More than 2,270,000 families a week see WOR-TV, according to Telepulse.

That's nearly 70% of all the TV homes in New York... and helps explain why WOR-TV is New York's only station to offer Guaranteed Viewing.

One client, now using this Guaranteed Viewing Plan, reports: "WOR-TV has steadily expanded our New York distribution, and we're now Number One in sales among the majority of our New York retailers..."

Results like these explain why...
Tick! Tick! Tick! The precise movement of a Benrus is the result of years of painstaking care and skill, devoted to turning out a "watch of guaranteed accuracy." Benrus represents well the complete and careful job done by the First Stations of Virginia!

Havens & Martin, Inc. Stations are the result, too, of years of determined effort to build a broadcasting institution replete with entertainment and public service. Advertisers long ago realized the selling power of this type of station. Are these pioneer outlets in Richmond selling your products?

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
For full information about
The Paul Dixon Show...
DuMont's high-rating,
low-cost daytime buy...
write or phone:

**DuMont TELEVISION NETWORK**

515 Madison Ave., N. Y. 22, N. Y., MU 8-2600
or
435 N. Michigan Ave., Chicago 11, Ill., MO 4-6262

A Division of the Allen B. DuMont Laboratories, Inc.
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.

A Steinman Station

Represented by
MEEKER New York • Chicago • Los Angeles • San Francisco
FACT THAT no announcement was made of appointment of Rosel H. Hyde to FCC chairmanship following his half-hour session Friday with President Eisenhower (see story page 27) doesn't necessarily preclude appointment. It was pointed out that Edward B. Brossard, Republican member of Federal Tariff Commission, was called to White House last Wednesday, and his appointment as chairman of that agency wasn't announced until Friday.

SHORTLY TO be unveiled will be multimillion-project, as New York's answer to Hollywood on TV. New life has been breathed into Tele-City Inc. by both New York State and New York City authorities, who proposed gigantic development at Flushing Meadows, site of famed World's Fair, with Frank Connaugh ton, New York City commerce commissioner, and Porter Moore, executive director of Manhattan Downtown Assn., ram-rod project. Plan has gone to point where all networks and many related TV independent production enterprises have been contacted to set up fully integrated, all-purpose TV (and radio live and film production, with all modes of transportation direct from New York.

E. LANSING RAY, venerated publisher of St. Louis Globe-Democrat, which owns minority of KWK, conferred with President Eisenhower last Wednesday. It's reported he made plea for speedy hearing on KWK's application for vhf Ch. 4, citing "one station market" aspect and fact that competitive newspaper, Post-Dispatch, has only facility. Competing for Ch. 4 assignment are KXOK, owned by former publisher, Elsey Roberts, interests; KMOX (CBS owned); and Meredith Engineering Co. (Meredith Publishing Co.).

ONE NEW "wrinkle" in projected General Mills spot plan (see story page 9) is firm's insistence on "two weeks on, two weeks off" basis, thus giving client "floating" schedule. General Mills thus hopes to ride crest of "economic and psychological" benefits perhaps bypassing certain periods in summer months.

GENERAL MILLS new philosophy may be summed up this way: Radio is worth more in some markets than others. More radio-TV stations (both network affiliates and independents), following lead of networks' special plans (tandem, etc.), are offering "package purchases." With local competition what it is, stations will succumb more readily to GM overtures.

CONCERN BEING evinced in some Congressional circles over diversification of station ownership. President directed to FCC, it's learned, have questioned newspaper ownership of both radio and television stations and, latterly, have raised same issue about theatre or motion picture ownership. Newspaper ownership issue has bobbed up repeatedly for past 20 years. ABC-United Paramount merger believed responsible for inciting theatrical ownership queries.

WALTER J. DAMM, vice president and general manager of WMJ-AM-TV Milwaukee, won't attend NARTB convention in Los Angeles next month. A former NAIB president (1930-31), he contended convention should be anchored in New York like ANPA and not shifted from place to place.

UHF OUTLETS have better chance with ABC than other networks, according to spokesman for newly emerged AB-UP organization. Its approach, presumably, is to add affiliates irrespective of spectrum assignment, where markets fit its operating plan.

CRUSADING commissioner Freida B. Hennock may have new horse to ride—literally. Returning to FCC councils last week after Florida trip, she took off on horse racing programs on Miami stations. Many stations in past have been temporarily licensed because of purported aiding and abetting of bookies.

CHANGE in Administration has given rise to question whether Conelrad project assuring continued operation of AM broadcast stations in event of national emergency needs approval of President Eisenhower. Prior to administration change, all clearances, including White House, military and Federal Civil Defense Administration, had been procured and FCC last week moved to integrate plan in its rules and regulations.

But to avoid any possible slip, it's likely matter will be brought before President Eisenhower shortly for his reaction and hoped-for blessing.

STRONG campaign underway to elect Emilio Azzaraza, Mexican radio-TV station owner, as president of Inter-American Broadcasters Assn., which he helped found six years ago. He would succeed Goar Mestre, head of CMQ radio-TV enterprises in Cuba, who has served three years. Convention gets underway this week with expected attendance of 200 at San Juan.

SOMETIMES SOON FCC, en banc, will meet with its hearing officers in effort to simplify and expedite hearing procedures, notably in connection with TV. Also upcoming: Elimination of nine o'clock starting time which has brought general protest both within and outside of FCC.

WHILE NARTB is setting up catechism session to instruct members of special committee assigned to evaluate projected MBH-type survey of television coverage, it's understood CBS has devised method of its own to give factual picture of network's television coverage and markets.

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Two new General Mills products will be launched with radio and TV advertising. Page 28.

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PROGRAM SERVICES

Networks and ASCAP start negotiating for new TV blanket licenses. Page 38.

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TRADE ASSOCIATIONS

NARTB picks David Sarnoff as winner of first keynoter award. He'll be keynote speaker at Los Angeles convention. Page 60.

STATIONS

Six of seven TV stations granted last week have set target dates for operation. Page 66. (For complete list of post-freeze grants and target dates see FOR THE RECORD, Page 94.)

NETWORKS

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ABC hires George Jessel as performer and producer. Page 72.

FEATURES

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The high cost of TV hearings, in money and men. Page 82.

Never keep a salesman waiting: A parable for radio-TV. Page 84.

UPCOMING

March 9-12: Canadian Assn. of Broadcasters Annual Convention, Mount Royal Hotel, Montreal.
March 16: Texas Assn. of Broadcasters Meeting, Commodore Perry Hotel, Austin. (For other Upcomings, see page 94)

March 9, 1953 • Page 5
TELEVISION’S

MENJOU, THE INIMITABLE
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BEST!

Never before such exciting portrayals...
such a galaxy of dramatic talent!

AD

M

S

EACH MAGNIF
SMASH HIT!

after week, brilliant beyond belief...

DOLPHE ENJOU
YOUR HOST AND STAR IN
VORITE TORY"

...greatest dramatic achievement...

CENT STORY A COMPLETE AND CAPTIVATING
HALF-HOUR DRAMA!

SOLD...
To SCHAEFER BEER
for NEW YORK!
To TUMS for CHICAGO
and ST. LOUIS!
To BLATZ BEER
for MILWAUKEE!

SOLD...
To DREWRY'S BEER
for 6 MARKETS!
To OLYMPIA BREWING CO.
for 6 MARKETS!
To GENESSEE BREWING CO.
for 5 MARKETS!

SOLD...
To SMITHFIELD PACKING CO.
for NORFOLK!
To ZINSMASTER BAKERY CO.
for MINNEAPOLIS!
To SUN DRUG COMPANY
for PITTSBURGH!

KENT STORY A COMPLETE AND CAPTIVATING
HALF-HOUR DRAMA!
W-I-N-D

NOW 1ST IN

CHICAGO

AND 6 COUNTY AREA, FOR

DAYTIME AUDIENCE

SOURCE

NIELSEN COVERAGE SERVICE AREA REPORT
STUDY NO. 1

W-I-N-D reaches an average daily daytime audience of

827,830

Chicago area radio homes

the most homes per dollar station

560 Kc. • 5000 Watts
24 HOURS A DAY

Represented by AM RADIO SALES CO., NEW YORK, CHICAGO
Robert Meeker & Associates, West Coast Representatives
ABSTRACT

ABC Plans Four Television Fights Each Week

PLANS for expanding TV fight coverage to four nights per week and launching new weekly dramatic series reportedly unveiled to members of an executive committee by the General Advisory Committee among other program and operational plans Friday as network officials held first meeting with committee since ABC merged with United Paramount Theatres (earlier story page 72).

March 19 Motor City Fights is slated to start as Thursday night feature from Detroit (9 p.m.), and pickups of Chicago and west coast bouts scheduled to be added in early or mid-April. Dramatic series set as Sunday evening half-hour called ABC Album, scheduled to start April 12 and to include all drama forms. On third show, May 3, it is planned to introduce Pageant, two-part adaptation from classics.

Among stars reported under consideration for ABC Album are Paul Douglas, Audrey Christie, John Hodiak, Allen Mowbray, Walter Slezak and Joseph Schildkraut. One already signed is Brandon DeWilde.

In another program move, Dr. J. Q. TV show may be launched shortly, alternating with Quick as a Flash, which starts Thursday.

Expansion of affiliate list, "the new ABC," other blueprints for building ABC-TV into top-flight competitive network were among other subjects discussed at all-day meeting with affiliates group. No new chairman named to succeed Mort C. Watters, WCPO-TV Cincinnati, who has resigned as chairman of affiliates committee.

GENERAL MILLS SEEKS 'PACKAGES' OFFERS

GENERAL MILLS, Minneapolis, will rely on "package purchases" offered by radio-TV stations in different markets rather than on uniform rate formula of last year, it was revealed Friday.

Starting date for 52-week schedule on two-week-alternating basis is April 5. Campaign will run through Oct. 11. Reduced schedule planned for period from Oct. 18 to March 27 with considerable number of announcements—predominantly radio—in over 125 markets.

Lowry Crites, GM radio-TV-media director, told B&T, Company has asked stations to submit availability lists. Company used over 900 announcements last year.

Rates expected to differ in varying markets, depending on what stations offer, with stations to be selected on basis of budgets, costs, ratings, coverage, whether TV or not is involved and type of schedule to be offered. Blueprint is amalgamation of four separate plans covering different products: Wheaties, Cheerios, and others.

Spot adjacencies for Wheaties spots will be sought in late afternoon and evening hours around children’s shows and those of general adult interest.

Plan throws General Mills business into wide open speculation scramble according to some radio-TV representatives.

EXECUTIVES of Knox-Reeves Agency, Minneapolis, conferred with representatives Thursday. Agency reported favorable response. Mr. Crites said that "far, far more" than 20 "top" stations previously reported as approving have expressed interest in campaign. GM budget for radio-TV or product breakdown still unset, he added.

Here are the features of four plans for Wheaties campaign:

Plan No. 1—Starts April 5, or actual broadcasting weeks, 10 announcements per day, 79 per week for total of 880. Second campaign starts Oct. 18, with nine announcements per day for 24 weeks. Total schedule: 1,156 announcements.

Plan No. 1A—Same as plan No. 1 except second Oct.-March drive is eliminated. Total announcements: 880.

Plan No. 2—Same as plan No. 1 except second Oct.-March drive is eliminated. Total announcements: 766.

Plan No. 2A—Same as plan No. 2 without Oct.-March schedule. All major plans provide scheduling containing at least 50% of night spots be minutes.

April-September campaign is non-cancellable, but fall-winter drive is cancellable at 11-week notice on 30 days notice.

General Mills also will use additional schedule of 25 announcements per week for six months for its Kitchen Tested Flour, to be placed through Dancer-Fitzgerald-Sample, New York, in some markets. Wheaties plan also calls for 1,000 TV spots over 52-week period in key markets.

TV Election Procedure Is Started by NARTB

ELECTION forms for certification of TV station executives eligible for nomination to NARTB TV board mailed Friday by C. E. Arney Jr., secretary-treasurer. Four vacancies were filled at balloting April 28 during NARTB Los Angeles convention. Expiring station-director terms are those of William Fay, WHAM-TV Rochester; Ken Carter, WAAM (TV) Baltimore; Campbell Arnaux, WATF-TV Norfolk, Va., and Henry W. Slavick, WMCT (TV) Memphis.

Committee of three named to certify results of NARTB Radio Board elections next Friday. Odd-numbered districts and one each of at-large classifications involved.

RADIO, TV BEAT

UNMATCHED mobility of radio and TV as news media underscored as networks flashed news of Premier Josef Stalin's death immediately after first report received at 8:12 p.m. EST Thursday and followed with news of Georgi M. Malenkov's appointment as his successor Friday afternoon.

CBS Radio claimed to broadcast death bulletin at 8:13 p.m. and ABC radio, NBC radio and Mutual, 8:14 p.m. TV networks carried reports minute later, with DuMont interrupting regular programming at 8:20 p.m.

• BUSINESS BRIEFLY

MAXWELL HOUSE REGIONAL • Maxwell House regular coffee, through Benton & Bowles, New York, placing approximately two-week radio campaign in lower New England area and some southern markets starting Wednesday.

BIBLE SHOWS • Revised Standard Version of the Bible, through BBDO, N. Y., using five-minute shows, three times daily, for 10-day period starting Tuesday in seven radio markets.

BBDO PUSHING KEEP POSTED • Television program Keep Posted, which Curtis Prior, Chicago, through BBDO, N. Y., cancels at end of this month (see story page 29) being pitched to two other BBDO clients, E. I. du Pont and Hamilton Watch Co.

FLOUR AGENCY • Martha White Mills Inc., largest flour advertiser in South, names Noble-Dury & Assoc., Nashville, as agency for Martha White flour and other food products. Cohen Williams, president of advertiser, said firm uses radio, TV and other media. Account formerly split between Gristworld-Eshelman, Cleveland, and Cruttenden, Egypt, cag.

NEW PHARMCO PRODUCT • Pharmco Inc., introducing new product called Medium, medicated chewing gum, planning radio spot announcement campaign starting mid-March in about 25 markets.

ARMSTRONG CONSIDERS NEWS • Armstrong Rubber Co., West Haven, Conn., likely will take over early-morning Peter Paul Candy radio news shows on regional basis during June, July and August, repeating its policy of last year. Maxon Inc., New York, handles both Peter Paul and Armstrong.

Pooled Atom Broadcast

POOLED telecast of atom blast at Yucca Flat March 17 will be carried by ABC, CBS and NBC TV networks, 8:30 a.m. EST, with Frank La Tourette, management as representative in Los Angeles, producing. CBS-TV will do live telecast of aftermath 4:30-5 p.m. and TV documentary 8-9 p.m., as well as preview March 15, 2-3:30 p.m. NBC-TV will do live aftermath pickup 4:45-5:30 p.m. plus film coverage of Camel News Caravan 7:45-8 p.m. Du Mont schedule not set, probably will be film coverage. Radio-wise, ABC will cover blast 8:15-8:30 a.m. NBC also will have early morning-then-scene broadcast, plus report on News of World 7:30-7:45 p.m. and 11:15-11:30 p.m; CBS and MBS will cover event, but times still unscheduled Friday.

Stanton, White to Speak

CBS PRESIDENT Frank Stanton and NBC President Frank White will address closed session on television, scheduled for final afternoon (Friday) of 44th Spring Meeting of Assn. of National Advertisers, March 18-21, The Homestead, Hot Springs, Va. Mr. Stanton will speak on TV's cost and contribution to advertisers; Mr. White on programming as responsibility to advertisers as well as broadcasters.
...to thoughts of securing increased summer sales for his client (that is, if the young man happens to be a timebuyer).

Early selection of salesman "Speedy" to cover the Billion Dollar Toledo Market will leave many leisurely moments for the young man's fancy to turn to thoughts of more enjoyable pastimes.

IN THE SPRING a young man's fancy turns...

...to thoughts of securing increased summer sales for his client (that is, if the young man happens to be a timebuyer).

Early selection of salesman "Speedy" to cover the Billion Dollar Toledo Market will leave many leisurely moments for the young man's fancy to turn to thoughts of more enjoyable pastimes.

WSPD

AM-TV

Storer Broadcasting Company
TOM HARREY NAT. SALES MGR., 486 WADDEN AVE., NEW YORK

Represented Nationally by KATZ
Radio, TV Kept Detroit Lions in Black

RADIO and TV broadcasts accounted for $113,000 of total $114,000 profit made by champion Detroit Lions professional football team in 1952, General Manager Nicholas Kerber disclosed as defense witness in trial of government's anti-trust suit against National Football League in Philadelphia. He said club lost money in 15 of its 17 years and that he didn't know how its franchise kept going. Lions made $63,525 in 1951 and $114,000 in 1952, he reported.

Jerry Jordan, radio-TV research specialist who has made extensive studies into impact of radio-TV on sports gate receipts, slated to appear Wednesday as government rebuttal witness (early story page 38). Mr. Jordan is son of C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Defense rested its case last Thursday.

Share-Time Application; Other FCC Actions

ANOTHER share-time application filed late last week at FCC, following first share-time grant two weeks ago at Salinas-Monterey, Calif. (B&T, March 2). Veterans' Beag. Co. (NVET) and WBYC Inc. (WBHC), both Rochester, N. Y., amended post-biaw applications (B&T, July 7, '52) to request grant of vhf Ch. 10 on share-time basis (alternate days, alternate nights), containing a $244,200, and operating expenses of television facilities to be shared equally. Applications amended to change cost estimates, certain facility descriptions, program schedules. Other applications filed late last week:

El Paso, Tex.—Universities Inc. (KARK Little Rock), vhf Ch. 10, ERP 31.6 kw visual, 190 ft. antenna, 5 kw visual and 50 kw audio, terrain. Construction $196,621, operating $110,900, revenue $248,200.

Waterford, Ind.—Tri-State TV Inc. (WDOX Cleveland), vhf Ch. 15, ERP 9.3 kw visual, 10.8 kw audio, antenna 59 ft. Construction $198,510, operating $46,200, revenue $244,200. Television actions reported by FCC Friday included:

WJJK Market Binghamton, N. Y., operating on vhf Ch. 12, granted change in effective radiated power from 9 kw visual and 16.25 kw audio to 310 kw visual and 160 kw audio. Antenna height above average terrain changes from 820 ft. to 810 ft.

KFTV (TV) Kansas City, new grantee assigned uhf Ch. 25, granted change in ERP from 90 kw visual and 31 kw audio to 94 kw visual and 50 kw audio, antenna increase from 390 ft. to 830 ft. and move transmitter site from Broaday and 26th St. to Overland Park. Site sponsored as Pickwick Hotel.

Belleville, Ill., new grantee on uhf Ch. 84, granted change in ERP from 220 kw visual and 5 kw audio to 365 kw visual and 105 kw audio, increase antenna from 414 ft. to 630 ft. and change transmitter site from 622 ft. west of city on 88th St. to studio location, 10200 W. Mala St.

WFTL-TV Ft. Lauderdale, Fla., new grantee on uhf Ch. 23, granted reduction in antenna ERP from 98 kw to 50 kw with ERP of 100 kw remaining same. Studio site is changed from 1000 S. 19th St. to 19th St. & 1st Ave.

WBMF-TV Indianapolis, operating on vht Ch. 6, granted boost in ERP from 28.2 kw visual and 10.5 kw audio to 62 kw visual and 50 kw audio, antenna height of 660 ft. remaining unchanged. Construction $196,000.

WFVP (TV) Desatur, Ill., new uhf Ch. 17 grantee, granted change in ERP from 18 kw visual and 1 kw audio to 17 kw visual and 9.3 kw audio, increasing antenna height from 328 ft. to 407 ft.

KTTV-SF Springfield, Mo., new grantee on vhf Ch. 10, granted special temporary authority for interim operation using temporary 65 ft. tower for period March 5 to June 8, ERP in regular permit is 12.7 kw visual and 3.8 kw audio.

INCREASE FOR RADIO

"RADIO has been so effective for us this season," James R. Roberts, account executive on Montgomery Drug Co. (666) account for Charles W. Hoyt Co., New York, told B&T Friday, "that we expect to increase the schedule of radio markets in the fall." Meanwhile, presidentcold remedied schedule ends this month.

AFTRA WJBK Boycott Threat

NEGOTIATIONS between AFTRA Detroit loc- al and WJBK-AM-FM-TV Detroit broken off following last-minute effort to avoid strike call for this (Monday) morning. Union has been seeking entry into WJBK, having contracts at all other Detroit stations, it says. Current union has been trying to have exclusive representation of freelance employees at WJBK.

Love Lucy More Efficient Than 'Life' or Papers

PHILIP MORRIS President O. Parker Mc- Comas regards company's $8-million contract for I Love Lucy (CBS, 8-5 p.m.) as probably "one of, if not the most, efficient advertising buys in the entire country." Addressing financial analysts of Philadelphia, he said:

As you must be well aware, this show is the all-time phenomena of the entertainment business. On a strictly dollars-and-cents basis, it is twice as efficient as the average nighttime television show in conveying our advertising message to the public. It is nearly three times more efficient dollarwise in reaching adults than Life or your own Philadelphia newspaper. Three times more people see every Monday night's I Love Lucy show than watch all the major league baseball games last year. Dollarwise, although the entire sum seems huge, it is probably one of, if not the most efficient advertising buys in the entire country.

In addition, we derive many supplementary merchandising and publicity benefits from the show. As you can see, 'We love Lucy.'

Contract, signed with "Lucy" stars Lucille Ball and Desi Arnaz and hailed by CBS-TV as "largest single contract ever signed in television," is non-cancelable agreement for showing of "Lucy" on CBS-TV under FM sponsorship for another 21/2 years [B&T, Feb. 23].

W. L. Day Rites

FUNERAL of William Leamy Day, 67, New York advertising executive, founder of Day, Duke & Carlton and president until agency was dissolved, was to be held yesterday (Sun- day) at Frank Campbell funeral home in New York. Mr. Day died Thursday after long illness. Surviving are his wife, Mrs. Frances Breedon Day, one son, Sherwin Cathcart Day, and one daughter, Mrs. Richard V. Goetz.

KTVH (TV) Signs CBS-TV

KTVH (TV) Hutchinson, Kans., signed as CBS-TV basic interconnection affiliate, effective July 1, network announced Friday.

PEOPLE

DAVID C. KETNER, previously advertising vice president of Peoplesound Division, Lever Bros., N. Y., and before that advertising manager, Procter & Gamble, Cincinnati, elected president of Stoppers Inc., N. Y. (Stopers and Chasers, breath sweetener confections) succeeding J. ROY ALLEN, who was promoted to chairman of board.

SAM HENRY Jr., vice president and account executive with Robert W. Orr Assoc., N. Y., to ABC-TV's sales department as account executive.

HERB LUND and RUDOLPH M. SINGER Jr., account executives, Ruthrauff & Ryan, Chicago, elected vice presidents of agency.

AWARD for 50 years membership in Sigma Alpha Epsilon fraternity presented Friday night to FCC Chairman PAUL A. WALKER at annual Founders Day dinner held at National Press Club, Washington. Presentation was by Carlton U. Edwards, president of Washington Alumni Assn. of fraternity.


WILLIAM R. ARNOLD, formerly WOR-TV account executive, to ABC's WABC-TV New York (formerly WJZ) in similar capacity. He was eastern sales manager, Pittsburgh & West Virginia Railroad, from 1938 to 1951.

Postpone WGRD Decision

U. S. Court of Appeals in Washington Friday postponed decision on request by WGRD Grand Rapids for stay order on FCC grant of Muskegon uhf Ch. 35 to Versluis Radio & TV Co., but expedited case by scheduling oral argument for March 19 on merits of WGRD appeal against FCC dismissal of its protest against the FCC Muskegon grant. WGRD is opposing Versluis grant on grounds that it is more Grand Rapids station than Muskegon station. FCC dismissed WGRD protest because it said Grand Rapids station had "standing as a party in interest." Oral argument before Court took place Thursday (see earlier story page 52).

Cida to Music Publishers

JOE CSIDA, executive editor of The Billboard, amusement journal, has resigned effective March 20 to become vice president and general manager of group of music publishing and talent management houses. Companies are Santly-Joy, Oxford and Hawthorne, members of ASCAP, and newly-formed house to be affiliated with BMI under corporate name, Trimax. Mr. Cida.will participate in the music-publishing ship of group. He will be succeeded by Roger Littlefield, co-publisher, who becomes acting editor-in-chief.

Unity Promotions

SYDNEY MAYERs, New York film attorney, named to newly-created post of administrative vice president in charge of legal and contract departments of Unity Television Corp., N. Y., by Unity President Arche Mayers. He also reported following additions to sales staff: Bill Young, formerly with Vitapix and Lang-Worth features, as regional manager in Chicago, Detroit and Cleveland; Vic Bikel, previously with United Artists, southern division manager, and Phil Besser, formerly with Roshon Films, as southeastern division manager.
KOA covers the West BEST!
Sells the West BEST!

No other available medium covers as much territory—reaches as many people in the West.

KOA covers over 1,100,000 square miles. There are nearly 10,000,000 people in this area.

The area covered by KOA is radio country—and it will be for years to come. IT'S BEYOND TV HORIZONS...only a few spots are being reached by TV—yet ALL of this area is being covered by KOA.

KOA program schedules are designed to appeal to the greatest possible number of western listeners—to match KOA's extensive coverage.

There is still a chance on KOA—for you to own a valuable western advertising franchise.

Ask for our periodic bulletins
THE WESTERN MARKET
Write today.

National Sales Representative:
Edward Petry & Company
Offices in: New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis and Dallas

KOA 850 KC • 50,000 WATTS
1625 California Street
Denver, Colorado

index

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

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
William H. Shaw, Midwest Advertising Representative. Jane Pinkerton, News Editor.

HOLLYWOOD
David Glickman, West Coast Manager; Marjorie Ann Thomas.


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 52nd and 54th issues: 50¢ per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast 41¢ per year.)


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

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
are you interested in selling...

ENOUGH ORANGE JUICE TO FLOAT A CRUISER

America's Best Customers Go to Market with Keystone!

And America's biggest customers are listening for your story on Keystone's 636 HOMETOWN AND RURAL AMERICA stations. The more than 13 million families within KBS range are the annual consumers of over 483 million quarts of canned orange juice alone... over 413 million quarts of canned tomato juice... over 449 million quarts of canned grapefruit juice! If your product is in this category, you can readily see how much this tremendous buying power means in your market. Whether you buy a minute spot or a 15-minute show on KBS... whether you take a cross section or the complete cross-country network, it is the ripest, richest, most profitable means of promoting your product. Keystone costs you less for more coverage, gives you more for your money in every way. It will pay you to investigate the KEYSTONE story.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

KEystone BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA
In the city of Chattanooga itself, WDOD is the most popular radio station, having many thousands more listeners than any other station.

In Hamilton and Walker Counties, Chattanooga's metropolitan market, WDOD is also the top station. Yes, more city folks, as well as their suburban cousins, tune in WDOD more often than any other Chattanooga station. That spells DOLLARS for advertisers—both local and national. Keep the selling voice of WDOD working for your clients.

**wdod has the most listeners!**

**wdod**
AM - 5,000 watts  
FM - 44,000 watts  
CHATTANOOGA'S PIONEER STATION  
National Representatives  
Paul H. Raymer Company

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**THE EDDIE ALBERT SHOW**  
Mon.-Fri., 3:30 p.m. EST on CBS-TV.  
Packaged by CBS-TV.  
Cast: Eddie Albert and Ellen Hanley.  
Producer: Franklin Heller.  
Director: James Sheldon.  
Writers: Jack Woods, Charles Romine and Leslie Lieber.  
Music: Norman Paris Trio.

**TELEVISION** programming underwent no drastic change when Eddie Albert, stage, screen and radio actor, and vocalist Ellen Hanley introduced a half-hour variety show on CBS-TV last week. For lack of a better title, Mr. Albert almost apologetically explained in the first few minutes of the telecast that the daily show had been christened "The Eddie Albert Show"—just a friendly little get-together and he hoped the audience would like it. As the half-hour rolled by, it became evident that as much time and planning had gone into the production as had been spent on the title. Pace-wise, this is about as slow as shows can get.

Mr. Albert with the help of Miss Hanley, conducts an interview, talks a little, sings a little and looks all-thumbs a lot. He is plain un-comfortable and for good reason too. This new vehicle has no challenge to a versatile performer. The package show, a sustainer incidentally, has been thrown together with a minimum of planning and a great faith in Mr. Albert's ability to cover up the rough spots. Outlines are all well and good as a departure point, but in this case nobody got around to working out the details.

Although Mr. Albert is most at home in situation comedy, his writers make no use of this talent. Chatter was straight, folksy and in content ran the gamut from Hi-all-you-nice-people-in-Timbuktu to Be-sure-you-see-Studio One-tonight!

Capt. Hassold Davis, an explorer, was a guest on the initial telecast. He made a few statements, in reply to Mr. Albert's questions, on the kick one gets out of treasure hunting.

Ellen Hanley, who helped Mr. Albert hold the fort, is an attractive girl with an equally attractive way with a song. Her solo spot would have been all the more pleasing if it had been staged and directed well.

Behind-the-scenes people who come up with new program ideas often presume on the talent of a star. It's an exceptional actor who can talk and sing his way through 30 minutes effectively when he hasn't been supplied with good material. This was Mr. Albert's assignment. Execution of same met with rather mediocre results.
THE PROBLEM of presenting news on television has plagued the most experienced of broadcasters, who have long grasped for a formula that will overcome the lag in pictures. Wisely, the producers of News-O-Rama have shunned the element of immediacy in the news, and have chosen to view the parade of world events from the wide end of the telescope, concentrating on such long-range implications of the news as its effect on average members of the community and its impact on tomorrow's headlines.

Produced in the main by graduate students at Columbia U.'s School of Journalism, News-O-Rama lacks the gloss and polish of many commercial news programs. But this semi-professional coating, if you will, is no handicap. It serves to emphasize that the participants are earnest, intelligent and well-intentioned citizens of the community trying to find out what happened; what it means to them, and what it is likely to mean to them next week, next month, next year.

Frankly described as an "experimental" news program that is scheduled to run at least 12 weeks, News-O-Rama stands as a tribute both to WPIX(TV) and Columbia U. for their contributions toward the understanding of current events. It considers the limitations of background of the average viewer and attempts, without pretension or condescension, to "fill him in" and sharpen his judgment on the meaning of news events to him as an average citizen.

Two Documentaries

In this perspective, the initial program last Monday highlighted a 10-minute documentary on the current meat situation and a similar report on the United Nations. The first presentation was directed toward answering one vital question: "What does all this mean to Mrs. New Yorker in the way of meat prices?" The UN report, stressing that Lester Pearson of Canada was likely to be named as secretary-general of the world organization, embodied an analysis of what leading figures of the UN recommended as means by which friction between the Soviets and the western world could be minimized.

One outstanding departure from most news programs is the use of Prof. John Foster of the School of Journalism as a gentle but forceful "heckler." Undoubtedly, many TV viewers often wished they could stop a newscaster to ask him to clarify a technical term or justify the validity of an extreme statement. In this role, Prof. Foster interrupted a student newscaster from time to time to ask, for instance: "Now exactly what does 'parity' mean?" "Will meat prices continue to drop or is this just a short-time thing?" "What makes many people at the UN think that Mr. Pearson can deal with the Russians?"

It would seem the program's format may well be adaptable to any community, large or small, located near a university. In programming such as this, mobilizing the technical know-how of professional TV practitioners and the resources of an institution of higher learning, may well lie part of the answer to improved television-for-education.
Film is the money-making "life-blood" of every TV station! That's why you should insist on the complete line of G-E Projection Room equipment. Use General Electric units...use your imagination...and you'll come up with so many versatile effects, you'll be amazed! G-E's ready-to-order line includes the top-performance Film Camera Channel, the newly advanced Synchro-Lite Projector, the tremendously versatile Slide Projector, and two new Mirror Change-over Designs.

General Electric offers you all your TV projection room needs—as well as all other equipment necessary for television broadcasting. And remember, behind this advanced, station-tested equipment is 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write direct to:

General Electric Company, Section 233-9,
Electronics Park, Syracuse, New York.
• G-E Dual Slide Projector featuring variety of laps, fades, dissolves, super-positions, etc.

• G-E Synchro-lite® Projector offers unlimited commercial possibilities, utmost in performance.

• G-E Film Camera Channel for clear, sharp picture signals. Reduces shading and edge-flare radically.

G-E FILM CAMERA CHANNEL
Sweep Failure Protection
Virtually No Microphonics
Automatic Control of Set-Up
Dual Waveform Presentation
1½” High-Contrast Monitor
All Plug and Cable Connections
Adjustable Deflection Yoke

G-E SYNCHRO-LITE® PROJEC-
TOR
Slave Operation
Super-Positions on Remotes
Instant Stop and Start
Preview Any Frame
No Phasing Bars

G-E TV SLIDE PROJECTOR
Laps and fades
Dissolves
Super-positions
Transparencies and Opaques
2”x2” and 3½”x4¼” Slides
Roll-Thru Script Carriage
Dual Flood Lamps for Opaques
Time, News Tape Carriage

G-E MIRROR CHANGEOVERS
More Inputs
Multiple Adjustments
First-Surface Mirrors

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

VERY few financial experts got their start in the business world by unbalancing the books to the tune of $10 million, but H. Earl Rettig, recently named director of finance and operations for NBC's Western division, makes this claim.

It happened during his first month in the accounting department of Halsey, Stuart & Co., Chicago investment firm. In his late teens, he set such a record—and it still stands. The blunder was apparently forgiven, for he remained in the company's employ several years.

A native of Chicago (he was born June 4, 1903), he confesses the initial "H" in his name is only decorative, his father having added it "as a sort of balance." Young Rettig thought it a good idea and did likewise.

A tireless energy which marks Mr. Rettig's career manifested itself early. While attending Lakeview High School in Chicago, he worked at Montgomery Ward & Co. during Christmas vacation, and for Halsey, Stuart & Co. in the summer. He also worked briefly at Chicago's Post Office, alongside Walt Disney. Neither knew, however, the other was there until years later when the future NBC executive went to work for the now-noted motion picture and animated cartoon producer in Hollywood.

After graduation from high school in 1919, he joined the investment company on a full-time basis, beginning an association which continued until 1928. Starting as office boy, he subsequently moved into the account department. When the books were balanced at the end of his first month, he was off $10 million. That is the "record" about which he is much kidded.

Served in Ohio

Named assistant manager of the firm's Cincinnati office in 1925, he was transferred to Dayton two years later in an executive capacity. That's where he had his first and indirect contact with Groucho Marx, star of NBC-AM TV's You Bet Your Life originating in Hollywood. The Marx Bros. came to town in "Cocoanuts," and the lonesome stranger, with time on his hands, saw the show five times in one week.

Mr. Rettig was transferred eventually to the corporation's New York buying department, but in the meanwhile had made several vacation trips to California, where he was much impressed with the climate. The unfavorable contrast with New York hit him hardest once in 1927 when he left the sunshine of Los Angeles to return to a frigid New York. The sudden change brought about an equally sudden decision to change his career.

Because Halsey, Stuart & Co. had handled financing of the Fox Studios in Hollywood, Mr. Rettig's long-time employer was able to give him a good entree to his newly-adopted home.

He started out by making a strategic error. When asked what salary he would expect, as assistant to the Fox studio manager, he answered in characteristically modest fashion, "Oh, it doesn't matter." As a result, he worked "for practically nothing" to learn the movie business. He remained with the studio until 1934 when a new management took over.

After leaving Fox Studios, he was associated with many of Hollywood's top producers.

Cost: Alan Todd

As casting director for Hal Roach Studios, he cast a young actor named Alan Ladd in a film titled "Captain Caution," now going the rounds on TV. At that time, however, he couldn't convince his studio that the young actor had a movie future.

The Chicago's Post Office Alumni finally joined forces again in 1940, when Mr. Rettig became associate producer of "The Reluctant Dragon" for Walt Disney. He returned to handle finance on a large scale in 1941 when he became RKO Radio Pictures Corp. assistant treasurer and studio treasurer, serving also on the board of directors of Western Costume Co. as RKO representative and assistant treasurer of the holding corporation which bought the property leased by NBC for its first Hollywood studios.

In 1945, he was with Leo Mclnally as secretary-treasurer of Rainbow Productions, which made "The Bells of St. Mary's." When Paramount Pictures acquired Rainbow in 1947, Mr. Rettig went along with the deal. After 18 months, however, he joined Dennis Day, radio-TV singing star, to handle his business affairs.

He joined NBC in 1950, but had no title at first. Eventually, he was named manager of television network operations, holding that position until TV and radio were consolidated. In the recent reorganization and integration of radio and TV operations, he was made director of finance and operations for NBC's Western division.

Despite his "addiction" to chain smoking (at least three packs of cigarettes a day, plus a pipe and cigars), he shows little outward indication of working pressures. He remains unruffled, applying energy not used for hobbies to work.

Mr. Rettig married the former Rosalie Castner Dec. 2, 1934. With their three sons—H. Earl Jr., 16, and Rickey and Ronney, 9-year-old twins, they live in the Cheviot Hills district of Los Angeles.

Broadcasting • Telecasting
Have you ever tried to sell a Pangolin?

(Pangolin — scaly anteater from Southeast Asia)

Probably not, but Station WNBQ has—and quite successfully. Not only a pangolin but also other unusual creatures at the Chicago Natural History Museum.

When attendance at the Museum during January to August 1952 showed a decline from the previous year, officials turned to Station WNBQ for help. A schedule of live station breaks was started in September and attendance during the remainder of the year jumped 18.5 per cent over the same months in 1951.

"The lion's share (of the credit) goes to WNBQ," reported Miss Christine Tardy, of the Public Relations Division of the Museum. And she also wrote, "We find the live breaks an excellent method for stimulating interest."

Here is further proof that WNBQ sells and the live station break technique which WNBQ pioneered and perfected is just one of the many aids Chicago's number one television station offers its advertisers.

Give your product or service the WNBQ sales stimulant in Chicago where

Some Spots are Better than Others

and those spots are on...

REPRESENTED BY NBC SPOT SALES
Advertisers who like expanding markets can’t miss with Baton Rouge’s WJBO

For instance, retail sales in the area were up 15% in ’52.

Map Missed
EDITOR:
I have received my copy of your Broadcasting * Telecasting the 1953 Yearbook issue.
However, I was surprised to find that, unlike last year, this issue did not include the usual Broadcasting * Telecasting map.
Was this omitted from my copy, or do you intend sending it along later under separate cover?

Jean-Francois Pelletier
Young & Rubicam Ltd.
Montreal, Canada

[EDITOR’S NOTE: Because of rising costs, B*T was obliged to eliminate the map from the Yearbook package. However, copies of an up-to-date map are available at moderate cost—$1 for one copy, $4.50 for five copies, $8.50 for 10 copies and $20 for 25 copies.]

Real Service
EDITOR:
Two articles in recent issues of your esteemed publication have interested my television associates and me very much; the piece by Crandall [“How Big Will TV Be?”; B*T, Feb. 9] and the one giving the figures on revenue per set [B*T, Jan. 26, “Facts & Figures”]. Publication of these has been a real service to us, as I am sure they have been to many others. . . .

Harry C. Butcher
President
KIST Santa Barbara, Calif.

Board of Review
EDITOR:
Sid Hix did all right February 23. I have clipped this piece and carefully inserted it in the file for formal consideration of the Code Board during the course of its next meeting. Undoubtedly our action will be formalized by resolution, copy of which will be forwarded to you.
I am sure Mrs. Bullitt will object to the hairdo. Jack Jett will take very violent exception to the complacency exhibited by the cameraman, Lennie Reinsch will deplore the lack of attention on the part of the producer and Walter Damm will scream at the plunging neckline. As far as I am concerned, I think the seal is a very good likeness.

John Fetzer, President
WKZO-AM-TV Kalamazoo, Mich.

[EDITOR’S NOTE: The Hix cartoon to which Mr. Fetzer, who is chairman of the Television Code Review Board, refers is reproduced below.]

OPEN MIKE

That agency man’s suggestion to the Code Board sure pepped up viewer interest in the Seal of Good Practice.

Cleveland’s Chief Station

WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW
CBS RADIO
in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Belly Laugh
EDITOR:
I thought you would get a kick out of the attached.

F. E. Spencer Jr.
Executive Vice President
George P. Hollingbery Co.
New York

Why Reps Get Ulcers

9:00 AM
Good Morning
10:00 AM
No Meals
No Mail
11:00 AM
Long Distance
call from Boss
12:00 Noon
Lunch

2:00 PM
Agony celebrity
of your day
W. E. Contact
3:00 PM
Best-selling
given ridicule
4:00 PM
Another set
of negatives
5:00 PM

Second Generation
EDITOR:
...I note on page 28 of your Feb. 2 issue you have two sons of John S. Gillin Jr. working at KFEL. I don't think either of the gentlemen happens to be a son of John, but more than likely are sons of his brother, Bill Gillin. John did have a daughter, Joan, and a son, Johnny, but I don't believe the boy would be old enough to be handling a camera......

Harry Burke
General Manager
KFAB Omaha

[EDITOR'S NOTE: Mr. Burke is right. The caption under the picture to which he refers should have identified John and Bill Gillin as nephews of the late John Gillin Jr.]

Injunction
EDITOR:
...Your editorial, "The Politic Way" [Feb. 23], says, "If that statute (meaning one making it a crime to defame by radio) were in effect, a broadcaster could appeal to the federal courts to enjoin the Commission of a crime, ...

That is really wrong. The federal courts will not, and the state courts will not, enjoin the utterance of defamatory matter. There is a very famous United States Supreme Court decision on this, Near v. Minnesota, 283, U.S. 697.

Paul M. Segal, Segal, Smith & Hennessey
Washington, D. C.

Help Wanted
EDITOR:
We are anxious to contact radio stations (with newspaper affiliation) who have a joint community or charity association. We're anxious to set up such a program here in Seguin, and would appreciate receiving copies of by-laws, a table or organization, etc., for such an association...

Garfield Kiel
General Manager
KWED Seguin, Texas

Mr. Mort Sherman
Station WBNS-TV
33 N. High Street
Columbus 15, Ohio

Dear Mr. Sherman:
I just received your letter of January 20 relative to the merchandising activities of Station WBNS-TV on our "Telesports Digest" Program.

After reviewing the samples you enclosed, I'll say you've done an outstanding job on our behalf. This type of merchandising tie-in, plus the obvious interest and attention of the station and its personnel, is most impressive to me.

We at DREWRY'S certainly appreciate the excellent cooperation we are receiving from your station. We earnestly believe that our association with such a promotion merchandising-minded organization is bound to prove beneficial to us.

Again, many thanks for the samples and keep up the fine work.

Sincerely yours,

DREWRY'S LIMITED U.S.A. INC.

L. D. Fairbairn
Advertising Manager
Seventeen years — and over 6,000 broadcasts ago, WWVA—The Storer station in Wheeling, West Virginia, launched the Tri-State Farm & Home Program.

From the very beginning, it won a bumper crop of listeners in West Virginia, Ohio and Pennsylvania. For from the very beginning, it was well nourished by the contributions of Federal agricultural experts . . . extension services of three great universities . . . of county agricultural specialists — with WWVA providing its talents, towers and even transmitter site to assure the success of the show. (That site was converted into a 160-acre soil conservation exhibit and a game preserve.)

Today, with early morning and noon broadcasts, the program daily serves thousands of families on farms and in towns and villages of three states with the latest information to help them in their living and labors.
Public interest programs like this are typical of Storer station operation. With different formats...different objectives...different audiences—they all produce this common end-result: They build a bond between station and listener that’s as impressive as it is immeasurable. National advertisers know it exists. It helps explain the fact that for over 25 years they have reaped an abundant harvest from the audiences served by Storer Stations.
E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumblized for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pellets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market...one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than seven years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.
WHEN Frank Ferrin was a Chicago agency executive jousting with clients, time salesmen and discount structures, he was the last to think he'd do the same some day with tigers, elephants and pythons.

His early experiences stood him in good stead, for CBS-TV's Smilin' Ed's Gang, which Frank Ferrin Co. packages and produces in Hollywood, is so successful it has been sponsored continuously by the Brown Shoe Co., St. Louis, since August 1950. Brown, through Leo Burnett Co., has sponsored the radio version (currently on ABC in non-TV cities) since September 1943.

Using his original radio show as a base, Mr. Ferrin began filming Smilin' Ed's Gang in 1949, when many of today's TV film producers were only thinking about entering the field. With Ed McConnell as narrator, the 30-minute East Indian jungle adventure series is one of the few using footage actually made with authentic animal and native scenes.

Mr. Ferrin and a crew spent several months in India last year. Another crew has been filming there since July, shooting 50,000 feet of color film thus far to add to 30,000 feet taken previously. From color, black and white prints are made.

"When color TV comes, we'll be ready," Mr. Ferrin says, adding that the reason for shooting footage in India is that "Even in Hollywood, we can't get 100 elephants, 200 head hunters or a herd of rhinoceri when we need them."

Mr. Ferrin believes this authentic jungle footage, to which is added necessary Hollywood-shot dialogue and action by a large cast, is responsible for the program's appeal.

Born in Minneapolis Nov. 13, 1904, Mr. Ferrin ran away from home after completing high school and joined a circus.

Entry into the advertising business came after he organized Midwest Recording Inc., Chicago production and transcription concern of which he was sales manager and executive producer. His start in radio took place at WRHM (now WTCN) Minneapolis, where he did a nightly comedy act, Nels and Ole, after selling time during the day.

Before forming Frank Ferrin Co. in 1946, he was vice president in charge of radio for Leo Burnett Co. He was associated previously with H. W. Kastor & Sons and with Henri, Hurst & MacDonald, both Chicago.

His wife is the former Barbara Steen. They make their home in suburban Northridge, and have two daughters, Colleen and Jacquelyn (Mrs. Don Olson).
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.
HYDE SEES EISENHOWER ON FCC CHAIRMANSHIP

Visits with President for half hour, but expected announcement of his appointment as Chairman was not forthcoming. It was presumed announcement being delayed pending decision on selection of Republicans to succeed Messrs. Walker and Merrill.

ROSEL H. HYDE, the man thought most likely to become the new—and first—Republican Chairman of the FCC, conferred with President Eisenhower last Friday for half an hour, but he didn't leave the White House with the appointment in his pocket.

In keeping with the White House tradition of never quoting the President, unless authorized, Mr. Hyde was non-committal following his visit. He had been called to the Executive Mansion and, it was assumed the purpose was to receive notification of his promotion, along with a mandate to reorganize the agency along Republican lines.

But, when no announcement came, the view then was expressed, notably in informed circles on Capitol Hill, that the President perhaps wanted to "look Hyde over." There has been no outspoken opposition to Mr. Hyde, but it's known that a number of Republican stalwarts, insistent upon "cleaning up" the old Democratic agencies, have felt that a "new broom," rather than a career man should be named to the FCC.

Whether Mr. Hyde sold himself to the President appeared to be the question.

Mr. Hyde came up through the ranks from docket clerk on the old Federal Radio Commission, and served successively as attorney, hearing examiner, Assistant General Counsel, General Counsel and Commissioner. He has been described by members of the Senate Interstate & Foreign Commerce Committee as the "ablest man on the Commission." If Mr. Hyde should lose out, the expectation is that an "outsider" with no alliances on the FCC would be named.

May Hold Appointment

There also was speculation about the possible withholding of Mr. Hyde's appointment until the President is ready to nominate Republicans to the two available positions on the Commission, transferring it from Democratic to Republican control, and thereby giving the new Chairman a working majority. There are now four Democrats, two Republicans and an Independent on the Commission.

Word was spread that Mr. Hyde, heavily endorsed by private communications companies and broadcasters, as well as by important party leaders, would get the Chairmanship. The final step awaited was the inevitable session with the President. When that happened Friday morning, the appointment was regarded as a fait accompli. Many of his friends and colleagues called to congratulate him, and the only comment from his office was, in substance, "premature."

Mr. Hyde's appointment would not require Senate confirmation, since, under the law, the President selects the Chairman from among qualified members of the Commission. Mr. Hyde was appointed last year by President Truman for a new seven-year term.

Whether or not the status of Democratic Chairman Paul A. Walker, Oklahoma Democrat, has any bearing on the delay, could not be ascertained last Friday. Mr. Walker, 71 and the only charter member of the FCC, created in 1934, has not tendered his resignation and is said to have no intention of doing so. But it has been ascertained that President Eisenhower can rescind an order issued by his predecessor extending Mr. Walker's term despite the fact that he has passed the statutory retirement age of 70.

President Eisenhower thus can pick up the unexpired portion of Mr. Walker's term, and also nominate a successor to Eugene H. Merrill, Utah Democrat.

Many names are under consideration for the impending vacancies. In the forefront, from broadcaster ranks, is understood to be Charles H. Garland, general manager of KOOL Phoenix, and a 30-year veteran in radio, both in Illinois and Arizona. A practical broadcaster, he has long been identified with the Gene Autry operations.

The second appointment, it was thought, might readily go to a man, preferably a lawyer with a background in public utility-common carrier regulation. Commissioner Walker is the only present member of the FCC with such a background, having served since 1934 on the Oklahoma Corporation Commission prior to his appointment to the FCC.

Mentioned for the two vacancies are:

Lewis Allen Weiss, former chairman of Mutual and of Don Lee, a resident of Los Angeles, who retired last year from public office after having served a year and a half as deputy administrator of NPA and director of the Office of Civilian Requirements of DPA.

Thad Brown, vice president in charge of television affairs of NARTB and the son of the late former Commissioner Thad Brown.

J. Paul Marshall, 42-year-old attorney and member of the Maryland Assembly, active in the Young Republican Club during the campaign.

William Speare, former AT&T attorney in Washington, who for the past several years has been practicing law in Fremont, Neb.

Lyman Smith, 35-year-old district attorney of Penn Yan, N. Y., the upstate wine district represented by Rep. John Tabor, chairman of the powerful Appropriations Committee, and who has Rep. Tabor's support.

Fred Palmer, midwestern radio consultant and former station manager, who has been an active candidate from the start.

Edward J. Scheiffer, Kansas City attorney, active in Republican politics and closely identified with the Eisenhower campaign.

Walter Johnson, of Heathsville, Va., former FCC attorney (1935-39) and now commonwealth's attorney of Northumberland County. He was the unsuccessful 1949 Republican nominee for governor of Virginia.

Earlier Conferences

Prior to his call to the White House, Mr. Hyde had conferred with officials of the Republican National Committee. A fortnight ago, he was in session with Wesley Roberts, chairman of the committee. At that time, it is believed, he advised the chairman that he had in mind reorganization of the FCC to eliminate those holding patronage positions or those who have been regarded as left-wingers or trouble-makers. It is believed that at least two dozen key positions are involved at the staff level.

The only criticism directed against elevation of Mr. Hyde was presented on the view that, as a career man, he would not be disposed to "clean up" the FCC, long under Congressional fire. There was talk of a "new broom" in the person of an outsider who would not be beholden to the existing organization. There was considerable Congressional pressure in favor of the temporary return of former Commissioner Jones, now in private law practice, or of Norman S. Case, former governor of Rhode Island, who served on the FCC from July 1934 to June 30, 1945.

Mr. Hyde, however, had virtually unanimous endorsement of leaders in radio and television and also had substantial support among influential members of Congress.

Witherspoon H. Hyde At White House Friday
New General Mills Products To Get Broadcast Launching

Firm will test Sugar Jets and Sugar Smiles; may promote them on TV network shows.

GENERAL MILLS, Minneapolis, will use radio and television spots and programs to help launch its distribution of two new cereal products in test markets this month.

Samuel Gale, vice president in charge of advertising for the firm, disclosed this in response to a query on plans to introduce Sugar Jets and Sugar Smiles in New York and Ohio.

Mr. Gale said a "standard, balanced campaign" would be utilized, including substantial use of radio and television.

At least two TV shows are reportedly in preparation by William Esty Co., New York, new agency for Sugar Jels. A second agency, Tatham-Laird Inc., Chicago, was mapping similar plans for Sugar Smiles. T-L also handles GM's Kix account.

An unconfirmed report is that the two new cereals may be inserted into the company's video programs, The Lone Ranger and Stu Ervin Show, replacing Cheerios and Kix. Cheerios is handled by Dancer-Fitzgerald-Sample.

General Mills announced it has delayed entering the sweet cereal field until a series of extensive consumer tests proved successful. The campaign, still in the test stage, may expand radio and TV usage.

The new product campaign is not tied in with General Mills' contemplated spot saturation drive, scheduled to kick off this month. The company is expected to concentrate the bulk of the spot blitz on other products. The spot project for Wheaties will probably be as intense as in 1952.

Executives of Knox-Reeves Adv., Minneapolis, met in Chicago Thursday and Friday for a round of discussions with Lowry Crites, GM's radio-TV media director. Meeting with him were "Chuck" Anderson, assistant media director, Dr. A. R. Root, vice president and director of media and research, and Paul Phillips, account executive on Wheaties account.

The cereal campaign is expected to continue through the summer months. Last year, GM used 90 announcements at an average of more than 10 per day over a 17-week period. The firm sold stations on the formula of providing Class A time for four-fifths of radio-TV commitments, but with the overall rate based on half the individual station's daytime one-time rate. This gave General Mills a discount of 60%, according to estimates made at the time. Dr. Crites has declined to say what formula, if any, would be offered to stations this year.

Gardner Agency Realigns

MEDIA and research departments of Gardner Advertising Co. have been split into separate units, and several key appointments have been made.

Warren J. Kratky, with Gardner five years, was named media director. Other appointments: Champ C. Humphrey, vice president and director, becomes account executive on Pet Milk, and John C. Naylor Jr., formerly in charge of radio-TV media, shifts to the account management staff. No replacement for Mr. Naylor was announced.

Mr. Humphrey follows Henry O. Whiteside, who leaves the firm after 10 years' service. Mr. Humphrey has been vice president in charge of media and research since 1950. Kenneth E. Runyon is the new research director. Appointments were announced Monday by Elmer G. Marshall, agency president.

Ad Council Blood Pleas

"GIVING blood is the easiest thing in the world to do!"

That slogan is the theme of special baloon and flip cards on the National Blood Program sent by the Advertising Council to the broadcasters, advertisers, and agencies who teamed up the week of Feb. 22-28 to persuade their audiences to join the ranks of blood donors. Cunningham & Walsh, volunteer agency for radio-TV on the blood program, prepared the visual materials and the accompanying announcements, scheduled by the Council as part of its TV allocation plan.

Hahn Notes Ad Contributions To American Tobacco's Sales

CONTRIBUTIONS of advertising to the dollar and unit sales record achieved by the American Tobacco Co. in 1952 are spotlighted in the company's annual report mailed to stockholders.

In a letter accompanying financial statements, Paul M. Hahn, president of the company, said advertising was a "principal factor" in accomplishing "great volume," and thereby keeping prices lower. He paid tribute to the company's TV and radio programs and personalities that won some 25 national and local awards, citing Your Hit Parade, Robert Montgomery Presents, and The Jack Benny Program.

He said extensive promotion of cigarettes through radio, TV, newspapers, magazines and other media is necessary because they are sold in a highly competitive market.

"Considerable misinformation exists as to the cost of cigarette advertising. In spite of its comprehensive nature, your company's cigarette advertising costs only about one-third of a cent per package of 20 cigarettes."

The company's annual report showed that net income for the year was $34,068,963 as compared with $33,109,669 for 1951. Dollar sales were listed at $1,065,738,534, as compared with $942,532,834 in 1951.

Kobak Stresses ARF Goal Of Sound Research Methods

ADVERTISING Research Foundation is striving to eliminate guesswork in advertising and to substitute facts substantiated by research based on sound standards. Edgar Kobak, ARF president, told the Pittsburgh Advertising Club at a luncheon meeting last Tuesday.

Mr. Kobak acknowledged progress in advertising research in recent years, but added, "There is still a lack of research standards and uniform methods which are needed in any field for scientific study."

"This isn't an overnight job," Mr. Kobak said, and "no magic will bring it about. And we most certainly don't expect any miracles—and don't you expect any. It's a long-range job and it will require a lot of hard work and industry support."

ARF already has committees actively working on three major projects, including a study of radio-TV rating methods, Mr. Kobak said.
TEN CAMPAIGNS SET IN BRISK WEEK

Spot and network campaigns on radio, TV, bought by Conoco, Columbia Records and Instant Chase & Sanborn Coffee; other advertisers formulating plans.

IN A WEEK of spirited business action in which the pattern was diverse, at least 10 advertisers were found by Broadcasting - Telecasting last week to be developing new moves affecting spot and network campaigns in radio and TV.

Among the spot proponents, Continental Oil Co., Ponca City, Okla., for Conoco, will break a radio spot announcement schedule in 50 markets effective March 18. Length of contract is fairly short, and varies in different markets. Beaton & Bowles, New York, is the agency.

Columbia Records, through McCann-Erickson, New York, following a more diverse policy, will spend $100,000 in an advertising campaign using TV and radio spots, as well as other media. The TV spot campaign which started last week as a test in 22 markets, continuing for two weeks, may be expanded later.

Coffee Campaign

Instant Chase and Sanborn Coffee will take on a radio spot campaign effective April 1 in 25 markets. Contract is for at least 13 weeks with possible expansion through the summer. Compton Adv., New York, is the agency.

Preem, through Ralph H. Jones, Cincinnati, is starting a national radio spot campaign March 30 for 13 weeks.

Shulton Toiletries, through Wesley Assoc., is known to be preparing an addition of several markets to its already formidable list, effective April 1.

Curtis Pub. Co. will relinquish its sponsorship of Keep Posted on DuMont (Tues., 8:30-9 p.m. EST), effective March 31. The advertiser is re-evaluating its entire radio and television budget, and the money saved by cancellation of the program "will probably go into spot activity," a spokesman from BBDO, New York, agency for Curtis, told Broadcasting - Telecasting. Curtis is using a radio and a TV spot schedule.

The Nestle Co., White Plains, N. Y., for Nescafe, under CBS Radio's "power plan," effective April 8 will become a co-sponsor of three radio programs: FBI in Peace and War, Meet Millie, and Mr. Keen, Tracer of Lost Persons. Nescafe sponsors the trio of programs along with Procter & Gamble and Brylcreem. Thus the "power plan" assumes a sell-out status. Agency for Nescafe is Sherman & Marquette, N. Y.

Drew Pearson Dropped

In another shuffle of plans, Carter Products will drop sponsorship of Drew Pearsons on ABC radio and DuMont TV network, with the money, it was understood, going into another telecast network show. Negotiations are under way for a new property on possibly another network, with details expected to be revealed within 10 days. Ted Bates & Co., New York, is the agency.

Meanwhile, DuMont is considering carrying Mr. Pearson on a sustaining basis. ABC late last week had not decided on the program which will succeed Mr. Pearson in the vacated time segment.

General Mills, it was understood, was considering cancelling its Silver Eagle ABC radio network show with the object of funneling the saving into a projected spot summer schedule for several of its cereal products [B*T, Feb. 18]. Knox-Reeves, Minneapolis, is the agency. (See separate story.)

In another and fully- crystallized budgetary move, Pearson Pharmacal Co. (Ennds) will take over the 7:30-8 p.m. Saturday time being vacated by Dunhill's My Hero show on NBC-TV, which will go on a half-hour later, 8-8:30 p.m. This action is in addition to Ennds' alternate-week sponsorship of Eye Witness (Mon., 9:30-10:30 p.m.) also on NBC-TV. Harry B. Cohen, New York, is the agency.

General Foods for its Jell-O, through Young & Rubicam, New York, is understood to be contemplating a new property for a half-hour network television show.

Johnson & Johnson Eyes Show

Johnson & Johnson, one of the advertisers on the ill-starred All Star Revue on NBC-TV, is understood to be interested in a nine-week fall network program of its own deviling.

Pet Milk, the other sponsor on All Star Revue, is being courted by three networks, NBC, CBS-TV and ABC, in an attempt to engage the client's interest in a network property and time.

Renewals played their part in the week's activity, too:

Scott Paper Co. has agreed to carry on its Patti Page Show on CBS-TV, but with a new format.

General Foods (Swansdown Flour and Sanka) has renewed its Mrs. Brooks on CBS-TV Friday, 9:30-10 p.m. Young & Rubicam, N. Y., is the agency.

General Electric renewed I Married Joan on NBC-TV, Wednesday, 8-8:30 p.m., through Young & Rubicam.

‘New Drew’ Pearson

DREW PEARSON goes local for the first time next Saturday with a quarter-hour "behind-the-scenes" informal feature on WTOP-TV (CBS) Washington, signed for a firm 13 weeks by Emerson Radio of Washington, Inc., local distributor. Mr. Pearson becomes the "new Drew" with adoption of an informal living room set, an adlib format and chats on topical matters with two assistants, Jack Anderson and Fred Blumenthal, and a secretary. His network news shows on ABC radio and DuMont will be dropped later this month, with the makers of Carter's liver pills allocating more money to television and adopting a non-news format. Local agency is Robert M. Gamble Jr.

‘Life Is Worth Living’ on MBS

IN A move to reach areas out of range of its present TV coverage, Admiral Corp. last week announced a new series starring Bishop Fulton J. Sheen on the full MBS radio network.

Bishop Sheen will bring his Life Is Worth Living to over 560 Mutual affiliates starting this Thursday, 8-8:30 p.m. CST. He currently is on over 70 DuMont TV Network stations each Tuesday. Negotiations were handled by Erwin, Wasey & Co., New York.

Firm had announced last month that it would spend $20 million for all advertising this year—largest in its history.

Bates Heads L&F AM-TV

JOHN BATES, radio-TV account executive on the Hudnut Sales Co. account for Kenyon & Eckhardt, N. Y., has joined Lambert & Feasley, same city, as director of the radio and television department.

PARTY for about 40 agency timebuyers staged by KMPC Los Angeles last Tuesday in New York was attended by (1 to r): Kneeling, Al Kerr and Paul Weeks, H-R Representatives, national representatives for KMPC; Robert Reynolds and Charles Cowling, KMPC; standing, Frank Coulter, Young & Rubicom; Frank Headley, H-R Representatives; James Luce, J. Walter Thompson Co.; Gene Atray, KMPC and KOOL Phoenix and KOPO Tucson; Frank Silvernoit, BBDO, and Frank Pellegrin, H-R Representatives.

March 9, 1953 • Page 29
Old Gold Executive Critical Of Hypoed Ad Claims in Media

P. Lorillard's Alden James criticizes tobacco industry for medical claims; alleges they hurt all advertising.

EXTRAVAGANT advertising claims can hurt the cigarette industry as well as the advertising profession, Alden James, advertising director and a member of the board and executive committee of P. Lorillard Co., makers of Old Gold cigarettes, said in an address to Philadelphia's Poor Richard Club.

"I think one thing some of the people in our industry can be criticized for is the way they have made a football of the medical profession," Mr. James said. When cigarette manufacturers claim medical specialists checked a group of smokers and found no irritation of eye, ear, nose and throat from smoking their brand of cigarettes, "that is when we say medical claims in cigarette advertising reach the point of absurdity," Mr. James said.

"We feel pseudo-scientific claims and pseudo-scientific advertising have no place in business or in any business. Extravagant advertising claims are not only wholly unnecessary, but there is a better way to get and keep business in the long run," he said.

"Television presents a challenge to honesty and believability of advertising," Mr. James stated. "Most people really believe in advertising. What they take exception to is some of the advertising practices and the lack of principle which inspires them."

Mr. James said advertising cost is approximately 2/3 of one cent on a package of cigarettes, and this is 60% less than 40 years ago. "Because advertising creates valuable turnover (as high as 50 times a year), you can be sure of getting the brand you want. And through volume, created by advertising, all cigarettes have improved," said Mr. James.

Standard for 'Midgets'

PROPOSAL that standards be adopted for midget radio announcements was made last week by Station Representatives Assn. (CLOSED CIRCUIT, Feb. 23), which submitted the following for industry approval:

Name: Radio Shorts.
Mechanical: These shorts may be live or E.T.
Duration: The shorts shall not be more than 8 seconds or 16 words.
While shorts may be of lesser duration or contain fewer words, SRA recommends that no smaller time unit than 8 seconds be set up.

Picard Agency Changes Name; Adds Redfield as Partner

PICARD Adv. Co., New York, became Picard, Marvin & Redfield March 2 with addition of L. L. Redfield as a partner. Mr. Redfield resigned as chairman of Dowd, Redfield & Johnstone to become executive vice president of the new agency. The other partner, William S. Marvin, joined Richard A. Picard in 1934, 10 years after the founding of the agency. Mr. Marvin is vice-president.

Mr. Redfield has brought nine new accounts to the agency which will increase its billing about 40%, he told B&T. New accounts brought in are Edward Petry Co., United Television Programs, Meseck Steamboat Co., M. Ewing Fox Co., Godell's, William H. Nicholls Co., Woolfoam Co. and Standard Remedy Co. Picard accounts include several auto dealers and divisions of Borden Co. and International Paper Co. Mr. Picard continues as president.

Senators Baseball Network

WASHINGTON Senators' league and exhibition baseball games will be fed by WWDC Washington to a 17-station network in a three-state area under sponsorship of National Brewing Co., Baltimore. Total of 168 games will be aired.

Network, which may be extended, now includes WCHV Charlottesville, WREL Lexington, WLVA Lynchburg, WANT Richmond, WTON Staunton, WWNT Warsaw, WINC and WRFL Winchester, WSTK Woodstock, WFVA Fredericksburg, all Virginia; WCWF Cambridge, Wicum Cumberland, WFMF Frederick, WARK Hagerstown, WASI Annapolis, WLJK Leonardtown, all Maryland, and WHVR Hanover, Pa.

BBDO Names McCarthy

W. BARRY McCARTHY has been named director of the office of public relations and publicity of BBDO, New York, effective immediately, Ben Duffy, agency president, announced Wednesday. He succeeds William Maloney, who has resigned. Mr. Maloney's future plans were not announced. Mr. McCarthy was West Coast director of public relations for Ford Motor Co., and before that on the creative and client contact staff of Foote, Cone & Belding, San Francisco.

Challenges FTC Charge

ALLEGATIONS of a Federal Trade Commission hearing examiner in an initial decision involving advertising claims of Marlene's Inc. for its Mynex Tablets were refuted last week by Edward H. Larson, partner in O'Neil, Larson & McMahon, Chicago, which handles the account.

He challenged findings generally of FTC Examiner Abner E. Lipscomb, but refused to say whether Marlene's would appeal.

The FTC initial decision identified R. J. Smals and James O. Webb as officers of Marlene's and mentioned Mr. Larson and Nelson J. McMahon as co-respondents in the complaint. Mr. Larson said the firm had used TV spot announcements but no radio.

The decision challenged claims that the tablets possess weight-reducing properties. Defendants were ordered to discontinue four representations. Decision becomes final in 30 days from Feb. 27 unless appealed.

NEW BUSINESS

Spot

Masland Rugs planning to place three-day radio spot announcement schedule in 30 cities effective mid or late March. Agency: Anderson & Cairns, N. Y.


Network

Scholl Mfg. Co., Chicago (foot comfort remedics and appliances) buys five-minute newscast, 4:55-5:00 p.m., Sun., on MBS network starting March 29. Agency: Donahue & Coe, N. Y.


American Tobacco Co. (Lucky Strike cigarettes) has renewed alternate-week sponsorship of Robert Montgomery Presents for 52 weeks on NBC-TV, Mon., 9:30-10:30 p.m. EST.

Scholl Mfg. Co., buying Mon. 3:30-4:00 p.m. portion of Paul Dixon show, Mon.-Fri., 3-4 p.m. on DuMont TV network, effective March 16. Vitamin Corp. of America buying 3:40-3:50 p.m. segment, Wed., effective March 18. Both contracts are for 13 weeks. Agency for Scholl: Donahue & Co., N. Y. Agency for Vitamin Corp.: Kator, Farrell, Chelsey & Clifford, N. Y.

Agency Appointments


Bee-lite, Fiberglass Co., Chicago, appoints
WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION, FOR SECOND CONSECUTIVE YEAR

BY NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

At recent convention of National Association of Radio News Directors, Baskett Mosse, chairman of committee judges, said: "The Medill School of Journalism of Northwestern University is happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the country for the second consecutive year. I think this is an unusual honor and I know that you are proud of it and we are really proud to give it to you. Not to take anything away from the other entries in this contest, but I would like to say that your particular entry won this award by unanimous vote. Every judge on our awards committee voted for WHO as the outstanding radio news operation — 1952."

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

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

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

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

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

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

TELEPHONE USED EXTENSIVELY

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

STAFF WORKS TWO Shifts

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

$100,000 ANNUAL BUDGET

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

PUBLIC SERVICE EXTRAS

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

BETTER NEWS — BETTER AUDIENCES

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

+ WHO for Iowa Plus! + DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
**Facts & Figures**

**P&G TOPS ’52 NETWORK TIME BUYERS**

Over $30 million was used by the soap company last year in out-buying all other networks sponsors; food firms, as a class, however, lead the list in both AM and TV.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love Lucy (CBS)</td>
<td>72.2</td>
</tr>
<tr>
<td>Top Hats (CBS)</td>
<td>60.3</td>
</tr>
<tr>
<td>Godfrey and Friends (CBS)</td>
<td>53.4</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>51.3</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (CBS)</td>
<td>50.6</td>
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<td>Dragnet (NBC)</td>
<td>48.1</td>
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<tr>
<td>What’s My Line? (CBS)</td>
<td>43.0</td>
</tr>
<tr>
<td>Television Playhouse (NBC)</td>
<td>41.9</td>
</tr>
<tr>
<td>Jackie Gleason (CBS)</td>
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<td>$14,204,797</td>
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<td>Colgate-Palmolive-Peet</td>
<td>9,653,416</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>7,379,300</td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>6,867,548</td>
</tr>
<tr>
<td>America Tobacco Co.</td>
<td>5,917,709</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>5,021,480</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>4,925,803</td>
</tr>
<tr>
<td>General Mills</td>
<td>4,950,881</td>
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<td>P. Lorillard Co.</td>
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**Helpful salesmen offer pens to Arnold Perl-**

**Mon (c), president of Helene Pessi Inc. (Little**

**Lady Toiletries), which is sponsoring Irene**

**Wicker in Little Lady Story Time on WABC-TV**

**New York. At the left is Paul Mowrey, station**

**manager, with Ed Bleier (r), station account**

**executive. Keystone Adv. handles the account.**

**Hall of Fame**

NOMINATIONS for the Advertising Hall of Fame will be received until April 15 by the Advertising Federation of America. Selection will be announced at AFA’s 49th annual convention at Cleveland June 16.

Frederick Asher Inc., same city. All media is contemplated.

California Strawberry Council, S. F. (frozen berry packers), appoints Alport & O’Rourke, that city.

Washington State Dairy Products Commission, Seattle, appoints The Burke Co., same city. Radio-TV will be used. Account executive is Floyd O. Flint.


Columbia Tobacco Co. appoints Doyle Dane Bernbach Inc., N. Y., for Du Maurier cigarettes.


Harry Gledmy Inc., N. Y. (Lorraine hair nets), appoints Herschel Z. Deutsch & Co., same city.


International Restaurant, Oakland, Calif. (airport), appoints Robert L. Fickinger Adv. Agency, that city. TV will be used.

**Gleason Enters ARB’s Top Ten; ‘Lucy’ Seen by 45 Million in Feb.**

For the eighth month, I Love Lucy headed the American Research Bureau’s ratings with a 73.2 and an audience of nearly 45 million in 66 markets, where three in four TV sets are tuned to the Philip Morris short on CBS’ 7 P.M. schedule.

Moving up to No. 10 spot from No. 23 in the Jackie Gleason Show, new to the top 10 ranks. Milton Berle’s Texaco Star Theatre, rated fifth among the top 10 last month, goes to third place, the same which it held last November. It has consistently reached at least one-half of the sets in its 55-market area, and in February the show’s audience was more than 25% million persons, ARB reports.

Top 10 shows, based on the week of Feb. 1-7, are as follows:

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Like ham goes with eggs

Low-cost results and W-I-T-H go together just like ham and eggs. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

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

IN BALTIMORE

TOM TINSLEY, PRESIDENT  •  REPRESENTED BY FORJOE AND COMPANY
We’re Just Showing Our “Openers”!

Nobody calls us on coverage out here. We’ve got it and we know it! WHIO-TV carries the first two—and five of the top seven—once-a-week shows* in this area. WHIO-AM covers 37.9%** of the total radio audience in Dayton—against three other stations competing for that same audience. That’s coverage! That means you can dominate in Dayton with either WHIO-TV or WHIO-AM.

It means you can saturate by selling your product on both! And you’ll like the way we back up our “openers”; with an ace-high market where the average weekly pay check is one of the highest in the nation, a king-sized merchandising service and a king-sized promotion program. Let George P. Hollingbery, our National representative, tell you how to get in on this jackpot.

*January Pulse
**Hooper average for the past year
NETWORK SALES UP 5.8% OVER JAN. '52

Radio network volume is down 5%, TV network up nearly 16%, reports Publishers Information Bureau.

COMBINED gross time sales of the major radio and TV networks in January totaled $31,321,267, according to data compiled by Publishers Information Bureau. Figure represents a gain of 5.8% over the combined gross of $29,591,070 for January 1952.

The radio networks' combined total was $13,873,362 in January, a drop of 5.1% from the $14,519,511 gross for that month the year before. TV networks gross was up 15.8%, compared with the first month of 1952, and was $17,447,905 this year, $15,071,559 last.

Network-by-network breakdown, by PIB, follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,669,327</td>
<td>3,301,479</td>
</tr>
<tr>
<td>CBS</td>
<td>3,737,466</td>
<td>5,074,643</td>
</tr>
<tr>
<td>DuMont</td>
<td>595,595</td>
<td>832,148</td>
</tr>
<tr>
<td>NBC</td>
<td>5,721,553</td>
<td>7,597,507</td>
</tr>
<tr>
<td>Total</td>
<td>$17,447,905</td>
<td>$21,071,559</td>
</tr>
</tbody>
</table>

WHDH Boston Area Study

NEW AREA study, made by Pulse for WHDH Boston in 25 counties in four neighboring states—Massachusetts, Maine, New Hampshire and Rhode Island—is claimed by the station as the first area study ever to measure both in-home and out-of-home listening, and to give individual program ratings projectable to total radio families in the area.

Comprising 8,200 personal interviews made in direct proportion to county population, the survey covered listening for each quarter-hour from 6 a.m. to midnight, both at home and away from home.

Stressing the value of the report's projectability, its quantitative data on individual programs and its inclusion of out-of-home listening to give total audience, William McGrath, WHDH manager, said with this study "for the first time, a buyer of advertising can determine accurately the cost-per-thousand in a station's area. The survey brings into true focus the real value of radio in a heavily-saturated TV area."

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**TELESTATUS®**

Weekly TV Set Summary—March 9, 1953—Teletcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynchburg</td>
<td>WIVA-TV</td>
<td>40,500</td>
</tr>
<tr>
<td>Metromontana (Montana)</td>
<td>KMOV, KMOV-TV</td>
<td>27,300</td>
</tr>
<tr>
<td>WBNJ</td>
<td>WBNJ, WEQD</td>
<td>1,979,776</td>
</tr>
<tr>
<td>NBC</td>
<td>WBBM-TV</td>
<td>174,700</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMU-TV</td>
<td>407,830</td>
</tr>
<tr>
<td>WMLW</td>
<td>WMLW, WTMU</td>
<td>354,000</td>
</tr>
<tr>
<td>Mobile</td>
<td>WALX-TV, WTVK</td>
<td>177,800</td>
</tr>
<tr>
<td>WNBQ</td>
<td>WNBQ, WNBF</td>
<td>47,700</td>
</tr>
<tr>
<td>WBBM</td>
<td>WBBM, WTVN</td>
<td>153,000</td>
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<tr>
<td>WTV</td>
<td>WTV, WTVN</td>
<td>9,645</td>
</tr>
<tr>
<td>WSNB</td>
<td>WSNB, WXAL</td>
<td>3,500</td>
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<tr>
<td>Claremore</td>
<td>WSNB</td>
<td>711,245</td>
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<tr>
<td>Dallas</td>
<td>WSNB, WSNK, WEZL</td>
<td>1,341,717</td>
</tr>
<tr>
<td>WWNO</td>
<td>WWNO, WTVN</td>
<td>403,000</td>
</tr>
<tr>
<td>WTV</td>
<td>WTV, WW2N</td>
<td>711,245</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>XFJ, FXJ</td>
<td>169,000</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KENS-TV, KSATV</td>
<td>127,299</td>
</tr>
<tr>
<td>WOAH</td>
<td>WOAH, WOAH-TV</td>
<td>850,000</td>
</tr>
<tr>
<td>KPFT</td>
<td>KPFT, KPRV</td>
<td>17,350</td>
</tr>
<tr>
<td>WBB</td>
<td>WBB, WBBU</td>
<td>164,680</td>
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<tr>
<td>Ft. Worth</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Greenville</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Houston</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Huntington</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Charleston</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Jackson</td>
<td>WBB, WBBU</td>
<td>233,079</td>
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<td>Jacksonville</td>
<td>WBB, WBBU</td>
<td>233,079</td>
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<tr>
<td>Jacksonville</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Louisville</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Lubbock</td>
<td>WBB, WBBU</td>
<td>233,079</td>
</tr>
<tr>
<td>Total Stations on Air 1953</td>
<td>Total Markets on Air 89</td>
<td></td>
</tr>
</tbody>
</table>
'Lucy' Leads Nielsen TV List For Fortnight Ending Feb. 7

NIELSEN network television ratings for the two weeks ending Feb. 7 listed *I Love Lucy* as top program, both in number of TV homes reached and in percentage of TV homes reached in program station areas. Top 10 ratings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>I Love Lucy</em> (CBS)</td>
<td>15,130</td>
</tr>
<tr>
<td>2</td>
<td><em>Colgate Comedy Hour</em> (NBC)</td>
<td>10,250</td>
</tr>
<tr>
<td>3</td>
<td><em>Arthur Godfrey &amp; Friends</em> (NBC)</td>
<td>11,080</td>
</tr>
<tr>
<td>4</td>
<td><em>Buck's Circus Hour</em> (NBC)</td>
<td>10,612</td>
</tr>
<tr>
<td>5</td>
<td><em>George Godfrey</em> (Toland-Gillette Ravor Co.) (CBS)</td>
<td>9,142</td>
</tr>
<tr>
<td>6</td>
<td><em>Talent Theatre</em> (NBC)</td>
<td>9,063</td>
</tr>
<tr>
<td>7</td>
<td><em>Dropout</em> (NBC)</td>
<td>9,433</td>
</tr>
<tr>
<td>8</td>
<td><em>You Bet Your Life</em> (NBC)</td>
<td>9,222</td>
</tr>
<tr>
<td>9</td>
<td><em>Arthur Godfrey &amp; Friends</em> (Pillsbury Mills Inc.) (CBS)</td>
<td>9,176</td>
</tr>
<tr>
<td>10</td>
<td><em>Fireside Theatre</em> (NBC)</td>
<td>8,631</td>
</tr>
</tbody>
</table>

Films for Citrus Group

FLORIDA Citrus Commission begins filming twenty 20-minute shows late this month, with an additional 20 sequences planned for subsequent video usage. Agency, J. Walter Thompson, New York, has signed Miss America (Neva Jane Langley of Lakeland, Fla.) to appear in the series, which will be sponsored by the commission on a spot basis beginning in New York and Chicago.

Films will kick off an initial 26-week television promotion in a proposed $600,000 campaign, and may be followed by two additional 26-week film series.

Film Sales

GUILD Films, New York, has sold the *Liberator Show*, a half-hour musical film series, in 23 major markets. * * *

Two negotiations, both in excess of $90,000, have been concluded by George Bagnall & Assoc., Beverly Hills, with WPIX (TV) New York and KRQN-TV San Francisco, giving these stations limited run rights to a block of 26 feature films new to TV. Negotiations were handled by Jack O'Loughlin, Bagnall's vice president in charge of sales. G. Bennett Larson, WPIX (TV) vice president and general manager, and Norman Louison, KRQN-TV commercial manager and film buyer.

** * * *

NBC-TV's Naval history film series, *Victory at Sea*, was to start on CMQ-TV Havana last week and continue for 26 weeks. The network claims it is first TV program to run simultaneously in four countries. Series also is shown in U.S., Great Britain and Canada.

** * * *

Allied Television Ltd., Honolulu (DuMont and Motorola TV sets dealer), started seven feature films weekly, *Allied TV Theater*, on KONA (TV) that city, for 52 weeks from Feb. 16. The purchase, involving $40,000 and negotiated directly, was handled by Bus Clapperton, station director of sales, with Harry Louis, head of Allied.

** * * *

*Western Tales Productions*, Hollywood, has completed two half-hour pilot films, "Wild Pintos" and "Stagecoach Days." J. Donald Wilson, producer on ABC-TV *Mystery Theatre*, produced the films. Alfred E. Green is director.

** * * *

Revue Productions, North Hollywood, is completing the second half-hour pilot film for ABC-TV. Starring Barry Sullivan and titled *Crackdown*, the series is built around police activities and has a suspense-adventure format. Production starts in late May on Me and *McNulty*, budgeted at $750,000 and starring Ray Milland as a college professor, which General Electric starts in late September on a network to be announced. Situation comedy

TV-Electronics Fund Report

ALTHOUGH seven million TV receivers may be sold this year, according to Chester D. Tripp, president, Television-Electronics Fund, Chicago. He anticipates a volume within one-half million of the 1950 production record of 7,463,800 sets.

Mr. Tripp, in a quarterly report to shareholders, described the state of the industry as "most optimistic" because inventories are "healthy" despite high production, and factory inventories are equal to the three days' production at the present rate. He reported that the fund, on Jan. 31, held net assets of $253,017,676, an increase of $14,008,842 in the previous 12 months.

**INTENSIVE merchandising accompanies spon-

sorship of Favorite Story on WPTZ (TV) *Philadelphia* by Land O' Lakes Products and the William Montgomery Co. (Full Flavor coffee). Promotion and publicity details were worked out by (seated, l to r), J. J. McCarthy, district manager of Land O' Lakes; Alexander W. Dannenbaum Jr., WPTZ commercial manager, and Robert L. Montgomery Jr., president, Full Flavor; standing, Lee A. Tarrill, vice presi-
dent, Campbell-Mithun, Minneapolis, agency for Land O' Lakes, and Martin E. Goldman, partner, Aitkin-Kyntt Co., Philadelphia, the Montgomery agency.**

**Broadcasting • Telecasting**
“Turnover more than doubled!”
“Since we’ve been sponsoring AP newscasts on KGAF, our business has jumped more than 100% and our auction has become the livestock headquarters of North Texas.”

“Volume up 200%”
“We’ve sponsored AP newscasts over WOPI Plus FM across the board for the past five years. They’ve paid off handsomely — more business . . . and more profits.”
Ward and Ed Morton, Morton’s Grocery, Bristol, Tenn.-Va.

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

Hundreds of the country’s finest stations announce with pride
“THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS.”
**FILM**

format, co-written by Bob Mosher and Joe Connolly, features Phyllis Avery, Gordon Jones and Minerva Urecal. 


**PROGRAM SERVICES**

**ASCAP-TV NETWORKS BEGIN TALKS**

Negotiators last week were in an exploratory mood; problem being what to carry over from old contracts to new. Argument ahead: Should present scale of music license fees (on TV) be reduced radically? 

NEGOTIATIONS between TV networks and ASCAP for new blanket licenses on telecasting of ASCAP music by networks and their owned and operated stations, were set to open Thursday (March 2) at ASCAP headquarters in New York. New licenses would become effective Jan. 1, 1954, replacing the current agreements which expire at the end of this year. 

Initial meeting was described as "exploratory" and limited to presentation by both sides of the terms of the present licenses they are willing to have carry over into the new forms, and of points they feel should be changed. It is understood that the meeting did not get into serious argument, but that is certain to follow, particularly over the position of the networks that the present scale of license fees should be radically reduced. 

Among those at the meeting were Joseph A. McDonald, NBC treasurer; W. Spencer Harisson, vice president in charge of business affairs for CBS-TV; Louis Stone, business manager of the CBS-TV program department; Omar Elder, ABC attorney; Herman Finkeltstein, ASCAP general attorney; Donald H. McGannon, administrative assistant to the director of the DuMont TV Network, was an observer. (DuMont agreement with ASCAP differs from the standard form of license taken by the other networks.) 

Money will be the main issue of negotiations, although far from the only one. NBC in 1951 and both NBC and CBS last year had bigger gross revenue from their network television than from their radio network time sales. That means that if the ASCAP blanket licenses for television were on the same scale as for radio, CBS and NBC would be paying more for TV rights to use ASCAP-licensed tunes. With present licenses calling for approximately 10% more for TV than for radio, these networks are presently paying considerably more to ASCAP than for radio. That, the network spokesmen affirm, is all wrong. Music is much less important to telecast programs than to programs that are heard but not seen, they argue. Accordingly, appreciably less music is used on TV. Furthermore, TV's larger gross is accompanied by larger expenses, so that the sum left to pay for ASCAP licenses and other items is less than in radio. 

What the networks are going to fight for is a reduction in TV license fees, and there are more than a few indications that, like General Grant, they may have become reconciled to fighting out on that line all summer. One prediction made last week was that, with current TV licenses expiring at midnight of Dec. 31, the new terms won't be set before 11:30 p.m. of that date. 

One reason that ASCAP negotiators will take a lot of convincing before they agree to any reduction in TV license fees is that the society's leaders feel that it is selling ASCAP the right to license their music for TV, also expire at midnight of New Year's Eve. Whatever terms the negotiations produce will have to be subject to the writers' approval, and ASCAP officials will have a much easier job getting that if they can promise larger, rather than smaller, royalty checks from TV. 

Per Program Licenses 

While officially the discussions which started Thursday are concerned only with terms for blanket licenses to succeed those now in effect, it is considered inevitable that the question of per program licenses will also be raised. This question has remained on the table in the time the blanket licenses have been in effect. 

An all-industry per program committee headed by Dwight Martin, formerly of WLWT (TV) Cincinnati and now with General Tele-radio (WOR-TV, New York; WLW-TV, Cincinnati; KJ-TC-Los Angeles), met with ASCAP officials for about 18 months until negotiations broke down over ASCAP's insistence that fees be paid for commercial programs. Another announcement regarding programs containing ASCAP music as well as for the musical programs themselves. 

Refusing to accept this condition, which many broadcasters felt would inevitably be applied to radio as well as TV, resulting in the virtual nullification of the hard-won terms laid down by the ASCAP consent decree, the 55 TV station operators comprising the committee in July 1951 went into the Federal Court in New York, petitioning it to set fair and reasonable fees for TV per program licenses. ASCAP in August 1951 countered with an appeal to the court to free it of the requirement of the consent decree for offering per program licenses to any station, TV or radio, which also holds a license from BMI. Since BMI is owned by the broadcasters, ASCAP argued, it constitutes unfair competition to other organizations holding broadcast performance rights. 

Since then, counsel for both sides have been occupied with pre-trial maneuvers. Early this year, the committee's counsel obtained authority to make oral examinations of ASCAP officials and to take the society's activities. Most recently (March 2), the committee has been served with new ASCAP papers, supplementary to its petition of August 1951 to relieve the society of the
WDEF
CHATTANOOGA, TENNESSEE
EFFECTIVE NOW
5000 W
DAY and NIGHT

NBC Effective April 7
1370 KC • 5000 W

CARTER M. PARHAM, Pres.
KEN FLENNIKEN, Gen’l. Mgr.

REpresented by BRANHAM
necessity of issuing per program licenses to BMI licensees.

Argument on this issue is the next order of business, but no date for it has been set. After that, the committee counsel will proceed with their questioning of ASCAP executives. After that, petitions in the fall, the court may begin hearing argument on the primary question of establishing a fair and reasonable fee for per program TV licenses, provided no further delaying moves are made.

Meanwhile, the TV station operators who have not taken out ASCAP blanket licenses have been paying interim fees, which, with those paid by the stations with blanket licenses, have added to ASCAP's income by an appreciable sum. Informed sources estimate that $4 million is a fair appraisal of ASCAP's 1952 revenue from TV stations and networks. This sum, while not in the same class with the nearly $10 million paid to ASCAP by radio broadcasters, is still far larger than fees paid by any other group of ASCAP licensees. Together, the video and audio broadcasters are believed to account for approximately seven-eighths of ASCAP's total revenue. For 1952, that meant about $14 million of the $16 million total.

Both the TV broadcasters and ASCAP would like to settle the per program license item, and it is certain to come up during the blanket license discussions, but neither side has any illusions that a satisfactory settlement will be easily reached. In addition to the matter of payments, for which there is the question of film clearance at the source, which is considered a much more difficult matter than in the case of transcriptions for radio use.

Lawyers voicing their interpretations of court cases refusing ASCAP the right to collect performance fees from motion picture theatres for pictures whose producers have paid ASCAP film rights, and whether these rulings are limited to theatre exhibition or cover broadcast use as well.

Another factor which will always be in the background of this year's discussions is that if another five-year TV pact is negotiated, its expiration date, Dec. 31, 1958, would coincide with the end of the nine-year radio license agreements, second set of licenses drafted under the conditions of the government consent decree accepted by ASCAP in 1940.

New UTP Programs
UNITED TELEVISION PROGRAMS, N. Y., has acquired two new half-hour TV shows, Hank McCune Show, situation comedy, and Enchanted Music, program of classical music including selections from ballet, light opera and symphony. Both series have 13 weekly programs already filmed.

'Doggie' in Manger

MERCURY RECORD Corp., New York, is promoting a "Doggie in the Window" contest that led John J. Broderick, general manager of WREY Holyoke, Mass., to cancel the playing of all Mercury records.

"The enclosed publicity release, Mr. Broderick said in explaining the action, "was sufficient for WREY to immediately cancel the playing of all Mercury records. By tying dog food (ideal as part of the giveaway, the record house has invaded advertising. This medium will vigorously fight every attempt to chisel "free commercial" time on the air."

WOLP TV Bid 'Not Filed in Good Faith', WCYB Tells FCC in Plea for Grant

WOLP's application was filed "for the purpose of delaying and hindering the grant" of WCYB's bid for Ch. 5, WOLP charges in petition presented FCC. WOLP asks the Commission to issue it a conditional grant pending outcome of the comparative hearing.

WOLP Bristol, Va., petitioned FCC last week for conditional grant of its application for a new TV station on vhf Ch. 5, charging that the competitive bid of WOLP Bristol, Tenn., al., was "deliberately misrepresented the facts as to its financial ability to construct and operate the station," as well as the facts "as to the technical suitability and availability of its proposed transmitter site." His allegations also are supported through an affidavit by Russell V. Robinson, chief engineer of WOLP and former chief engineer of WCYB.

The WOLP petition was prepared by James Lawrence Fly, onetime FCC chairman and now partner in the radio law firm of Fly, Shuebrik & Blume, New York and Washington.

Mr. Smith bases his request for a conditional grant—which would remain in effect pending outcome of the eventual comparative hearing between WOLP and WOLF—upon Sec. 1.385 (e) of FCC's rules and regulations. Sec. 1.385 (e) gives the Commission authority to issue a conditional permit under certain circumstances, including possible "strike application" situations.

Meanwhile, FCC last week received two more petitions respecting competitive TV applications in other cities. They were:

- Petition by WMAM Marinette, Wis., applicant for vhf Ch. 11, which seeks dismissal of the competitive bid of WDUZ Green Bay, Wis.-WMAW Menominee, Mich. on the grounds that the WDUZ-WMAW application is "fatally defective." WMAM further contends the WDUZ-WMAW bid was "apparently designed only to delay and block."
- Request by Tri-State Telecasting Corp., Chattanooga, Tenn., for conditional grant of its vhf Ch. 12 application pending completion of event of comparative hearing with the competitive bid of Southern Television Inc. and WDEF Chattanooga. Tri-State bases its petition upon the provisions of Sec. 1.385 (e) relating to the public interest of prompt service and possible defective condition of its competing bids.

Filed February 1952

In the Bristol case, WOLP President Smith relates in his petition that the station first filed for Ch. 5 on Feb. 15, 1952, amending it pursuant to the Sixth Report on June 13, 1952. The petition notes WOLP filed its application on July 2, 1952.

Explaining his allegation that WOLP "deliberately misrepresented its financial ability in its TV bid, Mr. Smith asserts that the WOLP application, "when compared to other data filed by WOLF with the Commission, conclusively indicates that WOLP does not have adequate funds on hand or available to meet its estimated construction costs."

The WOLP petition contends the transmitter site "has not been approved by the CAA and WOLP's previous attempts to use the same site for AM and FM purposes were abandoned because of the improbability of CAA approval, and the proposed transmitter location is in a residential section of the city which has been officially zoned as such ... was not used as a transmitter location."

WOLP charges WOLF was "concerned primarily with getting an application on file instead of proposing a station that actually could be built."

WOLP "deliberately misrepresented the facts regarding whether or not any party to the application had been involved in bankruptcy proceedings." WOLF alleges, stating "in fact, W. A. Wilson, the president of WOLF, filed a voluntary petition in bankruptcy on July 19, 1953, in the U. S. District Court for the Eastern Division of Tennessee, Case No. 2137."

Continuing its attack upon the competing application, WOLF alleges "WOLF has, by its own public behavior, unequivocally indicated that it regards its own application as merely a stopgap to prevent petitioner's application from being granted. This purpose is manifest in and confirmed by the substantial and leading participation by WOLF in the organization on Sept. 24, 1952, of a new Tennessee corporation named Tri-Cities Television Corp. and in WOLF's subsequent promotional activity on behalf of that corporation."

The petition states "WOLF's president has made extensive efforts to sell stock of this new corporation to third persons" and notes "these promotional efforts have apparently failed since the "new corporation lies dormant."

The petition charges the WOLF president in 1946 "sought to get on file an application to improve WOLF's radio facilities which would be technically deficient so that it could not be granted but which, by being on file, would
Telecasting Operations to commence

A PRIL 1, 1953

Represented Nationally by the O. L. Taylor Company

OSCAR COVINGTON, President

HUGH M. SMITH, General Manager

CBS PRIMARY
CHANNEL 20
KPRC and its 5,000 watts do a bigger coverage job than Station "B" at 50,000 watts

### BIGGEST IN COVERAGE

#### Daytime

<table>
<thead>
<tr>
<th></th>
<th>Primary Radio Families (50-100%)</th>
<th>Weekly Station Circulation (10-100%)</th>
</tr>
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<tbody>
<tr>
<td><strong>KPRC</strong></td>
<td><strong>391,300</strong></td>
<td><strong>410,570</strong></td>
</tr>
<tr>
<td>Station B</td>
<td>382,130</td>
<td>372,050</td>
</tr>
<tr>
<td>Station C</td>
<td>313,580</td>
<td>270,430</td>
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</table>

#### Night-time

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<th></th>
<th>Primary Radio Families (50-100%)</th>
<th>Weekly Station Circulation (10-100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KPRC</strong></td>
<td><strong>381,560</strong></td>
<td><strong>364,320</strong></td>
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<tr>
<td>Station B</td>
<td>357,980</td>
<td>331,400</td>
</tr>
<tr>
<td>Station C</td>
<td>301,380</td>
<td>242,220</td>
</tr>
</tbody>
</table>

Nielsen Coverage Service, 1952
While KPRC gained radio family coverage since 1949, its principal competition (Station "B") dropped 5% daytime, 6% at night.

First in the South's First Market
KPRC and its 5,000 watts do a better listener job than Station "B"

**Consistently FIRST for 27 years!**

Firmly established in Houston's radio scene as the station consistently TOPS in performance, KPRC sets Houston's radio and TV standards. With more live programming than any other Houston radio station... with the finest news service and the largest news staff in Houston... with the most extensive audience promotion... KPRC continues to better its service.

BIGGER AUDIENCES (Nielsen) and HIGHER RATINGS (Pulse) validate KPRC as Houston's BEST COST-PER-THOUSAND BUY!
ward off any other from applying for a station in Bristol." And in the fall of 1952, after the WOPI television application had been filed, but before the recent relaxation of the Commission's rules on the matter, he sought Commission permission to thirdly operate one television operator (instead of first class) by falsely representing that first-class operators were not available, despite the fact that the said television application stated that at this writing we have almost sufficient applications on file to take care of our [TV] requirements."

Concerning his allegation that Mr. Wilson abused Commission procedures thirdly application to operate one television operator (instead of first class) by falsely representing that first-class operators were not available, despite the fact that the said television application stated that this writing we have almost sufficient applications on file to take care of our [TV] requirements."

Mr. Smith states that in February 1946, when he was chief engineer of WOPI, he visited the Washington radio law office of Spearman, Sykes & Roberson, and Frank Roberson, "as soon as he saw affidavits, angrily told affidavits that the firm no longer wanted to operate WOPI and that affidavit should get out. On affidavit's surprise inquiry as to what was the matter, Mr. Roberson alleged affidavit to a letter he had received from W. A. Wilson. This letter requested the law firm to dismiss the pending 550 kc application and to prepare another application to change WOPI's frequency to a frequency in the 1500-1600 kc range. However, the letter requested that the application be incomplete because a grant was not wanted and the real purpose was to scotch any competition from developing."

Willing to Take Risk

WCYB informs the Commission it is financially and otherwise qualified to construct the proposed AM station and could be on the air within 90-120 days after the conditional grant. The station states it "realizes that it will still have to go through a hearing with WOPI and regards the conditional grant would be of substantial and expensive undertaking; nevertheless, it expressly avows its willingness to run the risks involved."

The petition of WMAM Marinette points out that its application has been on file and uncontested since July 1, 1952, noting that according to present Commission processing, a grant would be in order within the next few weeks."

"However," WMAM contends, on Feb. 16 owner of WDUZ and WMAM, Green Bay Broadcasting Corp. filed for the same channel "purporting to inadvertently presenting the grant of the WMAM bid and "creating a conflict which can only be resolved by a comparative hearing at some distant future date."

WMAM notes Green Bay "had an absolute right to file . . . assuming, of course, that its application was filed in good faith."

The petition contends, however, that the Green Bay application is defective since it defers the construction information related to sale of majority interest to newcomers, submitted to FCC for approval in another application four days before the Green Bay TV bid was filed. WMAM charges the Green Bay TV bid is defective for not answering relevant questions regarding proposed financing, hence should be dismissed.

Howrey Named to FTC

EDWARD P. HOWREY, Washington attorney well-known in the broadcast field, was nominated Federal Trade Commissioner last Wednesday by President Eisenhower. He maintains offices in the Shoreham Bldg., and succeeds John Caroon, an independent. Mr. Howrey, a Democrat, is a former lawyer and live of Burke, Va. His nomination is still in Senate confirmation.

NEW TV PERMITS GRANTED TO SEVEN

M. B. Rudman, oil operator, is believed the first to receive his fourth post-thaw TV grant. BELIEVED to be the first individual to receive his fourth post-thaw TV grant, independent oil operator M. B. Rudman last week received a construction permit for vhf Ch. 12 at Bismarck, N. D., one of seven new TV permits issuing by FCC last week.

Mr. Rudman earlier received construction permits for vhf Ch. 35 at Grand Forks, N. D., TV ch. 10 at Minot, N. D., and vhf Ch. 8 at Billings, Mont. The new Billings grantee, Rudman-Hayatin Co., is owned 50% by Mr. Rudman and 50% by Donald Albert Hayatin. Mr. Rudman has oil interests in Texas, Oklahoma, Louisiana, Arkansas, North and South Dakota, Illinois, Georgia, Alabama and Florida. He headquartered in Dallas.

All of last week's new TV grants were in the Group A city priority list (cities without service) and extended processing to city No. 310, Medford, Ore., where Southern Oregon Broadcast Co. received vhf Ch. 5. Processing in the Group B city priority list (cities 300-kw) has extended to No. 199, Charlotte, N. C., where WAYS a fortnight ago was awarded uhf Ch. 36 [BfT, March 2].

Post-thaw grants now stand at 281, raising the outstanding U. S. TV authorizations to a total of 385.

Last week's new TV grants were as follows: Bloomington, Ill. (City priority status Group A-2, No. 137)—Cecil W. Roberts (KFRE Farmington, Mo.); construction permit for vhf Ch. 15, effective radiated power 18 kw visual and 9.8 kw aural, antenna height above average terrain 320 ft.

Glovia, N. M. (Group A-2, No. 309)—Tele-potitlan Bestz. Co., granted vhf Ch. 12, ERP 10.2 kw visual and 5.1 kw aural, antenna 500 ft.

Bismarck, N. D. (Group A-2, No. 287)—Meyer Bestz. Co. (ERP), granted vhf Ch. 5, ERP 100 kw visual and 50 kw aural, antenna 520 ft.

Bismarck, N. D. (Group A-2, No. 287)—Rud-man TV Co., granted vhf Ch. 12, ERP 60 kw visual and 30 kw aural, antenna 600 ft.

Medford, Ore. (Group A-2, No. 310)—South-ern Oregon Bestz. Co. (50% owned by KIEM Eureka, Calif.), granted vhf Ch. 5, ERP 19 kw visual and 9.8 kw aural, antenna 450 ft.

Sherman, Tex. (Group A-2, No. 260)—Sher-man TV Co., granted uhf Ch. 46, ERP 20.5 kw visual and 11 kw aural, antenna 310 ft.

Charleston, W. Va. (Group A-2, No. 48)—Joe L. Smith Jr. Inc. (WKRA), granted uhf Ch. 49, ERP 22 kw visual and 120 kw aural, antenna 310 ft.

In other actions, FCC scheduled two new TV hearings, one for vhf Ch. 2 at Spokane, Wash., involving Louis Waterman (KREM) and Television Spokane Inc., and the other for vhf Ch. 69 at Fort Wayne, Ind., involving Radio Fort Wayne Inc. (WANE) and Anthony W. Brubaker. Both cases are set for April 6 in Washington.

Designation of these hearings is the first such action since revision of the hearing rules effective Feb. 4 ([BfT, February 1952]) first since the end of the temporary speed-up processing plan which began last Oct. 15 and called for passing-over of contested applications in order to expedite grants to non-contested applicants in that group without service.

Fortnight ago the Commission issued 19 new TV permits, a larger group than the 18 initial grants of July 11, 1952, following lifting of the 319-fm freeze.

Among the 19 permits was a grant to Mid-west Television Inc. for vhf Ch. 3 at Cham-paign, Ill. Midwest represents a merger of two formerly competing bids for that facility, Illinois Broadcasting Co., licensee of WSOY Decatur, Ill., and previously competitor for Ch. 3, acquired 20% interest in the new Mid-west Television, whose other principal stock-holders include President Arthur C. Meyer (24.1%), Vincent J. Burke, W. A. Wilson, M. Stevick (10%), who is 60% owner of WDW Champaign, and Marajan S. Dyess (10%), who is 40% owner of WDW.

Mr. and Mrs. Meyer held 50.2% control in the earlier Midwest Midwest television bid and the Misstes Stevick and Dyess held 40%, half of which holding was given the WSOY license in the newer bid. It was incorrectly reported earlier the WDWS principals, rather than Mr. and Mrs. Meyer, controlled Midwest [BfT, March 2].

AM CPs, Ownership Changes

FCC last week made two new AM grants and consented to nine transfers of control and assignment of licenses. Actions taken were as follows:


Crawford, Iowa—Fairfield Broadcast- ing Corp., granted 1350 kW daytime, engineering condition (BP-838).

Bloomington, Ill.—Platt, Michael, and Lillian Carroll granted consent to assignment of license to WKLJ, FM 1002 kHz (BP-929).

KBOX Waterloo, Iowa—Waterloo Bestz. Co., granted consent to assignment of license to WYTZ, FM 91.1 kHz (BP-943).

KBCO Boulder, Colo.—Northwestern States Schools Bible College, College of Liberal Arts, Theological Seminar; consideration (BfT-185).

WMCD Brunswick, Ga.—Coastal Bestz. Co. Granted consent to assignment of license to Radio Brunswick Inc.; consideration $92,900. (BfT-186)

WMCM Columbia, S. C.—Naraco Bestz. Corp. Granted consent to assignment of license to KBCO Boulder, Co.; consideration $1,000. (BfT-185)


FCC Action on Connelrad

FCC took action last week toward inclusion of the Connelrad radio-alerting plan in its rules governing broadcast operation. The plan would keep a group of cooperating AM stations on the air in case of danger of an enemy attack and at the same time provide public in-formed of. FM and TV stations would be silenced in case of danger from hostile aircraft.
FOR all the news in the sports world, everyone in the 17th State listens to Bob Bender's two sportscasts each day. Bob is that special personality who has built a loyal following in the six years he's been the WGY sportscaster. The list of his invitations to scholastic sports dinners in the area is a mile long.

On the air from 6:30 to 6:45 p.m., Monday through Friday; 6:15 to 6:30 p.m. on Saturday; and 11:05 to 11:15 p.m. Monday through Saturday, Bob Bender is an ideal vehicle for participating or program sponsors. He appeals to every sports taste, giving news on everything from hunting and fishing to skiing. And with the baseball season practically here, Bob's late sportscast is even more valuable because of the tremendous interest in the night game scores.

WGY MARKET DATA
22 cities over 10,000 population
458 towns
53 counties
2,846,300 citizens
878,130 radio families
More goods purchased than 32 states
*The WGY area is so-named because its effective buying income is exceeded by only 16 states.

WGY has a "Hall of Fame" of his own in his program guest list. Vic Raschi of the New York Yankees was an interviewee on a recent Bob Bender show.
For reasons as plain as the props on a pair of stilts, Mister PLUS and his clients are having a high old time in radio these days. A special sort of climate seems to prevail up here, with sponsors' sales and network billings thriving exceptionally on Mutual. In fact, we sold 17% more time in '52 than in '51.

One reason for this highly favorable climate is our matchless dominance of Non-TV America, where 60,000,000 cash customers are doing more radio listening than ever—and tuning to our stations in 2-to-1 preference over the next-best network's.

An equally unique cause for the tonic atmosphere around here is the new Mutual rate formula, now in effect for all America. We charge nothing extra for our growing audiences in Non-TV areas. We offer 50% discounts on evening time in TV areas (though ours is the smallest network-listening decline in these centers). And we're geared for the future by agreement to apply this discount to any affiliate within effective range of any new TV tower.

From where we stand today, every prospect pleases—and we're eager to point out how network radio can please you.

MUTUAL... the plus network of 560 affiliates
GROUPS CRITICIZE N. Y. TV REPORT

Special state commission's finding of a fortnight ago that 10-station noncommercial educational television network is "undesirable" has aroused storm of protest.

A STORM of criticism broke last week around the New York State special commission's finding that the proposed state-owned 10-station educational TV network was neither "necessary" nor "desirable" to the public welfare. [See, March 2.]

The chairman of the Democratic State Committee, Richard H. Balch, charged flatly that the commission's report was the "hatchet" work of Gov. Thomas E. Dewey and his Republican administration.

The Public Education Assn. and the New York Board of Rabbis were among others condemning the report.

The commission, known as the Temporary State Commission on the use of Television for Educational Purposes and organized by Gov. Dewey last October to study the question, held in its report that the possibilities of educational TV need and deserve extensive further exploration, but that, as of now, the 10-station state-owned network proposal is too expensive for the state to undertake and that educators are not using all the free time available to them on commercial stations. The vote was 10 to 5, but it was said that even the dissenters previously had expressed agreement with generally similar recommendations contained in an earlier and considerably longer draft report. Additionally, it was said, none of the five dissenters ever endorsed the network plan as it stood, although they did want a pilot station built and operated.

This was confirmed in large part Friday in dissenters issued by the minority, which said it was committed to "ultimate" use of New York's channels but not to "any particular plan" that another year's study should be made by a "new commission," that Congress should enact legislation to reserve the nation's 242 educational channels for five to ten years more, and that New York State should start with one station and expand "as experience justifies."

Minority member Norman S. Goetz, a trustee of the State University, proposed that $500,000, but no more, be appropriated now for a pilot station to be operated by a corporation representing a group of colleges, libraries and museums, and organized so "there will be no direct ownership nor direct state operation."

Another minority member, Chancellor John P. Myers of the Board of Regents favored the original plan, starting with a pilot station operated "by a local board."

A third minority member offered "no special recommendations," while the two others, minority leaders of the state senate and assembly, respectively, added a separate statement charging that "the majority of the Commission has had from the outset the preconceived opinion that educational TV should not become a reality in this state."

Meanwhile, Michael R. Hanna of Cornell University, a member of the commission majority, sketched his own views, which, while reaching the conclusions contained in the report, arrived there by different reasoning.

He said he questioned the advisability of establishing the "monopoly" which would result from putting all 10 stations in the hands of the State Board of Regents. It is, he said, a question of the fundamental philosophy of state control of mass communications media. Further, he continued, educational institutions in several of the cities selected in the network plan can afford their own stations. In this report he mentioned New York City, Buffalo, and Rochester specifically.

Mr. Hanna also questioned the coverage which would be provided by the proposed stations—all uhf—due to the rugged terrain in the state which he said would necessitate location of stations not being provided where it is needed most, under the 10-station location plan. He further raised questions as to the number of set owners who would convert to uhf.

Overall he contended that the state's function in the educational TV field should be concerned with production of good educational programs, not the operation of transmitters. If the state produces good programs, he noted, they will be carried by commercial stations—and, additionally, good ones could be sold to appropriate sponsors and the state would get back its production costs, as in the case of the Ford Foundation TV Radio Workshop programs.

Meanwhile, in a letter to Gov. Dewey, President William B. Nichols of the Public Education Assn. called the majority report "hastily drawn" and "lacking in evidence," and asked that the legislature hold public hearings on the subject of educational TV and that the legislature remain in session until "the relevant evidence has been made available" and publicly appraised.

He also endorsed the pilot-station plan, and, like the commission majority, favored FCC's continuing to keep the state's educational channels reserved.

Multiple FM Broadcast Asked Of FCC by N. C. Licensee

PETITION was filed last week with FCC to amend its rules governing FM stations to permit licensees to use multiplex transmission of subsidiary "programs," including transit radio, on the regular program signal. The regular FM broadcast would have no station.

Mount Mitchell Broadcasters Inc., (WMIT-[FM]), Clingman's Peak, N. C., asserted in its petition that this supplementary FM service can be used for transit radio broadcasting, facsimile or teletypewriter services, emergency use by public authorities and in national defense, and in other ways.

Mount Mitchell Broadcasters maintains the usefulness of such equipment would multiply the usefulness of the existing spectrum space assigned to FM broadcasting and would aid in making efficient use of all available frequencies.

Opposes Power Grant

ATTORNEYS for WBIC Indianapolis have petitioned FCC for permission to become a party in the application of WAPI Birmingham, Ala., for a power increase. WBIC's petition asks increased power for WAPI, which operates on 1270 kc, will interfere with the daytime signal of WAPI, which operates on that frequency. WAPI, operated by The Television Corporation, seeks an increase of daytime power from 10 kw to 50 kw non-directional. WBIC has 5 kw power at night. WBIC operates with 50 kw daytime and 10 kw nighttime. WBIC attorney is Thomas H. Wall of Dow, Lohnes and Albertson, Washington.
Radio Station WSM and WSM's Grand Ole Opry has been featured 15 times in 15 months in these — America's leading magazines...

Never in history has a single radio station and a single program received national and international recognition like this.
NEW OPERATOR RULE SUSPENDED BY FCC

FCC last Thursday suspended the effective date of its order releasing its operator requirements and permitting remote control transmitter operation, at the request of the International Brotherhood of Electrical Workers (AFL).

FCC's action of a month ago [B ת, Feb. 2] revised rules governing type of operating personnel at stations, and opened the way for remote operation of transmitters of 10 kw or less.

IBEW's petition for the stay order, effective March 6, was filed pending petition for reconsideration. Its plea emphasized the national security hazards the order might create, plus the economic impact on technicians. The petition stated:

"The President recently indicated that, in his opinion, civil defense should be one of the primary concerns of the American public. We suggest that the full impact of this statement, from an experienced soldier, deserves very deliberate consideration of the Commission and the broadcasting industry. In this electronic age, almost anything is possible. No stone should be left unturned to insure complete security of electromagnetic radiation."

IBEW's plea referred several times to possible effects of the new FCC rules on operation of the Connelrad plan to warn the nation in case of enemy attack and at the same time prevent enemy planes from using station signals as homing beacons. It contends remote transmitters would be in isolated spots and easily accessible for sabotage purposes.

The union argued that evidence covering remote operation was inadequate to justify elimination of hearings and oral arguments. It claimed the new rules would discourage voluntary participation in the Connelrad program, calling for rapid switching of frequencies and other adjustments.

Referring to FCC's new requirement that all stations have at least one first-class operator in fulltime employment, IBEW claimed that if the Commission "admits the necessity for one first-class operator, it admits that the work to be performed requires trained specialists, first-class operators."

McCarthy Probe of VOA Sparked by Pro-Con Charges

AS THE inquiry into the Voice of America continued along an involved route last week, Sen. Joseph McCarthy (R-Wis.) mounted his offensive on behalf of the Senate Permanent Investigations Committee of which he is chairman.

The week ended with a barrage of charges and counter-charges. But the Senator concluded that the department was still the best-run of the five sections in the International Information Service. All are under jurisdiction of the State Dept.

He noted that "indications" are that the "situation is worse" in some of the other four sections, which are the press service, motion picture branch, overseas libraries and the exchange program in which foreign students and others are brought to the U.S. for study.

These branches, along with Voice of America's plan for putting another ship, the Vagabond, in operation as a "floating" transmitter site, will be investigated, he said. He commended the work by VOA on its Russian and Hebrew desks, but said the French desk was "doing a job that is foul beyond words."

Events last week were spotlighted on television at a public hearing in Foley Square, New York, Feb. 28. The hearing was led by NBC to its television network for two hours. Major issue was cancellation of broadcasts to Israel in the Hebrew language last December at a time when Russia stepped up its anti-Semitism program.

The cancellation, never carried out, allegedly aided the Communist propaganda theme. The Hebrew broadcasts, along with charges that persons employed by VOA abroad were not cleared for security, were major themes of the hearing.

Reed Harris, deputy administrator for the State Dept.'s overseas information program, took the stand when hearings returned to Washington. He testified Tuesday, Wednesday and Thursday, tossing allegations of his own.

Challenging testimony of witnesses, as well as what he considered to be Sen. McCarthy's method of inquiry, he said the persons named as not having been cleared in security checks were approved after thorough investigation.

Midweek, Rep. C. I. D. (Ohio), said he favored abolition of the Voice because "you can't reform that outfit." He suggested that private industry could handle Voice projects at a "fraction" of the cost allocated now.

He recommended operation of VOA by private broadcasters, estimating they could do the job at a cost between $10-$15 million yearly, compared to the $86 million "appropriated last year for the Voice."

WORD CHARGES WIS-TV OVERLAP

WORD Spartanburg, S. C., applicant for TV Ch. 7 there, asked FCC last week to reconsider its grant of Ch. 10 at Columbia to WIS-TV Corp. to require Broadcasting Co. of the South to elect whether it wishes to construct on Ch. 10 at Columbia or to prosecute its competitive Ch. 7 bid at Spartanburg.

Broadcasting Co. of the South owns 80.9% of WIS-TV Corp. and is licensee of WSPA Spartanburg and WIST Charlotte, N. C. At Charlotte, it seeks Ch. 9.

WIS-TV charges Sec. 136.3 of the Commission's rules precluding multiple ownership of TV stations covering the same area would be violated by the operation of Ch. 10 at Columbia and Ch. 7 at Spartanburg under common ownership. Engineering charts submitted with the petition also show overlap with these two channels by the proposed Ch. 9 outlet at Charlotte.

WORD asks FCC as additional or alternative relief to grant its Ch. 7 application on a regular basis or conditionally pursuant to the conditional grant provision of Sec. 1.385(e) of the Commission's rules. Meanwhile, two other applicants have asked for conditional grants pursuant to Sec. 1.385(e) (see story page 40).

Pointing out that should Broadcasting Co. of the South choose to drop its Spartanburg bid the WORD application would be free to receive a grant, the WORD notes the competitive situation should continue "it is clear that an indefinite delay which may well extend for several years will intervene before a television station can be constructed and service commenced in Spartanburg."

A minority interest is held in WIS-TV Corp. by a group of former principals in WMSC Columbia, previously competitor for Ch. 10.
Young people do want to know the facts of life insurance

Our schools are not only teaching them how to make a living... but equally important, how to live!

For more than 80% of our children, graduation from high school marks the end of formal education. Today's high schools are putting an increasing emphasis on training that will prepare young graduates for productive jobs and careers.

And in more recent years, there has been a definite trend to "education for living" and the addition of such courses as home and family living, family relations and money management.

As a central source of information about life insurance, the Institute of Life Insurance is continually answering requests of teachers and students for information and educational material on life insurance.

As part of its educational program, the Institute prepares teaching aids for classroom use, consisting of booklets, charts, motion pictures, and other items for which teachers may indicate a need.

In addition, the Institute sponsors a nationwide scholarship program to improve the teaching of money management and financial security. This is done through summer workshops at eight major universities which give intensive training in teaching techniques and subject matter to educators who, in turn, pass on their knowledge to their students and to other teachers.

Through these services, the Institute of Life Insurance is helping to broaden the understanding of a subject that is a major source of financial security for the American family.

**Institute of Life Insurance**

Central Source of Information about Life Insurance
488 Madison Avenue, New York 22, N. Y.

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CBS Opposes Zenith Bid For Ch. 2 Reconsideration

ZENITH claim to a right in Chicago Ch. 2 has no basis in fact, CBS said last week in filing opposition to the radio-TV manufacturer's petition for reconsideration submitted to the FCC last month [B*T, Feb. 23].

Zenith had asked the Commission to reconsider its February action dismissing Zenith's application for Ch. 2 on the ground Zenith participated neither in the allocations hearing nor the WBKB renewal proceedings [B*T, Feb. 16]. This action was taken in conjunction with the FCC's approval of the ABC-United Paramount Theatres Inc. merger and sale of WBKB facilities on Ch. 4 to CBS. Under the FCC's Sixth Report and Order [B*T, April 14, 1952], Ch. 4 was switched to Milwaukee and the Chicago Ch. 4 station ordered to move to Ch. 2.

Zenith claimed its four-year-old application for Ch. 2 gave it the right to a comparative hearing with what is now the CBS-owned WBBM-TV Chicago.

CBS rebutted the Zenith contention that since the FCC permitted WLAN Lancaster to oppose Wgal-TV Lancaster in the latter's move from Ch. 4 to Ch. 8 it also should allow Zenith to compete with WBBM-TV in its move from Ch. 4 to Ch. 2.

CBS claimed the Commission set the two Lancaster applications for hearing because Wgal-TV was up for license renewal. Under FCC regulations, an application for a new station must be heard at the time the existing station's license comes up for renewal.

CBS said Zenith can refile for Ch. 2 when WBBM-TV's license renewal date approaches. Joining CBS in opposing the Zenith petition was Balaban & Katz Corp., original license holder for the original WBKB (that call now is used by ABC's Ch. 7 station in Chicago, which had been WENR-TV).

Private Persons Can Testify Before FCC, Justice Dept. Says

Citizens without direct interest in broadcasting can intervene in Commission actions, according to the Justice Dept.

CAN ordinary public citizens who have no direct stake in broadcasting intervene as "parties in interest" in actions of the FCC?

That question was answered affirmatively by the Dept. of Justice two weeks ago. It was contained in an answer by the Justice Dept. to Transit Riders Inc.'s appeal to the U. S. Court of Appeals in Washington from the FCC's dismissal of a protest against the renewal of the license of WWDC-FM Washington.

Also filed two weeks ago was the FCC's brief in the case (No. 11,574) holding that the anti-transit radio group had no legal standing as a "party in interest."

This is believed to be one of the few times that the Dept. of Justice has taken a stand opposite to that of a federal agency.

Oral argument on the Transit Riders Inc. petition is scheduled to be heard March 20. However, a request for postponement has been filed by TRI.

Case stems from TRI protest last August against the FCC's renewal of WWDC-FM's license without a hearing. WWDC-FM originates transit radio broadcasts for the Capital Transit Co., Washington transportation utility. FCC dismissed the TRI protest later in the month on grounds that (1) TRI did not meet the test of a "party in interest," and (2) allegations that transcasts were injurious to its members' health were not specific enough, as called for by Sec. 309 of the Communications Act. TRI appealed the dismissal to last October, naming the U. S. as respondent.

Both the FCC and WWDC-FM are intervenors in the case. WWDC-FM filed a reply to TRI last December, holding much the same as the FCC.

The Dept. of Justice termed the case "a novel one," concluding, however, that TRI has shown a "legitimate interest."

Regarding jurisdiction, the Justice Dept. implied that TRI had perhaps erred in suing under Sec. 402(a), making the U. S. a respondent, rather than under Sec. 402(b) which would have made the FCC the respondent.

In arguing against the TRI appeal, the Commission said:

Members of the listening public generally, particularly those in one-station communities, may frequently be more substantially affected by orders of the Commission granting or denying broadcast licenses than are petitioners' members by the grant to WWDC-FM. The general interest of members of the public is not sufficient to confer standing to protest or appeal Commission orders.

Stay Order Argued

ORAL ARGUMENT was heard Thursday by the U. S. Court of Appeals for the District of Columbia on the request of WGRD Grand Rapids, Mich., for a stay order to preclude construction of a new TV station on uhf Ch. 35 at Muskegon by Versluis Radio & TV Co. WGRD has appealed to the court to set aside FCC's order dismissing WGRD's plea for reconsideration of the Versluis grant on grounds of economic injury [B*T, March 2]. The court is expected to rule momentarily on the request for stay, possibly this week.
WTAG
WORCESTER, MASSACHUSETTS

announces the appointment of

HENRY I. CHRISTAL COMPANY

as

National Sales Representative

EFFECTIVE MARCH 15, 1953

Believing that the Industry is best served by specialized representation selling the merits of Radio exclusively, we are pleased to join such leading stations as:

WJR—Detroit  WBEN—Buffalo  WDAF—Kansas City  WTMJ—Milwaukee
WGAR—Cleveland  WGY—Schenectady  WHAS—Louisville  KFI—Los Angeles

WTAG AM & FM * 5000 W  BASIC CBS

Affiliated with the Worcester Telegram-Gazette
Free Press, Radio-TV Role Discussed by Judge Rifkind

FIVE specific proposals designed to promote the role of the free press, radio and television, and still maintain the constitutional right of fair trial were outlined Feb. 27 by former Federal Judge Simon H. Rifkind at a Conference on Fair Trial and Free Press called by the New York County Lawyers Assn. [B*T, March 2].

Judge Rifkind proposed as an experiment in self-regulation:

1. Let the courts and legislature prohibit, under appropriate penalty, disclosures by police, prosecutors and public officials, of information relating to trials which ought not to be published. .

2. Let the bar formulate its own views of a code of conduct for the press which is compatible with the integrity of the judicial process.

3. Thereafter, let the bar meet with representatives of the press in an effort to find high patriotic common ground.

4. Let the bar establish watch-dog committees to police departures from the accepted code by suggestion and moral persuasion.

5. Let the press establish a similar committee .

Later, the conference adopted a resolution that a committee be set up to confer with press, radio-TV representatives.

Sally Work has had the confidence of Buffalo women for over 25 years

WBEN's Sally Work knows how to make friends with Buffalo housewives — as her 25 years of success prove. Her companionable early afternoon program features informal conversation . . . anecdotes, fashion news, beauty hints and tips on homemaking and child rearing, delivered in the intimate, friendly terms of one woman to another. Year after year, sponsors like the Ladies Home Journal, Bordens, General Foods — and other equally significant advertisers — count on personable Sally to sell their products in the personal, confidence-building manner that women like — and respond to. Let Sales Gal Sal present YOUR sales message in her sales producing way to one of the most productive markets in productive New York State.

Sally Work 1:30 - 2 P.M., Monday through Friday
Check Henry L. Christal in New York, Chicago or San Francisco for availabilities.

TBC Claims XETV (TV) Is Actually U. S. Station

TBC Television Inc., applicant for San Diego's Ch. 10, thinks FCC should not permit XETV Tijuana to originate programs from San Diego or be fed programs by U. S. networks.

OUTSpoken charge that Mexican TV station XETV (TV) Tijuana was an "American" station, with its transmitter "only physically" across the border, was made last week by TBC Television Inc., applicant for Ch. 10 in San Diego.

The allegation was made in petitions filed with the FCC vigorously opposing the grant of an application by Alvin George Flanagan for permission to originate programs for XETV from San Diego [B*T, Jan. 26] and against requests by NBC and DuMont to furnish XETV with live and film-recorded TV programs.

Protest against the grant has been filed also by KFSD San Diego, a second applicant for San Diego's Ch. 10.

Both protests claim that the establishment of a studio on U. S. soil would virtually make the station a regular American broadcast outlet — controlled by aliens and not responsive to U. S. regulations.

The TBC opposition made the following points: (1) Bulk of XETV's service area is San Diego and Southern California, including parts of Los Angeles; (2) XETV's Ch. 6 was one of two frequencies deleted from San Diego during the TV "freeze" and given to Mexico specifically to serve the people of that nation; (3) plan seems to be, it is alleged, to make XETV a U. S. station in Mexico, serving U. S. listeners, with the support of U. S. advertisers but with no responsibility under U. S. laws and having an unfair competitive advantage over U. S. stations with respect to taxes, labor costs and performing fees.

Charges Duopoly, Monopoly

Among other points alleged by TBC were duopoly and monopoly. TBC claimed that Emilio Ascarraga, XETV co-owner with Romulo O'Farril and Jorge I. Rivera, was a 20% stockholder in Los Angeles Ch. 34 applicant Spanish International Television Inc., which if granted would overlap with XETV. Also that Messrs. Ascarraga and O'Farril own all but one of Mexico's TV stations—XEW-TV, XEQ-TV and XHTV Mexico City and XELD-TV Tijuana.

TBC also objected to the operations of Mexican radio station XEXC, owned and operated by Mr. Rivera.

KFSD made generally the same points, including the question of time brokerage which it claimed was implicit in Mr. Flanagan's contract with XETV.

In his application, Mr. Flanagan said that he would be paid $300 weekly for gross sales of up to $30,000 weekly, plus 1% of sales between $30,000 and $60,000 and 1.5% for sales over $60,000.

Former ABC-TV Western Div. program manager, Mr. Flanagan was with KFMB-TV San Diego from 1949 to 1951, and with Don Lee the previous decade.

The Mexican station is licensed to Radio y Television S. A., operates on Ch. 6 with 38 kw visual power, and is represented in the U. S. by Edward Petry & Co.
For ailing AM signals

COLLINS 300J 250W TRANSMITTER

- PREMIUM PERFORMANCE
  Guaranteed by advanced engineering research and design.

- ASSURED DEPENDABILITY
  Simplified circuitry and control system.

- MAXIMUM ECONOMY
  Lower initial, maintenance and operating cost.

For premium performance at 250 watts, or for standby use, the Collins 300J Broadcast Transmitter offers maximum quality at minimum cost. Lower initial cost . . . lower operating and maintenance costs, plus great dependability make the 300J your best buy in a 250 watt transmitter.

Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

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NEW YORK 36

1930 Hi-Line Drive 
DALLAS 2

2700 W. Olive Ave. 
BURBANK

Dogwood Road, Fountain City 
KNOXVILLE

March 9, 1953 • Page 55
Ike Order Seeks to Open More Jobs for Republicans

PRESIDENT Eisenhower took two steps last week looking to the unfreezing of more government jobs for Republicans.

He directed the drafting of executive orders which would repeal parts of two orders which blanketed under Civil Service Federal jobs that had been exempted up to that time. The orders, issued under President Truman's regime, were issued in 1947 and 1948. They applied to procedures for discharging occupants of exempted positions who have civil service status.

In another move, the President asked the heads of all departments and agencies to survey their organization to determine what additional positions might be exempted. The test in both cases, according to Presidential Press Secretary James C. Hagerty, who made the announcement, is whether the job is of confidential or policy making nature. They will not involve more than "several hundred positions," the White House said.

It is understood one newly appointed agency chief found that his number one man was under Civil Service status and could not be removed. What effect these orders will have on the FCC is problematical. It is believed that few FCC staff men gained Civil Service status in the 1947 and 1948 orders.

On the other hand, some—but not many—additional jobs might be declared exempt if the Commission, under a new Republican chairman and majority, were to move in line with the President's wishes. Among these, it was understood, might be assistant chiefs of bureaus and secretaries of Commissioners.

These would be in addition to those already exempted by statute (legal and engineering assistants to commissioners and the administrative assistant to the Chairman), and by the Civil Service Commission (Secretary of the Commission, private secretaries, chief assistants to commissioners, General Counsel and Assistants General Counsel, Chief Engineer and Assistant Chief Engineer, Chief Accountant and Assistants Chief Accountant, chiefs of bureaus).

Only 68 Jobs Exempt

According to October 1952 Civil Service records, only 68 FCC jobs fall in the exempted category—its occupants can be summarily dismissed (WVT, March 2). Of the Commission's 57 attorney positions, only 17 fall under the mantle of Civil Service. This clarifies the story two weeks ago, which inadvertently indicated that there were only 57 attorneys working in the Commission. Actually there are between 70 and 75 attorneys on the FCC staff, but only 57 of them are in so-called "attorney" positions. The others occupy administrative niches, most of which are considered classified Civil Service positions.

10 TV Renewals Granted

RENEWAL of license was granted by FCC last week to 10 pre-thaw TV stations, but four of the actions were subject to final determination in show cause proceedings for changes in channel assignment pursuant to the Sixth Report and Order. Renewals were granted to: KSTP-TV St. Paul; WBRC-TV and WAFM-TV Birmingham; WAGA-TV, WLTW (TV) and WSB-TV Atlanta; WCCO-TV Minneapolis; WNAC-TV Boston; WJAR-TV Providence and WNRD-TV New Haven, Conn.

Conditions respecting channel changes were issued by FCC in actions on the renewals of WBRC-TV, WJAR-TV, WNRD-TV and WSB-TV, but the condition on the WSB-TV renewal was in error, a Commission spokesman later acknowledged. WSB-TV, on Ch. 2, was incorrectly identified in FCC's order as presently on Ch. 8 and subject to change to Ch. 11 in accord with the Sixth Report. WLTV, now WLWA (TV) under new Crosley Broadcasting Corp. ownership, is on Ch. 8.

TV Leases Upheld in Wash.

THE Washington State legislature has authorized leasing of sites in Mount Spokane State Park to television stations, thus upholding present leases of this kind. Also of interest to broadcasters, a bill passed at the biennial session last month allows the Washington State Apple Advertising Commission to assess up to 12 cents per 100 pounds of apples to pay for apple advertising.

Survey on TV's 'Morals'

INFORMAL inquiry into the "moral climate" of certain television programming will be held by a special Chicago City Council TV subcommittee March 20. Local industry representatives are slated to testify.

The subcommittee's announcement of hearings came as the Illinois House denounced some TV program fare as "lewd and lascivious," and blamed the medium for the rising crime rate among youth. City Council hearings will be conducted by Ald. Patrick Patrons, who said he will invite network representatives, educators, clergymen and other interested parties to give their views.
SHOWMAN WANTED...

We want a real showman. You like people . . . and meetings. You like to go places and do things. In six months you should know half the people in the state by their first names . . . you may even be Mr. Virginia.

You may be a fresh youngster slugging away on a coffee-pot . . . or you may be big time with a yen for the gracious living of the Old South.

To you we will turn over a daily half hour of choice evening time on WRVA and the services of a bang-up promotion department. In case you don’t know, WRVA is a 50,000 watt station in Richmond that serves Virginia and chunks of a few other states.

What kind of show? We haven’t decided! That’s why we want you. Maybe you sing, play a zither or whistle the Star Spangled Banner standing on your head. One thing for sure—it must be good . . . must attract attention . . . and in short order you must be the most talked about man in the state.

The pay? We don’t expect to pay you. We expect you to be good enough to make money for both of us!

Write us, giving your experience and background, and WHY YOU THINK YOU CAN FILL THE BILL. No flossy presentations, no records or tapes . . . and no personal calls. Just a letter.

WRITE—Sam Carey, Program Service Manager, W R V A, Richmond, Virginia.
Govt.'s NFL Antitrust Case Marks Fifth Week in Court

THE effort of the Dept. of Justice to obtain an antitrust conviction against the National Football League because of its radio-TV restrictions has wound up its fifth week in U. S. District Court, Philadelphia, with the defense endeavoring to convince Judge Allan K. Grim the sport will fall apart if the government wins its case.

Mistrial Verdict Sought

Already the defense has made two attempts to obtain a mistrial verdict. Last week Bernard J. Nordlinger, chief defense attorney, asked a mistrial ruling after attorneys for Gordon McLeod, former head of the defunct Liberty Network, had sent a letter to Judge Grim.

Mr. Nordlinger argued the letter would prejudice the judge. It was signed by the law firm of Leake, Henry, Golden & Borow as "friends of the court." Judge Grim said he could give proper evaluation to the letter since there was no jury. The letter discussed effects of monopoly on business and suggested the football restrictions may have been a contributing factor to Liberty's failure.

The defense mistrial motion was denied, as was a similar motion filed a fortnight ago when the defense opened its plea. Judge Grim at that time said he wanted to hear the entire case.

Defense witnesses have included Dr. Albert F. Murray, engineering consultant, who said NFL restrictions are relatively unimportant because of lack of facilities; Herbert R. Bayle, vice president of Brooke, Smith, French & Dorrance, Detroit agency for Goebel Brewing Co., who testified he did not believe NFL's policy would restrict the group of stations in one area because they would not buy the same game; DeBenneville ('Bert') Bell, NFL commissioner, who contended unrestricted TV would mean the death of pro football.

DuMont Executive Testifies

Roy Sharpe, DuMont Network, testified as to allocation of interconnecting facilities. John T. McHugh, Joseph Katz Co., Baltimore, testified as to desirability of purchasing exclusive territorial rights to pro football games.

Paul Schistler, special events director of the Los Angeles Times, testified the annual Rams-Redskins charity game had its smallest crowd in 1949, only year the game was televised. Paul B. Shetsley, National Opinion Research Center, testified on effect of TV on college football. He asserted college football attendance in 1952 would have been 40% under 1947-48 had not TV been restricted.

Several NFL club owners testified last week. John V. Mury, New York Giants president, said his team would sell live TV of home games only on a "full-house guarantee" basis. The club stopped telecasting home games in 1948, fearing an adverse effect on the gate. Texas E. Schramm Jr., assistant to the president of the Los Angeles Rams, said TV cut heavily into the club's gate. George Preston Marshall, principal owner of the Washington Redskins, conceded that TV and radio kept the team out of the red for probably 10 of 16 years receiving from $7,500 to $60,000 per year from American Oil Co.

Walker on BU Panel

ANNUAL Founders' Day observances by Boston U., scheduled to last five days beginning Tuesday, will open at 8:30 p.m. that date with a discussion panel on "Educational Television in the Greater Boston Area," to be headed by FCC Chairman Paul A. Walker.

Among the panelists will be: Christopher H. Phillips, senator to the general court of the Commonwealth of Massachusetts and chairman of the Commission on Television, and Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council and general manager of WGBH Boston.

White House Coverage Plans Progress in Discussion Stage

PATTERNS for radio-TV coverage of President Eisenhower's news conferences are taking shape as White House and industry representatives confer on a projected plan instituted shortly after the inauguration [BT, Jan. 26].

While there still is no assurance that permission will be granted for electronic reporting of the newsy and informal exchanges between the President and newsmen, the White House shows increasing interest as discussions proceed.

Confer With Hagerty

Last Wednesday a group of five radio-TV executives conferred with James C. Hagerty, the President's news secretary. They discussed such problems as placement of cameras and microphones, lighting, Presidential handling of loaded questions, eager-beaver camera hounds among reporters and problems of other media, including newswires.

One of the serious problems centers around the two-decade ruling which forbids direct quotation of the President unless the specific words are provided in writing or clearly spelled out. This Roosevelt-Truman precedent was based on the realization that a false quote or an inadvertent use of words could cause world-shaking complications.

Camera and microphone facilities would be handled on a pooled basis, with all networks permitted to participate.

The White House has shown interest in suggestions that the President report to the people by radio and TV every month or six weeks. Several program formats have been proposed.

Attending last Wednesday's White House conference were Ted Koop, CBS; Bryson Rash, ABC; Everett Holles, MBS; Roger Coelos, DuMont, and Julian Goodman, NBC.
GPL CAMERAS make debut as WHUM-TV puts UHF in Major Operation

Channel 61 in Reading uses 4 of new GPL chains to cut costs, improve studio-field efficiency

Marking two major milestones in television, WHUM-TV introduces both high powered UHF and remote control for new techniques in camera operation.

For the opening 30 live-hours per week from this 260,000-watt UHF station, 4 GPL image orthicon chains will be used with remote control pedestals. From as far as 1,000 feet away, all actions of pan and tilt, lens change and focus and iris are easily controlled.

Each camera has a "memory" of 6 pre-set positions. With a four-chain set-up, a director has a choice of 24 camera shots. Pushing a "pre-set" button automatically swings the camera on target . . . with lens, focus and iris in correct adjustment. Speed and ease of operation save time, camera handling, and dollars.

For field operations—covering sports and news—WHUM-TV uses the GPL studio-field interchangeability . . . again cutting costs. Two cameras, complete with remote control pedestals, fit atop the station's mobile unit. Pedestals disassemble in minutes for easy transfer between bus and studio.

WHUM-TV is the first station to equip all its cameras with remote control . . . for tops in quality, for utmost in economy.

Humboldt Greig, president of WHUM-TV, says: "We picked GPL cameras to gain a truly major reduction in costs by adding remote control. In fact, we feel these will be self-liquidating cameras due to the savings. We have tested them under the roughest conditions with our mobile unit in the past two months and encountered absolutely no difficulties."

STATION OWNERS

Our engineers will be pleased to show you, without obligation, how you can get maximum efficiency and economy in either UHF or VHF operations with GPL studio and field equipment. Write, wire or phone:

General Precision Laboratory INCORPORATED

PLEASANTVILLE NEW YORK

Export Department: 13 East 40th St., New York City
Cable address: Arlob

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
NARTB TO HONOR DAVID SARNOFF WITH FIRST KEYNOTER AWARD

RCA chairman to receive industry honor for outstanding contribution to radio and television; will deliver keynote speech at formal opening of Los Angeles convention; annual exhibition and service exposition to be largest in history of NARTB.

NEW radio-TV award, created by NARTB to honor outstanding service to the industry, will be presented to Brig. Gen. David Sarnoff, RCA chairman of the board, when NARTB formally opens its convention April 29 in Los Angeles.

Known as First Annual Keynoter Award, the selection was announced by Clariz R. McCollough, WGAL -AM- TV Lancaster, Pa., chairman of NARTB's 1953 convention committee.

Gen. Sarnoff will deliver the keynote address to the convention after being introduced by Mr. McCollough. Along with an engrossed plaque honoring him for contributions to the broadcasting arts, Gen. Sarnoff will receive from NARTB President Harold E. Fellows a small gold key specially designed for the association's new award.

The association moved forward last week with plans for its annual convention at the Biltmore Hotel. C. E. Arney Jr., secretary-treasurer and convention manager, and Arthur C. Stringer, managing the displays of equipment and services, announced the 1953 exposition will be the largest in the association's history.

At the weekend, Mr. Stringer had assigned the entire Galeria floor exhibit space for displays of heavy equipment and the second floor sample rooms for light equipment and service displays as well as reception facilities.

In all, 75 exhibit booths and exhibition rooms have been assigned. Besides, a large number of suites and rooms on other floors of the Biltmore have been assigned associate members for entertainment purposes.

Exhibits for Delegates

Exhibits will be open to delegates attending both the Management and Engineering Conferences, which run simultaneously. The management meetings open Tuesday, April 28, with a morning session for TV members. The afternoon will be devoted to a Broadcast Advertising Bureau clinic. The Galeria and second floor displays will be opened Tuesday through Friday, closing convention day.

The new keynoter award offers a dramatic addition to the NARTB convention format. The idea was approved by the McCollough committee some weeks ago. Mr. McCollough and President Fellows made a personal call on Gen. Sarnoff after his name had been selected by the committee with the counsel of the association's boards of directors. Frank M. Russell, NBC Washington vice president, assisted in making arrangements.

An annual feature, the award presentation will bring a leading industry figure as keynote speaker for the convention.

Gen. Sarnoff entered the communications field at age 15 as a messenger. He worked his way up to the RCA presidency when he was only 39. As RCA board chairman, he exercises general supervision over operations of the company, its divisions and services including NBC, RCA Communications, Radiomarine Corp. of America, RCA Institutes, RCA Labs., RCA Victor and RCA International Division. He is chairman of the board of RCA Communications, RCA Institute and NBC.

He drew national attention a few weeks ago as chairman of the Citizens Advisory Committee on Utilization of Manpower, suggesting ways to save armed services manpower.

Gen. Sarnoff will receive the first IRE Founders Award Medal March 25.

Other awards he has received are: First Radio Television Medal of Merit, 1947; One World Prize from American Foundation for understanding through radio, 1945; Television Broadcasters Assn. "Father of American Television" award, 1944; Medal of Merit, awarded by President Truman, 1946; Cross of Commander of French Legion of Honor, 1947.

Work in Agenda Details

As NARTB began receiving advance registrations for the convention, Washington headquarters officials were working out agenda details. The list of Galeria equipment exhibitors:


The list of service and associate members to whom second floor space has been assigned:


PLANNING work of the Philadelphia Radio-TV Broadcasters Assn. are William C. Caskey (I), general manager, WPEN and Pat Stanton, owner, WJMJ, who are vice president and president, respectively.

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“Come and Get It!”

— at the Mine of Information

NARTB’s ’53 Gold Rush

CONVENTION and EXPOSITION

Hotel Biltmore • Los Angeles • April 28-May 1

GET: a first-hand look at the newest in television and radio equipment in the FOUR great Exhibit Halls ... first-hand inspection of new products and services on the Exhibit (2nd) Floor. The 1953 NARTB Exposition is the greatest industry show ever assembled under one roof!

GET: the “gold” of practical experience in TV and radio management and merchandising, programming and community relations from broadcasters in markets just like your own. Why wonder and experiment when you can get tested advice and case histories so economically at the NARTB convention?

GET: a wealth of personal contacts with station owners and executives, engineers, network officials, transcription and TV film companies, station representatives, agency executives, trade press editors, equipment manufacturers, news services, research organizations.

GET: valuable answers to questions you’ve been wondering about ... on remote control, small market TV, cost-cutting angles, UHF, access to public events, personnel policies, handling of films, etc. Agendas of the NARTB Management and Engineering Conferences are loaded with solutions!

For Map of The Trail and Directions—
NARTB, 1771 N Street, N. W., Washington 6, D. C.

And, Be Sure To Visit US “On Location” At The Biltmore!
WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1953 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshell figures . . . read 'em and reap.

**WOOD**

**DAY**

WOOD ........................................ 72,014 Families
Network Station No. 2 ........................... 47,954 Families
Network Station No. 3 ........................... 34,712 Families
Independent Station No. 1 ........................... 26,773 Families
Independent Station No. 2 ........................... 19,540 Families

**NIGHT**

WOOD ........................................ 36,862 Families
Network Station No. 2 ........................... 35,824 Families
Network Station No. 3 ........................... 29,628 Families
Independent Station No. 1 ........................... Daytime Only
Independent Station No. 2 ........................... Daytime Only

Not only is WOOD top dog in circulation; the cost per thousand story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

---

**TRADE ASSOCIATIONS**

**Initial Favorable Response Meets SRA's 'Spot Crusade'**

STATION reaction to Station Representatives Assn. invitation to join in financing a "Crusade for Spot Radio" [BT, March 2] has been "extremely encouraging," according to T. F. Flanagan, SRA's managing director.

Wire from R. A. Dowling, manager, WOOF Dothan, Ala., in part: "Thanks a million for spearheading this movement. A check for 10 times the yearly movement is being sent."

Ralph L. Atlas, president, WIND Chicago, pledging his station's participation, wrote: "We are glad to know that there is to be an effective organization exclusively devoted to promoting the use of spot broadcasting. Recent industry trends have confirmed the importance of spot revenue to the stations and success to its users."

Robert D. Swezy, general manager, WDSU New Orleans, expressed interest in the project and "hopes it will achieve signal success."

John M. Rivers, president, WCSC Charleston, echoed this sentiment.

William McGrath, managing director, WHDH Boston, said "any association within the industry which undertakes positive action of this nature deserves support."

M. M. Fleische, general manager, WMCA New York; C. R. Hasbrook, president, WCAK Burlington, Vt., and R. Lee Glasgow, general manager, WACO Waco, Tex., also praised the SRA "Crusade."

**Rate-Cutting RTES Topic**

RADIO and TV rate cutting will be given a thorough going-over Thursday at a clinic of the Radio and Television Executives Society at 7:30 p.m. in NBC's New York Studio 6B. Answering the question, "How honest can we be?" will be Tom Flanagan, managing director, Station Representatives Assn.; Mary McKenna, timebuyer for Benton & Bowles; Robert Reuschle, national sales representative for WHUM-TV Reading, Pa.; Reggie Schuebel, partner, Wyatt & Schuebel. Don McClure is chairman of the RTES clinic sessions.

**Indiana Station Meet**

INDIANA Broadcasters Assn. will hold its annual meeting in Indianapolis at the Columbia Club March 20. O. E. Richardson, WASK Lafayette, will preside at IBA sessions as president. Election of officers for 1953 is scheduled, along with other business matters, according to Daniel C. Park, WIRE Indianapolis, secretary-treasurer of the association.

Laugh-Happy

GAGWRITERS will come into their own from April 1-8, designated National Laugh Week. The National Assn. of Gagwriters, which fosters and protects interests of the nation's laugh-makers, is asking radio and TV stations and networks to comb their files for the best comedy sketches of the year and rebroadcast them during this seven-day laugh-happy holiday. The association's motto: Bigger Laughs Mean Better Living.
Hardware Selling

BAB has distributed to members a detailed analysis of the hardware industry, covering such topics as movement of merchandise, seasonal sales trends, types of customers, store operations, advertising expenditures and general industry trends.

Prepared as a “BAB Information Folder” on hardware, the seven-page report is one of the bureaux’ continuing services designed to acquaint broadcasters with retail businesses.

WBA Hits Tax-Supported, State-Owned Television

RESOLUTION opposing the establishment of tax-supported state-owned TV stations in its state, pending study by an investigating commission, was adopted by the Wisconsin Broadcasters Assn. at a special meeting in Milwaukee last Wednesday.

In other developments, WBA also:

1. Agreed to ask the state legislature to pass a bill requiring that a commercial broadcaster be appointed by the governor to membership on the State Radio Council.

2. Voted to submit a bill to the legislature seeking to protect radio-TV stations from “unreasonable actions of defamation and libel.”

3. Elected Hayden R. Evans, WBAY Green Bay, to its board of directors.

The special session was called by Ben Laird, WDUZ Green Bay and WBA president, to consider important present and future legislation before the state government.

The resolution on educational TV explained that dissemination of education “may best be accomplished by the regularly licensed commercial TV stations with the state,” and that “it may not be necessary for the state . . . to use funds supplied from any public source for the building and maintenance” of state-owned stations or networks.

The resolution recommended that the governor appoint an investigating group to study the problem and make recommendations “based on full and unbiased information.” WBA said it would like an opportunity to delegate one of its members to serve on the commission.

Michigan FM Promotion

JOINT FM radio promotion will be held in Michigan in May under auspices of NARTB and Radio-Television Mfrs. Assn. Broadcaster chairman of drive will be Waldo Abbott, WUOM (FM) Ann Arbor, with Roger Graef, of Radio Distributing Co., Detroit, as chairman of wholesaler activities. Drive will emphasize FM coverage of baseball and the giving of FM sets as graduation gifts. City of Toledo, Ohio, will be included in the Michigan campaign.

CTC to Consider Merger

THE Chicago Television Council has approved a motion to consider a long-standing proposal to merge CTC with the Chicago Radio Management Club.

Howard (Howdee) Meyers, O. L. Taylor Co., is president of the radio group, and George Heinemann, program manager of WMAQ-WNBQ (TV) Chicago, heads the TV council.

WOODland! AM

And now the “Single Rate” applies!

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1. You buy nighttime at the same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you’ll see what we mean by a “real sleeper buy” in the rich Grand Rapids market.

2. You get a “bonus,” too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 366 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 451 from 6:00-10:00 PM. It’s poppa home from work who makes the difference.

* Literally, an exception — Class B is from 11:30 PM to 7:00 AM.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with WFMJ-AM and WFMJ-TV — Youngstown, Ohio; WPDE — Flint, Mich.; WEOA — Evansville, Ind.

National Representatives: Katz Agency
NARTB, Ad Council Win American Heritage Awards

NARTB and the Advertising Council lead a list of 23 national organizations who have won top awards in the 1952 "Register and Vote" competition of the American Heritage Foundation, Charles E. Wilson, former president of General Electric Co. and chairman of the foundation's Committee of Judges, announced last Monday. AHF a fortnight ago had praised the work of these organizations [BT, Feb. 23].

Among the other organizations receiving major awards were the Advertising Foundation of America and the National Retail Dry Goods Assn.

For outstanding performance in support of the campaign, the awards committee cited the following organizations, among others:


'Chicago Unlimited' Meet

FIRST annual membership meeting of Chicago Unlimited, new organization set up to promote the city as a radio-TV program origination point, has been set for March 23. The agenda will include a progress report and election of new officers, according to Joe Seiferth, organization's executive director.

409 U. S. Cities Have Radio But no Newspaper, BAB Says

SMALL-TOWN merchandising is being "revolutionized" by the growth of radio, BAB reported last week on the basis of a study which showed there are 409 cities which have no daily newspapers but which do have radio stations.

BAB estimated that in these cities—which it predicted will be increased by about 75 before the end of the year—more than a million families (perhaps as many as four million) will have been brought within the "daily merchandising pattern" of advertisers through stations. 

"Radio stations are revolutionizing small-town merchandising—particularly for the local retailer," BAB asserted. "They have unshackled him from his once-weekly advertising pattern and provided him with the daily advertising facilities that big-city merchants use for substantially increased volume and more profitable operation."

The estimate of a million families in radio cities having no daily newspapers is much too low, the report said, noting that this figure represents only the families within the corporate limit of the cities involved.

In a cross-section of these cities, the study found that the number of families living in surrounding rural or small communities is at least four times the number of those residing within the cities' corporate limits.

These people, BAB noted, rely on their radio stations for daily coverage of hometown news and hometown advertising because radio is their only "daily" medium.

The study found 42 states which have cities with radio stations but without daily newspapers. Texas had the greatest number, 43, followed by Alabama, 34, North Carolina, 28, and Georgia, 25.

AWRT Atlanta Convention To Have Workshop Sessions

SERIES of workshops and panel discussions are planned for the third annual national convention of American Women in Radio and Television April 30-May 3 at the Atlanta Biltmore Hotel.

Harold E. Fellows, president of NARTB, will speak at the annual McCull's "Mike" awards dinner Saturday evening. Officers will be elected Saturday by the 400 members expected to attend the convention. Installation of officers is slated for Sunday.

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

Page 64 • March 9, 1953
Now...

PACKAGED REMOTE CONTROL
for Commercial Broadcast Transmitters
AM — FM

THE RUST INDUSTRIAL COMPANY'S
REMOTE CONTROL SYSTEM

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

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

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

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

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

WRITE FOR DETAILED INFORMATION.

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

March 9, 1953 • Page 65
NEW TV GRANTEE'S PLAN STARTS

Plans for more television service in more areas are being unfolded daily. For example: Six of last week's new grantees have set commencement target dates and have preliminary planning underway.

ALL but one of last week's seven new television station permittees, given their construction permits by the FCC last Wednesday, expect to be on the air within a year. And the single exception may actually be on the air in less than 12 months, since the starting date is not known.

Joe L. Smith, president of WKNA-TV Charleston, W. Va., said that he hoped to have the uhf Ch. 49 station, which was granted an effective radiated power of 225 kw visual, on the air by July. RCA equipment throughout has been ordered, he told BTV, and a site has been selected for building. Weed Television will represent the station, he added.

F. E. Fitzsimonds, executive vice president and general manager of KFYR Bismarck, N. D., said he hoped to have vhf Ch. 3 station on the air by late summer or early fall. An RCA transmitter has been ordered. The TV antenna will be atop the 704 ft. KFYR vertical AM antenna, he said. No network affiliation has yet been negotiated. KFYR is represented by John Blair & Co.

M. B. Rudman's Plans

Ross K. Prescott of Dallas, counsel for M. B. Rudman, grantee for vhf Ch. 12 in Bismarck, said the Texas oil man contemplated late summer or early fall operation for all four of his stations. He also holds construction permits for Galveston, Tex., Billings, Mont., and Minot, N. D. The applications specify RCA equipment throughout, Mr. Prescott said.

Mr. Prescott, who also represents the successful uhf Ch. 46 applicant at Sherman, Tex., the Sherman Television Co., said that every effort would be made to give service "probably by late summer."

Cecil W. Roberts, uhf Ch. 15 grantee for Bloomington, Ill., informed BTV that he hopes to start operating in about six months. Mr. Roberts said other details have not been decided.

S. W. Pipkin, one of the principals in Telepolis Co., permittee for vhf Ch. 12 in Clovis, N. M., said that the starting date at this moment was unknown, and that equipment had not been contracted for as yet.

The Durham, N. C., grantee made a fortnight ago to T. E. Allen & Sons Inc., based on a merged application owned 50% by T. E. Allen & Sons Inc. [BTV, March 2], will bring television to the Durham area about Nov. 1, reports John G. Johnson, general manager of WTOB.

The Durham TV station will be constructed by Mr. Johnson with Jim Coan, and for interim operation an RCA 1 kw transmitter will be used. Mr. Johnson said there had been preliminary conversations with NBC and DuMont with regard to network affiliation, and that he expects the Durham outlet will affiliate with both.

At the same time, Mr. Johnson said WTOB- TV Winston-Salem, uhf Ch. 26 grantee, will probably get on the air between July 15 and August 15. There are verbal commitments with NBC and DuMont, he said, but no contracts have been signed.

Central Illinois will get television reception from vhf Ch. 3 by summer, according to August C. Meyer, president of Midwest Television Inc., Champaign, Ill., which was granted a construction permit Feb. 26.

Construction plans will be launched immediately and work will proceed as rapidly as the acquisition of material will permit, Mr. Meyer said. He explained that the firm holds equipment priorities from both RCA and DuMont, and, with the possible exception of the tower, expects to encounter few difficulties.

The permittee's officials revealed that all four networks have expressed an affiliation interest. Mr. Meyer, president of the company, and Mrs. Meyer hold 51% of the stock; WSOY Decatur, Ill., owns 29%; and Mr. and Mrs. Durwood, executive vice president of WSOY, is on the board of directors of Midwest Television Inc.

The Champaign outlet plans a 750 ft. tower on a site west of Seymour and will eventually operate with 100 kw visual effective radiated power. It will start with 25 kw ERP, however.

Mr. Lindsay said that although operating plans are still tentative, the Champaign station hopes to program more than 100 hours a week.

R. S. Howard, representing the Tribune-Journal Co., licensee of KJRL Pocatello, Ida., said the starting date for the vhf Ch. 6 grantee is unknown as yet. RCA equipment has been specified. Mr. Howard reported that the network affiliation and national representative are unknown, but that since KJRL is a CBS affiliate, TV affiliation will probably be the same.

Phil Jackson, general manager of KWOO Chickasha, Okla., and 30% owner of Oklahoma County Television & Broadcasting Co., Okla-}

From the word "Go!" in the "Go Cunard" opening, the universal urge to travel is really stimulated in this 1-minute spot that packs every second with soil. Quick glimpses of famous foreign sights merge into glamour shots of fun and luxury on board... convincing proof that Cunard's way of "Getting there is half the fun!" A reprint of the "Go Cunard" opening clinches the sale for a Cunard sailing. Created by Sarra for The Cunard Line through Kelly, Nason, Inc.

LOUISVILLE resident, Mrs. Paul E. Eubank, takes part in WHAS-TV opening ceremonies for the third time, by helping O. W. Towner, engineering director, to bring in a new Ch. 11 picture after the station's increase in power to 316 kw. Mrs. Eubank was chosen from a WHAS radio audience in 1949 to break ground for the new TV tower, and a year later took part in the debut of a telescope through which Louisville pedestrians could see the nation's first 12-bay TV antenna.

homa City, Okla., uhf Ch. 25 grantee, said "Right now it looks to us as if it will be around the last of August or the first of September before we can be on the air."

T. V. Taft, treasurer of El-Cor Television Inc., uhf Ch. 18 permittee for Elmira, N. Y., asserted that when he said last week [BTV, March 2], there are "no plans for network affiliation," BROADCASTING • TELECASTING misinterpreted his remarks. Actually what Mr. Taft meant was that "While we have no definite arrangement at present, we are seeking network affiliation and are engaged in negotiations."

Jack Harris, program director for KTYL TV Mesa, Ariz., grantee for vhf Ch. 12, said "with good luck we hope to be in operation by the first or second week in April."

Stanley H. Durwood, general manager of Durwood Theatre, owners of KEEDD (TV) Wichita, Kan., uhf Ch. 16 permittee, said equipment will be GE throughout, will be delivered in April, and that KEEDD (TV) will go on the air with a test pattern about May 10 and start programming May 15 to June 1 with initial power of 2 kw visual ERP, using a 100 w transmitter.

"GE has promised delivery of the 12 kw transmitter in June," Mr. Durwood said, "so we
should be to full power of over 200 kw visual ERP in July."

Larry H. Israel, partner in WENS (TV), Pittsburgh, Pa., u/h Ch. 16, permitted, said Petry will be national representative.

"We have signed a basic network affiliation with ABC," he said, "and have recently purchased some 51/2 acres from WCADE-FM Pittsburgh, on the north side of Pittsburgh, about 7/10 of a mile from WDTV (TV) Pittsburgh's transmitter site. WCADE has sold this site to us inasmuch as it has switched its application from vhf Ch. 11 to vhf Ch. 4. The sale includes the two-story transmitter building and a 250 ft. tower -- which we will complete with an additional 250 ft.

"The site is 1,331 ft., which makes it the highest in this area. We have ordered a 12 kw GE transmitter," Mr. Israel said, "which will give us an effective radiated power well over 200 kw."

Edwin L. Jay, sales promotion director of WNOV-TV York, Pa., reported that plans for the commencement of TV operations have been changed to mid-summer.

A pre-freeze station, WKRC-TV Cincinnati, became the most powerful television station in Cincinnati Feb. 26 when it signed on with power of 60 kw, according to Fred Thomas, director of promotion and publicity for the station.

The power increase is the first of three major boosts planned by WKRC-TV within a month, Mr. Thomas said, and the station plans to jump its power to 250 kw. He added that soon the station will go to 316 kw.

KSTP-TV Denver on vhf Ch. 2 was to have increased its effective radiated power to 15.9 kw last week, according to Gene O'Fallon Jr., if weather permits, erection of a 100 ft., RCA 6-bay superturnstile antenna on top of the 100 ft. tower on Lookout Mtn. should be completed by April 1, to provide an added power increase to 28.2 kw.

Mr. O'Fallon said plans for third-dimension television are due to be released soon. He also reported that the chief engineer, Rhea Cunningham, is to consult with the station's Washington engineers on its application for experimental color authority.

Construction has started on the Mt. Wilson transmitter building of KPIX (TV) Los Angeles, new u/h Ch. 22 property owned by John Poole Broadcasting Co. A two-and-a-half story addition will be made to the existing one-story building, which now houses the firm's experimental TV station KM2XAZ and the KFWB-FM transmitter. (KFWB-TV, however, is not connected with the Poole station; it is owned and operated by Harry Maizlish.)

KPIX TV plans to start telecasting on a test basis this summer.

Alan C. Tindal, vice president of WWLP (TV) Springfield, Mass., u/h Ch. 61 outlet soon to begin operations, announced that eight Ziv television shows have been purchased for the station's initial program, which includes Ziv's "The Living Book, Story Theatre, Sports Album and Yesterday's Newsmore. Other programs purchased by the station, Boston Blackie, The Cisco Kid, The Unexpected and Your TV Theatre, will be grouped under a plan known as "New England Market Magic Merchandising."

WDEF Gets Power Increase
WDEF CHATTANOOGA, Tenn., has increased to 5 kw day and night or 370 kw, according to Carter Parham, president and general manager of the station. The nighttime power formerly was 1 kw. Mr. Parham also said the station will join NBC, effective April 7. It is now an ABC affiliate. The Branhm Co. is national representative.

ROBINSON SUCCEEDS
LANE AT WLTW (TV)

Mr. Robinson, Crosley vice president, takes over as general manager of the newly acquired WLTW, which March 17 becomes WLWA.

ANNOUNCEMENT was made Thursday of the resignation of William T. Lane as president and general manager of WLTW (TV) Atlanta, and appointment of William P. Robinson, Crosley Broadcasting Co. vice president in Cincinnati, as his successor.

Simultaneously, it was learned call letters of the outlet recently acquired by Crosley for $1.5 million [B* T, Dec. 15] will be changed March 17 from WLTW to WLWA, with the licensee becoming Crosley Broadcasting of Atlanta Inc.

Mr. Robinson, veteran Crosley executive and vice president in charge of programs, was in Atlanta last week.

James D. Shouse, Crosley chairman and vice president and senior executive of the parent Avco, becomes chairman of the board of the new Atlanta corporation.

Robert E. Dunville, Crosley president, becomes president of the Atlanta subsidiary, with Mr. Robinson as vice president and general manager.

At the time Crosley acquired WLTW last December, Mr. Lane agreed to remain in charge of management until details of transfer were completed and until plans of the new ownership were matured and new management installed. He said he told Messrs. Shouse and Dunville some time ago "I was not available to remain with the company permanently because of my desire to pursue other plans."

Mr. Lane's resignation will become effective, he said, as soon as he has fulfilled completely his commitment to the new owners. Meanwhile, "It will be a source of personal pleasure to me to assist them in launching their plans for a large expansion of this property." 

Crosley has announced plans to increase power to the 316 kw maximum for Channel 8.

The new call letters—WLWA—have been used by Crosley's FM station in Cincinnati, which will change, with FCC approval, to WLWH.

Mr. Lane was vice president, general manager and part owner of WAGE Syracuse before joining Broadcasting Inc., which took over the Channel 8 franchise in Atlanta two years ago. He and his associates in Broadcasting Inc. sold their interests to Crosley. The station is affiliated with ABC.

Mr. Robinson has been vice president in charge of programs for the Crosley Cincinnati operation since 1947, and is a 25-year radio veteran.
N.Y.C. Would Use WNYC As Street ‘Lamplighter’

CITY of New York wants to turn on its 180,000 street lights via a signal from its station, WNYC, and has asked FCC to revise power limitations to provide for momentary output increases in specific situations.

New York officials, who have found a new use for the broadcasting medium, estimate $500,000 yearly can be saved if FCC gives its approval. They claim all-electronic control of the lighting system on the city’s 5,000-plus streets would be cheaper, more flexible, standard and safer in the event of an emergency.

The plan would provide for periodic jumps in WNYC’s power from 2 to 5 w to broadcast a “beep” signal, lasting only one-tenth of a second and indistinguishable to the listening audience, which would be relayed to a small antenna on top of each light post. From the antenna, the turn on or off signal would be transmitted to a one-tube miniature receiver the size of a small tin can inside the lamp proper.

May Opener for KWRT

KWRT, new 1 kw damater at Boonville, Mo., is expected to be on the air after the first of May. Station is owned by William R. Tedrick, also vice president and general manager of WOKZ Alton, Ill. Mr. Tedrick said the staff is now being selected, and a modern combination building is to be constructed at a site west of Boonville on Highway 5. Gates equipment has been selected. The station will operate on 1370 kc.

WTVJ’s TV Conference

Set for March 27-28

FLORIDA TV applicantes have been invited to the state’s first television conference to be held in Miami, March 27-28. Plans and details of advancing the medium in that city will be discussed. Called by Mitchell Wolfson, president, WTVI (TV) Miami, the session will feature speeches by Richard Doherty, director of employee-employer relations, NARTB; Clarence Lott, south Florida manager, Southern Bell Telephone & Telegraph, and H. Preston Peters, president, Free & Peters, station representatives. Mr. Wolfson and his staff have also invited representatives of the U of Miami, Florida and Tampa and the Dade County School Board, television applicants. Arrangements are being handled by Burt Toppan, WTVJ’s sales promotion manager.

Kingsley H. Murphy Dies

KINGSLEY H. MURPHY, 66, president, KSO Des Moines, died at his home in Minneapolis last Wednesday. He was a member of the board of the Minneapolis Star and Tribune Co., and formerly was secretary-treasurer of the Minnesota Tribune Co., which published the Minneapolis Tribune.

WTHI Resumes After Damages

WTHI Terre Haute, Ind., has assembled a temporary studio at its radio center and resumed broadcasting after a fire gutted its control room a fortnight ago, the station reports. Fire destroyed the heart of the broadcast center Feb. 24. WTHI resumed operation within an hour from its transmitter site north of Terre Haute, largely through the efforts of Program Director Ben Falber Jr. and Chief Engineer Don Petit. Damage was estimated by General Manager Joseph Higgins at $25,000 to $30,000.

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WPIX (TV) Power Increase

INCREASE in power to 100 kw, maximum permitted by FCC regulations, was effected by WPIX (TV) New York last Thursday. Cost of power amplifiers added to WPIX’s equipment was estimated at more than $100,000. This is the second power increase granted the station since it moved its transmitter to the Empire State Bldg. tower in 1951. At that time the outlet was transmitting with 3.6 kw, and in August that year, the FCC increased its power to 21 kw. WPIX on vhf Ch. 11 is owned and operated by New York Daily News.

W. Randall Harris Dies

W. RANDALL HARRIS, 54, treasurer and assistant general manager of the Asheville Citizen-Times Co., licensee of WNNC Asheville, N.C., died Feb. 20 after a heart attack. He was president of the North Carolina Press Assn. Survivors are his wife, Inez, a son, a brother and two sisters.
Radio-TV's Safety Program Increase Is Noted

INCREASE in the number of programs and in program time devoted to highway safety on radio and television stations was praised last week by Paul Jones, director of public information for the National Safety Council and spokesman for the jury members of the fifth annual Alfred P. Sloan Highway Safety Awards.

Mr. Jones said that increased interest in safety by radio and TV stations is shown in the nominations now being received not only for the Sloan awards but for the public interest awards for general safety conferred by the National Safety Council in all media.

The Sloan awards, which are given to radio and TV stations, networks and advertisers, for outstanding contributions to highway safety, will be presented this year at a dinner at the Hotel Plaza, New York, May 26. Portions will be filmed and presented on American Inventory May 31.

WMAQ Tea Merchandising

WMAQ Chicago, NBC o & o outlet, has extended its "chain lightning" merchandising plan to some 310 National Tea Co. stores and now covers 770 food stores with estimated annual gross sales of more than $875 million.

Expansion of the plan, which WMAQ launched a year ago and which was extended recently to WNBC-WNBVT (TV) New York (B+T, Jan. 26), was announced Tuesday by Harry C. Kopf, NBC vice president and general manager of WMAQ. Plan is designed as a merchandising aid for special in-store promotion for food and allied products.

The 770 stores covered by the project include super-markets of National Tea Co., Great Atlantic & Pacific Tea Co. and Jewel Tea Co., in a five-state area (Illinois, Indiana, Michigan, Iowa and Wisconsin) within WMAQ's area.

Virginia Community TV Bid

ALMOST on the heels of a uhf TV grant to Charlottesville, Va., the city council appointed a committee to consider an ordinance providing for the city to advertise for bids on a franchise to operate a community TV system in the U. of Virginia area.

WCHV-TV, uhf Ch. 64, was granted to the operators of WCHV (AM) in January.

Council's action came after application was made for permission to operate a community TV system in Charlottesville by Rivanna Electronics Corp., comprising Staunton, Va., and Baltimore principals. Community TV systems already are operating in Harrisonburg, Staunton and Bluefield, Va. Charlottesville law puts a 30-year limitation on franchises.

WNAC-TV Antenna Topples

POWER increase at WNAC-TV Boston has been delayed six to eight weeks because the five-ton, 87-foot antenna crashed 12 feet into the ground as it was being installed Feb. 20. The antenna, valued at $80,000, fell from the top of the station's 350-foot tower in Medford. Programs were not affected, as a temporary antenna was being used during the construction period. WNAC-TV is boosting power from 26 kw to 200 kw.

WMGM Signs 'Continental'

WMGM New York announced last week it has signed Renzo Cesana ("The Continental") to a contract under which the performer will receive approximately $500,000 over a four-year period. Pact calls for Mr. Cesana's services on the air, Monday through Friday, 11 a.m.-12 noon EST, effective today (Monday).

Program will be offered for sponsorship, stations reported, on a participating basis, either in 15-minute segments or participating one-minute spots, where available.

SEN. TOBEY SIGNS FOR WCBS PROGRAM

SEN. CHARLES W. TOBEY (R-N. H.), Bible-quoting star of the 1951-52 Kefauver Crime Committee hearings, is going to have his own radio program beginning March 14. He will appear on Saturdays at 6:45-7 p.m. over CBS' flagship, WCBS New York, for observations and comments on the week's news. His fee will be $200 a week, it was said.

CBS said it had an exclusive on Sen. Tobey's services which precludes his appearance "on any similar radio series."

Sen. Tobey said, "I have been given carte blanche by WCBS to discuss anything I like. Uppermost in my mind will be the Senate crime hearings, but I will discuss anything of the day's interest."

When Sen. Tobey is unable to be in New York for his weekly radio series, his talks will be tape recorded. Edward P. Morgan, CBS newsmen, will act as "anchor man" for the series, CBS said.
ROBERT SARNOFF HEADS STRENGTHENED NBC FILM DIV. IN MAJOR RESHUFFLE

"Rapid and continuing expansion" of the 1952-formed NBC Film Div. "beyond network operations" brings its establishment as a third major network division. General Attorney Gustav B. Margraf becomes vice president in charge of talent and program administration and is succeeded by Thomas E. Ervin who becomes a vice president in changes at NBC board meeting.

ESTABLISHMENT of the Film Div. as NBC's third principal operating division, headed by Vice President Robert W. Sarnoff, and promotion of Vice President Gustav B. Margraf from general attorney to the new post of vice president in charge of talent and program administration were announced by President Frank White last week.

"Thomas E. Ervin, assistant general attorney, was named to succeed Mr. Margraf as general attorney and at Thursday's board meeting was elected to a vice presidency, according to Mr. White.

In the film division organization Carl M. Stanton, former manager of network television programs, was named to the new position of division director, while in the program department realignment Fred Shawn, who has been director of production services, was named to the newly created post of director of program administration under Mr. Margraf, and John Rayel, formerly talent and program coordinator, was promoted to succeed Mr. Stanton as television program director.

The decision to set up the Film Div. as a separate operating division, alongside the Networks Div. and the Stations Div., was attributed to its "rapid and continuing expansion in areas beyond network operations." The division was formed in June and has been headed by Mr. Sarnoff since its creation. Under the new management, Mr. Sarnoff will report directly to President White, rather than to John K. Herbert, vice president in charge of the radio and TV networks.

$5 Million Film Operation

It was understood that its film operations accounted for around $5 million of NBC's income last year. This figure included not only the operations of the Film Div., but also the film operations of the NBC-TV network, such as Dragnet, etc. Authorities estimate the company's annual yield from films may reach as high as $40 million by 1956.

President White said:

"The NBC Film Div., which was established in June 1952, has developed to the point where it is a major operation of the company, and is continuing to expand into new fields of activity. Its volume of film syndication sales has increased very substantially and its activities embrace many varied aspects of film procurement, distribution and servicing. We feel that it has a great and growing potential as a centralized source of film material and services, not only to the NBC television network and to the television stations we operate, but also to other stations and enterprises."

By making the division a separate principal operating unit, he said, "it can most effectively develop its opportunities of providing the television industry and related enterprises with a full scope of film services."

Mr. Sarnoff announced the appointment of Mr. Stanton as director of the division, and also disclosed that the film and kinescope operation unit and its manager, Frank Lepore, are transferring to the division. Technical production of kinescopes remains in the production dept.'s technical operations unit.

Transfer of the film and kinescope unit, Mr. Sarnoff said, gives the division the NBC film library with more than 15 million feet of film covering more than 2,000 subjects.

"We expect to make the film library an important source of film material for operations within and outside of NBC, and to expand the film procurement activity, in addition to developing a full range of services relating to film," he asserted.

The appointment of Mr. Margraf as vice president in charge of talent and program administration, President White explained, consolidates "the important functions of talent negotiation and the business administration of programming under an able executive who has already had broad experience in these fields."

Margraf's Responsibilities

Charles C. Barry, program vice president, to whom he will report, said Mr. Margraf will have full responsibility for conducting and supervising all talent and package program negotiations for both radio and TV networks; will also supervise the conduct of all business and administrative functions within the program department, and will be Mr. Barry's deputy when Mr. Barry is absent. He also will supervise the work of the NBC talent office, which is managed by Hal Kemp.

Program Administration Director Shawn, who also will report to Mr. Margraf, will head an organization composed of Arch Robb, manager of program services; Ludwig Simmel, manager of co-op programs; Leslie Vaughan, business manager for public affairs; Grace Sniffm, office manager for radio programming, and the business offices in the various program units. Mr. Shawn's responsibilities include control of programming and departmental expense, package program pricing, and general departmental administration.

His successor as director of production services will be announced "shortly," NBC said, by Frederic W. Wile Jr., vice president in charge of the production department.

President White noted that with Mr. Margraf in his new assignment Mr. Barry and other key program executives—Thomas M'Avity, national program director, and Davidson Taylor, director of public affairs—will be able to concentrate "on the basic tasks of program services.
planning and development." Messrs. McAity and Taylor continue to report to Mr. Barry.

Mr. White added: "It is particularly gratifying to know that as our needs enlarge, we have within our own organization trained and experienced executives who are able to advance to new and broader responsibilities, creating continuing opportunities for promotion within the company."

In welcoming Mr. Margraf to the program department, Mr. Barry noted that "as NBC's
general attorney he has worked closely with us, and over the past years he has played an important role in negotiations which brought many of the nation's top entertainers and outstanding program properties to NBC.

"He also has an unusual ability to deal in an effective and practical manner with complicated business problems relating to our program operations. We have valued his services as a lawyer and we feel fortunate in having him now as one of the key operating executives in our department."

Mr. Sarnoff started his civilian career in late 1945, after service in World War II, as assistant to Gardner Cowles Jr., president of Cowles Broadcasting Co. and publisher of the Des Moines Register and Tribune, moving to the staff of Cowles' Look magazine in New York after a year in the Midwest.

He joined NBC Jan. 1, 1948, as an account executive in the sales department, became assistant to the national program manager for the TV network the following November, was made television production manager in June 1948, and subsequently served as NBC-TV program sales manager. In January 1951 he was named director of NBC unit productions, with responsibilities including the Comedy Hour, All Star Revue, Your Show of Shows, and Kate Smith Hour. He also supervised the NBC-TV opera theatre and inaugurated and completed the 26-half-hour Victory at Sea documentary. He was elected a vice president in June 1951 and was placed in charge of the new Film Div. a year later.

Mr. Sarnoff, son of Brig. Gen. David Sarnoff, board chairman and chief executive officer of RCA, was born July 2, 1918, in New York; attended private schools there and was graduated from Phillips Academy at Andover, Mass., in 1935 and from Harvard with a BA in government and philosophy in 1939. In August 1941, after a year at Columbia Law School, he joined the Washington Office of Gen. William Donovan, then Coordinator of Information.

From March 1943 until late 1945 he was in the Navy Reserve, serving as a lieutenant after serving as a communications officer in the Office of Chief of Naval Operations, then for almost two years with Adm. William F. Halsey in the South Pacific, and later as Navy liaison dealing with broadcasting networks.

Mr. Margraf joined NBC in October 1942 when he assumed charge of the Washington, D. C., office of the law firm of Cahill, Gordon, Zachery & Reinzel, with which he had been associated in New York since September 1939. As legal representative of NBC in Washington, he acted on behalf of the network in many FCC hearings before the FCC and before various committees of Congress.

In July 1948 at the age of 33, he was elected vice president and general attorney for NBC. In this capacity, Mr. Margraf was said to have played a leading role in the development of television in its formative years, assisting in policy decisions and in such areas as talent and program agreements, station agreements and basic legal and business planning.

Born in Cape Girardeau, Mo., on May 14, 1915, Mr. Margraf was graduated from Southwestern Missouri State Teachers College there in 1936 with an AB degree. He received his LL.B. degree from Duke U. School of Law in 1939.

Mr. Margraf is a member of the bars of several states, federal courts and government agencies, and has been active in the American Bar Assn., the Federal Communications Bar Assn., and other bar associations.

Mr. Ervin, who joined NBC's legal department in March 1948, was named assistant general attorney in July of that year. He has represented NBC in many proceedings before the FCC and the courts as well as handling many legal matters, particularly in relations with advertisers, agencies and stations.

Before his association with NBC, Mr. Ervin, as a civilian lawyer, served as deputy to Brig. Gen. Telford Taylor, in charge of prosecuting the second series of war crimes trials at Nurenberg, Germany. Mr. Ervin had served in the Army from April 1941 until May 1946, when he was released as a lieutenant colonel.

He was associated with various law firms in New York from 1935 until the time of his Army service. Mr. Ervin received his AB degree from Ohio State U. in 1932 and his LL.B degree from Columbia U. School of Law in 1935. He was born in Middleport, O., on Nov. 28, 1911.

Mr. Stanton, who joined NBC in August 1949 as director of the television talent and new programs department, was named director of TV commercial program planning in 1951. When NBC's radio and TV networks were integrated in 1952, he was placed in charge of television network programs.

Mr. Shaw was a veteran of 20 years in all facets of the radio and television industry. In his most recent position as director of production services, he was responsible for the supervision of major areas of production, including staging services, special effects, production and coordination and production operations.

His first job in broadcasting was as a vocalist and announcer at W.L.W. Cincinnati in 1932. The following year he moved to NBC in Washington for a similar position and was soon named assistant station manager. He was appointed assistant to the vice president for network programs in April 1945, and served in a series of executive posts both in New York and Washington until late 1952 when he was named director of production services.
JESSEL GETS TALENT-PRODUCER CONTRACT

Reorganized network moves to implement programming and sales with production of new films. Also announced: William Materné's appointment as AM-TV network sales manager.

IN ITS first major talent acquisition since its merger with United Paramount Theatres, ABC last week announced the signing of George Jessel to a long-term contract covering his exclusive services as a performer and producer for the ABC radio and television networks.

The announcement was made by ABC President Robert E. Kintner on Friday, coincident with the convening of the ABC Television Stations Advisory Committee for its first post-merger meeting with top officials of the network and its new parent company, American Broadcasting-Paramount Theatres Inc. A similar meeting with The Radio Stations Advisory Committee was held the preceding Friday [B*TV, March 2].

Negotiated by Weitman

The contract with Mr. Jessel, a long-time star of the entertainment world, was negotiated by Robert M. Weitman, a veteran showman and UPT vice president who, coincident with the UPT-ABC merger, also became ABC vice president in charge of programs and talent.

Terms of the contract were not disclosed, except to say that it was "long term," that Mr. Jessel will represent ABC as a "goodwill ambassador" at public and private functions as well as in performances and productions, and that he will be able to continue his motion picture work. He joins ABC June 1.

"In addition to being featured on his own programs on ABC radio and ABC television," President Kintner said, "Jessel's diversified talents will be available for other strategic program planning now going forward for the fall. Vice President Weitman said signing of Mr. Jessel, whom he called "the premier showman of the entertainment world," puts ABC radio and TV networks "in a most enviable position. . . . His talents, vision, and leadership bring to ABC a truly incalculable wealth of programming inspiration and know-how."

In other ABC developments, William M. (Bud) Materne, former national spot sales manager for the owned radio stations, was named national sales manager for the network's owned radio and TV stations. It also was disclosed that the second of two "top-flight" TV films recently announced by ABC star actor Barry Sullivan and that a pilot film already is in production. It will be titled Crackdown. The other series, with a pilot film also already in production, is Pride of the Family, starring Paul Hartman, comedian and dance satirist. Both pilot films are slated for completion in time for showing to advertisers and agencies by the end of next month.

Programming, operations, and general planning were slated for discussion at the meeting of network officials with the TV Stations Advisory Committee in New York Friday, with the expectation most of the planning would be shown to be, as in the case of radio network plans, more in the nature of long-range blueprinting, not immediate.

Another item on the agenda: Selection of a committee chairman to succeed Mort C. Watters of WCPO-TV Cincinnati, who, it was disclosed, has resigned from the committee because his station, while affiliated with ABC-TV and continuing that affiliation, also originates some shows for the DuMont TV Network.

Two new members of the committee were to be installed at the meeting: Roger W. Clipp of WFIG-TV Philadelphia, and Owen Saddler of KMTV (TV) Omaha. Other committee members: Kenneth Berkely, WMAL-TV Washington; William Lane, WLTV (TV) Atlanta; Frank Snyder, WXEL (TV) Cleveland, and Otto Brandt, KING-TV Seattle. Resignation of Mr. Lane from WLTV was announced Thursday by Crosley Broadcasting Corp. (see story page 67).

Mr. Materné's appointment as national sales manager for ABC's owned radio and TV stations was announced Wednesday by Ted Oberfelder, vice president in charge of owned radio stations, and Slocum Chapin, vice president for owned TV stations, and was effective immediately.

Mr. Materné joined ABC in September 1949 as an account executive, became general manager of ABC's WABC New York (formerly W12) in March 1952, and was named national spot sales manager of the owned radio stations last December.

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Advertisers Boost Lineups

SPONSORS of five DuMont TV Network programs have increased their respective station lineups ranging from three markets to 12. Admiral Corp., through Erwin, Wasey & Co., has added 12 stations for Bishop Fulton J. Sheen's Life Is Worth Living program (Tues., 8-8:30 p.m. EST), bringing the total to 65. Serutan Co., through Edward Kletter Assoc., has boosted its network for Life Begins at Eighty (Fri., 8-8:30 p.m.) to 50 stations by adding nine. American Chicle Co., through Dance-Fitzgerald-Sample, has added 11 stations, reaching a total of 45 for its co-sponsorship of Rocky King, Detective (Sun., 9-9:30 p.m.). Wine Corp. of America, through Weiss & Geller, has placed Where Was I? (Tues., 9-9:30 p.m.) on six additional outlets, bringing the total to 33, and Tide Water Assoc. Oil Co., through Lennen & Newell, has added three stations for Broadway to Hollywood (Thurs., 8:30-9 p.m.), which puts the total at 10.

'Toast of Town' to Get 20th Cent.-Fox Film Clips

FORESHOWING closer cooperation between television and motion pictures, 20th Century-Fox Corp. announced Tuesday it has signed a two-year contract with the Ed Sullivan Toast of the Town CBS-TV show for presentation of a series of "miniature world premieres" of the film company's pictures as a regular monthly feature program.

A Transaction was said to represent the first significant move on the part of a major film studio in the direction of an active liaison with television. Though the larger film companies occasionally have used spot announcements to promote their productions, their policy in the years of TV's growth generally has been to prohibit or limit the appearance of their films and personalities on TV.

Almost as president-elect was making a decision by Fox to permit actors and actresses connected with the films to make non-performing appearances on Toast of the Town for the purpose of receiving awards and honors on special occasions.

Contract was arranged by Charles Einfeld, vice president of 20th Century-Fox, and Mr. Sullivan. It calls for presentation of highlight scenes, running in length to six minutes, from at least 24 Fox releases in next two years.
NBC-TV Plans to Present 'Dignified' N. Y. Easter

CRITICISMS which descended upon television’s coverage of the 1952 Easter parade are not being forgotten this year. Last week NBC, announcing its 1953 Easter TV plans, described the programming as “a dignified full-hour program of spring fashions and family celebration,” and stressed that sponsorship will be “under dignified auspices.”

Titled *Easter in New York*, the program will be carried at 12:30-1:30 p.m. EST, and will originate from the Palazzo d’Italia roof garden above Fifth Ave. opposite St. Patrick’s Cathedral. Jack Mills will be the director.

CBS-TV’s *Easter—Then and Now*, (1-2 p.m. EST) will show changes in the observances of Easter in New York during the past three centuries. The program will utilize services of station personalities, some stationed at the Plaza Hotel and others opposite St. Patrick’s Cathedral. John Peyser will produce the show and Byron Paul and Lloyd Gross will direct.

WPX (TV) New York’s telecast of the Easter parade will be sponsored for the second straight year by Peerless Camera Stores, New York. Commercials will sell the sponsor’s cameras, audio and scientific equipment.

Doug Edwards to Speak

DOUGLAS EDWARDS, newscaster on his own CBS-TV news show, will make the opening address before the 29th annual convention of the Columbia U. Scholastic Press Assn. in New York Thursday. This is said to be the first time the university forum has been opened with a talk by a newsman representing the broadcasting industry.

Everett Holles Named

MBS Washington Chief

ERNEST HOLLES, Mutual Washington commentator and veteran newsmen, last week was appointed director of Mutual Washington operations *CLOSED CIRCUIT*, March 2. Effective to a day (Monday), he succeeds Hollis Seavey, who resigned to become director of the Clear Channel Broadcasting Service (B&T, Feb. 23). He also will continue to serve as moderator of the MBS Reporters’ Roundup co-op program (Mon., 9-9:30 p.m. EST).

Mr. Holles has been engaged in news reporting for some 30 years in this country and abroad. He was the “pool” reporter for the networks’ coverage of President Eisenhower’s pre-inauguration visit to Korea.

He has covered three wars, a number of international conferences, coronations, United Nations and League of Nations meetings, and Hitler’s march into the Rhineland, and wrote the book *Unconditional Surrender*. He joined Mutual’s Washington news staff as a commentator in August 1930.

TUFT TO HEAD RCA PERSONNEL, LABOR

EDWARD M. TUFT, vice president in charge of organization and development of the RCA Victor Div., has been elected vice president in charge of personnel, including labor relations, President Frank M. Folsom announced Thursday.

His announcement followed a meeting of the RCA board, sight of whose members, headed by Brig. Gen. David Sarnoff, chairman of the board, were slated to leave Friday for the West Coast to inspect RCA and NBC facilities.

Gen. Sarnoff announced, following the Thursday session, that a dividend of 87 cents per share had been declared on outstanding shares of $3.50 cumulative first preferred stock, for the period Jan. 1 to March 31, payable April 1 to holders of record March 16.

Eight members of the RCA board and four other officers making Coast trip included:

Gen. Sarnoff and President Folsom; Walter A. Bank, John T. Cahill, Gane Dunn, Harry C. Ingles, C. B. Jolliffe, and Edward F. McGrady, all board members, and Orrin E. Dunlap Jr., vice president in charge of advertising and publicity; Ernest R. Gerin, vice president and treasurer; Emanuel Sacks, vice president, and John G. Cannon, secretary.

EMERSON Statement

EMERSON Radio & Phonograph Corp. and subsidiaries, N. Y., reported Feb. 24 a consolidated net profit, before provision for federal taxes, of $1,915,366 for the 13-week period which ended Jan. 31, 1953.

MANUFACTURING

January Set Production

Up 60% Over ‘52 Period

PRODUCTION of radio sets in January exceeded that of one year ago by 60%, according to the monthly production report by Radio-Television Mfrs. Assn. The January output totaled 1,093,142 radio sets compared to 632,455 a year ago and 1,202,303 in January 1951.

TV output set a new January record, 719,234 receivers being produced by the industry compared to 404,932 the same month in 1952 and 630,700 in January 1951. Output of TV sets in December 1952 was 921,086 units while radio output totaled 1,325,158 receivers. December was a six-week factory work month compared to four weeks in January.

Of the January 1953 radio production, 361,921 were home sets, 189,592 clock radios, 93,-962 portables and 447,667 auto radios. Of the radio output, 39,477 sets had FM tuning facilities, with another 7,597 TV sets having FM tuners.

Retail sales of both radio and TV sets declined seasonally in January from December's high level, according to RTMA's dealer survey. An estimated 640,073 TV sets and 414,726 radios (excluding auto sets) were sold at retail in January. December sales were estimated at 1,049,770 TV and 1,514,688 radio sets.

Manufacturers sold 37,543,081 receiving tubes in January compared to 43,220,393 in December. Cathode ray TV tube sales totaled 825,209 units in January compared to 1,011,151 in December.

Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area! ... and watch your sales chart grow up up up!

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS
800 KC.

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New Microwave TV Relay
Announced by Motorola

NEW microwave TV relay designed to transmit television signals to remote points up to 200 miles has been announced as available by Motorola Inc. of Chicago. The system can be used either for stub relay of network broadcasts to remote localities or as "STL" interconnects between centrally located studios and remotely located TV transmitters, a Motorola spokesman said.

The system makes possible the transmission on a single microwave radio frequency channel of the video and audio signals, plus a two-way voice order wire or cue channel, Motorola reports. All the equipment except an amplifying apparatus required to receive the incoming signal and the receiving terminal is installed in weatherproof housing.

First of the Motorola relay installations has been completed by Mountain States Telephone & Telegraph Co. for KBTV (TV) Denver between the telephone company's radio relay terminal in Denver and KBTV's TV transmitter on Lookout Mt. 14 miles away.

ATI DEMONSTRATES NEW 3-D DEVICE

AMERICAN Television Inc. last week threw open its doors for public inspection of its new three-dimensional TV device and confirmed it would seek permission to demonstrate it before the FCC (CLOSED CIRCUIT, March 2).

Both public and press were invited to witness a demonstration at the headquarters of American Television School, ATI subsidiary, at 5050 N. Broadway, Chicago.

Ulysses A. Sanabria, ATI president, told B*T his company is preparing a petition, to be filed with the Commission "sometime during March," Mr. Sanabria will ask the Commission to withhold approval on final color TV standards until such time as 3-D TV can be incorporated with colorsets.

RCA’s Goldsmith Issued Patent For Tri-Color Television Tube

A PATENT on the invention which led to RCA's first demonstrated direct-view, tricolor television picture tube has been issued to Dr. Alfred N. Goldsmith, consulting engineer and a pioneer in radio, who has assigned the patent to RCA.

The invention was made more than 10 years ago. In it, the face of the kinescope is coated with hundreds of thousands of red, green, and blue phosphors which, when excited by precisely controlled and rapidly scanning electron beams, produce color pictures.

Tubes of this sort were first shown publicly by RCA on March 29, 1950, in Washington, D.C., in demonstrations of its compatible color TV system. A patent on improvements permitting a compact arrangement within a single-neck tube of the electron guns that provide the scanning beams was issued last May to Alfred C. Schroeder, RCA Labs Div. research engineer.

AFTRA Concludes Wage Pacts With Six Indies in Chicago

AMERICAN Federation of Television & Radio Artists last week completed wage agreements with six Chicago independent stations and was negotiating with a seventh—the AFL's WCFL.

The AFTRA agreement covers announcers, actors, and singers at WIND WJJD WATT WAAF WHFC WSBH and WGES. It provides for severance pay clauses (one week's severance for each year of service) and increased minimum pay boosts for freelance talent ranging from $12.50 to $14.50. The pay increases amounted to approximately 10%, according to Raymond Jones, executive secretary of AFTRA.

Creation of a Film Producers Assn. of Chicago, with George Becker, Vogue-Wright Studios as president, also developed in Chicago last week.

The new association, which has applied for a charter, is not concerned with wage or contractual relationships but seeks to promote industry, government and other public relations. It comprises a group of companies which produce motion pictures (some for TV, like Kling Studios Inc.) for commercial, industrial and training uses.

SAG-Film Agreement

SCREEN ACTORS GUILD three-month old strike against producers of TV filmed commercials ended officially last Monday after units throughout the country had ratified a contract approved by the union's board of directors and the Film Producers Assn. of New York [B*T, Feb. 23].

FPA announced Thursday it is sponsoring a forum discussion in New York on Monday to explain the workings of the new contract.

Rosenbaum Issues Report On Musicians’ Trust Fund

THE MUSIC Performance Trust Fund, which annually disburses money to pay musicians for free public performances of music in 654 areas throughout the U. S. and Canada, during 1952 spent $1,827,984 to this end, according to trustee Samuel R. Rosenbaum's eighth semiannual report and statement.

The fund is supported by contributions from phonograph recording and transcription firms and from makers of TV films containing music, through an agreement with the American Federation of Musicians, Mr. Rosenbaum said.

Administration and other costs were $139,670, while $1,689,919 was paid to musicians for the free public performances, Mr. Rosenbaum said. Contributions from record manufacturers for the same period totaled $1,762,140, while electrical transcription firms contributed $49,161, according to the report. With $20,717 contributed by makers of TV films, total receipts by the fund during 1952 were $1,844,276, the report indicated. There was a balance of $1,100,266 at the end of 1951, and $1,116,558 at the end of 1952.

Separate funds are kept on receipts and disbursements of revenue received from phonograph record and transcription manufacturers, and on revenue from makers of TV films which include music, Mr. Rosenbaum explained.

Allotments for the first six months of 1953 for the records-transcriptions fund have been set at approximately $800,000 for payment to musicians.

Allotment for the TV film fund (Music Performance Trust Fund No. 2) for this half-year is $150,000 for payment to musicians.

Page 74  *  March 9, 1953
Just as WREC is First Choice of the "Better half" of the listeners in the rich, 76 county, Memphis Market, so is it First Choice of advertisers . . . For leading advertisers know that ONLY WREC DELIVERS BOTH RURAL and METROPOLITAN COVERAGE WITH A SINGLE SCHEDULE! Ask your Katz man to show you latest Standard Audit and Measurement Report and Hooper ratings . . . see for yourself why Memphis No. 1 Station is moving MORE GOODS at LESS COST for more advertisers than ever before.
CREATES ITS OWN TOP-RATED TV PROGRAMS—
SHOWS THAT WIN AND HOLD LARGE AND LOYAL AUDIENCES.
NEWEST OF KTLA-DEVELOPED HITS IS “THE GYPSY”
— STARRING ROBERTA LINN

Every Tuesday evening at 7:30, Roberta Linn, popular singing star of “THE GYPSY”, combines talent and charm as the vivacious hostess of a continental Gypsy cafe. The music of Mischa Novy and his Velvet Strings, the comic antics of the four “Mellowmen” as singing waiters, picturesque gypsy costumes and gay original sets... all provide an atmospheric half-hour rendezvous giving KTLA viewers another “Best” in television entertainment.

"THE GYPSY"
Tuesday
7:30 to 8:00 P.M.
ARB—January 1953

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For an audition print, wire, write or telephone...

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • Bryant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
New York • Detroit • Chicago • Boston • Memphis • Hollywood • San Francisco
OF, FOR AND BY THE PEOPLE

A RADIO station in Tucson, Ariz., has been broadcasting a program which on the surface would seem to violate every code of practices in the book. Five days a week KVOA airs a solid quarter-hour of commercial announcements, without interruption by music or entertainment of any kind.

Naturally, there's a catch in it. That catch is that the commercials are free. They are written by the listeners themselves and are broadcast without retouching as a unique public service.

If you have a postcard, you can advertise on the KVOA People's Exchange, without charge. Taking advantage of the opportunity, the people of Tucson have written a series of programs as varied as humanity and as filled with genuine human interest as somebody else's mail.

An old prospector with a good patented claim advertised it on the Exchange and with the proceeds got a grubstake.

Listeners have offered for sale such varied articles as a live Gila monster ("would make an unusual pet"), an Eskimo kayak and a burro cart. The Exchange has sold 500 head of cattle and a swarm of bees. One elderly listener advertised a complete library of books, all of them published before 1865. When last heard from, he had sold all but two of the volumes.

Anybody Got a Stagecoach?

A Tucson grandmother wrote in to appeal for someone to sell her a stagecoach. Her grandson, in the East, was having a birthday. He desperately needed a coach so he could hold it up and rob it in the western manner.

Very little work is entailed in broadcasting the unique program, since it is more-or-less legibly scripted by the listeners. The announcers at KVOA have become unusually adept at reading handwritten copy, some of it peppered with cryptic abbreviations.

Announcers have also grown used to the casual way in which some writers mix their advertisements. A listener will write in to sell the more intimate parts of a high-speed car, mention in the same breath that he is willing to part with a Santa Claus cake mold 14 inches high, and will conclude by offering for sale a five room house and seven acres of land. All this on a postcard.

Listeners generally waste little effort on sales appeal. Frequently a card will begin with the candid request: "Please help me get rid of some things."

People lose things in Tucson about the same as elsewhere, but in the southern Arizona city more people hear about it.

One Tucsonian wrote: "I lost my Deputy Sheriff badge."

Another correspondent confessed that one of his weekends had become mislaid if not totally lost. In the course of the festivities he had left a shotgun with some chance acquaintances in a boarding house, at a location now forgotten. Please, could someone refresh his memory, so he could get the gun back?

Badge and gun were back in their owners' hands the next day. KVOA Manager R. B. "Bud" Williams points out that any other station in the country is free to develop its own People's Exchange as a public service. "We believe it is one of America's unique programs," says Mr. Williams, "but there's no reason for it to stay that way."

The way in which listeners use their radio program reflects the texture of the community. Tucson is a university town and each spring sees a brisk traffic in play-pens and bathinettes for sale or exchange at the village of quonset huts where married students live with their families.

Ten Inches of Plaid

One girl wrote from her quonset to relate that she had bought some plaid material for a dress. Her college math had failed to meet the test, however, and although she had carefully computed the amount of material needed, she had run short by 10 inches. Still worse, the local store where she bought it was now sold out.

So—would KVOA ask Tucson residents for more of that material? Possibly someone had bought 10 inches too much. Sure enough, someone had. And although the young lady has given up the study of mathematics, she now wears the plaid dress to several classes in another useful art, Advertising.

Students have found the exchange useful to line up transportation home for the holidays and to get jobs as baby-sitters. So far it hasn't been employed as a date bureau, but the day may not be far off.

Listeners appreciate the free service and usually mention the fact in their correspondence, but their words of praise are usually brief and to the point, as in the case of the unemployed listener who wrote: "You are doing a fine job—please see if you can get me one."

Case study of uhf in a vhf market. Page 78.

The high cost of hoping for television. Page 82.

Never keep a salesman waiting. Page 84.
IT TAKES two hours and 15 minutes to go from Chicago to South Bend, Ind., on the South Shore line. There are no mileage signs along the way, but you can pretty well gauge how far you are from Chicago by the height of the television antennas and the complexity of their arrays.

By the time you get to South Bend, some of the receiving equipment looks about as intricate as the radar guarding New York harbor. There's no doubt that a lot of people have spent a lot of money to watch Chicago TV. According to an actual antenna count by the Indiana-Michigan Electric Co., there were 35,000 vhf receivers in the South Bend area last fall, oriented to pull in stations in Chicago (69 air miles away) and Kalamazoo (60 air miles).

With so many receivers there, it could be said that South Bend last fall was an established vhf television area, even though reception quality was doubtful. Today it is a combination vhf and uhf area. WSBT-TV South Bend went into operation last Dec. 21 on Ch. 34.

Good Case Study

As one of the first uhf stations to go on the air in a market where there was already significant vhf penetration, WSBT-TV provides as good a case study as exists of the problems that future uhf operators will encounter.

There have been reports that WSBT-TV was finding rough going, that uhf sets and converters were not moving well, that local and national spot advertisers had not been exactly swarming to do business with the station. These reports are less the truth than half-truths which do no credit to the careful, conservative, calculated approach taken by the South Bend Tribune Co., owner of the station.

What the station has set out to do is build up enough circulation to assure a solid buy for both local and national advertisers. It seems to be succeeding. As of Feb. 28, the station claimed a total circulation of 26,499 sets capable of receiving Ch. 34, 21,048 of them converted vhf receivers and 5,451 uhf-vhf combinations. The station's target is 60,000 sets equipped or converted to get uhf by fall.

It is counting on its network programming as well as local origination to build audience. Network programming is, of course, no novelty to a community which owned 35,000 sets before its own station went on the air. But the quality of WSBT-TV reception is more reliable than that of the signals from Chicago and Kalamazoo, and WSBT-TV is banking on that fact as an inducement to uhf receiver and converter sales.

The station now carries a weekly network commercial schedule of 15 NBC-TV shows, 12 from CBS-TV and one from DuMont. As a full-fledged affiliate, WSBT-TV receives regular compensation for carrying these sponsored shows. It also carries some sustaining network programs. It uses locally-produced news, weather and sports news plus cartoons and western films to piece out its schedule of 12 noon to 10 p.m., Sundays; 5-10:15 p.m. Monday-Friday, and 4-10 p.m. Saturday. Last Saturday WSBT-TV had a special event, the finals of the Indiana state basketball tournament, which obliged it to open for business at 12:45 p.m.

Local Business

Though it has refrained from high-pres- suring local accounts into buying television time, and indeed has suggested to some that they await an expansion of programming into the afternoon hours, it now has 15 local advertisers: Associated Druggists, Ben Hur food plan, Bimsco Builders Supplies, Colpeart Realty Co., Greenblatt fur store, House of Lamps, National Bank & Trust Co., Place & Co. (builders), Ridge Co. (electric appliances), Tower Federal Savings & Loan, Oerlin Realty Co., Rodin's (radio and television store), Southside Electric Co. (radio-TV store), S & S Clothiers and Coal Heating Service.

Its national spot accounts are Bulova, Kreamo bread, Alliance Mfg. Co. (antenna rotors), Viceroy cigarettes, Sun Oil Co., Alka-Seltzer, Kool cigarettes and Crosley television sets.

At present rates ($200 for a Class A hour, $40 for a Class A minute announcement) the current volume of network, spot and local business is not enough to put WSBT-TV into the black. But that doesn't worry management. Backed by the substantial resources of the South Bend Tribune Co. which publishes a successful newspaper and runs a successful radio station (WSBT), the television station is looking for a sound, long-range investment rather than a quick buck.

In its application to the FCC, the company estimated it would cost $666,000 for buildings and equipment to put the station on the air and that first year operating costs would be $473,120 and first year revenue, $437,600.

Two months of operation have convinced the management that the revenue figures will come out about as estimated but that instead of being still in the red, as originally anticipated, the station may break even by the end of the first year and perhaps before.

Conservative Spending

The reason for the optimistic revision of estimates is that WSBT-TV spent only $450,106.23 to put the station on the air, some $216,000 less than originally allocated.

The lower expenditure was achieved by establishing the station in the same building with the AM station and the newspaper rather than in a new structure.

With less capital investment to amortize, WSBT-TV counts on coming out in the black sooner.

Says Neal Welch, general manager of WSBT-TV:

"We're very proud of the progress that has been made in the two months we have been on the air. One of the biggest factors in that progress, we believe, is the reputation and standing that WSBT, our AM station, has held in the industry. WSBT's standing has carried over into television and we feel that national advertisers and sponsors of network programs believe that we will duplicate the AM operation."

Robert H. Swintz, who recently resigned as general manager because of health and who now is business manager, puts it this way:

"Things get better every month. It just takes time, that's all."

The planning for WSBT-TV began more than five years ago.

In 1947 WBKB (TV), then Chicago's only TV station (recently acquired by CBS as part of the ABC-United Paramount merger and renamed WBBM-TV), decided to erect relays from Irish Stadium in South Bend to pick up University of Notre Dame football games.

This caught the fancy of the Tribune Co.

By John Osbon

How do uhf stations make out in vhf-penetrated areas? To get the answers, B&T sent a writer to South Bend, Ind., where there were 35,000 sets oriented on Chicago and Kalamazoo vhf stations before WSBT-TV began operating on Ch. 34.
executives, who reasoned that it might be possible later to receive Chicago television by reversing the South Bend-Chicago relay. They signed a contract with WBKB, applied to the FCC for vhf Ch. 1, and placed an equipment order with RCA. When that channel was eliminated for TV use, the Tribune refiled for Ch. 13. A hearing was held in early 1948, but the application had still not been acted on when the FCC pulled the great ice age over television in September, 1948.

When the freeze was finally lifted, the Tribune Co. applied for Ch. 34. It won its CP last August.

WSBT-TV got one of the first four uhf transmitters to come out of RCA. Last December, the station's engineering crew worked around the clock, climbing the ice-coated tower to make adjustments. A crew under Art O'Neill, chief engineer, and Scotty Hagenau, assistant chief engineer, got the test transmission on the air at 11:50 p.m. last Dec. 21.

At 12:45 a.m. Dec. 22, WSBT-TV carried a 15-minute live news and weather report. An inaugural program launched regular transmission the evening of Dec. 22. Then WSBT-TV and the South Bend Tribune went to work in promotional earnest.

Promotional Punch
The newspaper came out with a special TV supplement, tied in with a massive TV display at Notre Dame's Navy Drill Hall. Everyone who bought a page advertisement in the supplement was given a booth at the display. Distributors, dealers and service firms also advertised and showed their wares.

The exhibit played to a full house, with 30,000 people attending. Unquestionably, it did much to get the public's mind on uhf, but more was needed to do what public service.

Though people began to buy converters for their vhf sets, some of them began promoting that they weren't getting Chicago "any clearer" despite the expense. Some even said the addition of uhf was "ruining Chicago reception."

Servicemen and dealers were obliged to explain that the addition of converters did nothing whatever to influence the reception of distant stations and that the reason why people were objecting to the Chicago quality was that they were seeing good reception for the first time from WSBT-TV.

The public and customer relations job that had to be done in South Bend will probably be repeated elsewhere. Other uhf stations would do well to imitate WSBT-TV in maintaining cordial associations with dealers and servicemen.

Dealer Cooperation
WSBT-TV has been able to enlist the cooperation of dealers in providing regular figures on their sales of uhf equipped sets and uhf converters. It has also been successful in getting most dealers to push uhf.

Some dealers, however, have been inclined to undersell local uhf, at least to the extent of trying to get customers to buy uhf-vhf combinations plus the expensive antenna arrays necessary to pull in the far-away uhf stations.

Is there enough uhf receiving equipment being shipped into South Bend to meet the demands?

Local dealers agree there is. Indeed, most of them say they can get more than they can sell. Their business in the past two months has been steady but not phenomenal.

One of South Bend's largest radio-TV chains is Chikar's, with stores in four adjoining towns. Here's what Louis Chikar, head of the chain, told B*T:

"Generally speaking, we get sets faster than we can sell them. Business is good but not terrific." He said his inventory was 800-900 receivers and about 500 tuning strips. As deterrents to sales, he said, were the season (income tax time), the fact that TV is no longer a novelty and that "you can get some reception almost every night from Chicago."

Mr. Chikar kicked at a box of tuning strips. "There's $2,200 worth of merchandise," he said, "and it's not moving." He complained that the dealer discount from manufacturers (about $3 on a $14 strip) was not enough to interest dealers in pushing converters.

A more optimistic view came from J. A. Lininger, sales manager of the South Bend Electric Co. He said TV, since the beginning, had been "the fastest selling business I've ever been in. It's like shooting craps with $500 bills." He said he was referring mostly to vhf sets, not to uhf converters. But he thought now that factory-equipped uhf sets were beginning to come into the market in substantial quantities the same would apply to them.

Another dealer told B*T that he thought vhf owners in South Bend would be more eager to convert to receive Ch. 34 if the Wednesday night fights and other sports events were available locally instead of exclusively from Chicago.

Beer Is Banned
The reference here was to the fact that the South Bend Tribune Co. and its radio-TV properties, under the leadership of F. A. Miller, 85-year-old editor and publisher of the paper and owner of the stations, has maintained a strict policy against beer-wine ale advertising. Pabst-sponsored boxing is denied WSBT-TV.

The station does carry the Friday night fights under Gillette sponsorship, however, and has ambitious plans for local and regional sports coverage.

What WSBT-TV is counting on, and with good reason, is that as more and more people in South Bend see uhf's clearer reception and as WSBT-TV expands its schedule and
programming, there will be a steady enlargement of uhf set distribution.

The fringe reception from Kalamazoo is spotty, according to residents of South Bend. As Mr. Welch explained this distant reception, "it's inconsistent in that it's consistently good for days and then consistently poor."

On the night this reporter monitored TV in South Bend, Chicago reception was plagued with wobbles, "snow" and other feeding. He reported that WSBT-TV's signal was excellent. In fairness to the vhf transmissions from Chicago, however, it should be said they are received with different fidelity in different parts of South Bend.

WSBT-TV's own signal has been a source of surprised gratification to its executives and engineers. Using interim power of 17.5 kw and a 479-foot tower, the station sprays its signal as far out as 55 miles.

Early last January the RCA Service Company sent a testing crew into the area, using a calibrated model 630TS vhf receiver, converted to receive Ch. 34 on Ch. 5. It measured signal strength under every possible condition at a number of outlying towns and for the most part reported good to excellent reception.

Mr. Welch says that reliable WSBT-TV signals are received in a somewhat irregular pattern extending out from the transmitter 52 miles east, 47 miles south and 45 miles northeast. The north and west ranges are somewhat shorter.

Power Boost Planned

Late this year the coverage will be extended when the station expects to go to 175 kw power.

The station feels that just about all the bugs have been worked out of its present equipment, but technical problems have at times been cropped up. Since the delivery of the transmitting gear last December, RCA has made 71 modifications in equipment.

WSBT-TV is RCA-equipped, with two studio cameras and two remote cameras. It has one 16mm film camera and two 16mm film projectors, a slide projector for 2 x 2-in. slides, a Gray Telop opaque projector for 3½ x 4½-in. cards.

The station uses a telephone company microwave link to get its signals from its studios to its transmitter. From the studios, signals are fed to a microwave transmitter atop the Indiana Bell Telephone Co.'s local office and sent on to a reflector on the antenna of the WSBT-TV transmitter, south of the city. The signal is then bounced to ground level and carried by cable into the transmitter building and up to the antenna on top of the 479-foot tower. Live network feeds are taken off the Chicago-Toledo coaxial cable at an AT&T repeater station and carried by underground cable to the WSBT-TV studios where they are integrated and then put into the transmission system.

It is characteristic of the Tribune Co. operations that WSBT-TV has not splurged on lavish buildings or unnecessary fittings, but has bought the basic equipment it needs for the unspectacular but steady expansion program it intends to carry out.

Management feels that the potential is good. There are 115,000 people in the city of South Bend, 205,000 in the metropolitan area. It is not a big market, but a solid one. WSBT-TV is being built to last.

GETTING A HEAD START ON UHF CONVERSION

THOUGH construction has just begun and its operating starting date is still undetermined, WCAN-TV Milwaukee (Ch. 25) has already launched a program to educate distributors, dealers and servicemen in the intricacies of uhf reception.

WSBT-TV will have a tougher job on its hands than WSBT-TV South Bend has had. Milwaukee has one of the most firmly established vhf stations in the country, WTMJ-TV, and there are 407,830 vhf sets in the area.

Some 40 Milwaukee distributors, dealers and servicemen were guests of WCAN-TV at a luncheon Feb. 19 and were given a complete outline of uhf problems by Benjamin Adler, head of Adler Communications Laboratories, New Rochelle, N. Y. Mr. Adler is particularly qualified on this subject. His company helped KPTV (TV) Portland, Ore., the nation's first uhf station, get on the air.

The Adler firm has a unique contract with WCAN-TV. It will provide a complete package deal of designing and constructing the station, delivering a finished plant to management and supervising every process up to and including the first "on the air" transmission.

Mr. Adler told the Milwaukee TV set dealers and servicemen that there was no uhf set, "no matter how old," which cannot be converted to uhf. But he urged them not to fool the public with talk of cheap conversions. He pointed out that special outside antennas would be needed, and he estimated that the average cost of a conversion job would be $75.

The WCAN-TV educational approach is to convince the TV set trade that there will be an active market for uhf, but at the same time to acquaint them fully with the problems of conversion. As Mr. Adler put it: "The incentive to convert to uhf "will be a desire to have the privilege of turning off one program and tuning in another."

"I doubt if there are enough service men here today to take care of all the conversions that the customers will want," he said.

He pointed out that uhf in Milwaukee would have advantages over vhf. Once adjusted, uhf receivers would be less sensitive to interference than vhf receivers and uhf pictures would have fewer ghosts.

But he emphasized the importance of proper adjustment. "Charge enough money on the first service call to cover a return trip to adjust the set," he told the dealers. Based on his experience in Portland, he said that it was likely that a second trip would be necessary to adjust antenna positions.

Contract Provisions

The Adler contract with WCAN-TV includes the following: building design, engineering of overall station system, antenna and tower facilities, transmitter and associated controls, film and live studio camera equipment, studio lighting equipment, master and studio switching and control system, monitoring system, wiring of all equipment racks, supervision of installation at station, engineering and operating test and first "on air" transmission.

Mr. Adler has told the owners of WCAN-TV that to his knowledge "this is the first time a station grantee has placed the entire problem of constructing an operating TV station in the hands of one company, including financing of services and equipment."

In its application for a uhf channel, the station estimated construction costs at $475,433. WCAN-TV is owned by three partners, each with a one-third interest: Lou Pol ler, owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and President and 27.1% owner of WCAN Milwaukee; Cy Blumenthal, 59% owner of WARL and 27.1% owner of WCAN, and Alex Rosenman, 27.1% owner of WCAN.

Mr. Adler addressing Milwaukee TV dealers and servicemen
profit proved in 63 markets!
and now AGAIN available everywhere* at a local price

You could spend a fortune producing your own local program, with no guarantee of results. Now, you can afford to buy "Dangerous Assignment" for exclusive local sponsorship, and KNOW you'll get results because it has been PROFIT-PROVED!

For example, a wholesale grocer in Bloomington, Indiana, advertised his tea on "Dangerous Assignment" six WTTV and sold 3½ tons . . . seven months' normal supply . . . in one week! It has increased sales for 40 other sponsors. It can do the same for you.

"Dangerous Assignment" is NBC Television, which means quality throughout. Plus top advertising, merchandising, publicity, promotion and exploitation to back you up in your local sales areas.

Find out if this PROFIT-PROVED program is still available in your markets. Write, call or wire today.

* correction. please.
No doubt about it: Television is expensive. It costs plenty just to go through the necessary preliminaries of getting a construction permit, if a competitive hearing is involved. Contestants are spending $50,000 and more, and many of them, of course, won't get a channel.

By Earl B. Abrams

THERE'S an old adage that experienced world travelers quote to novices who are embarking on their first journey. It goes like this: "Pack half the clothes you plan to take, but double your cash."

That very well might be the motto for every television applicant who's preparing to go to Washington to participate in a contested hearing for a video channel. 

Brothererrr, it costs to go through a hearing in Washington for a TV channel. Plenty!

Best estimates by those who know are that it costs a television aspirant, spending six weeks to three months in Washington, an absolute minimum of $25,000 to prepare an application, work up exhibits for the hearing, arrange for transportation, hotel accommodations, subsistence, buy transcripts, pay legal and engineering fees, engage in a little recreation for themselves and their witnesses.

That's the low end of costs. At the high end, there are applicants who have spent $50,000. And there are others who plan to spend $75,000 and more—for example Westinghouse, which stated it will put out $137,000 to secure a TV companion to its KEX Portland, Ore.

The higher figures are reached when it's a hotly contested case in a major market, when high-priced legal and engineering counsel are retained, when the hearing spreads out over three or four months, when there are a sizable number of witnesses who must be brought to Washington, housed, fed, entertained and transported back to their home towns.

The toll is not only on the exchequer. There's a toll on human beings. Already, two men have died, three have suffered heart attacks and one had to spend a week in a Washington hospital, the victim of physical exhaustion. All were involved in television hearings.

Of the 24 TV hearings now scheduled, six were completed as of last week. If each of the 14 applicants who participated in the completed hearings spent the minimum, some $350,000 has already been expended.

And if they spent a higher $50,000 per applicant, the amount of money spent on TV applications which have run through the grueling hearing course totals $700,000.

According to the best information, some 600 TV applicants must go to hearings in contests for the sought-for channels. Naturally all won't spend even the minimum. Some will be lower, particularly as the cities involved become less than major markets. Even now both the FCC and outside counsel are working toward simplifying and making less expensive the costs of going through a television adversary hearing.

(If there's no contest, the amount of money that needs to be invested in applications is infinitesimal compared to hearing expenses. One unopposed claimant for small-town TV got by with $20. Naturally he used no attorneys or engineers.)

Figures and Sources

The figures that are used in the paragraphs below, by request, are anonymous. They were given to Broadcasting • Telecasting on the promise that the identity of each of the informants would be protected.

Where ranges of costs are indicated, the figures were gleaned from a score of applicants, attorneys and engineers.

Highest on the tabulation of expenses to see an application through from filing to hearing and to a possible grant are legal fees. Low end of the scale for lawyers runs about $100 per "legal day" (six hours). A "respectable minimum", in the words of one Washington radio lawyer, is $150 per day. For a well-heeled competitor, who spends the maximum days in hearing, a fee of $300 a day is not unusual.

Next on the expenditure list are engineering fees. These run about the same as for attorneys, but—if it is any consolation—engineers are not required to sit in on hearings to the extent that attorneys are. In fact, most hearings so far under way have disposed of engineering testimony through stipulations or in a one to three-day session.

Transportation and housing bulks next highest on the expense account for a TV applicant. Train or plane fare, sleeping quarters, food and miscellaneous loom large, according to those who have dipped into their pockets for these expenses. This is particularly so when there are a dozen stockholders and as many witnesses to put on the stand to "make" the case. In one hearing, involving a city 750-1,000 miles from Washington, an applicant spent $120 per man to transport each of his witnesses and $25 a day for each in Washington. He's had 12 men on the stand already, with an average stay in Washington of two and a half days, and he's not through yet.

In several situations, the hotel housing got so critical the applicant rented apartment suites to quarter his staff and his witnesses while in Washington.

Important in any case are the exhibits that tell the story of why the candidate feels he's superior to the competition.

Most exhibits are one or two volumes, containing bound mimeographed sheets, telling the story of the applicant and ranging from biographies of directors, market studies and background data to proposed program schedules and operating personnel. The ink and paper are the least of the expense of preparing the exhibits. It's the preparation—with fees for market specialists, accountants, program men, management, engineers, attorneys—that runs the cost up.

Many exhibits are elaborate, utilizing printed pages, art and leather bindings. One applicant used a four-color cover in two
Here are actual costs reported to B*T by two television applicants. Applicant A had a three-week hearing, was opposed by one other applicant, put 18 witnesses on the stand. Applicant B's hearing lasted 120 days. B put 12 witnesses on the stand, was opposed by two competitors. A, with a shorter hearing, spent more than B, but these cases illustrate that though costs may not run in proportion to the length of hearing, they are bound to be high.

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Applicant A</th>
<th>Applicant B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel, hotels, expenses</td>
<td>$13,099.00</td>
<td>$7,380.00</td>
</tr>
<tr>
<td>Depositions</td>
<td>700.00</td>
<td>800.00</td>
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<tr>
<td>Transcripts</td>
<td>1,393.14*</td>
<td>861.90*</td>
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<tr>
<td>Pre-hearing preparation</td>
<td>3,840.00†</td>
<td>476.84†</td>
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<tr>
<td>Legal fees</td>
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</tr>
<tr>
<td>Engineering fees</td>
<td>(incomplete)</td>
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<tr>
<td>Total</td>
<td>$34,032.14</td>
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* A ordered faster and more expensive transcript service. Hence his costs were bigger despite shorter hearing.
† B included in pre-hearing costs only mimeographing and paper for exhibits.
non-broadcasters Tampa Bay Area Telecasting Corp.'s Robert James said his group had spent $14,000 on the application before hearing, and that he estimated $30,000 would be the total cost before the hearing was completed. He emphasized that much of the preparatory work was done by stockholders themselves, since the group includes station and advertising men.

In the Portland, Ore., Ch. 8 hearing, which has been going on since Jan. 26, Westinghouse Radio Stations' counsel George Turner said WRS estimated it would spend $137,000 on the KEX application. Mr. Turner is with Cravath, Swaine & Moore, New York. WRS also has a Portland, Ore., counsel and its own attorneys.

Ralph Williams, of non-broadcasting Portland Television Inc., testified in the same case that his group estimated the application would cost in the neighborhood of $44,000 by the time the hearing was over.

The men who make up the principals of applicants are not young. Young men don't have the financial wherewithal to apply for TV. Applicants mostly are men who have made a mark in the business world and who are on the shady side of middle age. The intense preparation and the punishing experience of testifying and being cross examined have not been easy for them.

Casualty List

Just two weeks ago, Norman (Hap) Webster, chief engineer for McClatchy Broadcasting Co., died in a Baltimore hospital after suffering a heart attack. He had been a witness in the Sacramento hearing, and had participated in all the long and arduous preliminaries for the hearing.

Three weeks ago Philip L. Jackson, editor and publisher of the Portland (Ore.) Journal and president of KPOJ Inc., who was chairman of TV applicant Columbia Empire Telecasters Inc., died of a heart attack at home in Portland. Even while he was testifying in Washington he was taking pills for a heart condition. Mr. Jackson was 59.

During the Denver Ch. 1 hearing, KMVR co-owner A. G. Meyer, 53, suffered a heart seizure that put him in a Washington hospital for four weeks. He is now convalescing at home in Denver.

Physical exhaustion has taken its toll too.

There are many instances where it was necessary to take the heat off a man for a week or so to let him get back to normal. In one instance, this took the form of hospitalization. John Hamlyn, general counsel for the McClatchy newspaper and radio properties, was forced to spend a week in a Washington hospital shortly after Jan. 1 in order to recover his strength.

FCC officials and applicants hope that the killing pace of TV hearings will subside as applicants and attorneys realize that their eagerness to explore every minute angle is not going to get them grants. Right now most attorneys have come to realize that there are only three or four major issues which spell the difference between success or failure. The FCC itself has worked out a series of revisions, in conjunction with the Federal Communications Bar Assn., which holds hope for simplifying the issues so that the lengthy and grueling hearings may become more manageable and less murderous.

PERHAPS the most remarkable fact about Twenty Percentage was his abhorrence of selling. He wasn't a salesman to begin with, or so he thought. He was a buyer, not a seller. But he found it necessary to sell in order to get funds with which to buy. There was something about this process which he knew was insidious, and as the years rolled by he made several efforts to break out of the economic cycle which glued him to sidewalks and chained him to doorbells. Actually, it is only too true that he didn't try very hard.

Possibly he even rationalized a bit. He would dream some days of becoming a farmer. On one such occasion, he subscribed to farm journals. The more he studied them, the more he realized that farmers were salesmen, too. The only complication there was that they had to produce the darned stuff as well as sell it.

The Executive

Then, there was that time in Twenty's life when he gave serious consideration to becoming an executive. However, every executive he could think of had one responsibility which Twenty wanted to escape. Every executive had to deal with salesmen, and Twenty was honest enough with himself to look darkly upon such a future.

When Twenty was in his mid-thirties, there was a period—not unique in his circumstances—during which he wasn't selling enough to satisfy his insatiable desire to buy. He gave serious consideration then to a life of religious retreat. He envisioned himself in sackcloth, his balding head fully bared, living the somber life of a student. He finally faced up to it, however, that he wasn't a student. Never had been. He couldn't even content himself with the two-month-old periodicals which he found at hand in doctors' offices as he went around selling medi-cal applause. Furthermore Twenty didn't believe that his wife would understand such a yearning, so he never even mentioned it to her, let alone to any one else.

No doubt the most unusual manifestation of this dissatisfaction with his lot was the time that Twenty decided he would become an advertising man. At this particular moment in Twenty's travails, he happened to be selling time for a radio station; it was his bounden duty, of course, to call upon agencies and advertisers. It came to him suddenly one evening (while he was sneaking a look at television, as a matter of fact, and wondering idly whether it would last) that he was known as an "advertising salesman" and practically everyone upon whom he was calling was called an "advertising man."

In a cold sweat, Twenty came to the realization that by this distinction he was not considered a man; he was being categorized as something less than that—a carbuncle on civilization that did not even deserve the dignity of such designation as applied to his fellow beings.

After a restless night, worrying about this disturbing idea, he resigned the next day; but reconsidered a few minutes later when it was pointed out to him that he was $372.50 in arrears on his personal account with the station.

Of course, his name really wasn't Twenty at all; his name was Oscar Percentage—but he had been nicknamed "Twenty" by his fellow workers because Twenty (so to speak) was a magic number in his life. Outwardly, at least, it was. He always said that if he could get a straight 20 per cent commission—he didn't care what the product or service—he'd get along. So they called him Twenty (although in truth the highest commission ever paid to him was eight per cent)—and that was when he was 13 years old, selling programs at the county fair. Twenty frequently was troubled, too, by his failure to become a success. He was not sure, if you were to have asked him, of the exact elements which constituted success, but he had the uncomfortable feeling that he didn't possess them.

The Failure

Now lots of his friends who would pull up to the traffic light in their Chevrolets and see Twenty sitting there in his Cadillac convertible would murmur to themselves, "There is a successful man." But it was never loud enough for Twenty to hear; and what's more, he knew how many payments were due on the Cadillac—and it never occurred to him that there might be payments due on the other fellow's Chevrolet.

Actually, Twenty had a rather confused notion that success constituted a mysterious mixture of being photographed for a Capitol ad, having throngs seek your autograph and perhaps obtaining an honorary college degree from the old alma mater.

It never occurred to him that he could probably accomplish all three of these if he set about it, so keen were the persuasive
powers he had nurtured and developed over the years.

The average person knowing Twenty only casually would not have suspected this Walter Mitty streak in his character. He was always jolly outwardly and had mastered, without half trying, it seems, a complexity of living which would have been (in a clinical sense) fascinating to a psychiatrist. Twenty had become an extrovert by the easy method of refusing to be an introvert, which in truth was what he was supposed to be.

Like the time he had lost a $300,000 account when he was working for the Busbee Advertising Agency. Oh, there was no question about it. Twenty had lost the account and so one else could be held responsible. He had lost it on the golf course playing dollar Nassau with the advertising manager of the Silky-Smooth Soup Company. This advertising manager, hardly an endearing type, fancied himself something of a man with the sticky-shin.

He was the sort of fellow who always said, just before driving off the first tee, “I haven’t played for four months and may be a bit rusty.” Of course, he had played 18 holes a day all of the preceding week—and Twenty knew it.

It’s Wrong to Win

On that particular day, Twenty couldn’t tell a customer’s game from an eight iron and he “took” this fellow. Cleaned him, no less. He tried to be sportsmanlike about the whole thing, but it just didn’t come off. The soup man was grim about it and from that day forward there was a gradual disintegration of what had been a beautiful and profitable friendship.

The inevitable day arrived and Twenty was called into the office of the president of the Busbee Advertising Agency. This gentleman was living in a suspended state of frustration.

For most of his life he had been pitching to become president of the agency. A few months previously he had made it, and now he was completely done-in by the challenge of his vocation. Not that he didn’t carry off being president very well. He did—magnificently. It was only that he had nothing else to pitch for, except chairman of the board (and he had been around long enough to know better than that).

He was kind with Twenty, but firm, and perhaps talked to him overlong in Dutch-uncle fashion. Twenty thought so, anyway, particularly since he had edged this particular president by about seven years and the conversation thus seemed a bit ludicrous.

The plain truth was that Silky-Smooth Soup was going to another agency—and the advertising manager of Silky-Smooth, in a “martinized” moment, had told Busbee’s president that Twenty was the major cause of it all. Nothing specific. Twenty was just—well, not the man for Silky-Smooth.

So Twenty was no longer an account executive. He took it well although he was dreadfully hurt inside. He simply told his friends, “Well, that’s one time in my life I got ‘out of the soup’.”

So Twenty took to the streets again. Some mothers, he said, dropped their babies on their heads. His mother, he maintained, had dropped him on his feet—and every time he got off them into a nice, rocking-chair type job, he was headed for trouble.

Yes, Twenty hit the road again, this time selling office supplies. There was a touch of irony in this, insofar as he was selling something for which he himself had little use, since he had had in his automobile a variety of hotels and motor courts. But he could sell, this lad—and within 18 months he had topped all the other field men and won a trip for himself and his family to Miami for a one-week’s vacation.

But the uncertainty of life preyed upon Twenty constantly, and it was only natural that he might become slightly jaundiced in viewpoint. As in the case when he was sitting in a bar one evening in Joplin, Missouri.

Two other equally lonely-looking drummers were seated there, and finally one of them said to the other: “I’m in building supplies. What are you in?” This chap said he was in insurance and, as such matters go, turned to Twenty and asked: “What are you in?”

It really wasn’t like Twenty, and he regretted it later, but he simply said, “I’m in Joplin”—and paid his tab and left.

Driving across the plains of Nebraska one scorching summer day, Twenty’s mind was taking a little excursion back through the years. He was 42 years old and he had covered a lot of territory—very near all of it—in his conscious memory—devoted to his activity in selling.

Everything’s a Joke

He had sold his father on letting him wear his first pair of long pants, long before he was of an age to do so. He had sold his wife on marrying him. He had sold a couple of culpable college professors on giving him good enough marks that he would remain eligible for football.

And since then, he had sold a little bit of everything. Not only office supplies, but soap, soup, candy, tires, radio time, newspaper space, ladies lingerie, automobiles, hardware supplies, insurance, oil leases and men’s suits, and from this his mind wandered by natural progression to his buying habits; and it came to him forcibly that he, not unlike others but in truth very like others, was just that: both a seller and a buyer. He was, at 42 years of age, approaching the great and significant truth about the economics of living.

You take war, he thought. Somebody sells the idea. Or peace. That has to be sold, too; it’s like war, in a way, but a different package—and the price varies. For Twenty, this was getting pretty thoroughly into things and it could be expected, therefore, that he wasn’t prepared for the blowout.

The Cadillac turned over three times and the next vague notion Twenty had was a vision of someone in white sticking a needle in his arm.

He didn’t know exactly how Trygve Lie had managed to get in the room. He rather had the impression that he had been admitted because he, like Twenty, was out of a job. Twenty merely assumed the loss of his own job because he wasn’t selling office supplies; and when you weren’t selling, you weren’t producing, and when you weren’t producing, you weren’t working. Very logical indeed.

At all events, Mr. Lie seemed to be asking him a few questions about how he would handle the United Nations problem. He, Twenty, who had sold everything from lingerie to hardware; what if he had the job of doing something like the U. N. How would it be to go about it?

Twenty reflected for quite a long time before he answered and then he said: “Well, Mr. Lie—do you mind if I call you Trigger?” (Get them on a friendly basis; the essence of the approach.)

Mr. Lie murmured that he would prefer “Trygve.”

Peace is Sellable

Well, Trygve, said Twenty, I’ll tell you what I’d do. I’d take a long look at what I was trying to sell. I’ll admit that peace is about the toughest package in business today. It seems like there’s a bigger sales acceptance for war than for peace, but this might be because we haven’t worked the market right.

Now you take your former company: The U. N.—you’ll have to admit it’s not specializing very much. It’s expanding pretty fast and there might be too many items in the line. If that’s true, you’ll find that your salesmen will dissipate their enthusiasm.

Before long, they won’t know what they’re supposed to be selling. You take all those commissions—on information, on agriculture, on culture, on education. Now the problem here is that your main line is peace and the salesmen might forget about this bellwether item in the confusion of expansion and growth.

A salesman isn’t supposed to be very smart, you know. He’s just supposed to be someone to be sold. There’s another thing, Trygve. You have to know your market. Markets, in a line like this, differ just as much as people do if you’re selling office supplies. What you’ve got to do is fit the item to the people. You’re not going to get very far trying to fit the people to the item. And here’s something important: Remember that everyone is selling something. I just thought of this a moment ago and it took me 42 long lousy years to learn it: all of us are salesmen. Just like all of us are buyers. Now that’s clear enough, isn’t it, and
you'd think even a simpleton like me would have thought of it long ago?

Twenty was saying that he would be glad to take on the job for his usual 20 percent commission, with a reasonable draw of course, when he realized that Trygve was holding a stethoscope to his chest.

Then he realized that it wasn't Trygve at all, but a fellow in a white coat who was muttering something about his pelvis being broken. Twenty remembered the sudden whirling of the Cadillac, then, and awoke to the fact that he was in a hospital. If he had to break something, it would be what he sat on and not what he walked on.

But Twenty had discovered the secret, and before he was out of the hospital all of the frustrations of his earlier years had disappeared and he had mapped out the course of his future.

Selling a Fundamental

Twenty discovered that the buyer of time, for example, is a seller of something, too. He discovered that the buyer of space occupied that position by title only; that actually he was selling something for somebody. That the minister was selling a worthy creed; that the politician was selling his ability; that the child, wheeling for an ice cream soda, indeed was selling an idea; and that someone was selling the soda, that the man who sold a suit found it bought by a man who wanted it because he felt it would help him sell himself.

Now to this whole story there should be a moral and, if there were, it might be something like: Never keep a salesman waiting; you might be able to sell him something. I learned this much at least from Twenty: If you search for the good things in life, you will find them; and having found them, you will find a ready market for distribution.

In May of 1952, Fortune magazine did a very learned treatise on the decline of the salesman in America. There were bar charts and pie charts and all manner of illustrations demonstrating the logic of Fortune's conclusion that selling had gone to pot.

And just think: Someone sold that learned treatise to Fortune; and a printer sold his services for its publication; and then Fortune sold the magazine.

Selling is everybody's game. Do it well—do it with your good heart in it—whether

BLOOD donations to the Portland, Ore., Red Cross Bank tripled during the week ABC's Breakfast Club originated there, as KEX that city distributed 500 attendance tickets to volunteers. The Red Cross, which gave out all the tickets in four days, also reported additional "regulars" who signed during the campaign by m.c. Don MeNeil, who appeared in the Paramount Theatre before 3,100 persons and interviewed donors on the air.

WATO Aids Crusade

A PARROT and a disc m.c., working a 42-hour broadcast marathon from an Oak Ridge, Tenn., department store, brought in more than $2,000 to the Crusade for Freedom campaign from WATO listeners and fans. Station personnel, working outside the department store, sold Freedograms to passersby. Using 15 minutes of each hour during the 42-hour period WATO and Tom Atkins, early morning m.c., broadcast their appeal for funds.

Air Buffalo Benefit

QUIZ SHOW and concert at WBEN-AM-TV Buffalo highlighted a rally for the yearly maintenance fund appeal for $135,000 by the Buffalo Philharmonic Orchestra. Radio quiz show, with station stars, was followed by a telecast of the Marine Theatre Hour, sponsored by the Marine Trust Co. Musicians for both programs were donated by the American Federation of Musicians.

IN THE PUBLIC SERVICE

TULSA Junior Chamber of Commerce Distincted Service Award to the city's "outstanding young man of 1952" goes to Sam Schneider (r), former director of KVOO that city, for his activities on behalf of community, state and nation. Presenting the Joyce Jones award is Okah Jones, district manager of Oklahoma Natural Gas Co.

WNBK Schedules Telethon

FOURTEEN-HOUR telethon benefiting the Muscular Dystrophy Assn. was held by WBNK (TV) Cleveland last Saturday night. Radio and TV film stars entertained a large audience in the Masonic Temple from 11 P.M. until 1 PM. Sunday. Hamilton Shea, station manager of WNBK-WTAM (NBC), supervised the show. He arranged for 150 telephone operators to handle incoming calls at The May Co. department store. Program details were handled by Norman Cloutier, program director.

Ulyce Blood Appeals

ONE time plea for blood donors by Clifton Utley on WBNQ (TV) Chicago newscast brought in more than three times the regular number of volunteers at the blood donor center the following day, according to the American Red Cross.

WTVJ (TV) Palsy Telethon

UNITED Cerebral Palsy telethon conducted 16 hours by WTVJ (TV) Miami raised a pledged total of $198,436, or $1.26 per set in that area, an amount far in excess of last year's $58,000, according to Mitchell Wolfson, station president. He said contributions received thus far indicate a total collection of more than $235,000.


**MERCHANDISING RESULTS**

TREMENDOUS boost for new and repeat business during 1952 resulted from WGAR Cleveland's "Merchandising in Action" plan according to a report from the station. By contracting for a minimum expenditure of $3,250 for 13 weeks or $5,200 for 26 weeks, advertisers have received week-long displays in 191 A & P and Kroger chain stores. New brochure has been prepared by the station noting specific cases in which advertisers who participated in the plan showed sales increases from 17% to more than 200%.

**FOCUS ON GARDENING**

TWO weekly garden and landscaping programs designed for the city dweller as well as the suburbanite have been scheduled by KYW Philadelphia. On March 1, Garden Club, featuring farm director Bill Givens and landscaping authority, Price Supplee, was introduced. On the second program every Friday morning, Mr. Givens will conduct a "garden gossip" feature as part of the station's KYW Farm Hour program.

**STUDENTS TURN PRODUCERS**

NEWEST educational public service show on WJEL Springfield, Ohio, is County Line, program prepared and presented by students from five local county high schools. Quarter-hour weekly program features talent from a different high school in the area in a five-week cycle. Format will vary with each school or group of students in charge of the production. Sponsor of the series is Farm Bureau Cooperative Assn.

**NEW NEWS FORMAT**

ELMO ELLIS, program director at WSB Atlanta, has inaugurated a new Operation News policy each night beginning at 11 p.m. on that station. The first five minutes is devoted to highway news followed by a news broadcast with accent on developments in Georgia. Taped and relayed from NBC, a 15-minute analysis of current events on the national and international level is aired by H. V. Kaltenborn at 11:15 p.m.

**RADIO EXPERIMENTS SUMMARY**

DEPARTMENT Store Studies has summarized results of its experiments with the use of radio


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**Buttons & Bows**

MORE than $250,000 worth of celebrities' personal belongings were auctioned on KNBH (TV) Hollywood last weekend to raise funds for the Los Angeles County Heart Assn. The Big Giveaway, originating from NBC's El Capitan Theatre, lasted from 10:30 p.m. Saturday to 2 p.m. Sunday.

Lines were hooked up to eight motion picture theatres, and only people in the theatres could bid, which put the charity effort on a cash basis. Home viewers were offered chances to compete for a mink stole or coat, two trips to Europe, a 1953 Dodge and 22 U. S. Savings Bonds by mailing their reasons why people should support the Heart Fund and enclosing $1.
for department stores [B*T Jan. 12] into a presentation comprising 17 charts and accompanying text for station salesmen to use in selling time to retailers. Copies of the presentation have been sent to all station subscribers of DSS and will go to new subscribers as long as the supply holds out.

WORLD'S SPRING BONUS

WORLD Broadcasting System distributed baseball feature, "Get a Hit," as "spring bonus" to its radio affiliates last week. Program spotlights baseball’s immortal figures as well as colorful incidents in the history of the game. Robert W. Friedheim, World vice president, said the series was sold to local sponsors by 380 radio stations last year. He added that 26 quarter-hour shows will begin with the opening of baseball season week of April 12 and continue through World Series. Stations were sent several sales presentation pieces, Mr. Friedheim said, as well as a wide variety of sports self-sounds for use on local spot shows.

WMGM’s ‘Baptist Hour’

As part of the celebration of the 30th anniversary of WMGM New York’s Calvary Baptist Church Hour, which the station claims is the oldest gospel broadcast series in the world, WMGM’s director Bertram Lebar Jr. presented Dr. John Summerfield Wimbish, Calvary pastor, a specially constructed new microphone with an engraved stand during a Founder’s Night broadcast Wednesday. Series started March 4, 1923, is heard regularly Sundays, 10:30 a.m. to 12:30 p.m. and from 8:45 p.m. and is carried over shortwave facilities of HCJB Quito, Ecuador.

AMERICANISM CONTEST

GAS & Electric Sales Co., Elwin, Ill., sponsor of I Was a Communist for the FBI on WDZ Decatur, Ill., recently conducted an essay contest for school children on Americanism vs. Communism. Students from eight counties participated. A TV set went to the winning contestant, Nancy Roe, and a $50 merchandise certificate was presented to her teacher, Eva Youmans.

ARTISTS ON RECORD SERIES

OUTSTANDING recordings of famous musical artists, past and present, will be featured on new weekly WQXR New York series Gala Performance, which began last Wednesday, 10:05-11 p.m. EST. Programs will also be available to stations of the WQXR Network. Among artists featured will be Enrico Caruso, Amelita Galli Curci, Jan Paderewski, Lily Pons, Fritz Kreisler, Jascha Heifetz, Vladimir Horowitz, and others.

TOYNEE SERIES

SERIES of six weekly lectures featuring noted historian Arnold J. Toynbee and titled "The World and the West" was started March 1 by ABC radio in cooperation with the British Broadcasting Corp. Originally broadcast over BBC last fall, series is heard at 10:30-11 p.m. EST and will include lectures on Russia, Islam, India, and the Far East.

WCTC TALKATHON

A THREE-HOUR "talkathon" was conducted over WCTC New Brunswick, N. J., on Feb. 25 by New Jersey State Sen. Malcolm Forbes, who is seeking the Republican nomination for governor in the state. The station reported that on time purchased by his campaign committee, Sen. Forbes replied to scores of questions telephoned in by listeners from 8 to 11 p.m., but nevertheless did not have time to answer all calls.

SCOUTS TAKE OVER

MEMBERS of the York County Cub Packs Scout Troops took over the operation of WIDE Biddeford, Me., a fortnight ago as part of activities of National Boy Scout Week. From sign-on to sign-off on Feb. 11, the scouts carried out announcing duties, read news and commercial copy, and the station relates that even the sponsor applauded their efforts.

RANCH, FARM PROGRAMMING

TWO-WEEK program series titled The Ranch and Farm Profit Series is in progress at KMMJ Grand Island, Neb. and KXXX Colby, Kan. The series consists of 14 public service programs stressing better living and greater ranch and farm profits, and features discussions by guest speakers who are authorities in the agricultural field.

MENUS WORTH A PRIZE

CONTEST has started on Columbia Pacific Radio Network’s Second Cup of Coffee Club, quarter-hour program sponsored five times weekly by S. & W. Fine Foods Co., S. F., whereby listeners send in their favorite breakfast menus, accompanied by the name of their grocer. Weekly prize of $10 is awarded to the winning menu with a prize also going to the grocer. Agency for the account is Foote, Cone & Belding Inc., S. F.

WIP’S NEWSBOY APRONS

WIP Philadelphia mailed newsboy change aprons last week to local and national advertisers to publicize the station’s latest promotion tie-in with Newsweek magazine. Over 300 newsboys in the area are using the aprons to the advantage of both WIP and the magazine.

‘TRAVELING DISPLAY CARDS’

WBBM-TV Chicago is placing some 1,200 "traveling display cards" in the city's streetcars and busses to announce that it is "Chicago's newest television station." Cards feature Pat O'Neil of Boulevard Models Studios and were designed by Lee Salberg, WBBM-TV director of promotion and publicity.

Radio & Revolt

A STATION and its manager have been commended by Pennsylvania leaders for broadcast participation in a "psychological warfare" maneuver at Rockview State Penitentiary.

Milton J. Bergstein, general manager of WMAJ State College, Pa., aired his personal plea to prisoners who had barricaded themselves in a prison wing holding guards as hostages. Guards reported later that prisoners followed public reaction to their strike via radio reports. These, along with the work of Mr. Bergstein, were credited with prodding prisoners to come to terms with authorities after a 72-hour revolt.

SARRA

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING
Advertisers

Lauran K. Hagaman, director of advertising and public relations for Magnavox Co., Ft. Wayne, Ind., appointed director of advertising and sales promotion, Congoleum-Nairn Inc., Kearny, N. J., floor and wall covering firm.

Jack Rathbun to Hadacol, Lafayette, La., as director of advertising, replacing Frank Heaston, who has resigned.

Max Enelow appointed advertising counsel to Philco Corp., Phila.

Harold G. Korn, Colgate-Palmolive-Peet, Jersey City, promoted to manager of premium department.

Dorothy Collins, fashion editor, KOA Denver, to Shwayder Bros Inc., that city (Samsonite products), as public relations manager.


Agencies

Samuel Sutler elected vice president in charge of creative department, Blow Co., N. Y.

Daniel W. Fosler, Robert E. White and Martin Zitz, vice presidents, Henri, Hurst & McDonald Inc., Chicago, elected directors of agency.

Fred B. Clarke copy director, and Lawrence Gayda, art director, elected vice presidents, Ruthrauff & Ryin, N. Y.

Mr. Clarke

Mr. Gayda

David J. Wasko, in charge of media, Donahue & Coe, N. Y., to Morey, Humm & Johnstone, N. Y., as assistant to the president.

Ad Klein, account executive, Blow Co., S. F., to Honig-Cooper Co., that city, in same capacity.

Kurt M. Lassen, general manager of Freeman Magazine, and James H. Fuller, manager of drugs and toiletries advertising for American Druggist Magazine, to Young & Rubicam, N. Y., in contact department.


Olaf Balm, editorial department head, Roland Reed Productions, Culver City, to Young & Rubicam Inc., Hollywood, as film librarian and quality contact man.

William J. McGoogan Jr., feature writer, Globe-Democrat, St. Louis, appointed assistant to director of public relations, Krupnick & Assoc., St. Louis. Patrick M. Perrone to agency on copy-service staff. Ray M. Schoenfeld named assistant to media director.


Caroline Woods Splitt, copy staff, McCann-Erickson Inc., S. F., to Rhodes & Davis, that city, as assistant to creative department head.

Helen Wibus, Doherty, Clifford, Steers & Shenfield, N. Y., to Grey Adv., same city, as radio-TV timebuyer.


Carol Davis, Foladare, Greer & Rock, Hollywood publicity firm, to Young & Rubicam Inc., that city, as feature writer.


Spencer Hare appointed publicity and public relations consultant for League of Advertising Agencies, N. Y.

Edward W. Brennan to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as account executive and copywriter.

Edward F. Hart appointed production manager of Fletcher D. Richards Inc., Chicago.

Al Warren, radio-TV director, Judy Lawton & Assoc., Hollywood, to Sylvan Pasternak & Assoc., same city, in same capacity.

D. L. Stevens, field sales supervisor, Wardsworth Watch Case Co., to Hicks & Greist, N. Y., as account executive.

Hope R. Harlan, copy staff, Ward Wheelock Co., Phila., to Grey & Rogers, same city, in same capacity.


Robert J. Roslet, Vick Chemical Co., N. Y., to Ted Bates & Co., same city, as assistant account executive.

William R. Graydon, Los Angeles Mirror, to Hill & Christopher Adv., that city, as copywriter.

John Bates appointed director of radio-TV department, Lambert & Feasley Inc., N. Y.

Edward A. Muhlman, Walter B. Snow & Staff, Boston, to Wilson Halght & Welch Inc., N. Y., in copy and contact capacity.

Stations

George A. Bernstein, assistant to Herbert E. Evans, vice president and general manager, Peoples Broadcast Corp., licensee of WOL Washington, WRFD Worthington, Ohio, and WTM Trenton, appointed manager of WOL Washington.

Richard C. Arbuckle, account executive,
WCAU Philadelphia, to WERE Cleveland, as sales manager.

Mort Thorpe, salesman, KOA Denver, to KBTV (TV) same city as local sales manager. Ted Hardy to latter station as continuity editor. Loren Orr appointed stage manager there.

Don Ross, national business account executive, KNX Hollywood, shifts to handle local business.

Harold Kirsch, head of St. Louis agency bearing his name, to WTIV (TV) St. Louis, as local sales manager.

C. J. Thorquest and Louis Froelich elected vice presidents in charge of national and local sales, respectively, Skyland B est g. Corp., licensee of WON E Dayton, Ohio.

Woody Powell, disc jockey, promoted to assistant manager-program director.

J. Cari Willem, sales staff of WJTN-AM-FM Jamestown, N. Y., named sales manager.

Klaus Landsberg, vice president and general manager, KTVA (TV) Hollywood, to receive George Washington Honor Medal of the Freedoms Foundation for TV coverage of last spring's atom bomb explosion, March 16.

J. C. Kellum, general manager, KTBC Austin, Tex., named city's "Advertising Man of the Year."

Paul Scheiner, KGO San Francisco, sales manager, appointed station manager. John Hansen, sales staff, KECA Los Angeles, to KGO replacing Mr. Scheiner.

Ross Willis, account executive, KBTV (TV) Denver, to KFEL-TV that city, in same capacity.

Mac Matheson, assistant manager of KTUC Tucson, elected vice president of city's Advertising Club.

Georgia Watson, wife of Noble Watson, founder of WIRE Indianapolis, returns to station as station biller.

Ron Lamborn, formerly account executive of J. J. Gibbons Ltd., Regina office, to sales staff of CKCK Regina.

Dick Deibel appointed program director

KURV Edinburg, Tex. Ronnie Curl to station as disc jockey.

Carol Levine, assistant public relations manager, WPIX (TV) New York, promoted to film manager, succeeding Tony Azzato, resigned.

Jean Walsh, traffic department, WCAX Burlington, Vt., to WDRG-AM-FM Hartford, in same capacity.

Wallace Sawyer, assistant film director, WJAR-TV Providence, R. I., to WWP-L-TV Springfield, Mass., as film and news director.

Joyce McCluskey, Hollywood radio-TV actress, assigned role in 20th Century-Fox feature film, "Blueprint for Murder."

Morie Travis, folk-singer, KECA-TV Los Angeles All American Jubilee, assigned role in Columbia Pictures feature film, "From Here to Eternity."

Stu Wilson, production manager -disc m.c., KBIG Avalon, Calif., made "Master Craftsman of Entertainment" by Printing Industries Assn., and cited for "outstanding service to printing industry of U. S., Hawaii and Canada."

Gren Marsh, formerly of CJQB Belleville, and CFCO Saskatoon, to announcing staff of CKCK Regina.

Frank Salzarulo, farm editor of Indianapolis News, appointed farm director at WIRE same city. Way Fullington, station program director, appointed to public relations committee of local Health and Welfare Council.

Shyrtle Stackpole to continuity staff, WIDE Biddeford, Me., replacing Robert Brown, now in Armed Forces.

Ann W. Rogers, copy-continuity writer at WCAU Culpeper, Va., promoted to women's director.

Joe W. Kelly Jr., John J. Alvins III, Robert M. Hoyt, Robert M. Brown and Gail Grissom to announcing staff, WSBT South Bend, Ind.

Dixon L. Harper, farm service director, WIBC Indianapolis, Ind., to WLS Chicago as farm news editor.

Hayden Timmons appointed assistant farm director, WHAS Louisville, Ky.

Felix Grant, disc jockey, WWDC Washington, to WMAL same city, on announcing staff.

William Bidell rejoins KPOL Los Angeles as publicist, on free lance basis.

Gerald M. Healy, director of sports publicity, Holly Cross College, Worcester, Mass., to WWLP (TV) Springfield, as sports editor.

Larry Alexander, WBBM Chicago, rejoins news and announcing staff of WLS Chicago.

J. Walter Greep to WVJS Owosboro, Ky., as news analyst.

Myron Weil, producer-director, WTVJ (TV) Miami, and Lois Breslow were married Feb. 21.

Harold Edelstein, musician, KCBS San Francisco, father of boy, Clark Richard.


George Gerard, announcer-engineer, KTRC.
Santa Fe, N. M., father of girl, Valerie Wyn.

James Damon, operations supervisor, KNBH (TV) Hollywood, father of girl, Deborah Ann, Feb. 24. Mother is Tessie Ann, formerly with NBC Hollywood continuity acceptance department and daughter of Willma J. Beaton, vice president and general manager, KWKW Pasadena.

Al Reh, purchasing agent, KTTV (TV) Hollywood, father of boy, Thomas, Feb. 25.

Networks

George Gould, Rockhill Productions, N. Y., rejoins CBS-TV as staff director assigned to Rod Brown Rocket Ranger show.

Lewis R. Tower, engineering and administrative staff, MBS, to NBC New York, as union relations coordinator.

James T. Victory, sales manager for 20th Century-Fox Film Corp., to CBS-TV's film sales staff as account executive.

Samuel Goldwyn Jr., recently released from U. S. Army, to CBS-TV as producer in public affairs department.

David H. Hedley, advertising promotion manager, Cosmopolitan magazine, named manager of sales presentations in NBC's advertising and promotion department.


Tom Paro, Office of Public Information, Dept. of Defense, returns to MBS sales staff.

Dick Jolliffe, account executive, Columbia Pacific Radio Network and KNX Hollywood, promoted to sales service manager.

William K. Axley, account executive, KJH Hollywood, returns to ABC radio Western Div. in same capacity.

John Nilson, account executive, CBS Radio Spot Sales Chicago, added to sales staff, CBS-TV, same city.

Representatives

Frank R. Hussey, member of advertising department of Chicago Tribune and previously with John W. Cullen Co., newspaper representatives, appointed account executive at O. L. Taylor Co., radio-TV station representative. He succeeds George Weiss who transfers to United Television Programs, Chicago, as salesman.

Frank T. Breslin, commercial manager, WLAI Lancaster, to Avery-Knodel as account executive in New York office.

Jerry Moore, associate, Tracy Moore & Assoc., Hollywood, father of girl, Martha Jane, Feb. 2.

Manufacturing

L. Harris Robinson appointed manager of Washington, D. C., office of Motorola Communications & Electronics Inc. John Russell named manager of Motorola Inc.'s Region 7, succeeding Mr. Robinson.

Verne G. Rydberg appointed assistant manager of application engineering for electronic tube div., Westinghouse Electric Corp., Elmira, N. Y.


Ray Bellinson, assistant manager promoted to manager in buyer of sound department, Hudson Radio & Television Corp., N. Y.

Robert T. Cavanagh promoted to assistant director of research, Allen B. DuMont Labs. Inc.

Raymond W. Hendrick appointed sales manager, radio div., Admiral Corp., Chicago.

Joseph Schleg, manager of advertising and sales promotion, Westinghouse electronic tube div., appointed assistant to Harold G. Cheney, division sales manager.

Norman Skier, in charge of new market planning and development for Allen B. DuMont Labs. receiver div., appointed merchandising manager of firm's receiver sales div.

Don G. Mitchell, president, Sylvania Electric Products Inc., N. Y., elected to board of directors of Irving Trust Co.


Robert Cheshire, southwest regional manager, DuMont Labs., to Hoffman Radio Corp., in same capacity to handle eastern Texas, Louisiana, Tennessee and Arkansas with headquarters in Dallas.


Professional Services

Chausey P. Carter Jr. appointed resident partner in law firm of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.

Program Services


Services

William H. Jack, formerly with Selvage & Lee, N. Y., to Win Nathanson & Assoc., same city, public relations organization.

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**Minerva**

**Minerva** Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCIL, KES, KVU, KRTS, WTOP, WHKA, WIBW, WJUG, and others.

Accuracy certified by our Western Electric Electronic Timer for new catalog.

**M. DUCOMMUN CO.**

Specialists in Timing Instruments • 380 Fifth Avenue, New York 19 • PLaza 7-2540

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$28 MILLION SPENT ON CANADA RADIO IN '52

CANADIAN advertisers spent about $28 million for time on Canadian stations in 1952, according to Pat Freeman, advertising director of the Canadian Assn. of Broadcasters. In addition, almost $5 million was spent on recordings and transcribed programs and talent, Mr. Freeman estimates.

Mr. Freeman, in a first-time survey of national advertising in Canada, found that about 700 national advertisers used Canadian radio last year, spending about $10 million on national selective or spot program time. Also, Canadian Broadcasting Corp. reported network revenue of about $2.1/2 million and about $114 million was turned over to independent stations for network time sales, bringing the national time sales to about $14 million.

It is estimated that about the same amount is spent for local time sold by Canadian independent stations, with talent and costs of recorded programs extra. Mr. Freeman plans to make a survey of local time sales this year, showing what specific retail categories spend.

B. C. Broadcasters Elect Rea

WILLIAM REA, owner of CKNW New Westminster, was elected president of the British Columbia Assn. of Broadcasters at the annual meeting in Victoria. Maurice Finnerty, COKK Penticton, is vice president, and C. Rudd, CHUN Nanaimo, director.

At least 60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket...

ASK YOUR CHIEF ENGINEER WHY

CABLEX TELECASTING CORPORATION
Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica insulators
113 CLIFTON BOULEVARD, CLIFTON, N.J.

CABLEX TELECASTING CORPORATION

CBC TO HEAR TV BIDS MARCH 27

SEVEN applications for independent Canadian TV stations will be heard by the Canadian Broadcasting Corp. board of governors, in Ottawa March 27. Included in the bids will be the application of CKLW Windsor, Ont., outlet which Canada serves the Windsor-Detroit, Mich., area. CKLW is seeking vhf Ch. 9. Board will also hear the joint application for vhf Ch. 13 of the three Hamilton, Ont., radio outlets (CHML, CJXH and CKOC), as well as bids from CKSO Sudbury, Ont., for vhf Ch. 5; CFPL London, Ont., vhf Ch. 10; CHSI St. John's, N. B., vhf Ch. 4; CJCB Sydney, N. S., vhf Ch. 4, and Quebec Television Ltd., vhf Ch. 4. Last named has no radio connections and is a subsidiary of Famous Players Canadian Corp., moving picture and theatre organization.

CBC said that other applications received are not sufficiently complete for hearing at the present time.

CKEY Restricts Communists

CKEY Toronto has decided to ban all between-election broadcasts by Communists or fellow-travelers, according to Don Insley, program director. Adverse publicity on recent Communist-sponsored broadcasts had some bearing on the decision.

CKEY always has aired broadcasts from all political parties as part of its free speech policy. Henceforth a management committee will go over all political speeches to decide whether they are pro-Communist. At election times, according to Canadian law, time must be given to all political parties.

CABA Has 45 Members

CANADIAN Assn. of Advertising Agencies, with executive offices at Toronto, now lists 45 members which place 92% of all national advertising in Canada. Russell C. Ronalds of Ronalds Adv. Agency, Montreal, is president of the agency group.

Outline Fund-Raising For 'Non-Profit' Chicago Outlet

A LEADING industrialist and a member of the Illinois legislature last week initiated, on separate fronts, fund raising for non-commercial, educational TV in Chicago.

Edward L. Ryerson, chairman of Inland Steel Co. and head of a money-raising Citizens Committee for Educational Television, explained the plan to business and civic leaders at a luncheon last Tuesday. He reportedly was authorized of cooperation in a drive for some $500,000 by June 2 to set up a station on vhf Ch. 11 (BTM March 2).

At the same time, Rep. Charles H. Weber (D-Chicago) introduced a bill in the Illinois House which would authorize $1 million each for building and equipping educational stations in Chicago and at the U. of Illinois, at Urbana-Champaign.

Rep. Weber noted the New York state legislature is considering similar legislation which would appropriate $1.6 million for three "pilot" educational TV stations and about $6 million for a statewide educational video network (BTM March 2).

Under Mr. Weber's measure, which comes up this week for hearing before the legislature's Appropriations Committee, the money would be voted before July under an emergency clause. Whether the Illinois legislature would go along with Rep. Weber's legislation was a matter of conjecture. On the same day he introduced his measure, however, the House denounced the moral content of some commercial TV program fare.

A feature of the Chicago vhf Ch. 11 plan is to interest large corporations to donate monies not only to put the station on the air but also for so-called "courtesy" announcements covering program blocks. Advocates of the plan deny this would circumvent the "non-commercial" provision set forth by FCC, claiming that their plan would apportion costs among participating firms rather than involve the selling of time.

Ohio Legislature Studies Five-Station TV Network

OHIO state network operated among five state-supported universities at an annual cost of $750,000 was proposed to the state legislature last Monday by the Ohio Program Commission, a state planning group.

Group suggested stations be located at Kent State, Bowling Green State, Ohio State and Miami and Ohio Universities, with Central State College, another state-supported school, working through the Ohio State U. outlet. The commission recommended that all public and private schools coop.

The commission set up an installation cost at $2,127,700 for all five stations, and an annual $750,000 operating expense. An inter-connection service among the outlets would cost $345,000 yearly, the group estimated, providing network facilities for any city which operates an educational station of its own.

Tarzan Scholarships

FIRST radio-television scholarship has been given to Indiana U. by Mr. and Mrs. Sarkes Tarzian, owners of WTVS and WTVY TV (WTVY) in Bloomington, Ind. Two scholarships, valued at $250 each, will be awarded in radio and in TV next fall on the basis of scholastic record and broadcast proficiency, according to Eimer G. Sulzer, director of the school's radio and television services.
DISCUSSING news broadcasts at a U. of Minnesota-Northwest Radio-TV News Assn. session are (l to r), Allen Forbes, NRTNA president and WCCO Minneapolis newsman; Jim Bornman, the station's radio news director; Dr. Ralph Casey, dean, U. of Minnesota journalism school; Sig Mickelson, director, news and public affairs, CBS-TV; Ray Nixon, professor, U. of M. journalism school, and Charles Sarjeant, associate news director, WCCO. At the meeting, WCCO won first place in NRTNA's annual community service competition with its Call Main 1361, produced cooperatively with the Minneapolis police department.

**WWJ-TV Offers Know-How**

MANAGEMENT of WWJ-TV Detroit and its licensee, the Detroit News, has offered station and executive services in aiding the Detroit Educational Television Foundation, organized to put an educational video station on the air. The News station telecast the first "telescourse" in cooperation with the U. of Michigan, and works regularly with other schools and colleges in telecasting educational programs.

Ford Foundation's Fund for Adult Education has allocated $150,000 to the project, and some $750,000 in assets have been offered by the U. of Detroit, Wayne U. and the Detroit Board of Education. An additional $750,000 is the goal of a popular subscription drive.

**St. Louis School TV Office**

ST. LOUIS Educational Television Commission has announced the opening of its new headquarters in a downtown office building. Mrs. Conrad Sommer, campaign chairman of the commission, said the offices' location is not connected with any of the cooperating agencies. VHF Ch. 9 has been reserved by FCC for educational TV in St. Louis.

Churchmen Explore Sponsors To Combat Financial Plight

FEASIBILITY of commercial sponsorship for religious programs as a means of relieving the financial plight of religious broadcasters was examined last Tuesday by a panel of speakers at a session of the two-day annual meeting of the Broadcasting and Film Commission of the National Council of the Churches of Christ in the USA.

The discussion was part of a series held under the auspices of the commission on Tuesday and Wednesday in New York on its activities in the radio, television and film fields [B & T, March 2].

Dr. Ronald Bridges, executive director of the commission, explained that increasing costs compelled his organization to explore all possible methods of raising additional revenue. He noted that at present the various denominations financed approximately one-quarter of the commission's budget and the rest was contributed by listeners and viewers. He stressed that the commission's "traditional position" has been in opposition to commercial sponsorship.

**Follows' Speech**

Harold Fellows, NARTB president, urged that the commission consider commercial sponsorship for programs stressing "broad spiritual messages and values." He agreed that programs of the preacher-type and those concerned exclusively with a specific denomination would not lend themselves to commercial sponsorship.

A panel discussion on contents of religious and TV programming reached the conclusion that broadcasters must endeavor to reach the audience that "does not go to church and does not regularly listen to religious programs."

Panel participants were: George Crothers, CBS director of religious broadcasts; Ruth Trenier, ABC director of religious and women's programs; Marilyn Kaemmerle, NBC supervisor of religious programs and educational features; Dorothy Kemble, MBS director of religious programs, and Doris Ann, NBC-TV supervisor of religious programs.

New officers of the commission elected Wednesday were: Dr. Clayton T. Griswold, chairman, replacing Dr. Truman B. Douglass; Rev. John M. Alexander of Atlanta, and George W. T. Renneisen of Philadelphia, vice chairman; Mrs. Jessie Bader, secretary, and Paul F. Ely, associate treasurer.

**TV Is Seen as Aid**

IDEAL of a great educational institution—superior teachers and few students for each teacher—may be nearer than is believed with the advent of television. That is the attitude of Dr. Henry Chauncey, president of the Educational Testing Service of Princeton, N. J., a leading exponent of the "master teacher" plan.

How TV might revolutionize educational techniques was discussed by Dr. Chauncey in the 1952 annual report of the Educational Testing Service published recently.

Calling attention to the grave teacher shortage in the U.S.—52,600 below minimum standards and 120,000 short of desirable standards—Dr. Chauncey urged that teaching jobs be reorganized so that specialized skills of the better teachers might be utilized to greater advantage.

Instead of three teachers, Dr. Chauncey believes one "master" teacher with the aid of a clerical assistant and honor students can accomplish the same thing.

Referring to the 242 noncommercial TV channels reserved for educational use, Dr. Chauncey warned that much of the potential value of these frequencies might be lost unless plans for their use "take into account the possibility of fundamental reorganization of the entire structure of elementary education, rather than limiting itself to the question of how best to fit educational television... into the existing structure."
Upcoming Events

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 12: FCC appears before House Interstate & Foreign Commerce Committee, New House Office Bldg., Room 1224, 10 a.m.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.


March 20: Indiana Broadcasters Assn., Columbus Club, Indianapolis.


March 28-29: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTJTV (TV) Miami.

March 28: West Virginia Broadcasters Assn., annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.


April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-18: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.


April 27-May 1: Conference of Motion Picture and Television Engineers, 72nd semi-annual convention, Statler Hotel, Los Angeles.


April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARBT Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 3-5: Fourth District of Adv. Federation of America convention, Floridian Hotel, Tampa, Fla.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.


June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.


June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.


New Grantees' Commencement Target Dates

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<td>WFBG-TV Alhambra, Pa. (10)</td>
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</tr>
<tr>
<td>WRCO-TV Amherst, N. J. (38)</td>
<td>March 22/1953</td>
<td>W270ZC (TV)</td>
</tr>
<tr>
<td>WTVT (TV) Asbury Park, N. J. (36)</td>
<td>March 29/1953</td>
<td>W294YR (TV)</td>
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<tr>
<td>WPTF (TV) Ashtabula, Ohio (18)</td>
<td>March 30/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
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<tr>
<td>WICA-TV Ashtabula, Ohio (15)</td>
<td>March 31/1953</td>
<td>W290ZQ (TV)</td>
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<tr>
<td>WPPF-TV Atlantic City, N. J. (46)</td>
<td>April 1/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
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<tr>
<td>Washburn, Conn. (9)</td>
<td>April 4/1953</td>
<td>W290ZQ (TV)</td>
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<tr>
<td>WAPF-TV Benton, Ark. (59)</td>
<td>April 7/1953</td>
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</tr>
<tr>
<td>KHTV (TV) Benton, Ark. (28)</td>
<td>April 10/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
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<tr>
<td>WREX-TV Bellingham, Wash. (12)</td>
<td>April 13/1953</td>
<td>W290ZQ (TV)</td>
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<td>WFTV-TV Tallahassee, Fla. (13)</td>
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<tr>
<td>WOEZ-TV Botlek, Wis. (57)</td>
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<tr>
<td>WBNB-TV Bonton, Ark. (51)</td>
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<td>WBGZ-TV Bridgeport, Conn. (43)</td>
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<td>KTIV (TV) Boise, Idaho (9)</td>
<td>May 20/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
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<td>KIDO-TV Boise, Idaho (7)</td>
<td>May 23/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
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<td>WSCC-TV Bridgeport, Conn. (69)</td>
<td>May 26/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
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<td>WSJL (TV) Bridgeport, Conn. (69)</td>
<td>May 29/1953</td>
<td>W310YQ (TV), 2/22/1953</td>
</tr>
</tbody>
</table>

FOR THE RECORD

ON WNH

It's happening in new haven

where Radio sells Radio

Five years on the air, Everybody's Radio Shop with 14 announcements and 7 quarter hours per week! It's radio for radio in New Haven. And in New Haven radio it's WNH.

WNHC

NBC Radio

New Haven

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

Broadcasting  Telecasting

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<th>Location &amp; Channel</th>
<th>Date Granted &amp; Target for Start Representation</th>
<th>Network</th>
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</thead>
<tbody>
<tr>
<td>WTVF (TV) Nashville</td>
<td>7/24/52</td>
<td>Unknown</td>
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<td>WEWS (TV) Buffalo</td>
<td>12/13/52</td>
<td>Unknown</td>
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<tr>
<td>WEEX (TV) Dallas, N. Y. (17)</td>
<td>12/12/52</td>
<td>Unknown</td>
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<tr>
<td>KOPL-TV Battle</td>
<td>8/1/52</td>
<td>ABC</td>
</tr>
<tr>
<td>September</td>
<td>Hollingsby</td>
<td></td>
</tr>
<tr>
<td>TV Montmorency, Butte</td>
<td>7/26/52</td>
<td>Unknown</td>
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<tr>
<td>TV MidWest Inc. Chapultepec, Ill. (2)</td>
<td>7/24/52</td>
<td>Unknown</td>
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<tr>
<td>ASCC-TV Charleston, S. C. (5)</td>
<td>10/30/52</td>
<td>ABC, CBS</td>
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<tr>
<td>WTVI (TV) Chattanooga, Tenn. (49)</td>
<td>8/31/52</td>
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<td>WKRC-TV Chatsworth, Tenn. (49)</td>
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<tr>
<td>WFTV (TV) Chattanooga, Tenn. (49)</td>
<td>1/22/53</td>
<td>Unknown</td>
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<td>WHTC-TV Chicago, Ill. (24)</td>
<td>3/5/52</td>
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<tr>
<td>KURL-TV Clovis, N. M. (20)</td>
<td>11/18/52</td>
<td>ABC, CBS</td>
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<tr>
<td>Stage 1</td>
<td>Clovis, N. M.</td>
<td>TV</td>
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<td>KFTV (TV) Colorado Springs, Colo. (13)</td>
<td>11/5/52</td>
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<td>KVOO-TV Tulsa, Okla. (7)</td>
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<td>ABC, NBC</td>
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<tr>
<td>WCSD-TV Columbia, S. C. (10)</td>
<td>1/21/53</td>
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<tr>
<td>WRSV-TV Columbia, S. C. (7)</td>
<td>9/19/53</td>
<td>CBS, DuM</td>
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<td>KUFL/Tulsa, Okla. (29)</td>
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<td>CBS, DuM</td>
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<tr>
<td>877-AM</td>
<td>Raymore</td>
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<td>USF TV Co. Dallas, Tex. (23)</td>
<td>1/15/53</td>
<td>Unknown</td>
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<td>WDDN-TV Danville, Ill. (24)</td>
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<td>Unknown</td>
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<td>WATOM-TV Danville, Ill. (24)</td>
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<td>WITF (TV) Dayton, Ohio (33)</td>
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<td>CBS, ABC</td>
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<td>WMST-TV Decatur, Ala. (33)</td>
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<td>Unknown</td>
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<td>WOJO-TV Decatur, Ill. (33)</td>
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<td>KSTV (TV) Denver, Colo. (177)</td>
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<td>Free &amp; Peters</td>
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<td>KDEN (TV) Denver, Colo. (26)</td>
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<tr>
<td>Free &amp; Peters</td>
<td>&quot;Station Built&quot;</td>
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<td>KGTV (TV) Denver, Colo. (26)</td>
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<td>1100-KOLO</td>
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<td>Unknown</td>
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<td>Allen &amp; Sons, Durham, N. C. (46)</td>
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<td>NBC, DuM</td>
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<td>WWGO-TV East Lansing, Mich. (69)</td>
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<td>WGLY (TV) Easton, Pa. (57)</td>
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<td>WEUE-TV Elmhurst, Ill. (26)</td>
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<td>El-Car TV Inc. Elmhurst, N. Y. (18)</td>
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<td>Free &amp; Peters</td>
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<tr>
<td>KEPO-TV El Paso, Texas (15)</td>
<td>10/24/52</td>
<td>CBS, ABC</td>
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<tr>
<td>Early 1953</td>
<td>ABC</td>
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<td>KPRO-TV El Paso, Texas (2)</td>
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<tr>
<td>KTVN (TV) El Paso, Texas (9)</td>
<td>1/21/54</td>
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<td>ABC, CBS</td>
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<tr>
<td>LGW Allen, Eugene, Ore. (20)</td>
<td>2/11/54</td>
<td>ABC, CBS</td>
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<td>KLTV-TV Eureka, Calif. (2)</td>
<td>3/11/54</td>
<td>ABC, CBS</td>
</tr>
<tr>
<td>KSEE-TX Fall River, Mass. (46)</td>
<td>9/14/52</td>
<td>ABC, CBS</td>
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<tr>
<td>WDAY-TV Fargo, N. D. (6)</td>
<td>1/15/53</td>
<td>ABC, CBS</td>
</tr>
</tbody>
</table>

**RCA TUBES IN STOCK AT ALLIED!**

**RCA-1850A. Iconoscope—In stock for immediate delivery RCA-1850A, $540**

**RCA-8241A. Twin-Power Tetrode—In stock for immediate delivery RCA-8241A, $1300**

Immediate delivery on all RCA Broadcast-type tubes. Send your special order. Our prices and conditions of sale are identical to those of the manufacturers. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble!

**IMMEDIATE DELIVERY**

**ALLIED RADIO**

Broadcast Division
833 W. Jackson Blvd., Chicago 7, Calif. Haymarket 1-5800

**March 9, 1953**

**Page 95**
The QUAD-CITIES lead all IOWA-ILLINOIS Metropolitan Areas in Effective Buying Income per Capita.*

*outside Chicago | 11th Nationally

<table>
<thead>
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<th>Location &amp; Channel</th>
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<th>Target for Start Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern Oregon</td>
<td>8/15/53</td>
<td>Nuclear TV, Portland, Ore. (27)</td>
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<tr>
<td>State Fair, Medford, Ore. (6)</td>
<td>8/15/53</td>
<td>Nuclear TV, Portland, Ore. (27)</td>
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<tr>
<td>WHAG-TV Memphis, Tenn. (10)</td>
<td>8/15/53</td>
<td>Nuclear TV, Memphis, Tenn. (10)</td>
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<tr>
<td>WOCW-TV Milwaukee, Wis. (25)</td>
<td>2/12/52</td>
<td>CBS, Milwaukee, Wis. (25)</td>
</tr>
<tr>
<td>KTV-T Missoula, Mont. (12)</td>
<td>5/15/53</td>
<td>ABC, Missoula, Mont. (12)</td>
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<tr>
<td>KXAS-TV Dallas, Tex. (38)</td>
<td>3/15/53</td>
<td>ABC, Dallas, Tex. (38)</td>
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<tr>
<td>KAMC-TV Amarillo, Tex. (15)</td>
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<td>ABC, Amarillo, Tex. (15)</td>
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<td>WABP-TV Van Wert, Ohio (33)</td>
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<td>ABC, Van Wert, Ohio (33)</td>
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<td>KQV-TV Davenport, Iowa (9)</td>
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<td>ABC, Davenport, Iowa (9)</td>
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<td>WTVI-TV Des Moines, Iowa (7)</td>
<td>12/23/52</td>
<td>ABC, Des Moines, Iowa (7)</td>
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<td>WSTV-TV St. Louis, Mo. (31)</td>
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<td>ABC, St. Louis, Mo. (31)</td>
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<td>WHDH-TV Boston, Mass. (30)</td>
<td>6/1/53</td>
<td>ABC, Boston, Mass. (30)</td>
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<td>KTVH-TV Fort Lauderdale, Fla. (25)</td>
<td>8/15/53</td>
<td>ABC, Fort Lauderdale, Fla. (25)</td>
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<tr>
<td>KFYR-TV Bismarck, N.D. (10)</td>
<td>2/12/53</td>
<td>ABC, Bismarck, N.D. (10)</td>
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FOR THE RECORD

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<tr>
<td>KPTV (TV) Portland, Ore. (27)</td>
<td>7/11/52</td>
<td>ABC, Portland, Ore. (27)</td>
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<td>WOBR-TV Portsmouth, N.H. (21)</td>
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<td>ABC, Memphis, Tenn. (10)</td>
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<td>WTVI-TV Des Moines, Iowa (7)</td>
<td>6/15/53</td>
<td>ABC, Des Moines, Iowa (7)</td>
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<td>WCHU-TV Wausau, Wis. (16)</td>
<td>6/15/53</td>
<td>ABC, Wausau, Wis. (16)</td>
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<tr>
<td>KXAS-TV Dallas, Tex. (38)</td>
<td>3/15/53</td>
<td>ABC, Dallas, Tex. (38)</td>
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<td>KQV-TV Davenport, Iowa (9)</td>
<td>6/15/53</td>
<td>ABC, Davenport, Iowa (9)</td>
</tr>
<tr>
<td>KTVH-TV Bismarck, N.D. (10)</td>
<td>2/12/53</td>
<td>ABC, Bismarck, N.D. (10)</td>
</tr>
</tbody>
</table>

* * *

The GREAT COLORADO MARKET
Population 1,315,000
% Increase over 1940: 18.0
Total Retail Sales: $1,372,093,000
Total Urban Population: 313,318
Total Rural Population: 1,093,771
TV Sets in Area: 117,299

(Reigning Miss Elks. League-Win, 1)
**NEW TV STATIONS...**

**Decatur, Ala.—Tennessee Valley Broadcasting Co. (WMBL), Granted uhf Ch. 23 (524-524 mc); ERP 21.2 kw visual, 15 kw audio; antenna height above average terrain 130 ft., above ground 180 ft. Engineering conditions: Estimated construction cost $155,000, first year operating cost $94,000, revenue $206,950. Post office address 550 Bank St., Decatur, Ala. Studio location to be determined; Transmitter location: Ammonville, Kentuck, at site of WMSI transmitter. Geographic coordinates: 35° 26' 34" N., 84° 53' 28" W. Licensed and antenna RCA. Legal counsel: Davis, Mobile, Alabama. Consulting engineer: John H. Mulaney, Mobile, Alabama. Principals include President, William T. Thompson; Vice President, Mr. J. W. Rushman. Consulting engineer: Engineer Robb. Applications filed March 25.**

**Malden, Wash. (53), Granted Ch. 15 (610-610 mc); ERP 6 kw visual, 0.01 kw audio; antenna height above average terrain 180 ft., above ground 220 ft. Geographic coordinates: 47° 24' 40" N., 122° 59' 18" W. Licensees: Five individuals. Legal counsel: Legal. Consulting engineer: Legal. Application filed in March.**

**Newberg, Ore. (39), Granted uhf Ch. 39 (560-560 mc); ERP 6 kw visual, 0.01 kw audio; antenna height above average terrain 180 ft., above ground 220 ft. Geographic coordinates: 45° 10' 30" N., 123° 00' 00" W. Licensees: Five individuals. Legal counsel: Legal. Consulting engineer: Legal. Application filed in March.**

**St. Louis, Mo. (21), Granted Ch. 21 (560-560 mc); ERP 6 kw visual, 0.01 kw audio; antenna height above average terrain 180 ft., above ground 220 ft. Geographic coordinates: 38° 45' 00" N., 90° 15' 00" W. Licensees: Five individuals. Legal counsel: Legal. Consulting engineer: Legal. Application filed in March.**

**Springfield, Mo. (3), Granted uhf Ch. 3 (560-560 mc); ERP 6 kw visual, 0.01 kw audio; antenna height above average terrain 180 ft., above ground 220 ft. Geographic coordinates: 38° 45' 00" N., 90° 15' 00" W. Licensees: Five individuals. Legal counsel: Legal. Consulting engineer: Legal. Application filed in March.**

**Television Station Grants and Applications Since April 14, 1952:**

- Grants since July 11, 1952:
  - Commercial: 89 UHF Total
  - Educational: 4 12 14

- Total Operating Stations in U.S.:
  - Commercial: 761
  - New Ammd. Vhf Uhf Total: 328 592 476, 1,049
  - Total: 762

- Process on city priority Gr. A-2 line has extended to city No. 310.

- In process on city priority Gr. B line has extended to city No. 261.

**SPECIALISTS IN VISUAL SELLING**

- New York: 200 East 56th Street
- Chicago: 16 East Ontario Street

Husband and wife situations against whimsically sketched backdrops dramatize the theme, "Pour a smile for breakfast," in a new series of 1-minute TV spots for Monarch House Coffee. Sell and product identification are cleverly united in a closing in which the can easily revolve to show its rear panel message, "Behind every can 100 years of experience." Produced by Saff, McLaughlin & Company through Earle Ludgin & Company.
VULCAN TOWER
The Tower of Strength

Tall Towers for Supporting Television Antennae
expanded facilities insure quick delivery

Vulcan Tower Company

PLANT:
Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

Washington, D. C. Office:
3738 Konawa St., N. W.
Phone Emerson 2-0711

FOR THE RECORD

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Poulussen (6.7%), KSL-AM-FM-TV Salt Lake City, Utah, owns 25% of applicant and Ellion Stock-
ties Corp., (business rentals), Salt Lake City, owns 7.4%. For remaining stockholders see attached

Pocatello, Idaho—Eastern Idaho Broadcasting & Tele-
vision Co. (KWWW). Granted vhf Ch. 16 (192-198 me) ERP 3.5 kw visual, 1.2 kw audio; average
height above average terrain 787 ft., above ground 1104 ft. Average cost $137,850, revenue $135,000.

Pocatello, Idaho—Eastern Idaho Broadcasting & Tele-
vision Co. (KWWW). Granted vhf Ch. 16 (192-198 me) ERP 3.5 kw visual, 1.2 kw audio; average
height above average terrain 787 ft., above ground 1104 ft. Average cost $137,850, revenue $135,000.

Benton Harbor, Mich.—Paladium Publishing Co. (KWW-Decatur). Granted uhf Ch. 31 (195-202 me)
ERP 1.75 kw visual, 8.3 kw audio; antenna height above average terrain 650 ft., above ground 660 ft.
Estimated construction cost $391,300, first year operating cost $96,000. File No.: BPTC-975. City

Salt Lake City—Pocatello and Eastern Idaho Television Inc. (KPPT). Granted vhf Ch. 15 (160-166 me)
ERP 10 kw visual, 2 kw audio; antenna height above average terrain 520 ft., above ground 500 ft.
Estimated construction cost $196,000, first year operating cost $43,000. File No.: BPTC-978. City

Pocatello, Idaho—Tribune-Journal Co. Granted vhf Ch. 2 (370-376 me) ERP 35 kw visual. 19.7 kw audio;
antenna height above average terrain 520 ft. Engineering condition. Estimated constructi

cost $119,250, first year operating cost $84,350, revenue $85,000. Post office address 305 South

Champaign-Urbana, Ill.—Illinois Television & Broadcasting Co. (KTEK). Granted vhf Ch. 13 (184-190 me)
ERP 10 kw visual, 2 kw audio; antenna height above average terrain 815 ft., above ground 800 ft.
Estimated construction cost $423,575, first year operating cost $95,000. File No.: BPTC-1195. City
Texas
$50,000.00

A very successful full-line network facility. The only station covering two rich agricultural counties. Combination operation—consistent profit growth. An ideal property for two partners.

Texas
$150,000.00

A profitable full-line independent located in one of the great Texas markets. This station has a steady record of solid growth. It is now operating on a double-tee ownership and continuing to show increases both in gross billing and net profits.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
RAY V. BLACKBURN
WASHINGTNG BLDG. 400 15TH ST. N. W.
WASHINGTON, D. C.
SAN FRANCISCO
RAY V. BLACKBURN
Tribune Tower
251 Montgomery St.
SAN FRANCISCO, CALIF.
CHICAGO
Ray V. Blackburn
251 Montgomery St.
CHICAGO, ILL.

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Requests amendment of application from uhf Ch. 52 to uhf Ch. 51; eliminate ch. antenna, height above average terrain from 375 ft. to 373 ft.; change antenna height above average terrain from 1008 ft. to 1061 ft.; request change of transmitting equipment from a TV to a VHF service, 156 kw, change antenna height above average terrain from 1008 ft. to 1061 ft.; request permission to change studio location from 100 High St. Holyoke, to 65 Main St., Springfield, Mass. (BPCT-1613.)

WORT-TV New York—General Telephone Inc. Request mod. CP to change ERP from 15 kw visual, 15 kw audio, 150 kw visual, 24.5 kw audio, transmitting location from 72nd St. and Park Ave. to Empire State Bldg., 365 Fifth Ave. (BPCT-514.)

Existing TV Stations

Decisions

KRON-TV San Francisco, Calif.—Granted STA to operate on reduced ERP of 50 kw visual and 25 kw audio pending repairs to equipment. Ch. 4, Feb. 25 to March 23. 

WNA-C-TV Boston—Granted STA on an interim basis to operate with 6 section of antenna mounted on top of existing 330 ft. tower. Transmitter output 5 kw visual, 2.5 kw audio. Feb. 25 to April 20. 

WDLE-TV Wilmington, Del.—Granted STA on commercial basis, Ch. 12, March 5 to Sept. 5. 

WTG (TV) Washington—JACKSON 5302-Built Equipment Requests mod. to install new transmitters and antenna systems. Antenna height above average terrain 1240 ft. (BPCT-1064.)

WNAO-TV Raleigh, N. C.—Sir Walter Tele- vision Co. Request mod. CP to change ERP from 230 kw visual, 145 kw audio to 173 kw visual, 7.5 kw audio, transmitting location from 2414-2416 Hillsboro St., Raleigh, to 5.5 mi. W of Raleigh and 219 South St., Raleigh. Change of antenna height above average terrain 662 ft. (BPCT-1003.)

KELO-TV Sioux Falls, S. D.—Midcontinent Berg. Co. Request mod. CP to change ERP from 37 kw visual, 29 kw audio to 55 kw visual, 25 kw audio; change type of transmitter and correct geographic coordinates (to change in location). Antenna height above average terrain 583 ft. (BPCT-1004.)

WBCK-TV Battle Creek, Mich.—Michigan Bell Co. Radio System of Battle Creek. Request mod. CP to change ERP from 18.5 kw visual, 9.3 kw audio to 22.86 kw visual, 11.12 kw audio; install new transmitters and antenna systems. Antenna height above average terrain 1159 ft. (BPCT-958.)


WDAY-TV Fargo, N. D.—WDAY Inc. Requests mod. CP to change type of antenna and make other equipment changes; antenna height above average terrain 910 ft. (BPCT-967.) Granted Feb. 27.

Applications

WHY-TV Holyoke, Mass.—The Hampden- Hampshire Newspapers Inc.—To change studio location from 100 High St. Holyoke, to 65 Main St., Springfield, Mass. (BPCT-1613.)

WOR-TV New York—General Telephone Inc. Request mod. CP to change ERP from 15 kw visual, 15 kw audio, transmitting location from 72nd St. and Park Ave. to Empire State Bldg., 365 Fifth Ave. (BPCT-514.)

Existing FM Stations

Applications

WHAF-FM Alliance, Ohio—Review Pub. Co. Request CP to make changes in licensed station: change of type of antenna to Collins 35-3, 3-bay Heman, 35 kw visual, 35 kw audio; move studio to 2760 S. Union Ave., and decrease antenna height 181 ft. Filed Feb. 28.

Ownership Changes

Decisions

KRSC Seattle, Wash.—E. Ely McMurr, Grant- ed assignment of license to Washington Tele- casters Inc. for consideration of $229,300. Principal stock in assignee is to be held equally by Reymond Men (50%), president and 90% owner of KPHU Bel- air, Wash.; John W. H. M. (50%), president and 90% owner of Kspm Moses Lake, Wash.; William and 96% owner of KXNO Idaho Falls, Idaho; and 96% owner of KAVV Havre, Mont.; 90% owner of KPRM Pullman, Ore.; and 95% owner of KDSS Renton, Wash. (BPCT-1095.)

Owner of KZLF, Inc.—To Robert Pollock, 14% owner of KPHU, 15% owner of KSPM, 15% owner of KXNO, and 1% owner of KAVV. (BPCT-1148.)

Routine Roundup

February 26 Decisions

By Commission

Advised of Hearing

WCUE Akron, Ohio, Akron Bestg. Co.—Is advising hearing to be held to determine if issuance of increase in operating power and hours of operation from 1 kw D to 500 kw 3 kw 5 kw for failure to provide adequate service to city and metro- politan district in accordance with Commission standards.

The notice of hearing to be held on this matter has been set for April 1. 

Advertising

The advertisement for this week is a notice of the Broadcasters Club of Cleveland meeting to be held on Thursday, March 2 at 8:00 p.m. at the Hotel Renaissance. The program will include a panel discussion on "The Radio Business Today." All club members are invited to attend.

Service Directory

Custom-Built Equipment

U. S. RECORDING CO. 
1211 Vermont Ave., Wash. 5, D. C. 
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Register on duty all night every night
P. O. Box 7037 
Kansas City, Mo.

TOWERS

AM* FM* TV
Complete installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbus Blvd.
Portland 11, Oregon

FOR THE RECORD

Page 100 * March 9, 1953

TV COUTS COST YOU DOWN?
The Sportsman's Club
52 popular, well-rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write WNET, 1027 Forbes Street, Pittsburgh 19, Pa.

SYNDICATED FILMS
1027 Forbes Street
Thoml Exyvans 1-1355

BROADCASTING * TELECASTING
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
(Adams 4-2414)
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1115
Member AFCCE

—Established 1986—
PAUL GODDEY CO.
Upper Montclair, N. J.
MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIP. CO.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., Dl. 1-5109
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLET & ASSOCIATES
982 NATL PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Werner Bldg.
Washington 4, D. C.
National 8-7757

Craven, Lohnes & Culver
MUNSEY BUILDING
DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DUEETERS
EDMUND E. PENDLETON
927 15th St. N.W.
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7345

Vandivere, Cohen & Wear
Consulting Electronic Engineers
616 Evans Bldg., NA. 8-7089
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2343 CRESTON WAY NO. 9-3264
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
Chestnut 4977
St. Louis 1, Mo.
Since 1930

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING / TELECASTING
Nation Press Bldg. Wash., D. C.

March 9, 1953 • Page 101
Help Wanted

Managerial

Salesman to assume commercial manager position with common Northern California day time station. Photo, resume, include past selling. Box 585, B.T.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $3,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 5835. B.T.

Help wanted: Salesman, good opportunity for aggressive young man in town in south. Must be civic minded and able to promote and sell for AM and FM. Box 9045, B.T.

Salesman for single station market in Michigan. Salary and mileage. Box 9845, B.T.

Good salesman immediately for 1 kw progressive independent competitive market. Experience limited only by ability. Liberal commission and fringe. Entire of active accounts will be given to you. Good working and living conditions if in midwest city of 65,000. Box 9915, B.T.

Salesman-announcer. Short announcing shift and sales. Good opportunity. Box 9345, B.T.

Experienced salesman for well-established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 114W, B.T.

Wanted: Assistant to owner and manager. Immediate opening for energetic salesman who can service accounts and write continuity. Excellent salary and opportunity in prosperous 1000 watt station. Send complete resume and photo to KTFF, Box 1062, Brownfield, Texas.

Immediate opening for aggressive salesman. Good character, some experience required. Prefer midwest applicant. Real opportunity with mutual affiliation. Box 6815, B.T.

Salesman-announcer for 1000 watt independent in prosperous 1000 watt salesmanship plus commission, excellent opportunity. Write, wire or call Walter Duke, WDEI, Springfield, Kansas.

One station market, 165,000 population in primary area. 15% against liberal, guarantee draw and expenses. Send personal history and date you are available to J. G. Carvey, WQOL, Joliet, Illinois.

Sales manager and/or salesman for established 1500 watt sports-station in year-round schedule now in effect. Call WTVB, Coldwater, Michigan.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $90.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and market background. Box 5835, B.T.

Announcer. Experienced, warm, sincere, versatile. Start low but will buy if $65.00 for 45 hours. Box 7355, B.T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. Rates, 45 hours. Second and third shift. Send complete resume background education, experience and references. Box 5895, B.T.

Help Wanted—(Cont'd)

Announcer—salesmen (2) with good voices plus sales ability, new fulltime ABC affiliate in lovely southeast. Opportunity to work on progressive sales commission on sales. Top opportunity. Also one Gal. Friend with a choice. Send complete information. Box 9225, B.T.

Wanted: Top notch announcer with restricted permit for combo work on network affiliated AM-FM Georgia station. Must be abilist, industrious and reliable. No freelancers. Box 5015, B.T.

Wanted, experienced announcer for kw daytime southern station. Prefer native southerner. Good voice required. Send complete information, tape or disc to Box 9345, B.T.

Combination man. Progressive independent Midwestern location. Above average salary. Box 9930, B.T.

Florida. Experienced announcer—DJ. Strong on commercials and living working conditions. Progressive independent AM-FM. Box 7015, B.T.

Wanted: Announcer with good voice for all-round staff work. North Carolina, ABC network station. Box 1615, B.T.


Local newsman wanted for northern Illinois independent daytime station. P. O. Box 500, Waukegan, Illinois.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week. CBS affiliate, send disc, salary expectations. Box 1035, Butte, Montana.

Our chief announcer is leaving after three years to join CBS Chicago. If you feel you're capable of filling the anniversary announcer's shoes, send resume and recording to Frank McIntyre, ALLX, in Klickin', Twin Falls, Idaho.

KOBI, radio & TV, Albuquerque, New Mexico has staff opening for young experienced commercial announcer with control experience. 40 hour, 5 day week, 2 shifts. Salary in six months. Include all background information, photo and audition on your letter. Inquiries to Michael Dillon, Program Director.

Experienced announcer for 1000 watt daytimer, must be good on DJ shows and news. Salary based on experience. Send your write, wire or call Walter Duke, WDEL, Springfield, Tenn.

Announcer who can operate board five days, salary depends on ability. Send resume, photo and tape, Station WEAW, Pensacola, Florida.

Announcer with experience wanted: Contact Station WEAV, Plattsburg, N. Y.

Experienced, stable, staff announcer. Must be very experienced and dependant on experience and ability. 1000 watt fulltime ABC affiliate. Contact Program Director, WGBH, Goldsboro, N. C.

Announcer-operator, tape, disc, photo WCTN, Georgetown, S. C.

Need top morning announcer also combination engineer-announcer. Housing available for family, top salary. Send full information to Lester Gould, WQOL, Jacksonville, North Carolina.


Chief engineer, who can also announce for 250 watt combination operation. Send full information, snapshot and minimum salary requirements to WSIS, Petersburg, Va.

Help Wanted—(Cont'd)

Technical

Wanted, First class engineer-announcer. Box 6105, B.T.

5 kw central N. Y. station wants engineer. Experience unnecessary. Contact Box 9225, B.T.

Chief engineer with at least two years experience needed immediately. Ideal working conditions, good pay. Box 9225, B.T.

Engineer wanted. Openings for engineer. Experience with Western Electric AM and FM desirable. Opportunities in the Midwest, coast to coast and in England. Box 9345, B.T.

Engineer wanted. Opening for engineer. Experience with Western Electric AM and FM desirable. Opportunities in the Midwest, coast to coast and in England. Box 9345, B.T.


Transmitter engineer with car. Unions scale $85 to $90 plus overtime. Write to Laukin, WRTT, Boston, Mass.


First phone; first transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for chief engineer. Must do vacation work. WTB, Burlington, Vermont. Box 1915, B.T.

Production-Programming, Others

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and salesmen. Immediate opening. Only replies telling all and accompanied by audition considered. Box 29W, B.T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out on continuity staff with experienced writer who can produce strong, brisk, sale-copy. Earnings above average. Send sample copy, qualifications and experience to Program Director, WPDR, Flint, Michigan.

Commercial copywriter, fulltime position, immediate opening. Contact Robert R. Wolfe, WFMN, Fremont, Ohio.

Giri copywriter, experienced. Send qualifications, samples, copy. Salary expected. WHIT, New Bern, N. C.

AM-TV program director. Regional independent with ABC affiliation, sex. Has experience in AM and TV. WLS, WLS-TV, Lansing, Michigan.

Situations Wanted

Managerial

General manager, employed, highly successful regional affiliate. Seeking advancement larger operation where possible. Excellent sales and management experience. Top industry, personal and business references. Box 5835, B.T.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 685, B.T.

Solid selling salesman presently employed, making five figure commission, wants opportunity to manage sales and air advertising. Also desires chance to do television announcing. Box 8185, B.T.

Administrative assistant, manager or working department head. Applicants must be part owner and general manager, WPFR. Eight years experience as general manager, program director, engineering manager, etc. First rate knowledge of broadcasting, public relations, sales. University graduate, married, home owned, able to handle youth, responsible, gray hairs. Contacts possible. For tele-inquiry, can easily do TV weather program in addition. Selling skills and street sense only outlet can't pay commensurate with effort put forth. Top references business, character. Salary open. Box 8665, B.T.
Situations Wanted—(Cont'd.)

Salesmen


Salesman, experienced in radio sales, TV and radio, salary plus commission, good connections. Offers ability hard work, pleasing personality. Box 8W, B.T.

Announcers

Baseball, experienced all sports, staff, deejay, personality important, young, family. Box 9E65B, B.T.

Sports announcer, baseball specialty. Four years experience plus sales and ticket. Permanent. Family. Box 9E66B, B.T.

Announcer, news, sports, six years large market. Currently $1,500 net. TV experience. Near rich voice. Family man. Box 9E65S, B.T.

Singing hillbilly DJ. Wants change, prefer west. Good commercial, plays guitar. TV experience. Box 9E65T, B.T.

Staff announcer. 3½ years experience. All phases. Now employed. Stedy. Wants to locate Penna., New York. Married. 29, college grad. car. Box 9E65S, B.T.

Announced announcer desires advancement to larger market preferably in the east. Draft exempt. Write Box 9E66B, B.T.


Sportscaster. Box 9E65S, B.T.

Announced, straight announcer desires progressive station in large market. Box 9E65T, B.T.

College graduate. 24, Married. Child, 4 years experience. Excellent news commentator, play-by-play. desires position affording sports. Box 2W, B.T.

Announcer-engineer, 3½ years experience, college graduate, board radio and television. Desires position affording sports. Box 2W, B.T.

Announcer, experienced, eight months. All phases. Board. Remote, A.B., B.S. Employed. One hundred fifty mile radius from Boston. Box 1W, B.T.


Newsmen and staff announcer, personable, experience, thirties, reporter public affairs, fast access to photos, local news. Highly suitable item for radio or TV. Tape and personal profile Box 13W, B.T.

Announcer capable in all-round staff work: commentaries, musical shows and news. Box 16W, B.T.

Announcer, control board operator, strong on sports, music. Audition, tape or disc available. Box 17W, B.T.

Do you seek a capable, reliable announcer or combination man with three years of varied experience? Can you pay him accordingly? Are you located in the northeast? If so, please contact me for further information. Box 18W, B.T.

Baseball, play-by-play and recreations. Top sports announcer, strong on news and special events. Ten years experience. Available April 1st. Will combination announce and sports. References, tapes and photos upon request. Box 21W, B.T.


Announced announcer, Network, independent, college graduate. Desires permanent relocation. Tape, photo, Box 28W, B.T.

Announced announcer desires week-end job within 50 miles of Pittsburgh. Box 37W, B.T.

Situations Wanted—(Cont’d.)


Experienced announcer, copy-man, versatile. Sports, pop-classical DJ. Box 38W, B.T.

Commercial announcer: Top experience, superior voice. Address Mark Fidler, 3146 Wilson, Chicago. Irving 8-1611.

Announcer desires position on announcing staff of midwestern radio station. Johnny Hogan, 310 N. Kolon Avenue, Chicago. Austin 7-5664.

Announcer, experienced, boardman, news, staff, college graduate, board cultural and language background, third license. Rogers, WCHV, Charlottesville, Va.

Announcer with authoritative voice, strong on news, All-round staff man desires connection, Reliable and versatile, station staff. Married, draft exempt. Resume, tape, references. Minimum start $250 per month, for right opportunity. Harry Turkish, 5360 Broadway, New York 33, N. Y. LO 4-7330.

Technical

Chief engineer. RCA Institute graduate. First phone license, 12 years experience all phases AM, Now holding supervisory position. Married. 35. Good record and references. Box 9E65T, B.T.

First phone, no station experience, single, veteran, three years school, some industrial electronic experience. Box 9E65S, B.T.

First ticket, combo 1½ years, engineer 2 years. General experience, news, record shows, some voice work. Address: Mark, Box 9E69S, B.T.

First phone, vet., family, experienced AM, no announcing. Available immediately. Box 9E65S, B.T.

Available immediately, chief engineer. Ten years experience. Will build from CP. Must be progressive. Box 9E65S, B.T.

Experienced engineer, 5 years lst phone veteran, seeking permanent improved condition best stations, midwest or west preferred. Box 12W, B.T.


Transmitter operator. Experienced, qualified, dependable. Your requirements? Lewis Sherlock, Box 961, Denver 1, Colorado.

Production-Programming, Others

Expert copywriter, copy chief. Seven years varied experience. Can announce. Box 9E65S, B.T.

New station owners replacing me with stock-holder. Include programming and production with a flair, driving ambitions, can capwnty, authoritative newscasting. Televison potential. All queries answered promptly. Choice references. Box 9E65S, B.T.

In June I will receive my Bachelor of Arts in Speech. After graduation, very much to get work in radio. I have had three years of amateur experience with a non-commercial station in Chicago. I have done much work in directing, setting, announcing, interviewing and various types of ladies' programs. Audition disc and additional information on request. Lynn Parker, 1426 S. 66th Avenue, Cicero 36, Illinois.

Situations Wanted—(Cont’d.)

TELEVISION

Managerial

Manager-TV assistant commercial, traffic or sales promotion with station. Network sales service, research, and agency time buying experience. College graduate, 30, married, daughter. G. Mason, 2114 Birchwood, Chicago 45.

Salesmen

Topflight radio time salesman, proven sales record and all-round radio background, interested in TV sales connection. Box 9E65S, B.T.

Production-Programming, Others


BKT-TV graduate dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience none, Potential atomic. So far no job. B.A., 1941. Veteran, dependent, no income. Box 9E65S, B.T.

Versatile salesman-special events, public relations. Strong news voice. Prefer medium size station with TV future, 6 years present station. Prefer west coast. Write Box 9E71S, B.T.

Wanted- 15 years experience art, radio and display advertising. Presently employed traffic and promotion manager top 3 kW AM station. Available June. Knowledge of TV know-how, 30, degree, family. Box 3W, B.T.

Film specialist, 5 years experience all phases film production. Films shown by 80 stations, all networks. ThorOUGHLY capable, creative live-wire with many commercial ideas. College graduate, family man. Box 8W, B.T.

For Sale

Stations


Owner of a 220 watt broadcast station in a prosperous Alabama town would like to sell half interest in the station to some reliable, capable station manager. Box 10W, B.T.

South, large industrial city, 1000 watt day independent, operating 1000. $5,000.00 for 50% control. Write Box 3W, B.T.

Equipment, etc.

For sale. Standing self-supporting 300-foot Lehigh tower with 6-day GR FM antenna. Will sell separately or together. Box 9E65S, B.T.

One RCA 72-D (MI-19901) recording attachment, less automatic up-dating, in excellent condition $150.00. Box 9E65S, B.T.

Used heavy duty guyed tower: dismantled mid-Atlantic area, suitable for AM, FM and for supporting TV antennas. First $1,000 cash offer buys it. Box 9E65S, B.T.

Studio console—Gates model 39 in good condition. $450 FOB Carlsbad, N. M. Will be taken out of service about April 1st when new equipment arrives. If interested, write immediately to Norman Loose, Manager, KAVE-CBS, Carlsbad, N. M.

Broadcast's youngest powerhouse is on the market. 20 years experience, will invest one million dollars (more or less) in VHF TV Station.

Address Box 30W

BROADCASTING • TELECASTING
SALESMAN
for a top rated independent in a leading California market. 15% equipping, 25% approved. Boxers; two wanted. Our men make $5,000 to $12,000 annually.
Box 22W, B.T.

WESTERN HILLBILLY PERSONALITY DJ WANTED
1000 watt independent (all time, 300,000 market. Write to tell how to set up your own radio station. Address: General Manager, Box 8435, B.T.

FOR SALE
---.--.-. FOR SALE
250 WATT FULLTIME
Southern station in town of 30,000. Will consider all offers. Write Box 26W, B.T.

COPYWRITER
SALESMAN
ANNOUNCER

COPYWRITER: capable, hard hitting, copy
stretched to the limits. Ability to advertise
with wit, style and flair. Contact Manager,
WVOP, Vidalia, Georgia. Telephone 2023.

Help Wanted

For Sale

Help Wanted

SALENS
Old established Broadcast and Communications equipment Manufacturer now has two openings in the Eastern Sales Department. If you know equipment and can sell, and are looking for a permanent position, you will be interested in our openings. Please send full information with first letter with photographs if available. Box 15W, B.T.

Employment Service

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers: Chief Engineers, Disc Jockeys and others. Specialized Skills. Delays are costly; tell us your needs today.

Howard S. Baizer
TF & Radio Management Consultants
107 Bond Bldg., Washington 6, D. C.

SALES
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Box 22W, B.T.
March 2 Decisions

**ACTIONS ON MOTIONS**

**By Hearing Examiner H. Gifford Irion**

Marching Continued

**By Hearing Examiner Thomas H. Donahue**

Petition Granted

KBCA Inc., Sacramento, Calif.—Granted petition to amend application for new TV (Docket 10194, BPCT-869) to correct clerical, errors and minor omissions in estimated cost of construction figures, to correct estimated cost of operations, and estimated revenue figures for first year of operation and to correct proposed program schedule and analysis.

Maria Helen Alvarez, Sacramento, Calif.—Granted petition to amend application for new TV (Docket 10194, BPCT-869) to correct clerical, errors and minor omissions in estimated cost of construction figures, to correct estimated cost of operations, and estimated revenue figures for first year of operation and to correct proposed program schedule and analysis.

March 2 Applications

**Extension of Authority**

With Saltba, Md., Maryland Best., Co.—Extension of authority to transmit programs to CFRA Ottawa, Canada (BP-520).

**APPLICATION FOR FILING**

**License for CP**

KBBS Hot Springs, Ark., Resort Best., Co.—License for CP for 1 kw, as mod., which authorized new AM (BLH-8911).

KTCB Modesto, Calif., KTCB Best., Co.—License for CP for 1 kw, as mod., which authorized new AM (BLH-8912).

KBKF Cherokee, Iowa, Cherokee Best., Co.—License for CP for 1 kw, as mod., which authorized new AM (BLH-8913).

WPXQ Lexington Park, Md., Patuxent Radio Best., Co.—License for CP for 1 kw, as mod., which authorized new AM (BLH-8914).

WION Ionia, Mich., Ionia Best., Co.—License for CP for 979 kw, as mod., which authorized new AM (BLH-8915).

**Accepted for Filing**

Three applications for approval of new AM stations for broadcasting, the applications being as follows:

- 930 kc, 2 kw, Great Falls, Mont.; WACB, Butte, Mont.; KXLY, Rapid City, S. D.; and KGBX, Gillette, Wyo., authorized new AM (BLH-8917).
- 1460 kc, 1 kw, Dickinson, N. D.; KDFM, Detroit Lakes, Minn.; KDLR Devils Lake, W. D.; and KXNQ, Battleford, Canada, authorized new AM (BLH-8918).

March 3 Applications

**ACCEPTED FOR FILING**

**Change Antenna System**

KZOX Elk Grove, Calif., The Evening News Assoc.—CP to make changes in DA and mount TV ant. on north tower (BP-8186 Resubmitted).

Erect New Antenna

KWPW West Plains, Mo., Robert F. Neathery—CP to erect new antenna and mount TV ant. on top (BP-8186 Resubmitted).

License for CP

WCCA Calhoun Co., Gar-Don County Best., Co.—License for CP (BP-8172), as mod., which authorized new AM (BLH-8919).

WAKE Greenville, S. C., Piedmont Best., Co.—License for CP (BP-8186), as mod., which authorized new AM (BLH-8920).

WAKV Knoxville, Tenn., Amos Wilkerson—License for CP (BP-8186), as mod., which authorized new AM (BLH-8921).

WWOD New London, Conn., Dominion Best., Co.—License for CP (BP-8188), as mod., which authorized new AM (BLH-8922).

WRDB Webster, S. D., William C. Ferrell—License for CP (BP-8186), as mod., which authorized new AM (BLH-8923).

License Renewals

Following applications for renewal of license:

- KAHU Waipahu, Hawaii, Rural Best., Co. (BP-8218).
- WSHB Stillwater, Minn., St. Croix Best., Co. (BP-8219).

March 4 Decisions

**LICENSE BY EXECUTIVE COMMITTEE**

Granted CP

Pines Best., Co., WPTX, Rock.—Granted CP for new AM on 680 kc 250 w D; engineering condition approved.

The Fairfax Best. & Tel. Corp., Fairfax, Va.—Granted CP for new AM on 1750 kc 250 w D; engineering condition approved (BP-8824).

Advised of Hearing

Chick Capital Bests., Inc., Rogers, Ark.—Is being advised that application (BP-8582) for new AM on 620 kc 1 kw is being advised of hearing because of objectionable interference involved.

Designated for Hearing

WOST Rhinelander, Wis., Oneida Best., Co.—Designated for hearing application (BP-8587) for new AM on 1380 kc 5 kw. The following notices of hearing have been made:

- The requirements of John Blake and Charles R. Wolfe, WPTX, TV Bests., Co., applicants for same frequency are involved.

License Renewals

Following stations granted renewal of licenses for regular period:


**ACTIONS ON MOTIONS**

By Hearing Examiner C. M. Nicholson

WDAS Philadelphia, Pa., Max M. Leon—Granted petition to reopen record in proceeding re New York City (BP-8590) for purposes of clarifying certain alleged discrepancies in prior presentation of facts, and rescheduling for further hearing to be held at 9 a.m. March 12, 1953, at Washington, D. C.

March 4 Applications

**ACCEPTED FOR FILING**

**Change Transmitter Location**

WKBV Richmond, Ind., Central Best., Co.—Change stations and change to new site and install new antenna. AMENDED to make changes in ant. system (BP-8186 Amended).

License for CP

WSBY Petersburg, Va., Southside Virginia Best., Co.—License for CP (BP-8659) which authorized installation of new trans. (BP-8638).

License Renewals

Following stations request renewal of license:

- WKLL Cleoquet, Minn., Cleoquet Best., Co. (BP-8245); WMXY Moorhead, Minn., KXVO Best., Co. (BP-8511).
**FCC’s ‘Strike’ Opportunity**

FOR WEEKS the FCC has been saying it will act on the TV “strike application” blight if someone will come forward with a *bona fide* complaint. It has an investigator in the field checking on purported “black-mail” in at least one case.

The FCC now has an opportunity to act. WCYB Bristol Va., last week filed with it a petition alleging that WOPR Bristol Tenn., has pending an application of the “strike” class. It asks for a conditional grant of Ch. 5, to be followed by a comparative hearing. WCYB recognizes that it assumes the risk that the conditional grant may later be withdrawn.

We don’t know what the merits are. But we do feel that this is precisely the kind of case the FCC says it has been awaiting. It should call a swift hearing, *en banc.*

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**Ford, Freedom & Fantasy**

SOME DAY an interesting study might be made of what happens to those bureaucrats who are departing Government because of the change in administration.

In the sphere of communications regulations, not much has happened, since the new administration hasn’t yet reached the FCC level. But there are a couple of cases worth noting. For instance, the case of Dallas Smythe, former FCC economist who was regarded as the walking delegate for the CIO on the FCC staff. He is now with the U. of Illinois, but has done a number of odd jobs for the Joint Committee on Educational Television, for the predetermined purpose of poking a finger in commercial television’s collective eye.

Then there’s the case of Earl Minderman, who served for years on the FCC as the ghost writer and hatchet man for sundry New Deal-Fair Deal chairmen. He resigned recently to turn up with the National Citizens Committee for Educational Television, a companion organization to JCET and also underwritten by the Ford Foundation’s Fund for Adult Education. JCET is described as a “lobbying outfit” by no less an authority in so-called “liberal” circles than *The Nation.*

’Tis rumored that when FCC Chairman Paul A. (Pappy) Walker retires from the FCC almost any day now, he likewise will find himself a niche with JCET. Actually they couldn’t do better, since he sincerely believes in simon pure, non-commercial educational TV.

What mystifies us is the extent to which the Ford Foundation has gone into educational television, evidently prepared to pour many millions into these starry-eyed projects. It has study groups at work on various aspects of non-commercial television. Such notable anti-commercial names as Charles I. Siepmann and Robert K. Hutchins are whispered as being identified with a new TV project, to be heavily endowed by Ford.

It is hard to reconcile this sort of approach with the name of the man in whose memory the foundation was established. Henry Ford was a rugged individualist, a free enterpriser who ran $30,000 into a multi-billion dollar empire. A project geared toward government in the business of broadcasting (how else can it be appraised) certainly does violence to every thought nurtured by Henry Ford in his life-time.

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**Well Done! Second Time**

FOR THE second time in a generation, Col. Ed Kirby returns from military service. He hangs out his shingle in Washington as a public relations consultant—a field in which he has specialized since he served as NAB’s (now NARTB) first public relations director 15 years ago.

In World War II, Col. Ed—a VMI graduate—was instrumental in setting up policies and procedures as radio went to war for the first time. There was then ominous talk of the military taking over all communications—broadcasting included. It didn’t happen.

Radio became the fifth military arm. It emerged with the plaudits of all.

In that picture was Col. Ed. He knew radio and he knew the military. He was the catalyst in blending their operations.

When Korea erupted on June 25, 1950, Col. Ed was immediately called back into service to reactivate the Army’s closed-down radio operations—with TV added. The operation didn’t miss a beat. He leaves behind an efficient staff geared to work with the broadcasters, advertisers and their agencies. His successor is Lt. Col. Tom Mathews, who had served as second in command.

Col. Ed returns to private business with the well-earned appreciation of the Army and of broadcasters and telecasters everywhere for a job well done—the second time.

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**Business Begins at Home**

THE PRESENT trend toward more economy in government and the consequent reduction in expenditure for defense and unemployment creates a problem of maintaining an expanding national economy which must be solved during the coming 12 months.

Authorities on this subject see a solution in advertising and aggressive selling of consumer goods. Arno H. Johnson, vice president and director of media and research for J. Walter Thompson Co., New York, argues that there is a lag between actual production and what can be produced by the nation’s factories. If production goals can be set one-third higher, says Mr. Johnson, the country can enjoy a 10% increase in both standard of living and production of goods and, at the same time, meet all defense requirements.

Obviously such a course involves selling the consumer goods so created.

Here is a challenge which the broadcasting media can well take up. For it is at aggressive selling that both media excel.

But the broadcaster can’t sit back and wait for his network or his trade association to take the initiative. Creating a market for consumer goods begins at the local level—in the homes of the prospective final purchasers of the refrigerators and television sets, the new furniture and the air conditioners.

A great majority of such advertising is purchased by the local merchant. It is up to the station time salesman to present to him the proof that radio and television can sell his goods.

Then the individual broadcaster must see that his station is presenting this message skillfully and forcefully so that each of these dealers is convinced that radio and television offer the most sales for every advertising dollar.
HEAR THE "BEAT"
OF THE
HEART OF AMERICA!

How would you like a locally produced noon-hour program with a stronger "Pulse"-beat than Arthur Godfrey? And that is no reflection on the Red Head. As a matter of fact, Godfrey's hour-and-a-half on KMBC is number six in popularity, according to Kansas City's First Pulse Survey (November-December 1952). But, the 12:00 to 12:15 time segment on KMBC, (News with John Farmer and Feed Lot Chats with Phil Evans) is in THIRD place among the daytime shows in Kansas City. What's more, the entire noon hour, twelve 'til one, is actually tied with Godfrey for sixth place in the Pulse Survey.

This unbelievable acceptance of KMBC local programming has great significance. It represents listener confidence in KMBC know-how and reliability--a thing that has been a-building in the Heart of America for thirty-one years.

Likewise the top ratings enjoyed hour-after-hour by The KMBC-KF RM Team, in rural as well as in metropolitan areas, is an indication of the success which lies in the combination of good local programming coupled with CBS Radio programming. The KMBC-KF RM Team has the formula that draws and holds listeners. The Team also has the formula for selling these loyal listeners the products and services of KMBC-KF RM advertisers. It's a fact! To sell the whole Heart of America, wholeheartedly, it's The KMBC-KF RM Team!

Write, wire or phone KMBC-KF RM, Kansas City, or your nearest Free & Peters office, for the "Pulse" story and for availabilities!
Thinking of Summer?

...then remember this...

MICHIGAN...always good...is twice as good in the summer because Michigan is the Midwest’s Number 1 Vacationland!

WJR’s powerful, influential voice thoroughly covers one of the richest summertime markets in the nation—an area that normally accounts for almost 10% of the nation’s sales. Give your product a real boost in sales this summer. Use the one single sales voice that covers this area effectively and economically. Use WJR, the Great Voice of the Great Lakes!

For more detailed information on this rich summertime market, contact WJR or your Christal representative today. Or...

Write today for this important book!

Radio Station WJR
Fisher Building
Detroit 2, Michigan

Please send me a copy of your Michigan Vacationland Brochure.

Name______________________
Company___________________
Address____________________
City________________________
State_______________________

WJR, the Great Voice of the Great Lakes

Almost 10% of all National Sales Takes Place Within WJR’s Primary Coverage Area

WJR Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.