You need a sword—and a mighty powerful one—to cut yourself a piece of the biggest market in the country.

WOR gives you a two-edged advantage over your competitors by delivering New York's most powerful radio signal . . . and the most sales-responsive audience in its 14-state, 26,000,000 listener area.

Evidence of the up-to-the-hilt impact of WOR is the fact that more advertisers sell more products via WOR than via any other station in America.

Let us show you how to wield the sword to sales success.

Call LONgacre 4-8000 today.
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped build that reputation is

**Mr. ARTHUR C. PAGE**

Mr. Page is Associate Editor of Prairie Farmer. He has been an Illinois Farm Paper Editor for 41 years. For 23 years he has conducted the WLS DINNERBELL program—a half-hour sustaining service to Midwest farm families, broadcast daily at 12:30 noon.

In his position as Associate Editor of Prairie Farmer—as Farm Program Director of WLS—and as conductor of the WLS DINNERBELL program, Mr. Page has been prominent in National and Midwest farm councils for almost half a century and is probably better known in more Midwest farm homes and to more Midwest farm people than any other one man.

His job is that of service to these people. Certainly nothing could better build listener loyalty than such service over so many years ... and that listener loyalty is among the greatest values WLS can offer its advertisers.
WHK IS CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company
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
CLOSER RELATIONSHIPS with official Washington, particularly White House, to be sought Tuesday when officials of Advertising Council hold 10 A.M. conference with President Eisenhowe. Before leaving New York tonight, Council Board is expected to elect Philip L. Graham, WJW-AM-TV and WMPR-AM-TV, as board chairman.

REPERCUSSIONS in Congress on TV allocation situation, notably delays in providing additional service in larger markets, will result in new moves to investigate FCC procedures. One Senator known to have in rough draft resolution calling for inquiry. There's also talk about resolution expressing it as sense of Senate that educational channel reservations be extended at least one year beyond June 2 "deadline."

NEAR CLOSING is sale of WPWA, Chester, Pa., by Lou Poller to Sherwood Gordon, New York businessman and former radio announcer, for about $260,000. Deal includes transfer of application for uhf Ch. 23 in Philadelphia, where Mr. Poller's opponent is Daily News. Mr. Gordon is applicant for Ch. 33 in Miami on which there is a two-way contest. Blackburn-Hamilton handling sale. Mr. Poller will move to Milwaukee to direct local activities of WCAN and its upcoming Ch. 25 TV sister, WCANTV of which he is president. Alex Rosenman, executive vice president, will continue to direct national activities.

CBS BOARD CHAIRMAN William S. Paley visited last Thursday with President Eisenhowe (an old friend and comrade in arms, Mr. Paley served as a Colonel on General Eisenhowe's psychological warfare staff in ETO last war). Visit was described as purely personal. It was intimated that there was discussion of White House plans to broadcast news conferences, now under contemplation, with likelihood that simulcasting will occur next month.

DRUM BEATING on color TV could have depressing effect on black-and-white set sales according to informed manufacturing sources. This, coupled with sharp drop in sales occasioned by March 15 income tax deadline, could result in serious, but probably temporary, cutback in sales and subsequently, in production.

REVOCATION of no-color-TV manufacture due any day now. NPA officials working on papers to rescind color ban (M-90). Order issued 1951 ostensibly to conserve precious materials and engineers [B+T, Oct. 22, 1951]. Actually, order forbade mass production of color TV receivers unless permission granted by NPA. In 15 months of ban, no manufacturer has asked for authority. Last week, Chairman Wolverton (R-N.J.) of House Commerce Committee, asked NPA to kill order.

WHITEHALL Pharmacal Co. (Anacin) last week gave station operators jitters by offering non-cancellable April-September contracts for spot campaigns but asking extra 10% discount for guaranteeing to stay on all summer. First station reaction said to be chiefly negative, but with some broadcasters accepting on basis that special summer-time discounts, long offered by networks, might well help stations combat warm weather business letdown. John F. Murray, N. Y., is Anacin agency.

ADVERTISERS and Federal Trade Commission working out method by which advertising campaign can be scanned in general way at regular conferences, it was learned at FTC. Media and agencies expected to join cooperative project.

NEXT PIONEERING TV effort of Ford Foundation, following successful season that has brought much satisfaction to viewers—and some of sponsors, too—may be experimental children's program in fall.

JOHNSON'S WAX, long active in TV, expected to make test film of Fibeer McGee & Molly, major radio act that hasn't been seen on visual medium. Previous test sometime ago was disappointing.

THERE'S good chance proposed Senate inquiry into juvenile delinquency will get go ahead sign from Senate and sure as shootin' some witnesses will accuse radio and TV programs of contributing to youthful law breaking. Senators Estes Kefauver (D-Tenn.) and Robert C. Hendrickson (R-N.J.) introduced bills to make study, asked $50,000 expenses (S Res 88 and 89). Bills expected to be reported favorably by Senate Judiciary Committee this week, then have to clear Senate Rules Committee and upper house itself.

ICE CREAM firms, seasonal advertisers, are showing increased activity this year. Ice Cream Novelties (Donald Duck confessions), for one, is placing six-week radio campaign starting May 16 in number of markets, using weekly quarter-hour transcribed show, through Blaine-Thompson, N. Y. Meadow Gold Ice Cream Co., effective April 1, picks up Wednesday segment of Gabby Hayes TV show, on WNBW (TV) Washington and WTVR (TV) Richmond.

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Network television billings in 1952 out-raced those for rival media. Page 34.

TRADE ASSOCIATIONS

Annual convention of Institute of Radio Engineers opens in New York. Page 44.

GOVERNMENT


What constitutes a "party in interest" in an FCC proceeding? On outcome, to be decided by U. S. Court of Appeals, depends future course of FCC TV applications processing. Page 33.

House committee begins hearings tomorrow on status of color TV. Page 38.

NETWORKS

CBS gross in 1952 was nearly $60 million more than in 1951. Net income was slightly higher last year than year before, Page 71.

Program expansion at ABC, infused with new capital from merger, continues in both radio and television. Page 72.

EDUCATION

CBS-TV joins with leading U. S. universities in ambitious program series on educational advances. Page 76.

How a hospitalization plan was sold on radio and TV in Indiana. Page 81.

Daytime television is paying off. Page 82.

A double TV antenna system is good insurance. Page 84.

Bread merchandising rounds up all the old cowhands. Page 86.

A formula for charting TV station futures. Page 88.

UPCOMING


March 28: West Virginia Broadcasters Assn., Annual Spring Meeting, Daniel Boone Hotel, Charleston.

(For other Upcomings, see page 109)
G-E VHF ANTENNAS GIVE-

ALL-AREA

COVERAGE-POWER

General Electric 12-Bay High-Channel Antennas Proved Completely Successful Throughout Nation!

Before you invest large sums of money in an amplifier for high gain, investigate any of the television stations now using a G-E 12-Bay Antenna. Ask them about uniform market coverage...reception in fringe areas as well as close to the tower...absence of null spots. You'll get a first-hand report of complete customer satisfaction!

G-E's wide antenna line offers TV stations of every market size maximum coverage. Long-term G-E experience in antenna design and construction results in features that mean both outstanding performance and economy in initial cost...installation...and maintenance—for your TV station operation.

For complete information write: General Electric Company, Section 233-23, Electronics Park, Syracuse, New York.
- ECONOMY!

The G-E 12-Bay antenna rises to the top of WHAS-TV's tower at Louisville, Ky. With this giant antenna, WHAS-TV, America's most powerful station, today radiates 316 KW.

For complete market coverage...the right power...WBZ-TV, Boston, Mass., turned to General Electric for a 6-Bay antenna.

BEFORE YOU BUY—LOOK AT ALL THESE ADVANTAGES!

- **POWER**—G-E antennas are available in the right sizes for both large and small markets. From single-bay all the way up to 12-bay your TV signal gets the needed boost for maximum power!

- **ALL-AREA COVERAGE**—In close or out in the hinterlands that all-important beam reaches your complete market effectively. Special pre-analysis at the factory to customer satisfaction is a plus benefit from General Electric and it doesn't cost you a cent extra!

- **ECONOMY**—You achieve higher gain from either a new amplifier or a bigger antenna but compare costs! A G-E antenna can, in many cases, offer you substantial savings.

- **SUPERIOR MECHANICAL FEATURES**—G-E VHF antennas are built to withstand at least 50 lb./sq. ft. wind loading...water tight junction boxes are solid machined brass.

- **HIGH STABILITY**—Special care in design and construction assures you of a sturdy, rigid antenna that will withstand the elements for years.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
— and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT

---

It's 630 in Savannah WSAV

REPRESENTED BY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS
MBS Executives Made General Teleradio VPs

ELECTION of three Mutual executives to vice presidencies of parent General Teleradio Inc. and other major executive appointments within in MBS-General Teleradio organization being announced by President Thomas F. O'Neill today (Monday).

James E. Wallen, MBS treasurer since March 1944, resigns to become vice president, board member and treasurer of General Teleradio, which is radio-TV subsidiary of General Tire & Rubber Co. and owns Don Lee and Yankee networks, WOR-AM-FM-TV New York and controlling stock interest in Mutual. Earl M. Johnson, MBS vice president in charge of engineering and station relations, and Robert A. Schmid, MBS vice president in charge of advertising, public relations and research, vice presidents and board members of General Teleradio in addition to present MBS posts.

George Ruppel, MBS controller for past three years, succeeds Mr. Wallen as network treasurer. Frank Winkler, vice president of Yankee division, becomes general auditor of General Teleradio.

Creation of program development department for Mutual and WOR radio also being announced, with Herbert Rice, MBS executive producer, named to head it as director, concentrating on new program ideas and talent development, and Mutual co-operative department being set up as separate network division under Director Bert J. Hauser, who has been manager of MBS co-op programming.

All appointments effective immediately.

COMPETITOR REPORTS

TWO advertising agencies asking station representatives for data to prepare competitive advertisers' reports for clients. Cecil & Presbrey preparing spot announcement report for drug clients on competitive drug advertisers' use of radio.

Object: To induce clients to buy more radio time. Fuller & Smith & Ross, for General Electric, similarly preparing report on network (TV) and spot (radio and TV) as well as newspaper and magazine activity of rival radio and TV set manufacturers and light bulb and electronic tube firms. GE will take report under consideration for next month or so and probably will be solved next year's ad budget on it.

WHITE, STANTON DEFEND TV COST

TELEVISION will serve over nine-tenths of American populace at reasonable cost and be priced within reach of most business firms, members of Assn. of National Advertisers were told late Friday as they wound up annual spring meeting at Hot Springs, Va. (early stories, pages 27 and 28). Answers to fears of major media buyers that "rival" radio would be available only to major commercial empires were supplied by two network presidents—Frank Stanton, CBS, and Frank White, NBC. They promised more flexibility in television and said many present problems will be solved as artificial effects of FCC freeze disappear.

Though ANA as association, and individual members, sounded alarms all week about soaring costs, television's story was kept behind locked doors. This procedure permitted only one side of controversy to be made available to public.

TV spokesmen indicated hookups of perhaps 100 stations would become available, in time, at low cost when figured on per-thousand basis. Present difficulties centering around inequities in coverage and station rates will be solved by arrival of hundreds of new stations and effect of normal competition among stations and networks.

Advertisers were informed by network executives that new technique of time-selling, programming and advertising will develop as television grows. These will make medium attractive to all types of firms and bring in clients that have never before used TV or radio, or perhaps any advertising medium.


George R. Nelson, president of Nelson Ideas Inc., described musical jingles as "Madison Avenue nonsense." He played series of musical commercials and said such spots "should never sound like jingles."

Advertisers have no inherent right to become obnoxious in nation's living rooms, he said, adding that music in musical commercials should make listeners think of production.

Johnson Would Legalize Radio TV Blackout Rule

LEGISLATION to legalize baseball's ban on radio and TV broadcasts unless approved by "home" team proposed by Sen. Edwin C. Johnson (D-Colo.) Friday. Bill (S 1526), permitting major or minor league "home" team to impose radio-TV "blackout" to protect its own box office, declares that organized baseball's old Rule 1(d) is not illegal.

Rule was revoked in 1949 after Justice Dept. complained it violated anti-trust laws.

Sen. Johnson, president of Class A Western League and former chairman of Senate Commerce Committee, said legislation necessary to "protect the weak and helpless elements of America's national game of baseball from a cruel and ruthless monopoly which strangely enough was forced upon organized baseball by the anti-trust division of our own Justice Department." He also said legislation was necessary to save minor leagues from extinction.

FBI has been checking major leagues on sales of rights to radio and TV, Sen. Johnson said he had been told.

In 1951, Sen. Johnson introduced a bill (S 1526) to exempt organized baseball from anti-trust laws. This was never reported out of committee.

• BUSINESS BRIEFLY

CAMELS CONSIDER LOCAL RADIO • R. J. Reynolds Tobacco Co. (Camel cigarettes), which for years has followed pattern of appeal to college students on theory that early habit will endure, currently investigating local radio shows with musical appeal beamed to college students. Agency: William Esty Co., N. Y.

BLOCK RE-EVALUATES • Block Drug Co., through Cecil & Presbrey, New York, currently is re-evaluating latter half of its 1953 radio-TV budget with final decisions expected about mid-May.

TEST FOR NEW CARS • Packard Motor Car Co, considering $250,000 test drive in Chicago area to advertise two new car lines next six months. Understood radio and TV will be used. Radio news programs and spots and TV announcements contemplated. Local Packard dealers have agreed to sponsor Chicago Daily News relays on WBKB (TV) Chicago March 28.


NEW ACCOUNTS • Oliace & Bronner, Chicago, announces addition of three new accounts. Agency named to handle radio-TV for Nu-Enamel Paint Co., now in many markets, and advertising for Perfax Electric Razors (radio-TV will be used) and Lobex products (radio).

VITAMIN DRIVE • McKesson & Robbins, N. Y., for its new liquid vitamin, Dynex, is planning test radio spot announcement campaign to start April 13 for four weeks on 31 stations in Georgia. Ellington & Co., N. Y, agency, will expand campaign nationally if test proves successful.

HORSE RACES TO GILLETTE • Gillette Co. to sponsor telecasts of 15 major eastern horse races as part of its Cavalcade of Sports on NBC-TV, starting with April 18 running of $30,000 Gotham Stakes at Jamaica, N. Y. To aid Damon Runyon Memorial Fund for Cancer Research, Gillette also will contribute part of proceeds of each race each week to highest bidder among viewers, all such monies to go into Runyon Fund. Gillette agency: Maxon Inc.

AFA Convention Planners

ADVERTISING Federation of America appoints honorary general committee to plan 49th annual convention in Cleveland, June 14-17, including J. Leonard Retreich, James M. Cox radio and TV stations, Atlanta; James D. Shouse, Crosley Bstg. Co., Cincinnati; Nadine Miller, C. E. Hooper Co., N. Y.; D. C. Marschner, Shell Oil Co., N. Y.; John Cunningham, Cunningham & Walsh, N. Y.; Stanley Patno, Fuller & Smith & Ross, N. Y.; Virginia Hood, BBDO, N. Y., and Henry G. Little, Campbell-Ewald Co., Detroit.

March 23, 1953 • Page 9
Newspaper
In the San Antonio Light, your schedule gets extra in-city promotion, in display advertisements like these. As of this publication date, we have already run more than 3,000 inches of newspaper promotion.

Direct Mail
Mrs. Tucker's mailing piece, sent by KEYL to more than 1,000 Grocers in San Antonio.

Point of Purchase
Right at the point of purchase, this display maintained by KEYL promoted Pabst Blue Ribbon as well as the fights.

Display
This promotion piece prepared and distributed by KEYL... was placed on Frito Racks throughout the Spanish-Speaking area of San Antonio.

Taxicab
At the busiest corner of San Antonio, as well as on 119 other Yellow cabs, KEYL in-city promotion, does double duty for you, one week out of every four.

Window Display
In the lobby of the Transit Tower, San Antonio's tallest office building, this Parker Pen display was seen by thousands every day.

Now...ADDED SELLING IMPACT ON TV IN KEYL's
TOMMY REYNOLDS SHOW
Mondays thru Fridays 2-3 p.m.
CHANNEL 5
STOCK AND DISPLAY THESE FINE FOODS!

ON TV
SPANISH VARIETIES
BROUGHT TO YOU BY
Fritos
THE ORIGINAL CORN CHIP
KEYL TV CHANNEL 5
11:00 P.M. EVERY WEDNESDAY

in San Antonio only KEYL gives your schedule city-wide merchandising plus top ratings!

San Antonio's
KEYL
Channel 5
ABC
KUUMONT
CBS
Represented by Katz * Neff, Sales Representatives
Tom Heron, V.P. Neff, Sales Director
465 Madison Avenue, New York City

Page 10 * March 23, 1953

Broadcasting * Telecasting
at deadline

Three Mergers; Wilson Seeks Miami Ch. 10

THREE NEW mergers of competing TV applicants reported by FCC Friday, plus filing by L. B. Wilson Inc., operator WCKY Cincinnati, for vhf Ch. 10 at Miami, Fla., presently in interim operation.

At Knoxville, Tenn., W. R. Tuley and TV Services of Knoxville, both seeking vhf Ch. 20, joint a new bid a winner for that assignment. Mr. Tuley dismissed his application, got 86% in amended TV services bid. Harold H. Thomas and J. Horton Doughten, former 56% owners, will control the bidding party in interest. Appeals against the new merger are authorized boost to 50%.

Mr. Tuley, seeking Ch. 50 at Evansville, Ind., and W. R. Doughten, now 25% of WAYS and WCOG, Mr. Tuley seeks Ch. 50 at Evansville, Ind., for location of vhf Ch. 50. Upon grant, Tribune Pub. Co. will sever part interest in KALL there. Frank Carman and Grant Wrathall, previously co-owners of KUTA, now hold 25% each. They are associated in other TV grants (see page 84).

At Austin, Minn., South Central Minnesota TV Co. disamines and takes vhf Ch. 6 from KAUS Austin in new uncontroverted applicant. Jones and Reasman, now KAUS retain control. L. B. Wilson Inc. seeks ERP of 316 kw visual with antenna height 636 ft. Ch. 10 at Miami, entering into competition with WAYS Miami and WKJF Miami. Proposals cost before $300,000 to build.

No commercial education bid for reserved Ch. 13 at Oklahoma City died by Independent Stations to present a plan to contest for facility with Oklahoma U. Regents.

FCC Asks More time on Protests; Other Actions

EXTENSION of time limit in which to act on new proposals of TV actions is asked by Congress in FCC by letter made public Friday. FCC, asking amendment of Sec. 309(c) of Communications Act, says 15 days isn’t time enough to handle protests, hence asks 30-day limit.

Grants to existing TV stations:
KPRC-TV Houston granted special temporary authority for interim operation on Ch. 2 with effective date of April 2. It retains ERP of 20 kw, power of 20 kw, 50 watt construction of new transmitter site for new antenna. WSNW-TV New Castle, Pa., granted STA to begin operations on Ch. 12 with ERP of 41 kw visual and 4 kw audio. WKJS-TV Pittsburgh granted STA to begin commercial operation on Ch. 15 with ERP of 3 kw visual and 0.6 kw audio, antenna 240 ft. Effecive date March 21 to Sept. 7.
WABC-TV New York granted STA to use new ERP of 22 kw visual and 13.5 kw audio. Was 10.3 kw visual, 8.9 kw audio. Ch. 7.
KEYT-TV Santa Barbara granted change in ERP on Ch. 3 with 2 kw visual and 33 kw audio, antenna height 500 ft. Antenna 12.
WHYN-TV Holyoke, Mass., granted change in ERP on Ch. 14 with 2 kw visual and 33 kw audio, antenna height 550 ft.

URGE FCC Admit Error

JUSTICE Dept. staff recommended FCC admit error in stand on case of WGRD Grand Rapids vs. Muskegon Radio & Television Corp. It was understood, at meeting between Attorney General Herbert Brownell Jr. and FCC Chairman Paul A. Walker and staff Thursday. Justice staffs felt WGRD has standing as party in interest. Appeal by WGRD from FCC dismissal of its protest against grant to Versulis in Muskegon due to be argued in U. S. Court of Appeals in Washington this coming Friday (see page 53). Final determination of Justice Dept’s stand, however, still up to Mr. Brownell.

BINAURAL TEST

PLANS for demonstration of binaural system of broadcasting on March 30 over seven upstate New York radio stations, described as first test on "mass" scale, announced by Office of Poly-technic Institute, Troy, N. Y. Half-year musical program will be broadcast from RPI’s gymnasium, using microphones of WGY Schenectady, WXXW Albany and WHAZ Troy on left side of room and microphones of WTRY Troy and WPTR, WROW and WOK, all of Albany, on right side. This test staged in connection with 30th anniversary of WHAZ’s station.

NCAA Limited TV

Football Program Discussed

GENERAL criticism leveled at NCAA limited football TV program by industry representatives in discussion with associations TV committee, Friday in Kansas City. Representatives offered suggestions and proposals, not disclosed, which group promised to take up study at next meeting in New York April 7-8. Committee also reviewed various aspects of controlled schedule, including possible provision for regional telecasts where interest may exist. Exeptions, before meeting with representatives (see page 33)."
Station list up 400% in 90 days through sponsor success with Phil Spitalny's "Hour of Charm." That's right—400%! Here's the story.

Michigan's LaSalle Winery—distributor of LaSalle and Manischewitz Wines—tried a test sponsorship of the "Hour of Charm" on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: Thesaurus shows delver!

You can build your station sales with Thesaurus shows. To prove it, let us send you the facts on the "Hour of Charm" and the 30 audience-building Thesaurus shows. Mall coupon for audition disc today!

*Thesaurus Success Story #2
When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the increasing number of advertisers turning to Radio Station WREC.

Your Katz man will be happy to show you latest Standard Audit & Measurement Reports and Hooper Ratings as proof that WREC delivers the “better half” of both the Rural and Metropolitan listeners in the Memphis Market.
Wherever you go there's radio Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.

A VIVID drama exploring the power of atomic energy and the means of survival in our atomic age was presented to the radio and television audience last Tuesday when the 33rd "nuclear device" was exploded at Yucca Flat, Nev. "Operation Doorstep," the title of this production, may be roughly described as a play in two acts—each of a half-hour duration—the first, beginning at 8 a.m. EST and the second, at 4:30 p.m. Allowing for security and safety regulations, network personnel met the challenge of producing the event for radio and TV consumption with a skill that merits many a bouquet.

On the first telecast, background material on the test and what it would involve preceded the blast. Walter Cronkite of CBS and Morgan Beatty of NBC alternated on the commentary from a spot seven miles away from a tower which cradled the bomb. Soldiers participating in the experiment were within 3,500 yards of the tower. With them was ABC's Chet Huntley, who gave brief reports both before and after the explosion.

There were two houses in the target area literally patterned and built for destruction by the Civil Defense Administration, whose intention it was to emphasize that one of the houses belonged to you and that your family was inside. Driving this point home was a major assignment on this telecast, and in terms of commentary was well done. But just hearing in this case was a poor substitute for seeing as well. The point would have had greater impact had the viewer looked at these homes, inspected the experimental bomb shelters and looked again after the damage had been done.

At 4:30 p.m. cameras once again turned on Yucca Flat for a report on the aftermath. This phase was not as impressive as it might have been if execution of original plans had been possible. The networks had hoped to move...
into the target area for some graphic illustrations of the horror of atomic warfare, but radiation prohibited such coverage. Awarded were substituted for a first-hand look.

The decision to pool telecast the happenings at Yucca Flat made it possible for on-camera personalities from the networks and those involved in production to combine reportorial talent and technical know-how. The outcome was all the more polished for this concentration of effort. TV engineers have come a long way from a similar but much more primitive attempt a year ago which, like Tuesday's operation, was directed by Klaus Landsberg, head of KTLA (TV), Los Angeles. The lessons Mr. Landsberg learned a year ago, when almost single-handedly he set up the remote system for the first show, made for steady pictures which came in clear on a TV set. There was one blackout, however, which occurred at the moment of the explosion. The filter placed over the lens picking up the blast was not heavy enough for a brilliant flash which accompanied it.

Both telecasts were "sponsored" by the Advertising Council Inc. at the request of CDA and the Atomic Energy Commission. The "sales message" was preparedness. It is a vast understatement to say that a more effective means could not have been found to "move" this particular product.

**ACTION IN THE AFTERNOON**

CBS-TV, Mon.-Fri., 3:30-4 p.m. EST.
Producer: Charles Vanda.
Executive Director: Leslie Urbach.
Directors: William Bode, John Ulrich.
Writers: Don Pringle, Dick Stremme, Don Lenox.
Cast: Jack Valentine, Blake Ritter, Mary Elaine Watts, Harriett Forrest and Harry Cassell.

CBS-TV's attempt to entice the small-fry viewing audience with an afternoon "live" western dramatic series, *Action in the Afternoon*, appears to lack the one major ingredient that is the *sine qua non* of such programming. Despite its title, *Action in the Afternoon* lacks action.

The episode of the serial under consideration here was action-enhanced to the extent that it highlighted a 10-second fist fight in a saloon, five or six gun shots, and a horse race in which one of the "good men" was wounded.

The "cliff-hanging" note on which the program ended was a daring pronouncement by Jack Valentine, the hero, challenging the villain to another horse race. To youthful TV addicts exposed to spine-tingling flights into space and to seemingly never-ending "chases" in western films, this move by Mr. Valentine must have come as a decided letdown.

The sequence of the horse race, incidentally, underscores one of the shortcomings of producing the serial "live." Because of this limitation, the horse race lasted scarcely a minute over fairly even terrain in dismal contrast with long, rough, riding jaunts that films can offer. And an action-packed race and one of its offshoots—"The Chase"—have long been staple products of western films.

For viewers uninterested in action, *Action in the Afternoon* presents a warm, neighborly portrait of life in the mythical frontier town of Huberle, Mont., in the 1890s. The acting is uniformly good and the settings attractive. It is originated by WCAU-TV, Philadelphia.

It is unfortunate that CBS-TV, which apparently went to considerable expense to give authenticity to the serial, chose to present the story line at such an unevenly paced. This is not to suggest that *Action in the Afternoon* would improve by grade C Hollywood treatment. But, a little action, please.

**public service builds public acceptance!**

Not one, but four great universities and colleges broadcast regularly over the Cherry & Webb Broadcasting Company stations—WPRO and WPRO-FM. Brown University, the University of Rhode Island, Bryant College, and Providence College play an integral role in the Cherry & Webb Broadcasting Company's public service program planning... offering programs on world affairs, business and household management, agriculture, and student activities.

For over 21 years the Cherry & Webb Broadcasting Company has been mindful of its public trust... has maintained its pledge to continue public service.

**one of the reasons why...**

more
New Englanders
listen to

**WPRO PROVIDENCE**

than any other
Rhode Island station

CBS RADIO • 5000 W • 630 KC • AM & FM

Represented by RAYMER
Maybe you feel awards are getting out of hand—and meaningless, except to jewelers and calligraphers.

But television is so many different things—drama, comedy, music, news, public affairs, sports—there's room for lots of awards.

CBS Television shows and showmen received 87 this past year—as well as the most meaningful award of all: top program popularity. This is the one the audience gives—week after week—in the nation's leading markets.

For advertisers it's an award with specific sales meaning: bigger customer traffic for all their shows on the network...larger average nighttime audiences...the lowest cost per thousand.

So consider, in this season of laurels, our 88th award. It's one we can share with all our advertisers.

CBS TELEVISION
CBS Radio Spot Sales
representing Radio's Royal Family
is happy to announce
its national sales representation of
WMBR, JACKSONVILLE, FLA.
as of March 1, 1953

WMBR is a welcome addition to
Radio's Royal Family:

WCBS, NEW YORK - WBBM, CHICAGO - KNX, LOS ANGELES
WCAM, PHILADELPHIA - KNOX, ST. LOUIS
WCCO, MINNEAPOLIS - ST. PAUL - WEEI, BOSTON
WTOP, WASHINGTON - KSL, SALT LAKE CITY - WBT, CHARLOTTE
WBVA, RICHMOND - KCBS, SAN FRANCISCO
WAPI, BIRMINGHAM - COLUMBIA PACIFIC RADIO
NETWORK - BONNEVILLE RADIO NETWORK
THREE YEARS ago almost to the day, two
long-time partners and minority stockholders
in a top station representative firm pulled up
stakes and set up their own company in a
move of far-reaching interest and import to
the industry.

The partners and minority stockholders were
Frank M. Headley and Dwight Spencer Reed—and
the new company was H-R Representa-
tives Inc., a designation which promptly stirred
up confusion and, it must be admitted, still
does among some station clients who re-
membered them as Headley-Reed Co.

There is no doubt, however, in Mr.
Reed's mind about the philosophy of H-R
Representatives Inc. and what it has accom-
plished in three short years since the split.
Anyone who knows Mr. Reed, executive vice
president of H-R with headquarters in Chicago,
knows well the indelible imprint of his
aggressiveness in stations.

A man who believes strongly in results, he
has gained a reputation for concentrating on
sales, and servicing clients to a high degree.
In fact, it's sales, not ratings, that count, he tells
you without hesitation.

Perhaps this credo stems from his early
experience with Kelly-Smith, a newspaper rep-
resentative firm, during the late '30s, but more
probably it is ingrained in his makeup and
personality. In any event, it is a noteworthy
commentary on his beliefs at a time when
radio-TV are competing with printed media
for the advertisers' dollar and when adver-
tisers are eyeing television with a jaundiced,
futile eye.

Varied Ad Background

With his keen appreciation of sales results,
it follows that he compiled a backlog of ex-
perience touching on various phases of ad-
vertising, culminating in his present position.

A native of Chicago, where he was born on
Aug. 26, 1908, youthful Mr. Reed attended
Carleton College in Northfield, Minn., and
later majored in advertising at Northwestern
U., in Evanston.

His first professional experience was with
George T. Hulsey & Co., an advertising agency
specializing exclusively in outdoor advertising.
He joined the company in 1928. Four years
later he became associated with Critchfield &
Co., working on the Ford automobile (Linm
and Amber on radio) account.

Mr. Reed's next association was with BBDO
—he thinks this was about 1933—where he
handled Westclox clocks for General Time
Corp., utilizing his outdoor advertising knowl-
edge on the account. Then he worked into
radio.

With that experience back of him, Mr. Reed
became friendly with William G. Rambeau,
of the station representative firm. In late
1934 he joined Mr. Rambeau. Then after
11 months he joined Kelly-Smith.

Mr. Reed helped set up the company's radio
division in October 1936. Frank Headley also
joined the firm and they became fast friends.
Then, together, they launched Headley-Reed
Co., essentially to take over the radio station
representative functions of Kelly-Smith, which
had adopted a policy of also representing
radio properties of newspapers.

On February 20, 1950, Mr. Reed, along
with Mr. Headley and Paul R. Weeks, resigned
from Headley-Reed Co. in disagreement over
policy. They opened offices in New York
and Chicago and, later, in Los Angeles and
San Francisco. Today, they represent some
27 radio and 7 TV outlets among clients.
A split in radio-TV properties (like H-R TV
Reps Inc.) is a possibility but not in the im-
mediate future.

Man of Ideas

Dwight Reed has some very definite ideas
about radio-TV Spot penetration, advertising
budgets, sales results, the future of radio, the
single rate card for daytime-nighttime opera-
tions of stations, and, perhaps above all, in-
dividual station rate cards based on "dollar
volume."

He capsulizes his convictions this way:
"I think that TV is going to become in-
creasingly harder to sell and will take a tre-
mendous amount of work by TV stations in
medium-sized markets ... I think spot [an-
nouncements and packages] will have a good
year ... Radio will be better this year ... I
think there's a good excuse for the single day-
time-nighttime rate, particularly in big markets.
With the leadership already provided, there
doubtless will be a trend in that direction.
It's inevitable ... I go along with the 'dollar
discount' plan put into effect by Bill O'Neil
[president of WJW Cleveland]. It's simpler
and is a better gauge of actual sales returns
accruing to advertisers. It's sales that count
... not ratings."

The plan gives advertisers a better break as
they enter each new dollar volume category—
as they spend more money with the station.
Time-usage is limited merely to announce-
ments.

Mr. Reed is married, has four children and
lives in suburban Glen Ellyn. He married
the former Emily Stafford, of Oak Park. The
children are Nancy 18, Dwight 16, Mary 9,
and, an infant.

He is a member of the University Club of
Chicago and the Glen Oak County Club and is
a 32d degree Mason. His hobbies include golf
and reading.

- end -

Dwight Reed, an veteran of radio advertising,
has his own ideas on TV.
The only

- 2-3 claw with jeweled tip assures long life
- Changes projection lamp automatically
- Dual focus controls
- New precision optical system—f 1.5 projection lens with "built-in" infra-red filter
- Handles 4000-ft. reels—compensated "take-up" provides constant tension
- "Still frame" projection with 2-second stabilization of picture and sound
- Framing without image displacement
- Framing and motor hand-turnover controls accessible from either side
- Instantaneous exciter lamp change...lever operated!
- Everything unit-built for easy maintenance

RCA
Type TP-6A
Professional 16mm TV Film Projector
Here is a professional equipment that fits television film standards exactly ... the new RCA 16mm Film Projector Type TP-6A. It is designed to meet every requirement of the TV station looking for the best picture quality possible from 16mm film.

Unlike standard 16mm projectors now available, the TP-6A is newly engineered from "base-to-reels." New f/1.5 lens, new framing system, new dual focus arrangement, are among the features that contribute to its outstanding picture quality. New broadcast-quality amplifier assures high-quality sound. New 4000-foot reels (with compensated take-up), new 2-3 claw intermittent in oil, and new automatic lamp change-over, combine to provide unsurpassed operating convenience and film-show reliability.

For a vast improvement in 16mm picture quality—nothing approaches the TP-6A.

Check the 10 important features at the left.

For more details and delivery information call your RCA Broadcast Sales Representative.

An outstanding example of design simplicity

"See-through" Lucite door panel
Full inch clearance between aperture plate and lens gate
Simple film path
f/1.5 projection lens
Lever for exciter lamp change-over
Focus control—front and rear
Yes, the KVOO FARM SERVICE DEPARTMENT ribbons are showing! As a matter of fact, they keep on growing! During 1952 the KVOO Farm Department and its Director, Sam Schneider won four top awards:

1 The American Farm Bureau Federation named Schneider as the "radio farm director who has done the best job of interpreting agriculture to the public of the world" in 1952.

2 The National Safety Council's top award went to KVOO for "outstanding contributions to safety on the farm" with a special citation, in addition, for foreign agriculture.

3 The United States Junior Chamber of Commerce awarded Sam Schneider its Distinguished Service Award as the "outstanding young man of Tulsa during 1952" because he was "ever conscious of his obligation to mankind, and our nation, faithfully promoting our civic and social advancement."

4 The Ralston Purina Company gave KVOO its award for outstanding promotion in connection with the "bowl game contest", and called the KVOO Farm Department, "the cream of the crop of America's farm radio merchandisers."

We are grateful for these impressive expressions of appreciation for the job we are trying to do. We shall continue to make every intelligent effort to serve our nation in new and better ways, on the farm and in the city! While we highly value plaques and ribbons, we realize that the greatest award of all is that of listener preference, and we shall always try to merit it in increasing measure in the years ahead.
Message from Miles Labs.

EDITOR:

...Broadcasting ● Telecasting is doing an excellent job of coverage of news in the radio-and TV fields. Keep up the good work.

L. E. Waddington
Asst. Adv. Mgr.,
Miles Laboratories Inc.
Elkhart, Ind.

Mutual Security (Phase 2)

EDITOR:

FRANK EDWARDS IS ACCURATE. GALLUSES WERE A PRESENT, USEFUL FOR HOLDING UP THE TROUSERS, HELPFUL IN KEEPING THE SHIRT ON, THEREBY PROVIDING FULL COVERAGE.

Ed Murrow
CBS New York

[EDITOR'S NOTE: In "Open Mike" March 16 Mr. Edwards, an MBS commentator, pointed out that Mr. Murrow, in a picture in Newsweek, was wearing a pair of suspenders distributed by MBS as a promotion gift.]

Good Look at Uhf

EDITOR:

Congratulations on your uhf article in this week’s B+T (March 9).

We think that your treatment of a subject of extreme interest to the industry is one of complete objectivity, one which shows how uhf is actually developing.

Carl Tillmans
Paul H. Raymer Co.
New York

Who’s on First?

EDITOR:

REFERENCE ITEM PAGE 14 MARCH 2 ISSUE B+T: UNTIL PROVED OTHERWISE KHQ-TV, FIRST IN SPOKANE, WASH., CLAIMS DISTINCTION AS FIRST UHF STATION TO BEGIN OPERATING WITH 100 KW. KHQ-TV... WENT ON THE AIR WITH TEST PATTERN DEC. 8, 1952, AND BEGAN PROGRAMMING DEC. 15, 1952.

Birney Blair
KHQ-TV Spokane

Fifty-Two Weeks

EDITOR:

Because your magazine is probably read by every station manager and program director in America we thought you might like to tell them what we are doing about the promotion of brotherhood.

We didn’t stop our spot announcement and station break tags at the conclusion of Brotherhood Week. Instead, we are making it a year-round promotion and reminding our listeners to make the practice of brotherhood a 365 day event—and not just one week in the year.

Berton Sonis
General Manager
WTIP Charleston, W. Va.

Fan for Fellows

EDITOR:

I like Harold E. Fellows’ “Never Keep a Salesman Waiting” [B+T, March 9]. Send it to the Readers’ Digest.

John Kennedy
Matesan, W. Va.

[OPEN MIKE]

GM DIESSEL STAND-BY
GENERATOR SETS

WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permits installation in garage adjoining transmitter building—eliminating cost of a specially designed building.

WKTU—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12 1/2 to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting, immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES... 16 to 275 H.P. MULTIPLE UNITS... Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

March 23, 1953 • Page 23
Keyed programming has made WMC great!

Programs designed for the taste of the people who make up the market! That's the secret behind the long and successful record of WMC programs.

Here are just a few of the shows that sell...of the programs that pay on WMC:

<table>
<thead>
<tr>
<th>Show</th>
<th>Time</th>
<th>Days</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Agriculture and You&quot;</td>
<td>6:15 to 6:30 A.M.</td>
<td>Monday, Wednesday, Friday</td>
<td>Mathison Chemical Corp.</td>
</tr>
<tr>
<td>Charlie Dial</td>
<td>6:45 to 6:55 A.M.</td>
<td>Monday through Friday</td>
<td>Hercules Powder Co.</td>
</tr>
<tr>
<td>Jack Hunt</td>
<td>7:15 to 8:30 A.M.</td>
<td>Tuesday and Thursday</td>
<td>Full-C-Pop Feeds</td>
</tr>
<tr>
<td>Ernest Tubb</td>
<td>11:45 to 12:00 A.M.</td>
<td>Tuesday through Friday</td>
<td>Pillsbury Flour</td>
</tr>
<tr>
<td>Farm News</td>
<td>11:00 to 11:30 A.M.</td>
<td>Monday through Friday</td>
<td>Jewel Shortening</td>
</tr>
<tr>
<td>Light Crust Doughboys</td>
<td>12:15 to 12:30 P.M.</td>
<td>Monday through Friday</td>
<td>Sinkers Cotton Seed</td>
</tr>
<tr>
<td>Slim Rhodes and his Mountaineers</td>
<td>12:30 to 12:45 P.M.</td>
<td>Monday through Friday</td>
<td>Tennessee Coal &amp; Iron Co.</td>
</tr>
<tr>
<td>Farmers Program</td>
<td>12:45 to 1:00 P.M.</td>
<td>Monday through Friday</td>
<td>Burress Mills</td>
</tr>
</tbody>
</table>

Acid Test

EDITOR:

A real test of the reporting job a magazine or newspaper does occur when one has a chance to read a report of something with which he is well acquainted. Years ago, I quit reading a well-known news magazine when I found that its interesting, but fanciful, reporting strayed so far from facts with which I was familiar.

In your issue of March 9, you presented "Our Respects" to H. Earl Rettig. It happens that Earl is my first cousin and that we lived next door to each other for a good many years of our youth in Chicago. He is still one of my best friends, and I am very well acquainted with his whole business career.

Because I know him so well, I am in an excellent position to judge the article you wrote about him. You did a wonderful job. Congratulations.

Edward E. Lethen Jr.
Director of Sales Extension
CBS Radio, New York

The Right People

EDITOR:

I want to thank you for the very fine article you wrote in B*T [ON ALL ACCOUNTS, March 2]. You might be interested to know that I have received considerable reaction from all over the country, which is indicative of the fact that your magazine certainly reaches the right people.

I also want to take this opportunity to tell you that I have always enjoyed the informative articles.

Sam Nathanson
V.P. in Chg. Sales and Distribution
Helen Ainsworth Corp.
Beverly Hills
5 AWARDS

to WESTINGHOUSE STATIONS

in B.A.B.'s contest on
“RADIO GETS RESULTS”

APPAREL
Award to KEX, Portland, Ore.
Advertiser: Hermanek's

FINANCIAL
Award to KYW, Philadelphia.
Advertiser: Bache & Co.

FOOD PRODUCTS
Award to WOWO, Fort Wayne.
Advertiser: Tidy House Products Co.

FOOD STORES
Award to KEX, Portland, Ore.
Advertiser: Schumacker's

MISCELLANEOUS
Award to KDKA, Pittsburgh.
Advertiser: Don T. Atkin Co.

For real results . . for spot action
. . in five of the nation's most
important market-areas, see Free
& Peters for availabilities on
Westinghouse stations!

WESTINGHOUSE RADIO STATIONS

WBZ · WBZA · KYW · KDKA
WOWO · KEX · WBZ-TV

National Representatives, Free & Peters,
except for WBZ-TV, for WBZ-TV,
NBC Spot Sales
February 16, 1953

Mr. Harvey Struthers,
General Manager, WEEI
Boston, Mass.

Dear Harvey:

You will be pleased to know that we are finding the F. H. Snow Canning Company's participation in the Priscilla Fortescue show, the Food Fair, and the Housewives' Protective League a very important factor in the steadily increasing sales of Snow's products.

Not only is this radio advertising on WEEI highly effective, but it is excellently supported by the comprehensive merchandising program of the Housewives' Protective League and the WEEI Supermarketing Plan. This is an integrated program which really pays off.

Sincerely yours,

DANIEL MORDECAI CO.
Mr. Harvey Struthers
General Manager, WEEI
Boston, Mass.

Dear Harvey:

We have been participants in the Housewives' Protective League on WEEI for well over a year now, and have been greatly pleased with the results. These results have brought you, as you know, several renewals on this program.

I want also to tell you that we are well satisfied with the effectiveness of the Supermarketing operation. The displays in a large number of A&P and Stop and Shop stores have been very helpful in moving an increasing volume of Snow's products, particularly when they are backed up by our expanded schedule of air time. This combination of good air time plus good point-of-sale promotion ranks high as a producer of rapid turnover.

Very truly yours,
THE F. H. SNOW CANNING CO., INC.
Fred H. Snow, President

February 1, 1953

Mr. Harvey Struthers
General Manager, WEEI
Boston, Massachusetts

Dear Harvey:

As you know, the first food advertiser to use the Housewives' Protective League in Boston was our client, the F. H. Snow Canning Co. (Snow's Clam Chowder and other Snow's products). This radio program, with the intensive merchandising which goes along with it, has, from the beginning helped to produce a very satisfactory sales increase.

When WEEI announced the Supermarketing Plan, we immediately expanded Snow's schedule in order to become eligible for this additional merchandising aid. Again the results have been gratifying. There is no doubt that the addition of participations in the Priscilla Fortescue show and Mother Parker's Food Fair have added materially to the ever-increasing sales volume of Snow's canned foods. Performance proves that WEEI gets results.

Cordially yours,
DANIEL F. SULLIVAN CO., INC.

Frederick H. Snow, President
"What's new?" asked a chap in the locker room.

"I accidentally hit my wife with a golf club," replied his golfer friend.

"Hurt bad?"

"Yup. Dead."

"Say that's too bad. Ummmmm . . . by the way, what club you use?"

* * *

In bringing up a comparative analysis of listenership and coverage of KGNC and, like they say, Stations A, B, and C, we feel a little bit like the girl who said, "I always make it a point never to talk about my friends unless I can say something good . . . and brother, is this good!"

The new SAM Report (Baker Study) gives KGNC about five times as many primary daytime counties, and eight times as many nighttime counties, as the other three stations combined. In comparison with 1949, Stations A, B, and C have lost primary counties; not KGNC. We held our own, daytime, and jumped from 27 to 32 counties, nighttime. And our audience is up 17.7% daytime and 25.9% nighttime.

This brings us to television. KGNC-TV's test pattern went on the air March 11. Regular programming started Wednesday, March 18. Sets in the area: 12,653. Amarillo, with the Number One per-family income and retail sales figure in the U.S., won't take long to buy TV.

What club you use?
JANE LEIDER looks at advertising from the woman’s point of view. A believer in and buyer of saturation daytime radio, she uses appeals to the housewife with emphasis on the product, particularly on weekend purchases.

She believes that local or regional daytime radio is the best buy for the small advertiser—a policy which has paid off for her as media director of Mogge-Privett Inc., Los Angeles.

Miss Leider, who has spent all her 33 years in Los Angeles, grew up with the advertising atmosphere which is now her career. Her father was in newspaper display advertising for 27 years. She naturally turned to the field, and upon graduation from UCLA with majors in business administration and sociology, joined the advertising department of Challenge Cream & Butter Assn.

Three years later, in 1944, she joined the Davis & Beaven agency (since dissolved), which serviced the Challenge account, in a secretarial capacity. Learning more about media, she soon advanced to the position of space and time buyer, purchasing heavy radio schedules for Scudder Food Products and Wilson & Co. (meat products), among other clients. Moving in 1948 to Harrington, Whitney & Hurst (now Harrington-Richards) as media director and office manager, she handled national spot radio for Squirt Co. (soft drink) and local radio for Gallo Wines.

Through her home ad training, Miss Leider had been led to believe that the newspaper was the "great" medium. Admitting she was hard to convince of radio’s staying power, she changed her way of thinking after the first successful placement of radio spots. Now she believes “all media are important to obtain the best results.”

After a year out of advertising and in an allied field, Miss Leider last year moved into her present job at Mogge-Privett. As has been true in her 12 years in advertising, she works primarily with food and beverage accounts. Among the current ones are Seven-Up Bottling Co., Ben Hur Products, Ocoma Foods Co. (frozen and canned chicken), California Lima Bean Growers Assn., Von’s Grocery Co. (supermarket chain), Karseal Corp. (Wax Seal) and American Fruit Growers Inc. (Blue Goose products).

Miss Leider loves her work, admitting enthusiasm also for the outdoor life. Interested in sports, she is a baseball fan, currently engaged in the Hollywood Stars 1953 season. Those games, incidentally, are sponsored on KFWB Los Angeles by Seven-Up Bottling Co.
Like champagne goes with caviar

Successful advertising goes with W-I-T-H just like champagne goes with caviar! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any 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

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
TV's BIGGEST CUSTOMERS OUT TO KEEP DOWN COSTS

Leaders of nation's advertising industry warn ANA members that high costs of video are outpacing even the biggest advertisers. TV production costs come in for special attention, while delegates show less outward concern over radio expenditures.

NATIONAL ADVERTISERS spending a billion dollars a year for radio and television commercials, now face media decisions that will have a profound effect on the future of radio and television.

Meeting last week at Hot Springs, Va., members of the Assoc. of National Advertisers held another in a series of closed meetings at which they sought answers to media problems brought about by TV's spectacular growth, its relatively high costs, and its development into a completely nationwide advertising medium.

These major advertisers, comprising 95% of the companies budgeting more than a million dollars a year in media purchases, are starting to squirm under the mounting expense of television advertising. They propose to do something about it.

They are worried about the cost of nationwide TV time once the entire nation is dotted with video outlets. They get violently agitated over increasing production expenditures for their programs and spots.

Celanese Drops Major Schedule

Some of these advertisers—Celanese Corp., for example—already indicate privately that television is getting too rich for their blood if purchased on a regular program schedule and on a nationwide basis. Celanese has dropped a major TV schedule.

Contrary to the ANA meetings held in 1951 and 1952, national advertisers are outwardly showing little concern over the cost of radio time. Instead they focused their financial eyes on television. This would not be regarded in any sense as a belief that ANA members are content with radio costs or that they have dropped all hope of adjusting aural costs downward in line with their ideas of television's impact on the older medium.

The extent of advertisers' fretting over TV costs was indicated by the way the ANA meeting was conducted. At three Thursday afternoon meetings the members held off-the-record discussions that had TV as an important, if not dominant theme. The agenda itself put it this way, "Is TV Worth the Cost—or Are You Running Out of Aspirin?"

Durable, non-durable and industrial advertisers exchanged views on their television experiences. As professional buyers of space and time, ANA members are historically aggressive in taking pot shots at media costs. While newsmen were barred from the Thursday discussions, it was obvious that ANA members are just as excited about video costs as they were about radio costs two years ago. At that time a slashing attack on radio costs was waged but fears of antitrust action finally entered the scene.

Much of the emphasis was placed on TV production costs at Thursday discussions rather than on the cost of time and facilities. ANA has closely followed negotiations with Screen Actors Guild.

Top Network Executives Speak

Eager to get an inside peek into the future of television, ANA had two top network executives as speakers Friday afternoon. Here, again, the doors were barred to newsmen as Frank White, NBC president, and Frank Stanton, CBS president, discussed questions on future TV prospects.

Mr. White's subject was, "Is Television Pricing Itself out of the Market?" Mr. Stanton spoke on the topic, "Getting More out of Television."

After three days of speeches and locked-door discussions, advertiser reaction in general was that TV networks and stations must make some major changes if they are to capture the business they want from national media buyers.

Perhaps the classic case of a TV network being priced out of the market is that of the Texas Co., which pioneered in the high-budget TV network production. The Texas Co. was sponsoring Milton Berle several years ago when the some $50,000 it cost per week was an almost unheard-of figure. At that time Mr. Berle had things virtually his own way in what passed for big-time television.

Since then other stars have risen as high (some indeed higher). Prices have risen too. Mr. Berle's Texaco Star Theatre now costs the Texas Co. about $110,000 a week, and this veteran sponsor of big-budget television has notified the network it is cancelling Mr. Berle after June 9.

The problem here is not alone that the Texaco Star Theatre in itself is expensive but also that continued sponsorship of it into a future that promises even higher costs throws the whole Texas Co. advertising budget out of balance.

The prevailing view at Hot Springs was that if present policies of big TV advertising continue, not many advertisers, even the biggest, can afford to go it alone in sponsoring major network shows.

Actually only one positive step was taken by the association—adoption of a strong policy statement demanding that both radio and TV stations accept commercials for related products of separate manufacturers under joint sponsorship (see separate box story).

This action, while considered highly important by these national advertisers representing 325 companies (half of them have million-dollar media budgets), really is only one phase of the overall radio-TV program. It reflects the feeling among advertisers that TV, particularly, must develop new techniques that will make the medium more accessible. This, of course, involves the cost factor.

In the corridor discussions, some of the ANA members conceded that TV networks and sta-
ADVERTISERS & AGENCIES

AN A Group Favors Joint Commercials on Stations For Related Products Made By Separate Manufacturers

A STATEMENT calling on radio and television to accept commercials on behalf of related goods, made by separate manufacturers, on a joint-sponsorship basis was issued Friday by Assn. of National Advertisers' Radio and TV Steering Committee headed by Edwin W. Ebel, director of advertising, General Foods Corp.

Noting that some radio and TV stations refuse joint advertising of a pie crust mix and pie filling ingredient, for example, Mr. Ebel said:

"This type of advertising is an important current trend of merchandising and referrals on the part of some stations are against the best interests of consumers, dealers and station owners, as well as sponsors. We have every reason to hope that stations will see the reason and equity in this statement and respond favorably to its recommendations."

Before issuing the policy statement ANA's radio-TV group conducted a survey of its members. This study showed that some progress is being made in joint commercials. It revealed also a fear among radio and TV advertisers, that permitting joint commercials covering related products might lead to demands for similar privileges for non-related items and thus deprive stations and networks of customers. The group considers this position short-sighted.

The group's policy statement on joint sponsorship by advertisers of related products laid down these seven points:

1. Joining of products offers the consumers "the obvious benefit of a finished dish or service," illustrating greater station service to the audience.

2. Spread of such product advertising shows its fundamental value.

3. Joint promotions give distributors a chance to obtain multiple sales results in retail outlets, including more effective displays.

4. Efficiency of sponsors' sales and advertising effort is increased.

5. Other media have no such restrictions so the user of radio and television time is unfairly handicapped. The committee believes advertisers will be forced to turn to other media.

6. The joint technique actually extends purchase of radio and television time by increasing effectiveness and promotional efforts based on advertising.

7. Stations refusing jointly sponsored commercials for related products "are acting not only against their own best interests and those of sponsors and distributors, but against their own best interest as well."

Defense by Dyke

While it is normal for ANA members to chew at media as they discuss their common problems, the advertisers heard a defense by a high agency executive—Ken R. Dyke, vice president of Young & Rubicam. Mr. Dyke has served on all three sides of the advertising spectrum, having held high executive posts at NBC (vice president) and Colgate-Palmolive-Peet Co. (advertising manager).

He praised the efforts of media to keep up advertising standards through copy and continuity acceptance departments. He spoke critically of the practices of some advertising leaders that make extravagant, repetitive, foot-lish and even vulgar claims for their goods and services. His subject was, "Is Public Confidence in Advertising on the Downgrade? The Forecast Is Fair and Warmer."

Much of the criticism against advertising comes from friendly sources, Mr. Dyke said, though specific abuses are relatively small in number when balanced against the whole advertising picture.

Mr. Dyke spoke at a closed session on the subject: "Is Public Confidence in Advertising on the Downgrade? The Forecast Is Fair and Warmer." Though his remarks were not released, it was learned that Mr. Dyke praised efforts of media to keep up advertising standards through copy and continuity acceptance departments.

John C. Dowd, president of Dowd, Redfield & Johnstone, New York agency, outlined the development of Bensol Color Shampoo from a $5,000 budget into a nationally distributed product. Following initial newspaper space, the campaign included TV commercial designs to break down resistance to the idea of a home-supplied color shampoo and show how easily and economically the product may be used as well as the results obtained. Mr. Dowd described co-op advertising as "subsidized retail advertising." Bensol's 1953 advertising budget will run a quarter-million dollars, he said.

Talent Costs Explained

The plague of higher talent costs for TV film commercials was explained by Arthur Bel- laire, in charge of BBDO TV and radio copy. Suggesting that the increasing cost of film commercials is "to create the damnedest, hardest-sell- ing commercials possible at the lowest price possible," he listed figures citing the increase in cost of film commercials under the new Screen Actors Guild agreement.

The obvious answer, he said, is to study other media in all ways of keeping down the cost of film commercials. First, he explained, people "really don't tire of seeing your commercials"


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BROADCASTING • TELECASTING
repeated as rapidly as your next door neighbor may lead you to believe."

This theory permits rotation of two commercials instead of three or four when new production is started. Mr. Belláire reviewed animation techniques, including low-cost types. He said rear screen projection offers chance for savings and advocated use of stock footage for inserts. Legal releases should be obtained with stock footage, he reminded.

Still photographs, enlivened by moving cameras, can help cut costs, according to Mr. Belláire, as well as re-editing of old commercials without the risk of repainting talent. He suggested old film footage be retained for incorporation in new commercials.

Advertising Aids Salesmen
Pillsbury Mills, major user of electronic media, looks on advertising investment as an aid to the sales force just as plant and equipment aid the production force, according to Robert J. Keith, vice president. Besides helping to keep the production wheels turning, he said, advertising gives expression to and provides an outlet for the work of our scientific research people.

Pillsbury uses research extensively in making advertising plans, according to Mr. Keith, as well as to show the comparative monthly position of its brands against those of competitors. This research points up what radio programs are most popular and what TV programs have the most viewers.

He recalled an impromptu comment by Arthur Godfrey that Pillsbury cake mix looked like paste when a liquid was stirred into it. This informal touch proved pleasing to many housewives, it was found. Mr. Keith added, "We have found out through research that the American housewife is pretty smart and understands humor like Godfrey displays both on his programs and in his commercials. We have also found that Godfrey is one of the world's greatest salesmen of all time."

'Shutter Mind' Readers
Richard D. Crisp, marketing research director of Tatham-Lee & Co., in a discussion of printed media declared the firm's research program has found "that consumers read ads today with a 'shutter mind'," a form of defense mechanism by which they "can skim ads at truly astonishing speed.'"

A dramatic story of Minute Rice and its rise to top position in the branded rice field was narrated by H. M. Cleaves, marketing manager, General Foods Corp. This record was attained in a few years with the aid of extensive advertising, including radio and TV. The product was first in the field of pre-cooked rice.

Citing increase in sales and advertising, Mr. Cleaves said, "We can now afford television. Incidentally, here is a product that is a 'natural' for TV advertising." He said the product is white and easily demonstrated along with the simplicity of preparing it for the table.

Franco Leaves Weintraub; Plans to Be Announced
CARLOS FRANCO, general manager of radio-TV department, William H. Weintraub Co., New York, is resigning effective April 10. He has been with the agency for the past two years and prior to that was with Young & Rubicam. His future plans will be announced shortly. Meanwhile, Les Blumenthal, account executive with Weintraub agency, probably will take over as business manager of the radio-TV department.

CLOTHIERS PLAN SPRING CAMPAIGN
Howard Clothes tailors experimental advertising program to test media results.

At least half-dozen apparel campaigns will greet the spring and pre-Easter season with a parade of spot campaigns and local radio expenditures.

One of the largest current spenders among the advertising firms, Howard Clothes, is appropriating $300,000 for a 13-week campaign using a combination of newspapers and radio, radio alone, and newspapers exclusively in several selected markets to determine the relative potency of each medium in each combination of media. At least $86,100 of the test budget is going into a radio saturation campaign.

The firm will use newspapers and four Philadelphia radio stations for 35 to 100 spots running daytime, Monday through Friday, on a weekly span. Radio alone will be used in Boston, Detroit and Minneapolis, while New York and Chicago will feature only newspaper ads the first five weeks of the test which will be revealed about June 21. Howard places its own advertising in newspapers, but the radio spots are placed through Dowd, Redfield & Johnstone, New York.

Howard also plans to use a TV spot schedule starting in September, but details have not been worked out.

Ripley Stores—27 located in the eastern section of the U. S.—will spend approximately $140,000 this year, a $40,000 increase over its expenditures in radio and TV last year. The company is using Martin Block on WNEW New York until August, then will expand its saturation schedule on WMCA New York, and a TV spot announcement campaign on WFIL-TV Philadelphia. Bobley & Co., New York, is the agency.

Spends $250,000 Annually
Barney's Clothes, one of the largest local clothiers in the city, spends about a quarter of a million dollars in radio annually. This year the organization added a small TV spot schedule without decreasing its radio activity. Barney's currently is using spot announcements on a 52-week basis on the following stations: WNEW WMCA WINS and WNBC, all New York. In addition, spots are being used on WBN'TV (BT) Philadelphia.

Canadian Furs is another 52-week spot announcement advertisers, using New York stations WNEW WHOM WOW and WOR, and WAAT Newark. The agency is Emil Mogul Co., New York.

Hollandizering Corp. of America will go on the air the day after Easter with a campaign theme featuring three leading New York radio personalities. Each will tell the "Hollandizering Story" on a daily schedule for eight weeks. The John Gambling on WOR, Jerry Marshall on WNEW, and Jack Lacy on WINS. The account is handled by Lester Leber Co., New York.

Robert Hall Clothes, New York, long the nation's largest user of retail radio advertising for clothing business, will add a TV saturation campaign employing 20 stations in 11 major markets through Frank B. Sawdon Agency, New York [B*T, March 16].

Melville Shoe Corp., New York (Thom McAn shoes), through Anderson & Cairns, New York, is placing a one-week pre-Easter campaign starting March 25 using 24 stations in eight southern markets, plus one TV station.

MARBLES are used in a promotion campaign to symbolize the 500 spots (100 a week for five weeks) being used by Rinso on WRNL, Richmond. Station salesmen presented leading Richmond food retailers with 500 marbles each. Above, Lou Kroco (I), of Edward Petry & Co., representing WRNL, presents 500 marbles to Walter Bove, head Rinso timebuyer at Hewitt, Ogilvy, Benson & Mather, New York.

Berghoff and Hamm's Beer Buy Broadcast Schedule
TWO midwest breweries last week announced advertising campaigns which include increased use of broadcast media: One in television, the other in radio.

Berghoff Brewing Corp., Fort Wayne, Ind., on March 2 started a 13-week radio schedule set up for a total of 5,861 announcements over 25 key Midwest radio stations, according to K. L. Braun, executive vice president and general manager, who said it was the largest spot radio drive in the firm's history. He said the campaign will be expanded later this year. The campaign coincides, with the introduction of Berghoff Dark beer.

Theo. Hamm Brewing Co., St. Paul, will use more television "as more TV outlets become available," according to Albert R. Whitman, executive vice president of Campbell-Mithun Inc., Hamm agency, Minneapolis. He said Hamm's enthusiasm for television comes from its successful sponsorship of Chicago major league baseball telecasts. The firm again will sponsor Edward R. Murrow's radio news show on CBS, according to Mr. Whitman, who said interviews indicate the show's listeners drink more Hamm beer than non-listeners.

GM's Spot Drive Plans
GENERAL MILLS, Minneapolis, is icing up loose ends of three individual spot campaigns which are slated to begin in two weeks in selected markets of the nation.

The campaigns involve Wheaties, handled by Knox-Reeves Agency, and Cheerios and Gold Medal flour, with Dancer-Fitzgerald-Sample as the agency.

Lowry Cities, GM radio-TV-media director, said Thursday that "hundreds of stations" have agreed to accept one of four alternative plans offered by the company for different markets. He said no stations nor station representative firms had posed serious opposition to the special rate project [B*T, March 16].

March 23, 1953 • Page 33
Network TV leads four media in gains over 1951 with 42 advertisers spending more than $1 million apiece, Publishers Information Bureau report shows. Combined billings for all four media gain 9.4%, but network radio drops $11 million.

DURING 1952, 42 advertisers spent more than $1 million apiece for network TV time and 37 advertisers spent more than that for time on nationwide radio networks, according to the fifth annual edition of "National Advertising Investments," based on the radio list, where advertisers spending $25,000 or more—a total of 2,318 companies.

Radio and TV network advertisers using $1 million worth of time in 1952, listed in Tables I and II, include 21 companies who spent that sum with both types of networks. It is noteworthy that the top 12 users of video network time also appear on the radio list, whereas neither Miles Labs, ranking second among the radio network clients, nor Sterling Drug, third on this list, are included among the $1 million or more clients of the TV networks.

Gross time expenditures of the top 10 radio network advertisers in 1952, with their expenditures for the three preceding years, are shown in Table III, which reveals that the majority had greater time costs in 1949 than in 1952.

The reverse is shown in Table IV, reporting on TV network time expenditures of 1952's top advertisers in this medium for the past four years. Paralleling the growth of network TV as an advertising medium, this table shows the time purchases of each advertiser increased manifold from 1949 to 1952.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of Network</th>
<th>Billings 1949</th>
<th>Billings 1950</th>
<th>Billings 1951</th>
<th>Billings 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$19,139,690</td>
<td>$20,327,909</td>
<td>$22,157,092</td>
<td>$24,175,092</td>
</tr>
<tr>
<td>2</td>
<td>Lever Brothers Co.</td>
<td>$16,961,600</td>
<td>$17,799,001</td>
<td>$18,911,200</td>
<td>$20,175,200</td>
</tr>
<tr>
<td>3</td>
<td>General Foods Corp.</td>
<td>$14,640,000</td>
<td>$16,025,000</td>
<td>$17,534,000</td>
<td>$19,058,000</td>
</tr>
<tr>
<td>4</td>
<td>General Mills Inc.</td>
<td>$11,215,000</td>
<td>$12,645,000</td>
<td>$13,228,000</td>
<td>$14,493,000</td>
</tr>
<tr>
<td>5</td>
<td>Lever Bros. Co.</td>
<td>$9,645,000</td>
<td>$10,865,000</td>
<td>$11,624,000</td>
<td>$12,493,000</td>
</tr>
<tr>
<td>6</td>
<td>American Tobacco Co.</td>
<td>$9,018,000</td>
<td>$10,002,000</td>
<td>$10,894,000</td>
<td>$11,639,000</td>
</tr>
<tr>
<td>7</td>
<td>Gillette Co.</td>
<td>$8,540,000</td>
<td>$9,904,000</td>
<td>$10,493,000</td>
<td>$11,203,000</td>
</tr>
<tr>
<td>8</td>
<td>Lever Bros. Co.</td>
<td>$8,333,000</td>
<td>$9,325,000</td>
<td>$10,025,000</td>
<td>$10,885,000</td>
</tr>
<tr>
<td>9</td>
<td>General Motors Inc.</td>
<td>$7,895,000</td>
<td>$8,625,000</td>
<td>$9,355,000</td>
<td>$10,174,000</td>
</tr>
<tr>
<td>10</td>
<td>Procter &amp; Gamble Co.</td>
<td>$7,515,000</td>
<td>$8,355,000</td>
<td>$9,125,000</td>
<td>$10,054,000</td>
</tr>
</tbody>
</table>

*Does not include DuMont Television Network.

**TABLE IV**

LEADING NATIONAL TELEVISION ADVERTISERS—1949-1952

<table>
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<tr>
<th>Rank</th>
<th>Name of Network</th>
<th>Billings 1949</th>
<th>Billings 1950</th>
<th>Billings 1951</th>
<th>Billings 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$7,350,000</td>
<td>$7,735,000</td>
<td>$8,125,000</td>
<td>$8,500,000</td>
</tr>
<tr>
<td>2</td>
<td>Colgate-Palmoive-Co.</td>
<td>$6,800,000</td>
<td>$7,350,000</td>
<td>$7,850,000</td>
<td>$8,350,000</td>
</tr>
<tr>
<td>3</td>
<td>General Foods Corp.</td>
<td>$6,575,000</td>
<td>$7,125,000</td>
<td>$7,650,000</td>
<td>$8,175,000</td>
</tr>
<tr>
<td>4</td>
<td>General Mills Inc.</td>
<td>$6,250,000</td>
<td>$6,900,000</td>
<td>$7,450,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>5</td>
<td>Lever Bros. Co.</td>
<td>$5,775,000</td>
<td>$6,425,000</td>
<td>$6,975,000</td>
<td>$7,525,000</td>
</tr>
<tr>
<td>6</td>
<td>American Tobacco Co.</td>
<td>$5,450,000</td>
<td>$6,100,000</td>
<td>$6,650,000</td>
<td>$7,200,000</td>
</tr>
<tr>
<td>7</td>
<td>Melville &amp; Myers Co.</td>
<td>$5,000,000</td>
<td>$5,625,000</td>
<td>$6,175,000</td>
<td>$6,750,000</td>
</tr>
<tr>
<td>8</td>
<td>General Motors Inc.</td>
<td>$4,750,000</td>
<td>$5,425,000</td>
<td>$5,975,000</td>
<td>$6,550,000</td>
</tr>
<tr>
<td>9</td>
<td>Procter &amp; Gamble Co.</td>
<td>$4,500,000</td>
<td>$5,125,000</td>
<td>$5,675,000</td>
<td>$6,250,000</td>
</tr>
<tr>
<td>10</td>
<td>Procter &amp; Gamble Co.</td>
<td>$4,250,000</td>
<td>$4,900,000</td>
<td>$5,475,000</td>
<td>$6,075,000</td>
</tr>
</tbody>
</table>

*Does not include DuMont Television Network.
Millions of nickels in juke boxes tell the story of the Italian Influence on modern American life. They go to pay for repeated playings of American hits based on Italian originals.

More and more American hit tunes, such as those pictured above, are adaptations from Italian popular songs. In their original form, WOV was first to bring them to American airwaves. What is today a nationwide hit may have been familiar, a year and more ago, to over two million Italian-Americans to whom WOV directs its Italian-language broadcasting.

In every phase of American life, Italian creativeness makes its daily contribution. From music to motor cars, from fashions to films to food, Americans have eagerly accepted the good things the Italian Influence brings us.

In New York, with the greatest Italian population of any city in the world, the Italian Influence makes its first and most penetrating impact. WOV will show you the way to turn this influence to the profit of the product you advertise.

Originators of Audited Audiences
5000 WATTS

Representatives:
John E. Pearson Co.
Mogen David Sales Up 1,000% Under W&G Plan

NEW approach to TV programming and commercials is credited by Weiss & Geller agency with jumping sales of Wine Corp. of America's Mogen David wine, 1,000% within a year.

This was reported by Edward H. Weiss, agency president, in an address scheduled for delivery last Saturday before the fourth annual Advertising Institute at Emory U., Ga., co-sponsored by the university and the Atlanta Advertising Club.

Radio, TV Crime Effects

Referring to W&G's study of "the possible negative effects of radio and television crime programs" [BT, Feb. 26], Mr. Weiss said his agency found it had been using the "wrong type of commercials as well as the wrong type of television show" for Mogen David. The firm later replaced a mystery program with a panel show.

Mr. Weiss asserted: "... Since the use of our new show and copy theme (placing the viewer in a relaxed mood), Mogen David sales have hit an all-time high..."

Mr. Weiss has been an exponent of applying the social sciences and human motivation studies to the advertising field.

Rybutal Denies FTC Charges

VITAMIN Corp. of America, Newark, has filed a formal denial with the Federal Trade Commission, Washington, to FTC charges that false and misleading claims have been made for the vitamin product, Rybutal. Parties answering included VCA Labs., Vitamin Corp. of America and its officers.

Vitamin Corp., in addition to denying six allegations on advertising made by the Commission, challenged FTC's use of the word "free" in describing the company's offer of a $1.98 bottle of Rybutal to persons buying a 100-capsule size at the regular price.

Thor Buys TV; Plans AM

THOR Corp., Chicago, has committed $500,000, one-fourth of its 1953 advertising budget, to its new alternate-week sponsorship of Quick as a Flash on ABC-TV. Robert J. Runge, Thor advertising manager, revealed the company will spend a total of $2 million this year. Thor's sponsorship of Flash debuted March 12 on ABC-TV, and will continue on an alternate basis for 44 weeks. Additional stations will be added to the present 27 as availability open up. Television will receive the largest single portion of the budget, with radio announcements scheduled at the dealer level.

Miller Considers Braves

RADIO-TV rights for the new Milwaukee Braves baseball schedule were being considered by Miller Brewing Co. last week. Officials of the brewery, its agency, Mathison & Assoc., and the ball club were to confer Friday.

A Miller radio-TV official said coverage rights are "in the process of negotiation." Mentioned in talk of televising or broadcasting road games were WTMJ-TV and WEMP, both Milwaukee.

Bradley, Glenn Elected

RONALD C. BRADLEY, account executive, and Norman W. Glenn, director of broadcast planning, have been elected vice president of Doherty, Clifford, Steers & Shenfield, New York.

Crosley, Speidel Losing Paul Winchell to P&G

YOUNG & RUBICAM, New York, for Procter & Gamble, Cincinnati (Cheer and Camay), has lured Paul Winchell and his dummy, Jerry Mahoney—now featured on the What's My Name? show under alternate sponsorship of Speidel watch bands and Crosley TV sets—for a new P&G program next fall.

Contract negotiations are still underway, with the advertiser expecting to sign Mr. Winchell to a five-to-seven year agreement.

P&G is expecting to put the new Winchell-Mahoney show in the Sunday 7-7:30 p.m. period on NBC-TV, now occupied by its Red Skelton show. That program would be pushed back to the 10-10:30 p.m. Sunday period now filled by The Doctor, sponsored by Camay.

Meanwhile, Speidel and Crosley probably will continue to sponsor the Louis G. Cowan package, What's My Name? with a new star. Mr. Cowan's three-year contract with Mr. Winchell expires at the end of this season.

Cecil & Presbrey Promotions

APPOINTMENT of three vice presidents was announced last week by Cecil & Presbrey, New York. They are: Harry Parnas, vice president in charge of media; Franklin E. Brill, vice president and director of public relations, and John P. Beresford, vice president and account executive.

NEW BUSINESS

Spot

Shaller-Rubin Adv., N. Y., is preparing radio spot announcement campaign to start about April 15 in 30 cities for undisclosed client. Television spot campaign is expected to follow.

Sturdy Dog Foods, Burbank, Calif., starts spot announcement campaign on alternating schedule on KLAC-TV, KNBH (TV) Hollywood, KFMB-TV San Diego and station in San Francisco to be announced, for 52 weeks from April 1. Agency: Jimmy Fritz & Assoc., Hollywood.

WINSTON & NEWELL Co., Des Moines chain of 23 Super Valu stores, buys the Harlan Miller show on KNRT, aired Monday through Friday, 6:30 to 6:45 p.m. Russell W. Byerly, (seated), checks contract as (1 to r) Carter Reynolds, station sales manager; T. E. Barrowman, W. N & departments manager, and Paul Elliott, KNRT, commercial manager, stand by. This is Mr. Miller's first work in radio. He has been columnist for the Des Moines Register the past 28 years and editor, "There's a Man in the House," in the Ladies' Home Journal.
This is JACKSON, MICHIGAN

Where
7 OUT OF 10 HOMES
in
Shoemaker Subdivision
(pictured below)
have antennas directed toward
WJIM-TV

Jackson, Michigan... an important automotive parts manufacturing city and home of SPARTON Television... is just 32 air miles from the WJIM-TV transmitter and on the main line between Detroit and Chicago. It is one of the five major Michigan cities served by WJIM-TV. Jackson County has a population of 110,000 and 1951 retail sales of $131,000,000.

WJIM-TV is strategically located to cover Michigan's great markets and industrial areas...truly an AREA station serving FIVE major markets...

SAGINAW—FLINT—LANING—JACKSON—BATTLE CREEK

Represented nationally by H-R Representatives, Inc.
New York, Chicago, Hollywood, San Francisco

WJIM-TV

NBC-CBS-ABC-DTN
NOW PITCHING for WSB
and WSB-TV... Spud Chandler,
former Yankee ace, is our
new sports director.

Spud — or Spurgeon to his Mama —
is a native Georgian. He was a football and
baseball star at the University of
Georgia; was voted American League “most
valuable player” award in 1943; pitched
in 3 World Series as a New York Yankee, and
until recently was on the Yankee
scouting staff. We have lots of plans
for Spud — all good — with a few options
yet to be taken up. Write us directly
or contact your Petry man. We can tailor
a plan to fit your needs, TV or AM.
### FACTS & FIGURES

**TV Continuity Plots Leave Children Cold—SRI Study**

SPONSORS who try to build continuous types of plots and strict continuity in children's TV shows are doing so to no avail, according to a study released by Dr. Burleigh B. Gardner, executive director of Social Research Inc., Chicago psychological research and marketing consultant firm.

The report, "Now for the Kiddies," indicated children cannot carry too long a plot in their heads and that continuity is a minor detail among them. "On the other hand, lengthy commercials, the bane of adult TV shows, are not poison on children's shows," Dr. Gardner said. He said younger children especially like entertaining commercials as well as they like the show. The study recorded children's preferences in various age groups.

### TELESTATUS®

**Weekly TV Set Summary**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1968</td>
<td>1953</td>
</tr>
<tr>
<td></td>
<td>nhf</td>
<td>nhf</td>
</tr>
</tbody>
</table>

- Albuquerque KOA-TV 24,934
- Alhambra WFBG-TV 13,156
- Amelia WGBL-TV 129,431
- Atlanta WAGA-TV, WSB-TV, 215,000
- Atlantic City WPFG-TV, 54,630
- Austin KTWO-TV 219,337
- Baltimore WAAW, WBAI, 467,417
- Bangor WABI-TV 16,000
- Binghamton WENY-FM 130,490
- Birmingham WTMT 221,410
- Buffalo WKBW, WNYC 325,717
- Charleston WTVH 367,805
- Cincinnati WCKX, WNKB 739,702
- Colorado Springs KTVP 14,500
- Columbus WBNS, WVLK 279,000
- Dallas-KRLD-KX, WWA-T, WDFW 216,871
- Denver KCHI 134,865
- Detroit WJBK, WTVX, 850,000
- El Paso KROD, KTSM 19,545
- Erie WICU 106,200
- Detroit WXYZ, WJMN, WFMU 246,671
- Grand Rapids WOOD-TV 223,680
- Greensboro WMYT-TV 156,548
- Holyoke WHYN-TV 17,297
- Honolulu KOMO-TV, KONA 50,105
- Houston KHTV, KPRC-TV 237,000
- Jacksonville WJXT, WJW 11,200
- Jacksonville WJXX, WJAC 101,000
- Johnstown WJAC 631,266
- Kalamazoo WBOI-TV 241,832
- Kansas City WDAF-TV 281,288
- Lancaster WGLI-TV 212,412
- Las Vegas KLAS-TV 171,350
- Lexington WLBT-TV 28,000
- Los Angeles WDSC-TV, KLTV 1,536,852

**Radio Stations Covered**

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- Detroit WJBK, WTVX, 850,000
- El Paso KROD, KTSM 19,545
- Erie WICU 106,200
- Detroit WXYZ, WJMN, WFMU 246,671
- Grand Rapids WOOD-TV 223,680
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- Holyoke WHYN-TV 17,297
- Honolulu KOMO-TV, KONA 50,105
- Houston KHTV, KPRC-TV 237,000
- Jacksonville WJXT, WJW 11,200
- Jacksonville WJXX, WJAC 101,000
- Johnstown WJAC 631,266
- Kalamazoo WBOI-TV 241,832
- Kansas City WDAF-TV 281,288
- Lancaster WGLI-TV 212,412
- Las Vegas KLAS-TV 171,350
- Lexington WLBT-TV 28,000
- Los Angeles WDSC-TV, KLTV 1,536,852

### Benny Tops Nielsen AM

JACK BENNY topped the A. C. Nielsen rating report made the week of Feb. 8-14, while Lux Radio Theatre moved up from fifth place the week before to nudge Amos 'n Andy from the No. 2 spot. Complete radio ratings follow:

<table>
<thead>
<tr>
<th>Program</th>
<th>Home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reached</td>
</tr>
<tr>
<td>Jack Benny (CBS)</td>
<td>6,311</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>5,530</td>
</tr>
<tr>
<td>Amos 'n Andy (CBS)</td>
<td>5,305</td>
</tr>
<tr>
<td>Chico MacArthur Show (CBS)</td>
<td>5,182</td>
</tr>
<tr>
<td>Our Miss Brooks (CBS)</td>
<td>4,699</td>
</tr>
<tr>
<td>People Are Funny (CBS)</td>
<td>4,644</td>
</tr>
<tr>
<td>My Little Margie (CBS)</td>
<td>4,162</td>
</tr>
<tr>
<td>Suspense (CBS)</td>
<td>4,073</td>
</tr>
<tr>
<td>Arthur Godfrey's Scouts</td>
<td>4,073</td>
</tr>
<tr>
<td>HOMES REACHED</td>
<td></td>
</tr>
</tbody>
</table>

- (*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 3-minute programs, Average Audience basis is used.

Copyright 1963 by A. C. Nielsen Company
FACTS & FIGURES

NARTB Code & TV Public

THE NARTB's television code on commercials is known to a significant portion of the public, according to a survey of the Columbus, Ohio, area by Dr. Kenneth Dameron of Ohio State University's business organization faculty.

Dr. Dameron said some 23% of viewers questioned were familiar with the code and believed it the best device to regulate the content of commercials. He called the finding "significant in view of certain public criticism of advertising and recent citations against false and misleading advertising by the Federal Trade Commission."

About 5% of viewers thought the government should exercise more control over TV commercials. In general, Dr. Dameron said, "the public felt that television advertising is fairly satisfactory."

'Molly,' Fights, Godfrey Lead Nielsen TV Report

A. C. NIELSEN Co.'s second report for February, covering top TV programs for the two weeks ended Feb. 21, shows 'Love Lucy,' 'Pabst Blue Ribbon Fight' and Arthur Godfrey as the top three programs in number of homes reached and in the percentage of homes reached in each station area. Listings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>15,177</td>
</tr>
<tr>
<td>2</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>12,004</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>11,150</td>
</tr>
<tr>
<td>4</td>
<td>Texaco Star Theatre (NBC)</td>
<td>9,991</td>
</tr>
<tr>
<td>5</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>9,989</td>
</tr>
<tr>
<td>6</td>
<td>Dragnet (NBC)</td>
<td>9,671</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>9,590</td>
</tr>
<tr>
<td>8</td>
<td>You Bet Your Life (NBC)</td>
<td>9,544</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>9,434</td>
</tr>
<tr>
<td>10</td>
<td>Firestone Theatre (NBC)</td>
<td>9,242</td>
</tr>
</tbody>
</table>

% OF HOMES REACHED IN STATION AREAS:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>69.9</td>
</tr>
<tr>
<td>2</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>56.8</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>56.5</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>54.6</td>
</tr>
<tr>
<td>5</td>
<td>Texaco Star Theatre (NBC)</td>
<td>50.2</td>
</tr>
<tr>
<td>6</td>
<td>Dragnet (NBC)</td>
<td>49.3</td>
</tr>
<tr>
<td>7</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>47.0</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>47.0</td>
</tr>
<tr>
<td>9</td>
<td>Firestone Theatre (NBC)</td>
<td>45.8</td>
</tr>
<tr>
<td>10</td>
<td>To ast Of The Town (CBS)</td>
<td>45.4</td>
</tr>
</tbody>
</table>

Trendex Finds 'Lucy,' Godfrey, Tops in March

TOP 10 Trendex ratings for sponsored evening network TV programs for week of March 1-7 were released last week. They are:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>62.9</td>
</tr>
<tr>
<td>2</td>
<td>Texaco Star Theatre (NBC)</td>
<td>49.9</td>
</tr>
<tr>
<td>3</td>
<td>Dragnet (NBC)</td>
<td>43.8</td>
</tr>
<tr>
<td>4</td>
<td>Godfrey &amp; Friends (CBS)</td>
<td>42.0</td>
</tr>
<tr>
<td>5</td>
<td>Star Theatre (Ernie) (NBC)</td>
<td>39.4</td>
</tr>
<tr>
<td>6</td>
<td>Our Miss Brooks (NBC)</td>
<td>34.5</td>
</tr>
<tr>
<td>7</td>
<td>You Bet Your Life (NBC)</td>
<td>34.0</td>
</tr>
<tr>
<td>8</td>
<td>Strike It Rich (CBS)</td>
<td>33.8</td>
</tr>
<tr>
<td>9</td>
<td>What's My Line? (NBC)</td>
<td>32.5</td>
</tr>
<tr>
<td>10</td>
<td>Toast of the Town (CBS)</td>
<td>31.2</td>
</tr>
</tbody>
</table>

(NOTE: Figures are based on the one live broadcast during the week, March 1-7, 1953.)

MOVIE MAKERS SEEK TV ENTRE; MPAA SAYS NETWORKS 'INTERESTED'

Hollywood adopts "If you can't lick 'em, join 'em" attitude, or so it would seem as MPAA makes opening overtures to put picture excerpts on video.

THE MAJOR motion picture producers, heretofore antagonistic toward television, now want to get in.

But, at least one skeptic added hastily, they want it on their own terms if their current collaborative approach is any criterion.

Through the Motion Picture Assn. of America, they have broached the TV networks on a proposed series which would present excerpts from new feature movies and would include personal appearances of member companies' top stars, whose TV appearances in the past generally have been strictly limited. The chosen network would be free to sell the series to advertisers.

MPAA spokesmen last described the plan as "still in the formative stage," and said that, although the networks had been contacted, none of them had yet submitted formal detailed proposals for a format. They described the networks as "very much interested," and said they hoped that within two weeks a network could be selected to produce a pilot film.

Network authorities had little to say, although it was reported that at least NBC-TV and ABC-TV had advanced some program plans to the MPAA group, while CBS-TV had decided that it would do so.

The plan as described by MPAA spokesmen called for a series of weekly half-hour shows. Each would contain integrated excerpts from two or three new feature pictures, plus appearances by one or two motion picture stars. Eric Johnston, head of MPAA, might present on each show, perhaps in the role of host. The programs probably, but not necessarily, would be a film or a combination of film and live production.

MPAA Has Cooperation

MPAA emphasized that, although programs of this type have been contemplated by others, MPAA is the only organization which can "deliver" the stars, facilities and stars of all of the major companies.

MPAA membership includes such companies as MGM, Paramount, 20th Century-Fox, Columbia, RKO, Universal, Warner Bros., Monogram, United Artists and Allied Artists, and officials said all would cooperate in the proposed series.

Chief objections voiced to the proposal were charges that MPAA wanted to retain too rigid control over the series, that the programs would be the equivalent of almost 30 minutes of "plugs" for the motion picture industry, and that sponsorship would be hard to find. "Who would want to buy two minutes of commercials and 27 minutes of plugs for Hollywood," one observer asked. It also was contended that the major producers no longer control the contracts of any large number of real "name" stars.

The motion picture industry's move in any event was seen as another step in a Hollywood trend away from its anti-TV position of the past.

Another example cited was the sale of rights for TV-radio coverage, via NBC under RCA sponsorship, of the famed "Oscar" awards dinner last Thursday night.

Other examples, and closely similar in format of the MPAA proposal, were the CBS-TV Toast of the Town's signing of agreements with 20th Century-Fox and MGM whereby mutual "miniature World Premiers" of new movies of those companies would be presented on Toast [B*T, March 16, 9].

In connection with the Toast agreement with MGM and 20th Century, regulations of American Federation of Musicians with respect to the use of music on sound tracks of film clips has prompted the movie companies to limit the "Miniature World Premiere" selections to a considerable extent to non-musical productions.

Spokesmen for both companies acknowledged they were following this policy but said they have received "clearance" from AFM for some motion pictures with music, as in the case of "Call Me Madam."

Meanwhile, the value of cooperation between television and the movie picture industry was stressed by Ed Sullivan, producer and m.c. of Toast, in a talk in New York Thursday before the Assn. of Motion Picture Advertisers.

Referring to the agreements with MGM and 20th Century-Fox, he noted that his program had used a movie sketch as far back as 1949, at which time "the exploitation values of TV became self-evident."

AMPA made Mr. Sullivan an honorary life member at the Thursday session in recognition of "his cooperation in helping to publicize movies through the medium of television."

AFL Council Continues Bar on Foreign TV Films

CONTINUING its drive to halt foreign TV film production, the AFL Hollywood Film Council will meet this week with Peerless Television Productions to discuss proposed distribution of English financed and filmed "Secrets of Scotland Yard" series, and producer-director Raoul Walsh, on Long John Silver and Capt. Blackbeard series to be filmed in the Caribbean area.

Action by the council last week approved Bernard Proctors distribution set up for Orient Express, series of 26 half hour programs filmed in major European cities by John Nash, as Proctor contracted for the series before formulation of union's policy. Also given the go signal was Harland Thompson, whose Dorset Productions advanced considerable money toward filming a quarter hour musical series in Italy prior to the councils production curb campaign [B*T, Feb. 9].

Dodgers' Film Package

BASEBALL television quiz show, produced by Guild Films Inc., New York, will be released next month with the opening of the major league baseball season. Titled Call the Play, the program will be available on a weekly or multiple-run basis. It will feature action highlights of major league games played by the Brooklyn Dodgers last year. Format includes a quiz and a jackpot.

Broadcasting • Telecasting
New

KGUL-TV

off and flying today with
top CBS Television and local programming...
and the highest power
in Southwest television (235,000 watts)

in

GALVESTON-HOUSTON

combined, the 15th-largest metropolitan market
area in the United States,
phenomenally rich and fast growing...
even by Texas standards

is represented by

CBS TELEVISION SPOT SALES

who’d like to tell you more about KGUL-TV
and nine other top-audience stations (in nine of your top-money
TV markets, including the four largest).*

*CBS Television Spot Sales also represents
WCBS-TV, New York, WCAU-TV, Philadelphia, WTOP-TV, Washington,
WBTV, Charlotte, WMBB-TV, Jacksonville, WBBM-TV, Chicago,
WAFM-TV, Birmingham, KSL-TV, Salt Lake City, KNXT, Los Angeles, and
CPDN, the CBS Television Pacific Network.
Antitrust Objections
Deadline Set April 15

DEFENDANTS in the Dept. of Justice's antitrust suit to force release of 16mm feature motion pictures to television and other outlets last week were given until April 15 to file objections to interrogatories sent them a fortnight ago.

Under ordinary conditions the motion picture studios and distributing companies would have only 10 days to file objections, but with the 29 detailed questions covering activities back to 1936, time extension was granted after a conference between government and defense attorneys.


**NBC Program Films in Canada**

RCA Victor Co. Ltd. of Canada now is sole distributor of NBC film productions in Canada, Robert W. Sarnoff, vice president in charge of the NBC film division, announced last week.

Mr. Sarnoff said RCA's Canadian subsidiary will provide complete production services, advertising and merchandising campaigns and publicity, promotion and merchandising services to local sponsors and stations. Film properties to be offered include *Dick Tracy's Crime Fighters*, *Lilli Palmer Show*, *Douglas Fairbanks Presents, Dangerous Assignment*, and *The Visitor*.

**Film Sales**

Falstaff Brewing Corp., St. Louis, will start *City Detective*, weekly half-hour TV film series, in 10 southern markets during June. To be produced by Revue Productions, North Hollywood, mystery series goes into production in early April with Rod Cameron starred. Agency is Dancer-Fitzgerald-Sample Inc., Chicago.

Ohio Oil Co., Findlay, Ohio, starts *Crown Theatre*, weekly half-hour TV series filmed by Bing Crosby Enterprises, Culver City, in eight markets the week of April 6 for 26 weeks. The new series, featuring Gloria Swanson as hostess-m.c., will be shown in Columbus, Dayton, Toledo, Grand Rapids, Louisville, Indianapolis, Kalamazoo and Bloomington, Ind. Agency is Stockton-West-Burkhart, Cincinnati. The sale was handled by Charles B. Brown, BCE vice-president in charge of sales, and Dick Dunn, agency radio-TV director.

Five new markets for United Television Programs' *Heart of the City* (originally presented as the Big Town network series sponsored by Lever Bros.) were announced last week, bringing total sales to 37. The package has been purchased in Buffalo by Iroquois Beer, by WABTV Bangor, WXYZ-TV Detroit, and by the Streitman Biscuit Co. for showing in Charleston and Roanoke.

**Universals**

Sarra Inc., New York and Chicago, has produced a series of 20-second animated weather forecasts now being shown in the Cleveland area for Leaky Beer. Series is produced through the Cleveland office of McCann-Erickson. Stuart Buchanan, account executive at the agency, supervised the series.


**Availabilities**

Louis Weiss & Co., Los Angeles, has acquired U. S. TV distribution rights to the feature musical film, *That's My Boy*, starring NBC-TV's Jimmy Durante, written by Oscar Strauss, the film is a satirical operetta.

**Broadcasting & Film Commission of the National Council of Churches of Christ in the USA is releasing free of charge as a public service program a special Easter film, *I Believe*, starring William Haig.* The 55-minute color film was produced by Cathedral Films, Burbank, Calif.

Screen Gems, New York, is offering *Meet the Family*, a new half-hour filmed TV program, for national and regional sponsorship. A pilot program has been produced.

**Production**


**Flying-A Television Co., Hollywood, has started a third half-hour TV film in its Annie Oakley series, starring Gail Davis, George Archibald is the director and Lou Gray, producer.**

**Random Shots**

Kling Studios Inc., Chicago, has opened an office at 318 Olive St., St. Louis, with William Wright placed in direction.

Ankers-Loeb Productions has been named Washington, D. C., representative for Stanley Neal Productions, New York and Hollywood firm which films special documentaries for TV distribution, it was announced last week by Leon Loeb of the Washington firm. Ankers-Loeb will produce training and other special features which require a Washington setting, Mr. Loeb said.

**Film People**


Charles M. Amory, vice president in charge of sales for Pathe Laboratories Inc., also has been elected vice president in charge of all business relations with independent film producers for Eagle Lion Studios, Hollywood. Arthur B. Johnston, studio manager, has been promoted to vice president in charge of administration of EL William C. MacMillen Jr., president, Chesapeake Industries, parent company, announced changes.

Bob McKee, radio-TV announcer, joins Fil- mack Studios, Chicago, in production and sales of TV film spots.

**BROADCASTING * TELECASTING**
--- PROGRAM SERVICES ---

**UTP Adds to Sales Force; Moves to West Coast**

TO KEEP PACE with increased business, United Television Programs last week announced addition of three men to its sales staff and plans to improve sales and administrative operations.

Vice President Ben Frye said that UTP, which has placed a million dollars in contracts since the first of the year, will move main offices from Chicago to Hollywood April 1. Offices will be located at California Studios, with office management supervised by Walter Klinger, who recently joined UTP. The firm also has taken physical distribution of its prints from Modern Talking Pictures and is establishing its own shipping exchange on the West Coast, he added.

Other developments announced by Mr. Frye are a planned sales and promotion budget "five times as large" as last year's and a decision to hold an annual series of sales conferences on the West Coast. New UTP salesmen are George Weiss and Herbert Miller, who have been assigned to the Midwest, and Charles McNamee, who will work the southern territory.

---

**Telethons Raise $2,287,612 In Cerebral Palsy Campaign**

CONTRIBUTIONS totaling $2,287,612 were raised by 12 telethons conducted for United Cerebral Palsy in 12 cities in 1952, Leonard H. Goldenson, UCP president and also president of AB-PT, reported Thursday.

Actual collections from the 12 television marathons, according to Mr. Goldenson, averaged 98% of the amounts pledged when the shows went off the air.

Top fund raiser of all the UCP telethons was the 18-hour program over WABC-TV New York on Dec. 7-8, which brought in $642,824, 116% of the amount pledged.

Other cities and stations which held telethons were KTXA-TV Los Angeles, WOAI-TV San Antonio, WHAS-TV Louisville, WTVJ (TV) Miami, WDSL-TV New Orleans, KFRC-TV Houston, WDTV (TV) Pittsburgh, WBKB (TV) Chicago, KGO-TV San Francisco, WPIL-TV Philadelphia and WJKC-TV Cincinnati.

---

'Main Street, Europe'

WTAG-AM-FM Worcester, Mass., is showcasing a 26-week radio series, Main Street, Europe, produced by Louis Fontaine, who recorded interviews in English with persons in Western European countries.

Mr. Fontaine, who two years ago produced Accent on Paris, a series on that city, for WTAG, traveled 30,000 miles and spent seven months recording the Main Street series, according to the station. The programs depict the customs, backgrounds and everyday life of contemporary Europeans. The show is being aired by WTAG Sundays at 1:30 p.m.

To gather the tape-recorded material, Mr. Fontaine visited Scandinavia, Great Britain, Ireland, France, Italy, Austria, Switzerland, Belgium, Holland, Liechtenstein and Luxembourg.

---

**Obviously OUTSTANDING...**

**THE WINNER AND STILL CHAMPION!**

**WMBD AGAIN LEADS IN EVERY TIME SEGMENT**

<table>
<thead>
<tr>
<th>INDEX</th>
<th>Sets in Use</th>
<th>Peoria Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WMBD</td>
<td>A</td>
</tr>
<tr>
<td>WEEKDAY MORNING</td>
<td>26.7</td>
<td>51.5</td>
</tr>
<tr>
<td>MON. THRU FRI.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 A.M. — NOON</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON</td>
<td>23.4</td>
<td>54.3</td>
</tr>
<tr>
<td>MON. THRU FRI.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOON — 8:00 P. M.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING</td>
<td>28.5</td>
<td>50.6</td>
</tr>
<tr>
<td>SUN. THRU SAT.</td>
<td></td>
<td></td>
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<tr>
<td>6:00 P. M. — 11:00 P. M.</td>
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<td></td>
</tr>
<tr>
<td>SUNDAY AFTERNOON</td>
<td>22.1</td>
<td>33.1</td>
</tr>
<tr>
<td>NOON — 6:00 P. M.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SATURDAY DAYTIME</td>
<td>22.9</td>
<td>47.6</td>
</tr>
<tr>
<td>8:00 A. M. — 9:00 P. M.</td>
<td></td>
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</tr>
</tbody>
</table>

Share of audience, city zone, Peoria, Illinois; November-December, 1952

**CONSISTENT LEADERSHIP!**

The latest Hooper Index once again shows how WMDB dominates the rich Peoria area market. Throughout its 26 year history, WMDB has maintained this position of leadership...from the first Peoria Hooper Survey, eight years ago, to today, it has been demonstrated that WMDB reaches more listeners than the next TWO STATIONS COMBINED...in every time segment, Monday through Saturday!

WMBD'S OBVIOUSLY OUTSTANDING share of the audience leads to OBVIOUSLY OUTSTANDING sales results.
NINE NEW FACES ON NARTB RADIO BOARD

Elections among odd-number districts and at-large voting [B±T, March 16] added these directors. Four others were re-elected.

Directors re-elected include Kenyon Brown, KWFT Wichita Falls, Tex., representing Dist. 13; John H. DeWitt Jr., WSM Nashville, representing large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, FM.

Herbert L. Krueger
District 1

George H. Clinton
WPAR Parkersburg, W. Va.
District 3

John Fulton
WGST Atlanta
District 5

F. Ernest Lackey
WHOP Hopkinsville, Ky.
District 7

Hugh K. Boice Jr.
WEMP Milwaukee
District 9

John F. Meagher
KYSM Mankato, Minn.
District 11

William D. Pabst
KFRC San Francisco
District 15

Richard M. Brown
KPOJ Portland, Ore.
District 17

G. Richard Shafto
WIST Charlotte, N. C.
Medium Stations

FACES shown above are: Herbert L. Krueger, George H. Clinton, John Fulton.

IRE MEET OPENS;
TV HIGH ON AGENDA

The latest in electronics will be exhibited and explained at the annual sessions starting today.

REGISTRATION for the 41st annual convention of the Institute of Radio Engineers, opening today (Monday) at New York's Waldorf-Astoria, is expected to top 30,000. Engineers and scientists from almost every country outside the Iron Curtain will congregate to listen to technical papers and to view the $10 million worth of electronic apparatus at the Grand Central Palace.

Television again will be a major field of discussion, with technical sessions on various phases of the subject scheduled Monday afternoon and Tuesday morning and symposia on TV broadcasting for Wednesday morning and afternoon. A two-part seminar on acoustics for the radio engineer also will be held on Wednesday. Other technical sessions will cover all angles of electronic science, ranging from transistors and nucelarics and the use of electronics in medicine and military communications to new radio and TV receivers.

Brig. Gen. David Sarnoff, board chairman of RCA, will make the major address of the four-day meeting, speaking on "Electronics and the Engineers" at the banquet Wednesday evening, when he will be presented with the first 'Founders' award of IRE. The award will be given to Gen. Sarnoff "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

The Institute's Medal of Honor award will go to John M. Muller, Naval Research Laboratory, for his pioneering in scientific and engineering contributions.

The nine surviving radio pioneers who founded IRE in 1912 will be honored at the convention's opening session at 10:30 this morning (Monday), with IRE president James W. McRae, Bell Telephone Labs. vice president, presiding. Featured speaker at this session will be William R. Hewlett, vice president of Hewlett-Packard Co.

Arkansas Broadcasters
Elect Officers at Meet

WILLIAM V. HUTT, KLRA Little Rock, was elected president of the Arkansas Broadcasters Assn. at its fifth annual meeting in Little Rock March 15-16. W. N. McKinney, KEIB El Dorado, is the new vice president, and Ted Wood, KOSE Oceola, secretary-treasurer.

Board members include Storm Whaley, retiring president, KUOA Siloam Springs; Messirs. Hutt, McKinney and Wood; Sam Anderson, KKFA Helena; Ted Rand, KDRS Paragould; Julian Has, KAGH Crosscut; Bill Fogg, KXJK Forrest City, and Harold Sudbury, KLCN Blytheville.

The group passed resolutions (1) petitioning FCC reinstatement of the operator rule, contested by International Brotherhood of Electrical Workers (AFI) [B±T March 16]; (2) requesting FCC to extend its June 2 deadline for claiming assigned educational television channels, and (3) questioning "the trend" toward monthly fees for records on the part of record distributors, urging them to "consider policy formation" in the light of broadcasters' objections.

NARTB Denies IBEW
Operator Rule Claims

NARTB fought back last week at the attempt of IBEW to halt the FCC's revised rules covering use of restricted operators and remote operation of transmitters.

The association was set back on its heels a fortnight ago [B±T, March 9] when FCC heeded IBEW's request to hold up the revised rules. The union asked that the rules be rescinded or that a hearing be held.

Two key arguments were cited by NARTB in a petition filed Monday with FCC: (1) the association claims IBEW violated FCC rules by failing to serve it with notice of the petition; (2) NARTB says IBEW failed to support its claims.

Much of the IBEW petition was based on the contention that the Conelrad civil defense plan (using two broadcast frequencies for information in case of enemy attack) would be crippled by the rule allowing remote operation of transmitters of 10 kw or less.

Remote Control

NARTB pointed out the government is making extensive use of remote control devices for civil defense communication. Answering the charge that subservices could be more effective at unattended transmitters, NARTB claims the opposite would be the case because such transmitters could be shut off from a remote point.

The FCC has found "operating" does not require a skilled engineer, according to NARTB, and the simple duties in standing watch can be performed with a restricted operation. The association denies revised rules will reduce the supply of skilled technicians, but concedes there may be some displacement of personnel from remote operation.
Do Postmen Send in Box Tops?

Betty Alfson, in charge of the mail room at WCCO-TV, says they must... if her desk each morning is any criterion.

Even tho thousands of televiwers in the Twin City Zone can and do 'phone... the box top fans, including letter carriers, find the mailman necessary in their contest or other aspirations.

Best explanation for our large mail response is this fact: With 100,000 watts—maximum power allowed on Channel 4—WCCO-TV has enlarged its regular Service area to include more towns with more buying power.
FM Campaign in S. C.

FM AUDIENCE and sales promotion campaign will be staged in South Carolina by NARTB and Radio-Television Mfrs. Assn. during the six-week period starting April 6. It will be the eighth FM drive conducted jointly by the two associations in cooperation with dealers, distributors and stations. The campaign grew out of a resolution adopted at a recent meeting of the South Carolina Radio & Television Broadcasters Assn., of which Walter Brown, WORD-WDXY-FM Spartanburg, is president.

Addressing a planning session last week at Greenwood, S. C., John H. Smith Jr., NARTB FM and promotion director, described the formula used successfully in earlier FM promotions, Ken Beachboard, WMRC Greenville, is broadcaster chairman of the campaign. Co-chairmen of the distributors committee are Joe L. Pleasants, Allison-Erwin Co., Charlotte, N. C., and Olyn Crouch, Southern Radio Co., Columbia. Separate FM programming, particularly baseball, will be emphasized. A similar FM promotion campaign will open in Michigan in May.

NTFC to Meet Thursday

SIGNIFICANT facets of television engineering as they apply to films on television will be discussed by a panel of engineers and scientists in the film field at a luncheon meeting of the National Television Film Council in New York Thursday.

The meeting is the third in a series scheduled for 1953 by the council on the overall subject of "Engineers, Electronics and Techniques." Speakers will be scheduled from 11 a.m. through 2 p.m.

Among the participants will be Dr. Alfred N. Goldsmith, RCA consultant; E. M. Stille, Eastman Kodak Co.; E. Schmidt, Reeves Sound Studios; John Stott, Tri-Art Color Corp.; Dr. Peter C. Goldmark, CBS Labs.; C. Graydon Llloyd, General Electric Co., and Frank Marx, ABC.

Charles Wright to Head Mississippi Broadcasters

CHARLES J. WRIGHT JR., WFOR Hattiesburg, was elected president of the Mississippi Broadcasters Assn. at the group’s annual convention in Biloxi March 14-15. L. M. Sepaugh, WSLI Jackson, retiring president presided at the meeting.

Other officers: Bob Evans, WELO Tupelo, vice president; Granville Walters, WAML Laurel, secretary-treasurer; and these members of the executive committee: Mr. Sepaugh, R. A. Butterfield, WLOX Biloxi; Monroe Looney, WNAG Grenada; Tech Jones, WLAU Laurel; Lorrin Miller, WQBC Vicksburg, and John E. Bell, WCMA Corinth.

Speakers included Richard Doherty, NARTB vice president in charge of employer-employee relations, who spoke on television costs and problems and requirements of wage and hour laws, estimating the minimum expense of operating a video station at $65 per hour.

Coast AAAA Chapter Meet

MONTHLY forum meeting of the Northern California Chapter of American Assn. of Adv. Agencies, to be held Wednesday at the St. Francis Hotel, San Francisco, is a panel devoted to advertisers. Representing advertisers are Robert Hill, advertising manager, Columbia-Geneva Div., U. S. Steel Corp., and Stanley E. Plumb, advertising-merchandising manager, Cling Peach Advisory Board. Franklin C. Wheeler, president, Brisacher, Wheeler & Staff Inc., and Clarence Hestorff, vice president, McCann-Erickson Inc., both San Francisco, represent AAAA.

New 4A Office in L. A.

PERMANENT offices have been established by the Southern California chapter of the American Assn. of Advertising Agencies in the Los Angeles Advertising Club headquarters at Statler Center, 900 Wilshire Blvd., L. A., telephone, Madison 9-1028. It is the first such office for any AAAA chapter outside of the New York headquarters.

Epperson’s Address

ADDRESS of J. B. Epperson, an associate member of the Assn. of Federal Communications Consulting Engineers, should be changed on page 468 of the 1953 BROADCASTING YEARBOOK, under the heading, "Associate Members of AFCCE," to 1816 East 13th St., Cleveland, Ohio, instead of 1816 East 16th St. Mr. Epperson is chief engineer, Scripps-Howard Radio Inc.

Texas Broadcasters Meet

ANNUAL meeting of the Texas Assn. of Broadcasters was held last Monday in Austin. Featured was an address by Jack Williams, program director of KOTV Phoenix, Ariz., on "Radio Programming in a TV Market."
Mr. R. E. Chapman
Radio Station WXY
Box 8668
Oklahoma City 14, Oklahoma

Dear Bob:

It is gratifying to see WXY climbing higher and higher on our list of 60 or 70 stations used for Tidy House premium offers. You are now in the upper half of the list and it's a blue chip list of stations.

We are especially pleased because your progress reflects a steady growth in our distribution and sales in Oklahoma.

A couple of years ago, after unsuccessfully trying various ways of cracking the Oklahoma market, it was often said at our conferences that Oklahoma was impossible.

Then we put the Kitchen Club show on WXY and today everybody is happy. Either we have a wonderful show or WXY is a wonderful station. Let's assume both are true.

Incidentally, we are delighted with the excellent cooperation you have given us in merchandising our schedule and in working with our salesmen. WXY is one of our favorite stations.

Cordially yours,

Adam Reinemund

WKY
AM - 930 KC - NBC
OKLAHOMA CITY

Owned and Operated by THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV • Represented by THE KATZ AGENCY
There’s DOUBLE Drama in the way TV’s “FAMOUS"

You DON’T have to be an oil company to sponsor these great TV films. Lots of other successful advertisers, both small and large, have discovered how drama on the screen brings drama at the cash register. Here are only a few of those who have sponsored “Famous Playhouse” films...

Armour & Company  Theodore Hamm Brewing Company
Alka-Seltzer (Miles Laboratories)  Griesedieck Brothers Brewing Company
American Broadcasting Company  Kaiser Frazer Dealers
Bankers Trust Company  Nash Dealers
Blatz Brewing Company  Ohio Oil Company
Campbell Soup Company  Pepsi-Cola Company
Canadian Broadcasting Corporation  Pontiac Dealers
Chrysler Dealers  Procter & Gamble Company
Colonial Coffee  Rainier Brewing Company
Cott Beverage Corporation  Sears, Roebuck & Company
Croscy Broadcasting Corporation  The F & M Schaeffer Brewing Company
Ethyl Corporation  Sinclair Refining Company
The Gruen Watch Company  Snowcrop Marketers, Inc.
General Electric Dealers  Sun Drug Company

Other MCA-TV Advertising Showcases, made expressly for television, include: “The Abbott & Costello Show,” George Raft in “I’m the Law,”
PLAYHOUSE* attracts audiences—and builds sales!

The dramatic appeal of these MCA-TV half-hour films—already sponsored regionally for 91 consecutive weeks by Standard Oil of California as “Chevron Theatre”—continues to create dramatic sales results for this satisfied user of television’s most effective Advertising Showcases.

This versatile series, made expressly for television in Hollywood with Hollywood name talent, has won many customers for many types of sponsors in many markets. “Famous Playhouse” is flexible to your needs (and budget) . . . as first runs or subsequent runs . . . as a 26- or 52-week feature or a powerful summer replacement . . . as your own-name “Playhouse” in your market—but always as dramatic, forceful entertainment with a family appeal that results in impressive ratings.

For a TV Advertising Showcase that produces sales action, investigate these outstanding films. Availability, cost, and audition screenings can be arranged immediately through any MCA-TV office—

and (now in Production) "City Detective," starring Rod Cameron
IKE NAMES DOERFER TO FCC
TO COMPLETE MERRILL TERM

Wisconsin Public Service Commission head nominated in first step toward GOP reorganization. He could become new Chairman after his Senate confirmation, but Hyde is running strong. Doerfer, 48, is lawyer, accountant, economist and is labelled a free enterpriser.

He originally was slated for the Federal Power Commission.

PRESIDENT EISENHOWER last Friday broke his official silence on the FCC and moved a nomination to the regulatory agency with the naming of John C. Doerfer, 48, chairman of the Wisconsin Public Service Commission to succeed Eugene H. Merrill, Utah Democrat. Under the appointment, Mr. Doerfer would serve until July 1, 1954. He is mentioned as a possibility for new Chairman.

Mr. Doerfer's appointment came two days after he had conferred at the White House in an interview on the tenure of 1 President Eisenhower and chief presidential assistant, Sherman Adams. He previously had conferred with Wesley Roberts, Republican National Committee Chairman. Mr. Doerfer told B*T that he was pleased with the appointment.

"I am willing to serve and I hope I shall be a credit to the country and to my state of Wisconsin," he said.

With Mr. Doerfer will be named Chairman is conjectural. In his telephone conversation from Madison with B*T Mr. Doerfer said he would "just as well not discuss that."

The fact that Mr. Eisenhower did not simultaneously announce the elevation of Rosel H. Hyde to the chairmanship is regarded as possibly significant. Presumably, also, the White House did not consult Mr. Hyde on the Doerfer appointment. It is known, however, that Mr. Hyde recommended the appointment of an attorney to at least one of the posts.

Walker's Tenure

That the White House is having trouble on the termination of the tenure of Democratic Chairman Paul A. Walker, also is apparent. Mr. Walker's present term expires next June 30. But the President can end it by rescinding the executive order. Issued by President Truman, that called Mr. Walker to serve beyond the retirement age of 70. Mr. Walker confounded with Mr. Adams on March 13, and reportedly was asked to submit his resignation, which he was expected to accept. Mr. Walker is expected, last Friday that he had already resigned, Mr. Walker said emphatically; "I have not resigned and I have no intention of doing so."

The Doerfer appointment does not necessarily mean that the GOP advocates of a "clean sweep" have won out, although that interpretation is possible. The only opposition to Mr. Hyde's promotion has come from those who have urged a "new broom" to clean out hangover New Dealers and Fair Dealers from the non-technical ranks.

Talk about "drafting" of former Comr. Robert Jones to do a quick reorganization job has surfaced. Mr. Doerfer was described by those who have worked with him in the public utility field as a firm believer in free enterprise. He is a student of economic affairs and has an excellent reputation for character and integrity. Mr. Doerfer said he was fully aware of the problems which confronted the FCC. He was instrumental in reorganizing the Wisconsin Commission following his appointment to the chairmanship. It is known as one of the strongest state regulatory bodies in the country.

His appointment restores mid-western representation to the FCC. While Mr. Doerfer was not named in the unexpected promotion of the original Jones term, it was expected that he reached an agreement at the White House on appointment for a full seven-year term from 1954.

Under the President's action, Mr. Merrill's term automatically expired with the withdrawal of his nomination. He is a recess appointee, qualified to hold office only until the President declared his intentions.

Mr. Doerfer's nomination was submitted to the Senate promptly referred to the Interstate & Foreign Commerce Committee. Under customary procedure, the nominee will be called to testify before the committee. His confirmation by the Senate is expected. He would not be eligible for appointment to the chairmanship until he had qualified as a Commissioner. At the Senate committee it was stated that probably a week or 10 days would elapse before a hearing will be held.

Mr. Doerfer is a native of Wisconsin. While he said his political status is that of an Independent, he was appointed as a Republican and has actively supported the Republican ticket. He was endorsed for the FCC post by Gov. Kohler of Wisconsin and by Sen. Wiley.

Mr. Doerfer originally was considered for appointment to the Federal Power Commission and until a couple of weeks ago that appointment was believed imminent. There was no official explanation for the sudden switch.

A graduate of the U. of Wisconsin, with a B.A. degree in commerce, and of the U. of Marquette with a J. D. (law degree), Mr. Doerfer engaged in private practice in Milwaukee from 1934 until 1940 when he was elected city attorney of West Allis, a suburb of Milwaukee. He specialized in public utility cases before the Wisconsin Commission and for three years was acting chairman. He was appointed chairman in 1949 by Governor Rennebohm for a six-year term. Between 1928 and 1934 he engaged in accounting practice in West Allis for a number of independent clients. He is a public utility background to provide the FCC with experience in that sphere upon the anticipated retirement of Mr. Walker.

The Doerfer appointment, political balance of the FCC will be three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennessy, Bartley) and Webster, Independent. It is believed that on reorganization matters, Mr. Webster would vote with the Republican majority.

Screening Goes Forward

Meanwhile, customary screening of candidates for the one remaining vacancy is going forward. It is known that Mr. Hyde has been investigated recently by the FBI, presumably for the chairmanship. Charles Garland, KOOL Fox of Kansas City general manager, also has been thoroughly investigated, it is reported.

In addition to Mr. Doerfer, among those with a public utility background who have been endorsed are Jerome K. Kuykendall, chairman of the Washington (state) Public Service Commission and William Speare, former AT&T attorney, who has been practicing law in Fremont, Nebraska.

Many other persons—some well known, others hardly at all—have received some political and industry endorsements for FCC posts. Among these are Lewis Allen Weiss, former chairman of Mutual and of Don Lee, who has endorsed California backing. J. Paul Marshall, 42-year-old attorney and a member of the Maryland Assembly; Lyman Smith, 35-year-old district attorney of Penn Yan, N. Y.; Fred Palmer, midwest radio consultant; Edward J. Scheufler, Kansas City attorney, and Walter Johnson of Virginia, former FCC attorney now commonwealth's attorney in Northumberland County.

'DELAYING' CHARGE DENIED BY WOPIL

POINTING out that its application for Bristol, Tenn., vht Ch. 5 had been filed five months before FCC reports that city in its processing line, WOPIL last week denied charges of rival WCYB Bristol, Va., that the WOPIL application was filed for delaying purposes. Times the WOPIL charges had been made in a petition filed a fortnight ago by Appalachian Broadcasting Corp. (WCYB) requesting a conditional grant pending the outcome of the comparative hearing (B*T, March 9).

W. A. Wilson, president, general manager and 100% stockholder of WOPIL, filed an opposition to the WCYB petition containing affidavits which, he said, would "conclusively

Text of Friday's White House Announcement

THE WHITE HOUSE MARCH 20, 1953

THE PRESIDENT TODAY SENT TO THE SENATE FOR CONFIRMATION THE NOMINATION OF:

John C. Doerfer, of West Allis, Wisconsin, terms member of the Federal Communications Commission, to fill the unexpired portion of the term of Eugene H. Merrill, of Utah, whose nomination was withdrawn today. Mr. Doerfer's term runs until July 1, 1954.

Mr. Doerfer holds a recess Commission. His nomination was submitted to the Senate on January 9, 1953.

Mr. Doerfer has been Chairman of the Wisconsin Public Service Commission since July 1949. Mr. Doerfer is 48 years old. He is a graduate of the University of Wisconsin and Marquette University Law School. He was admitted to the Bar of Wisconsin in 1934. In 1949 he was elected City Attorney of West Allis and was subsequently elected for two additional terms. While City Attorney he handled Public Utility rate cases before the Wisconsin Commission is known as one of the strongest state regulatory bodies in the country.
WITH 2327 performances Abie’s Irish Rose set a record continuous run on Broadway.

March 24th The Early Birds of WFAA will begin their 24th year — their 7,305th consecutive broadcast of this comedy-variety breakfast show, 45 minutes a day, six days a week until last September when Sunday was added.

Project The Birds’ performances into audience, multiplied by the immensity of this station’s coverage and the high rating of this program (7.1 Pulse Dec.-Jan. ’52, only exceeded in this market by WFAA’s 8 A.M. newscast) ... and you’ve an immense figure.

But no digits reveal The Birds’ hold upon this large segment of life, nor the inbred morning ritual of clicking on The Early Birds and the breakfast coffee pot — except perhaps the sales figures of The Birds’ sponsors — so convincingly as these advertisers’ fixed hold upon their time ... or the hopeful line in waiting.

SPONSORS SAY...

"We are beginning our 4th year with The Early Birds. A lot of credit is due them for the increase in our grocery products each year."

MORTON FOODS: O. C. Turner, Vice Pres.

"We will soon enter our 5th year on this venerable show. That we’ve grown to be the Southwest’s leading Chevrolet Truck dealer is assuredly due in part to this fine group."

EARL HAYES CHEVROLET Co.: Earl F. Hayes

"While we had to wait three years to get on The Early Birds to advertise Aunt Jemima Flour, we have been well pleased with the results."

THE QUAKER OATS Co.: J. B. Farris, Mgr., Sherman Flour Sales

"The fine manner in which you have so effectively placed our products before the public is a contributing factor in our increased sales."

IRELAND’S CHILI Co.: G. D. Ireland

"We are proud to be the oldest continuous program advertiser on The Early Birds. This program has done an outstanding job in the promotion of Mennen’s sales in that area."

show that the allegations are unwarranted, misleading, unfair and false.” Mr. Wilson is also executive vice president of Tri-Cities Television Corp., now applicant for the disputed channel (See “Amended Application,” Actions of the FCC, For The Record).

Mr. Wilson said that the “strike” charges of Mr. Smith are “completely at variance with my record of pioneering AM, FM and television in Bristol.”

In deferring the filing of his application until four and one-half months after the WCYB bid, Mr. Wilson said he “did so in response to the Commission’s oft-repeated request that the filing of applications be postponed pending a final determination of the rule, standards and assignments. My application was on file more than five months prior to the time the Commission reached Bristol in its processing line.”

To the charge that WOPI deliberately misrepresented the facts as to its financial ability to construct the proposed station, he pointed to the WOPI application, which “showed an estimated cost of construction of $318,756, to be financed by $200,000 in new capital, deferred credit of $200,000 and $36,361.79 in existing capital. The sum of $36,361.79 was the difference between WOPI’s net worth of $116,361.79 and the sum of $80,000 by which the current assets would be reduced upon acquisition by the corporation of 95% shares of stock then owned by C. J. Harkrader.” The $200,000 new capital, he stated, was to be supplied by C. P. Edwards Jr., and the $200,000 in deferred payments was “an estimate of the balance due on the usual equipment contracts for installment purchases calling for one-third down payment.”

The WOPI president stated that “the omission of reference to the bankruptcy proceedings was an unintended inadvertence.” He said that the Commission has long since been fully informed of the bankruptcy proceedings.

Mr. Wilson defended his activities connected with Tri-Cities Television Corporation, which the WCYB petition claimed proved that the WOPI application was kept on file for the “sole purpose of preventing a grant to WCYB.” The WOPI application stated that in the event of a grant, “there would be two stockholders in WOPI-TV, C. P. Edwards Jr. of Kingsport, Tenn. and myself,” each of whom would own 50% of the stock.

Concerning the allegation by Mr. Smith that Mr. Wilson “abused Commission procedures” on two different occasions, the affidavit filed in reply last week stated that “I have never sought to misuse the Commission’s procedures in pursuit of my own interest in any manner or form.” He replied categorically to the two instances cited: (1) Regarding the request “for emergency authorization to utilize operators with restricted licenses for a period of 90 days, my engineering staff was about to be reduced to two persons through a notice of resignation given me by an employee and substitute first-call operators were not available to my knowledge.”

In the second instance, Mr. Wilson stated that he does “not recall the alleged circumstances described by Smith with relation to dismissal of the WOPI application for 530 kc in 1946. I have examined my files and have not found a copy of the alleged letter to which reference is made. I affirm that I have never filed an application with the FCC other than in good faith with the purpose of having the application granted.”

Theatre TV Rebutts AT&T Opposition to Carrier Request

THEATRE TV interests rebutted AT&T opposition to their request for permission to establish a limited common carrier for theatre TV transmissions [80, March 2] in a reply filed with the FCC last week.

In answer, theatre TV proponents claimed their proposals would not be preferential, and that they were prepared to go ahead on the original request for exclusive theatre TV frequencies. They emphasized that it was essential for FCC to declare officially that AT&T must interconnect with any common carrier set up to carry theatre TV service.

Three Hours With Ike

COMPLETE silence was maintained by the usually ebullient Earl H. Gammons, CBS Washington vice president, after he had played 18 holes with fellow club member Dwight D. Eisenhower at Burning Tree in suburban Washington, March 14. Mr. Gammons did reveal that he shot an 86 but could not recall the President’s score. He did mumble something about “collecting” after the match. Others in the foursome were James Black, Washington representative of Republic Steel, General Ike’s partner, and Charles Murchison, attorney. The president suffered from a cold and was described as off his usual game.

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'PARTY IN INTEREST' QUESTION MAY CHALLENGE PROTEST RIGHTS

FCC and Justice Dept. apparently do not agree as to what constitutes an interested party. Question comes up in case involving WGRD and Versluis. Attorney General wants more time for study.

FATEFUL interpretation of what constitutes a "party in interest"—which might open wide the right of protesting FCC broadcast station grants—appeared in the making last week.

Oral argument in the U. S. Court of Appeals in Washington on the case of WGRD Grand Rapids vs. Versluis Radio & Television Co. was postponed to March 30 after the Dept. of Justice said the Attorney General wanted to consider more carefully what its position should be. The case originally was scheduled to be argued March 19.

Intimations were that the FCC and the Justice Dept. did not see eye-to-eye on what constitutes an interested party.

WGRD Protest Dismissed

The Commission had already turned down WGRD, when it protested a uhf Ch. 35 grant to the Versluis applicant in Muskegon, Mich. The dismissal of the protest was based on the ground that WGRD had no standing as a "party in interest."

WGRD appealed the dismissal to the Court of Appeals, averring that the economic hurt it might suffer from the Muskegon TV grantee was sufficient to give it standing. One of its allegations was that the Versluis TV operation covers both Muskegon and Grand Rapids. WGRD also alleged that Versluis, which also owns WLAV-AM-FM in Grand Rapids, would offer combination AM-FM-TV rates, to the financial detriment of WGRD. According to the historic Sanders case this gives it standing, WGRD claimed.

A plea for a stay order was turned down earlier this month by the Court of Appeals, although it asked that the status quo be maintained [B*T, March 9].

Liberal Attitude Seen

Uncertainty regarding the Justice Dept.'s position was pronounced at the FCC after the postponement request. A more liberal attitude toward interpreting the "parties in interest" clause of the Communications Act was seen in the making. To some observers, this seemed to follow the Justice Dept.'s position in the Transit Riders Inc. case, now before the same Court of Appeals. In that case—in which a group of citizens opposed to transcasting on Washington buses and streetcars are appealing the dismissal of their protest to the FCC against the license renewal of local transit station WWDC-FM—the Justice Dept. approved the contention that Transit Riders was entitled to be considered a "party in interest." The FCC argued the opposite.

Music Broadcasting Co., licensee of WGRD, first opposed the TV grant to Versluis on the ground that Leonard A. Versluis, president and owner of the company bearing his name, (1) was trafficking in licenses, (2) showed financial discrepancies, and (3) proposed a transmitter site too near Grand Rapids to make the station a Muskegon station. This request for a hearing on the Versluis application was denied by the FCC [B*T, Dec. 29, Sept. 22, 1952].

The reference to trafficking in licenses was banded, WGRD said, on the fact that Mr. Versluis sold WLAV-TV Grand Rapids to WOOD there and made a $1 million "profit."

Uses Some Objections

Following the grant to Mr. Versluis of his Muskegon application, WGRD protested, using the same objections. The Commission dismissed this early last month, on the ground that the Grand Rapids station had no standing [B*T, Feb. 9].

Liberal attitude toward protest to the Court of Appeals against the dismissal of its protest, citing the possible economic injury which it might suffer [B*T, March 2].

Music Broadcasting Co. is an applicant for the Ch. 23 in Grand Rapids. It is opposed by W. S. Butterfield Theatres Inc.

WLAV-TV was sold to the Harry Bitten interests in 1951 for $1,382,086. Station began operating in 1949.

You'll be seeing a lot of this soaring gull. And so will more than a million Texans. For it is the symbol of KGUL-TV, which takes to the air today to cover the new Texas Gold Coast.

First high-power TV station in the Southwest, KGUL-TV wings across a great area of six cities (Galveston, Houston, Baytown, Texas City, Freeport, Alvin) and six dozen smaller communities—combined, the 15th-largest metropolitan area in the U.S.

Its powerful picture brings into range 1,176,900 people who are among the nation's richest (earning almost $2,000,000,000 a year) and fastest-growing (with 50,000 newcomers in '52).

And when you add KGUL-TV's high-flying showmanship—both CBS Television and Texas-style—it's a sales-powerful picture, too. CBS Television Spot Sales will be happy to fill in the details for you.

KGUL-TV

Channel 11 in Galveston-Houston
A basic CBS Television Network Affiliate
Represented by CBS Television Spot Sales
WLEX CHARGES WVLK WITH FALSE CLAIMS

COMPLAINT charging WVLK Lexington, Ky., with "improper conduct" making its operation other than in the public interest, convenience and necessity was filed with FCC Tuesday by WLEX Lexington, which also began court hearings Wednesday charging the competitive outlet with "fraudulent and false" advertising.

Both actions are believed unprecedented. FCC, according to Frank Fletcher, Washington attorney representing WLEX and Central Kentucky Broadcasting Co., licensee, is empowered to revoke a license or call for the station's petition for license renewal, before the normal expiration date. Latter action would permit complaining arguments by WLEX.

The civil action, which continued Friday in Fayette County Circuit Court, was brought a fortnight ago when WLEX gained a temporary restraining order forbidding further use of the advertising material it claims is "fraudulent and false." Court hearings last week involved a plea for a permanent injunction to be followed by introduction of a $55,000 damage suit against WVLK, the amount allegedly lost by WLEX as a result of the advertising and "unfair competition," WLEX said.

Controversy centers on a series of maps, used in local newspaper advertisements, a mailing piece and sales brochures, which the plaintiff charges were "calculated" misstatements of fact, and promotion based on a Hooper report sold to WVLK by C. E. Hooper Inc. Complaint alleges different "yard-sticks" were used to compare coverage maps of WVLK and those of the competition, with the comparison "loaded" in favor of WVLK.

Hoopering 'Misused'

The Hooper report was misused, according to testimony Thursday. The standard average rating for 8 a.m. to noon was amplified in a special report, ordered and paid for by WVLK, covering an additional hour, from 7 a.m. until noon, WLEX charges. The WVLK combined average rating for the five hours surveyed, the plaintiff charges, was weighted against combined ratings of the competition for only a four-hour period. This was backed in testimony Thursday afternoon by J. D. Horton, WVLK general manager, called as an "adverse" witness by WLEX lawyers.

Mr. Horton acknowledged correspondence with Hooper officials, who reportedly had cautioned the station management to use the extra data only in local and not in national promotion. The Hooper report involved the October-November 1952 period, and the exchange of letters began in January.

Gilmore Nunn, president of WLAP Lexington, who has no direct interest in the case, substantiated testimony of J. D. Gay Jr., president of the WLEX licensee, adding that the maps were "misleading and apparently calculatingly so."

Mr. Gay's charge that WVLK's coverage maps deliberately "cut down" coverage of other stations in the area was supported by a radio engineer. In a sworn deposition, another engineer reported he had made the coverage maps on a "theoretical" basis, and had told WVLK management not to release or use them in promotion, since they misrepresented the facts.

Understood to be standing by for WVLK testimony was Howard Head, partner in A. D. Ring and Co., Washington consulting engineering firm. Local attorneys are James Park and Frank Trimble for WVLK and William E. Gess for WLEX.
When KTUL’s Jack Morris “Takes the Air” . . . People Listen!

- WE DIDN’T MEAN TO STIR UP A TEMPEST . . .
- BUT . . . OUR UNPROMOTED “BROTHERHOOD” BROADCAST SURE GOT A TORNADIC RESPONSE!
- WHICH GOES TO SHOW—”WHEREVER YOU GO,” THERE’S RADIO!
- IN TULSA, THAT’S SPELLED . . . KTUL!
- ASK YOUR NEAREST AVERY-KNODEL OFFICE.

The AUDIENCE ACTION STATION

KTUL TULSA

CBS RADIO

In Eastern Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

Broadcasting • Telecasting

March 23, 1953 • Page 55
32 NEWSCASTS DAILY

COMPLETE NEWS EVERY HOUR ON THE HOUR
NEWS HEADLINES ON THE HALF HOUR

WITH THESE TOP NEWSCASTERS

JOHN MURPHY:

News Director of the L. B. Wilson Station; special events broadcaster; nationally known writer on field sports; outdoor editor The Kentucky Post.

FRED HOLT:

Ace newscaster; former school superintendent; municipal judge; educator; writer; public speaker. Now late afternoon and night WCKY newscaster.

DICK WILLIAMS:

Veteran radio news man of nearly two decades; editor, writer and broadcaster. Handles daytime newscasts for WCKY.

PAUL SOMMERKAMP:

Sports editor of WCKY, and general news writer. Official announcer Cincinnati Reds; sports correspondent International News Service; former football and basketball star.

WCKY HAS THE LARGEST LOCAL NEWS ROOM OF ANY CINCINNATI STATION WITH 14 WRITERS, REPORTERS, NEWSCASTERS. IF YOU WANT RESULTS IN CINCINNATI
BUY WCKY NEWS
ADVERTISERS USE NEWS ON WCKY  
CINCINNATI'S TOP NEWS STATION  
FOR TOP SALES RESULTS.

BAVARIAN BREWING CO:  
Mr. William R. Schott, Secretary, says: “For six consecutive years we have bought two newscasts daily on WCKY because the station gives us the audience we want. It sells Bavarian’s Beer.”

BOND CLOTHES:  
Mr. Don Jacob, Manager, Cincinnati Bond Store, wrote the agency, “I made a survey of our people here in the store. . . . I found that 8 out of 10 tune in WCKY. I would recommend using the station.” (Note: Bond's now using 3 newscasts daily.)

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TY-FOUR HOURS A DAY  •  SEVEN DAYS A WEEK
HOUSE GROUP SETS COLOR TV PROBE

Rep. Wolverton's House Commerce Committee will hear witnesses beginning Tuesday on color TV status. Senate Commerce group, headed by Sen. Tobey, intends to continue its own color probe.

IS color TV ready, or isn't it? If it is, why is there no one making sets?

Answers to these questions are the primary concern of the House Interstate & Foreign Commerce Committee which tomorrow (Tuesday) begins hearings in Washington on the status of color television.

Hearings are scheduled March 24-27, Rep. Charles A. Wolverton (R-N.J.), chairman, said Thursday.

Date and a list of witnesses quickly followed Rep. Wolverton's announcement March 13 that the committee will investigate the color situation [At Deadline, March 16].

Lead-off witness is to be E. W. Enstrom, RCA Labs. vice president. The next day is reserved for Frank Stanton, CBS president.

Scheduled March 26: Richard Hodgson, president, Chromatic Television Labs. (half-owned by Paramount Pictures Corp.); Dr. E. O. Lawrence, U. of California Radiation Lab. director and inventor of the Lawrence tricolor tube which Chromatic Television Labs., is licensed to manufacture; Dr. Allen B. DuMont, president of Allen B. DuMont Labs. On March 27: Dr. W. R. G. Baker, vice president in charge of GE's Electronics Division and chairman National Television System Committee.

After the sessions, the committee on March 30-31 is scheduled to attend color television demonstrations in New York by RCA, CBS and Chromatic Television Labs.

Subsequently, the House committee will ask FCC National Production Authority officials to appear.

Rep. Wolverton, who represents the 1st Congressional District in New Jersey (Camden), also announced he has asked NPA to rescind its ban (M-90) on mass production of color receivers. This has been under consideration the last few weeks, an NPA spokesman said.

Tobey Investigation

Capitol Hill heat on color TV began two weeks ago when Sen. Edwin C. Johnson (D-Colo.) asked Sen. Charles W. Tobey (R-N.H.) to hold a Senate Commerce Committee hearing on whether a conspiracy exists to hold back manufacturers of color receivers until the market is saturated with black-and-white sets [B+W, March 16]. Sen. Tobey agreed to do so.

Sen. Johnson is former chairman and Sen. Tobey present chairman of that Senate committee.

Earlier the Senate group had begun investigating the color question, with inquiries going to FCC and NTSC.

Sen. Johnson last week said he was "pleased" with the House committee's move setting hearings. He added: "All I want is information, and if the House committee gets it, that's all right with me. I think they'll strike pay dirt."

The Colorado senator, who took an active interest in the FCC color hearings in 1949 and 1950, expressed a "strong conviction" poly-chrome television is "right around the corner." He had high hopes were aroused at a statement attributed to Dr. Baker saying color TV was not imminent, and another by Dr. Alfred N. Goldsmith, consultant to RCA, and others that RCA and NBC planned to saturate the market with black and white sets, then color and finally tri-dimensional receivers. Last week, in a letter to the trade publication which carried the original story, Dr. Goldsmith denied the statement.

Sen. Johnson said he has "other evidence" he did "not care to talk about."

The Senate committee will continue its study of color TV no matter what the House does. Sen. Tobey told B+W last week. He said he had heard from Dr. Baker, but not from FCC. "They're a little late aren't they?" he said.

Sen. Tobey said he was not satisfied with Dr. Baker's response, adding "I have some more questions to ask him," he said.

Dr. Baker answered Sen. Tobey's inquiries on color TV March 6. Sen. Tobey had asked whether manufacturers were going to make color receivers for the CBS system or the NTSC system and, if not, why.

NTSC has made color sets," Dr. Baker replied, but said he would defer a definite answer until results of field tests (which began last week) were studied.

Dr. Baker said he was referring copies of the Senator's letter and his reply to manufacturing members of NTSC, suggesting they give answers.

As far as could be learned, none other than Dr. Baker (for Go) had informed the Senate of plans for manufacture of color receivers.

It was understood Dr. Baker said GE could produce field sequential receivers almost immediately upon demand for them. However, no work has been begun on production lines for NTSC sets, he said.

NTSC was established by manufacturers after the 1950 FCC color decision authorizing the CBS-sponsored field sequential method to develop a compatible color system—one that could be received on existing black and white sets in monochrome without an adapter. The CBS system requires an adapter to receive colorcasts in monochrome.

Only direct reply to Sen. Johnson's accusation that a conspiracy exists to retard color TV was from Brig. Gen. David Sarnoff, RCA board chairman. He said RCA would, after the current field tests of the NTSC standards, petition the FCC to substitute the compatible system for the field-sequential method.

Jackson Scores Critics

RADIO and television commentators were not spared last week when Rep. Donald L. Jackson (R-Mo.) lashed out at detractors of Rep. Harold H. Velde (R-Ill.), chairman of the House Un-American Activities Committee.

In his address to the House, Rep. Jack son said in part:

"It has become the smart thing for certain newspapers and reporters, radio commentators and television performers to seize upon every opportunity to deride the Congress, to fulminate and fuss over its conduct, to attack personally the motives and methods of Members. Our country has been and is going to help public ridicule the elected representatives of 150 million Americans."

Rep. Velde's committee has been under attack for allegedly saying that the House Un-American Activities Committee would investigate clergymen. Rep. Jackson read a transcript of the MBS Reporters Roundup program on which the alleged statement was made.

Voice Set-Up Needed, Senate Group Is Told

Dr. Compton, NARTB's Miller, May of Yale and NBC's Montgomery agree that VOA is essential.

CONTINUE the Voice of America, the only means the U. S. has to get behind the Iron Curtain, but revise overseas information policy. This was the recommendation of Dr. Wilson Compton, former administrator of International Information Administration; Justin Miller, NARTB chairman and general counsel and member of the U. S. Advisory Commission on Information; Mark A. May, Yale U. professor and chairman of the Advisory Commission, and Robert Montgomery, actor and TV drama producer. They appeared during the last two weeks before a Senate Foreign Relations subcommittee, headed by Sen. Bourke B. Hickenlooper (R-Iowa), which is investigating the overseas information service.

Scheduled to be heard next week are CBS news commentator Edward W. Barrett, former Assistant Secretary of State for Public Affairs Edward W. Barrett, Saturday Evening Post editor Ben Hibbs, and U. of Chicago Professor George Probst.

Mr. Miller, appearing Wednesday in Washington, made five recommendations to the group:

1. The information should now be a permanent operation.
2. It must be set up independent of the State Dept. (3) Liaison with Congress should be accomplished by establishment of a continuing joint Congressional committee.
4. The operation should be an independent agency, with a cabinet-level chief. (5) Service in foreign countries must be headed by a single person, responsible to the ambassador.

Essential weakness of the Voice, Mr. Miller said, is that it is headquartered in New York, with programs "hatched in the brains of a group of intellectuals ... trained for service in the State Dept., translated into 40 languages by a group of dispensers of news and broadcast indiscriminately to all nations."

Seeks Local Emphasis

Mr. Miller urged "closest possible collaboration with local people," and use of local facilities (including radio, television, newspapers, magazines, etc.).

Because the Voice is the "only means" for getting behind the Iron Curtain, Mr. Miller suggested transmissions be made from bases in countries near Russia and not by short wave. Dr. Compton said siting of the Baker West Week transmitter near Seattle, Wash., was justified.

Abolition of the Voice as it is now organized, with complete replacement of personnel, policies and structure, was advocated by Sen. Robert A. Taft of Ohio, who appeared on CBS-TV's Man of the Week March 15.

He asserted it would be his personal recommendation to "fire the whole Voice set up" and start from scratch. Although he had not made up his mind finally on Voice matters, Mr. Taft said he believed the agency should confine itself to straight presentation of news rather than dissemination of propaganda.

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**Federal’s FTL-27C**

**MICROWAVE RELAY LINK**

...the most widely accepted system for the relaying of video signals

Developed specifically for studio-transmitter links, inter-city relays and remote pick-up service, Federal’s FTL-27C provides design features of the highest order.

Among these outstanding features are: Automatic unattended operation... immediate on-air operation... self-contained test circuits... and numerous other facilities for dependable operation and simplified maintenance.

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- Direct frequency modulated
- Reflex klystron power oscillator
- 5 watts minimum power output
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**INSTALLATION**
- Circular parabolic antenna for both receiver and transmitter
- Antenna may be ground-mounted for use with tower-mounted reflectors
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- Allows simultaneous transmission of audio and video over TV link
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On display for complete demonstration

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MOST USEFUL, FULLY PORTABLE RECORDER FOR A STATION

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from STIFLING CUBAN HEAT to FRIGID VERMONT COLD.... all in one week

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Top performance under all conditions of light, temperature and humidity — that's what you get with the Maurer "16," choice of the world's top professionals.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sun-shade and filter holder, one 500-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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Howard Cagle shooting skiing sequence with his Maurer "16," at Bromley, Vt.

maurer means finer motion pictures!
Merged San Diego, Las Vegas bids are approved by FCC

Grating bids in major markets, FCC authorized more than 400.

Two of them are merger bids by applicants who chose this procedure rather than face comparative hearings.

Rather than face lengthy and expensive comparative hearings, competing applicants in two more channel disputes worked out merger plans last week and won prompt construction permits from FCC on Thursday. They were for vhf Ch. 10 at San Diego and vhf Ch. 8 at Las Vegas.

Ch. 10 at San Diego was awarded to Airfair Radio Corp., licensee of KFSD there and owned 99% by Thomas E. Sharp. The competing applications of Charles E. Salik, KCBO San Diego owner, and of T.B.C. Television Co. were dropped less than a fortnight ago. Mr. Sharp, according to an option plan, will sell one-third of his holdings to Mr. Salik, who plans to dispose of KCBO, and another one-third to T.B.C. Television.

Mr. Sharp would retain a one-third interest in KFSD-AM-TV and continue as president and chief executive officer of the company. It was estimated that the two-thirds interest, including dollar-for-dollar on net quick assets, would amount to between $900,000 and $1 million, or a total evaluation of about $1.5 million on the properties.

At Las Vegas, Ch. 8 was assigned to Las Vegas Television Inc., controlled by principals in KLAS there. A 5% interest in the new grantee has been transferred to Herman M. Greenspun, publisher of the San Diego Sun and former competing applicant for Ch. 8.

Wind uhf channel

Besides the San Diego and Las Vegas grants, FCC also granted uhf Ch. 20 to Wind Chicago, the second uhf authorization this year to the uhf-filled market, and awarded Ch. 11 to KLIX Twin Falls, Idaho, Chairman Paul A. Walker and Comr. Frieda B. Hennock disented in the KLIX action because of a question of interrelated ownership of other AM, FM and TV stations in Southern Idaho.

Last week’s four new permits raises the total of post-thaw TV grants to 314 and the total TV authorizations outstanding to 422.

Synopsis of the grants follows:

Las Vegas, Nev. (City priority Group A-2, No. 209)—Las Vegas Television Inc. (KLAS), granted vhf Ch. 8, effective radiated power 31 kw visual and 165 kw audio, antenna height above average terrain 810 ft.

Twin Falls, Idaho. (Group A-2, No. 203)—Southern Idaho Broadcasting and Television Co. (KLIX), granted vhf Ch. 11, ERP 32 kw visual and 16 kw audio, antenna 520 ft. Chairman Walker and Comr. Hennock disented.

Chicago (Group B-2, No. 167)—Johnson-Kennedy Radio Corp. (WIND), granted uhf Ch. 20, ERP 1,000 kw visual and 500 kw audio, antenna 570 ft. Subject to condition that H. Leslie Atlass give up his 20% interest and sever all connections with grantee. He is vice president-general manager of CBS-owned WBBM-AM-FM-TV there, and heads CBS Central Division.

San Diego, Calif. (Group B-4, No. 190)—Air

San Diego and Las Vegas Sun

Now operating in San Diego is KFMB-TV on vhf Ch. 8. Just across the Southern California border at XETV (TV), newly commenced operating on vhf Ch. 6 and claiming coverage of San Diego and the lower California market.

XETV TV's proposal to program parttime from San Diego has met with formal protest from KFSD and T.B.C. Television [BT, March 9]. Alvin George Flanagan, one-time KFMB-TV employee, proposes to package programs in San Diego for XETV and has solicited FCC consent [BT, Jan. 26].

KFMB-AM-TV has assigned Ch. 17 in San Diego to John A. Kennedy for $3.15 million to Wrath-Moore broadcasting Co., owned equally by Mrs. Helen Alvarez and J. D. Wrath Jr., owners of Kotv (TV) Tulia and applicants for vhf Ch. 11 at Little Rock [BT, March 2, Feb. 2]. KFMB is San Diego's CBS outlet.

KFSD ownership

At present, KFSD-AM-TV is owned 99.5% by Mr. Sharp. Amy Dickson, with KFSD since 1929, is secretary-treasurer and 0.25% owner. A. C. Bleeksmith, vice-president and assistant secretary, is 0.1% owner. John C. Marino, chief engineer since 1946 and station manager since 1948, is also 0.1% owner.

KFSD is an NBC outlet, assigned 5 kw directional on 600 kw total. Mr. Salik's KCBO Co. is national representative. Raymer also is expected to represent KFMB-TV.

Airfair Radio Corp. has issued an outstanding 4,004 shares of common stock, of which 3,900 shares are owned by Mr. Sharp. Following consummation of the merger plan, Mr. Sharp will sell 1,330 shares to Mr. Salik and 1,330 shares to T.B.C. Television. Latter is comprised of some 30 stockholders.

Price for the stock will be $162.18 per share, according to the amended KFSD-TV application, plus an amount per share equal to liquid assets divided by 4,004.

Prior to exercising his option, Mr. Salik plans to dispose of KCBO, which he individually owns. KCBO, and ABC affiliate, is assigned 1,710 kc with 5 kw day and 1 kw night, directional.

Following the transfer of 5% interest to competitor Greenspun, Las Vegas Television is now owned as follows: R. G. Jolley, president and 16 1/3%; F. G. Kofm and T.B.C. Treasurer and 8 1/3%; Las Vegas Broadcasters (KLAS), 25% and Mr. Greenspun, 5%. Remaining 45% interest is divided among 35 local dealers. Mr. Jolley is president and two-year

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It's Happening in New Haven

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7 YEARS

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Perfect reproduction — that's the reason why more and more engineers today demand Soundcraft Professional Recording Tape.

Soundcraft is the only professional tape that is Micro-Polished. The only tape that is polished, buffed and re-polished by a special process to produce a surface that is mirror-smooth, completely free of even the most minute irregularity. The results of Micro-Polishing are apparent to any sound engineer:

- Lower distortion
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Soundcraft Professional Recording Tape incorporates all the features developed by Soundcraft research engineers during the last two years:

- **pre-coating** to insure better adhesion, prevent curling and cupping —
- **dry lubrication** to eliminate squeals.

The 7" reel has the 2¾" hub, eliminating torque problems and resulting in better timing. All this, plus a splice-free guarantee on all 1200' and 2500' reels.

Why settle for less than the best? Next time, insist on Soundcraft Professional Recording Tape. It's Micro-Polished!

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10 East 52nd Street, N. Y. 22, N. Y.
Like the Petry man says—

“Any advertiser can... most advertisers should... use KSTP Radio.”

thirads owner of KLAS while Mr. Stoye is general manager and one-third owner of KLAS.

FCC conditioned the grant of uhf Ch. 20 to WIND upon H. Leslie Atlass giving up all connection with the station, as proposed in the application. His brother, Ralph Atlass, is president, treasurer and general manager of WIND, but holds no stock interest. H. Leslie Atlass Jr. is WIND program director.

Besides H. Leslie Atlass Sr.’s 20% holding, WIND is owned 39% by Commercial Manager John F. Carey and chewing gum manufacturer P. K. Wrigley and 45% by the Chicago Daily News, a Knight newspaper interest.

The earlier uhf grant to Chicago was the assignment of Ch. 26 to WHFC there, owned chiefly by Rep. Richard W. Hoffman (R-Ill.) [B&O, Jan. 12].

Southern Idaho Broadcasting, licensee of KLIX and new permitted for Ch. 11 at Twin Falls, is identified with the ownership of new TV stations KGEM-TV Boise (Ch. 9), KIFI-TV Idaho Falls (Ch. 11) and KWIK-TV Pocatello (Ch. 10) as well as their affiliated AM stations and other AM outlets in Idaho and other areas.

Principals in Southern Idaho Broadcasting include: President Frank C. Garman, (12.5%), 25% owner KUTA Salt Lake City and KGEM-AM-TV, 12.5% owner of KIFI and KWIK-AM-TV, and 17.5% owner KOPR Butte, Mont.; Vice President Frank C. McIntyre, KLIX manager; Treasurer James M. Brady, president-general manager of KIFI-AM-TV and 20% owner of J. Robb Brady Trust Co., which is 55% owner of Southern Idaho Broadcasting; David G. Smith, (12.5%), 25% owner of KUTA and KGEM-AM-TV; and Grant R. Wrathall (12.5%) consulting engineer, 25% owner of KUTA and KGEM-AM-TV, owner of KPOO San Francisco, 12.5% owner of KLIX-AM-TV, KIFI-AM and KWIK-AM-TV, 15.5% owner of KOPR and 29.5% owner of KULE Ephrata, Wash. J. Robb Brady Trust Co., in addition to its 50% holding in KLIX-AM-TV, owns 68% of KIFI-TV and 48% of KWIK-AM-TV and KIFI-AM.

FCC Grants Five AM CPs, Four Facilities Changes

FCC last Thursday granted construction permits for five new AM stations and four facilities changes to four existing stations.

New AM grants were:

Beaver, Colo.—Denver Bestg. Co. Granted 980 kc, 1 kw daytime; condition.

Takilahassen, Wash.—WADP Inc. Granted 1380 kc, 1 kw daytime; condition.

Monroe, Ga.—Wilton Bestg. Co. Granted 1490 kc, 250 w unlimited; condition program tests to not be authorized until WMCQ Covington, Ga., begins program tests on another frequency; and will not be licensed until WMCQ is licensed on another frequency. (BP-8629).

Columbia, Miss.—Southwestern Bestg. Co. of Mississippi. Granted 980 kc, 2 kw daytime; engineering conditions.

Charleston, Mo.—South Missouri Bestg. Co. Granted 1250 kc, 500 w daytime; condition that program tests not begin until KREF Farmington, Mo., has ceased operation on 1350 kc and will not be licensed until KREF is licensed on another frequency.

Facilities changes granted last Thursday were:

WBBB New Smyrna Beach, Fla.—Beach Bestg. Co. Granted modification of license to increase power (1330 kc from 10 kw to 14 kw, unlimited time, engineering conditions.

WACP-McComb, Miss.—Southwestern Bestg. Co. of Miss. Granted CP to change transmitter, increase power (1610 kc from 10 kw to 15 kw, unlimited time, and make change in antenna system. Engineering conditions.

WHVJ Carlisle, Pa.—Richard Field Lewis Jr. Granted CP to change frequency from 1380 to 890 kc (1 kw daytime). Engineering conditions.

WNEI-Baton Rouge, La.—Station WNEI, Grant CPA to change from 890 kc, 5 kw, DA-1 unlimited, to 850 kc, 1 kw, DA-1 unlimited. Engineering conditions include responsibility for installing filter circuits or other equipment as may be necessary in antenna systems of WNEI and W-points St. J. and WINS Jeff-Back, and for any other nearby stations to minimize spurious radiation as well as to prevent cross-modulation due to excessive radiation from WNEI.

HOUSE GETS NEW BROADCAST BILL


A FRESHERMAN Congressman, who flies his own plane and has had dealings with the FCC to operate his plane’s radio for the last 20 years, thinks broadcasters ought to have permanent licenses. Rep. Kit Clardy (R-Mich.), 61, who hails from Lansing, is the man with the idea. Last week he introduced HR 3977 to accomplish that end.

Rep. Clardy’s bill would amend Sec. 307 (d) of the Communications Act to place no limitation on the period during which station licenses remain in effect. However, he also recommended amending Sec. 401 of the act to permit the FCC or any “interested person” to seek revocation of a license through civil action in the U. S. District Court for the District of Columbia (Washington).

The amended Sec. 401 would give the Court authority to revoke a license if the licensee: (1) Made false statements, (2) failed to operate in conformance with his license, (3) violated any provision of the Communications Act or any international treaty, or (4) failed to observe any cease and desist order issued by the FCC.

Other portions of Rep. Clardy’s bill would amend various provisions of the Act to bring it into conformity with the permanent licensing provisions and the civil suit revocations proceedings recommended.

The bill was referred to the House Commerce Committee.

Aside from Rep. Clardy’s experience with the FCC as a holder of an aviation radio license, it is understood that the Michigan Congressman campaigned on a platform to cut down “government bigness.” He used the FCC as an example of too much interference with private business, it is understood, and pointed to the short terms of radio licenses as an example of government harassment. He also feels that some railroad and motor carriers get permanent licenses from the Interstate Commerce Commission, there is no reason why broadcasters should not have this stability.

A successful attorney, Rep. Clardy has practiced before the Interstate Commerce Commission on behalf of motor carrier clients.

’Judge, Jury, Executioner’

He believes the FCC should not be “investigator, witness, persecutor, judge, jury and executioner.” He was referring, it was obvious, to the Richards case, the protracted renewal proceedings for the three Goodwill Stations.

In the broadcasting field, AM and FM licenses run three years. In TV they run for one year. In other radio fields, licenses run longer—aviation, amateur, ship operators, for example, for five years. All must, however, be renewed by the FCC at the end of that time.

Rep. Clardy noted the law now “gives the Commission the power of life and death over these stations. The case of WJR and its sister stations [Richards case] illustrates how that authority was used to break up groups having an ax to grind. The prohibitive cost in the WJR case illustrates what I mean.”

[Image 0x0 to 650x874]
MAN HUNT

Oil Companies Compete for the Class of '53

This month, college students throughout the United States are witnessing a fine example of oil company competition at work—right on the college campus.

Representatives of many oil companies, large and small, are now competing for thousands of qualified college seniors to fill a wide variety of jobs ranging from research, production and transportation through refining, sales, accounting and office work.

To the Class of '53, this oil company competition for their services means the opportunity to choose a career in a young and progressive industry. And to America's oil companies, in turn, these young people will bring a fresh supply of topflight talent—talent every oil company is looking for to help keep ahead in the tough competitive struggle for your business.

Today, Americans get the world's finest oil products at the world's lowest prices. This is only possible under a system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet for college and high school students, "Careers in Petroleum," write to Oil Industry Information Committee, American Petroleum Institute, Box 79, 50 West 50th Street, New York 20, N. Y.
Proposed Grant for Ch. 7 Contested by Denver TV Co.

EXCEPTIONS to Examiner James D. Cunningham's initial decision favoring the grant of TV Ch. 7 to KLZ Denver [B&T, Feb. 9] were filed last week by Denver Television Co., the unsuccessful applicant.

FCC counsel also filed exceptions to two findings in the examiner's report, but stated that there was no objection to the conclusions regarding who deserved the grant.

Denver Television's exceptions were based on two major premises: (1) That KLZ is not legally qualified because it violated the Chain Broadcasting Rules, and (2) even if KLZ were qualified, Denver Television would better serve the public interest.

KLZ's violation of the Chain Broadcasting Rules was alleged to have occurred when the Denver station accepted a CBS affiliation contract containing first refusal rights regarding TV affiliation and programs. This provision, Denver Television asserted, forces KLZ to secure CBS permission before it could use programs of any other network for its prospective TV station. Denver Television also claimed that the clause in the affiliation contract, and a revised agreement, violated the two-year limitation on affiliations.

In arguing that it was better qualified than KLZ to receive the Ch. 7 grant, Denver Television took exception to the examiner's findings regarding KLZ principals Messrs. Harry Huffman, Frank H. Rickerson, Theodore R. Gamble and J. Elroy McCaw. The TV firm referred to motion picture theatre practices enganged in by the first three and what it called "lack of candor" on the part of Mr. McCaw.

Among other points, Denver Television claimed that it was in the interest of diversification that it, not KLZ, receive a TV grant. It asked for oral argument. It is believed the Commission will act expeditiously.

The FCC counsel's objections to the examiner's initial decision concerned the Examiner's conclusions that (1) anti-trust violations occurring in the distant past were not significant, and (2) FCC's policy on diversification of the media of communications applied only to newspapers. FCC Counsel Robert J. Rawsson argued that all violations must be considered in a comparative hearing, whether they are recent or past. He also claimed that the Commission's diversification policy covered all media, not only newspapers.

The Denver Ch. 7 TV hearing was the first post-freeze comparative bid scheduled by the FCC. Hearing ran Oct. 1 to 17 in Washington.

KMYR Claims New Evidence

NEW evidence regarding the program practices of KOA Denver was the basis on which KMYR Denver last week asked the FCC to reopen the record in the Denver Ch. 4 TV hearing, which closed Feb. 16.

KMYR claimed that a new 45-minute commercial program on KOA, weekdays and Saturdays, offered mail order products "of questionable value," with commercial continuity "generally 10 minutes in length and of a persistent and irritating nature." KMYR said these facts do not jibe with KOA's testimony regarding the program, and commercial standards.

Zenith Protests Renewal Of WBBM-TV's License

ZENITH Radio Corp. took another tack in its flight to retain its TV application for Ch. 2 in Chicago [B&T, March 9, Feb. 23] when last week it filed a formal protest at the renewal of the license of WBKB (TV) Chicago (now WBBM-TV). Zenith claimed it was deprived of due process because the renewal was made without a hearing. Protest was opposed by Balaban & Katz, subsidiary of United Paramount Theatres Inc. (now American Broadcasting-Paramount Theatres Inc.), which moved to dismiss on the ground the license renewal was for Ch. 4 and Zenith's interest is for Ch. 2.

Zenith has already had a hearing on its application for Chicago's Ch. 2, pending since 1948. WBKB, which received its renewal on Ch. 4 as part of the Paramount case [B&T, Feb. 14], is scheduled to change to Ch. 2 under the new TV allocations plan. The Commission also granted the transfer of WBKB to CBS for $6 million in the same decision.

Dolph-Petetty Group Adds KGIL, Will Buy KULA

AGREEMENT to purchase control of KGIL San Fernando, Calif., was reported signed last week in Los Angeles by William B. Dolph and Herbert L. Petetty prior to sailing for Honolulu to work out details in their purchase of KULA Honolulu (Closed Circuit, March 16). The price for KGIL is said to be "under $50,000;" for KULA, around $300,000.

Mr. Dolph is executive vice president of WMT Cedar Rapids. Mr. Petetty, his brother-in-law, as former executive director of WMGM New York. Their associates in the purchase of control in KGIL were not disclosed but it is understood they will be joined by stockholders in KJBS San Francisco and WEMP Milwaukee in the KGIL transaction. KGIL is on 1260 kc with 1 kw directional. KULA, an ABC affiliate, is on 690 kc with 10 kw.

The KGIL sale involves the disposition by Faye J. Smalley Jr., president-general manager, of his entire holding of 1,325 shares common voting stock (2,950 shares total issued) and one-half of the 1,450 shares preferred non-voting (11,480 issued) held by Howard P. Gray, vice president-commercial manager. Mr. Smalley is to continue with KGIL as consultant and Mr. Gray is to become general manager.

In the KULA transaction, Jack A. Burnett is expected to continue as general manager under contract with the Dolph-Petty group. He is 16.26% owner. KULA sellers are reported to include: Alice P. Mayo, Rochester, Minn., 9%; Interstate Broadcasting Corp. (KLO Ogden, Utah), 40.9%; Robert H. Hinckley, AB-PT Washington vice president, 32%. Interstate is owned 62% by A. L. Glassman, KLO general manager, who is president and 12.5% owner of KALL Salt Lake City.

Transit Riders' Appeal

ORAL ARGUMENT before the U. S. Court of Appeals on the appeal of Transit Riders Inc. against FCC's decision that it was not a "party in interest" was postponed indefinitely last week at TRI's request. TRI objected to the license renewal of WWDJ-FM Washington, transacting station, and lodged its protest after the Commission denied its petition for a hearing [B&T, March 9].

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE-SAMS 1952

Day ... 110,861 Night ... 92,186 and 3-or-more days and nights

Day ... 92,885 Night ... 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater.

WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.

WDBJ

Owned and Operated by THE TIMES-WORLD CORPORATION

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Government
WKJG CHALLENGES WGL 'MONOPOLY'

QUESTIONS of concentration of the media of mass communication on the part of WGL Fort Wayne, Ind., are raised by both WKJG Fort Wayne and the chief of FCC's Broadcast Bureau in proposed findings filed with the Commission in the TV Ch. 33 hearing for that city. The Ch. 33 case was concluded before an examiner in February.

The Broadcast Bureau chief charges that the News Pub. Co., 100% owner of WGL and the morning News Sentinel and in control of the business operation of the evening Journal-Gazette, "has engaged in flagrantly monopolistic practices in the newspaper field which seriously reflect on its qualifications to hold a broadcast license." "Forced combination" ads and discontinuance of trade promotion arrangements with WOWO and WKJG are cited.

WKJG asserts it is better qualified to receive the TV permit because of greater diversity of ownership and greater integration of ownership, operation and management. WKJG also charges WGL has failed to keep certain local program promises.

WGL defends the merger as a proper economic practice which has occurred in 176 other U. S. cities, with no inter-control or relation of editorial policies or practices.

WGL states that its owners have taken notice of court cases in the field of newspaper control, citing U. S. vs. The Times Picayune Pub. Co. (New Orleans), and "will be guided in the reformation of any contracts or changes which may be necessary when they determine what the Supreme Court decides to be the final law."

WGL further argued that on the basis of past performance, integration and experience of ownership, preparation for TV, financial qualification and facilities plan, it is better qualified than competitor WKJG.

WSAZ-TV Asks FCC Removal Of Limit on Zone 1 Antennas

REMOVAL of the 1,000-foot limit on antennas in Zone 1 (eastern U. S.) is asked of FCC in a petition filed last week by WSAZ-TV Huntington, W. Va., operating on vhf Ch. 3 with 100 kw visual ERP from an antenna 330 ft. above ground and 600 ft. above average terrain.

Asking amendment of Sec. 3.614(b) of FCC's TV rules, WSAZ-TV contends the 1,000 ft. (above average terrain) limitation is an "artificial barrier" and prevents maximum service which the vhf channels could provide.

The TV rule presently limits only vhf stations in Zone 1 to 1,000 ft. antennas. Uhf stations can use towers up to 2,000 ft. above average terrain in Zone 1, the maximum height allowed by the Sixth Report and Order (April 14, 1952) to uhf and vhf alike in Zones II and III.

WSAZ-TV notes that the Sixth Report comments on the Zone I, where cities are closer, indicated the vhf tower limitation is temporary until additional technical information can be obtained. Since the Sixth Report data on this point is now more than two years old, WSAZ-TV feels it is time to review newer information that is available, including that from the six vhf stations operating from atop the Empire State Bldg., 1,445 ft. above average terrain.

The petition observes that throughout the Sixth Report the Commission found it was in the public interest to assign TV stations and permit their operation "to utilize most effectively each television channel in the U. S."

Rack mount the miniature Altec plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies to meet your individual speech input needs. These units are extremely small and exceed all broadcast requirements. Of open chassis design for easy servicing, they are supplied with a cover tray and receptacle that permanently mounts in the 11338 mounting assembly. The units slide into the tray, automatically making all connections. Push buttons are provided for tube checking during operation. Frequency response of the A-428B preamplifiers and A-429B line and monitor amplifier is within 1 db from 20—20,000 cycles.

DIMENSIONS:

A-428B: 1½" x 4½" x 9"
A-429B: P-5228, P-5238; 2¼" x 4½" x 9"

The Symbol of Quality

LOUDSPEAKERS • AMPLIFIERS • MICROPHONES • CONSOLES • TRANSFORMERS

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ONLY ONE TV TO BEGIN THIS WEEK

Six new TV stations hope to begin operating by April 1 and another half-dozen plan to be on the air soon afterward, check reveals.

BARRING last-minute developments, only one new television station—KVT (TV) Sioux City—expects to begin commercial operating within the next week.

Six stations are aiming for April 1, however, and another eight or nine hope to make it soon after.

In addition to those stations reported in B*T which went on the air last week [B*T, March 16], KTTS-TV Springfield, Mo., started commercial operation March 14, G. Pearson Ward, general manager, told B*T. The station is represented by Weed Television and is a CBS-TV and DuMont affiliate. It is on vhf Ch. 10.

KVT (TV) Sioux City, represented by the Katz Agency, is on the air with a test pattern. It is a CBS-TV affiliate on vhf Ch. 9. Here are the stations aiming for April 1:

WLEV-TV, Ch. 28, St. Louis, Mo., vhf Ch. 65, represented by Brainard Co.

KFDA-TV Wichita Falls, Tex., vhf Ch. 3, represented by the O. L. Taylor Co. of Tulsa, Okla.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co.

Here are the grantees who expect to get on the air with commercial programming early in April:

WICC-TV Bridgeport, vhf Ch. 43, represented by Adam Young and an ABC-TV affiliate. Target date: April 1 to 15.

WAPB-TV Baton Rouge, La., vhf Ch. 28, represented by Gill-Perna Inc.

KFDD-TV Wichita Falls, Tex., vhf Ch. 3, represented by the O. L. Taylor Co.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co.

Here are the stations aiming for April 1: WLEV-TV, Fort Lauderdale, Fla., vhf Ch. 23, represented by Weed Television. Target date: Early April.

KC89-TV Columbus, S. C., vhf Ch. 25, represented by Headley-Reed and an ABC-TV and NBC-TV affiliate. Target date: April.

WBTX-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters. Target date: April.

WFAM-TV Lafayette, Ind., vhf Ch. 59, represented by William G. Rambou Co. Target date: May 1.

WBBZ-TV Battle Creek, Mich., vhf Ch. 64, an ABC-TV and DuMont affiliate. Target date: May 15.

Frank M. King Dies; Former WMBR President

FRANK M. KING, 63, former president and general and commercial manager of WMBR-AM-FM-TV Jacksonville, Fla., until its sale last December to The Washington Post, died Thursday at Jacksonville. He had been in failing health several months.

Born in Houston County, Ga., and a graduate of Mercer U., Macon, in 1934, he organized Florida Broadcasting Co., WMBR licensee, with associates Ed Norton and Glenn Marshall Jr., and served as president until its sale (B*T, Dec. 22, 1952). The same three associates bought, operated and sold WPOY St. Augustine.

Mr. King was one of the organizers of the Florida Assn. of Broadcasters and a member of its first board of directors, serving as FAB's second president for two terms. He was elected NAB (now NARTB) District 5 director for one term (1941-43), and was named director-at-large for two terms (1943-45). At his death he was president of Distributors Inc., Jacksonville, and was active in several civic projects.

Survivors are his wife, two daughters and four grandchildren.

WPTZ (TV) February Sales

WPTZ (TV) Philadelphia during February set a new sales record with more than $570,000 in new business, Alexander W. Dannenbaum Jr., commercial manager, announced last week. Largest single sale was signing of Ezo Reporter from 7:7:15 p.m. Mon.-Fri. for Standard Oil Co. of New Jersey through Marshalk & Pratt, New York, starting the first week in April.
WCBS-TV, WNBT RAISE RATE STRUCTURES

UPWARD revisions in the rate structures of the New York key television stations of CBS-TV and NBC-TV were reported by the stations last week.

Craig Lawrence, general manager of WCBS-TV New York, said the station will raise its basic hourly Class A rate from $4,000 to $4,500 April 1 when the station's rate card No. 12 becomes effective. He added that most other rates will be increased similarly, with present advertisers protected for six months under rate card No. 11 on schedules started before April 1.

A letter that George R. Dunham, WCBS-TV's general sales manager, is sending notes to advertising agencies and sponsors that the advance in Class A hourly rates represents an increase of 12%. But it points out that since June 1, 1952, when current rates were established, New York's TV set circulation has risen 15%; WCBS-TV's average nighttime audience has increased by 18%, and the station's average daytime audience has gone up 206%.

Participations Only

Increase at NBC's WNBT (TV) New York will apply only to participation programs, according to a spokesman, and will go into effect April 1. The usual six months protection will apply to current advertisers.

On participations, which previously were priced variously, a $275 rate has been set for the following programs: Morey Amsterdam, Josephine McCorrthy, Herb Sheldon, Jinx Falkenburg, Richard Willis, Hollywyd Playhouse, Channel 4 Theatre, Bar 4 Ranch, and Smiley Stagecoach. On 11th Hour Theatre, it will be $350, and on Ask the Camera, $400.

The prices are subject to a discount of 2½% for 26 to 51 weeks; 5% to 155 weeks; 7½% to 259 weeks, and 10%, 260 weeks or more.

McCLELLAND Named

LEFFERTS A. MccLELLAND, technical director of several NBC-TV programs, has been appointed operations director of WRC-WNBW (TV) Washington, NBC owned stations, by Carleton D. Smith, general manager. Departments reporting to Mr. McClelland include continuity acceptance, staging services, film operations, announcers, traffic, radio recording and all program operations. John McCollom succeeds Mr. McClelland as technical director. Two new salesmen joined WRC-WNBW last week. They are Jack Jeff, formerly of WMM, Washington, to the radio sales staff, and William C. Grayson, formerly operations director, to the TV sales staff.

WKRC-TV Power Boost

WKRC-TV Cincinnati, a pre-freeze station, boosted its effective radiated power to 250 kw visual March 14. The station has had its equipment installed since last October, but channel changes by other stations in the area, required under provisions of the FCC's Sixth Report & Order [B*T, April 14], held up the change-over, it was said.

WKRC-TV claims it is now 10 times more powerful. General manager of the vhf Ch. 12 outlet is U. A. Latham.

Schwin Joins WBBM-AM-TV

APPOINTMENT of Newell T. Schwin as executive assistant to H. Leslie Atlas, vice president of CBS and general manager of WBBM-AM-TV Chicago, was announced last Monday.

Mr. Schwin, former advertising director of Household Finance Corp., steps into the position vacated by Kenneth Craig, who has assumed general charge of all WBBM-TV operations [At Deadline, March 16]. Mr. Schwin will handle similar responsibilities with the exception of personnel direction, now under Ben Orloff. Stuart Rioran assumes charge of publicity for WBBM-AM-TV with Lee Salberg, former publicist at WBKB, moving into promotion.

‘Salemaker’ Name Given Northwest Stations Group

SALEMAKER STATIONS is the name selected for the group of Pacific Northwest stations owned by Jessica Longston of Bellhingham, Wash., and others. Newest addition to the chain is KRSC Seattle, purchased from J. Elroy McCaw, owner of KELA Centralia. Other radio members of the Salemaker group are KJSE Bellingham, KSEM Moses Lake, both Washington, and KBIO Burley, Idaho.

Under the name of Washington Telecasters Inc., the firm has an application before FCC for TV uhf Ch. 53 in Wenatchee, Wash.

Robert E. Pollock is vice president and general manager of KRSC; Ted Bell is assistant manager.

Governor Warren Presents Special Recommendation from the American Heritage Foundation

The American Heritage Foundation, citing the program of the National Automobile Dealers Association as the most outstanding effort among all Trade Associations in getting out the popular vote, recognizes the importance of the new car dealer to the nation and to his community.

Here was a most effective program of action, offering all who wanted it, free transportation on a non-partisan basis, to vote. National only in its broad organization, here was a purely local program, effective in nearly every American community through the local efforts of individual new car dealers.

New car dealers have long been identified as “local, independent merchants and business men” and “community leaders”. Here is recognition for unselfish contribution in support of Democracy. Here is a true picture of “Mr. Mobility” at work at home.

Representative of 35,000 new car dealers, the National Automobile Dealers Association is proud to receive, for them, the award of the American Heritage Foundation.

One of a series from the National Automobile Dealers Association—Any material contained herein may be reproduced without permission.

for further information or research material on New Car Dealers, write or phone:

DIRECTOR OF PUBLIC RELATIONS, NADA
1026 17TH STREET, N.W. WASHINGTON 6, D. C. REPUBLIC 7-6946

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Church to Head WTVN (TV); McGough Keeps Manager Post

KENNETH CHURCH, commercial manager of WKRC-AM-FM Cincinnati and national sales manager of WKRC-TV, will be executive vice president of WTVN (TV) Columbus and will make top policy decisions for the station, purchased from Edward Lamb for $1.5 million by the Taft family interests [B&T, March 2].

This announcement was made last week with final consummation of the WTVN (TV) sale from Picture Waves Inc., owned by Edward Lamb and family, to WTVN Inc., recently incorporated company wholly owned by Radio Cincinnati Inc., Taft family corporation which operates WKRC-AM-FM-TV Cincinnati. Mr. Lamb, who retains two TV stations, three AM stations and a newspaper, had operated WTVN since 1949.

J. W. McGough, WTVN general manager, will continue in his present capacity, according to a release from the Taft corporation, which confirmed an earlier report the new management will retain the existing staff.

Transaction Principals

FCC had approved the WTVN sale Feb. 25. Principals handling the transaction included Hubert Taft Jr., executive vice presidential Radio Cincinnati Inc. and president of WTVN Inc., and Robert Taft Jr., attorney for the Taft interests, with Mr. Lamb and Frank C. Oswald representing the selling interests.

The new WTVN ownership said it intends to institute immediately plans to increase the outlet's effective radiated power to 100 kw pursuant to authority previously given by FCC for the boost. Only the physical assets of WTVN, including transmitter and antenna atop the LeVeque Lincoln Tower Bldg. and the recently completed TV center at 753 Harmon Ave., were purchased, the announcement said.

The new management said it intends to make WTVN "an integral part" of Columbus life and activities, expand the programming day to include "all normal waking hours," increase use of network programs, build high calibre local programs and program staff and make them available to affiliated stations, expand public service activities, make WTVN "the outstanding sports station of the region" and develop "fullest possible" news coverage.

Sholis Offers Checklist To Advertiser Buying Time

CHECKLIST of factors an advertiser should consider in buying time on radio and TV stations was recommended by Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville in an address to the Advertisers Club of Cincinnati March 11.

Mr. Sholis attached "fantastically expensive research" on ratings of programs, which he said has warped perspective about radio, and on radio coverage, which he declared has been "misrepresented" as "misused."

Mr. Sholis' checklist of factors an advertiser should look into thoroughly before buying time on a station are: (1) buying potential of its market or coverage area; (2) its physical and personnel facilities; (3) quality of its local and network programming and its activities in the public interest; (4) its stature in the community; (5) its standards of business practice, including its rate card ethics; (6) its records of sales results, and (7) integrity of its management.

Describing a study on radio presently being conducted by Alfred Politz and being underwritten by WHAS and six other stations, Mr. Sholis said the study will measure radio "in a new dimension." Other stations backing the study are WBEN Buffalo, WGAR Cleveland, WOR New York, WHAM Rochester, WCBS New York, WJZ Baltimore, WQAM Miami, WBBM Chicago.

The study, he said, will have equal value for all stations, advertisers and agencies, and will develop practical evidence of how radio reaches its audience and how people react to radio. It will not compete with existing measurement, nor compare one broadcasting facility or program with another, he said, adding that it is designed to improve both advertisers' and broadcasters' understanding of the medium.

Milestones

G. W. (Johnny) Johnstone, radio and television director of the National Assn. of Mfrs., celebrates his 30th anniversary in the broadcasting industry today (Monday). He began as an engineer with WEAH (now WNBC) New York in 1923. He became WEAH publicity manager in 1924 and NBC publicity director in 1926. Between 1926 and 1946, when he assumed his NAM post, Mr. Johnstone served NBC, ABC, and Mutual in various news, special events, and publicity capacities.

Canadian Assn. of Radio & Television Broadcasters honored Edwin Ross MacIntyre, chief engineer and news commentator of CHUB Nanaimo, B. C., with membership in the group's Quarter-Century Club in observance of his 25 years in the broadcast industry.

R. Sanford (Sandy) Guyer, partner and general manager of WMOA Marietta, Ohio, completed his 29th year in radio March 23.

John B. Gambling, WOR New York personality, completed his 25th year on the station this month. Mr. Gambling's Musical Clock program, heard over WOR since 1925, is described by the station as "the oldest continuous program on the air."
CBS INC. '52 GROSS $251 MILLION

Last year's gross exceeds that for 1951 by nearly $60 million, CBS Inc. reports to stockholders. Net income for 1952 was $6,445,506, slightly higher than 1951, but stock earned less per share.

CBS and its subsidiaries had gross revenues of $251,594,490 for the 53 weeks ending Jan. 3, 1953, compared to $192,384,608 for the 52 weeks ending Dec. 29, 1951, according to the company's annual statement to stockholders, sent out last week.

Net CBS income for 1952 was $6,445,506, equal to $2.75 per share on the 2,340,896 shares outstanding. This compares with $6,360,097 and $3.10 per share on the average of 2,051,491 shares outstanding of the 1951 and 1950 issues. Cash dividends of $1.60 per share were paid.

The "rapid development of new electronic products, such as the transistor," and the lifting of the freeze on new TV station construction were cited in the opening letter to stockholders, signed by CBS Board Chairman William S. Paley and President Frank Stanton, as two important developments of 1952 which "should influence favorably" the future growth of CBS.

Number of advertisers using the CBS radio network increased last year from 81 to 90, Adrian Murphy, president of the CBS Radio Division, reported. He said in the final quarter of 1952 "appreciably more time was sold" than during the like period of 1951, with the network's daytime hours sold out and an increase in evening advertisers. He listed sponsorship of the political conventions, the "unprecedented" number of programs sponsored by "hard-good" advertisers, the number of automobile sponsors, Willys-Overland's sponsorship of the 90-minute Sunday afternoon New York Philharmonic Symphony concerts and the successful launching of the "Power Plan" (enabling three nighttime advertisers to share sponsorship of three programs on successive evenings) as "noteworthy sales developments."

102 1952 Advertisers

J. L. Van Volkenburg, president, CBS-TV Division, reported that 102 advertisers used CBS-TV in 1952 (including 40 newcomers to the network) whose gross billings were more than 50% ahead of those for 1951. All but one of the regular CBS-TV advertisers stayed on the air throughout the summer, "a record unmatched in the history of broadcasting," he stated. The year ended with 33 CBS-TV packages sponsored and six more due to start early in 1953.

The average nighttime audience rating of CBS-TV increased more than 12% during 1952, while the average daytime audience rating was up 35%, the report noted. CBS-TV had 74 affiliates at the end of 1952, up from 62 a year earlier, with the interconnected group rising from 51 to 66. In addition, CBS-TV has affiliation with 30 stations expected to start broadcasting by the middle of 1953. Columbia Records Inc. sales were 14.5% ahead of 1951, James B. Conkling, president of CRI, reported.

CBS-Hytron, tube manufacturing subsidiary, in May opened a new miniature receiving tube plant at Danvers, Mass., with a manufacturing capacity of 25 million tubes a year, Bruce A. Coffin, president, said. Manufacture of germanium diode and transistors, begun last year, is fast outgrowing the space available in the Danvers plant, Mr. Coffin said.

An addition is being built for the picture tube plant at Newburyport, Mass., to provide 150,010 more square feet of space to make and store tubes, chiefly the 24-inch and 27-inch picture tubes to be made in quantity this year. Additional facilities for receiver production is being provided by a new Long Island City plant, according to David H. Cogan, president of CBS-Columbia Inc.

Dr. Goldmark Cites Work

Dr. Peter C. Goldmark, vice president, CBS Labs., reported the perfection of a device called a "crispers" for clarifying picture signals in black-and-white telecasting. In color, Dr. Goldmark stated that "intensive research was devoted to the tri-color tube in cooperation with CBS-Hytron. At the same time, a continuing study has been made of the National Television Systems Committee color system and the detailed evaluation of this and other systems will provide useful information in assessing the future course of color television and assuring CBS' ability to capitalize upon the knowledge and experience gained in this field."

Improved medical color TV units are being manufactured by the CBS Labs., which are also producing a number of projection receivers using a six-foot screen, to be demonstrated for the first time at the 1953 American Medical Assn. convention in New York.

Bourgholtzer to NBC Paris; Mueller Replaces Fleming

SHIFTS in assignments for several NBC news men were announced Thursday, with Frank Bourgholtzer, White House correspondent since 1947, named chief correspondent in Paris and Merrill Mueller set to replace James Fleming as news editor and commentator on the network's Today TV show (Mon.-Fri., 7-9 a.m. EST and CST).

It was understood that Ray Scherer of the NBC Washington news staff, who has substituted at the White House at times when Mr. Bourgholtzer was absent, would get the White House assignment fulltime. Meanwhile, Paul Archimard, veteran NBC correspondent in France, was named to the new post of NBC manager in Paris. William Frye, who has been chief Paris correspondent, is returning to the U. S.

In his new post, effective April 1, Mr. Bourgholtzer will be responsible for coverage of France as well as NATO and SHAPE. With NBC since 1946, he won widespread public plaudits when he persuaded then-President Truman to play the piano during a telecast tour of the White House.

Mr. Mueller takes over the Today news editoryship today (Monday). He is a veteran war and foreign correspondent, and has been engaged in news reporting for 21 years. He covered World War II for NBC, serving in Europe, Africa, and the Pacific, and after the war was named manager of the London bureau. More recently he has operated from New York headquarters.

First plans or assignment of Mr. Fleming, who had been with Today since its first broad cast on Jan. 14, 1952, were not revealed.

Results

Tell The Story

Audiences • Markets • Personalities

By the increasing numbers are recognizing—and clients are benefiting by—the success of Hallah Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.
MORE BIG SHOWS JOIN ABC ROSTER

Martin Block signing highlights network's plan to build bigger shows, draw bigger business. New fight card, other programs are in sight.

ABC last week unveiled more plans for building programs that will attract larger audiences and still more business.

Officials reported that new sales and renewals representing $7.5 million in network gross billings were signed between Jan. 1 and last Wednesday—$3 million in radio, $4.5 million in TV.

The signing of Martin Block, a pioneer and probably New York's best known disc jockey, to a long-term exclusive contract for both network and WABC New York programs, effective next Jan. 1, was announced along with plans for the new ABC Album for ABC-TV, ABC Caravan on the radio network, and the new Motor City Fights on ABC-TV [B*T, March 16, 9].

$3 Million Expected

Length of the contract with Mr. Block was not disclosed but it was understood that it was for a five-year period. It was announced he would move his locally-famed Make Believe Ballroom to ABC-WABC "intact," and that when the show is completely sponsored on WABC, Mr. Block "can earn over $3 million in the course of the contract."

ABC the preceding week had announced that during the first month following the merger of ABC and United Paramount Theatres into the new AB-PT the volume of business signed for ABC owned stations totaled $4.5 million, a record in ABC history [B*T, March 16].

Charles T. Ayres, vice president in charge of the ABC radio network, said the new and renewed radio network business as evidence that "radio advertisers are establishing a pattern of renewed faith and confidence in network sponsorship, which will be more fully reflected in the fall of 1953."

'Heavy' Fall Business

Alexander Stronach Jr., vice president of the TV network, referring to the TV sales and renewals, said "television advertisers are carefully evaluating strategic programming with sponsorship in select time periods," and forecast "a heavy influx of new video business" in the fall.

The ABC Album television show, to be seen Sundays at 7:30-8 p.m. EST starting April 12, will consist of dramatic presentations—originals as well as adaptations of plays, novels, short stories, and light classics. Album's radio counterpart, ABC Cavalcade, is set to start April 16 and will be presented at 9-9:30 p.m. EST Thursdays.

'Motor City Fights'

Like the TV Album, Cavalcade will be a showcase. Raymond Diaz, national program director for the radio network, noted that "it is our intention to consider each program in the series as eligible for a new and separate radio series of its own... ."

The new Motor City Fights, originating in Detroit and giving ABC-TV three fight nights a week, got under way last Thursday and will be seen weekly at 9 p.m.

Pointing out that the network now presents bouts on Tuesday, Thursday, and Saturday evenings, Mr. Stronach said ABC-TV "is completely altering the completion of its programming with the specific idea of capturing the eyes and interest of that broad segment of Americans which is sports minded."

Effective next New Year's Day, Martin Block's Make Believe Ballroom will be presented on WABC Mon.-Fri., 3:30-7 p.m. The program will be presented on the ABC radio network each weekday, 2:30-4 p.m. EST, starting next Jan. 4. The network show will start about June 1 of this year with "a national star" as m.c. until Mr. Block joins the network.

Additionally, WABC plans to carry Make Believe Ballroom for three and a half hours "every Saturday in 1954."

ABC quoted Mr. Block as estimating that in the 18 years the program has been carried in New York, advertisers have spent more than $10 million to participate in it and that the program has sold about $751 million worth of sponsors' products.

Sign New Accounts

Meanwhile, new business for ABC radio network shows since the first of the year included the following accounts: Beltone Hearing Aid Co., Brown Shoe Co., Chesterfield Cigarettes, Wine Corp. of America, Skinner Mfg. Co. and Pharmaco Inc., plus Willys-Overland Motor's sponsorship of the Presidental inauguration.

TV's Public Obligation Underscored by Madden

TO INSURE good public relations, television networks have a responsibility to maintain good taste and eliminate over-commercialism in programs, to keep costs low and to provide programming in the public interest, Edward D. Madden, vice president and assistant to the president of NBC, declared Wednesday.

In a luncheon talk in New York before the New York chapter of the Public Relations Society of America, Mr. Madden described TV as a medium "whose impact on people and influence in our society is unequalled in the history of communications."

He outlined in detail how NBC attempts to reduce costs by the use of illusions created by technicians, and in this connection presented a film, "Illusions Unlimited," which described various techniques developed by the network.

Touching upon TV's responsibility to maintain good taste in programming, Mr. Madden cited NBC's own program code and that of the NARTB to which the network adheres.

As examples of NBC's policy of programming material in the area of public service, Mr. Madden referred to the network's Face of the Age plan, which he described as "a procedure to present on television the faces and voices of the men and women who are influential in the world today."

Brief talks were presented by Herbert Bayard Swope Jr., NBC-TV's director of the Robert Montgomery Presents, and Albert McCleery, NBC-TV producer of Hallmark Theatre, on the contributions of dramatic programs to public service projects.

Three Add to Daytime Schedule on NBC-TV

EXPANSION of sponsorship of NBC-TV programs by three national advertisers highlighted a report issued by the network last week on new and renewed business.

Continental Baking Co., New York, will pick up 15 minutes on Wednesday of its weekly sponsorship of Howdy Doody (Mon.-Fri., 5:30-6 p.m. EST), effective May 6, in its 5:30-6 p.m. time period. Standard Brands, New York, will add another quarter-hour of the same show on Monday, 5:45-6 p.m. EST, starting today (Monday), to its Thursday 5:45-6 p.m. segment. Ted Bates & Co., New York, is the agency for both.

Procter & Gamble Co., Cincinnati, which currently sponsors the 4-4:15 p.m. EST Tuesday, Wednesday and Thursday portions of the Kate Smith Hour (Mon.-Fri., 4:55 p.m.) purchased the 4:4-15 p.m. segment on Monday, effective March 19, through Compton Adv., New York. P&G, starting May 1, also will add the Friday 3:45-5 p.m. period of Welcome Travelers (Mon.-Fri., 3:30-4 p.m.) to its current sponsorship of the same time slot Mondays through Thursdays. The agency is Bowers, New York.

Other business activity announced by NBC-TV includes sponsorship by the Kelvinator Div. of Nash-Kelvinator Corp., Detroit, of the Wednesday 3:15-3:30 p.m. EST portion of Dr. Reynolds Bank (Mon.-Fri., 5:30 p.m.), starting April 1 through Geyer Adv., New York; renewal by Crosley Div. of Avoe Mfg. Corp., New York, of alternate-week sponsorship of What's My Name? (Mon., 8-9:30 p.m. EST), starting last Monday, through Benton & Bowles, New York, and renewal by P. Lorillard Co., New York, of Club Embassy (Tues., 10:30-10:45 p.m. EST), effective March 31, through Lennen & Newell, New York.

Negro Artists on NBC

A 200% increase in the use of Negro artists by NBC on network programs during 1952 over 1951 was reported last week by Edward D. Madden, vice president and assistant to the president of NBC, at a meeting in New York of press and civic leaders.

NBC President Frank White told the meeting that NBC's philosophy embraces "an area of operation that you have to do with your heart as well as your brain." He assured civic leaders that NBC intends to solicit their cooperation in an attempt to achieve added progress.

100th Affiliate Joins CBS-TV Network

CBS-TV signed its 100th TV affiliate, its 36th since lifting of the freeze, last week. It is KWFT-TV Wichita Falls, Tex.

The station, on Ch. 6, is owned by Wichita Falls Television Inc. Kenyon Brown is president and general manager. The signing followed the affiliation of three other new stations earlier in the week—WABI-TV Bangor, KRTV (TV) Little Rock, and KFDA-TV Amarillo, Tex.

WABI-TV, on Ch. 5, joins the network as a primary, non-interconnected affiliate. It is owned and operated by Community Telecasting Service. Murray Carpenter is general manager.

KRTV (TV), Ch. 17, becomes a primary, supplementary non-interconnected affiliate. Mr. Brown, in addition to heading KWFT-TV, is general manager of KRTV (TV), which is owned and operated by Little Rock Telecasters.

KFDA-TV, Ch. 10, joins CBS-TV as a supplementary, non-interconnected affiliate. It is owned and operated by the Amarillo Broadcasting Co. John Hopkins is general manager.

Pearson Decrees Networks For 'Similar' Viewpoints

NEWS commentator Drew Pearson charged in his ABC radio broadcast March 15 that the four radio and television networks are failing to present a diversity of viewpoint and opinions on news programs, and added they are controlled, in effect, by "four men" who constitute "a chorus of similar voices."

A rebuttal by Thomas Velotta, vice president in charge of news and special events for ABC radio, was read on the program with Mr. Pearson's permission. The reply said ABC and other radio and TV networks "believe in and operate under a policy of freedom of speech" and present "a variety of opinions and viewpoints."

Mr. Pearson's criticism came three days before he ended his Wednesday night program on DuMont TV Network and two weeks before his final show on ABC radio March 31. His programs were sponsored by Carter Products and were not renewed beyond those dates. Both networks have indicated they will not continue the shows on a sustaining basis, though DuMont had considered it.
RCA-NBC Officials Address Architects on Electronics

ALL homes and offices of the future may need electronic installations, Sylvester L. Weaver Jr., vice chairman of the NBC board, declared a fortnight ago.

He was one of four RCA and NBC authorities who addressed a special luncheon, arranged by NBC, of the New York chapter of the American Institute of Architects on Wednesday. The luncheon was designed to acquaint the architects with the impact of electronic developments on building design.

Mr. Weaver foresaw communications machines in the home that will provide "television in color, plus radio, phonograph, time, news, and musical services."

Suggests Factory Techniques

O. B. Hanson, vice president in charge of NBC's engineering department, called for a multiple studio plant laid out to follow "factory assembly line techniques."

Sol Cornberg, NBC supervisor of plant facilities and development, urged architects to make allowance for television equipment in designing auditoriums, theatres, stadia, hospitals, law courts, and other public places.

H. T. Sawyer, manager of the industrial equipment section of RCA Victor Div.'s engineering products department, forecast "unlimited" use of industrial television.

Multiplex System Allows 2-Program FM Broadcasting

FM inventor, Dr. Edwin H. Armstrong, sees system as a boon to broadcasters because it would double potential revenue.

MULTIPLEX radio transmission system enabling FM stations to broadcast two or more programs simultaneously has been perfected by Dr. Edwin H. Armstrong, professor of electrical engineering at Columbia U., and John H. Bose of Columbia U.'s Marcellus Hartley Research Labs., Dr. Armstrong reported Monday.

Inventor of FM broadcasting, which he presented in 1935, Dr. Armstrong said the new system, based on his original FM principles, employs a number of improvements developed since World War II.

Under the new system, which Dr. Armstrong said he has fully tested at his experimental FM station (KE2XCC Alpine, N. J.), an FM station can transmit music on one "channel" and speech on another, or it can broadcast a single program stereophonically on both channels so as to give a listener with two FM receivers binaural reception. Both program "channels" are multiplexed on the station's normal single frequency channel, it was indicated.

Present FM Sets Unaffected

New receivers will be needed to receive two-channel FM broadcasts. Dr. Armstrong said, but the number of additional parts will not add unduly to the cost of the sets. Present FM sets will receive only one channel from a station, he said, and will not be affected by the second channel.

Cost of equipping a station for multiplex operation is not high, the inventor stated. He said the new method, which is "completely impossible" for AM broadcasting, will be a boon for broadcasters adopting it because "A station operator who can sell time on two channels obviously will outsell the station operator with only one."

A fortnight ago, Mount Mitchell Broadcasters Inc., operator of WMIT-FM Clingman's Peak, N. C., petitioned FCC to amend its FM rules so as to allow multiplexing of two or more programs on the same frequency channel in order to provide additional specialized services, such as transcasting in addition to regular broadcasts [B+T, March 9].

FCC's rules at the present time allow only the multiplexing of facsimile service on the regular program channel under certain technical conditions. The facsimile signal may not impair the FM program below 15,000 cycles.

DuMont Labs to Expand Transmitter Production

LARGE-SCALE expansion of the Television Transmitter Div., Allen B. DuMont Labs, starting late this month will "more than double" production, Div. Vice President Stanley F. Patten reported last week.

The Transmitter Div., which shares occupancy of two manufacturing buildings in Clifton, N. J., with the Instrument Div., will take over both buildings. The Instrument Div. will move to new headquarters in Clifton.

Enlarged production capacity, Mr. Patten said, will enable the division to meet increased demands for high-power TV amplifiers. New facilities also will speed up production of uhf and vhf transmitters and associated equipment, he said. Current production has attained a record level, he added, reporting transmitter shipments in 1952 had increased above the 1951 mark by 200%. Sales of equipment rose accordingly, he said.

New Audio Devices Release

AUDIO DEVICES Inc., New York, is marketing a self-timing leader tape and a magnetic tape recorder head "demagnetizer." The timing tape is made of white plastic, and when used with a standard 1/4-inch magnetic recording tape serves as a threading leader. The "demagnetizer" is an AC magnetic assembly designed to permit removal of residual permanent magnetism from the sound recording heads of magnetic tape recorders, company reports.
Pay-See TV Could Double Stations, Faught Believes

ENVISIONING an annual revenue of $10 billion for the television industry, Millard C. Faught, public policy consultant from New York, maintained last week subscription television could maintain twice the number of stations capable of being supported by traditional advertising revenue.

Speaking Tuesday before members of the Washington Advertising Club, he said pay-as-you-see television, used as a complementary system to the present form of commercial television, would enable many more stations to take the air profitably, and remain in operation. Subscription TV would operate as a "delivery service" without losing any of its usefulness as a "communications service" or advertising medium, he claimed.

Programs for which home viewers would be willing to pay, however, would have to be (1) shown their price (2) better than "or appealingly different from" what is offered now on sponsored television. During the meeting, a Phonevision film was shown by Zenith Radio Corp., Chicago, which developed the pay-as-you-see system. Mr. Faught is a consultant for Zenith.

S-E Will Furnish Equipment For WOR-TV and WAFM-TV

AGREEMENTS to furnish television equipment to WOR-TV New York and WAFM-TV Birmingham were announced last week by William Zilliger, vice president of Standard Electronics Corp., Newark, a subsidiary of Claude Neon Inc.

WOR-TV equipment for its new studio in the Empire State Bldg. will include a 20 kw transmitter (later to be converted to 50 kw), a standby TV transmitter, a 3 kw FM transmitter and all audio and video equipment. Layout for the new studio will be designed around Standard Electronics equipment and will enable two men to handle complete transmitting, including live shows, Mr. Zilliger said.

WAFM-TV will add a 20 kw Standard Electronics amplifier to its existing 5 kw TT-5A transmitter to increase its effective radiated power to approximately 100 kw, Thad Holt, WAFM-TV president, was quoted as saying.

Don’t Turn That Knob!

NEWS commentator Quincy Howe last Monday squeezed six minutes of content into five minutes of actual broadcast time, using the "time compressor" developed at the U. of Illinois and announced a fortnight ago. The program was aired by WILL Urbana-Champaign, the university’s non-commercial outlet. Inventors are Prof. Grant Fairbanks, speech research lab. director; Dean W. L. Everitt, College of Engineering, and R. P. Jaeger, formerly at the university.

DuMont Unit Sales Meet

THE SEMI-ANNUAL sales conference of Cathode-Ray Instrument Div., Allen B. DuMont Labs., was held last Wednesday through Friday at the division's national headquarters in Cliff-

Shorts

Connecticut Telephone & Electric Corp., Meriden, Conn., announces production of single generator covering vhf and uhf frequency range of 34 mc to 330 mc in first band and 300 mc to 950 mc in second band.

Hewlett-Packard Co., Palo Alto, Calif., announces production of all-purpose precision counter providing frequency, period and time interval measurements over broad range. Instrument designated Model 522B, measures rate of occurrences from .00001 to 100,000 per second.

Chemical Div., General Electric Co., Pittsfield, Mass., has issued 24-page bulletin containing information on industrial applications for polyester resins.

Federal Telephone & Radio Corp., Clifton, N. J., announces production of new "build-your-own" selenium rectifier kit that enables assembly of wide range of selenium rectifier stacks at reduced costs.

Telrex Inc., Asbury Park, N. J., announces production of Ultra "Bow Tie" series of uhf antennas featuring high gain, directivity and impedance characteristics over entire uhf band.

Shallerco Mfg. Co., Collingdale, Pa., announces manufacture of compact fault location wheat-stone bridge for general laboratory use or field servicing of communications systems terminals. Model 6100. Unit measures resistance between 1 and 1,011,000 ohms to accuracy of +0.1% and -0.01%.

Roll-a-Talk Co., Detroit, announces production of Roll-a-Talk, new speech making aid which brings speaker's manuscript into view as he needs it. Speaker controls operation by means of push button which he holds in his hand.

Berkeley Scientific Div., Beckman Instruments Inc., Richmond, Calif., announces production of time interval meter, Model 5120, providing direct reading of elapsed time between any two events.

Rust Industrial Co., Manchester, N. H., an-
AFTRA Rules Members Must Answer Probers

SEVERE DISCIPLINARY action may be taken by AFTRA against its members who refuse to testify of past or present Communist party affiliation before the House Un-American Activities sub-committee hearings which reopen in Los Angeles today (Monday). Authority for the penalties comes by virtue of a mail referendum vote by the membership.

IATSE Wins Jurisdiction

JURISDICTION over special effect projectionists at WNBT (TV) New York has been given to the Theatrical Protective Union, IATSE, (AFL) in an action by the National Labor Relations Board, Washington, D. C. Dispute was between IATSE and National Assn. of Broadcast Engineers and Technicians (CIO). Board ruled that the work handled by special effects projectionists is more closely allied with jobs certified as bargaining units of IATSE rather than with NABET. Dispute originated last April, when the question of jurisdiction came up at an NBC television studio where a cast was rehearsing for the Hallmark Playhouse.

AFTRA San Francisco Pact

AFTRA has negotiated a contract in San Francisco covering free lance talent with KGO-TV KRON-TV and KPIX (TV) that city. The rates are the same as those for Los Angeles [B&T, Dec. 15], less 12%. New rates also negotiated for staff announcers at all San Francisco TV and network AM stations are $120 weekly for the first year and $135 thereafter.

... Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

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N. J. STUDY FAVORS
TEST CHANNEL

State Commission would set up New Brunswick station, with state-wide coverage planned.

RECOMMENDATION for the construction and operation of a television station at New Brunswick for expansion of research and experimental television was made March 13 in the first report by the New Jersey Commission on Educational Television to Gov. Alfred E. Driscoll.

The report pays tribute to the potentialities of TV as an educational tool and projects a course for the state that may result in statewide coverage with six educational, non-commercial stations. For the present the commission recommends that the legislature appropriate $190,000 to continue research already under way at New Brunswick and $425,350 for construction of the station and other facilities. These funds would be for the 1954-55 fiscal year.

The report is based on findings of a 10-man camping which was appointed by the education commissioner Frederick M. Raubinger. Members of the commission included: Dr. Elmer W. Engstrom vice president in charge of RCA Labs. Div. of RCA, chairman; Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and Robert B. MacDougall, director of educational activities for WATV (TV) Newark.

The proposals of the New Jersey commission follow on the heels of the controversial report of the New York temporary state commission on the use of television for educational purposes, which rejected a plan for the establishment of a 10-station network. (B&T, March 2). The New Jersey group took cognizance of the conclusion of the New York commission, and added:

"This report by the New Jersey commission clearly states that there are problems to solve, but here the commission is convinced that the state of New Jersey has an obligation to conduct work and to take an active part in the establishment of the best practice for utilizing television in education."

Advocates Rutgers Location

The major recommendation in the report advocates the building of a station with a studio on the campus of Rutgers U. at New Brunswick where an experimental station with rented microwave facilities has been in progress since January, and the erection of a 5 kw transmitter and antenna at Washington Rock State Park, Watchung. The report claims that the proposed station would reach approximately one-half of New Jersey's population.

With the experience gained at the New Brunswick station, the report continued, plans could be formulated with respect to additional educational television stations in the state. Tentative sites for these stations as suggested by the report, are Montclair, Camden, Freehold, Hammonton and Andover.

Other recommendations included a proposal that local boards of education be responsible for providing television receiver facilities in the schools and an appeal to Gov. Driscoll and the Commissioner of Education to petition the FCC to extend for two years the period within which the state can apply for channels now reserved for non-commercial educational projects.

The present deadline is June 2, 1953.

The commission held that decisions regarding programming for the proposed station and subsequent stations should be subject to checks by an advisory board of citizens, and added that it plans to submit recommendations on this phase in a later report.

In a supplementary statement, J. Lindsay de Vallerie, state director of budget and accounting who was the only dissentor to the report declared:"I am unable to sign the first report because chief fiscal officer of the state, I know that the state's finances are such at this time that the legislature would be unable to appropriate a sum in excess of $600,000 in the next fiscal year without the imposition of new taxes. This statement applies not only to the educational project but also to any other project.

"It is my belief that the commission should continue its study for the next fiscal year so that they will be in a position to make a final report to the legislature in 1954 at which time it may be possible that funds may be available not only for the initial proposal but also for an expanded program."

Illinois School Berates
Educational TV Financing

"EDUCATORS can ill afford to devote their time to raising funds for television when special efforts are required to raise funds for their own institutions' operating needs."

This was acknowledged last Thursday by the Illinois Institute of Technology in a statement on the status of educational television. IIT is one of 15 member groups in quest of VHF Ch. 11 in Chicago. Its president, Dr. John T. Retalialiata, is temporary chairman of the Chicago Educational Television Council, a nonprofit corporation set up to raise funds for the construction and operation of the Chicago TV outlet. The council also would be licensee of the station if and when approved by the FCC. It hopes to file an application shortly.

Chicago educators are seeking between $300,000 and $500,000 to establish and equip the station, with an additional $250,000 required to sustain each year's operation.

The activities of the newly-formed citizen's group to raise money for an educational TV outlet in Chicago were criticized by Rep. Charles H. Weber (D-Chicago), author of legislation which would allocate $1 million each to educational stations in Chicago and at the U. of Illinois.

He scolded the fund-raising committee for not supporting his bills, on which hearings have been postponed (B&T, March 16, 9). He offered a resolution asking that a legislative commission be set up to investigate the Chicago educational TV venture.

\[\text{\""Since going on the air we have enjoyed the BEST INCREASE IN ("" sales since we started handling this product\""}

\[\text{\textbf{WSYR}}}\text{\textbf{ACUSE}}

\[\text{\textbf{570 KC}}\]

\[\text{March 23, 1953 \cdot Page 77}\]
DR. BAKER LAUDS EDUCATIONAL TV

Medium could advance kno

PRAISE for the potential of educational television, and a warning that failure to make use of the medium "would be a mistake that would affect our civilization for centuries to come," were voiced last week by Dr. W. R. G. Baker, General Electric Co. vice president and general manager of its electronics division.

At a luncheon meeting of the Poor Richard Club in Philadelphia Monday, Dr. Baker claimed that to keep America's economy strong, "we must take the utmost advantage of our increasing technology to increase productivity and to make the best use of our national resources to fill the gaps in education, science and engineering and scientists as a condition that reduces the nation's productivity."

"Educational television can provide the inspiration necessary to lead many of our young people to extend their schooling. Educational television can have a tremendous effect upon our adult population and can raise their educational age, not only through actual training but through inspiring adults to take extension or correspondence courses."

Referring to a report by a New York state temporary commission on educational television, which rejected a state Board of Regents' proposal for establishment of a 10-station educational TV network (B&T, March 9, 2), Dr. Baker cited criticism which described the report as "an incredibly clumsy and shocking document."

On the question of competition with commercial channels, Dr. Baker declared: "Owning a commercial station obviously is not a license to chain people in front of their television sets and to hypnotize them from turning to any other channel."

"If education can be made interesting enough to compete with entertainment," he said, "we can take new pride in American people and at the same time look forward to improvement in entertainment."

North Carolina TV Study

NORTH CAROLINA state commission studying the problem of getting its eight assigned educational TV channels on the air plans to ask FCC to extend the June 2, 1953, deadline to June 30, 1955. The group also will ask the state legislature to approve $12,000 to finance its continuing survey, which has used up $5,000 already allocated.

Gordon Gray, president, U. of North Carolina, reported plans for university stations at Chapel Hill, North Carolina State College and Woman's College. He said the school will finance operations with private funds, and that the Ford Foundation has offered $100,000 if the school matches the sum.

Joint TV Farm Clinic

JOINT TV farm clinic was held last Monday by WOC-TV Davenport and WIBB-TV Rock Island in cooperation with Iowa State College and the U. of Illinois. The clinic for vocational agriculture teachers, home advisors, home economics instructors, college officials and others interested in farm work was held at Davenport.

Survey Minimizes Effect Of TV on Radio Listening

LITTLE change in radio listening habits in Canada's television area is reported in a survey made by Elliott-Haynet Ltd., Toronto. The survey, based on 1948 and 1952 in the Toronto-Hamilton-Niagara area, shows sets-in-use during evening hours averaged 35.7 in 1948, when TV reception was negligible.

In 1952, when there were about 130,000 TV sets in the area (representing close to 20% of the total homes), radio sets-in-use averaged 34.6 during evening hours. The total radio audience has not suffered to any marked degree with the advent of TV, the report shows. It recorded 248,000 TV sets in Canada Jan. 1.

Families, before buying TV sets, had not been enthusiastic radio listeners, preferring movies, social activities and reading, according to the survey. The TV audience came mostly from the 63.5% of the public which did not have sets turned on when surveyors called in 1948, showing, according to the report, that TV has built a new audience without disturbing the radio audience. Most TV families interviewed said newspapers and magazine reading has decreased, they see fewer movies, go out less socially, entertain more at home and sleep less.

The survey shows there are an average of 4.2 viewers for each TV set, compared with 2.75 listeners per radio.

More Commercials in Erin, According to Visitor in U. S.

GROWING trend toward commercial sponsorship of radio programs in the Republic of Ireland was reported in an interview with B&T Wednesday by Padraic O'Reilly, former chief announcer and station supervisor of Radio Eireann, Dublin.

Mr. O'Reilly, in New York for a week, was flown there by ABC to report the St. Patrick's Day parade on television.

He said three of the daily total of nine hours of broadcast time is sponsored on Radio Eireann, and industry leaders believe the government will make more time available to advertisers. In January, he said, the government appointed a five-man commission to formulate policy and supervise activities of Radio Eireann.

Mr. O'Reilly recently was appointed radio director for O'Kennedy-Brindley advertising agency in Dublin. He said this is the first time that an Irish agency has set up a radio department.

Radio Eireann, the sole radio station in Ireland, uses three transmitters to reach three million people there.

Bergen Tops in Canada Among Nighttime Shows

SIX of the leading 10 evening network shows in Canada for February were fed from the U. S., according to the national rating report of Elliott-Haynet Ltd., Toronto. Leading were the Edgar Bergen Show, with a rating of 32.4; Amos 'n' Andy, 31.2; Radio Theatre, 29.1; Our Miss Brooks, 29.1; Great Gildersleeve, 21.5; Tour Host, 20.9 (Canadian); Wayne & Shuster, 18.6 (Canadian); Ford Theatre, 18.4 (Canadian); Suspense, 18.1, and Don Wright Chorus, 18 (Canadian).

In the daytime, Ma Perkins with a 17.4 led the parade in February, followed by Pepper Young's Family, 16.9; Right to Happiness, 15.3; Happy Gang, 14.7 (Canadian), and Road of Life, 14.5.

The leading five French-language evening shows were Un Homme et Son Pech, 41.8; Radio Canadin, 35.6; Chanson de L'Escadrille, 27.9; Metropole, 27.7, and Cure de Village, 26.7.

BBM Elects Officers

CHARLES R. VINT, president, Colgate-Palmolive-Peet Co. Ltd., Toronto, was re-elected president of the Bureau of Broadcast Measurement at the annual board meeting in Montreal March 12. Horace N. Stovin of the station representative firm of same name, Toronto, was elected vice-president. Athol McQuarrie, Assn. of Canadian Advertisers, Toronto, was re-elected treasurer, and C. J. Follett, ACA Toronto, is executive secretary. Three new directors were elected for three-year terms: William Cranston, CKOC Hamilton; Mr. Vini, and G. F. Mills, Spitzer & Mills Ltd., Toronto.
Fables of the leopard and the hippo—#7

ON BEING WELL-FED

THE HIPPO: "There's a sameness in my diet every day. Much I can't digest."

THE LEOPARD: "Conversely, I stalk only the palatable fare. And so stay satisfied."

THE MORAL: TV food advertisers (who are crafty like the Spotted Leopard) keep sales curves well-fed in a similar way.

They single out and sell all-woman audiences. Through participations in cooking shows. On Spot TV. They get good seasoning. Only the station, time and audience which make sales messages savory.

So they enjoy big portions—sales and resales. Digest your food sales problems easily, too. Use Spot TV cooking shows. On these thirteen leading stations.

WSB-TV ........ Atlanta
WBAL-TV ......... Baltimore
WFAA-TV ........ Dallas
KPRC-TV .......... Houston
KECA-TV .......... Los Angeles
KSTP-TV ........ M\'p'y\'s-St. Paul
WSM-TV .......... Nashville
WABC-TV .......... New York
WTAR-TV .......... Norfolk
KMTV ............ Omaha
WOAI-TV .......... San Antonio
KGO-TV .......... San Francisco
KOTV ............ Tulsa

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
"Pardner—
I roped 5,396 letters
with only two announcements!"

"I've been a trick rider and roper in rodeos, but never had a stunt equal what happened when I asked our WPTZ television audience to see how many four-letter words they could make out of the name of our show, 'Ranch House'.

"I asked them only twice, and I didn't offer the Grand Canyon for the most words—just a wrist watch from a local jeweler, but—

"We were swamped... with 5,396 letters, packed tight with words our fans took time to figure out.

"Maybe they like our show because it's not high-brow or high-pressure. Just a friendly get-together for some guitar, singing, and square dancing, three times a week—Tuesday, Thursday, and Saturday. But whatever it is, we've made real friends, of youngsters and grown-ups, too.

"You still have time to get in on 'Ranch House'—we have a few participations open,* and we'll make you at home. Can't promise 5,396 letters every time, but we'll sure try!"

(Signed) Rex Trailer

*Call us at WPTZ, or see your nearest NBC Spot Sales representative.
A radio-televison success story:

HOW HOSPITALIZATION PLAN WAS SOLD IN INDIANA

BLUE CROSS-BLUE SHIELD has advertised in Indiana with success. In this instance, it meant that the hospitalization insurance firm enlisted $100,000 of radio, TV, and newspaper space in an all-out campaign to stimulate individual and group enrollments. It was the first time Blue Cross had carried a paid advertising campaign in Indiana—and advertising people in Indianapolis are still talking about it.

Two TV and 20 radio stations put the message on the air. Thirty-six daily and 67 weekly newspapers printed it. Fifty thousand people heard and saw it—and took advantage of the medical plan.

Warren G. Davis, Blue Cross associate who generated the campaign, describes it this way:

It didn’t just happen—it was planned that way to acquaint the general public with the objectives of the Blue Cross-Blue Shield plan and to stimulate group and individual enrollments.

Radio and TV stations collaborated in an intensive educational or orientation drive, joining hands with newspapers in 34 central Indiana counties to put across the project Feb. 1-14.

Results Are Due To Broadcasting

“We feel that the results are very satisfactory and we attribute the success of the campaign primarily to the cooperation of broadcasting stations,” Mr. Davis told B*T. Stations also donated time to the cause.

The story is one of participation by two television (WFMB-TV Indianapolis and WTTV (TV) Bloomington) and 20 radio stations (three FM) in the immediate area. The specific goal of Blue Cross-Blue Shield was to familiarize the public with the reasons for high costs of necessary hospital-surgical-medical care and the plan to pay for this care.

Of course, the job wasn’t done overnight or even in a month. Last summer, Mr. Davis and Richard Miller, public relations director of Blue Cross-Blue Shield, spent two days at WLWT (TV) and WKRC-TV Cincinnati watching the plan in action.

“We came back with only an idea or a desire... not a plan of action,” Mr. Davis explained, “for there are many differences between the Cincinnati and the Indiana Blue Cross-Blue Shield plans. One of the most important of these is the fact that the Cincinnati plan covers only a few counties right around Cincinnati while the Indiana plan is statewide.”

That posed a question: Should the Indiana campaign be put on a statewide basis? Do we have enough manpower to handle a statewide campaign at this time? In the end, Mr. Davis and his associates decided it would be wiser to make a test on a smaller scale.

What better way to accomplish its purpose, Mr. Davis reasoned, than by word of mouth? The campaign was “built around TV, though nobody had the idea that TV would, or could, do the job alone,” he explained. The campaign itself resolved into a thorough integration of all media, but with radio and television playing the predominant role.

As a result, Blue Cross-Blue Shield accomplished in two weeks, thanks to a concerted advertising drive, what it originally felt would take a year—handling 60 community re-enrollments in some 240 communities.

Buying Is A Job In Itself

Mr. Davis and his associates went to work in earnest. They scheduled two 15-minute shows, 33 five-minute programs, 72 one-minute announcements and 138 eight-second announcements (time signals or IDs) on WTTV and WFMB-TV, seeking out availabilities months ago. Says Mr. Davis: “It is quite a job even to buy that much TV time in a 14-day period.”

Blue Cross also had its other problems. It bought time on WFMB-TV at the start of the campaign and, not prepared to fill it, turned to a professional cast of talent from WIRE and other stations. It put on a 15-minute show titled Without Warning. Messrs. Davis and Miller liked it so well they took the cast to WTTV (TV) and repeated the performance.

On radio, Blue Cross-Blue Shield bought time on 20 stations from early morning to late at night, with programs ranging from hillbilly shows to sponsorship of two complete opera broadcasts. Over 2,000 spot announcements were carried by area stations.

In addition to one-minute TV spots, Blue Cross also had two filmed spots in color—one for motion picture houses on 35mm and another for use on TV in 16 mm black and white.

“Thousands of applications for membership were received from people who have no group connection and have never been able to join Blue Cross-Blue Shield in the normal way,” Mr. Davis recalled. He also cited gratifying response by telephone and mail from firms that wanted to enroll their employees in the plan. No final results will be obtained before the end of March.

In point of informing the public, Mr. Davis feels that the results were “terrific.”

March 23, 1953 • Page 81
DAY TIME CAN BE

It wasn't long ago that a lot of broadcasters said that women couldn't spare the time from household chores to watch daytime television. How wrong they were is explained here by a manager whose station's daytime sales have risen 300% in a year.

By Craig Lawrence*

SOME years back, before the TV race had really begun, one of the frequently heard predictions was that women would be too busy to watch television in the daytime.

At that time I made myself fairly unpopular with wives of friends and acquaintances by sticking to the opposite viewpoint. I maintained then, as I do now, that women are never too busy to do what they want to do. Whether it's bridge, movies, gossiping—or television—they'll find time for it if the urge and attraction is there. Walk up and down Third Avenue in New York some sunny day and count the overworked housewives resting their elbows on window-sill pillows, just looking.

Experience has proved that women do have the time, and the inclination, to watch television in the daytime in ever-increasing numbers. The New York market is a good one to use as a gauge of the daytime potential, because it is one of the "oldest" TV markets, has about 77% set ownership and has had seven stations operating for a considerable length of time. Hence, the story of the growth of daytime TV here can be of interest to operators and prospective operators in other markets, as well as to advertisers and agencies.

Last spring it seemed obvious to us at WCBS-TV and CBS-TV Spot Sales that the acceptance of daytime television by spot advertisers had not kept pace with its acceptance by viewers. At that time we started a continuing study and sales campaign which has brought new advertisers into the medium and encouraged others who had used it only in the evening to try the daylight version too.

One of the most significant studies we used was made by Advertest in May, 1952, in which there was a direct comparison of daytime viewing by women with the same month of 1951. It showed that there were about 24% more women viewing each day and that the gain in sets-in-use per daytime hour had increased about 38%.

Advertest also reported that these women watched daytime television for an average of 13 hours per week. The most awe-inspiring figure that could be drawn from this study was the 14,936,064 hours per week which Greater New York women were putting into the watching of television during the daytime. That was a gain of about 61% over the previous year and is a mighty significant figure for marketers and merchandisers to keep in mind. Nearly 15 million hours per week with one medium, in one part of the day, is something more than a sociological phenomenon.

Armed with this ammunition, we went to work. Our first effort was a modest-appearing, but well-documented, brochure which we called "In the Daytime, Too, It's Channel 2." In it we compared May, 1951, with May, 1952, showing:

a) The growth of general daytime viewing in the New York market.

*Mr. Lawrence has been general manager of WCBS-TV New York for the past year, joining that station after long executive service with various Cowles Broadcasting Co. stations, including WMT, Cedar Rapids, Iowa, KBTV Des Moines, WNAX Yankton, S. D., and WHOM Jersey City. His latest pre-CBS post was vice president of WCOP Boston. In 1951-'52 he was First District director of NARTB.
A HOT TIME ON VIDEO

b) The increased number of women viewers;

c) The large increase in hours women watched TV;

d) The above-average gains in daytime audience made by WCBS-TV (the station's quarter-hour rating had risen 100%, from a 2.4 to a 4.8).

At the same time we introduced a new sales plan for daytime announcement users which we titled the "12 Plan." It was devised to encourage advertisers to use enough announcements each week to provide maximum unduplicated circulation, plus the sales power of repetition through adequate frequency. Under the "12 Plan," any advertiser using 12 or more daytime announcements per week receives a 45% discount from earned rate.

The next step was up to our salesmen. They, too, knew that the daytime TV audience presented a great untapped mar-

ket. Employing the personal approach, they visited agencies and clients, told them the facts and figures and sold them on the idea of getting into daytime TV in a big way. Many of the first to sign with WCBS-TV were the largest and most insistent advertisers. Included were such accounts as General Foods, Flako Products, Vicks, Lever Brothers, Best Foods, Pond's, Hudson Pulp and Paper, Bab-O, Philip Morris and many others. Today 28 advertisers are using the "12 Plan." In order to accommodate these "12 Plan" users, WCBS-TV a few weeks ago went on the air 90 minutes earlier every Monday-thru-Friday morning. Only recently, it added an additional 75 minutes to its Sunday morning schedule.

To bring advertisers up-to-date on our daytime progress, we issued a second bro-

BROADCASTING • TELECASTING

title "Daytime Is Better Than Ever," this series has 48 participations a week!

In many other time periods the daytime schedule is much stronger than it was a year ago. The CBS-TV network now has Arthur Godfrey on the air for a full hour four days a week in the morning, from 10 to 11 a.m. Our local programming begins at 7:50 a.m. with News and Previews, followed by Tele-

comics and Time for Beany, at 8 a.m. and 8:15 a.m., respectively, for the children before they go to school, and by Kovacs Un-
limited for a full hour beginning at 8:30 a.m. The latter show did an excellent job at 12:45-1:30 p.m. and needed the ex-

pansion to accommodate increased daytime announcement business.

In the afternoon, such network shows as Art Linkletter's House Party have attracted new viewers. These were recently aug-

mented by Freedom Rings and The Eddie at this time. Some of these advertisers have never used the medium previously. Others were using daytime TV on a small scale and increased their schedules to take advantage of the combination of greater net circulation and repetition through frequency. Others added to nighttime schedules to reach women more times each week at a low net cost.

As we move into 1953, everything points to a continuing upward trend in daytime viewing an advertising. It is a good safe bet that there will be:

a) More TV homes in the market;

b) More sets-in-use per quarter hour;

c) More women watching TV;

d) More hours of viewing per week.

It is that combination which any adver-
tiser who sells to women must weigh care-

fully in completing his 1953 advertising.

March 23, 1953 • Page 83
TWO ARE BETTER THAN ONE

TWIN antenna systems constructed at a total cost of $60,000 are being used by KRON-TV San Francisco, which believes it is the first single TV outlet to make use of this type of equipment.

The San Francisco NBC affiliate’s double antenna systems thus protect its TV signal against interruption arising from storm or wind damage. The twin systems can be used interchangeably, with both picture and sound being fed to either antenna.

In operation since Jan. 3, the RCA TFS-6B4 double antenna group is believed by KRON-TV to be the first of its kind with a split feed. It is a variation of the so-called super-gain type, according to Chief Engineer Lee Berryhill, and transmits an omnidirectional pattern.

Located in an exposed site atop San Bruno Mountain, the KRON-TV tower is 1,480 ft. above sea level with a 1,441-ft. effective transmitting height for the double system. The station believes this is the highest origination point for any TV signal in Northern California.

Since the San Francisco Ch. 4 station’s increase from 14.5 to 100 kw effective radiated power on Feb. 14, the KRON-TV signal normally has gone out simultaneously over both systems, Mr. Berryhill said.

The station’s tower, as now modified, supports both antenna systems, each system consisting of three layers of vertically stacked dipoles covering all four sides of the tower. Immediately below the top three layers of the first antenna is the second antenna system of three layers of dipoles. Each layer is backed by reflecting screens placed on all four sides of the tower. Each antenna system includes 12 dipoles, or a total of 24 for both systems.

Separate coaxial lines feed the two antennas, with power divided equally between them by a dividing T in the KRON-TV transmitter building.

The double antenna power gain of 4.5 enables the station’s new RCA 25-kw transmitter to operate at its maximum 100 kw.

RUN ON STOCKINGS

BOOM in sales at Shepard’s shoe store in Lansing, Mich., was attributable to a 3:15-3:30 p.m. disc jockey show on WILS that city, aired for three days directly from the store. The five-a-week, participating Club 1320 is conducted by Dave Froh, who admitted beams his talk to a feminine audience. Shepard’s sold 47 pairs of $1.35 nylons for 79 cents each 25 minutes after they were offered on one of the three broadcasts, according to Homer Shepard, proprietor of Shepard’s, a regular sponsor of Club 1320. Some 1,000 autographed photos of Mr. Froh were given away during the three broadcasts, and other requests for photos have come from all over central Michigan, the station reports.
To sell Garden Supplies to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

This season, as usual, there will be a bumper crop of back fence gardening conversation. But at the same time, inland Californians will be buying yards and yards of garden implements and supplies.

To tell them about your product, tell them on the BEELINE — a 5-station radio combination that gives you:

THE MOST LISTENERS More than any competitive combination of local stations ... more than the 2 leading San Francisco and 3 leading Los Angeles stations combined.

(BMB State Area Report)

LOWEST COST PER THOUSAND More audience, more favorable
Beeline combination rates.

(BMB and Standard Rate & Data)

Ask Raymer for full story on this 3½ billion dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

March 23, 1953 • Page 85
He's a cowboy who never shoots a varmint or hits leather to head 'em off at Eagle Pass, but a Washington food store chain is gambling $250,000 that he'll rope youngsters and their mothers into buying more Heidi bread than all the chuck wagons in the west could carry.

Giant Stores Bet A Wad On a Peace-Loving Cowboy

By Jane Pinkerton

WHY DOES a local advertiser spend $250,000 a year on television, when the client used only an occasional participation before?

That's an answer which Giant Food Department Stores Inc., Washington, D. C., and WTOP-TV (CBS) find it easy to come by after months of preparation for an all-out promotion in behalf of Giant's 24 stores in the metropolitan area of the nation's capital.

Giant Stores, through Henry J. Kaufman and Assoc., Washington agency, is sponsoring 12 hours weekly of local programming on the CBS outlet there. The program is the Pick Temple Show; the star, Mr. Temple, a folksy, singing cowboy minus firearms who loves all the world's little critters and never uses the word varmint.

Random Last Year

Giant during the past year used a random participation schedule on Mr. Temple's show. During an executive review session, however, the food chain officials decided the time had come to push Heidi bread, sold only in the Giant outlets and made by a Giant subsidiary, Heidi Bakeries in nearby Silver Spring, Md. What was conceived as a small spot schedule for the bread, and, very incidentally, as a general Giant promotion, grew into a behemoth of local advertising.

Convinced that advertising should be comprehensive, meaningful and well done, Giant management turned down the less ambitious spot television plans and worked out complex details of an advertising, merchandising and promotion program which will cost about $250,000 the first year.

Because bread can be pitched easily to youngsters, the company went into the Pick Temple Show as a full-time vehicle. To gain the maximum in merchandising and a personalized touch, Giant insisted it buy Mr. Temple's services exclusively, using him on a firm one-year contract with option for another 52 weeks. Successful negotiations with WTOP-TV and John S. Hayes, president of the station (which is owned 45% by CBS and 55% by the Washington Post) resulted in cancellation of 11 spot schedules on the show and concentration on Giant sales messages starting March 1.

The cowboy-folk singer was selected because of the continuing craze among children for western heroes, and because competitive breads use similar idols (Sunshine bread uses Gene Autry; County Fair bread, the Cisco Kid, and Bond, Hopalong Cassidy). Giant had a wide choice of nationally-known cowboys which it could have sponsored on a local basis, but selected Mr. Temple because of his community identification, local popularity, availability for personal appearances and his uniquely-shaped cowboy personality which stresses the good behavior of children that concerned parents try to impress upon their offspring, usually without success.

Giant, because it is a local enterprise, feels a distinct responsibility to the community which it serves, says Robert Maurer, account executive and television director at Kaufman agency. Good business is good ethics, according to the definition in the
Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program exclusively. As "THE DOCTOR" on NBC Network, it scored a 3-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.
erland of unreality. Children want, on occasion, to see their favorite stars, a remote even-
tuality in the case of personalities like Mr. Autry. Mr. Temple, however, will be
accessible on many occasions, most of which are tied in directly with the show and the
heavy merchandising which accompanies it.

Merchandising experts at the client firm,
the agency and the television station have
devised an elaborate merchandising pro-
gram calling for a many-faceted campaign
of saturation throughout the entire Wash-
ington area.

**Saddle-Broken by Mail**

Initially, all youngsters can enroll as a
Pick Temple Giant Ranger Cowhand by
getting a pre-addressed business reply card
in any of the 24 stores. (Giant will build
six more this year.) This, when forwarded
—and no "box top" gimmick is required—
entitles the youngster to a cowhand button,
membership card and Ranger pledge, health
chart and letter of welcome.

The youngster notes his accomplishments
during the next month on the health chart,
and it is countersigned by his bunkhouse foreman and returned to Giant
Ranch headquarters, after which he gets a
rancho hand button and a Range rule chart.

After living up to simplified "rules of living"
outlined on the second chart, he returns
them to get more material. All youngsters
who write in have their names and birth
dates on file, and the company plans each
year to send the child a gift, beginning with a personally-autographed picture of
Mr. Temple.

The March 1 start began with distribu-
tion of more than 100,000 balloons, dropped
into food store shopping bags by the check-
ers. The company, in its first printing, pub-
lished 200,000 16-page full-color comic
books, with the television show as the
theme; designed and printed dozens of dif-
ferent end-labels for the bread-loaves
drawn from scenes familiar to children
watching the show), and printed 45,000 (as
the initial order) buttons, health charts, rule
charts, membership cards and fan pictures.

The pictures, incidentally, are all glossy
prints, more expensive but of better qual-
ity than photo prints.

In-store promotion complements the out-
of-store promotion, with the largest dis-
play life-size cardboard cutouts of Mr. Tem-
ple standing beside the chuck wagon (the
back of a standard covered wagon) on
which loaves of Heidi bread are displayed.
The real chuck wagon appears on the

---

**HOW'S YOUR LOCAL TV FUTURE?**

By Don W. Lyon*

1. How can my station increase its share
   of audience?
   
2. How can all stations in my market in-
   crease the television sets-in-use index?
   
3. Are my rates too high?
   
4. Can I pare my operating expenses
   even more than they have been?
   
5. How many stations will there be in
   this market in five years?
   
6. How many television homes will there
   be?
   
7. What is my cost-per-thousand homes
   figure going to look like in five years?
   
8. How good a competitive figure will I
   be able to offer local advertisers at that
time?

These are questions that will need answer-
ing, for regardless of the glowing profit pic-
ture of many stations, television is still a
long-term investment. And although some
of the questions are made academic now by
an unrealistic competitive situation, one has
only to visualize two to four more stations
in each market to see how real these ques-
tions will be in five years. To answer them
for all markets—or for any single market—
is not the purpose of this analysis. Rather,
is this an approach that can be used in each
market so that an owner or manager can
figure out his own answers and draw his own
conclusions.

The tables should be used as examples
of the method. Figures change almost
weekly. New factors are added or deleted,
and other variables are constantly being in-
troduced. Whereas these variables prevent
the tables from being used as answers, a
manager nevertheless should, for his own
market, be able to project his competitive
picture five years into the future and see the
problems that face him in administration,
programming, promotion and sales.

**Assumptions and Sources**

Here are the assumptions made and the
sources of information used to set up the
tables:

A. The particular markets selected were
chosen only because of geographic distri-
bution and variety of size.

B. The number of stations for each mar-
tet as listed in Table 1 is the same as the
number of commercial channels allocated
by the Commission.

C. In Table 2, the number of stations has
been reduced by two in each case, with the
exception of Providence, Rhode Island,
where only one station was subtracted from
the Commission's allocations. The purpose
of this is only to help a manager make up
his mind in deciding which gives him a
lower cost per thousand television homes—
i.e., fewer stations or a greater total sets-
in-use-index. Notice that in some areas the
higher sets-in-use index (60%) is more ef-
fective in lowering the cost per thousand
homes than eliminating two of the future
stations in those areas. This, of course, is
due to the fact that in those markets 'with
more than five stations, the increase in au-
dience is greater when a larger percentage
of the total is used than when a smaller per-
centage is divided among fewer stations.

D. The 1958 figure for television homes
was obtained from the number of radio
homes in each of the television market areas,
according to an NBC study, as of May 1,
1952. This figure was selected because it
seems to offer the most logical maximum.
That some day there will be as many tele-
vision homes as there are now radio homes
seems very possible, but it's hard to imagi-

---

* Mr. Lyon is a television consultant and di-
ger of television and radio at the U. of Roch-
ester, New York.
show, serving as a background for the information commericals which Mr. Temple gives. Mr. Temple shops in one of the Giant stores each week, but no prior announcement is made as to which store because the traffic would be completely disrupted.

**Pony Picnic**

Giant is planning a pony picnic, and has been scouting the territory around Washington for an appropriate site which could accommodate several thousand youngsters (considerably fewer) ponies. A feature of the show is a free "ride" for guests on a fake pony in the studio.

Mr. Temple uses no written commercials or script, although he follows a fact sheet. He appears Mondays through Saturdays from 4 to 5:45 p.m. EST, during which time he greets several commercials and/or Giant mentions, all integrated into show continuity woven around the feature film. On Sundays, the program is aired from 11 to 12:30 p.m. Week-day audiences are estimated at 50,000 daily, topped by 75,000 on the weekend.

The initial promotion centers on Heidi bread (Mr. Temple greets his audience with "Heidi, partner") and general promotion for Giant, but subsequent plugs will probably be different to other Giant private-label items, such as its butter, eggs and coffee. In so far as its name, even though is only a few years old, outsells all other brands in Giant stores at the rate of three to one. In the Washington market, however, it accounts for a very small percentage of total bread sales. Market figures show generally that the top three ranks are taken by Wonder, Bond and Wright's, which, combined, get an estimated 55%-65% of the bread dollar in the area.

**Old Honda**

Mr. Mr. Temple has been a WTOP-TV personality since January 1951, and joined WTOP in 1948 when he handled a series of Sunday afternoon programs of folk music which preceded network broadcast of the New York Philharmonic. He is an authority on folk songs, many of which he has collected himself, and has several recordings in the American Folk Music collection at the Library of Congress in Washington. A so-called "serious" folk singer, he was transformed into a popular cowboy figure with the addition of a 10-gallon hat and a television camera, both ideas of Mr. Hayes, president of the station.

He is the "right" vehicle for television, in the opinion of Clarkson Gemmill, advertising director of Giant, who believes strongly in television but "treads carefully" in its promotion because of its impact as a mover of merchandise and a molder of children's character.

**Fan Letter**

He and his Giant associates are delighted with fan and customer reaction, and with a rare kind of letter which a mother sent Mr. Temple last week. Commenting the cowboy singer for "the fact that you never exploit children for the sake of their expense," she noted "It is easy to play along with children's more primitive inclinations and win their applause, but it takes real skill to bring out the best in them and make them like it.

As for the Temple folk music, "Our three-year-olds copy you, singing (in his own way) sadly for 'When I Walked Down the Streets of Loredo,' and getting a twinkle in his eye and tapping his toe for 'Big Rock Candy Mountain.' I don't mean he sings them accurately, but he feels them, and that's what's important."

**This kind of response,** Giant executives believe, makes good friends, and good friends make fine customers.

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**TABLE 1**

<table>
<thead>
<tr>
<th>City</th>
<th>FCC Commercial Average</th>
<th>TV Homes</th>
<th>40% Cost/M</th>
<th>60% Cost/M</th>
<th>N.P. Homes</th>
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<td>Baltimore</td>
<td>5 435</td>
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<td>104,000</td>
<td>9.00</td>
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<td>Minneapolis-St. Paul</td>
<td>6 457,000</td>
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<td>224,000</td>
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**TABLE 2**

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<th>City</th>
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<th>TV Homes</th>
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<th>N.P. Homes</th>
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<td>1958</td>
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</table>

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* Only one station was subtracted from the Providence allocations.
DISTINGUISHED service "Washingtonian" award of Washington, D. C., Junior Chamber of Commerce has been presented to John S. Hayes (I), president and general manager of WTOP-AM-TV Washington. Presenting award for "outstanding leadership and imaginative development of radio and TV programs" was Douglas R. Smith (l), National Savings & Trust Co. Chairman of awards committee was Judge Frank H. Myers (center), D. C. Municipal Court.

Stations Compete for Underwriters Awards
TWENTY radio stations and four TV stations, along with 44 newspapers, have been nominated by their respective communities for 1952 Gold Medal awards of the National Board of Fire Underwriters.

In announcing nominations last week, NBFU noted entries were recommended by fire department officials and civic leaders who judged the year-round contributions in fire prevention and fire safety. Radio and television station entries:

WKBW Buffalo, WIPD Ishpeming-Negaunee, Mlive, WZKO Kalamazoo, WKKI Kalamazoo, WCCO Minneapolis, KMLB Monroe, La., WGH Norfolk, KAAB Omaha, WBDO Orlando, KKKW Pasadena, WZAR Providence, WRNY Rochester, KXLA Seattle, KGEO Seattle, KANS Wichita, WTLP Wilkes-Barre, WBJS Winston-Salem, WTOP Winston-Salem, WYAX Boston, WGMA-TV Baltimore, WHZ-TV Boston, KRLD-TV Dallas and WFMJ-TV Greensburg.

The winner in each of the radio, television and newspaper classifications will receive a gold medal or $500 in cash, NBFU said. Honor awards also will be made. Selection of winners will be announced at a reception in New York April 9. This marks the first time a Gold Medal award will be made to a TV entry.

Judges serving on the panel for radio and television are Stuart Novins, CBS Radio director of public affairs; Leonard Blair, ABC eastern program director; Nat Shoelalter, WATV-WATV (TV) Newark, N. J., director of public service programming; and Edward Stanley, NBC manager of public service programs.

Ad Woman of Year Award Contest Closes April 1
DEADLINE for entries for the annual Advertising Woman of the Year award, sponsored by the Council on Women's Advertising Clubs of the Advertising Federation of America, is April 1.

Full details may be obtained from AFA headquarters, 330 West 42nd St., New York 36, or through any organization affiliated with AFA. Nominations may be made by individuals or organizations. Blanche Clark of Allen, Lane & Scott, Philadelphia, is general national chairman of the award committee. Winner will be announced at AFA's convention in Cleveland, June 14-17.

TV Script Contest
STUDENTS enrolled in colleges or universities offering courses in radio or TV are eligible to compete for the first annual Victor Frenkil TV Script Award. The prize, $300 for the television script showing the "greatest potential of professional ability," was announced last week by Prof. Warren L. Strausbaugh, acting head of the U. of Maryland speech department, which will make the selection. Entries should be sent before May 11 to George F. Batka, assistant professor of speech, U. of Maryland, College Park. Announcement will be made about May 25.

Utley, Murrow to Be Cited
SOUTHWEST Journalism Forum will present awards to NBC's Clifton Utley and CBS Edward R. Murrow, among other newsmen in Dallas, Texas, May 2. Mr. Utley, radio-TV commentator at NBC Chicago and columnist of the Chicago Sun-Times, will receive an award for "top radio reporting," and Mr. Murrow a similar one for television. Others to be honored include Ralph McGill, Atlanta Constitution; James Reston, New York Times, and Richard Rovere, New Yorker magazine.

MERCHANDISING plan for WOR New York and 4,100 drug stores launched by (Seated, I to r): Dr. Robert L. Swain, ed., Drug Trade News and Drug Topics; William Crawford, sls. mgr., WOR; Dominick Forlizzo, pros., Pharmacetical Council; (standing) Prof. S. B. Jaffre, adv.-merch. adviser to council; Dan McCullough, Tello-Test, show used by group; Richard Storm, sls. mgr., Schieffelin & Co.; R. Volkening, sls. mgr., Rogers Drug Co.
PROGRAMS & PROMOTION —

NBC EVENING PROGRAMS

NBC spot sales has issued a promotion piece designed to point up the sales impact of late evening NBC radio programs aimed at an all-adult audience in New York, Washington, Cleveland, Chicago and San Francisco. Titled "Billy the Kid Packs a Mighty Wallop... But it's His Daddy's Wallet That's Loaded," the folder claims that local NBC radio shows between 11 p.m. and midnight can deliver a sales message to "a vast, wide-awake audience for as little as 29 cents per thousand adult listeners."

NEW PACKAGE PLAN

WMAL-TV Washington has inaugurated a new package plan, called the "7-11" plan, according to an announcement made by Harvey Glascock, sales manager for WMAL-TV. Any advertiser buying 11 or more announcements per week now earns a frequency discount of 45% in addition to the station's regularly earned frequency discounts. Prior to the "7-11" plan, this additional discount amounted to 30% for a schedule of 11 or more announcements. Mr. Glascock pointed out that the purpose of the plan is to encourage large-volume advertisers to allocate bigger spot budgets to WMAL-TV and to allow the advertiser a greater spread of his budget throughout all time classifications.

FIRE COVERAGE

DUE to the chance passing of the WWJ-TV Detroit mobile unit, returning from a remote pickup, thousands of Detroiters were able to watch a $500,000 fire from their living rooms. Upon arrival at the scene of the fire, remote engineers obtained permission for the telecast and for newscaster Jack Clark to report the on-the-spot-at-the-moment coverage on his 11 p.m. newscast.

LONG-TERM ADVERTISERS

LITTLE Pots Furniture Store and Hampden Rug Cleaners have been advertising on WFBR Baltimore's Club 1300 for 11 years, according to a trade magazine ad which is now being used as a promotion piece. The ad features the slogan: "Still riding WFBR's gravy train after 11 years!" and further emphasizes the success of WFBR advertisers, both local and national.

DIET PROMOTION

TO PROMOTE Tafon weight-reducing product, Johnston, Freedy & Lampson Inc., Hollywood (distributors of drug products), is following the progress of ex-wrestler Jules Strongbow, who started Feb. 23 to lose 90 pounds in 90 days. In addition to 2½-minute five times weekly How Much Does Jules Weigh on KTTV (TV) Hollywood, firm also sponsors Monday evening wrestling, in which he handles interviews and color, half-hour weekly Tito Guitar Show and co-sponsors twice-weekly quarter-hour Glamour Session on same station. Agency is Frank J. Miller Adv., Hollywood.

ART CONTEST

AS a means of determining, at a low cost, what artistic talent was available in its local area, WLEC Sandusky, Ohio, offered $25 for a win-
were awarded Kan., by Rosemary Clooney with “c.” and the finished product. The contest stressed the idea again rather than the finished product.

‘CLOONEY CLUB’
IN APPRECIATION for promotion given Rosemary Clooney on KJUC Junction City, Kan., by Dean Curfman and John Webb on their respective programs, Music for Milady and John's Web, Messrs. Curfman and Webb were awarded a certificate of membership by the "Clooney Club" of Ft. Riley. The certificate, which measured 17 by 22 inches, was written in red ink as is all the club's correspondence, and contained few words other than those beginning with “c.” The station relates it has done nothing in particular to promote the club; it just "grew."

CAREER OPPORTUNITIES
CLOSED circuit telecast designed to show high school seniors and juniors in the New York area opportunities for careers in science and engineering were carried from an ABC-TV studio to seven New York theatres March 21, 10-11 a.m. EST. Program was arranged by Techni-
cal Societies Council of New York through the cooperation of the Public Service Committee of Theatre Television Industry, New York U., and New York City Board of Education.

FRENCH DRAMA SERIES
FRENCH Broadcasting System has recorded especially for the National Assn. of Educational Broadcasters a series of classical French dramas, acted by the Comedie Francaise, and a series of contemporary French music programs with commentary by the composers. The drama series had its premiere over WNYC New York on March 7 and, together with the music programs, will be made available to member stations of NAEB.

CREATURES OF IMPULSE
THE UNIVERSITY of Michigan announces a new series of television dramas to be launched by a half-hour play, "Creatures of Impulse," by W. S. Gilbert. The play, presented by the university in cooperation with WWJ-TV Detroit on March 14, marks the transfer to television of a radio series for children, Down Story Book Lane, presented by WWJ for the past four years. The new series of plays is a result of the joint efforts of James Hunter, pro-
gram manager for WWJ-TV, and Professor Garrison, director, U-M TV. Under the supervision of Robert Ritter of WWJ-TV, the series will present original plays and adaptations, prepared by university students studying TV.

INSIDE THE KREMLIN

MASS FOR SHUT-INS
A MASS originating from Dahlgren Chapel on the campus of Georgetown U., Washington, D. C., is being broadcast by WWDC Wash-
ington, every Sunday from 7:30 to 8:00 a.m. The "mass for shut-ins," under Father Francis Heyden, is designed for those who are pre-
vented from attending church because of illness or physical disability. Although the program has been a regular radio feature in the Wash-
ington area since 1946, its switch to WWDC, as of March 8th, will permit the program to be heard in a wider area, according to a release from the station.

NEWSLETTER ON DEVELOPMENTS
SERIES of news letters on industrial develop-
ments in the area covered by the Crosley Broad-
casting Corp. station is being sent to the adver-
tising trade, it was revealed by Fred Gregg, program chief for WLW and WLWT (TV). The first letter outlined the industrial growth of the Pike County, Ohio, area where construc-
tion of the $5 billion atomic energy project is underway. Subsequent letters will be issued as new industry moves into the four-state area or other changes come in the economics of the region served by the Crosley radio and TV stations. The newsletters will quote independent and government sources.

WCBS GOES ON TOUR
IN RESPONSE to "ever increasing demands" from charities, civic clubs and community or-
ganizations, WCBS New York has adopted a formula long used successfully by the legitimate theatre. "Road shows" featuring top WCBS talent have been packaged by the station and will appear at benefits and local functions in nearby communities, program director Sam Slate announced last week. Varying in length built around local station personalities heard from 20 to 30 minutes, the "road shows" are daily on the CBS Radio key outlet.

PUBLIC SERVICE
EVERY time KISW-FM Seattle airs a public service announcement, the station returns the copy to the source supplying it with a covering note signed by Ellwood W. Lippincott, station owner. The note reads: "The attached an-
WRNY All-Music Format

ALL-MUSIC schedule of programming has been instituted by WRNY Rochester, 250 w daytime independent, and the station claims a "wonderful response" from both listeners and sponsors. The all-music format, which the station claims is new to western New York and "possibly to the entire country," was devised by W. Eccles Huff, general manager. WRNY programming formerly was "very heavy" on sports coverage, Mr. Huff explains.

Instituted as "the successful answer to heavier competition by television in the years ahead in the Rochester market," the WRNY music format now is presented as one single program from sunrise to sunset. Spot news is given on the air as a listener service, but sports play-by-play, daytime serials and other such programs are banned.

Local business at the station, which now identifies itself as "WRNY Music," is up 30% since the change, Mr. Huff reports, adding that greater increases are expected during this year. Each of the four local salesmen carries on calls with him a portable radio to demonstrate WRNY music with his sales pitch. Extensive publicity has been begun to promote the changeover.

"WRNY Music" recently was purchased by Bachman Enterprises, owned by Stanley, Bernard and Jerome Bachman, from a Rochester group headed by Louis A. Wehle, board chairman of the Genesee Brewery.

nouncements were broadcast over Seattle's Finer Music Station, KISW-FM, as a PUBLIC SERVICE and without cost." Dates and times of broadcast are indicated on each announce ment.

THE EYES HAVE IT

STAN MATLOCK has collected more than 1,000 pairs of glasses in his recent campaign via his disc jockey program, Magazine of the Air, on WKRC Cincinnati. Mr. Matlock collected the specs—from sunglasses to bifocals—in conjunction with the national "Eyes for the Needy" organization, which salvages frames, bridgeworks, cases, and melts down gold to procure funds for glasses for needy persons. Magazine of the Air, previously a morning program, has been expanded to include an afternoon edition.

APPLE BLOSSOM TIME

FRANK HARDEN and Jackson Weaver, WMAL Washington's comedy disc jockeys, are taking to the road. The pair will air both their 10:15 network program and their 10:25 local program from the 26th Annual Shenandoah Apple Blossom Festival at Winchester, Va. The program will adhere to the same fundamental format of novelty records and ad lib humor plus brief interviews with visitors at the Festival.

AUDITIONING AT THEATRE

PERFORMERS doing their musical quiz program at a movie theater will be tape recorded by WICC Bridgeport without audience awareness of what is going on. Should the audience's reaction merit it, the program will be put on the broadcasting schedule.

CHILI TODAY

NEWS and public affairs department of CBS Washington is thinking of covering its cluttered news desks with checkered tablecloths. It started when Bill Costello gave President Eisenhower's favorite chili recipe as his White House Story of the Week on his March 1 newscast. Network reports that letters began to pour into the office asking for copies of the recipe. More recently, the office began to get requests for another food dish—this time the bean soup which has been served in the Senate Dining Room since 1907. Paul Johnson, the headwaiter, aroused appetites when he mentioned the soup on Washington, USA, March 7.

WEARING OF THE GREEN

"SURE and it's going to be a fine St. Patty's day on KYW, KYW-FM, your Westinghouse station in Philadelphia." Station breaks like this marked St. Patrick's Day on KYW from morn until midnight. In addition, the station sent listeners sprigs of real Irish shamrocks flown from Dublin in a tie-in promotion with TWA and conducted an Irish stew contest on Anne Lee's Notebook.

Bird Calls

SUCCESSFUL recording experiment titled "Music and Bird Songs," conducted by James Fassett, CBS Radio supervisor of music, and Prof. P. P. Kelley of the Lab. of Ornithology at Cornell U., is now being released to consumers through Cornell U. Press, Ithaca, N. Y. Most of the recorded notes of bird calls cannot be heard by the human ear when played at regular speeds. Hence the record was designed for playing at one-eighth the original speed. Recording, featuring 10 bird calls and six "frog calls," was originally broadcast May 25, 1952, on Mr. Fassett's program, Your Invitation to Music.

At least 60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica tube socket...
Advertisers

Merrold S. Johnson, advertising director of Hoppoint Inc., appointed advertising director, Bankers Life & Casualty Co. of Chicago.


Warren E. Bragg, account executive in the ANPA Bureau of Advertising, Chicago office, to account group supervisor at Bureau's New York headquarters, succeeding Bruce Robinson, resigned.

Agencies


Tom Monahan, copy chief, Yambert-Prochnow Inc., Beverly Hills, to Graham & Gillies Ltd., that city, as West Coast manager.

James C. Killingsworth, sales director, Platt TV Stores (Southern Calif. chain), has purchased Holzer Co., L. A., renaming it Killingsworth Co. Lou Holzer, former president, will serve in advisory capacity. Arnold Fasnak, head of own Chicago agency, to firm as account executive.

Irv Cotman, account executive, Kelso Norman Adv., S. F., promoted to general manager, Tom Killilea, Honig-Cooper Co., that city, to agency as production manager.

Hank Levy to Vick Knight Inc., Hollywood, as public relations director.

Kermit R. Hansen, assistant business manager, Omaha World-Herald, to Allen & Reynolds, Omaha, in executive capacity. Jack F. Keiner, KOIL Omaha, to agency's radio-TV staff.


Clinton Carpenter, Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, that city, in copy department.

Jo Aan Noll named TV script writer and actress for Curt Freiberger & Co., Denver.


Stations

Julian M. Kaufman, executive sales manager, KPHO-TV Phoenix, appointed assistant station manager.

Thomas B. Tighe, station manager, WILK Asbury Park, N. J., appointed executive editor of Asbury Park Press, owner of station, replaced by Everett Rudloff, assistant manager and program director. Charles F. Hill appointed program director.

Robert S. Hix, former manager, KRES St. Joseph, Mo., and Gene V. Grubb to sales staff, KOA Denver, as sales manager and account executive, respectively.

William B. Johnson Jr., appointed account executive, WAVZ New Haven, Conn.

Fred Webb, program director, WGAA Cedar-town, Ga., to WDMG Douglas, Ga., for administrative assignment.

R. C. Force, WKMH Dearborn, Mich., returns to WFRO Fremont, Ohio, as commercial manager, replacing J. W. Kerr, on indefinite leave of absence due to ill health. Mr. Force is also station's managing director.

George Hemmerle, sales analyst, KCBS San Francisco, becomes sales executive with KSFO-KPIX (TV), same city.

Larry Cotton appointed national sales manager, KPH Wichita.

Roger S. Underhill, sales manager, WJIM-TV Lansing, Mich., to WILS-AM-TV same city, as assistant commercial manager.

Boyd W. Lawlor, director of programs and sales promotion, WLOL Minneapolis, promoted to assistant manager.

Benedict Gimbel Jr., president and general manager of WIP Philadelphia, chosen to act as program chairman for Education Week for the Blind.

Charles G. Burke, general manager, KFGO Fargo, N. D., appointed state chairman of Churchmen of North Dakota, laymen's group of Protestant Episcopal Church.

Paul W. Morency, general manager of WTIC Hartford, honored with citation for outstanding service to 4-H Clubs of Connecticut and Massachusetts.

Ralf Brent, director of sales at WIP Philadelphia, appointed state membership promotion chairman for Pennsylvania by BAB.

William Shaw, manager, Columbia Pacific Radio Network and KNX Hollywood, and Donald Norman, manager, KNBH (TV) that city, appointed co-chairmen of radio-TV committee, L. A. Area Community Chest Public Information department.

Calvin J. Smith, president-general manager, KPAC Los Angeles, and president, Southern California Broadcasters Assn., received "outstanding service award" from L. A. Community Chest for SCBA support during 1952-53 campaign.

Chester Herman appointed acting program director, WLW Cincinnati, replacing William P. Robinson, who transfers to WLWA (TV) Atlanta.

David A. Moss, program and sports director, WESC Greenville, S. C., to WCRS Greenwood,
S. C., in same capacity. Jean Tribble to latter station as traffic manager.

Morton Sidley, assistant to Lincoln Delarr, owner of KXOA Sacramento, KDB Santa Barbara and KXOC Chico, to KFWB Hollywood as director of operations.


Bruno Olson, announcer, KSIT Davenport, Iowa, appointed production manager, replacing Warren Anderson, now program director, KFDA-AM-TV Amarillo.

Hugo Birmingham appointed production manager, WMJ-AM-TV Milwaukee. Budd Roth will assist him.

Lee Hedrick and Frank Taylor to announcing staff of WKRC Cincinnati. Wayne Bell to announcing staff of WKRC-FM and Roy Gilligan to WKRC-TV.

Mr. Birmingham

John Gibbs, a news staff, WJOB Hammond, Ind., to news writing staff, WBBM Chicago.

Amoitt Duncan, writer for Arizona Republic, to KRIZ Phoenix for sports commentary show.

Bob Reynolds appointed sports director of WJR Detroit.

G. Howard Tinley Jr., announcer, WREV-AM-FM Reidsville, N. C., to WFRC same city, in same capacity.

Bill Hailey Jr. to announcing staff, KHBR Hillsboro, Tex.


Cal Ross, WMGW New York sportscaster, named sports editor of CUE magazine, in addition to duties at station.

Jonah K. Oxnum, formerly staff newswriter at WKRS Waukegan, Ill., to WBBM-AM-TV Chicago, in same capacity.

Owen Elliott, WSBT South Bend, to announcing staff, WBAP-AM-TV Ft. Worth.

Frank E. Heasoon, formerly director of advertising, LeBlanc Corp., Lafayette, La. (Hadasco), to KSTL St. Louis, as director of promotion and publicity.

Harry Lockhart, program director, WKYW Louisville, to WAVE-AM-TV same city, as director of records and transcriptions.

Adrian Roberts, head of own Hollywood public relations firm and one-time promotion manager of Capitol Records, to KNBH (TV) that city as assistant promotion manager. He succeeds Pace Woods, named stage manager.

Norman Kraeft, farm director of WGN Chicago, elected to three-year term on board of directors of Livestock Conservation Inc., representing farm radio directors in group.

Networks


Charles V. Dresser, account executive, NBC-TV Spot Sales, N. Y., to NBC Spot Sales, Chicago, as manager.

John G. Connolly, reporter and sports writer for Jersey City Journal-Observer, to ABC's publicity department as staff writer.

Harry Wismer, sportscaster and executive, MBS, appointed chairman of sports committee for 1953 finance campaign, Boy Scouts of America.


Alan S. Lee, writer-producer of TV and industrial films, and Jean F. Jones, executive secretary at MBS Central Div., were married March 7.

Welles Church, CBS Radio director of news broadcasts, father of girl, Fuy, March 6.

Manufacturing


Ed Elder, manager of KLIZ Brainerd, Minn., to Gates Radio Co., Quincy, Ill., as sales engineer in N. Y. area.

C. Kenneth Hersey appointed sales manager of sound department, Hudson Radio & Television Corp., N. Y.

Harley T. Litteral appointed executive vice president, Belmont Distributor Inc., Raytheon radio-TV distributor.

Campbell Rutledge Jr. appointed assistant general manager, electrical products div., Corning Glass Works, Corning, N. Y. Forrest E. Behm Jr. appointed manager of division's pressware plant (TV bulbs), succeeding Paul T. Clark, now manufacturing manager, technical products.


E. R. Liberg, manager of engineering and service group of Audio-Video Products Corp., N. Y., appointed assistant manager of electronic sales for Graybar Electric Co., N. Y.


Robert D. Winston, products sales engineer, Audio & Video Products Corp., N. Y., named sales manager, commercial products division.

Elliot Schick to engineering staff, Ebert Electronics Co., Hollis, N. Y.

Services

Michael Ames named vice president of David O. Alber Assoc., Inc., public relations and publicity organization.

Walter J. McLaughlin, administrative assistant, National Education Campaign of American Medical Assn., Chicago, opens own public relations firm at 525 Market St., S. F. Telephone is Yukon 2-5212.

Dick Fishell, head of own Beverly Hills public relations firm, father of girl, Murlch 11.

Program Services


Trade Associations

Bruce G. Rowley to Clear Channel Bestg. Service, Washington, D. C., as assistant to Hollis Seavey, director. She replaces Norma McDan [B*F; March 16].

Andrew N. McLellan appointed TV consultant to Canadian Assn. of Broadcasters, Toronto.

Cleveland's

LOWEST

COST

PER

THOUSAND!
FOLLOWING is a list, released last week, of North American stations which are new, changing power or frequency or call letters, and other modifications and deletions of new and existing standard broadcast stations. The changes are provided member nations of the North American Regional Broadcasting Agreement.

Countries providing the list below are Mexico, Cuba and the United States.

The Mexican list is No. 596 and was dated Feb. 10; the Cuban list includes Nos. 2, 3 and 4 which were dated Feb. 11, 12 and 16, and the U. S. list includes Nos. 496 and 497, dated March 4 and 11. The lists were received at B&N March 16.

These changes are made in accordance with Part III, Sec. F, of the NARB Agreement.

**MEXICO**

Call letters, location, power (in kw), antenna, schedule, class and proposed date of change or commencement of operation.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Power (kw)</th>
<th>Frequency (MHz)</th>
<th>Location</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEIQ</td>
<td>undefined</td>
<td>1520</td>
<td>Mexico City</td>
<td>New</td>
</tr>
</tbody>
</table>

**FOR THE RECORD**

**BMJ** "Pm Up" Hit

"I’LL BE HANGIN’ AROUND"

published by BMJ

RECORDED BY

RUSS MORGAN .....(Decca)  
LES BROWN .....(Coral)  
JEANNE GAYLE .....(Capitol)  
LERDY HOLMES .....(MGM)

BROADCAST MUSIC, INC.  
580 FIFTH AVE., NEW YORK 36  
NEW YORK • CHICAGO • LONDON  
Page 96 • March 23, 1953

**WANT A DIFFERENT TV SHOW?**

Popular, well-rated, entertaining.

**The Sportsman’s Club**

35 great 15 minute hunting, fishing and outdoor panel shows. Write for auditions.

**SYNDICATED FILMS**

1022 Forbes Street  
Pittsburgh, Pa.  
Phone Express 1-1255

**BROADCASTING • TELECASTING**
### ACTIONS OF THE FCC
March 11 through March 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

### Abbreviations:
- CP: construction permit
- DA: directional antenna
- ERP: effective radiated power
- STL: studio-transmitter link
- synch: synchronous
- FM: visual
- uhf: high frequency
- antennas: see antenna
- vis.: visual
- kw: kilowatts
- w: watts
- mc: microphone

### FCC Broadcast Station Authorizations as of Feb. 28, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>1,240</td>
<td>577</td>
</tr>
<tr>
<td>CPS on air</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,469</td>
<td>611</td>
</tr>
<tr>
<td>CPS not on air</td>
<td>132</td>
<td>20</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,541</td>
<td>631</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>147</td>
<td>4</td>
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<tr>
<td>New station requests</td>
<td>232</td>
<td>6</td>
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<tr>
<td>Facilities change requests</td>
<td>190</td>
<td>41</td>
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<tr>
<td>Total applications pending</td>
<td>383</td>
<td>107</td>
</tr>
<tr>
<td>Licenses denied in Feb.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPS denied in Feb.</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational FM and TV stations*

### New TV Stations... Decisions

| Chico, Calif. — Golden Empire Best. Co. (KCHC). Granted vhf Ch. 11 (195-036 mc); ERP 12.3 kw visual, 6.2 kw audio; antenna height above average terrain 460 ft., above ground 377 ft. Estimated construction cost $179,691; first year operating expense $65,000. Post office address: P. O. Box 717, Chico, Calif. Studio location 335 Broadway. Transmitter location corner of Skyway and Neal St. Geographic coordinates 38° 45' 30" N. Lat., 121° 32' 00" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Detty, Washington. Consulting engineer Kent and Kennedy, Washington. Principals include President, General Manager and Director Mickey (Roy) McClung, President of Merced Best. Co. (KYMID); Vice President Martha McClung Roberts (3.5%); Vice President Merced Best. Co.; Treasurer Ruth McClung, Jr.; Secretary-Treasurer Dorene McClung, Jr. Post office address: Moore Bldg., Columbus. City status priority: Granted March 11. |
| San Francisco, Calif.—Lawrence A. Harvey. Granted uhf Ch. 26 (506-512 mc); ERP 9.4 kw visual, 30 kw audio; antenna height above average terrain 1090 ft., above ground 796 ft. Estimated construction cost $306,954, first year operating expenditure $105,000. Post office address 1600 South Western Avenue, Chicago. Studio location 335 Broadway. Transmitter loca- tion 12 miles south of Chicago, 387 feet above ground. Average terrain 1090 ft., above ground 796 ft. Estimated construction cost $179,691, first year operating expense $65,000. Post office address: P. O. Box 717, Chico, Calif. Studio location 335 Broadway. Transmitter location corner of Skyway and Neal St. Geographic coordinates 38° 45' 30" N. Lat., 121° 32′ 00" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Detty, Washington. Consulting engineer Kent and Kennedy, Washington. Principals include President, General Manager and Director Mickey (Roy) McClung, President of Merced Best. Co. (KYMID); Vice President Martha McClung Roberts (3.5%); Vice President Merced Best. Co.; Treasurer Ruth McClung, Jr.; Secretary-Treasurer Dorene McClung, Jr. Post office address: Moore Bldg., Columbus. City status priority: Granted March 11. |

### Television Station Grants and Applications Since July 11, 1952

<p>| Grants since July 11, 1952: |</p>
<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>102</td>
<td>194</td>
</tr>
<tr>
<td>Educational</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>196</td>
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</tbody>
</table>

### Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,090</td>
<td>588</td>
</tr>
<tr>
<td>Educational</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>1,112</td>
<td>610</td>
</tr>
</tbody>
</table>

### Television Station Grants and Applications Since July 11, 1952

<p>| Applications filed since April 1, 1952: |</p>
<table>
<thead>
<tr>
<th>New Ammd.</th>
<th>UHF</th>
<th>VHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>720</td>
<td>377</td>
<td>564</td>
</tr>
<tr>
<td>Educational</td>
<td>22</td>
<td>27</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>742</td>
<td>404</td>
<td>379</td>
</tr>
</tbody>
</table>

### Processing on city priority Gr. A-2 line has extended to city priority Gr. B line has extended to city No. 291.

### The fate of your sale is usually decided in the advertising agency.

### More agency men pay to read Advertising Agency Magazine.

It's their business paper—the only magazine edited exclusively for them.

### Advertising Agency Magazine

48 West 18th St. New York 18
President Transmitter of A.A.A. of WGTC S., estimated construction to Gr. W. Roche.

Rochester, N. Y. pet Veterans Co. (WYTR). Granted vhf Ch. 10 (182-188 mc); ERP 118 kw visual, 62.2 kw aural; antenna height above average terrain 201 ft., above ground 302 ft. To share time with WHTC Inc. (ERP 50 kw visual, 25 kw aural; antenna height above average terrain 665 ft., above ground 693 ft.) To share site, broadcast from address 17 Clinton Ave., South Rochester. Studio location 150 ft. NE of transmitter on Pinnacle Hill. Geographic coordinates 42° 0' N. Lat., 77° 30' W. Long. Transmitter GE; antenna, Andrew Corp. Legal counsel Frank C. Fleming, Rochester. Consulting engineer. Ben. O. March 11. Stock is owned and subscribed by more than 100 persons, including E. F. Lyon, WVEY general manager-chief engineer. Who is president-treasurer and will be 1% owner after new stock is issued: Paul C. Loubert, vice president (1.54%). Secretary- Treasurer Wm. H. Roche. Stock is owned by 21 shareholders.


Hendersonville, N. C. pet Radio Hendersonville Inc. (WHKPI). Granted vhf Ch. 25 (378-394 mc); ERP 309 kw visual, 21 kw aural; antenna height above average terrain 990 ft., above ground 1046 ft. Engineering condition. Estimated construction cost $200,000. First year operating cost $100,000, revenue $200,000. Transmitter located on Pinnacle Hill. Geographic coordinates 35° 57' N. Lat., 82° 41' W. Long. Studio equipment transmitter and antenna GE; antenna, Andrew Corp. Legal counsel, Wm. H. Roche.

Burkham, Calif. pet Transmitter Co. Granted vhf Ch. 4 (600-606 mc); ERP 6 kw visual, 2 kw aural; antenna height above average terrain 250 ft., above ground 370 ft. Engineering condition. Estimated construction cost $125,700, first year operating cost $125,000.

New Applications

San Jose, Calif.—John A. Victor (re-submitted). Granted vhf Ch. 6 (161-165 mc); ERP 112.2 kw visual, 60 kw aural; antenna height above average terrain 255.5 ft., above ground 112 ft. Estimated construction cost $350,000, first year operating cost $100,000, revenue $325,000. Transmitter location 11 mi. SE of San Jose, Calif. Studio location on Pinnacle Hill. Geographic coordinates 37° 26' N. Lat., 122° 15' W. Long. Transmitter general manager, J. A. Victor; antenna, RCA. Legal counsel, Wm. H. Roche.

Augusta, Ga.—Augusta TV Co. Granted vhf Ch. 12 (219.3-230 mc); ERP 61.9 kw visual, 37.4 kw aural; antenna height above average terrain 400 ft., above ground 107 ft. Estimated construction cost $200,000, first year operating cost $100,000, revenue $200,000. Post office address Box 219, Orange Park, Fla., Transmitter location on Pinnacle Hill 1 mi. N. of city limits of Augusta. Geographic coordinates 33° 30' N. Lat., 81° 27' W. Long. Transmitter general manager, W. O. Worrell; antenna, RCA. Legal counsel, Wm. H. Roche; Consulting engineer- L. P. Pierson, San Diego. Applicant is owner-operator for vhf Ch. 10, San Diego. City priority status: Gr. A-2, No. 492. Granted March 11.

Champaign-Urbana, Ill. pet Champaign-Urbana TV Inc. Granted vhf Ch. 21 (1512-1518 mc); ERP 161.1 kw visual, 86.5 kw aural; antenna height above average terrain 736 ft., above ground 759 ft. Estimated construction cost $350,042, first year operating cost $150,000, revenue $350,000. Post office address 1725 Broadway, New York, Transmitter location in Kettleman, 1 mi. E. of Lake of Woods road, approx. 7 mi. S. of Champaign, Ill. Geographic coordinates 39° 58' N. Lat., 88° 21' W. Long. First year operating cost $150,000, revenue $200,000. Consulting engineer, Adrian W. Blankenship (17%), realtor, Baltimore. Vice President-Manager- Legal counsel, F. S. Sanford, Chicago.


Harrisons, Va.—Shenandoah Valley Corp. (WSVA). Granted vhf Ch. 3 (66-70 mc); ERP 150 kw visual, 75 kw aural; antenna height above average terrain 1,790 ft., above ground 1700 ft. Estimated construction cost $150,000, first year operating cost $100,000, revenue $250,000. Address Rawley Pike, Harrisonburg, Va. Studio location 12 mi. S. of Harrisonburg. Geographic coordinates 38° 10' N. Lat., 79° 17' W. Long. Transmitter and antenna RCA. Legal counsel, Wm. H. Roche. Consulting engineer, Scharfeld, Jones, Washington. Applicant includes President Frederick L. Allman (69.2%). Vice President Mary F. Allman (6.5%) and Secretary Treasurer, W. W. Mearns, Harrisonburg. City priority status: Gr. A-2, No. 492. Granted March 11.
Applications Passed-Over

Followed is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 ([B.T., Sept. 29, 1952], effective Oct. 13, 1952) for these applications in order to expedite processing of filed telecasting applications (list issued Sept. 12)

GROUP A

Applicant
KPFJ Bestco, Inc. Location Ch. 9
Klamath Falls TV Co. Klamath Falls 2
Pioneer Gulf TV Co. Clearwater, Fla. 32
WHOW TV (Taran) Clearwater, Fla. 1377
Sunbury Bestco, Inc. Sunbury, Pa. 65
M. & M. Bestco, Inc. Marneetice, Wis. 11
Green Bay Bestco, Inc. (Menominee, Mich.)

GROUP B

Applicant
Arts. Co. Phoenix, Ariz. 3
KFAB Bestco, Inc. Phoenix, Ariz. 12
Maricopa Bestco, Inc. Phoenix, Ariz. 12
Alvarado Bestco, Inc. Albuquerque, N. Mex. 7
Greer & Greer Albuquerque, N. Mex. 7
Greater Huntington Huntington, W. Va. 13
Ashland Bestco, Inc. Huntington, W. Va. 13
Huntington Bestco, Inc. Huntington, W. Va. 13
Intermediate Bestco Ogden, Utah 9
United Bestco, Inc. Ogden, Utah 9
KOPV Inc. (Forest Hills) Provoo, Utah 11
Central Utah Bestco Provoo, Utah 11
Lechner TV Co. Fort Worth, Tex. 10
Lechner TV Co. Fort Worth, Tex. 10
Fort Worth TV Co. Fort Worth, Tex. 10
Cherry & Webb Co. Providence, R. I. 12
Hope Bestco, Inc. Providence, Providence, R. I.
Independent Bestco Minneapolis, Minn. 9

Applications Dismissed

(For letter, March 9. Non-response to Sixth Report and Order)

Applicant and Locations Channel No.

Indianapolis, Ind. — Empire Co. R. [request of assignment to change frequency, 1560 to 1580 KHz, from uhf Ch. 26 to uhf Ch. 67; ERP from 105 kw visual, 56,000 kw audio; antenna height above average terrain 536 ft., antenna height above terrain 557 ft., first year operating cost $35,680, revenue $20,600, Office address to change.]

St. Louis, Mo. — J. T. Roberts, 1st Ave. between Cherokee and Laclede, St. Louis, Mo. [request of assignment to change frequency, 1050 to 1060 KHz, from uhf Ch. 2 to uhf Ch. 10; ERP from 550 kw visual, 12,000 kw audio; antenna height above average terrain 483 ft., antenna height above terrain 1138 ft., estimate cost of transmitting change type antenna height above average terrain 483 ft., antenna height above terrain 1138 ft., estimated year operating cost $31,600; file dated Dec. 29, 1952.]

Rocky Mountain

$50,000.00

Buffalo, N. Y. — Allied Broadcasting Co. (WGR) [request of assignment to change frequency, 1510 to 1525 KHz, from uhf Ch. 2 to uhf Ch. 3; ERP from 39 kw visual, 113 kw audio; antenna height above average terrain 614 ft., antenna height above terrain 90 ft., estimated cost of transmitting change type antenna height above average terrain 614 ft., antenna height above terrain 90 ft., first year operating cost $10,200, estimated revenue $6,000, Office address to change.]
### Existing TV Stations . . .

#### Decisions

**KBMT (TV) Beaumont, Tex.—TV Brokers, Inc.**
- Granted mod. CP to change transmitter location from 2.75 mi. west of Beaumont to U. S. Hwy. 60, 2 mi. east of Vidor, Tex.; studio location from "to be determined" to U. S. Hwy. 96 near Vidor, Tex.; change antenna height from 14 kw visual, 115 kw auroral, antenna height above average terrain 760 ft. Granted March 17.

**WRKC-TV (BROADCASTING CORP.) Michigan City, Ind.—Michigan Bcstg. Co.**
- Granted mod. CP to change ERP from 9 kw visual, 55 kw auroral, antenna height above average terrain 1120 ft. Granted March 17.

**WDAY-TV Fargo, N. D.—WDAY Inc.**
- Granted mod. CP to change ERP from 70 kw visual, 420 kw auroral, antenna height above average terrain 2650 ft. Granted March 17.

**KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc.**
- Request mod. CP to change ERP from 27 kw visual, 22 kw auroral, antenna height above average terrain 455 ft. Granted March 17.

**KXIU-TV Sioux City, Iowa—Custom Built-Equipment**
- Granted new CP to change from 12 kw visual, 56 kw auroral, antenna height above average terrain 1240 ft. Granted March 17.

#### Applications

**COMMERCIAL RADIO MONITORING COMPANY**
- MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
- Number on staff: 11 all day every night

**P. O. Box 7037 Kansas City, Mo.**

<table>
<thead>
<tr>
<th>Number on staff</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
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#### SERVICE DIRECTORY

- **FOR THE RECORD**
- **File No. (BPC)** Applicant and Location No.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Location</th>
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<tbody>
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</tr>
<tr>
<td>KBCI-FM</td>
<td>San Antonio, Tex.</td>
</tr>
<tr>
<td>KBCI-TV</td>
<td>San Antonio, Tex.</td>
</tr>
<tr>
<td>KBCI-AM</td>
<td>San Antonio, Tex.</td>
</tr>
</tbody>
</table>

#### VACANCY

**YOUR FIRMS NAME** in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, television and facsimile facilities.

Page 102 • March 23, 1953

### Existing AM Stations . . .

**Applications**

**KGMG Broadcasting Joliet—The Media Agency**
- Request CP to change frequency from 1220 to 1150 kHz. Filed March 18.

**WARN First-Fox, Fla.—Florida Broadcasting Service**
- Request CP to change hours of operation from daytime to unlimited use of power of 500 watts and 1 kw and day and night and install DA for night use only and change station location (coordinates only). (1320 kHz.) Filed March 18.

**WABN Columbus, Ohio—New Ohio Radio Bcstg. Corp.**
- Request CP to change hours of operation from 1500 to 1400 to 1500 kHz. Filed March 18.

**WLSB Poughkeepsie, N. Y.—Air Wave Inc.**
- Request CP to install old transmitter as an auxiliary at new location of main transmitter to be operated on 910 kHz. 260 w. for auxiliary purposes only. Filed March 18.

**WKDO Chatsworth, Calif.—Tiber River Corp.**
- Request CP to replace expired permit for new standard broadcast station to be operated on 1380 kHz. 500 w. Day. Filed March 18.

**WMEX Boston, Mass.—The Northern Corp.**
- Request CP to increase daytime power from 3 kw to 9 kw and change station location (co-ordinates only). (1510 kHz.) Filed March 18.

**WGSM Huntington, N. Y.—Huntington-Monakt Broadcasting Corp.**
- Request CP to increase power from 1 kw to 3 kw, install new transmitter and change station location from "to be determined" to "to be determined" in daytime DA, and change type transmitter. (1510.) Filed March 18.

**KCTG Cottage Grove, Ore.—Coast Fog Bcstg.**
- Request CP to install new transmitter and change studio location from Cottage Grove to Spring filed. (1560 kHz.) Filed March 18.

**KDBW Redwood City, Calif.—Reading Valley Bcstg. Corp.**
- Request CP to change power from 200 kw to unlimited use and change transmitter and change type transmitter. (1560 kHz.) Filed March 18.

### Applications Dismissed

**Yuma, Ariz.—Harkins Bcstg. Inc.** Dismissed application for CP for a new standard broadcast station to be operated on 1380 kHz. 500 w. Day for 2 hours of operation. Filed March 18.

**WCCP Savannah, Ga.—Carter C. Peterson**
- Dismissed application for CP for new standard broadcast station from 1450 to 1590 kHz. increase power from 250 kw to 500 kw and install new transmitter and antenna at D.A. site. Night use and change transmitter location. Dismissed March 18.

### Existing FM Stations . . .

**Applications**

**WIZJ (FM) Hammond, Ind.—Ford Broadcasting Co.**
- Granted CP for FM to 1 kw with CP to 1 kw to 1 kw night and 3 kw day. install new transmitter and change antenna to DE-1 to DA-2. Cancelled March 9.

### New FM Stations . . .

**Applications**

**Golden, Col.—Ever A. Bander Jr.**

### Existing FM Stations . . .

**Applications**

**WHBS-FM Huntingdon, Va.—Huntsville Times**
- Request CP to change type of transmitter, increase ERP to 20 kw, increase hours of operation to 24 hours. Filed March 18.

**WEAW-FM Madison, Wis.—W-KEWAK Inc.**
- Request mod. CP to change type of transmitter, increase ERP to 20 kw, increase hours of operation to 24 hours. Filed March 18.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 4-2414
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
KANSAS CITY, MO.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-9215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
309 BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

E. W. DEETERS
CONSULTING RADIO ENGINEERS
EDMUND E. PENDLETON
927 15th St., N. W.
Washington, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 7-3181
WASHINGTON, D. C.
Member AFCCE

KARL O. JAMES
CONSULTING RADIO ENGINEERS
3100 N. FULTON ST., N. W.
Washington, D. C.
Member AFCCE

L. M. BAILEY
CONSULTING RADIO ENGINEERS
2510 BROAD ST., N. W.
Washington, D. C.
Member AFCCE

RUSSELL P. MAY
CONSULTING RADIO ENGINEERS
711 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Republic 7-3984
Member AFCCE

RICHARD J. SLATER
CONSULTING RADIO ENGINEERS
2007 BROAD ST., N. W.
Washington, D. C.
Member AFCCE

Vandivere, Cohen & Warr
Consulting Electronic Engineers
612 Evans Bldg.
NA. 2988
1420 New York Ave., N. W.
Washington 5, D. C.

W. M. HOLT
RADIO ENGINEER
AM
33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

These Engineers . . . ARE AMONG THE F O R E M O S T IN THEIR FIELD

—Established 1926—

PAUL GODLEY CO.
Upper Montclair, N. J.
MO: 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

There is no substitute for experience

GLENN G. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 3-3273
WASHINGTON, D. C.
Member AFCCE

Weldon & Carr
Consulting Radio & Television Engineers
Washington, D. C.
Dallas, Texas
1405 Conn. Ave. 4015 S. Warner Blvd.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 Q St., N. W.
Republic 7-6646
Washington 5, D. C.

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—2352
Member AFCCE

RAYMOND M. WILMOTT
1469 Church St., N. W. Decatur 2-1231
Washington 5, D. C.
Member AFCCE

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY NO. 9-2366
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
Chesnut 4977
2025 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1928

IF YOU DESIRE TO JOIN THESE ENGINEERS in Professional card advertising contact
BROADCASTING • TELECASTING
Natl. Press Bldg. Wash. 4, D. C.

March 23, 1953 • Page 103
Help Wanted

Managerial

General manager for independent metropolitan market. Must have had previous experience as general manager. Excellent opportunity. Box 9BW, B.T.

Manager for progressive 5000 watt newspaper station in Georgia ranking first in its community. Good salary-bonus setup, as well as excellent chance for advancement, for capable man who can sell and manage. Box 11BW, B.T.

Commercial manager for top-rated NBC affiliate in highly competitive, medium sized, mid-Atlantic market. Opportunity for advancement to management of other stations in group. Box 15BW, B.T.

Deep south station needs manager with proven sales record. Want real producer. No drinkers or quitters. Box 16BW, B.T.

Immediate opening for experienced sales manager as commercial manager. Salary plus commission. Contact Manager of KBDB, Muskogee, Oklahoma.

Commercial manager, who is willing to work to make better than average earnings. Contact Manager, KERB, Kermil, Texas.

Salesmen

Wanted: Salesman and announcer who is experienced in newspaper selling and who has earned in excess of $6,000 per year. We want a man with city experience, who wants to grow with us. Send full details in first letter. Box 5BW, B.T.

Experienced salesman for well established Illinois daytime. Good guarantee and house accounts to back up. radioactive will step into something good. Box 16BW, B.T.


North Carolina station needs experienced sales- man. Salary plus commission will give good income for man who can deliver results. Box 90W, B.T.

Commercial manager. Unusual opportunity for advancement offered by independent station. Top sales manager with good sales record. Box 35BW, B.T.

Salesman-announcer, Florida. Mostly selling but good announcing required. Salary plus commis- sion. Box 11BW, B.T.

Radio station sales executive under 45, upstate New York station. Pleasant community, plus top giving background and experience. Box 13BW, B.T.

Southern regional station, major market, NBC- affiliated, has immediate opening for experienced national sales manager. Minimum base salary $600 per week. 780 watt TV. Excellent TV experience, Box 14BW, B.T.

Wanted: National salesman, network affiliate, top salary. Box 40BW, B.T.

Local salesman. Exceptional opportunity for young, aggressive, family man with proven record. Top organization, NBC affiliate in healthy two station market. All benefits including company paid retirement plan. Submit resume and availability. Confidential. WBNY, Elmira, N. Y.

Experienced salesman for network station. Sin- gle man must be available for occasional business travel on a month, Good guarantee. Right man has outstanding opportu- nity. Call or write Bob Flynn, WJSA, Och- kosh, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market. $50,000 plus commission in first two years increases to $100,000 yearly. Station located large central market city. Salary and complete background. Confidential. Box 36BW, B.T.

Announcer, Experienced, warm, sincere, versa- til, If you’ve got it—we’ll buy it $65.00 for 45 hours. Box 120W, B.T.

Announcer-engineer. Stress on announcing that’s experienced. High salary and sales. $80.00 for 45 hours. Box 73BW, B.T.

Announced engineer, stress in announcing that is experienced. Personal interview required. Box 134W, B.T.

Top wages for announcer with first phone. Per- manent position open now in desirable location. CBS affiliate. Full particulars first letter, references, tape or disc. All letters answered. Box 145W, B.T.

Announcer, young, ambitious, experience secondary. Station within 100 miles N.Y.C. Tapes and disc not returned. Box 156W, B.T.

Wanted! DJ with first call license. Box 113W, B.T.

Announcer-engineer, North Carolina, top salary for man with good announcing ability. Box 14WV, B.T.

Top rated announcer wanted, salary from $70 to $90 per week depending on experience. Excellent opportunity. Immediate opening. Interview necessary. KNKC, Moberly, Missouri.

Announcer-engineer with first phone. Emphasis on announcing. $80 per hour. Send tape and audition to KERM, Spokane, Washington.

Wanted, good man, good education also interested in doing other advertising. Top rate work, 45 watt complete information, audition, salary, photo, Radio Station KSKR, Casper, Wyoming.

KKGN, Glendive, Montana, needs announcer-engineer. Write Dan Paulen, Manager.

Capable young announcer. Experienced, Versa-atile, Stable, Excellent control ability. Operation and attitude determine salary. Tape, photo, resume. Native southern applicant only. WCPS, Amand Rutger, Phoeni.


Announcer-operator, tape, disc, photo WGTN, Georgetown, C. T.

Wanted—One able authoritative news and com- mercial announcer who wants to work and stay in Florida. Must have previous experience. Opening available in evening time, resume, refer- ences with phone numbers to WIRK, Ft. Pierce, Florida.


Combination announcer-engineer with first ticket, 1000 watt daytime. Friendly small town. Forward audition, salary requirements and resi- me to WLST, Louisville, Louisville, MISS.

Help Wanted—(Cont’d)

Technical

Wanted, first class engineer-announcer. Box 8BW, B.T.

First class operator-announcer. Small midwest market. Box 141W, B.T.

Five thousand watts station needs first class op- erator. FM. Challenge. Television application. Excellent working conditions. Apply by letter only. Box 130W, B.T.

Wanted, chief engineer 5000 watt midwest direc- tional. AM operation with TV application. Send full particulars. Minimum salary expected to $1330, B.T.

Michigan 250 indie needs engineer, car neces- sary. No floats. Box 147W, B.T.

Engineer-announcer, holding first phone needed immediately. Announce Audition disc or tape, photo, references, past experience. 1000 watt North Carolina. Box 157W, B.T.

Combined engineer-announcer must be cap- able of summarizing and disc-jockey type announcing. Excellent working conditions, top salary. Write Manager, KERB, Kermil, Texas.

Immediate opening for transmitter operator. No experience required. WASA, Havre de Grace, Maryland.


First phone transmitter operator, WJL, Lenoir City, Tenn.

Immediate opening for 1st phone engineer. WIL, Lenoir City, Tenn.

Wanted — First phone transmitter operator. WPAT, Pittstown, Penna.


Wanted: Engineer experienced in control board operation, no audition. 40 hour week, annual increases. Rush references, background, photo. Station WSSO. Charleston, 18. $2500 plus.

Wanted: One first class engineer. WISS, Stark- ville, Mississippi.

First phone; transmitter operator, WYSB, Rut- land, Vermont.

Transmitter engineer. Experience and car neces- sary. Permanent position open immediately. WYAD, Quincy, Illinois.

Engineer-announcer wanted. Mississippi station. Mississippi Broadcasting Company, Meridian, Miss.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, super- vise scheduling and on-air announcing. Only replies telling all and accompanied by audition considered. Box 20BW, B.T.

Continuity writer-trafficker director immediately. Send copy samples and photo. Box 100W, B.T.

Continuity director. Experience, ability. Midwest market. Starting salary to $70.00. Box 101W, B.T.
Help Wanted—(Cont’d.)

City editor wanted by midwest regional for three-man operation. Some sales work. Excellent salary. Reply to Box 165W, B.T.

Continuity writer, fulltime position. Station located in northeastern state. Box 169W, B.T.

PD for local station in midwest. Good steady position with change for advancement. Also comm. engineer wanted. Box 165W, B.T.

Punish-writer. Well paid position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network stations now to roundout continuity staff with experienced writer who can produce top quality copy. Earning average. Send sample copy, qualifications and photo to Program Director, WFPD, Flint, Michigan.


Two local news reporters wanted at northern Illinois daytime independent. Air work is not essential. WCKS, Waukegan, Illinois.

TELEVISION

Salesmen

WJTV, Mississippi’s first TV station has opening for one qualified sales manager. See John Ruester, P. O. Box 40, Jackson, Mississippi.

Production-Programming, etc.

Accountant. Experienced radio or TV man or woman to head accounting department of new TV station, operating soon in northern Illinois. Network billing experience desired. Box 164W, B.T.

TV station northeastern Ohio needs experienced film man to fill film director position. Wire or call immediately. Box 171W, B.T.

Situations Wanted

Managerial

Solid selling salesman presently employed, making five figure commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television sales experience. Financially able to buy stock. Commission basis if possible. Box 98B, B.T.

Experienced announcer, copywriter, news director, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 81W, B.T.

Manager or sales manager—20 years experience, 2 years TV sales experience. Needs opportunity on sales. Excellent reference. Go any place, prefer midwest or south. Box 166W, B.T.

Program director AM or TV; experienced all phases of both, college degree, family, draft exempt. Box 94W, B.T.

Allergic dust. Stockholder-manager must relocate timetabled season. Thirteen years net independent experience all phases including construction. Excellent references. Guarantees profit within six months or resign. Randall McCrarel, KBWL, Blackwell, Oklahoma.

Salesmen

Sales. Experienced. Qualified. Want southern California small market. References. Write for interview, no obligation to you. Box 150W, B.T.


Announcer

Baseball play-by-play announcer, one of nation’s best. 7 years experience. Excellent voice. Highest recommendation. Will consider all offers. Box 176W, B.T.

Broadcast, with 20 years experience, will invest one million dollars (more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

Situations Wanted—(Cont’d.)

Capable staff announcer, 10 years radio. College. Education. Community theatre experience. Age 34, married. Wants job in good production minded station in clean town over 10,000. Box 92W, B.T.

Sports play-by-play, authoritative commentary. All sports. Former college, minor league baseball, pro football player. Presently employed. Five years experience, chances for promotion. Good references. Box 59W, B.T.


Top morning man available at right price. Eleven years experience. Box 128W, B.T.

Announcer, 7 years, college graduate, single. No mornings please. South, southwest preferred. Box 138W, B.T.

Sportscaster, 5 years experience play-by-play baseball, football, basketball. Desires top notch sports play-by-play starting with 1953 season. Good voice, thorough knowledge of sports, reliable, accurate. Tape and top references. Box 139W, B.T.

Announcer: Four years experience, good references. 29, single, university graduate. Box 140W, B.T.


Announcer for station routine, handle control on telephone, play music. No commanding experience permanent connection. Light experience, good copy. Requirements. Box 146W, B.T. References, disc. resume. Box 149W, B.T.

Announcer with authoritative voice, strong on commercial. Must be 26 or over. Now writing capable copy for the masses as well as special copy. Some programming. All-round staff man you can depend on with versatile background. Married, draft exempt, age 38. Good record and references. New England preferred, other considered. Box 160W, B.T.

Announcer. Capable. Three years experience with network, independent station seeks advancement. College graduate; draft exempt; strong on network. Box 163W, B.T.

Need news man or wax purveyor. Experience, 6 years, married, two children. Desire to settle where seasons balmy and people convivial. Don’t wish for success, happiness, wish to do some thing intelligent for a change. Salary is worth arbitration. Box 176W, B.T.

Announcer, fully experienced in all phases, all replies considered, hold first phone license. Box 199W, B.T.

Radio announcer-engineer has handled all shifts in both independent and network operation. Has experience on national network. Has been employed, announcing experience, seven technical, eight months sales. Chief. Can you put a man with a smile in his voice. Box 180W, B.T.


Announcer. 50,000 watts. 5 years experience, single. 31. Larry Bosl, 3291 W. Polk Street, Nevada 8-4252, Chicago, Illinois.


Announcer, good, news, sports, DJ, light experience. Consistent, dependable. Disc, resume, references. Steve Jury, 151-10 Jamaica Avenue, Jamaica, New York.


Technical

First phone, inexperienced, technically trained, desires engineering position, single. Box 131W, B.T.

Engineer, first phone, 5 years experience, veteran, married, has car, desires permanent straight engineering. Box 144W, B.T.

1st phone. RCA Institute graduate. Single, car, available immediately. Box 150W, B.T.


First phone, nine months experience. Straight engineering, married, have diplomas in CIRE and mathematics. Available now. Box 168W, B.T.

First class licensed, eight years transmitter, studio, remote. Write Engineer, 807 Wescott Street, Syracuse 10, New York.


Production-Programming, Others

Continuity writer, versatile, good typist, excellent references. Progressive station anywhere. Box 14W, B.T.

Program director, experienced, 14 years radio. Now doing news and production for California network regional. $100 minimum. Any southern California station, interview at my expense, by writing Box 138W, B.T.

Radio and/or television news director-caster major market. Experienced. Box 169W, B.T.

Promotion, experienced idea man promotion, merchandising, publicity desires position aggressive AM-TV station. Thorough background all phases promotion. Box 172W, B.T.
Television

Managerial

TV management opportunity wanted. Thoroughly familiar with all phases of TV station operation. Growing powerful AM association. Stable, responsible family man. Can direct operation from CP to solid profitable operation. Good references. Write Box 9413, B.T.

Applicants for TV grants only: Are you faced with a hearing before the commission? Cash in on your opportunity to genuinely compete for your channel. I am qualified to assist you in preparing and presenting your case. Activity in the radio and television field consists of experiences common to applicant appearing in hearing before the commission, also station organization, management and experience. Bond and references will be furnished. Western section of the country is desired. Write now to Box 181W, B.T.

Production, Programming, Others

Technical director-writer Dumont, RCA equipment, 21 years experience, college, prefer west coast. Box 152W, B.T.

Music director, staff musician (guitar) 1½ years experience. Know all music literature. College graduate, married, 28. Prefer midwest or west. Box 153W, B.T.

For Sale

Stations

Midwest: Will trade a fine station for profitable business income property. Box 155W, B.T.

1 kw in prosperous midwest area priced for immediate sale. Gates equipped, only four years old, excellent coverage, contact Box 146W, B.T.

Fulltime local independent in single station market. Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B.T.

Profitable midwest daytime AM. Ill health. Cash, principals only. Box 153W, B.T.

Equipment, etc.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 9885, B.T.

Collins type 791-A FM transmitter with GF frequency and modulation monitor. Excellent condition. Best offer. Box 129W, B.T.

250 watt FM transmitter, Hewlett-Packard, monitor and two bay antenna. All in good condition. Box 137W, B.T.

New Miniplate, need Magnecord and other equipment. Sell or trade. Mail list. Box 111W, B.T.

Mobile 150 megacycle transmitters for remote broadcast use. Shipped prepaid, on frequency, with completed FCC forms for CP and license. Complete microscope to antenna. Chief Engineer, KOWH, Omaha, Nebraska.

RR1 model 707 STI, $2,000.00. Complete. Contact Chief Engineer. WJLD, Box 597W, Birmingham, Alabama.

For sale: Prisco RC 18-14 tape recorder and 800-A2 amplifier in portable cases can be re-mounted. Used less than year, A-1 condition. $650.00. WTTW, Jamestown, N. Y.

250 watt FM transmitter, modulation and frequency monitors. Contact Arthur Willkerson, WJLD, Leominster, Mass.


For Sale—(Cont’d.)

Miniplate, 2 miles, miniature playback charger, carrying case, etc. Like new. c/o WTAG, Worcester, Mass.

3 practically new, complete GE Orbiicon camera heads. Immediate delivery. Send for descriptive bulletin A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale, like new Gates 250 watt AM transmitter, $1,550.00, call or write C. L. Graham, 6-1614, Gadadena, N. Y.

Lapel microphones, car plates, microphone plates, banne rs, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Radio relay truck equipped for broadcast use. Box 35W, B.T.

Need FM transmitter from 1 kw to 10 kw. Give lowest price and description. Box 127W, B.T.

Wanted to buy. 1 kw AM transmitter. Must be in good condition. Write full details and price to KMAC, San Antonio, Texas.

Need GE FA-4-A audio rack. Chief Engineer, KOWH, Omaha, Nebraska.

Wanted: 1000-watt AM transmitter, good condition. 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3028.


Miscellaneous


Help Wanted—(Cont’d.)

Salesmen

SALESMAN

For a top rated independent in a leading California market. 15% commission. Discretion up to 25%. Our men make $5,000 to $12,000 annually. Box 22W, B.T.

Help Wanted—(Cont’d.)

Television

Production, Programming, Others

WANTED: GOOD-COOKER
GOOD-LOOKER

To take full charge of successful TV kitchen. Ability, experience and vitality essential. Send picture, all personal data, nature of present employment. Wonderful spot in eastern market. Box 53W, B.T.

Situations Wanted

I'M YOUR MAN...

IF YOU'RE LOOKING FOR SOMEONE OF OUTSTANDING REPUTATION AND ABILITY IN NATIONAL SALES...

. . . important agency and network contacts

. . . keen administrator with managerial skill

. . . 16 years experience (radio and television)

NOW LOCATED IN NEW YORK CITY, BUT WILL MOVE AT ONCE FOR ATTRACTIVE SITUATION. PLEASE WRITE BOX 185W, B.T.

For Sale

Stations

Interest available

New TV Station

Excellent market.

Box 183W, B.T.
FOR SALE

COMPLETE CHANNEL 16 TV STATION EQUIPMENT

Factory Guarantee

BOX 1222 W.B.T

FOR SALE

TV ANTENNA

RCA TF3A Channel 4, 5 & 6

FM TV TRIPLEXER

FM 96.1 mc TV Ch. 5

KSD-TV

1111 Olive St.
St. Louis 1, Mo.

Miscellaneous

FOR THE RECORD

change type antenna, decrease antenna height above average terrain to 406.6 ft. (BMPH-421B.) Filed March 17.

Ownership Changes

Decisions

WFRP Savannah, Ga.—Georgia Broadcast Co., granted consent to acquisition of negative control of licensee by John F. Pidcock, executor, Estate of Frank R. Pidcock Jr. Involves transfer of S shares from James M. Wilder to Frank R. Pidcock Sr. for cancellation of debt amounting to $35,000, condition for cooperation of debt of Estate to Mrs. Frank Pidcock Sr. to amount of $12,500. Granted March 18. (No call.) Fairmont, N. C.—Carolinas Broadcast Co., granted application for license to replace expired CP for new AM station, 900 kc, 1 kw daytime; also granted operation of committee corporation from W. V. Morgan, W. D. Harris and Anne P. Harris to Cutlar Moore; consider $1,500 plus assumption by Moore of transfer obligation to pay $1,500 due on stock. Mr. Moore is real estate broker in Lumberton.

FOR THE RECORD

Equipment, etc.

FOR SALE

Radio Management Consultants
708 Bond Bldg., Washington, D. C.

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, disc jockeys and other specialists. Rates are costly; tell us your needs today.

Howard S. Palmer

TV & Radio Management Consultants

FOR THE RECORD

N. C. and 4% owner WTSB Lumberton. Granted March 18.

KWWN-FM, Idaho, Ore.—H. R. Morris, Trustee in Bankruptcy, granted a license to present a new FM service from the Kovala Valley Broadcasting Inc.; condition for 30% of stock. Principal of assignee corporation include Secretary-Treasurer W. D. Miller, and John W. Miller, owner of KPFI Broadcasting, Klamath Falls, Ore.; President Frank P. Miller of KPFI, Vice President W. D. Miller (10%), and Lin E. Miller (5%). Granted March 18.

KNAF Fredericksburg, Tex.—Gilgespie Bestc, Co. Granted by trustees to Merle Moore and Walter T. McKay to Arthur J. Steinberg & Co., request to transfer of interest in granting of license to Arthur Steinberg. Involves change of license to Sheldon Anderson to carry out Will Howland. Granted Sheldon Anderson has been General Manager KNAF, upon resignation of 16% of Baker盉st Co. At this time, 25% of funds will be spent for construction. The estimated cost is $150,000. Mr. Kersta was given the radio station license on December 23, 1952. Mr. Kersta is an attorney in Wellington, Fla. Stated Bestc, Co., however, that the bestc, Co., is going to pay for the cost of construction. The estimated cost is $150,000. Granted March 18.

Applications

San Diego, Calif.—Airfair Radio Corp. Ltd. (KSYL) March 12, 1953, transfer of the above station to John R. W. Gordon Allen. FCC dismissed protest filed Jan. 20, 1953, by Symons Radio Research Co. chairman of Pacific basin on alleged gain of CP to KQAL, to change frequency of 1460 kc to 1450 kc, declare time of operation of 24 hours a day, and to unlimited time operation. Action Feb. 19.

KDFK Berkeley, Calif.—W. Gordon Allen. FCC dismissed protest filed Jan. 20, 1953, by Symons Radio Research Co. chairman of Pacific basin on alleged gain of CP to KQAL, to change frequency of 1460 kc to 1450 kc, declare time of operation of 24 hours a day, and to unlimited time operation. Action Feb. 19.

Amendment to add to stockholders: A. C. Cosgrove, 33% (254 shares) sold to John R. R. Gordon Allen, 40% (313 shares). Filed March 16.

WOKC Tulare, Calif.—Geneva Anderson and Rosalie Anderson, Executives of the Estate of Homer Anderson, deceased, request for transfer of license to Sheldon Anderson to carry out Will Howland. Granted Sheldon Anderson has been General Manager KNAF, upon resignation of 16% of Baker盉st Co. At this time, 25% of funds will be spent for construction. The estimated cost is $150,000. Mr. Kersta was given the radio station license on December 23, 1952. Mr. Kersta is an attorney in Wellington, Fla. Stated Bestc, Co., however, that the bestc, Co., is going to pay for the cost of construction. The estimated cost is $150,000. Granted March 18.

On March 5 initiated rule making to incorporate the provisions of the governing radio broadcasting services that part of the program is voluntary and to be broadcast in the form of a broadcast station during an alert. As amended proposed date of Docket #63-26 to March 7. Proposed cooperating AM stations to remain on the air in emergency, and to air alarm under conditions which would minimize the use of electronic and physical facilities as necessary to air. No engineering method has yet been acceptable FM and AM in time for broadcasting in such an emergency. Comments may be filed on or before March 5.

Hearing Cases

The Enterprise Co., Beaumont, Tex.—FCC denied petition to enlarge the hearing in the proceeding involving its application and that of Beaucon Bestc, Corp. and KTAB Inc., to add the station WABX to the proposed station at Beaumont, Tex. (Docket 52-02.) March 6, Beaumont. Petition was to include, with respect to the application of KTAB Inc., issues dealing with matters of public interest, convenience and necessity. The petition relates to the general circulation of the media of mass communications. (Docket 52-02.) Commissioners Moore and McCready recommended vote on report and order published Feb. 4, 1953, amending station's operating specifications for 100 kw, with respect to the license requirements of operation on the station's assigned frequency. Application for remote control operations of such stations, which were made in March 1952, became effective March 6, 1953. (Docket 3229.)

Wichita Kan.—Sunflower TV Co., FCC granted permission to WABX, Kansas City, Mo., to operate on 440 kc, 1 kw, daytime. (Docket 35.) Vice President and Director John R. W. Gordon Allen, 40% (313 shares) sold to John R. R. Gordon Allen, 40% (313 shares). Filed March 16.

Bradyburg Heights, Md.—Chesapeake Bestc, Co., granted decision announced to deny application of CP for new AM station at Highway 52, for 10 kw, with a micro std. on same day and night; engineering conditions (Docket 9645; RP-191B.) March 9. Danville, Ill.—Vermon Bestc, Co., to deny application to grant for CP for new AM station at Danville Heights, 530 kc, to operate on 1400 kc, 1 kw, daytime. (Docket 5354) March 9.


Lafayette, La.—Evangeline Bestc, Co., Commission decided to deny application to add CP to St. Joseph, La., for 10 kw, daytime power from 1 kw to 5 kw using non-DA, and change type of transmitter to one of 1200 kw with 1 kw night. (Docket 3922; 99-0095.) March 6.

Reading, Pa.—Radio Reading Commission denied a request for rehearing filed by John J. Connolly and Roy W. Denny, owners of Ann's Reading of Reading, directed against the decision of Sept. 18, 1952, in their application of Reading for a CP for a new AM station at Reading to operate on 1170 kc. (Docket 7146; RP-7588.) March 6. (Docket 7146; RP-7588.) March 6.

Specifications.

Grantor's acknowledgment. Granted motion to amend application (CFT Ch. 2) (B.T. March 10, 1953) 10 kw. (Docket 3936) March 6.

WABX Albuquerque, N. M.—Examiner J. C. D. Conover, to deny application of Broadcasting para Mountain Theaters Inc. (WABC) hereafter known as American Broadcasting Co. (WABC) as a respondent in the application of ROB Albuquerque for extension of CP in WABC. (WABC) to the application of BSSA-275.) March 17.

Orlando, Fla.—KMD—Mid-South Bestc, Co., Granted, in part, petition filed by KPLN insofar as granting of station WABX in Orlando, to be empowered to act before Dec. 22, 1952. (Docket 10363; RP-147E.) March 17. Granted cancellation and reversion of the application to transfer of ownership of Brown's Docket to be further considered with examination of March 23, 1953
New Petitions...

March 11

Alabama Bect. Co. (KTBN), Ketchikan, Alaska, CP for power increase to 5 kw daytime on 593 kr (BP-8863).—Protest which was filed by Auros Bects. Inc. (KBKI) which opposes the proposed power increase. KTBN asserts in its reply that the suggested power increase would cause high "conductive" interference in Ketchikan, and that because of this, KTBN cannot insulate the direction of KBKI without any other station to be located even from its present site. "KABI cannot deliver as good a signal as KTBN over the Ketchikan area, and the difference to become even more apparent," alleges KTBN.

March 12

Rudman Television Co., Inc., N.D. CP for New TV Ch. 19, ERP 58 kw visual and 31 kw audio, antenna 390 ft. (BP-1238)—Protest by North Dakota Bect. Co. (KJCL) to grant of CP to Rudman on grounds that erection of Rudman's antenna will cause radiation in directions understandable to KJCL. KJCL asks that Rudman be ordered to install a television tower or select site far enough from KJCL's station such as KJCL's current FCC's permit, or that Rudman CP be rescinded and that application be denied.

Key Bect. System Inc. Application for new vhf Ch. 50 (BP-1360) — Petition filed by Woddam Corp. (BP-1359) to intervene and oppose proposed fund in proceeding because grant of application would cause objectionable interference to Woddam in seven-mile area.

New TV Ch. 60 vhf Reply to motion and strike of petition of Spartan Bect. Co. (BP-3560).—Reply by Woddam Corp. (BP-3561) to Woddam Corp. (BP-3560) which filed a motion and strike of Spartan's petition to satisfy requirements of Sec. 318 (c) of "Commission Man." Woddam Corp. contends that WPB and Woddam Corp. can still prosecute its application for Spartan Ch. 60.

Fort Wayne, Ind. New TV Ch. 33. (Dock- ings)—Motion for public hearing increase from 250 w to 50 kw D, 5 kw N, D.A. 2, and N.A. 1. (WAPI) — Motion for public hearing increase from 250 w to fulltime on same basis. (WAPI) — Reply to motion for public hearing increase from 250 w to fulltime on same basis. (WAPI) — Reply by competing applicants and Chief FCC Broadcast Bureau. Chief FCC Broadcast Bureau, filed a motion to intervene and oppose proposed fund in proceeding because grant of application would cause objectionable interference to WPB in seven-mile area.

March 13

Memphis, Tenn. Huff City Bects. Co. (WDAF), CP for Ch. 54, SF 900 kw visual, 37 kw audio, ERP 5 kw, antenna 185 ft. (BP-4091) — Petition that a pyrotechnic show be held near Walnut Hill Park and D. C. 32, electrostatic discharge from pyrotechnics may affect Ch. 54. (WDAF) — Motion to intervene and oppose proposed fund in proceeding because grant of application would cause objectionable interference to WPB in seven-mile area.

Memphis, Tenn. Huff City Bects. Co. (WDAF), CP for Ch. 54, SF 900 kw visual, 37 kw audio, ERP 5 kw, antenna 185 ft. (BP-4091) — Petition that a pyrotechnic show be held near Walnut Hill Park and D. C. 32, electrostatic discharge from pyrotechnics may affect Ch. 54. (WDAF) — Motion to intervene and oppose proposed fund in proceeding because grant of application would cause objectionable interference to WPB in seven-mile area.

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March 13 Applications

ACCEPTED FOR FILING

Erect New Antenna

WINK Ft. Myers, Fla., Myers Broadcasting Co., to erect new antenna and mount TV antenna on top of existing building at the Florida Int~al Hotel, E. 58th Street, between Park and Madison Avenues, New York City (Docket 10258; BPC-1003).

Determined Renewals

Following stations request renewal of license:

WRAV, Smokingdale, Ill.; WCCO, Minneapolis, Minn.; WPTZ, Burlington, Vt.; WCOF, Draper, Va.; WTVT, Tampa, Fla.; WITI, Milwaukee, Wis.; WRC, Washington, D. C.; WBBM, Chicago, Ill.; and WYBC, York, N. H.

March 16 Applications

ACCEPTED FOR FILING

Extension of Broadcast Date

WLBS Birmingham, Ala., WLBS Inc., to change from 9:00 to 3:00 P.M. daily, to change from 11:00 to 3:00 P.M. Sun. and Sat. (BMP-613).

Change Hours of Operation

WAIN Columbia, S. C., Tricounty Radio Boost, Corp., to change from D to Uni., using power of 1,500 W., at 106 S. Main St., Columbia, S. C. (Docket 10334; BPC-1006).

License for CP

WLBM Salisbury, Ind., Don H. Martin—License for CP (Docket 2741); as mod., which authorized new AM license as mod. (BPC-612).

WHIN Harlan, Ky., Blanford Radio Co.—License for CP (Docket 2847), which authorized changes in ant. and system location (BPC-631).

WTOW Whitesburg, Ky.—KYKV-Broadcast Co.—License for CP (Docket 2742), as mod., which authorized new AM license (BPC-645).

WDEF Chattanooga, Tenn., WDEF Broadcasting Co.—License for CP (Docket 2742), as mod., which authorized new AM license (BPC-645).

Modification of CP

KQRS Rapid City, S. D., Heart of the Black Hills Cont., to change from D to Uni., using power of 1,500 W., at 2605 W. 26th St., Rapid City, S. D. (Docket 10334; BPC-613), as mod., which authorized new AM license (BPC-645).

March 17 Decisions

ACTIONS ON MOTIONS

By Examiner William G. Butts

Louis Wamser, Spokane, Wash.—Granted motion to amend TV application (Docket 10422; BPC-320), to (1) include current balance sheet; (2) modify program schedule with attendant changes in time and cost; (3) to include modified and updated information.

By Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted petition to reclassify TV application (Docket 10325; BPC-1003), to state certain radio ownership interests in the City of Tampa and Waupoo Broadcasting Co., Birmingham, Ala., for short period in winter of 1952-1953.

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—To amend application (Docket 10325; BPC-1003) for reclassification as reapplication of KOB Albuquerque, N. M., for extension of SSA (Docket 10323; BBR-627).

By Examiner James D. Cunningham

WABC American Broadcasting—Paramount Theatres Inc.—Granted motion that American Bcstg.—Para- mount Theatres Inc. be substituted as American Bcstg. Co. Inc. (WJC) as respondent in proceeding re application of KOB Albuquerque, N. M., for extension of SSA (Docket 10323; BBR-627).

By Examiner H. Gifford Irlon

WVCH, Charleston, W. Va.—Issued—Upon motion by WVCH, continued indefinitely hearing and consideration of March 25 re application (Docket 10289; BPC-410), for reason that WSGM Huntington, W. Va., has filed application to improve facilities which will be the subject of consideration of application filed by WVCH.

By Examiner K. W. Pearson

KHX, Dallas, Tex., Texas—At the instance of the applicant, it is ordered that all notices to appear in this publication, for the purpose of informing interested parties of the pendency of the proceeding concerning the above application.
Bargain Basement Season

GENERAL MILLS, for some curious reason, seems bent on knocking the props from under radio and television, the media on which it depends most heavily to sell its products. Two GM agencies, Knox-Reeves for Wheaties, Dancer-Fitzgerald-Sample for Kitchen-Tested Flour, are asking station operators to throw away their rate cards and, in effect, to submit bids for the GM business.

Obviously, General Mills will match the results of the agencies' proposals and whenever either gets a better rate the other will immediately demand it. Indeed, under the standard AAAA contract form, a station is honor-bound to offer any reduction given one client to all other advertisers.

The unique thing here is that General Mills is throwing the same bait to TV stations that it is using on AM outlets. If television succumbs to off-the-card dealing at this stage of its youth, there is not much hope for its acquiring stability as it grows older.

It's a truism that in the long run rate cutting benefits nobody. A special deal given one agency never remains a secret for long; other buyers demand better special deals of their own and none of them is happy with what he gets, each fearing that someone else has secured better terms. And when that somebody else is another agency working for the same advertiser, both agencies are bound to be unhappy all the time, not to mention the advertiser who tries to get special deals from stations often, if not usually, finds that what he gets is no bargain. If he takes run-of-station time he finds his commercials aired at times of minimum audience. If he insists on specified times, he gets only the less desirable stations.

For a station, rate-cutting is a short-cut to bankruptcy. One special deal inevititably leads to others and soon no one is willing to buy time at card rate. As suspicion mounts, few buyers will use the station at all if anything else in town is available.

This is not to say that there is no place for extra discounts for large purchases of time. Volume discounts always have had their rightful place in the broadcasting picture. But when a special price for a special package is set, it should go on the rate card immediately and other advertisers, those already on the station as well as prospects, should be promptly notified that the same price is available to them under the same conditions.

"A thing is worth what you have to pay for it" is still a pretty good rule of business for both buyer and seller. Radio, as the fist and only true mass medium, reaching more than 98% of all U. S. homes, farm, small town and big city, is worth more than some buyers, and even some sellers, seem to think.

OUR GOOD neighbor, Canada, has raised the salary of the chairman of Canadian Broadcasting Corp., equivalent to our FCC, from $15,000 to $17,500. No doubt he's well worth it.

Our FCC Chairman draws $15,000—so do other FCC members. We think there's a raise due, maybe for all of our Commissioners, but most certainly for the Chairman who is forced to carry a prodigious load.

Congress, Color & Common Carriers

THE MOST radio-active Congress in history is functioning in Washington. One would judge, from a reading of the legislative calendar, that the solons now are for (or against), by, and of radio and television.

And, depending upon where you sit, the legislative activity is for good or evil. Foremost on the slate, headline-wise, are the color TV investigation and the McCarthy-directed imbroglio over the Voice of America. But more deeply significant and dangerous to our free institutions is the talk about applying the common-carrier concept to the broadcast services. That would mean rate-making. It would place radio and television on a level with the railroads, telephone and telegraph companies and other equipment and communications "carriers."

On the plus side is a new bill by Rep. Kit Clardy (R.-Mich.) to change the law so that all licenses issued by the FCC would be for an indefinite term and subject to revocation (not renewal) by the courts, rather than the FCC. It would place the burden of proof on the FCC, where it belongs, and not on the licensee who now lives by the whim of the regulatory authority and on the slender thread of a three-year license for radio and a one-year tenure for TV. Evident in this unprecedented activity is a contest for leadership in the handling of publicity-packed broadcast investigations. It is between the Senate and House Commerce Committees. Heretofore the Senate has always taken the lead. But this time it's different. While the new GOP Chairman of the Senate Committee (Mr. Tobey) basks in the limelight of his waterfront investigation (TV pickup and all), the new House Committee chairman (Mr. Wolverton) has scheduled hearings to begin tomorrow on color TV. Mr. Wolverton has other plans, too, including the mischievous common carrier concept, network licensing, clear channels, newspaper ownership and trafficking in licenses.

What makes the veteran Mr. Wolverton grasp the common carrier issue is hard to fathom. While he insists he isn't advocating it, the very fact that he raises the question—dormant for years even during the balmy days of the New Deal—is alarming. Mr. Wolverton is the head of a committee organized by the Republican majority. The prime plank in the GOP platform is for less, rather than more, government regulation. It fosters full freedom of the media for the dissemination of information. To control rates is to control the every act of the art or industry. It is one step removed from outright government ownership. Besides, the law governing radio, enacted originally in 1927, and reviewed in almost every Congress since, specifically precludes the broadcast services from public utility-common carrier regulation.

Color TV is a headline hunting perennial. It will be another inquisition into "Who killed cock robin?" It will yield the information that progress has been made, but that color tubes (compatible, that is) can't be produced on a production line basis, that costs would be out of line and that at this stage it would take a junior engineer to tune a set. The effect of the publicity will be to depress the sale of black and white sets and perhaps slow up the inauguration of new stations, notably in ubl.

It was, perhaps, inevitable, that Congressional attention should focus on the broadcast media. The impact of coverage of the conventions and the elections presaged that.

The big danger is the going may get so hot that a move to abolish the FCC by ripper legislation will catch on fire. This would place in jeopardy both the regulated and the regulators.

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Symbol of a way of life

In the rotunda of the Capitol Building in Richmond is Houdon's statue of General George Washington, labelled by historians the most important in the world. Symbol of courage, faith, devotion to the cause of freedom, this memorial (the only one for which Washington posed) is a fit present-day reminder that man's pursuit of freedom is eternal. Among the most powerful weapons of the American way of life is freedom of expression—well served by countless radio and television stations. Among these The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV, are privileged to be numbered.

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WMBG Represented Nationally by The Bolling Company WTVR Represented Nationally by Blair TV, Inc.
Detroiters never had it so good...

A total of 1,355,000 Detroiters are employed... an all-time high! Of this, 736,000 are factory workers—highest figure in the past 8 years, and about equal to the highest in the war years. These factory-employed Detroiters are drawing paychecks averaging over $90 weekly—highest of the nation's major markets.

This all adds up to bank savings that totaled a billion dollars, and retail sales that approached 4 billion dollars last year.

If you've got something to tell and sell Detroiters, you'll always find attentive ears tuned to WWJ... through 1 1/2 million home radios and 1/2 million auto radios. For 32 years, WWJ has been a part of Detroit... for 26 years, WWJ has been an NBC affiliate. And because WWJ has drawn the most ears through the years, it costs you LESS-per-thousand listeners than the average cost of radio time in Detroit.

The time to sell Detroit is NOW... the "time" to buy is on WWJ!