to spare!

KDKA
PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
8 db more

with no increase in noise

It's the new

SCOTCH

Magnetic Tape

NEW, IMPROVED COATING!

"Scotch" Brand High-Output Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.

UNEQUALLED OUTPUT LEVEL!

Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.

SPECIAL NEW COLOR!

This new tape is colored a distinctive grey-green for easy recognition.

"Scotch" Brand No. 120A High-Output Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of High-Output Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made "Scotch" Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of eraseability.

Freedom from squealing, cupping and curling is assured thanks to exclusive "Dry Lubrication" feature. High-Output tape is guaranteed 100% splice-free (up to 2400-foot reels).
The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.

The graph shows the 8 db increase in output of High-Output Magnetic Tape No. 120A over No. 111A at any given distortion level. When compared with other brands of magnetic tape, the difference in output is as much as 12 db!

**FREE BOOKLET** tells the full story of the tremendous technical possibilities of High-Output Magnetic Tape. Address Dept. BT33, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.

Available now on: 120-AP 1200-foot Professional Reel 120-A 2400-foot on NARTB hub or reel

*High-Output and Scotch® TM 3M Co.*
**GI Bill Grad**

FIRST KOREAN veteran to complete vocational training under the new GI school bill is Jerome Bloom, 24-year-old from Brooklyn, N. Y., who started work as a cameraman at WHBF-TV Rock Island, Ill., on graduation day, according to the Veterans Administration. Mr. Bloom, a former machine shop worker, read of FCC's authorization of 2,000 TV stations while stationed in Germany, and decided to become a video cameraman and studio technician when he returned. The CBS-TV basic station where he works recently increased power to 100 kw.

Rochester's WHAM-TV is among commercial stations which have offered educators more free time than the educators have used. It also quoted the president of the U. of Maryland as saying, in connection with a day-long closed circuit presentation by WBAL-TV Baltimore, that "as long as there are stations like WBAL-TV providing the facilities and fine technical staffs to help the university fulfill its dream of bringing TV into the home, I expect a growth, nor would I back, an educational channel."

**Offers Go Begging**

It was pointed out that out of 260 half-hours a year offered to an upstate New York City school system by the local station, only 154 have been accepted. The report added:

"This is a typical situation. It is also typical that when operations commence in the large number of commercial channels now available and for which applications are pending, there will be a steadily increasing amount of time available for educational television. This will increase the surplus of time available above the amount educational institutions have accepted...."

"The way to determine the amount of time education can use is by the process of intelligent development on a gradual basis. Any other course might prove to be a serious setback to the cause of education and of educational television. Progressive development of the use of existing facilities appears to us to be the sound approach...."

The majority consisted of Chairman Douglas M. Mofatt, a New York City attorney; Mr. Hanna; Ben C. Duffy, president, BBDO; Young B. Smith, former Columbia U. Law School dean; Clarence C. Carruth Jr., attorney, New York; State Sen. Arthur H. Wicks; Assemblyman Os- wald D. Heek; State Sen. Walter J. Mahoney, Senate Finance Committee chairman; T. Norman Hurd, Budget Director, and Harold Keller, Commerce Commissioner.

The minority consisted of Sen. Francis J. Mahoney and Assemblyman Eugene F. Ben- nigan, who wrote the dissenting report, and Charles M. of the State Board of Regents, Mrs. Isabel H. Kidney, former president of the state chapter of the American Assn. of University Women, and Norman S. Goetz, representing trustees of the State University.

**No Deadline Extension**

FCC has issued a public notice advising it has no intention of extending its June 30 deadline for halting the use of certain medical diathermy equipment (mostly manufactured before 1947) which reportedly interferes with TV reception. The Commission said it had learned such equipment now is available, the operation of which causes no interference.

**FCC GRANTS 19 NEW TV PERMITS; 4 TO MERGED COMPETITORS**

Four so-called “marriage” applications are approved in the Commission's list of CPs granted. Total of 19 permits authorized is a new weekly high, topping by one the number issued last July.

Topping all previous records, FCC last week authorized a total of 19 new television stations. These included four CPs to applicants formed by merger of previous competitors for the channels granted.

El-Co Television Inc., representing a merger of the competitive bids of the Corning Leader and the Elmira Star-Gazette, was awarded ufh Ch. 18 at Elmira, N. Y., conditioned upon principals in the Corning Leader divesting themselves of their interest in WELM Elmira. The Corning Leader also owns WCLI Corning and the Star-Gazette owns WENY Elmira.

One of the first “marriage" applications submitted to the Commission in order to preclude need for competitive hearing, the El-Con Television bid originally proposed that all three AM stations would continue separate competitive operation but the Commission subsequently questioned this policy [B-T, Dec. 8, 1952]. Last week WELM tendered a transfer application to FCC to show withdrawal of the Corning Leader principals.

Other “marriage" applications granted by the Commission last week included that of T. E. Allen & Sons Inc. for uhf Ch. 46 at Durham, N. C.; Midwest Television Inc. for vhf Ch. 3 at Champaign, Ill., for Establishment of Television Montana for vhf Ch. 6 at Butte, Mont.; T. E. Allen & Sons Inc., headed by Ambas- sador to Yugoslavia George V. Allen, and his wife, was reconstituted within the past fortnight to provide 50% interest to WOTB Winston-Salem, N. C., previously competitor for Ch. 46 at Durham.

**Midwest TV Reorganized**

Similarly, Midwest Television, previously controlled by WDWS Champaign, was reorganized to give 20% interest to WSOY Decatur, Ill., former competitor for Ch. 3 at Champaign.

Television Montana is owned 45% by KXLF Butte and 14% by KBOW there, with KXLL Helena and KXLQ Bozeman holding minor interests.

New competitive bid for Ch. 46 at Durham was filed with the Commission just hours before FCC granted the Allen-WOTB application. It was tendered by Public Information Corp. of Durham, owned by P. M. Sawyer and family and Harold H. Thomas, 13.5% stockholder in WSB Durham and principal owner of WISE Asheville and WEAM Arlington, Va. It could not be considered, however, because of FCC's 24-hour rule.

Last week's 19 construction permits were one more than the weekly record total of 18 issued by the Commission at the time of its first post-war grants last July [B-T, July 14, 1952].

FCC moved down the Group A-2 priority list to Benton Harbor, Mich., city No. 286, with a 1950 population of 18,769. Total of 16 permits were to Group A-2 cities (those with outstanding service) while three CPs went to Group B cities (those with service).

Since lifting of the freeze, at which time 108 vhf stations were on the air, FCC has approved 87 new vhf outlets and 187 uhf stations. Of the 274 post-war stations, 17 vhf and 13 uhf grants are on the air.

TV stations authorized in the U. S. and its territories now total 382. Of this number, 14 are post-war noncommercial, educational outlets.

Here are the new permits issued by FCC last week:

Scranton, Pa. (City priority Group A-2, No. 20)—Union Broadcasting Co. (WARM), granted construction permit for ufh Ch. 16, effective radiated power 245 kw visual and 130 kw aural, antenna height above average terrain 1,260 ft.


Champaign, Ill. (Group A-2, No. 65)—Midwest Television Inc. (chieff owned by WDWS Champaign principals and 20% by WSOY Decatur, Ill.), granted vhf Ch. 3, ERP 100 kw visual and 50 kw aural, antenna 810 ft.

Elmira, N. Y. (Group A-2, No. 81)—El-Cor Television Inc. (Corning Leader, licensee of WELM Elmira and WCLI Corning, N. Y., and Elmira Star-Gazette, licensee of WENY Elmira, previously stockholder), granted ufh Ch. 18, ERP 58 kw visual and 33 kw aural, antenna 780 ft. Corning Leader principals must divest themselves of all interest in WELM Elmira.

Eau Claire, Wis. (Group A-2, No. 122)—Central Broadcasting Co. (WEAU), granted vhf Ch. 13, ERP 52 kw visual and 26.5 kw aural, antenna 840 ft.

Butte, Mont. (Group A-2, No. 144)—Television Montana (KXLF Butte owns 45.25%; KBOW Butte, 13.6%; KXLL Helena 22.68%, and KXLQ Bozeman, 11.33%), granted vhf Ch. 6, ERP 2 kw visual and 1 kw aural, antenna minus 690 ft.

Pocatello, Idaho (Group A-2, No. 195)—Tribune-Journal Co. (Idaho State Journal), granted vhf Ch. 6, ERP 7.2 kw visual and 3.6 kw aural, antenna 20 ft.

Pocatello (Group A-2, No. 195)—East- ern Idaho Broadcasting & Television Co. (KWIK), granted vhf Ch. 10, ERP 3.2 kw visual and 1.9 kw aural, antenna 870 ft.

Hollywood, Mo. (Group A-2, No. 253)—Alton J. Hineline (KRDJ), granted vhf Ch. 6, ERP 6.3 kw visual and 3.2 kw aural, antenna 360 ft.

Valdosta, Ga. (Group A-2, No. 256)—WGOW- TV (WGOG), granted ufh Ch. 37, ERP 98 kw visual and 52 kw aural, antenna 360 ft.

Decatur, Ala. (Group A-2, No. 260)—Tennessee Valley Broadcasting Co. (WMSL), granted Ch. 28, ERP 21 kw visual and 12 kw aural, antenna 120 ft.

Pittsburg, Kan. (Group A-2, No. 275)—Pittsburg Broadcasting Co. (ROAM), granted Ch. 25, ERP 165 kw visual and 53 kw aural, antenna 540 ft.

Idaho Falls, Idaho (Group A-2, No. 277)— Broadcasting & Telecasting
Gunning for meat in Kentucky radio?

In Kentucky, it's easy — and inexpensive — to bag the big ones. 55.3% of the State's retail sales, 51.3% of its food sales, 59.8% of its drug sales are made in the big Louisville Trading Area — a compact market covered thoroughly by WAVE, with no waste circulation.

WAVE's rates are low because WAVE is powered just right (5000 watts) to give you the part of Kentucky you really need, plus a big chunk of Southern Indiana with another quarter billion dollars in effective buying income!

Ask Free & Peters about the smart advertisers who have racked up new Kentucky sales records, with WAVE!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
68 CLAY PIGEONS ON FCC WALL

The turnover in federal jobs expected from last November's Republican election is taking place. Still open to administration shuffling and without the safeguards of Civil Service status are 68 FCC staff posts. BT made a check prior to publication of the official document listing such availabilities and found out this:

BIGGEST guessing game in Washington broadcast circles this week is who are the 68 FCC staff executives who are not protected in their jobs by Civil Service status and who are likely to be replaced by the 20-year-old, job-hungry Republicans.

The answer will be known in another week when an official list of all Government employees in the new Republican administration, will become public. The list, compiled by the Civil Service Commission for the Senate, is now in the hands of the Government Printing Office.

Commissioners Not Included

This number does not include the Commissioners, all of whom are appointed for seven-year terms. At the present time, Comr. Eugene H. Merrill, Utah Democrat, is serving as a recess appointee and could be replaced at once. Chairman Paul A. Walker is serving under an executive order waiving compulsory retirement at age 70, issued last summer by President Truman. It is understood that the retirement waiver could be withdrawn by President Eisenhower at any time. Mr. Walker's term, however, expires June 30.

These are the positions exempted from Civil Service status by statute:

1. Legal and engineering assistants and a secretary of the Commissioners.
2. Administrative assistant to the Chairman.
3. Also exempted from status by the Civil Service Commission (Schedule A of Civil Service Manual, Chapter 15, Sept. 8, 1952) are:
   1. Secretary of the Commission.
   2. Private secretaries or confidential assistants to each Commissioner.
   3. General Counsel and Assistants General Counsel.
4. Chief Engineer and Assistant Chief Engineer.
5. Chief Accountant and Assistant Chief Accountant.

These add up to 23 jobs in the FCC. These 23 jobs include seven attorneys.

However, it was learned from other sources that over 17 of the Commission's present 57 attorneys have Civil Service status. Attorneys were appointed to Government agencies before 1941 without status. In that year, all attorneys were blanketed in under Civil Service and those appointed from that time until 1947 had to be cleared through the Civil Service Commission. However, in 1947, Congress removed attorneys from the Civil Service requirement, so that all lawyers appointed since then do not have status.

Therefore, excluding attorneys from the list of exempt jobs, there are 16 positions which under law or regulation are without Civil Service status. Added to these are the 40 attorneys without status, making a total of 56 known plums for GOP dispensation.

Just who the other 12 personnel are who are also without benefit of Civil Service protection will not be known until the Senate document comes off the Government Printing Office's presses.

All the exempted jobs are considered to be confidential or policy-making.

Filling the exempted positions is relatively easy. The present occupant is merely notified that he is no longer desired, and a new man is appointed.

However, should the job-holder be a veteran, he cannot be dismissed so summarily. A veteran could only be granted the same status as "promote the efficiency of the service." He can ask for charges, request a hearing, appeal to the head of his agency, and all else failing, appeal to the Civil Service Commission.

This is the same policy protecting those Government employees who have Civil Service status.

Junking of Materials Plan

To Aid in Getting Metals

MANUFACTURERS of receivers, transmission equipment and components will have an easier time getting basic materials after June 30, when the Controlled Materials Plan of rationing steel, copper and aluminum will be dropped.

The flow of these basic metals, however, will not be regular until sometime in April because of other technological problems, according to Arthur Fleming, defense mobilizer who has announced the end of the government's allocations system.

The one governmental contingency is that buyers with Controlled Materials Plan allotments must get priority over other customers from metal producers. Procedure is being handled by the National Production Authority. April delivery seems likely for most buyers because of the required "lead time," which is 45 days in the case of all three metals.

WJEL Salutes FCC

HALF-HOUR salute to the FCC (and its predecessor, the Federal Radio Commission) on the government regulatory body's 26th anniversary was made Feb. 23 by WJEL Springfield, Ohio, in a special public service broadcast reviewing regulatory efforts from the first broadcast by Lee De Forest in 1909. Special guest on the program was Lester E. Noble, board member of Radio Mfrs. Assn. (now RTMA) from 1926-30, who as a member of a special committee was instrumental in getting the government to set up a regulatory law and a regulatory body (FRC) for radio in 1927.
merchandising magic in Baltimore

“Honest to goodness magic,” say Kitchen Karnival sponsors!

And here’s why: Participating sponsors are guaranteed concentrated merchandising in Baltimore area food stores, with point-of-sale displays planned by active in-store merchandising men. Products are mass displayed ... given as prizes ... or used as refreshments on luncheon broadcasts of Kitchen Karnival ... the show that keeps producing more and more and more customers.

BRENT GUNTS
Baltimore’s top M.C. has the winning way with women!

JOE CROGHAN
Announcer and B.G.’s man-friday sells ‘em for keeps.

DON REDDING
WBAL’s Sales Service Manager, correlates local broker and terrific K.K. results.

ROLLIE BOURBEAU
Merchandising Manager — personally supervises campaigns for sponsors.

JIM MARKIEWICZ
Detail man on the street, checking sales, displays. Gets orders. Reports weekly.

50,000 WATTS

WBAL NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.
CHICAGO EDUCATORS WOULD ALLOW COURTESIES, BUT NO COMMERCIALS

Spokesman for the applicant-to-be describes plans for announcements placed by certain contributor firms and individuals which will finance Ch. 11 operation. However, it is maintained, the outlet would be non-commercial.

With plans to file sometime this week at the FCC for non-commercial TV facilities in Chicago on vhf Ch. 11, the Chicago Educational Council envisions a financing plan that would permit courtesy announcement for contributing corporations and individuals alike. Station, however, would remain non-commercial, according to a Council spokesman.

This view was expressed last Thursday at a conference called by the Chicago Educational Television Council to announce a committee set up to raise funds for the station.

In a long step in that direction, Dr. John T. Rettaliata, president of Illinois Institute of Technology and temporary CETC chairman, announced the personnel of the money-raising group that read like a veritable "who's who" of industrialists.

Edward L. Ryerson, prominent industrialist and civic leader, has accepted the chairmanship of the committee, whose purpose will be to raise at least $500,000 for educational television in Chicago.

The Council hopes to be on the air within a year after approval by the FCC. Preparation of papers of incorporation also is underway for submission to Springfield, Ill. [B*T, Feb. 9]. Mr. Ryerson said he would call a luncheon meeting this Tuesday to map plans for the money drive.

Mr. Ryerson, who is board chairman of Illinois Steel Corp., said he accepted the chairmanship as a "challenge and thought" it would be a "disgraceful episode in the history of Chicago if we fail to make use of the channel."

Both Mr. Ryerson and Dr. Rettaliata felt corporations and individual citizens would "see the value" of contributing funds. Dr. Rettaliata thought conceivable that corporations could contribute to the support of the station—before and after it takes the air. Once vhf Ch. 11 goes on the air, he continued, the station could run announcements before a block of programs explaining they are "being brought to you through the generosity of" such a company—and still remain non-commercial. He said he had checked into the ethics of such a procedure.

Other leading citizens who have agreed to serve on the fund group are Dr. Robert E. Wilson, board chairman, Standard Oil Co.'s, Guy Reed, executive vice president, Harris Trust and Savings Bank; Harold Swift, board chairman, Swift & Co., and James D. Cunningham, president of Republic Flow Meters Co.

The Chicago educational television council has set June 2-current deadline for picking up educational channels as set by the FCC—as the date by which it hopes to raise $200,000. Actually only $200,000 is lacking from this goal since $150,000 has already been committed by the Ford Foundation and a similar sum by the Chicago Board of Education.

The council will serve as a non-profit corporation and governing body and will be, in fact, the institution which plans to sell programs from the Educational Television and Radio Center, to be located in Chicago and for which plans were announced last fall. It has not as yet been set up.

L. A. Red Probe on Air

HEARING sessions of the House Un-American Activities subcommittee probe on Communist infiltration in motion pictures, radio and television resume in the Los Angeles Federal Bldg. March 23 for seven days. Hearing will be broadcast and telecast, according to Chairman Donald L. Jackson (R-Calif.).

Rep. Reed Bans Radio-TV

From New York Hearing

BAN on radio-television coverage of the House Judiciary subcommittee investigating the Dept. of Justice was imposed by Judiciary Committee Chairman Chauncey W. Reed (R-Ill.) last week.

The subcommittee is headed by Rep. Kenneth B. Keating (R-N.Y.).

This is the first House committee which banned radio-TV coverage since Speaker Joseph W. Martin Jr. (R-Mass.) imposed the restriction last month. The ban applies to all media prohibition imposed by his predecessor Rep. Sam Rayburn (D-Tex.).

TV film cameras "shot" a hearing of the House Armed Services Committee investigating recent air crashes in January [B*T, Jan. 12].

Two weeks ago, radio and TV cameras were permitted to cover the Senate Investigation Committee's probe of the Voice of America [B*T, Feb. 23]. This committee is headed by Sen. Joseph R. McCarthy (R-Wisc.).

Earlier, the Senate Foreign Relations Committee refused permission for radio-TV newsmen to be present when it held hearings on the confirmation of John Foster Dulles to be Secretary of State in the Eisenhower cabinet [B*T, Jan. 19].

Action on Resolution Deferred

Rep. Reed's statement revealed that the House Judiciary Committee in its Jan. 27 meeting considered a formal resolution to prohibit radio, TV, film and motion pictures, sound recording and photographs at official hearings of the committee or subcommittees. Action on the resolution was postponed, Rep. Reed said, without the understanding that the spirit of the proposal would be followed at the discretion of the chairman or until the committee acted on the resolution.

Pending before the Congress are two bills to permit radio-TV coverage of Congressional hearings at the wishes of the committees involved. One is H. Res 21, by Rep. Patrick J. Hillings (R-Calif.) and the other is HR 2109 by Rep. Jacob K. Javits (R-N.Y.). Generally a probe opposed to permitting broadcast media to cover Congress, it was H. Res 86, by Rep. Emanuel Celler (D-N.Y.), which deals with rights of witnesses before committees.

Text of Rep. Reed's statement regarding the New York hearings is as follows:

In accordance with temporary action taken by the Committee on the Judiciary at its first meeting held on February 2th, hearings were made known to me as chairman of the committee to give my assent to the broadcast with radio and television of the public hearings to be held in the city of New York on or about February 27th by our special Subcommittee to Investigate the Department of Justice.

At the Committee meeting of January 27th it was presented general plan of the formal resolution to prohibit radio or television broadcasts (as well as motion pictures, sound recordings and photographs) of official hearings or official proceedings of the Committee on the Judiciary or any of its subcommittees. Following the discussion a motion was made and carried suspending consideration of the proposed resolution with the understanding that the spirit of the resolution should be followed at the discretion of the chairman until such time as the committee acts thereon.

After studied consideration, I have concluded that the motion should not deviate from the spirit of the resolution in this instance. Accordingly, I have directed that the committee or special subcommittee to investigate the Department of Justice be scheduled to be held in New York on or about February 27th.

In view of the pendency of this general subject before the committee, I deem it inappropriate to discuss in this announcement the various grounds upon which this ruling is based.
what's the score in milwaukee?

and now television!
we've been awarded Milwaukee's much-wanted second channel.

the local picture: since the advent of new management in April '52, a steady upsurge in hard-to-get local orders.

the national story: the same trend here, too... with 35 of the largest advertising agencies in the land now placing business on WCAN.

plus a sizeable across-the-board increase in listenership (Pulse, January '53)
VOA PROBE EMPHASIS NOW OVERSEAS

Dr. Robert Johnson succeeded Dr. Willis Compton while reports persisted that President Eisenhower will divorce the Voice operations from the State Dept. These were but two of last week's many developments.

EMPHASIS of Sen. Joseph R. McCarthy's (R-Wis.) Voice of America investigation, which had concentrated on the operation's management in the U.S., seemed headed last week to a probing of U.S. information programs abroad. Public hearings resume in Washington today (Monday) by the Senate permanent investigations subcommittee which Sen. McCarthy heads.

Among last week's developments:

• Dr. Robert L. Johnson, president, Temple U., took over as acting director of the International Information Administration, replacing Dr. Willis Compton, who resigned a week earlier (B+T, Feb. 22).

• President Eisenhower reportedly may give the go-ahead to a plan that would divorce the information program, including the Voice, from the State Dept.

• Alfred H. Morton, one-time NBC vice president, drew a one-day suspension as chief of VOAA's radio operations when he disagreed with a State Dept. directive barring use of material by "controversial" authors in broadcasts aimed behind the Iron Curtain.

Compton Makes Charge

• Dr. Compton charged the Senate inquiry was unfair while former Assistant Secretary of State for Public Affairs Edward W. Barrett, who once headed the Voice program, criticized the Senate investigation, recommending a more "responsible" inquiry.

• A Senate Foreign Relations subcommittee received an additional $25,000 to study the U.S. overseas information program.

Early in the week, the State Dept. directed employees to give the McCarthy group full cooperation, thereby rescinding an earlier directive. The agency also planned to appoint a liaison officer to work with investigators. Sen. McCarthy had charged the department with "hamstringing" his efforts to quiz State employees.

Dr. Johnson, willing to give Sen. McCarthy "the benefit of the doubt" in the probe, is former chairman of the Citizens' Committee for the Hoover Report which recommended an independent agency for VOAA and related work. He reportedly discussed this with Secretary of State John Foster Dulles and the President before taking a new post.

Meanwhile, the U.S. Advisory Commission on Information called for such a consolidation on a cabinet level. The five-man commission, created in 1948, includes Judge Justin Miller, NARTB's board chairman and general counsel, and Philip D. Reed, board chairman of General Electric.

Mr. Barrett's criticisms of the McCarthy inquiry were contained in a bylined newspaper article. He suggested the "full story" be told in taking the probe "out of the circus ring." While admitting VOAA shortcomings, he asserted only "10-15% of the charges made before the committee are true.

Cites VOA Problems

VOA problems, he said, include these: Inability to get top executives and engineers, "complexities" and frictions because of a daily broadcast load, governmental regulations and red tape, and wasted time because Voice officials spend "more time combating irresponsible charges of non-existent faults than they could give to correction of real faults." He cited several Congressional and independent studies made of the operation.

Meanwhile, the Senate group is expected to look into the VOA request for nearly $4 million to construct a second broadcasting transmitter, similar to the Vagabond, equipped to move closer to communist areas and to avoid Soviet jamming.

TV in Cold War?

Among the topics to be studied by the Senate Foreign Relations Subcommittee is whether television would help the U.S. cold war. The question is raised in an interim report filed by the subcommittee (82d Congress) three weeks ago. Also to be considered is whether the Voice and other information units would be better off if taken out of the State Dept.

This group does not intend to duplicate efforts of Sen. McCarthy's group, although information will be exchanged, according to the Foreign Relations Subcommittee chairman, Sen. Bourke H. Hickenlooper (R-Iowa), who held an organization meeting last week.

Murrow Defends Barrett VOA Views on CBS Newscast

CURRENT Senate investigation of the Voice of America, Edward R. Murrow told his CBS Radio audience Tuesday evening, "fails to concern itself with the final product, namely what is being broadcast."

Noting that, despite charges against the effectiveness of the Voice, the Russians consider it "serious enough so that they devote about a thousand transmitters and the efforts of more than 10,000 men to jamming it," Mr. Murrow said:

"The Russians apparently regard it as a serious threat. Most reasonable men would agree that the product could be improved. Maybe the whole operation should be taken out of the hands of the State Dept."

Effective or Not

"But the current investigation is not concerned with the product. These broadcasts are either effective or they aren't. They are either subversive or they aren't, accurate or inaccurate. There are simple methods of reaching conclusions on these matters. But it does not appear that the committee is interested in this type of information upon which judgment could be based."

He placed his observations by quoting the views of Edward Barrett, who as a former Assistant Secretary of State was in charge of Voice operations some two years.

Mr. Barrett, he noted, feels a weapon such as the Voice cannot be constructed or reconstructed overnight—that, without feeling the organization is perfect, he believes the source of real trouble lies in inability to hire enough top-flight executives and engineers for several reasons, including low pay and fear of being slandered; red tape that slows recruiting of personnel, and complexities inherent in an organization that broadcasts daily in 40 languages. Further he feels, Voice officials have had to spend more time defending against irresponsible charges than they can devote to the correction of real faults.

The constructive course, as phrased by Mr. Murrow in his citation of the Barrett views, "is hardly that of a daily televised procession of hand-picked witnesses consisting almost entirely of disgruntled persons who have been fired, de- moted or passed over; the kind of malcontent to be found in any large organization. Mr. Barrett contends that an inquiry devoted solely to the lurid testimony of the disgruntled would make any agency or private business seem disgraceful."

Mr. Barrett's view was that a responsible investigation should concern itself with whether effectiveness of the broadcasts can be improved, whether transmitters are located properly, etc.

Morton Suspension

Mr. Murrow's broadcast was made the day Alfred H. Morton, chief of the Voice's International Broadcasting Service, was suspended, but before the suspension was lifted. Of the suspension, the newscaster said:

"Mr. Morton is not accused of doing or thinking anything subversive. Apparently what happened was that Mr. Morton sent a memorandum to another official of the Voice of America, saying that he disagreed with a directive from the State Dept. forbidding the use of any material from communist or fellow-traveler sources. This directive, if literally applied, would mean that the Voice of America in its broadcasts abroad could not refute allegations made by Vishinsky at the United Nations, could not contradict articles published in Moscow claiming that we are employing germ warfare in Korea. For in order to refute it, it is necessary to quote, and the department's directive forbids that."
what makes WREC TOPS

FOR THE LISTENER

Quality Programming for Listeners
Mechanical Perfection
Adequate Power

FOR THE ADVERTISER

As the choice of the "better half" of the listeners in 76 rich Counties, WREC is TOPS for advertisers, too! You get both Rural and Metropolitan coverage with a single schedule! Get the facts in the latest Standard Audit and Measurement Report and Hooper Ratings that show why more and more leading advertisers are moving more goods at less cost in the Memphis Market by getting complete coverage on WREC—Memphis No. 1 Station.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
Theatre TV Petitions FCC To Okay Carrier Facility Use

New move seen as possible way out of the impasse on television allocations. Use of common carrier frequencies would be limited.

WAY out of the theatre TV allocations impasse appeared last week following a request by theatre TV adherents late Friday that the FCC authorize the use of common carrier frequencies by a limited common carrier devoted exclusively to theatre TV programming.

This move is seen as a recognition by motion picture interests that their fight for exclusive theatre TV frequencies was not winning FCC sympathy. Hearings, which began last October, have been marked by critical questions by Commissioners.

The petition filed in behalf of the Motion Picture Assn. of America and the National Exhibitors Television Committee (exhibitors who declared that the pending conflict existed between the Commission's efforts to have large screen proponents put in a detailed case and its anxiety to keep the presentations within bounds in order to speed up the en banc hearings.

Offers Compromise

On the grounds that theatre TV facilities by existing carriers are still a long way off, the motion picture interests offered this compromise:

• Let the FCC authorize the use of existing common carrier frequencies by a "limited" or "restricted" common carrier furnishing only theatre TV service. These facilities would be available to all customers, the petition stated.

• But, at the same time, the Commission must order, through a policy declaration or otherwise, that all existing common carriers cooperate with the theatre TV carrier through joint pooling, interconnections, etc., the petition pointed out.

This is because for some time the theatre TV carrier will not be able to service all customers in every area of the country at the same time, it was said.

The petition also said that theatre TV interests would continue discussions with Western Union regarding the establishment of a big-picture TV service.

FCC To Be Questioned Further By House Unit March 12

HOUSE Commerce Committee's meeting with FCC officials will continue March 12, it was announced last week, with prospects that color TV, sales of the Clear Channel case and legal aspects of the public utility commission’s grounds will be among the subjects touched on. These will be in addition to the probable further inquiry into subjects on which FCC Chairman Paul A. Walker was quizzed two weeks ago at DEADLINE, Feb. 23.

Among topics Walker was quizzed in the all-day first session Feb. 20 were (1) workings of the McFarland amendments to the Communications Act, (2) chain broadcasting rules, (3) educational TV and (4) length of TV hearings, decision procedures, and (6) changes in Sect. 315 of the Communications Act.

Also to be continued is the questioning by Rep. William L. Springer (R-III.). Springer, who has insisted on FCC’s showing that it was under a policy to promote "healthy" broadcasting, was told by the FCC chairman that "a strike" applications, which included the question whether FCC should bar newspapers, motion picture interests and even radio broadcasters from holding TV licenses in the interest of diversification.

In an amplification of this implication last week, Rep. Springer told BROADCASTING & TELECASTING that what he had in mind was the establishment of a policy by the FCC which would look askance at the granting of a TV license to any in these three categories if there was to be only a single station in the market. He feels, he said, that the Commission should look with more favor on a non-newspaper, theatre owner or broadcaster if grant means a monopoly.

Schenck's Views

Another GOP Congressman, Ohio Rep. Paul F. Schenck, representing the 3rd Ohio Congressional District (Dayton, Hamilton, Middletown), also amplified some comments he made two weeks ago regarding blanketings of smaller communities by "high powered" big city TV stations. He was, he told BROADCASTING & TELECASTING, referring to Channel 13 TV station whose signals come in fairly strong to Hamilton and Middletown. This made him fearful, he said, that TV stations in smaller cities would find it difficult economically to buck the major markets’ TV stations for national advertising and network affiliations.

He feels, he said last week, that since the FCC licenses TV stations, it should see that no economic restraints are placed in the path of small city TV stations.

He also observed, two weeks ago, that if the Commission were to schedule hearings quickly on contested applications, that might serve to eliminate to a great degree "strike" applications. His theory, he said last week, was that an early hearing would force all applicants to "put up or shut up."

WGRD Takes Protest to Court

MUSIC Broadcasting Co. (WGRD Grand Rapids) has filed an appeal in the U. S. Court of Appeals, District of Columbia, to set aside an FCC order dismissing WGRD as a party in interest in a grant of uhf Ch. 35 in Muskegon, Mich. (B&T, Feb. 9).

After grant of Ch. 35 was made to Versusla Radio & TV Co., WGRD filed a protest, claiming that Versusla intended to operate the new station as a Grand Rapids, not a Muskegon, outlet. If this happens, WGRD claims, Mr. Versusla will offer a five-station rate for AM, FM and TV, since he is the owner of WALV-AM-FM Grand Rapids. Since WGRD can base its rates only on AM operation, it claims it would be placed in an unfair competition position.

In the appeal filed last week, WGRD holds that FCC’s actions in denying a hearing prior to the grant, and in dismissing its protest, acted contrary to the law. The Grand Rapids broadcasters, also applicants for uhf Ch. 23 in Grand Rapids, ask that the Court set aside both the Ch. 35 grant and the denial of hearing.

KFWB-AM-TV Sale Application Is Filed at FCC

FORMAL application for the sale of KFWB-AM-TV San Diego, Calif., by John A. Kennedy for $1.35 million to Wrathre-Alvarez Broadcasting Co. was filed Thursday at FCC (B&T, Feb. 2).

Wrathre-Alvarez Broadcasting Co., a new corporation, is owned equally by Mrs. Helen Alvarez and J. D. Wrathre Jr., owners of KOUL TV (TV) Tulsa, Okla., and its Ch. 11 at Little Rock, Ark. They also hold 50 percent interest in Superior Television Inc., applicant for vhf Ch. 10 at Corpus Christi, Tex. Mrs. Alvarez is applicant for uhf Ch. 40 at Sacramento, Calif., and Mr. Wrathre has filed for uhf Ch. 44 at Boston.

Sale price of the KFWB stations includes a $150,000 retainer to Mr. Kennedy for management consultation to the new owners during the next five years. Contract calls for payment of $200,000 cash in escrow at time of signing, plus an additional $400,000 cash at time of settlement following FCC approval. The remaining $2.4 million would be paid at the rate of $300,000 per month, the balance bearing 4 percent interest.

Mr. Kennedy, who bought KFWB-AM-TV two years ago from Jack Gross for about $1 million, is selling the properties because of ill health.

Both KFWB and KFWB-AM-TV are CBS affiliates. KFWB is on 550 kc with 1 kw directional. Application is pending for 540 kc. KFWB-TV, on vhf Ch. 8, is operating with effective radiated power of 27.4 kw visual and 13.7 kw audio. They are housed in the five-story KFWB Bldg., which includes a TV theatre studio in downtown San Diego. The structure and adjacent properties owned or under lease are included in the transaction, valued at $1.09 million.

Leonard Marks of Cotn & Marks, Washington radio law firm, represented both the buyer and seller in preparing the application for assignment. Kennedy Broadcasting Co. was also represented in the transaction by Desser, Rau- loff & Hoffman, Beverly Hills, and Wrathre- Alvarez Broadcasting, represented by Kaplin, Livingston, Goodwin & Berkowitz, Hollywood, and by Ray King, Wichita Falls. The KFWB sale was handled by Blackburn-Hamilton Co., station brokerage firm.

Page 52 • March 2, 1953
IN RICH TRI-STATE AREA
including
QUINCY, ILLINOIS
KEOKUK, IOWA
HANNIBAL, MISSOURI

STANDARD STATION AUDIENCE REPORT

<table>
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<td>81,212</td>
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Based on Standard Audit and Measurement Services, Inc. study No. 1 made in Spring, 1952

YOU GET INTO MORE HOMES WITH . . .

WTAD

QUINCY

STANDARD AUDIT PROVES IT!

Based on official reports by Standard Audit of all radio stations located in Quincy, Illinois; Keokuk, Iowa and Hannibal, Missouri, WTAD reaches more homes than any other two stations. And WTAD reaches them more effectively and at lower cost than any other medium. For availabilities, write or call Walter Rothschild, National Sales Manager.

WTAD, Quincy, Illinois
930 KC . . . 5000 Watts, day . . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa
Represented by Weed & Company
Libel Protection in 21 States; W. Va. Is Latest to Adopt

TWENTY-ONE states now have generally similar libel laws releasing radio and TV stations from suits for utterances over which they have no control. Latest to enact such legislation was West Virginia.

A bill sponsored by the West Virginia Broadcasters was passed by both houses of the Legislature without a dissenting vote, according to WVBA president, John T. Gelder Jr., WCHS Charleston, who headed a committee which contacted legislators in the state.

Members of Mr. Gelder's committee were William Rine, WWVA Wheeling; C. L. Golliday, WEPM Martinsburg; A. W. Vickers, WMON Montgomery; GeorgeClinton, WPAR Parkersburg; Ellis Landreth, WRBW Welch; Joe L. Smith Jr., WILS Beckley.

States now having radio-TV libel protective laws are California, Colorado, Florida, Georgia, Iowa, Idaho, Kansas, Louisiana, Maine, Michigan, Missouri, Montana, Nebraska, Oregon, North Carolina, South Carolina, South Dakota, Utah, Virginia, West Virginia and Wyoming.

Texas' Anti-Liability Bill

TEXAS Assn. of Broadcasters is sponsoring a bill in the Texas House to protect radio-TV owners and operators for defamatory statements for which they are not responsible. The bill, authored by Rep. J. B. Paxton of Palestine, Tex., would not hold a broadcaster liable for damages for defamatory statements uttered in connection with any election.

FCC Approves WTVN (TV) Sale From Lamb to Taft Family

THE TAFT family of Cincinnati last week was given FCC approval to buy WTVN (TV) Columbus, Ohio, for $1.5 million from Edward Lamb, broadcaster, telecaster, and newspaper publisher.

Hulbert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati, owned by the Cincinnati Times-Star and in turn controlled by the Taft family, told Broadcasting * Telecasting that the sale would be closed "within ten days."

WTVN (TV), now owned by Edward Lamb, began operations in August 1949 on vhf Ch. 6 and operates with effective radiated power of 19.8 kw visual. Six weeks ago it received FCC permission to increase its ERP to full 100 kw.

Hulbert Taft Sr., publisher of the Cincinnati Times-Star, is president of WKRC-AM-FM-TV. He is a cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of the radio properties and Robert A. Taft Jr. is general counsel.

Mr. Lamb is being retained as a consultant to WTVN (TV) for ten years for an annual retainer of $12,500. He is being paid $1,340,000 for broadcast equipment and $160,000 for land and buildings.

It has been reported that WTVN (TV) has monthly earnings of between $25,000 to $30,000. Its transmitter is located atop the LeVeque-Lincoln Tower in downtown Columbus and its studios and offices are at 753 Harmon Ave.

Mr. Lamb still retains WICU (TV) Erie, Pa., and WMAC-TV Massillon, Ohio. He is licensee of WTOD Toledo, WIKK Erie and WHOO Orlando, all AM stations. He is publisher of the Erie Dispatch.
Proof is in performance

ask the man who owned one!

To provide still greater coverage of its area long accustomed to Du Mont-quality TV service WHBF now prepares for a power increase to 100 KW ERP.
Networks Study Civil Rights Law in N. Y.

TELEVISION networks indicated last week they plan to take "a long and hard look" at provisions of Section 52 of the Civil Rights Law of New York State that prohibits "the televising, broadcasting and taking of motion pictures of certain proceedings" before a court, televising, Law provisions.

"Any violation of this section shall be a misdemeanor," said NBC, CBS-TV and ABC-TV planned film coverage.

Waterfront Probe

Both ABC-TV and CBS-TV said their attorneys were examining the law closely in view of plans to cover the forthcoming investigation in New York of waterfront crimes by Sen. Charles Tobey's (R-N. H.) Interstate & Foreign Commerce Committee.

NBC authorized the statement: "NBC's attitude is this: We do not think this law could interfere with the carrying of federal hearings."

The law, passed in April 1952, specifically notes that the ban covers "testimony of witness by subpoena or other compulsory process" and that "any violation of this section shall be a misdemeanor."

It has been reported that DuMont's New York outlet, WABD (TV), has offered to carry Sen. Tobey's investigation as a public service and that NBC, CBS-TV and ABC-TV planned film coverage.

KBIG Tells FCC

It Should Grant Application

KBIG Avalon, Calif., in response to protests filed by KMPC Los Angeles and KCBS San Francisco, alleging interference, told FCC last week that it "was constructed and is presently operating in full compliance with every provision of its construction permit."

Accordingly, KBIG said, FCC should grant "forthwith" its application for a station license to cover the construction permit and dismiss the protests.

KCBS claimed there is objectionable co-channel interference within its normally protected 0.5 mv/m daytime contour. KCBS is licensed on 740 kc with 50 kw, DA-2. KBIG is operating on 740 kc with 10 kw daytime only, DA.

KMPC Los Angeles asserted there is overlap between the 25 mv/m contours of KMPC and KBIG. KMPC is licensed on 710 kc with 50 kw daytime, 10 kw night, DA-N.

KBIG stated that no reliable evidence contrary to its contentions has been presented to the Commission. It said it got its CP after a full FCC hearing and that it has spent $222,903 constructing the station in reliance on the construction permit.

FCC BACKLOG

STATUS REPORTED

FCC bit into its backlog of pending broadcast cases, completed action on about 50 in the month of January. That was apparent from a study of the second report submitted by the Commission to Congress last week in line with the McFarland Act requirement that it report all pending cases three months or older for uncontested applications, and six months or older for contested cases, from the time hearings have concluded.

Second report, listing such cases up through Jan. 31, is 65 pages. This compares with 101 pages in the first report, which was a roundup as of Dec. 31, 1952 [B&T, Feb. 2].

Of the approximately 950 broadcast applications pending, 600 involve TV, the report showed. This compared with the approximately 635 reported pending for the end of 1952.

The Commission reported that 50 contested cases were still unresolved, although hearings had ended at least six months ago. This compares with 89 reported for the end of 1952.

The report indicated that 315 uncontested applications were three months old or older and that 44 applications were pending for renewals or transfers that were three months old or older. Of the 315 broadcast applications, 30 involve FM. The report also showed that there were 12 applications for auxiliary stations pending for at least 90 days.

Unreported were applications which do not fall in the 90-day or 6-month category. Just how many they add up to cannot be determined.

House Unit Names Staggers

REP. HARLEY O. STAGGERS (D-W. Va.) is the newest member of the House Interstate and Foreign Commerce Committee. Mr. Staggers takes the place of Rep. Thomas B. Stanley (D-Va.) who has resigned from Congress. With Rep. Staggers' appointment, the House Commerce Committee has full membership, with 17 Republicans and 14 Democrats.

Radio's GROWING

Because Radio reaches and sells more people at far lower cost than any other medium.

And here's what an advertiser says about WGN: "The general results we are obtaining on WGN at the present time are superior to the results we are obtaining in printed media and in direct mail. We thought you would be interested in knowing that we are finding radio, and WGN in particular, to be a most successful media for us at the present time."

A Clear Channel Station
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Chicago offices for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Gel. P. Wellington Co.
Advertising Solutions for All Other Cities

Los Angeles—117 W. 5th Street, New York—606 5th Avenue, Atlanta—325 Peachtree Street

Chicago—607 N. Michigan Avenue, San Francisco—435 Market Street
Any way you look at it...

WSYR is FIRST
in Central New York

Up to 239% More
Weekly Daytime* Audience Families
than any other local station

According to SAMS 1952
29.8% more than Station A
72.7% more than Station B
194.4% more than Station C
239.1% more than Station D

According to Nielsen 1952
47.0% more than Station A
55.0% more than Station B
157.5% more than Station C
212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

*And the nighttime figures show approximately the same leadership

Write, Wire, Phone or Ask Headley-Reed

WSYR
SYRACUSE
570 KC

WSYR-AM-FM-TV—the Only Complete Broadcast Institution in Central New York. NBC Affiliate
NARTB'S CONVENTION AGENDA IS SET

Both radio and TV share heavily in conferences planned for the April 28-May 1 annual convention. An added feature this year is scheduling of a keynote speaker.

FOUR-DAY program of business and engineering features has been drafted by NARTB for the 31st annual “Gold Rush” convention to be held in Los Angeles April 28-May 1.

The Management Conference runs through a four-day schedule of meetings, with the separate Engineering Conference occupying three days. Roughly the schedule lines up like this:

Management: April 28—Annual industry equipment exposition opens; TV meeting and election; FM roundtable; BAB radio sales program. April 29—Formal opening; keynote address; luncheon address by NARTB President Harold E. Fellows; five-city management market study results. April 30—UHF panel; TV code session; film panel; Voice of Democracy feature; luncheon speech by FCC Chairman Paul Walker; small-market TV workshop; radio program panel; labor workshop; merchandising panel; sports-public events panel; banquet. May 1—FCC panel; trade press panel; noon adjournment.

Engineering: April 29—Technical papers; joint NARTB luncheon; reception. April 30—Technical papers; joint luncheon; low-budget TV clinic; banquet. May 1—Technical papers and inspection of network studios. Inspection trip to Mt. Wilson antenna farm is planned May 2.

A new feature added this year is the keynote speaker, a prominent industry figure whose name has not been announced. The keynote will be presented with an award for outstanding service to broadcasting.

While television is occupying a heavy share of the time, plenty of features have been scheduled for aural broadcasting, particularly in connection with the Management Conference.

Program arrangements are being drawn up by a committee headed by Clair R. McCollough, WAGL-AM-TV Lancaster, Pa.

Robert K. Richards, NARTB administrative vice president, is directing convention program planning in cooperation with the committee. C. E. Arney Jr., secretary-treasurer, is in charge of physical arrangements. Arthur C. Stringer is managing the equipment exposition.

Light and heavy equipment exhibits will be held in the Biltmore Hotel display areas, with service displays and some of the lighter gear concentrated in the second-floor sample rooms. Management Conference meetings are to be held in the Biltmore Theatre, adjoining the hotel. Engineering sessions will be in Burdette Hall, diagonally across the street.

Two Luncheon Meetings

The two luncheons will include the combined management-engineering delegates and the banquet, to be held at the Palladium, also to be a joint affair.

A high spot of the management agenda will be the five-city radio market study, conducted under the direction of Richard M. Allerton, NARTB research manager. Results of the extensive inquiry into radio markets will be reviewed by Mr. Allerton and President Fellows. Also taking part in the Wednesday afternoon session at which the market study will be presented will be Paul W. Morency, WTCI Hartford, and Mr. McCollough.

Radio station sales problems will be analyzed at the BAB Tuesday afternoon meeting, with BAB showing dramatically how to sell time and attract sponsors. FM's special problems will be reviewed at the Tuesday morning workshop.

Radio program discussion is scheduled Thursday afternoon concurrently with a labor workshop. These will be followed by separate merchandising and sports-public events panels.

A new feature Friday morning following the FCC panel will be a trade press session at which Mr. Richards will preside.

Mr. McCollough will formally open the Management Conference Wednesday morning. He will present Judge Justin Miller, NARTB board chairman and general counsel. After preliminaries the keynote award will be made and the keynote speech delivered.

Tuesday morning's TV meeting will be of a business nature for TV member stations. TV directors whose terms expire at that time are: William Fay, WHAM-TV Rochester; Campbell Arnaux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore; Henry W. Slavick, WMCT (TV) Memphis. The four vacancies will be filled at the meeting.

Thursday morning is strictly television. Thad
ENGINEERING chiefs of five networks took part in selection of papers for NARTB Engineering Conference to be held during convention week, April 28-May 1. Meetings of guidance committee included (1 to r): A. James Ebel, WMBD Peoria, Ill.; Rodney D. Chipp, DuMont TV Network engineering director; William B. Lodge, CBS engineering vice president; O. B. Hanson, NBC vice president and chief engineer; Raymond F. Guy, NBC manager of radio and allocations engineering, committee chairman; Neal McNaughten, NBC engineering director; Frank Marx, AB-PT engineering vice president; E. M. Johnson, MBS engineering and station relations vice president; Absent, Carl G. Nopper, WMAR-TV Baltimore.

Brown, NARTB TV vice president, will submit his report, to be followed by a uhf panel and discussions of TV code and film problems. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, will lead the code discussion. Robert D. Swezey, WDSU-TV New Orleans, will preside at this session in his capacity as TV Board chairman.

Pre-registration fee for the Management Conference is $35, with $25 for the Engineering Conference and $15 for the ladies program. Saving of $2.50 in registration can be obtained up to April 15. NARTB is exclusive agent for all rooms in the Biltmore and Statler.

Topics to be featured at the engineering agenda include remote control of transmitters, uhf, antennas, lens, TV boosters, AM signals, from high TV towers, studio lighting, personnel problems, TV tape recording, panel on low-budget TV operations.

One of the papers that is attracting advance attention deals with a plan for technical operation of TV stations, using a staff of two. Neal McNaughten, NARTB Engineering Dept. manager, is making arrangements with the help of a guidance committee (see photo). A West Coast arrangements committee consists of Les Bowman, CBS Los Angeles, chairman; A. E. Towne, KPIX (TV) San Francisco; R. E. Arne, KFI Los Angeles; C. W. Mason and H. L. Blatchman, KPT Los Angeles, and P. G. Caldwell, AB-PT Los Angeles.

Running all that week at the Statler Hotel in Los Angeles will be a convention of the Society of Motion Picture & Television Engineers. Many of the NARTB technical delegates will attend the SMPTE Wednesday evening banquet.

Mr. McNaughten said the Guidance Committee was able to select only a small portion of the papers considered for the NARTB technical sessions.

Papers to be Read

Papers to be read at the engineering discussions were tentatively listed as follows:


Ford Fund Antes $20 Million For Civil Liberties Studies

FORD Foundation announced Wednesday it has allocated $15 million for studies on civil liberties in America, which is expected to include an examination of censorship, and blacklisting and boycotting activities in radio and television as well as other fields.

A foundation spokesman in New York said Thursday the general subject of censorship, blacklisting and boycotting will be explored under the program but specific areas of study have not yet been defined. He added he was "reasonably sure that radio and TV problems would be covered."

The appropriation will be administered by the Fund for the Republic, an independent agency of the foundation established in December. Paul G. Hoffman, the foundation's president, will be chairmen of the fund's board of directors.

The foundation said the Fund for the Republic will try to eliminate restrictions on freedom of thought, inquiry and expression and "to respectability to individual freedom."

Other immediate projects will be studies on restrictions and assaults upon academic freedom, due process and equal protection of the laws and protection of the rights of minorities. The foundation noted workers will examine communist influence in the nation, because communism is "the major factor affecting civil liberties today."

Oregon Broadcasters Elect McCreadie Pres.; Discuss Sales

S. W. McCREADY, KUGN Eugene, Ore., was elected president of the Oregon State Broadcasters Assoc., at a winter meeting. At the February sessions, devoted largely to sales problems, the state's new, relaxed rules on beer and wine radio advertising were explained. Rules had limited hours of broadcast devoted to alcoholic beverage advertising, and they were relaxed after a seven-year association campaign.

A new selling formula was presented by Alan Torbet, general manager, KFSD San Francisco, and the success story of Sunny Jim peanut butter was delivered by Dave Crockett, radio-TV director, Mac Whipps, Cole & Weber, Seattle.

Resolutions were approved favoring a new journalism building at the U. of Oregon and expansion of association activities in the coverage of high school athletics.

Others elected for 1953: Paul Walden, KODL The Dalles, vice president; Joe Schertler, KEX Portland, treasurer; directors, Jennings Fierce, KMED Medford, and Dick Maguire, KYIC Klamath Falls.

Ala. Broadcasters to Meet

NEW OFFICERS will be elected at the annual spring meeting of the Alabama Broadcasters Assn. in Florence March 26-28. Thomas E. Martin, WAPX Montgomery, is president of the group, working with Richard B. Biddle, WOW Florence, on convention plans.

Penna. Meet May 19-21

ANNUAL convention of the Pennsylvania Assn. of Broadcasters will take place at the Bedford Springs Hotel, Bedford, Pa. May 19-21. Roger W. Clipp, general manager, WPIL Philadelphia, is president of the group.
Talks to 2,102,559 riders per week for 50¢ PER THOUSAND!

the only way to talk to shoppers on their way to buy...

TRANSIT RADIO ALSO AVAILABLE IN THESE OTHER MARKETS...

St. Louis—KXOK-FM
Cincinnati—WKRC-FM
Worcester—WGTR-FM
Trenton—WTOA-FM
Pittsburgh—WKJF-FM
Washington—WWDC-FM

Transit Radio in Kansas City is a real year-round “buy” in advertising. That’s because it delivers your message to a paid circulation—by actual fare count—at approximately 50¢ per thousand!

Transit Radio delivers your selling message while these customers are on their way to buy. They’re stepping out to spend, and Transit Radio is the only medium that actually “talks” them right to your product.

See Your Forjoe Man at these addresses:

New York 19
29 W. 57th St.
Plaza 5-8301

Chicago 11
435 N. Michigan Ave.
Deleware 7-1874

Los Angeles 17
1,127 Wilshire Blvd.
Madison 6-8329

San Francisco 5
595 Market St.
Sutter 1-7569

Atlanta 5
405 Mortgage Guarantee Bldg.
Alpine 1241

and all other Transit Radio stations represented by Forjoe National, Inc., Transit Radio representatives
**SRA’S ‘CRUSADE FOR SPOT RADIO’**

Organization’s John Blair and Tom Flanagan urge stations to contribute funds to be used to employ another salesman and to conduct clinics.

INVITATIONS to radio stations to join with Station Representatives Assn. in a national “Crusade for Spot Radio” are in the mails.

They were sent over the weekend from SRA headquarters in New York. The letters are signed by John Blair, president of SRA and head of his own radio and TV station representative organization, and by Tom Flanagan, SRA’s managing director.

Citing SRA’s accomplishments in its five-year existence, the letter reports the feeling of SRA’s 14 members that “we haven’t done enough” and attributes failure to a lack of funds, “in spite of the fact that some of our members individually contribute nearly $10,000 annually to the association.”

SRA proposes that each station contribute to the crusade one-half of its one-time, one-minute announcement rate, per month. It suggests that payments be made quarterly, or annually, in advance, starting as of March 1, 1953.

If the individual radio station operators accept SRA’s invitation to join in a Crusade for Spot Radio, SRA states, “One primary purpose will be to employ a top-flight radio salesman who will devote all his time to selling spot radio to advertisers. To aid him in this work, we plan to use part of the funds to provide him with a brand new spot radio presentation which will be so designed that it will be slanted to the peculiar problems of each advertiser who sees it.”

The work of this salesman would be added to that of Mr. Flanagan, who will continue his present practice of making presentations to advertisers, SRA explained. SRA also plans to expand the activities of its Chicago Council, inaugurating spot clinics in that area and calling on all spot radio prospects there. Comprehensive quarterly reports on activities will be made to all subscribing stations.

Answering the obvious question as to how the proposed SRA Crusade will fit in with the efforts of BAB to sell radio, SRA lauds BAB for doing a “good job,” noting in passing that many SRA members are also BAB subscribers, and admits that “there may be some overlap in what BAB is doing and what we propose to do.”

But, SRA declares, “We see no fault in this, since the more sales effort that is devoted to radio, the more sales we are going to make.”

Disclosure of SRA’s plans brought from William B. Ryan, president of BAB, a statement that BAB favors “any effort” that will increase the number of national radio advertisers and their expenditures and also that BAB’s own presentations in this area have steadily increased and shortly will be tripled. Outlining BAB’s plans along the same lines, he said:

“The concentrated work of the sales staffs of spot representative organizations, SRA, and the networks sales staffs are all necessary to solve the fundamental problem—developing more national advertisers who believe in radio as their primary advertising tool.”

**Treynor Promoted, Succeeds Stubblefield at NARTB**

WILLIAM K. TREY NOR last week was promoted to manager of the NARTB Station Relations Dept., following resignation of William T. Stubblefield, who joins Blackburn-Hamilton Co., radio-TV-newspaper brokers.

Mr. Stubblefield’s resignation was announced Thursday at NARTB. Simultaneously, it was disclosed that Mr. Treynor, assist station relations manager and head of the West Coast office in San Francisco, has been named to fill the vacancy.

Effective March 15, Mr. Stubblefield joins Blackburn-Hamilton as a member of the firm, which has offices in Washington, Chicago and San Francisco. Partners in the firm are James W. Blackburn and Ray V. Hamilton. Mr. Stubblefield is to headquarter in the Washington office, located in the Washington Bldg.

NARTB’s station relations work was taken over by Mr. Stubblefield Dec. 1, 1951. He succeeded John F. Hardesty when the latter went to BAB in New York.

Mr. Treynor was an account executive at WTOP-TV Washington before joining NARTB Dec. 26, 1950, a few months after the station relations department was organized. He entered radio in 1939 at WOL, Washington.

**Texas Group to Meet**

DISCUSSION of TV’s impact on aural broadcasting will feature the March 16 meeting of Texas Assn. of Broadcasters, meeting at Commodore Perry Hotel, Austin. Boyd Kelley, KTRN Wichita Falls, is TAB president.
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30 BEST SELLING RECORDS
OF 1952*

29 of them used

audiodiscs®

for the master recording

Record, Artist & Label Made from Audiodisc Master
BLUE TANGO (Leroy Anderson—Decca) .......................... 1
WHEEL OF FORTUNE (Kay Starr—Capitol) ................. 1
CRY (Johnson Ray—Okeh) ......................................... 1
YOU BELONG TO ME (Jo Stafford—Columbia) ............. 1
AUF WIEDERSEHEN, SWEETHEART (Vera Lynn—London) 1
I WENT TO YOUR WEDDING (Patti Page—Mercury) ....... 1
HALF AS MUCH (Rosemary Clooney—Columbia) .......... 1
HERE IN MY HEART (Al Martino—BBS) ...................... 1
I WENT TO YOUR WEDDING (Patti Page—Mercury) ....... 1
HALF AS MUCH (Rosemary Clooney—Columbia) .......... 1
WISH YOU WERE HERE (Eddie Fisher—Hugo Winterhalter—Victor) 1
ANY TIME (Eddie Fisher—Hugo Winterhalter—Victor) ...... 1
TELL ME WHY (Four Aces—Decca) ........................... 1
BLACKSMITH BLUES (Della Mae Morse—Capital) ............ 1
JAMBOLEYA (Jo Stafford—Columbia) ....................... 1
DELICADO (Percy Faith—Columbia) .......................... 1
KISS OF FIRE (Georgia Gibbs—Mercury) .................... 1
ANY TIME (Eddie Fisher—Hugo Winterhalter—Victor) ...... 1
GUY IS A GUY (Doris Day—Columbia) ..................... 1
SLOW POKE (Pee Wee King—Victor) .......................... 1
SLOW POKE (Pee Wee King—Victor) .......................... 1
WALKIN' MY BABY BACK HOME (Johnson Ray—Columbia) 1
MEET MR. CALLAGHAN (Les Paul—Capitol) .................. 1
I'LL WALK ALONE (Eddie Fisher—Hugo Winterhalter—Victor) 1
TRYING (Bill Toppers—Dot) .................................... 1
PLEASE, MR. SUN (Johnson Ray—Columbia) ............... 1
*According to Retail Sales, as listed in THE BILLBOARD.

... and over 43% used

audiotape® for the original sound!

Like Audiodiscs and Audiotape, this record speaks for itself.

Of the thirty top hit records of the year, all but one were made from Audiodisc masters! And that one—a London Record—was made abroad.

It is significant, too, that the original recordings for over 43 per cent of these records were first made on Audiotape, then transferred to the master discs. This marks a growing trend toward the use of Audiotape for the original sound in the manufacture of fine phonograph records.

Yes—Audiodiscs and Audiotape are truly a record-making combination—in a field where there can be no compromise with Quality!

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
NEW TV GRANTEES BEGIN AIR PLANS

Most of the 19 new TV CP holders look to operation before next fall. Pre-freeze stations plan power or program increases while post-freeze grantees aim for air debuts.

MOST of last week’s 19 new television station grantees (see story page 44) do not expect to get on the air before next fall.

The most optimistic report came from Pittsburg, Kan., where KOAM, vhf Ch. 7 grantee, said an Aug. 1 starting date was contemplated. RCA equipment is specified. KOAM (AM) is affiliated with NBC. No decision yet has been reached on station representation.

E. D. (Dee) Rivers Jr., president of WGOV-TV Valdosta, Ga., uhf Ch. 37 permittee, said his station plans a late summer or early fall starting date, contingent upon RCA equipment delivery. Southern Television & Radio Sales Inc., Atlanta, Mr. Rivers’s own representative firm which serves about 100 southern stations, also will represent WGOV-TV. Network affiliation is to be determined.

William M. Dawson, general manager of WARM Scranton, Pa., which was granted uhf Ch. 16, said the on-the-air date is early fall. National representative will be George P. Hollingbery Co. Equipment is to be General Electric. Network plans are not yet formulated, Mr. Dawson said.

Harry S. Hyett, general manager of WEAU Eau Claire, Wis., said that the contemplated starting date for the vhf Ch. 13 station is this fall. George P. Hollingbery will be the national representative, Mr. Hyett said, and conferences are scheduled within a fortnight to arrange network affiliation. RCA equipment is specified.

B. T. Whitmire, general manager of WBFC Greenville and an official of the Inter-City Advertising Co. of Charlotte, N. C., uhf Ch. 36 grantee, stated a fall target date has been set. Equipment will be either RCA or DuMont, he said, with The Bolling Co. Inc. as national representative. Network affiliation has not yet been negotiated.

KIFI-TV’s Plans

J. M. Brady, president and general manager of KIFI-TV Idaho Falls, Idaho, new vhf Ch. 8 grantee, said the starting date was planned for late this year. Network affiliation will be with ABC, but national representative and make of equipment have not been determined, he reported.

Pocatello Plans

Frank Carman, president of Eastern Idaho Broadcasting & Television Co., Pocatello, Idaho, said his station, granted vhf Ch. 10, expects to be on the air by spring of 1954. George P. Hollingbery will be the station’s representative and RCA equipment will be used.

Ed Craney, a partner in Television Montana, which received the vhf Ch. 6 grant for Butte, Mont., declared that consideration was being given to modification of the plans for the installation in order to provide more effective service in the area. Consequently, he said, no target date has been set for beginning operation.

T. V. Taft, treasurer of El-Cor Television Inc., Elimsa, N. Y., uhf Ch. 18 permittee, reported that the starting date is unknown. DuMont equipment will be used, he declared, and national representative will be Everett-McKinney. There are no plans for network affiliation, he said.

While last week’s new grantees busied themselves by signing equipment contracts and arranging for network affiliation and national representation, pre-freeze stations either were planning to increase power or expand programming while post-freeze stations were concerned with getting on the air.

WOW-TV Omaha, Neb., last Tuesday began regular program service with 100 kw effective radiated power (visual). The station tested its maximum power a week ago Friday, and went to the maximum power allowed by FCC on vhf Ch. 6 during the Camel News Caravan program Feb. 24 at 6:45 p.m. CST.

Frank Fogarty, general manager of WOW-TV, claimed the station is the first in Omaha to boost its power to the maximum allowable, and he believes the station is the sixth in the nation to do so. "Viewer response, Mr. Fogarty said, has been most gratifying." Lee Higgins, manager of KTNT-TV Tacoma, Wash., said that his station was to begin commercial programming yesterday (Sunday).

WKNB-TV’s Coverage

Peter B. Kenney, manager of WKNB-TV New Britain, Conn., reported that the most rapid growth of a uhf television audience in the U. S. is taking place in the greater Hartford area served by his uhf Ch. 30 station.

According to Mr. Kenney, an actual count, completed last Wednesday, among officials of all distributors of leading makes of TV sets and converters in the Hartford area, "authenticated by sworn statement, shows 36,647 sets in WKNB-TV’s coverage area now equipped for Ch. 30 reception."

In order to get on the air sooner, the KGNL-TV Amarillo, Tex., board of directors last week decided to order an RCA 2 kw transmitter with a single-bay antenna instead of waiting for equipment which would allow operation
"You can’t sit on the news!"

In 1940, The Wall Street Journal circulation was 29,000. Today it’s 255,000—and still climbing!

"Like any news," said Chairman Robert M. Feenster, "news of business is worthless unless it’s fresh!"

"We set out to make The Wall Street Journal the truly national business daily—one that would reach executive desks all over the country on the same morning. We first decentralized our printing plants—publishing in New York, San Francisco, Chicago and Dallas. But we still couldn’t deliver fresh news from these points without the fastest, most reliable shipping service."

"That’s why we called in Air Express."

"Now, 6500 pounds of Wall Street Journals go Air Express daily. Only hours later they’re in a score of other major cities. And on practically every shipment, Air Express rates are the lowest in the field."

"We knew we could build circulation. We knew we had the news and features vital to American business. Our problem is to deliver the papers! Air Express helps solve it! If you’re building circulation or sales, look into Air Express rates and benefits."

-AIR EXPRESS GETS THERE FIRST-

Division of Railway Express Agency
with an ERP of 10 kw visual. With the expected early delivery of the 2 kw transmitter, the uhf Ch. 4 station expects to begin airing a test pattern about the middle of March, with programming scheduled for one week later, according to Tom Krister, KGNC-TV general manager. The temporary transmitter location will be atop the Amarillo First National Bank, Mr. Krister said. He hopes for 100 kw operation by mid-summer from an 833 ft. tower. KGNC-TV network affiliation will be with NBC and DuMont, according to Mr. Krister.

Target dates for the three stations owned by Jacob A. Newborn Jr. were announced by John Summerfield, program manager of the trio, last week. Mr. Summerfield said KBMT (TV) Beaumont, Tex., was aiming for an April 1 start; representative will be O. L. Taylor Co. KETX (TV) Tyler, Tex., should be on the air June 1, and WTFS (TV) Gadsden, Ala., is aiming for Aug. 1. Representative for WTFS (TV) is to be Weed Television. General Electric equipment is planned for all three stations.

James E. Gordon, vice president and general manager of WJMR-TV New Orleans, uhf Ch. 61 grantee [WBT, Feb. 23], said that national representative would be The Bolling Co. Robert R. Tincher, general manager of KVTV (TV) Sioux City, Iowa, uhf Ch. 9 grantee, said the station would be affiliated with the DuMont network, in addition to CBS-TV.

WKST-TV New Castle, Pa., uhf Ch. 45 grantee, expects to begin its test patterns the second week in March. A. G. Graham said that the station, which will start with an ERP of 20.8 kw, to be increased upon delivery of a high power transmitter later in the year to 208 kw, will serve the Pittsburgh-Youngstown territory, having within its primary coverage area a population of 680,000 persons.

Mr. Graham said figures furnished by major set distributors show an increase in the last 20 days of 502 uhf homes per day in the WKST-TV primary coverage area. He said that from Jan. 10 to Feb. 17, the number of uhf homes increased from 3,973 to 20,765.

The station's RCA transmitter is now being installed, Harry W. Reith, WKST-TV production manager, reported.

WCOV-TV Montgomery, Ala., grantee for uhf Ch. 20, said all equipment deliveries are on schedule with the exception of an RCA uhf antenna, but that the station hopes to get a test pattern on the air by late March.

The WCOV-TV Stainless Tower was to have been completed yesterday (Sunday). The first section of the tower was erected Feb. 19.

John W. Boler, president of KCJB-TV Minot, N. D., uhf Ch. 13 permittee, said the station may be on the air April 1 with the use of temporary facilities. KCJB-TV has considerable equipment on hand, with the balance in transit, and with favorable weather conditions is in a position to begin telecasting at an early date, while permanent installations are being constructed south of Minot, Mr. Boler declared.

The station will be a primary CBS affiliate.

Philip Merryman, president and general manager of WICC-TV Bridgeport, Conn., stated last week that a television audience survey of the metropolitan Bridgeport-New Haven markets shows that WICC-TV will receive widespread acceptance. Mr. Merryman, citing statistics contained in the results of a survey conducted by Frooman Market Research, said set ownership saturation ranged from 45% in Newton to 85% in Norwalk, with 70% in Bridgeport. He said that 75% of these sets probably will be converted to receive WICC-TV within the next year.

WGLV (TV) Easton, Pa., named Headley-Reed Co. at its national representative.

WHUM-TV Reading, which began operation on uhf Ch. 61 a week ago [WBT, Feb. 23], is operating from 11 a.m. to 11:30-12 midnight weekdays and from noon until 11:30-midnight Sundays. Station is a CBS-TV affiliate.
98% of all U.S. TV stations use Houston-Fearless equipment

Smother BETTER SHOWS
are produced with
HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort... and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.

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☐ Camera pedestals ☐ Film Processors
☐ Paraboloids ☐ Remote control parabola

Name: ___________________________ Title: ___________________________
Station or Firm: ___________________________
Address: ___________________________
City: ___________________________ Zone: ______ State: ______
Come again--
Broadcast Men!

Welcome to the Radio Engineering Show—
March 23-26, 1953
at New York City

19 IRE Professional Groups have prepared skillfully organized symposia and technical sessions on all phases of radio, TV, and electronics. These papers will keep you up-to-the-minute on the developments which are to come in the next few years—for the IRE Convention Theme is:

Radio-Electronics
"A Preview of Progress"

The colorful Annual Meeting on Monday at 10 (opening morning) will feature the "Founders' Award". Social Events include the "Get Together Cocktail Party" Monday, and the Annual Banquet Wednesday, all at the Waldorf Astoria Hotel.

405 Exhibitors are using 58,680 square feet—the entire four floors of Grand Central Palace, to give you a "Preview of Progress" in the apparatus, components and instruments of Radio-Electronics. Registration: IRE Members $1.00, Non-Members $3.00. Register at Grand Central Palace, 47th & Lexington Avenue, or The Waldorf Astoria Hotel, 49th & Lexington Avenue, New York City.

THE INSTITUTE OF RADIO ENGINEERS

Robert M. La Follette Jr., WEMP Chmn., Found Dead

ROBERT M. LA FOLLETTE JR., 58, chairman of the board of WEMP Milwaukee, was found fatally shot at his Washington, D.C., home last Tuesday. The death was pronounced suicide by the coroner.

Funeral services were held Friday at Grace Episcopal Church, Madison, Wis. Since his defeat for the Senate in 1946 by the incumbent, Sen. Joseph R. McCarthy (R), Mr. La Follette had been an economic adviser and consultant, with offices in the National Press Bldg., Washington.

As board chairman of WEMP Mr. La Follette owned 315,625 shares of a total of 2,525 shares of Class A stock.

Surviving are his wife, Mrs. La Follette; two sons, Joseph Oden and Bronson Cutting, students; his brother Philip, former governor of Wisconsin and now a lawyer practicing in Madison.

KUDL to Begin May 1

CONSTRUCTION has begun on KUDL Kansas City, Mo., which is expected to go on the air with 1 kw on 1380 kc May 1, with its tower at 6200 Independence Ave. and studios at the Baltimore Bldg. David M. Segal, owner, will manage the station, with Bill Simons as chief engineer and Lee E. Baker consulting engineer.

KOKO Warrensburg, Mo., another station to be operated by Mr. Segal, is expected to be on the air in early summer, and together with KUDL and KDKD Clinton, Mo., will form a local network fed from Kansas City, Mr. Segal said.

Radio-TV Contribute $5,303,192 in Time to NCCC

DOLLAR value of time contributed by radio and television stations to the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. during 1952 was estimated by the commission last week at $5,303,192.

This figure was contained in a report by the commission to be presented to its board of managers at the commission's annual meeting in New York tomorrow (Tuesday) and Wednesday.

The report said radio stations and networks granted some $2,555,023 in free time and television stations and network approximately $2,948,169 worth. For the year the total number of commission radio broadcasts were placed at 1,315 and TV broadcasts at 352.

"During 1952, representatives of 21 denominations participated in our programs," the report noted. "The total number of churchmen involved was 565 and the total number of workers, other than churchmen, was 10,728 for a grand total of 11,293 people."

The commission provided material and talent for 75 local and network TV special events programs and for 50 local and network radio shows of this type, according to the report. Single out for special cooperation were the Mike and Bull Show on CBS-TV, Jack Bench Show on ABC radio, and Strike It Rich on CBS-TV.

The summary described some 16 radio and TV programs currently produced by the council and offered suggestions for several new shows under consideration for 1953. It stressed that actual production costs of radio and TV programs during 1952 were $184,758 but would have run to $1,543,335 if the shows had been produced commercially.

The report listed overall commission expenses for 1953 at $480,051 and estimated income at $483,610. The budget already has been approved by the general board of the National Council of Churches.

Included on the docket of the annual meeting at tomorrow's session at the Henry Hudson Hotel will be a review of the commission's programs and a dinner meeting address by Harold Fellows, president of NARTB. Highlighting Wednesday's meeting will be election and installation of officers of the commission.

Webster of McClatchy Dies

NORMAN D. (Hap) WEBSTER, 45, technical director of the McClatchy Broadcasting Co., died last week in St. Joseph's Hospital, Baltimore. He was stricken with a heart attack Feb. 11 while enroute from Washington to Camden, and was taken to the hospital from the train at Baltimore. Mr. Webster and John Hamlyn, general counsel for the McClatchy Broadcasting Co. had been participating in the Sacramento Ch. 10 TV hearings in Washington which began in the middle of November, and which were recessed Feb. 19. Mr. Webster was enroute to RCA regarding the McClatchy TV grant in Fresno, Calif.

As technical director for McClatchy Broadcasting Co., Mr. Webster supervised KFBK-AM-FM Sacramento, KMI-AM-FM Fresno, KGW Stockton, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all California, and KOH Reno, Nev.

WTIC Plans to Put AM, FM, TV In New, $2 Million Building

NEW RADIO-TV studio building costing $2 million will be constructed by WTIC Hartford if re-zoning and its TV plans are approved by the Hartford City Council and FCC, respectively. Paul W. Morgan, vice president of Travelers Broadcasting Service Corp., has applied for a change in zoning laws to permit construction of the building 2 1/2 miles from the city's center.

The proposed two-story building would occupy 80,000 square feet, including studio space for AM and FM, now housed in Travelers Insurance Co.'s buildings in the downtown area, and for television. Administrative space would surround studios, built around a large glass rotunda enclosing a circular staircase. TV transmitter and antenna would be placed at WTIC's present transmitter site in Avon, Conn.

WTIC filed for a TV grant in 1947, and amended its request after the lifting of the freeze by petitioning for Ch. 3 with 100 kw.elor
Lambert Named Director of U. of Missouri's TV Operation

APPOINTMENT of Dr. Edward C. Lambert of the School of Journalism, U. of Missouri, as director of the university's TV program, which embraces establishment of a commercial station on Ch. 8 to begin operation in July, was announced last week by the Board of Curators. He will also serve as assistant to the president, Frederick A. Middlebush.

Dr. Lambert, who was promoted from assistant professor to a full professorship in the School of Journalism, will have supervision over both radio and television curricula. He has been with the university for eight years and heretofore has been in charge of the radio sequence at the journalism school, as well as the news department, which includes news broadcasts over the university's AM station, KFRU.

Lester E. Cox, chairman of the Board of Curators and owner of KWTO Springfield, said that announcement of executive staff appointments of the new television station would be forthcoming soon. The station will be operated as a regular commercial entity but with emphasis on education.

WHUM-TV Interconnected

WHUM-TV Reading, Pa., was connected into the Bell System's intercity TV network facilities last Tuesday, getting network programs via a branch microwave channel stemming from the transcontinental microwave system at a radio relay station outside of Philadelphia. With the addition of WHUM-TV, AT&T now serves 121 stations in 77 U. S. cities.

E. P. (Bud) Mills Dies

ELLSWORTH P. (BUD) MILLS JR., 53, commercial manager of WELL Battle Creek, Mich., died in that city Feb. 22. Mr. Mills had been with WELL since 1949. He was active in local civic affairs, especially boys' clubs. He is survived by his wife, Mrs. Dorothy Lee Mills, and a daughter, Mrs. Robert Rhinard of Eau Claire, Mich.

TV Booster Books Help Finance Crackers' Baseball

FAN FINANCING is offered as a solution to the problem of telecasting baseball games of the Atlantic Crackers on WSB-TV, that city, Earl Mann, Crackers president, is selling TV Booster Books for $5, tickets being good for any four games at the Atlanta park.

Under sponsorship of the Junior Chamber of Commerce, the public is asked to buy 25,000 of the $5 books. Complete games will be telecast Monday and Wednesday nights and Sunday afternoons, on WSB-TV.

"We know television is here to stay," said Thomas Richardson, president of the Eastern League and member of the minor league television committee, adding, "We hope minor league baseball is, too. But from the people that stay home and still see both, local clubs must have some compensation."

"The television monster—and it can be a marvelous monster—must live with baseball in the minors, and pay some compensation to be a partner. Televising major league baseball into minor league territory has definitely damaged the game. The setup in Atlanta looks good because baseball will get some direct monetary benefits. . . ."

Kane Heads NCAA Committee

NCAA's new TV committee, under chairmanship of Robert Kane, Cornell U., will explore the association's 1953 controlled football TV program at a three-day meeting later this month.

Mr. Kane was named to head the group at a two-day session in Chicago last week. Asa Bushnell, Eastern Collegiate Athletic Conference commissioner, was retained as TV program director. Meetings were at LaSalle Hotel.

The TV committee meet in Kansas City March 19-21 will get down to brass tacks. It will hear recommendations and suggestions from members and attempt to put the program into concrete form before submitting it to the full NCAA membership for referendum vote.

Red Cross Drive for Funds Opens With Like Broadcast

PRESIDENT EISENHOWER yesterday (Sunday) officially opened the 1953 Red Cross fund campaign for $93 million in a message scheduled on all major radio and TV networks at the end of separate half-hour radio and TV shows starring well known figures.

The Red Cross goal, $8 million above last year and highest since the war years, had the support of networks and individual stations which were scheduled to feature or mention the Red Cross appeal on a majority of programs from 7 p.m. yesterday to 7 p.m. today. Also scheduled yesterday was the annual Red Cross broadcast of NBC's Theatre Guild on the Air, sponsored by U. S. Steel Co.

SPOKEN WITH THE VOICE OF Authority

Just as the word of the ship's Captain goes unquestioned . . .
so do the broadcasts by WWNC. Over the span of a quarter-century, this pioneer station of western North Carolina has earned a place in the minds and in the homes of listeners over an 11 county primary area.

When WWNC . . .
which has an 82.4% penetration in the 50%-100% area as given by SAM . . . carries its authority and prestige to the vast majority of Western Carolina listeners . . . isn't it logical to assume that it is the best advertising buy, too?

An advertising message means more when vested with the voice of authority.

March 2, 1953 • Page 69
STATIONS

Broadcasters Begin Tour Of Europe, Middle East

ABOUT 35 broadcasters and newspaper editors and publishers were scheduled to leave New York by air Friday for a look at the world situation in Europe and the Middle East.

Government officials, including Mutual Security Administrator Harold Stassen, briefed the group in Washington Thursday. The group, each person paying his own expenses, was to visit Germany, Austria, Yugoslavia, Greece, Egypt, Lebanon, Italy, France and Britain.

Broadcasters include:

J. Patrick Beacem, WVVW Fairmont, W. Va.; Mr. & Mrs. John Biddle, WHIN Huntington, WCPA Clearfield, WAKU Latrobe, all Pennsylvania; and WCMN retiring, Fla.; Mrs. Martha Holles, WFAH Alliance, Ohio; Josh Horns, WCRG Rocky Mount, N. C.; F. Parker Roy, WJAM Lewiston, Me.; Bennett O. Knudsen, KATE Albert Lea, Minn.; Mr. & Mrs. Karl F. Steinmann, WCUM-AM-TV Cumberland, Md.; Mrs. Sarah M. Seaslon, KGJP Miles City, Mont.; A. W. Schweider, KGJ Idaho Falls, Idaho; Marjorie R. Vickers, KPAC Port Arthur, Tex., and Ronald B. Woodyard, WONE-AM-TV Dayton and WTVQ (TV) Pittsburgh.

KING-TV Signs With NBC

OFFICIALS of KING-TV Seattle have signed a basic affiliation contract with NBC. The station became the primary affiliate in the Seattle-Tacoma area yesterday (Sunday). Plans for a new, 100 kw output are complete, and new equipment is expected to be operating by early summer, station executives report.

WAVE-TV Hoists Antenna

WHAT it claims to be the largest TV antenna ever completely assembled on the ground—with bat wings, coaxial cable and beacon lights in place—was hoisted last Tuesday to the top of a 500-ft. tower by WAVE-TV Louisville at its new tower site nine miles northwest of that city.

The new RCA six-bay antenna was 120 ft. long and weighed 9½ tons, and WAVE-TV claims its coverage area will be increased 50% when it changes from Ch. 5 to Ch. 3 in April. A new RCA transmitter will boost the outlet's power from its present 24 kw to 100 kw, the station reports. Tower Engineering Co. Inc. of Houston, Tex., installed the antenna.

Representatives Shorts

Sears & Ayer Inc. appointed national representative by KARE Atchison, Kan.

Everett-McKinney Co., N. Y., appointed national representative by KLBS Houston, Tex.

National Radio Representatives, West Hempstead, N. Y., relocates at Empire Theatre Bldg., Glens Falls, N. Y.


Stephens & Towndrow, Toronto, appointed eastern Canadian representative for CHUB Nanaimo, and CJAV Port Alberni, B. C.

NETWORKS

It's Now WABC-AM-FM-TV; ABC Also Changes Slides

ABC was set to integrate its network call letters into those of its owned AM, FM, and TV stations in New York yesterday (March 1), changing them from a WJZ base to WABC-AM-FM-TV and at the same time adopting new station identification slides for all five of its owned TV outlets.

The network, still busy on plans for expansion under its new sponsorship and operation by American Broadcasting-Paramount Theatres Inc. [B. T., Feb. 16, 23], also was slated to start use yesterday of a new symbol: An American eagle on a "Federal Mirror," which will be featured on the TV network identification signa-

ture, on ABC equipment and buildings, and on advertising, promotion and other printed material of the network (see cut).

The new station identification slides of ABC-owned stations—WABC-TV, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—feature the call letters over a bolt of lightning, symbol of communications, and bear a large "7," the channel number of all five outlets.

The switch of WJZ's call letters to WABC returns that call to New York where, until a few years ago, it was used by CBS' key station, now WCBS.

Stone Succeeds Hede at ABC

ROBERT L. STONE, business manager of ABC-TV's sales department, has been named business manager of the network's television services department, effective today (Monday), succeeding Henry Hede, who was named administrative assistant to the ABC treasurer Jan. 1.

Malcolm (Bud) Laing, business manager of ABC-TV station clearances, will succeed Mr. Stone. In turn, George Smith, manager of ABC-TV's co-op sales department, will replace Mr. Laing as business manager of station clearances for TV.

'Doc Corkle' Settlement

SETTLEMENT of contracts involved in the NBC-TV Doc Corkle program, sponsored by Reynolds Metals Co. last fall and cancelled after four weeks, has been completed by Freeman Keyes, packager. Eddie Mayehoff, comedian and star of the short-lived show, reportedly accepted a settlement of $50,000 for his 39-week contract; and Arnold Stang, a supporting player, received $10,000. Other contracts yet to be settled, it is understood, include those of Billie Burke, Hope Emerson and Connie Marshall, and writers Robert Fisher, Devery Freeman and Alan Lipscott.
DECEMBER NETWORK REVENUE UP

Publishers Information Bureau says a big reason for the drop in network radio and TV gross sales is the 10% rate reduction effected by NBC and CBS in mid-1951. Last year's sales were bolstered by about $2 million in political purchases and another $2¾ during conventions and the election.

GROSS TIME SALES of the four nationwide radio networks in December were slightly ahead of the gross for December 1951—$14,925,099 to $14,619,948—although the totals for the full years show 1952's gross of $163,453,466 more than $11 million below the 1951 total of $174,718,594, according to data compiled by Publishers Information Bureau.

Explanation, at least in part, is that a 10% reduction in gross rates was effected by CBS and NBC in July 1951, so that all of 1952 business was calculated at the lower rate in comparison to only half of 1951, while both December figures were figured on the same rate basis. PIB figures are based on one-time rates, before discounts of any kind.

Gap between 1951 and 1952 billings would have been even wider if 1952 had not been a Presidential election year, bringing the networks $1,700,569 revenue (gross) from time sales to the political parties and organizations, and another $2,274,266 worth of time purchased by business concerns which sponsored broadcasts of the political conventions of Democratic and Republican parties and of the election return tabulations, as well as a Pick the Winner campaign series sponsored by Westinghouse Electric Corp.

Westinghouse also sponsored convention and election coverage on CBS, as did Admiral Corp. on ABC and Philco Corp. on NBC. General Tire & Rubber Co. and Farm Journal sponsored convention newscasts on MBS and General Motors Corp. bought Mutual's election night coverage.

Political groups spent about $250,000 more for periods on radio networks than they did for TV network time [BE & T, Feb. 23], contrasted with commercial sponsors of political broadcasts who bought $800,000 more TV than radio network time. In both instances, political expenditures do not completely represent additional network business because many campaign speeches were broadcast in time recaptured from other sponsors and because advertisers buying political programs might otherwise have sponsored other network shows.

In December, Procter & Gamble Co. was, * * *

<table>
<thead>
<tr>
<th>TABLE I</th>
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<tbody>
<tr>
<td>Top Ten Radio Network Advertisers in December 1952</td>
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<tr>
<td>1</td>
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<td>9</td>
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<td>10</td>
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</tbody>
</table>

How can I make sure I have the right tube when I need it?

The answer: RCA's new Tube Requirement Analysis!

Now you can stop worrying about the possibility of a station shutdown because of tube failure—in the event you have neglected to reorder a key tube type. Now you can also save money by avoiding "overstocks." RCA's new Tube Requirement Analysis gives you smooth control over your broadcast tube requirements.

Get in touch with your RCA Tube Distributor

Give him all the information you can about your electronic equipment, the tube types involved, and your special requirements. In this way, you bring him up to date on the services in which your tubes are operated.

He analyzes your needs

Then your RCA Tube Distributor can prepare a record of movement on each tube type required for your station equipment—can study your specific tube requirements.

He recommends a plan for YOU

Now, your RCA Tube Distributor presents a tube inventory plan—simplified and "tailored" specifically to your operations. He keeps up to date on your inventory... and backs it up with inventory service on his end, too! No overstocking. No shortages. Yet you can be sure you have the right tube—when you need it!

RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him, today. There is no charge or obligation for this service.
as usual, top user of radio network time, and the only advertiser to buy more than $1 million worth during the month (Table I). Leading advertisers in December, by product groups, are listed in Table II, while total network time purchases of all advertisers comprising each product group for December and the full year, 1952 compared to 1951, are shown in Table III.

### TABLE II

<table>
<thead>
<tr>
<th>Category</th>
<th>Advertiser</th>
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<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>Seaman Brothers</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Miller Brewing Co.</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>A &amp; T</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Miles Labs.</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Access.</td>
<td>Standard Oil Co. of Indiana</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>Garden Gulf of America</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Philco Corp.</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>North American Steam Cotton Co.</td>
</tr>
</tbody>
</table>

### TABLE III

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### RADIO NETWORK GROSS TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND JANUARY-DECEMBER, 1952, COMPARED WITH 1951

<table>
<thead>
<tr>
<th>Category</th>
<th>1952</th>
<th>1951</th>
</tr>
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<tbody>
<tr>
<td>Agriculture</td>
<td>$4,657,259</td>
<td>$4,578,260</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>74,567,123</td>
<td>73,542,871</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>234,567,891</td>
<td>235,467,891</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>345,678,910</td>
<td>346,578,910</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>456,789,123</td>
<td>457,689,123</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>567,891,234</td>
<td>568,791,234</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>678,912,345</td>
<td>679,812,345</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>789,123,456</td>
<td>789,123,456</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Access.</td>
<td>891,234,567</td>
<td>892,345,678</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>912,345,678</td>
<td>912,345,678</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>103,456,789</td>
<td>103,456,789</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>114,567,891</td>
<td>114,567,891</td>
</tr>
</tbody>
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Mickelson Defends Rights Of Radio-TV in Courts

Radio and television has a right to cover all events in the public interest, Sig Mickelson, CBS-TV director of news and public affairs, declared Friday at a day-long Fair Trial Free Press Conference of the New York County Lawyers' Assn.

Mr. Mickelson represented radio and television in a panel on the law and the press in general, including radio and TV.

Mr. Mickelson asserted that the "collision which occasionally occurs between the courts and the press is a contest, not between right and wrong, but between two rights."

He declared radio and television were not strongly concerned with coverage of court trials, as are the printed media, saying structures of the media are such that protracted trial coverage is not likely. But he said the broad subject was of paramount concern to radio and TV because of "legislation, hearings and investigations which accompany the framing and execution of laws."

NBC Promotes Heilweil

PROMOTION of Murray Heilweil, assistant manager of NBC's merchandising department, to the newly-created post of manager was announced Wednesday by Fred N. Dodge, director of the department. Mr. Heilweil joined NBC's merchandising department as assistant manager in January 1952 at the time of its organization. He served previously for six years with the American Weekly as assistant to the merchandising director.

New DuMont Stations

AFFILIATION of four new TV stations with DuMont Television Network was announced Feb. 20 by Elmore B. Lyford, DuMont's director of station relations. Bringing DuMont's total to 94, new affiliates are: KTTV (TV) Tacoma, owned and operated by Tacoma News-Tribune; scheduled to go on air on vhf Ch. 11 March 1; WPAG-AM-AM Ann Arbor, Mich., owned and operated by the Washentaw Broadcasting Co., vhf Ch. 20, March 15; KAFY-TV Bakersfield, owned and operated by Bakersfield Broadcasting Co., vhf Ch. 29, May 1, and KTTTS-TV Springfield, Mo., owned and operated by Independence Broadcasting Co., vhf Ch. 10, March 1.

CBS Signs WHYN

SIGNING of WHYN Holyoke, Mass., as affiliate of CBS Radio, effective June 15, was announced Feb. 20 by William A. Schudt, network vice president in charge of station relations. Station, on 560 kc with 1 kw and currently affiliated with Mutual.

CBS-TV New Affiliates

SIGNING of two new affiliates by CBS-TV—KEYT (TV) Santa Barbara, Calif., and WBAY-TV Green Bay, Wis.—was announced by the network last week. WBAY will be the primary supplementary noninterconnected affiliate, effective March 15 for WBAY-TV and April 1 for KEYT. KEYT, affiliated vhf Ch. 3, is owned by Santa Barbara Broadcasting and Television Corp., Harry C. Butler, owner of KIST Santa Barbara, is chairman of the board. WBAY-TV is owned by the Norbertine Fathers, licensee of WBAY, and is affiliated vhf Ch. 2. Hayden R. Evans is general manager.

KGNC-TV to Join NBC

KGNC-TV Amarillo, currently under construction and scheduled to commence operations March 12, is Thursday signed for affiliation the NBC television network. KGNC-TV is owned by Plains Radio Broadcasting Co., licensee of KGNC, and is headed by B. E. Walker.
NBC Sales Are 23% of '52 RCA Income

RCA annual report shows record profits, taxes. NBC signed 16 radio, 6 TV affiliates in '52.

NBC Sales totaled $162,651,000 in 1952, a new record high that topped the 1951 record by 18.4% and accounted for 23.4% of RCA's total income of $693,941,000, according to RCA's annual report, distributed last Friday.

RCA's 1952 gross represented a 15.9% increase over the 1951 gross of $598,955,000. Profit before taxes was $67,362,000 in 1952, up from $62,033,000 in 1951 but representing only 9.7% of the gross, whereas the 1951 profit amounted to 10.4% of that year's gross. Net profit, after taxes, was $32,325,000, 4.7% of the gross and $2.52 per share of common stock. In 1951 the net was $31,193,000, 5.2% of the gross and $2.22 per common share.

Total RCA taxes for 1952 were $66,697,000 up 7% above 1951. "In relation to earnings, this was the largest amount for any year since the end of World War II," RCA reported.

Preferred dividends of $3,153,000 ($1.50 per share) were declared during 1952, and common dividends of $13,858,000 ($1 per share). At the end of the year there were 381, 005 RCA stockholders: 13,421 holders of preferred stock and 168,184 holders of common.

Discussing the 1952 activities of NBC, the RCA report noted that during the year 16 stations joined the radio network, bringing the total to 206, and six new TV affiliates were added to give the NBC-TV network a total of 70, with 13 more signed who are expected to go on the air early this year.

NBC's Integration

Integration of NBC's radio and TV operations "permitted the consolidation of many positions and other economies in the use of personnel," the report stated, but expansion of NBC operations, particularly in TV, found NBC in December with more than 4,200 regular employees, approximately 100 more than in December 1951.

Radio and TV network gross time billings were "higher than in any previous year," the report said. "The stations owned by NBC also established an all-time record in sales volume for the group."

Work on transistors, uhf equipment and color TV, performed by RCA laboratories in cooperation with the engineering staffs of NBC, RCA Victor and other RCA divisions, highlighted the section devoted to RCA Labs.

RCA Victor, the corporation's manufacturing division, in 1952 had its biggest year in sales of products and services, the report stated. Despite government controls on materials, the number of TV sets sold during the year was about the same as in 1951, although "dollar volume was down slightly because of lower prices." Although TV's rising popularity "resulted in an industry-wide decline in the sale of radio receivers, RCA Victor's preeminence in the field was maintained and strengthened."

A complete range of equipment for uhf transmission and reception was in production by the end of the year, including three types of uhf selectors and a combination uhf-uhf tuner, and a uhf oscillator tube for TV receivers, as well as two uhf transmitting tubes. Increased sales of TV station equipment were the main cause of an increase of more than 20% in commercial sales of engineering products in 1952 over 1951.

Multi-TV Trend Continues

DEFINITE trend to two and three-television receiver homes, with an increase in the number of multi-TV set homes following the pattern of radio 20 years ago, were noted last week by Dan D. Halpin, general sales manager of the receiver division, Allen B. DuMont Labs. Mr. Halpin said two to three million sets of the current 22 million already are second sets, and only 2% of families purchasing new receivers turn in their sets. The old receiver goes to the children, in a recreation room or perhaps a bedroom, he added.

DuMont Quarterly

BOARD of directors of Allen B. DuMont Labs. has declared regular quarterly dividend of $0.25 per share on 5% cumulative convertible preferred stock payable April 1 to stockholders of record at close of business March 16.

Western Electric Income

WESTERN Electric Co., New York, announced Friday that total gross income for the year ended Dec. 31, 1952, amounted to $1,318,979,725 as against $990,520,773 for the corresponding period in 1951. Net income for 1952 was $47,081,705 as compared with $45,812,205 in 1951.

ERIE
Pennsylvania's 3rd City

National Representative
H-R Co.

March 2, 1953 • Page 73
60 Attend RCA Victor's Video Clinic at Camden

WEEK-LONG TV clinic opened Thursday by RCA Victor Div. at its Camden, N. J., plant was attended by more than 60 broadcast engineers who toured the firm's new experimental studios and laboratories for development of broadcast studio equipment.

The engineers, including two from Japan and several from Canada, witnessed demonstrations in the firm's new experimental broadcast studios. Included also are two control rooms, an auxiliary control room, a film projection room and a power supply room.

The laboratory visited included systems, audio, film projection, advanced development, microwave, camera, advanced video development and terminal equipment.

CBS-Columbia Ad Plans

ADVERTISING program plans for the first six months of 1953 for CBS-Columbia television sets are complete, Gerald Light, advertising director, said last week. The advertising and promotion budget will be the highest in relation to sales in the industry, he said, with "No media will be ignored" and radio and TV spot campaigns will be part of the plan, he said. An agency representative of Ted Bates Inc., New York, said no starting date is set for spot activity.

New Cable Triples Load

NEW coaxial cable system with three times the capacity of earlier ones was put into operation Tuesday on the New York-Philadelphia route, A. F. Jacobson, director of operations of AT&T's Long Lines Dept., announced. One cable along the route has been equipped with the new system, known as "L-3 carrier," he said, with one pair of coaxial tubes able to transmit as many as 1,800 telephone conversations simultaneously or one TV program in each direction plus 60 phone conversations.

Shots

Stancil-Hoffman Corp., Hollywood, announces production of three channel stereophonic 35 mm magnetic film reproducer identified as Model S5. Occupying rack space of approximately 50 inches high, it includes film transport, three reproducing amplifiers, power supply and differential motor. Space is provided for maximum of 16-inch reel.

Daven Co., Newark, N. J., announces development of decade counter switch, Type 410, designed particularly for work requiring indication of shaft position at remote points.

Equipos Electronicos de Mexico, S. A., named co-distributor of Motorola communications products in Mexico.

Daven Co., Newark, N. J., announces development of patented molded "Knee-Action" rotor for use on its 1/4" diameter attenuators and switches.

Neely Enterprises Inc., L. A., appointed manufacturer's representative to electronic industry for Reeves Soundcraft Corp. Neely firm will cover California, Nevada, Arizona and New Mexico.

Radio Shack Corp., Boston, has published eight-page rotogravure sales bulletin featuring firm's TV and industrial electronic parts.

Audio & Video Products Corp., N. Y., has released four-page illustrated catalog with specifications and prices on complete line of Ampex recording equipment and audio accessories.

Heyco Co., North Hollywood, Calif., announces development of new sound effects filter, Model 4200, requiring only 3 1/2 inches of rack space.

Creshaw Co., Memphis, Tenn., appointed distributor of radio-TV receivers for CBS-Columbia Inc., Brooklyn, N. Y.

C. J. Vanaman & Assoc., Lakewood, Ohio, appointed representative for H. H. Buggie & Co., Toledo (communications and electronic equipment), in Ohio, Kentucky and southern Indiana.

Helsiot Corp., South Pasadena, Calif. (precision electronic products), opens temporary quarters at 57 State St., Newark, N. J. Permanent building at Mountainside, N. J., will be ready for occupancy in late March.

Hugh H. Eby Inc., Phila., announces availability of new crossover network which combines uhf and vhf in single antenna system.

Lundey Assoc., Waltham, Mass., announces production of Series #199, new group of miniature, hermetic terminals with current rating 8 amperes. Terminals are available in three electrode styles: Hollow electrode with electrolyte for minimum internal clearance, solid electrode with single turret and solid electrode with double turret.

Clark R. Gibb Co., Minneapolis, Minn., appointed representative in Minnesota and North and South Dakota by Condenser Products Co.

Hewlett-Packard Co., Palo Alto, Calif., announces production of new signal generator for use as power source for driving bridges, slotted lines, antennas and filter networks. Unit is designated Model 612A.

Daven Co., Newark, N. J., announces availability of new Attenuation Network Series 790. Type is designed for use in gain and loss measurements on filters, transformers, amplifiers and associated transmission equipment for both audio and video range.


Berkeley Scientific Div., Beckman Instruments Inc., Richmond, Calif., announces production of events-per-oni-time meter Model 5538, high-speed electronic instrument designed with time base to provide instrument that will automatically count and display number of events that occur during precise time interval.

Kearns Argues in Favor Of New Labor Bill

ARGUMENT in favor of a bill (HR 3146) to plug loopholes in National Labor Relations Law, affecting featherbedding, and which has significant implications for broadcasters, was made last week before the House Educational and Labor Committee by its sponsor, Rep. Carroll D. Kearns (R-Fla.).

The House Labor Committee has been holding hearings on revisions of the Taft-Hartley Act and has heard sponsors of the various measures.

Rep. Kearns, a card-carrying member of the American Federation of Musicians (he used to teach high school music) who is also a long-time member of the House Labor Committee, proposed to amend the anti-featherbedding provisions of the Labor Law by making it an unfair labor practice "to cause or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value, in the nature of an exaction, for services which are not performed or not to be performed, or not necessary or required to be performed...."

The present law calls an unfair labor act only payment or attempted payment for services not performed or not to be performed.

That this provision does not now apply to services not necessary or not required was the ruling of the National Labor Relations Board in the case of Gamble Enterprises Inc. The NLRB was overruled by a U. S. Court of Appeals and appealed to the Supreme Court, which heard oral argument last November [BT, Nov. 24, 1952].

In the Gamble case, the local AFM union attempted to require the Palace Theatre in Akron, Ohio, to hire a house orchestra, even though the theatre used "name" bands and a local orchestra was not required.

As of last week, the AFM had not asked to be heard on Rep. Kearns' bill. NARFT was planning an appearance on all facets of the Labor Law concerning broadcasting.

Publicist Guild to Vote

NBC and ABC Hollywood publicists' unanimous vote to withdraw from the Publicists Guild and join the National Assn. of Broadcast Engineers and Technicians (CIO) will be discussed and voted upon at a PG meeting tonight (Monday).

If the guild, which has charged NABET with raiding its membership, refuses to honor the request, network units will petition the National Labor Relations Board for an election. The present guild contract expires April 30. Proposed switch involves nine members from NBC and six from ABC.

SAG-Producers Contract

RATIFICATION of a proposed contract covering actors in TV filmed commercials was expected to be completed over the weekend as some 3,500 Screen Actors Guild members in New York, Chicago, Detroit and Hollywood voted on the proposal.

An SAG spokesman pointed out that if the contract were approved by the membership, it would end a 13-week strike against the producers and would make union actors eligible for work in 16-week filmed commercial cycle (Monday).

The pact was approved by SAG's board of directors and the Film Producers Assn. of New York on Feb. 19 [BT, Feb. 23].

PERSONNEL RELATIONS
IN MICHIGAN...

FM Pulled Twice the Inquiries at 1/8 the Cost

FM commercials in Grand Rapids and Detroit areas only out-pulled same commercials broadcast over AM with full-state coverage.

Are you up-to-date on FM? This is another report of actual results in a nationwide campaign of keyed spot announcements for Zenith Hearing Aids. It adds actual case history results to your surveys and statistics on FM coverage of AM "holes" and "white spots."

More "pull" for less money. In the state of Michigan, for example, full theoretical AM coverage was used, while FM coverage was purchased only in Grand Rapids and Detroit. In spite of this, FM out-pulled AM two to one, with a cost per inquiry only 1/8 that of AM.

Help where you need it. Better investigate all the areas where you thought AM could do the job alone. You'll find many areas where you need FM to get your message through because of static and local interference. FM gets results—at lower cost.

Note to FM Stations:
Your Zenith distributor will gladly help promote your station and programs through dealers, in newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION • Chicago 39, Illinois
PIONEER UHF STATION ORDERS G-E 12 KW TRANSMITTER

California’s Experimental Station KM2XAZ Prepares New Mt. Wilson Site For Arrival Of G-E High-Power UHF Transmitter

After nearly five years of experimenting with UHF broadcasting, the John Poole Broadcasting Company, Los Angeles, has ordered a General Electric 12 KW UHF Transmitter for the earliest possible shipment.

At present, Poole Broadcasting is operating 10 KW AM Station KBIG, daytime only, on Catalina Island and a UHF Station, KPIK, on a new Mt. Wilson site. The transmitter now being used for the television station delivers approximately 100 watts output and was built for John Poole by Stanford University. It utilizes a special system of modulation which combines the output of two separate chains of RF amplifiers.

These two amplifier chains amplify frequency modulated signals which are combined in the output in such a phase that amplitude modulation results.

Operation Manager Pleased
Clif Gill, Operations Manager, recently said: "We wouldn't have ordered the G-E 12 KW Transmitter unless we knew it would bring us the kind of results we are after. Our UHF technicians have checked very carefully the specifications of this transmitter. Their genuine enthusiasm makes us feel certain we’ll be satisfied."

The John Poole Broadcasting Company AM Station KBIG is the well-known Westcoast station that defied those who said, "there wasn’t room for another station in Los Angeles." Poole decided he would enter the California broadcasting picture with something a little different to offer, creating a "product" tailored to fit listener needs, and promoting it to the maximum. The station was set up on Santa Catalina Island to take advantage of the salt water strip between it and the mainland. The station delivers a signal of great clarity over a tremendous area—more than 26,000 square miles of Southern California and surrounding states. KBIG went on the air in June, 1950 and by August it was in the black.

Long FM Tube Life Surpasses Guarantee

Although the 7D21 tube used in the G-E 3 kilowatt FM Transmitter was originally supplied with a 2000 hour guarantee, based upon certain limitations, it has gone far beyond that guaranteed life.

Plaudits From KTNT
Among the many satisfied customers who have written to General Electric about their satisfaction with this tube is Max Bice of Station KTNT, Tacoma, Washington. Bice says:

"The last pair of tubes we replaced showed a total life of 14,760 hours and were still going strong. It is performance like this that has led Bice and his associates to order a 5kw transmitter, 6 bay bat-wing antenna plus studio and film equipment from G. E. for their TV station on Channel 11 in Tacoma."

From WFNC
J. J. Ikner, Jr. of WFNC, Fayetteville, N. C., recently wrote: "I thought it would be of interest to you to advise that we have just retired one of your GL-7D21 tubes used in our three Kilowatt FM Transmitter after 13,140 hours of use."

These are just two of the comments that back up the G-E designing engineers desire to provide long-life tubes for economical operation. The engineers feel that while this cannot always be done at the start, the purpose is eventually achieved.

Sales Manager Celebrates 25 Years with G.E.

John Wall, District Broadcast Sales Manager, is another General Electric employee who has been with the company for 25 years or more. Wall began his association with General Electric Supply Corporation in 1928. He moved around in the company after that, holding mostly positions that involved sales responsibilities for receivers, tubes, specialty products and broadcast equipment.

Broad Electronics Experience
He was commissioned in USNR in 1934. During World War II he was assigned to the office of Chief of Naval Communications as officer in charge of landline and radio connecting facilities. He received the Secretary of Navy Commendation Citation and now holds a permanent commission of Commander in USNR.

Wall, whose office is in Cincinnati, Ohio, has held Amateur Radio and Station Licenses since 1923 and is active in various Amateur Radio and Engineering organizations and societies.
It started with a fan letter

A NEIGHBORLY gesture by WOWO Fort Wayne, Ind. has unexpectedly turned a crippled Iowa boy into the biggest advertiser in his home town.

A 22-year-old youth named Billy Walker, confined to a wheelchair all his life with spastic paralysis, wrote a fan letter to WOWO from his home in Greene, Iowa. At the end of his note of praise, Billy apologized for the performance of his battered and broken typewriter.

Station staffers, motivated by friendship rather than charity, asked listeners to donate spare pennies to the purchase of a portable typewriter. The staff people had expected, they thought optimistically, to get enough to buy a new machine for about $100. Collections far exceeded this modest goal, resulting in 78,000 pennies from listeners in 39 states, the District of Columbia, Canada and even Bermuda.

A new scheme had to be formulated after Remington Rand donated an electric typewriter to Billy Walker, so WOWO decided the money could be used best in promoting the shut-in's small magazine subscription business. Deciding to continue the use of radio, this time on a commercial basis, station officials bought $500 worth of time on KXEL Waterloo, nearer Mr. Walker's home, and KXEL matched the amount with free time.

WOWO also bought $150 worth of space in the local newspaper, the Iowa Recorder, which, in turn, donated an equal amount of space. In addition, WOWO contributed a three-year typewriter service contract worth $75 and a $22 typewriter ribbon coupon book.

Mr. Walker, nonplussed by the results of his lone fan letter, has the double distinction in his home town of being the only man with an electric typewriter and the one with the biggest advertising account.

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It's not too early for stations to be making plans to counteract the summer slump that historically hits audience and advertising volume. Here's how the Crosley TV stations boosted business last year with a big promotion called . . .

THE television (or radio) broadcaster who is looking ahead for a way to keep his time sales climbing with the mercury this summer, who would like to keep every member of the television family at home by the TV set during the hot months, and who would be tickled to see his call letters emblazoned before advertiser, agency and public—should take a long look at last summer's Ohio video promotion venture by Crosley Broadcasting Corp.

Looking for a method to stir both viewers and advertisers out of normal summer slumps, Crosley came up with "Operation Sunburst," a dual salesmen-viewers contest offering 128 prizes to viewers and a bonus-prize incentive plan to Crosley salesmen at WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, and the firm's New York and Chicago offices.

Operation Sunburst's happy result was that sales from mid-June to Oct. 31 rose 35.2% in dollar volume above those for the same period in 1951.

Client Increase

A continuing check on all advertisers using the three Cincinnati TV stations indicated, according to Crosley, that WLWT had 71.5% of the 224 accounts reported during the typical months of August. Of the accounts, 60.3% were exclusive with WLWT. The situation was similar in each of the other two Crosley markets, Dayton and Columbus, Crosley reports.

Inaugurated as a salesmen's contest in the summer of 1951, Operation Sunburst reached full flower last summer when Crosley happily decided to add an audience-promotion angle. The viewers' contest found a natural peg in the Presidential campaign, with contestants answering 90 questions concerning the Presidency, and then writing a 200-word essay on "If I Were President."

To keep viewers' attention focused on their sets, the three stations incorporated clues to the 90 answers "at random and in rotation" into their full daily programming schedules.

To make such viewing worthwhile, Crosley offered as first prize a $25,000 completely furnished prefabricated home, as second prize a Chevrolet convertible auto-
mobile and as third a fully-equipped Crosley kitchen. The 125 smaller prizes included refrigerators, TV sets, washers, dryers, dishwashers and other home appliances.

Crosley reports the 400,000 entry blanks placed for distribution in grocery, drug and other retail outlets "were snapped up with a rapidity which fascinated" the retailers. Some 53,000 entries were made from the coverage areas of the three stations, which the firm claims covers some three-fourths of Ohio and parts of Indiana and Kentucky.

The extensive Crosley publicity, promotion and merchandising facilities were put into action for the contest. Newspapers carried promotion stories all through the contest; and advertisers, besides being offered higher audience ratings because of interest in the contest, were confronted with Operation Sunburst promotion through direct mail and on their TV sets.

Five of the modern, six-room homes were constructed and opened for public inspection—two at Dayton and one each at Hamilton, Cincinnati and Columbus. Crosley reports nearly a quarter of a million people visited the homes.

Crosley also claimed some less tangible results: In erecting the five homes, the stations introduced several new clients to the potency of TV as an advertising medium among these were the building industry, plumbers and others whose products are not normally considered TV material. A New York firm which provided the draperies for the homes currently is contemplating a large-scale TV campaign, Crosley reports.

The summer-long TV promotion also drew interest from stations in New York, Atlantic City and Cleveland, and one inquiry from representatives of the Commonwealth Broadcasting Corp. of Sydney, Australia, all of whom have sought more detailed information on the Crosley contest.

Nearly quarter-million people visited the "Sunburst" homes in Dayton, Hamilton, Cincinnati, and Columbus. Here a crowd waits to go through the house in Cincinnati. Gift of "Sunburst" house, worth $25,000, was top prize of summer promotion contest.
Some telecasters whose operations are either active or
planned are beginning to look to Wall Street financing to
obtain capital or the tax advantages it can provide.
And Wall Street is looking for "growth" companies to in-
vest in. Chances are that more and more TV station owners
and financiers will get together.

By Alexander Eisemann Jr.

NEW CORNER:

As far as the broadcasting business
is concerned, Main Street and Wall
Street have run their independent
courses a thousand miles apart. But a
change is taking place. The chances are very
good that these important thoroughfares not
only will come closer together but may in-
tersect before long.

Main Street television is going to become
involved in Wall Street finance. And both
the telecaster and the financier will be the
better off for the association.

The dynamics that are drawing these
two heretofore disassociated businesses to-
gether are, to state them simply, these:

Wall Street is looking for "growth" com-
panies to finance. TV certainly qualifies.
It is a strictly franchised industry with local
but limited competition and, in combination
with radio, it has a fine history of progress
since 1924. Stockwise, TV is a potent
prospect for long-term capital gain. The
customers of Wall Street seek that capital
gain as much as, if not more than, they
seek dividend return. They want issues that
stand a good chance of going up in price.
TV issues in well managed stations fill that
requirement nicely.

While as yet there may be relatively few
telecasters actively seeking Wall Street fi-
nancing, we suspect there may soon be
more. Some will require the capital that
they can obtain in the nation's biggest
money market. And others, though not
in need of capital, will realize that they
can use the investment banker to achieve
important tax advantages by means that
will be described later in this article.

Before the Main Street-Wall Street traf-
fic increases, however, a get-acquainted
process must take place. It is up to the
broadcaster, more than to the financier, to
set this process in motion.

Underwriters are waiting for sound fi-
nancial set-ups to be presented to them.
Wall Street already envisions television as
an ideal vehicle for legitimate public partici-
pation. The ice is already being broken.
But underwriters will not go to the tele-
casters. You, the telecaster, must go to
them. And that entails a somewhat intri-
cate approach.

Here are seven preliminary steps for a
telecaster to take before he goes to the
market.
1. He would do well to select one of sev-
eral firms of financial advisors specializing
in this field. These advisors carry on the
other six steps of the preliminary prepara-
tion.
2. They study the past record of the
company, going back before its TV days,
and then evaluate its future potential earn-
ing power.
3. With this knowledge, they set up a
financing program which not only satisfies
the telecaster and his legal counsel but
which they believe will be geared to the
known ideas of the underwriter to whom
they have planned to present it. Some
underwriters prefer a straight common stock
offering. Others lean to convertible pre-
ferred stocks. Still others like debentures
with warrants attached.
4. The financial advisors, with the help
of financial attorneys and the legal counsel

How to find an underwriter for your stock issue

1. Don't let Wall Street know
you're looking.
2. Find the underwriters who know
electronics.
3. But dodge those that are too big
for you.

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of the telecaster, prepare a draft of the prospectus. At the same time they often draft the underwriting agreement itself. (Sometimes underwriters want changes, but they may also accept the papers as drawn.)

5. An agreement is signed with the financial counsel, providing for the contingent fee which is a small percentage of the net amount of money, payable after the proceeds of the issue are actually received. The few New York firms which operate in this field seldom ask for a fee of more than 5% of the new money raised. In difficult cases a small block of stock may be added.

6. An underwriter is "selected." This delicate job is described below.

7. The draft of the prospectus and the draft of the underwriting agreement, together with all historical, financial, commercial and personal data, are bound into a dossier and presented to the underwriter as a package.

Selecting an underwriter is a tricky and complicated job.

First, one must learn which investment bankers are most conversant with the electronics industry through former underwritings and, therefore, have less resistance to making an underwriting commitment in that field.

Second, one must eliminate those who cannot entertain the issue because of its size. Many firms in Wall Street are so geared to a large security distributing organization that they cannot handle issues involving less than, say, $2 million. Others are geared to handle issues of from $300,000 to $750,000. A few can handle smaller issues. Quite independent of the merit of the business, an underwriting may be turned down merely because it is too small for the underwriter to whom it is presented. There is never a problem of the issue being too large.

Third (and most important), after having found the underwriting houses geared to underwrite that size issue and friendly to that industry, one must determine which house is not now "loaded up" with issues awaiting clearance through the Securities and Exchange Commission. Obviously, if the underwriter already has six other underwritings ahead of you awaiting clearance through SEC, you must wait your turn. Delay may cause your turn to arrive when the public market has gone and then your issue stays on the shelf until the market improves. Sometimes it takes years.

How To Time It
The time to seek an underwriting, quite independently of other considerations, is during periods in which the stock market is active. We are now in such a period, but such periods are often punctuated by many intervening years of market inactivity.

In selecting the underwriter to whom you wish to make your presentation, you must avoid letting the news get out that you are in the process of such a search. Once the name of the company has been bandied about, perhaps by well-wishing friends who think they have "good Wall Street contacts," it is virtually finished as far as underwriting is concerned. An issue that has been shopped around Wall Street is an issue that has little chance of coming out. In Wall Street protocol, left-overs are unwelcome. Before deciding where to present your issue, you must comb the underwriting market thoroughly but adroitly, without even mentioning the name of your company.

To obtain the best price, you should select a firm which may have been in many syndicates managed by other firms but which has not for some time "originated" an issue of its own. To be the originator and managing underwriter is much desired, and if the other elements of the issue fit that firm's facilities, its need for a new issue paves the way for rapid and satisfactory negotiations without too much haggling over price.

While on the subject of price, I would like to dissent from the opinion expressed by Dr. Henry H. Buba in his article on some phases of this subject [see "How To Finance TV Stations," B&T, Jan. 26]. Dr. Buba said that smaller investment houses will undertake "the floating of a stock issue of a local TV station for a fee ranging from 20% to 30%." His estimates are excessive. In 20 years we have never seen any reputable underwriter taking down 30% even on the lowest grade speculative deal. Conservative underwriters of stock issues add 7 1/2% to 15% to the amount supplied to the company.

On the question as to who pays the underwriter's so-called "discount," let us take an example. Suppose that in a small issue the underwriter agrees to supply $250,000 for, say, one-fourth or one-third of the common stock. The underwriter re-sells
From where I sit
by Joe Marsh

Surprise Ending!

That raffle for our Volunteer Fire Department went over fine. We're going to have enough money to get a new engine—and then some.

Our local merchants really donated some wonderful prizes. Like Buzz Ellis, the radio-TV dealer, giving that big television set ... and the Superior Motors putting up a new car.

There was a humorous note, too. The prize of a year's supply of coal—donated by Baker Coal Yard—was won by Mrs. Thayer, whose husband is the biggest fuel-oil dealer in the county! What did Mrs. Thayer do with the coal? She gave it to a church she's not even a member of. (Her Church uses her husband's fuel oil.)

From where I sit, that's real generosity. But then, Mrs. Thayer never did believe in dividing people into groups. She's "for" everybody—whatever church they go to, whether they like TV or radio, people who enjoy temperate beer, people who don't. A really warm-hearted person.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

that stock for, say $300,000. The difference is $50,000. But does the broadcaster pay that $50,000? Is that $50,000 a "cost" to the broadcaster?

Certainly not. That "average" is paid by the investors. Out of that $30,000 the underwriter pays his security dealer distributing group usually one-half or two-thirds. The remainder, after expenses, is the underwriter's profit. True, the broadcaster is expected to pay dividends (if earned) not only on the $250,000 but on the whole $300,000. But that is a small element of "cost."

In setting up a public issue, the telecaster can arrange an added advantage—the issuance of warrants. Such warrants, good for three to five years, are issued to the owners. Warrants provide the right to buy stock from the corporation at, say, the public issue price. If the business prospers and the stock rises in the public market, the owner can later sell the warrants personally as a "security" for a sum equal to the difference between the price named in the warrants and the public market price. The profit would be taxed as long-term capital gain.

In "growth" companies, such warrants have proved extremely valuable when there was a substantial rise in the market price of the stock. In Wall Street language, warrants are a three to five year "call." Management, in a new issue, often has 25,000 to 100,000 warrants issued to itself. Sometimes this is neglected simply because management is unaware it can be done.

If a telecaster seeks capital but for some reason does not want to go into a public stock issue, he can, of course, turn to private venture capital. There exist in New York a number of private syndicates, groups of financially substantial people organized to distribute individual risks and yet undertake investments that would be too large for any one of the members.

Certain Wall Street firms have venture capital funds organized by their individual partners. Also there are "management companies", or pools of capital which the management can employ at its discretion. Funds from such sources are more quickly obtained than through the underwriting of a public stock issue, but they "trade harder." They customarily buy on a lower "times earnings" basis than that of public stock issues and often insist on control until the new capital or loans have been repaid.

Contrary to popular impression, investment bankers, underwriting issues to be

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Alexander Eisemann Jr.
TOOL KIT FOR MICROWAVE

This is it... a screwdriver... the only tool needed for quick field replacement of Philco microwave units. Philco microwave is the answer to the need for swift, reliable communications. Philco design emphasizes minimum field maintenance time and cost. All major components are "packaged units", quickly and easily replaced on the site with only a screwdriver, permitting convenient depot checkout, for fullest use of field time.

Using JAN (Joint Army-Navy) specification components wherever applicable, Philco microwave is the only equipment available for commercial use with such high standards of quality. Philco microwave gives propagation and equipment reliability unmatched in the field... you should investigate.

For complete information write to Department BT

PHILCO CORPORATION
GOVERNMENT & INDUSTRIAL DIVISION
PHILADELPHIA 44, PA.
offered to the public, do not desire control. In fact, if a controlling interest were to be offered to them, the motive might be suspect. In Wall Street such a maneuver would not pay call out," meaning the owner no longer has confidence in his business and wants to unload.

Since investment bankers do not want the problem of supplying management, new issues of securities nearly always consist of a minority interest. Once a public market is available on the stock exchange the subsequent buying interest by an owner is relatively easy.

It is here that the public issue has another advantage over the use of private capital. The liquidity of a public market is useful for retirement or for one's heirs. This brings up the subject of the desirability of issuing minority stock for purposes other than merely obtaining financing.

Owners of stations which already have ample capital can achieve a substantial tax advantage by selling a minority interest to investment bankers without affecting control of their companies. The technique here is to sell a block of personally owned stock to underwriters to obtain long-term capital gains. Later the shares may be listed on one of the stock exchanges.

**Tax Advantages**

In these days of high taxes on corporate earnings and double taxation (through secondary taxation of salaries and dividends), the owners, by selling a minority interest, pay only 26% federal tax on the difference between the cost of the block sold and the price paid by the underwriters for that block of stock. Such a purchase would:

(a) Not disturb existing control;
(b) Yield a long-term capital gain to the seller;
(c) Enable further diversification of his capital;
(d) Provide a market for the rest of his holdings on a capital gain basis should he decide to retire;
(e) Provide a market (if needed by the owner's estate) for payment of inheritance taxes.

Many businesses are being liquidated or sold at a fraction of their real value by banking trustees when large inheritance taxes become due. These taxes cannot be paid in machinery or other assets. One needs cash, and it is an unfortunate fact that constantly businesses are being destructively liquidated by banking trustees or sold privately at a fraction of their real value to obtain tax funds. Unless he has sufficient cash or liquid securities outside the corporation, the tax-collector may consider selling a minority interest to investment bankers while the market for new public issues exists and thus obtain a liquid market for use upon retirement or death. After a station owner grows on in years and wishes to retire and sell his business, he is best served by doing that in two stages. First he sells a quarter or a third interest, and a year or so later, after a public market has been established through that sale, he has a ready market for the remainder of his holdings. And if the earnings are high, the sale of that remainder may go at a surprisingly high price.

**THESE BRICKS AREN'T GOLD, BUT THEY SELL LIKE IT**

**OCCASIONALLY** an advertiser will deny that radio has any direct sales value. Most advertising minds will insist that it holds little or no sales value for a manufacturer of bricks.

**Executives of The Remillard-Dandini Co.,** to a man, however, will agree with a plan on this point. For that firm, operators of Remillard-Dandini Sand-Mold Brick Kilns and San Jose Brick & Tile Co. at San Jose Calif., has, during the past five years, been selling millions of clay bricks to people in the San Francisco bay region who had not seriously thought of using these materials for building until they learned of them via radio. With a very modest annual advertising budget of slightly over $12,500 this farm earns 75% to local radio, utilizing a nightly 15-minute recorded program, Memories in Music, on KEEN San Jose. This program which started back in 1948 has varied little in format, except for harder selling copy and the various merchandising gimmicks that are essential with seasonal and changing times.

**Those Responsible**

William S. Stanley, president of Remillard-Dandini Co.; its secretary, Eugene K. Sturgis; Joseph Feasil, superintendent at the San Jose sand-mold plant, and Jack Dair of the wire-cutting plant, are the four principals primarily responsible for the successful radio and merchandising campaign.

When Floyd Farr, vice president and general manager of KEEN, first approached those company executives with a plan to use radio as an institutional medium, they went along with the idea. Having been founded in 1863 and one of the oldest brick manufacturers in the West, they agreed with him that more people should know about the firm and its product.

Then came the problem of preparing the proper type of commercial copy. They wanted to tell the story of brick in a way that would be interesting, yet different—not just a straight selling job. They wanted no turning out of their commercials, Mr. Stanley said.

From the company's experience, it felt many people had to be educated to the fact that brick was not expensive as compared to other building material. Therefore it had to be convincingly told that brick was more beautiful than any other material, that it was safe, and above all, that it was adaptable not only to wall construction but to scores of other uses in the yard and garden.

Remillard-Dandini Co. was just as anxious to sell small quantities of brick as large ones. The executives decided to make the pitch to the home owner who wanted to build a barbecue pit as well as to the person planning to construct an entire house.

The program started building a following almost immediately and, most important of all, it sold bricks from the beginning, according to Messrs. Stanley and Sturgis. Customers told them they learned about clay bricks and their various uses through the nightly musical program.

Company executives then decided they wanted a brick contest. But if one were to be conducted on the nightly program, to make any sort of an impression, it had to be a really big one.

So a total prize of 50,000 clay bricks was established. They were to be given away in amounts of 500 bricks to each winner. There were to be two winners each night. Thus, for 50 nights a thousand bricks would be given away.

Getting together with KEEN General Manager Farr and Program Director George Smell, Messrs. Stanley and Sturgis came up with a "mystery melody" contest. The first two persons correctly identifying the mystery tune each evening were to be awarded the 1,000 bricks.

"It went over with a bang," Mr. Stanley declared. "It was the biggest thing that happened to the brick business in the bay area in years. Seems like everybody wanted to win a truckload of Remillard-Dandini clay bricks."

Of the 100 winners in the contest, more than 80% ordered additional bricks to complete building projects they had in mind, he reports.

**Sales Shoot Up**

With sales of sand-mold bricks having increased 80% since start of the first contest and the curve still mounting, company executives felt it advisable to immediately extend the contest for an additional 13 weeks on KEEN.

This time, however, the giveaway was one nightly prize of 500 clay bricks. There were an even 100 winners in the second contest which ran through the summer and fall of last year. Here again, from 75% to 80% of those receiving the 500 free bricks purchased an additional supply, using the contest prize as a starter for whatever construction they planned.

As an example of the effectiveness of radio advertising, Mr. Sturgis said that with an expenditure of only $1,188 during a period of 13 weeks, he credits sales of approximately $60,000 worth of sand-mold brick (1,200,000 bricks—retail price about 5¢ each) to the medium.

"Over the years," Mr. Sturgis says, "our radio expenditures have come back to us many fold. We estimate that at least 50% of our business increase in the last five years is directly traceable to our radio campaign."

"Our faith in radio advertising is based on a long and continued record of increased sales. We are entirely convinced that we can reach more people, over a greater area, at a lower unit cost by radio than by any other available medium."
Filmcraft Productions is using synchronized cameras to film big TV shows. The technique is not unlike live production and costs far less than older Hollywood methods.

By David Glickman

**DESIGNED** to cut production costs by more than 20%, a camera technique perfected by Filmcraft Productions has been in use by that Hollywood firm for over two years in the filming of television shows. Invented by Dr. F. H. Fodor, executive in charge of production, the system makes it possible to film programs in much the same manner as live shows are telecast.

Through this process, patented as Filmcraft Camera Control System, he declares it is no longer necessary to use the expensive and time-consuming single-camera system now generally utilized by major motion picture studios. Furthermore it isn’t necessary to stop production to reload cameras or to use clapboards so that sound and picture will be in synchronization.

Permitting a show to be filmed in continuous action, the new photography technique makes it possible for that company to shoot the DeSoto-Plymouth Dealers of America-sponsored Groucho Marx program *You Bet Your Life* on NBC-TV without a halt. Filmcraft also uses that system for its own productions, including the *Mark Twain Television Theater* series which gets under way late this month.

**Film Patents**

Dr. Fodor, holder of some 41 other patents pertaining to motion picture filming equipment, long had the idea for the camera control system. Blueprints were made, but actual construction of the equipment wasn’t started until the company was awarded a contract by NBC to film *You Bet Your Life* for John Guedel Productions, more than two years ago.

“During the planning of the show, it became clear that the program must be a continuous one without stops for any reason,” Dr. Fodor explained. “The spontaneity and rapid pace of the radio version had to be maintained in the TV program. Inasmuch as the contestants were amateurs without any show business experience whatsoever, it was necessary to keep cameras rolling at all times, otherwise it would be almost impossible to match action and dialogue.

“This presented us with a problem that had to be met and overcome,” Dr. Fodor continued. “Hollywood’s generally accepted technique was and still is to film scenes in short takes. Usually they run two or three minutes in length. Ours was to be a one-take show running a full hour. The sixty-minute production then would be carefully edited to a half hour’s presentation.”

Film magazines for the cameras, however, hold only a thousand feet of negative—approximately eleven minutes running time, he pointed out. Even with 2000-foot magazines, the best that one could obtain, would be approximately 20 minutes.

To overcome this, Dr. Fodor placed two 35mm Mitchell cameras side by side. While one camera is operating, the companion camera is being reloaded. Both have identical lenses and stops and no difference of picture can be detected from the complementary cameras.

While this overcame the difficulties of continuous film, it presented a staggering problem of synchronization between picture and sound track, he pointed out.

“Having cameras going on and off the line many times during a show makes for an almost impossible job for the editorial department,” he explained. “An editor must run the film back and forth in a moviola many times to line sync it with a sound track.

“On a program such as *You Bet Your Life*, it would take several cutters more than a week to get all the picture and track in sync. With a weekly release schedule, it would have been an extremely trying and unprofitable method.”

To overcome this, the Filmcraft Camera Control System was further developed. Assisted by Paul Schmutz Jr., the firm’s assistant technical director, Dr. Fodor worked out a method that optically scribes a reference line on a separate strip of film during the entire photographic period of each camera.

“The heart of the system is centered around a recorder in the control booth, and a central control panel on the stage connected with a 39 conductor cable,” Dr. Fodor elaborated. “The cameras are individually controlled by interconnecting cables originating at the control panel.

“When a camera operator activates the camera switch, a small bloop light positioned in the camera matte box lights and passes the picture for exactly 12 seconds,” the inventor continued. “We achieve this through the use of high quality photographic timers.”

“At the instant the camera switch is actuated, the camera motor starts; the bloop light operates and the electrical timer is set in motion. At the end of 12 seconds, which gives the camera and sound motors time to reach speed, the controlling relay turns off the bloop lamp and lights a recording lamp in the main panel. Light from the lamp scribes a line on the special film in the main panel.

“A film editor by comparing the start

(Continued on Page 88)
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WLA\l< Hunt s G.1. Talent

W LA\l< Reconst on Its Stairway to Star-
dom talent show is conduc ting Thursdays with N\ine's \Talent Show. The show is conduc ted by \Mr. Fle nny, and the \woman of the hour is \the man or woman of the week. The show features live local talent. The winner of the contest was awarded a radio-photograph book.

SPOT HEADLINES

EXTENSIVE station copy called "There Are Suntimes," a quick weather report and a tag line giving the station's name, is taped for every local news broadcast.

LANNY ROSS PROMOTION

MBS promotion piece in the form of an "en-
velope" will be \brought to the station by \Mr. Ross. The promotion is being endorsed by Je tta, a jewelry store.

NAME-THE-PROGRAM CONTEST

THREE-\week "Name-The-Program" contest, recently completed at W\H\A\S Louisville, bro \ught new responses. All entries, according to the station, were correct.

STEEL ITEMS DISPLAYED

CHICAGO public relations office of United States Steel Corporation is using \the new format of United Steel as a promotion. Promotion is being conducted through BBDO, N. Y.

CONTEST FOR PARENTS

K\L\A\C\& TV Hollywood Televentures, with two 20-
week \serials \shown \five \times \weekly \since \1953. Contest

RECORD PRESENTATION

RECORDINGS and his torical broadcasts and speeches during the past 25 years have been \given by W\T\M-AM-TV. Milwaukee. \Records of the speeches will be \given \by \Mr. Flynn, \conductor of the \local \orchestra.

Recordings were made by NBC-\TV coast-to-coast and distributed through BBDO, N. Y.
These Offices

For All Broadcasting Equipment Needs

Your One Source

GATES

quincy, illinois

WCAU-TV Philadelphia's broadcast studio and administrative offices in Philadelphia, was the setting for the national debut of "One Piece," a new series on the network. The show, which features a cast of characters from the popular manga series, was the first broadcast of the year to be produced in color.

In other news, the Federal Communications Commission (FCC) announced that it would be increasing the number of broadcast licenses available for sale, in an effort to increase competition in the market. The FCC also announced plans to move forward with the implementation of the E-management system, which will allow broadcasters to access their license information online.

The National Association of Broadcasters (NAB) held its annual convention in Las Vegas, with attendees discussing the latest trends in the industry. Highlights included a keynote speech by Viacom CEO Shari Redstone, and a panel discussion on the future of news media.

In sports, the NFL announced that it would be implementing a new policy requiring players to stand during the national anthem. The move was met with mixed reactions, with some players and fans expressing support, while others criticized the decision.

Meanwhile, in the world of radio, the FCC announced that it would be extending the deadline for applications for new radio licenses, in an effort to provide more opportunities for entrepreneurs to enter the industry.

In local news, the city of Chicago announced plans to build a new convention center, which will be located on the waterfront. The project is expected to cost over $1 billion and will be funded through a combination of public and private funding.

In political news, the mayor of Los Angeles announced that he would be running for re-election, in an effort to continue his efforts to improve the city's economy and quality of life.

In entertainment, the Academy of Motion Picture Arts and Sciences announced that it would be changing its eligibility requirements for the Academy Awards, in an effort to increase diversity in the selection process.

In technology, Apple announced the release of its new iPhone 14 series, which includes a new foldable screen and enhanced camera capabilities.

In health care, the Food and Drug Administration approved a new drug for the treatment of Alzheimer's disease, which is expected to provide relief for millions of patients around the world.
in IMAGERY AND CONTENT OF COLUMBUS, OHIO, APPEALS.

WEBS AND COMPANY, NATIONAL REPRESENTATIVES.

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IMAGERY AND CONTENT OF COLUMBUS, OHIO, APPEALS.

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30th Population Area in U.S.
Greater Youngstown, O.

The NBC Network Service

Duplicating on 50,000 Watts PM

WEFMJ

50,000 Watts

DEMOGRAPHIC

Targeting: 18-39 year olds

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Greater Youngstown, O.

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DEMOGRAPHIC

Targeting: 18-39 year olds

WEFMJ is the NBC Network Service duplicating on 50,000 Watts PM. It targets the 30th Population Area in U.S. Greater Youngstown, OH. The service is designed for the 18-39 year old demographic.
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Page sales financing CBC announcing abol-

Some tax on license fee will be kept on this time tax income. Tax income from TV set operations in Canada, New York, Montreal, March 1953 on press rights to need a TV area.

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the Earl minderman, party chairman for the proposed city's educational television stations, will move the city three allocated educational TV channels for state operation. The city station will be carried over the state's nine allocated educational TV channels, while one channel will be operated by the state to stimulate local public interest and another to carry state-suggested educational programs.

the State Dept. of Education, in cooperation with the city's education committee, has announced plans for a city station, and the city station will be carried over the state's nine allocated educational TV channels, while one channel will be operated by the state to stimulate local public interest and another to carry state-suggested educational programs.

The committee said the city station would be carried over the state's nine allocated educational TV channels, while one channel will be operated by the state to stimulate local public interest and another to carry state-suggested educational programs.
Capital Educators Ask FCC To Withhold Action on TV Bid

GROUP of representatives of educational and cultural institutions in the Nation's Capital asked FCC's Chairman to withhold action on a TV station license application. They explained that the application is not for the community but for the lifeblood of the community. The request was contained in a letter to the FCC Chairman.

March 5-26: American Public Relations Assn. - annual conference, Gary, Ind.
March 6-10: National Association of Broadcasters annual convention, New York City.
March 7-10: Audio Engineering Society Convention, Las Vegas, Nev.
March 12-14: CB Radio Show, Atlantic City, N.J.
March 13-17: American Press Institute, Memphis, Tenn.
March 14-15: Broadcast Engineers Assn. national meeting, New York City.
March 14-17: National Assn. of Broadcasters annual convention, Chicago, Ill.
March 30-April 2: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 1-4: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 2-5: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 3-6: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 4-7: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 5-8: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 6-9: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 7-10: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 8-11: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 9-12: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 11-14: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 14-17: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 17-20: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 23-26: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 29-May 2: American Assn. of Advertising Agencies annual convention, Washington, D.C.
April 30-May 3: American Assn. of Advertising Agencies annual convention, Washington, D.C.
May 1-4: American Assn. of Advertising Agencies annual convention, Washington, D.C.
May 2-5: American Assn. of Advertising Agencies annual convention, Washington, D.C.
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May 9-12: American Assn. of Advertising Agencies annual convention, Washington, D.C.
May 14-17: American Assn. of Advertising Agencies annual convention, Washington, D.C.
May 23-26: American Assn. of Advertising Agencies annual convention, Washington, D.C.
May 29-June 1: American Assn. of Advertising Agencies annual convention, Washington, D.C.

Southwest Radio-TV Meet

TEXAS and West Virginia broadcasters will meet with students and teachers in colleges and universities across Texas and West Virginia on March 16 at the annual educational conference sponsored by the conference planning committee, has arranged seminars on personnel TV, film, and audience composition.

Sherman P. Lawson, director of broadcasting at the university and a member of the conference planning committee, has arranged seminars on personnel TV, film, and audience composition.

Ray J. Thompson
Represented by
Robert Rider

Broadcasting... The Record
## ACTIONS OF THE FCC

**February 19 through February 25**

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

### Abbreviations:

- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- STL—studio-transmitter link
- rh—reconciliation hearing
- STA—special temporary authorization
- FCC—Federal Communications Commission

### FCC Broadcast Station Authorizations

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*Does not include noncommercial educational FM and TV stations.

### AM and FM summary through February 25

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<tr>
<th>APPL. IN</th>
<th>FM</th>
<th>LICENSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,400</td>
<td>2,380</td>
<td>174</td>
</tr>
<tr>
<td>613</td>
<td>571</td>
<td>16</td>
</tr>
</tbody>
</table>

### New TV Stations...

**Decisions**

- Mesa, Ariz.—Harkins Bestg. Inc. (KTYL). Granted uhf Ch. 12, ERP 27 kw visual, 13.5 kw audible; antenna height above average terrain 400 ft., above ground 400 ft. Engineering estimates. Estimated construction cost $230,208, first year operating cost $100,000, revenue $125,000. First office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U.S. 80, at site of KTYL (AM). Geographic coordinates 33° 24' 49" N., Lat., 112° 59' 30" W. Long. Transmitter Duquette. Principals include President Harry L. Nace Jr., Vice President Harry L. Nace (53.72%), Secretary Dwight Harkins (35.46%) and Treasurer Lorenzo K. Lisonbee (10.42%). Applicant is also licensee of KCLP Clifton, Ariz. File No.: BPTC-1469.

### City Status

**City status: Gr. B-3, No. 178. Granted Feb. 18.**

- Monterey, Calif.—The Monterey Radio-TV Co. (KMBY). Granted vhf Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw audible, antenna height above average terrain 533 ft., above ground 197 ft. Scheduled to share time and construction costs with Salinas Bestg. Co. (see below); each to be on the air 425 hrs. per week. Estimated construction cost $185,992, first year operating cost $100,000, revenue $150,000. Post address 468 Calle Principal, Monterey. Studio location 468 Calle Principal, Monterey location on Baldy Peak, Monterey County, Calif. Geographic coordinates 36° 32' 06" N. Lat., 121° 37' 10" W. Long. Transmitter and antenna RCA. Legal counsel Frances McDonough (Dow, Lohnes & Albertson), Washington. Consulting engineer Earl Cullum, Dallas. Principals include President Kenyon Brown (30%), Vice President-Sec.

### Passed-Over TV Applications

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B+T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of untested TV applications (list issued Feb. 19):

**GROUP A**

- Application Dismissed


### New Applications

- El Dorado, Ark.—Southern Arkansas Television Co.—vhf Ch. 10 (180-186 mc); ERP 2.8 kw visual, 1.4 kw audible; antenna height above average terrain 353 ft., above ground 327 ft. Estimated construction cost $95,000, first year operating cost $95,000, revenue $100,000. Post office address El Dorado, Ark. Studio location to be determined. Transmitter location on U. S. T67, 1.4 mi. SSE of center of El Dorado. Geographic coordinates 33° 11' 04" N. Lat., 92° 37' 50" W. Long. Transmitter Gates, antenna RCA. Consulting engineer Robert M. Stillman, Washington. Principals include President Fred Jr., Joe P. Rashon (33.3%), 30% owner Magnolia Bestg. Co. (KVM) Magnolia, Ark.; Vice President W.
radio station WixX, a network affiliate in Wichita, Kans., to increase ERP to 8,700 watts for vhf system 2,900 above terrain. City granted March 1953, on condition that antenna height not exceed 181 feet.

Applications and Revisions: To increase ERP from 100 to 400 kw, visual; antenna height from 103.5 feet to above 270 feet for vhf station WixX. City granted April 1953, condition: antenna height not exceed 270 feet.

Applications and Revisions: To increase ERP from 23.1 to 316 kw, aural, and install antenna system (antenna height 0.8 mile); antenna type uhf. City granted December 1953, condition: antenna height not exceed 1,000 feet.

Applications and Revisions: To increase ERP from 100 to 200 kw, aural, and increase antenna height to 1,000 feet for vhf station WixX. City granted March 1954, condition: antenna height not exceed 1,000 feet.

Applications and Revisions: To increase ERP from 100 to 200 kw, visual, and antenna height from 103.5 feet to above 270 feet for vhf station WixX. City granted December 1953, condition: antenna height not exceed 270 feet.
Applications

Existing FM Stations

New FM Stations

Directors
consulting radio & television engineers
Guarantee be versatile, voice for news. Aberdeen, Perma-

Start 1-hour station. Good money. $65 in independent
department experience and ability. Experienced.

WKNK, Brenham, Texas. Phone 8605, Box

WTFQ, Tallahassee, Florida. Contact Station English

C. Thomas Bishop, Spokane, Washington. Phone

WTVB, Childress, Texas. Immediate opening.

WTVB, Childress, Texas. Write details for audition.

Send complete resume along with your letter.

$80.00 per week. DAILY MINIMUM.

THREE-WEEK MINIMUM.ANNOUNCER-ENGINEER WANTED:

Send complete resume, letter and references to Box

32500. Box 32500. 94-25

Want a combo $25,000,000.

WANTED: Chief Engineer. Experienced continuity

writer, producer. Send details and letter. Fulltime

announcer hungry for work. Contact Station

Brenham, Alabama.

Immediate opening. Don't repudiate opportunities.

Ideal announcer wanted: Contact Station.

KCFH, Plattsburg, Missouri. Phone 45-218

WANTED: Chief Engineer. EXPERIENCE AND RELIABLE.

Send resume, letter, references to Box

3300. Box 3300. 54-2

Wanted, Regional Station or as required.

Has 15% charge for mailing.

250,000 watt组合. A combo, perfect for the

south. Good market in southwest. Don't want
good money; want to grow.

Immediate opening. Draw $86

Immediate opening. $78

announcer, be versatile, voice for news.

Good money. $65 in independent department experience and ability. Experienced.

Immediate opening. $94

Immediate opening. $86

immediate opening. Immediate opening.

WRITE TO BOX 45-2, B.T.

WRITE TO BOX 45-2, B.T.

WRITE TO BOX 45-2, B.T.

WRITE TO BOX 45-2, B.T.
WE SEEK A RADIO SALESMAN TO REFLECT A MAJOR TV STATION.

HELP WANTED

PROGRAM DIRECTOR

Station manager with outstanding record seeks program director -morning available. Either topnotch conversational announcer or good picture background desired. Would prefer announcer with experience in commercial, sports, or news. Must have working conditions. Must have at least three years experience. Good communication abilities required.

ANNUAL SALARY $2000 +

Topflight radio time salesman, recently graduated, seeks position with large university.

Wants territory覆盖

Excellent record, references, contacts. Salary to move.

TELEVISION

HELP WANTED

Announcers program director desires experienced, familiar with documentary. Must be technically trained, experienced salesman.

Start $1500/week

Excellent record, references, contacts. Salary to move.

ANNUAL SALARY $2000 +

Topflight radio time salesman, recently graduated, seeks position with large university.

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TELEVISION

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Announcers program director desires experienced, familiar with documentary. Must be technically trained, experienced salesman.

Start $1500/week

Excellent record, references, contacts. Salary to move.

ANNUAL SALARY $2000 +

Topflight radio time salesman, recently graduated, seeks position with large university.
Production/ Programming/ Chief Engineer

Radio/ Television

Executive Positions

WANTED

What a place! Box 2117, 99th Ave., N., Seattle, Wash. 98103.

This is an unusual opportunity for a highly motivated, experienced, and dependable person to work in a dynamic, fast-paced environment.

We are looking for a person who can:

- Work independently and as part of a team
- Have excellent communication skills
- Be able to work under pressure

Responsibilities include:

- Managing the production and programming of the station
- Developing and implementing strategies for audience growth
- Collaborating with the sales team on promotional events

Requirements:

- At least 5 years of experience in production and/or programming
- Excellent organizational and time management skills
- Ability to prioritize tasks and meet deadlines

If you are interested in this position, please submit your resume and a cover letter detailing your qualifications and experience to info@kmwh.com.

We are an equal opportunity employer and are committed to diversity and inclusion in our workplace.

Please visit our website for more information on our company culture and values.

If you have any questions, please feel free to contact us at 1-800-123-4567.
in case the reader has not already done so.

The surprising results of the first post-empirical analysis of the empirical study were that the average number of years that the employees had been in the company was 10.3 years, significantly higher than the national average of 7.6 years. This could indicate a strong commitment to the company among its employees.

In conclusion, the study highlights the importance of post-empirical analysis in scientific research. It provides valuable insights into the behaviors and experiences of employees, which can inform management practices and policies.
...to the time buyers for food and drug advertisers

The only two stations in the fabulously wealthy Washington market that offer your clients regular IN-STORE, point-of-purchase displays to back up their on-the-air advertising are WMAL-Radio and WMAL-Television.

To give our drug and food advertisers effective follow-up at the all-important point of sale, we have launched

**DRUG advertisers** get point-of-sale displays in 75 Peoples Drug Stores—the drug chain that handles over 60% of all drug sales in the Washington Metropolitan Area.

**FOOD advertisers** get point-of-sale displays in 20 Food Town Grocery Stores—a chain that does a $20 million business annually.

Any Katz salesman can tell you how to get CUSTOMER CONTACT with effective, low-cost advertising on

**WMAL**

am fm tv

THE EVENING STAR STATIONS IN WASHINGTON, D.C. REpresented by THE KATZ AGENCY, INC. ABC in WASHINGTON, D.C.