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RADIO—10.4 HOURS

Iowa's 806,000 families spend more than TWICE as much time with RADIO as with all other media COMBINED!

and WHO continues to be Iowa's BEST ADVERTISING BUY!

Send for the FACTS TODAY

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . and that WHO continues to be Iowa's best advertising buy!
Tourists Love Kentucky...
$393,000,000 worth*!

Kentucky has welcomed a steady stream of visitors since the historic visits of Charles Dickens and Louis Phillipe. By 1952 tourist business hit an all-time high with nearly $400 million being spent by tourists in Kentucky. Fostered by excellent roads and splendid state parks, this bonus income benefits farmer and urban business men alike. Already showing an increase of 245% over 1947, this flood of tourist dollars continues to grow. Predictions are that Kentucky's tourist trade will reach the 500 million dollar mark by 1955!

*Estimated from surveys by Kentucky Division of Publicity.

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

—"Benson and Benson"
we
can’t
remember . . .

a better December
or November for that matter.
WTRY's local sales in November and December were the highest in the station's history.

IN FACT, WTRY'S LOCAL SALES IN 1952 WERE 22% GREATER THAN 1951.

for the station with the
greatest local acceptance
Use WTRY

ALBANY - TROY - SCHENECTADY
980 - CBS - 5000 WATTS

represented by HEADLEY-REED
KRLD RADIO...50,000 WATTS

Tops Them All

KRLD DALLAS

Delivers

First Place Shows Evening

6 out of 10

First Place Shows Daytime - 5 Days

6 out of 10

First Place Shows Saturday and Sunday - Daytime

7 out of 10

That is why

KRLD

is your best buy

The Branham Company, Exclusive Representative

Exclusive Outlet for CBS Network Programs for the Dallas and Fort Worth Areas.

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

Broadcasting * Telecasting

Page 4 • March 30, 1953
WHEN PRESIDENT Eisenhower last week named Edward F. Howrey, new appointee, as chairman of Federal Trade Commission to succeed James M. Mead (who remains), it was generally assumed he would follow the same procedure on FCC with John C. Doerfer, Wisconsin Public Service Commission chairman, slated for chairmanship, but that isn’t necessarily so. Mr. Doerfer did not discuss FCC chairmanship with White House authorities prior to his appointment (see editorial, page 122).

TO BE uncorked at NARTB Convention in Los Angeles next month will be Philco’s new 16 mm film scanner described by those who should know as “revolutionary.” It’s said to improve quality by about 50% and it is easily adapted to color by simple process of changing head.

WITHIN NEXT month FCC may complete plans for holding hearings on specialized FM services, such as Storecasting, Transit Radio, etc., to ascertain whether they conform with rules as broadcast services. It’s possible that pay-as-you-go television also may be drawn into this hearing orbit since issues are related on question “what constitutes broadcasting?”

RECENT VISIT of RCA-NBC Chairman David Sarnoff, RCA President Frank Folsom and top NBC executives to NBC Central Division facilities had more than routine significance. NBC Chicago was asked to justify its TV talent origination as part of overall reappraisal that also includes New York and Hollywood. NBC Chicago officials put together hour-long kinescope presentation showcasing local talent.

FIRST OFFICIAL move of FCC in modifying its procedures under final TV allocations report expected to give big markets now under-served first break in hearings. Hence such markets as St. Louis, Kansas City and Miami will move to head of list rather than way down line.

AFTER SUDDEN call from Chmn. Chas. A. Wolerton of House Interstate & Foreign Commerce Committee, FCC met in extraordinary session Friday afternoon to discuss its testimony before committee on color TV issue tomorrow (Tuesday). Mr. Wolerton said committee desired to have Commission respond to questions raised on color (see story, page 54). It’s good guess that FCC won’t move on approval of another color system except along lines of its original procedure requiring field testing and meeting of minimum criteria.

THAT PLANS for separation of Voice of America and related international information activities are well underway reflected in high-level meetings in Washington last week at call of President Eisenhower’s psychological warfare chief, C. D. Jackson. U. S. Advisory Commission had recommended separate agency of government, possibly of cabinet rank, and sentiment generally favors this. April 15 reportedly is deadline of Jackson group, to beat anti-Voice forces to punch, what with five Congressional committees investigating IAA. Truman budget of $135 million also slashed to $80 million, with further cuts in sight. (Last year it was $88 million.)

CHICAGO UNLIMITED, organization devoted to promoting radio-TV business and origination, shopping around for top-level liaison man to sell agencies and advertisers on getting advertisers to place business there.

SHORTLY TO be announced will be election of John W. Steen, Westinghouse Radio Stations Inc. attorney, headquartered in Washington, to board of directors. He will succeed A. W. Robertson, chairman of finance committee of parent Westinghouse Electric Corp., who gradually has been shedsding responsibilities. Mr. Steen joined WRS in 1944.

CAMPBELL’S Pork & Beans, through Compton Adv., New York, planning to increase frequency of its spot announcements as much as 50%, effective April 20th, in number of markets.

WISCONSIN stations now participating in Chicago Cubs Midwest Baseball Network will continue through 1953, but probably switch to Milwaukee Braves next year. Network covers 15 stations, with WIND Chicago originating. Liggett & Myers Tobacco Co. (Chesterfield cigarettes) sponsors radio broadcasts. Miller Brewing Co. will sponsor Milwaukee Braves on radio this year, with possible regional network originating station not yet announced.
...not just market data

WGAL-TV

Lancaster, Pa.
WGAL-TV viewers support Mr. Channel 8, symbol of WGAL-TV's increased power, in his market claims. Although mail comes to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map...its viewers from Harrisburg, York, Lancaster, Reading, and Lebanon did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV.

Mr. Channel Eight

WGAL

Represented by MEEKER

AM FM TV

A Steinman Station
Clair E. McCollough, Pres

New York Chicago Los Angeles San Francisco

March 30, 1953 - Page 7
MEMO FROM TODD STORZ

It'd be quite a story if we could tell it — but the sponsor says "No!"

You see, radio KOWH was one of 11 key stations selected by CENSORED Incorporated for a test campaign to see if radio could up their sales of CENSORED magazine.

Careful records were kept and a check on the efficiency of the stations used in each market area, and the pilot stations were rated as to the results they obtained per advertising dollar. Of course the results served to back up KOWH's contention that there's nothing better than first place (the only place where they're willing to occupy).

Your "rainbow-plots-in-the-act" station again nabbed down the number one spot when, all by its lonesome, it secured a better than eight per cent sales increase for CENSORED in the Omaha, Council Bluffs area!

Too bad we can't tell folks about it — it makes quite a story!

GENERAL MANAGER, KOWH

Someday, if you twist our arm hard enough, you might force us to leak the scoop — but remember, we're not promising a thing!
CBS-TV Basic On New Rate Card

CBS-TV issued new rate card Friday, effective April 1, which raises number of basic interconnected ("must buy") affiliates from 30 to 33 and provides reduction in Saturday afternoon rates but does not call for any station rate increases not previously announced. New card (No. 9), supplementing one effective last Dec. 1, covers 100 affiliates, of which 82 are interconnected.

Saturday afternoon rate reduction accomplished by making Class A rates no longer applicable to those periods. Class C rates, which currently end at 1 p.m., extended to 2 p.m. local time, and Saturday 2-6 p.m. periods put on Class B rates. Increase in basic interconnected group accomplished by promotion of WHBF-TV Rock Island from supplementary group and by addition of two new stations: KGUL (TV) Galveston (see story page 69) and KTNT-TV Tacoma. Notice of new card being sent to advertisers and agencies by William H. Hylan, CBS-TV sales vice president.

TV Network Officials Ponder $5,000 Fight Levy

TV NETWORK authorities Friday pondering possible effects of decision of International Boxing Managers Guild to demand minimum of $5,000 fee for each fight in main bout on network TV, plus reduction of number of TV "fight nights" from six to four per week, effective June 15.

Chris J. Witting, managing director of Du-Mont, commented briefly as he knew only "what was in papers." He sees possibility of boxing promoters "outpricing themselves" if flat fee is charged for each boxer on network telecast, recommending graduated scale with lower sum for beginners and non-draw names. Whether sponsors would sit still for higher costs would depend on caliber of fight, he said. Du-Mont pays $8,000 weekly for Monday night package from Brooklyn's Eastern Parkway arena, with $3,000 each for boxers and $2,000 for promoters.

Other network officials did not comment on Guild's decision. IBMG's stand was voted by delegates to Guild general meeting in New York Thursday and was based largely on theory that fighters are underpaid; that TV has reduced number of fights in year, and that if figs are bad showing in bout that is telecast, then his reputation is damaged, he has hard time getting further matches immediately and should be compensated. Guild secretary-treasurer Bill Daly was quoted as saying ruling would be strictly enforced, with member-violators to be "kicked out of the Guild and boycotted."

Demanded $5,000 minimum said to be considerably larger than fighters have been receiving from network TV except in championship or prestige bouts. Usual payments said to range from around $1,500 to $3,500 or $4,000.

CLIMAX NEAR IN COLOR TV HEARING

CONGRESSIONAL hearing on color TV came closer to climax Friday when Rep. Charles A. Wolverton (R-N.J.), chairman of House Commerce Committee, announced that FCC officials would be interrogated tomorrow (Tuesday) instead of after Easter recess as previously planned (see story page 54).

Friday session saw Dr. W. R. G. Baker, GE Electronics Department vice president and chairman of National Television System Committee, appeal for time to complete compatible NTSC field tests. He asked that FCC recognize and support NTSC program and upon completion of tests that Commission adopt NTSC system. He urged that FCC permit colorcasts during regular program day instead of confining test periods to "off-hours."

After completion of field tests, NTSC will petition FCC to adopt standards. Dr. Baker said. In statement issued Friday, Philco also announced that it would petition for adoption of NTSC standards following tests. Earlier in week, RCA had said it would ask FCC to adopt NTSC standards.

NTSC was close to complete standards in Spring 1952, Dr. Baker revealed, but signals failed to work with "few hundred thousand" early model receivers still in use. He also told of writing FCC Chairman Paul A. Walker in December 1952, asking that FCC "invite" NTSC to demonstrate system. Chmn. Walker replied Commission could not act without petition, Dr. Baker said.

Color TV is from 9 to 15 months away, Dr. Baker said. He said 18 different "prototype" compatible color TV receivers had been tested with NTSC signals last week, all operating "very well indeed."

Standards evolved by NTSC—comprising 200 engineers from 28 member companies—are broad enough, Dr. Baker said, to provide for free competition among set makers and advances in technology of color TV. He said he believes that RCA and Chromatic (Lawrence) tri-color tubes are most promising, but held out possibility third tube, combining best of these two might appear.

Heated implication that manufacturers engaged in "spreading of untruthful and false advertising" in color receivers on FCC-approved field sequential system—as charged earlier this month by Sen. Edwin C. Johnson (D-Colo.) (B&T, March 16)—made by Rep. Carl Hinshaw (R-Calif.). He virtually charged that industry waged "insurrectionary fight" against FCC by not falling in line. Dr. Baker denied this and Rep. Wolverton called attention to 1951 FCC color order which held door open for other color systems.

Remarks of Rep. Wolverton that CBS acknowledged deficiencies of field sequential system—made during Friday's meeting—brought immediate telegram of denial from CBS President Frank Stanton. Mr. Stanton said he felt CBS system still "best, most workable and most economical color system."

Deny WLEX Injunction

TEMPORARY injunction denied Tuesday by circuit court in Lexington, Ky., where WLEX sought it as replacement for restraining order issued against WVLK, both of that city (B&T, March 16). WLEX charges WVLK with "fraudulent" and "false" advertising claims, alleging $5,500 damages and sought an injunction before civil trial begins. Court ruled temporary injunction was not necessitated because many of challenged WVLK scripts had been completed.

Civil action began in Fayette circuit court the night before which WLEX petitioned FCC to open WVLK's upcoming application for license renewal so opposing arguments could be filed.

• BUSINESS BRIEFLY

RETURN TO SPOT—Wildroot Co., Buffalo, planning to return to spot announcement radio campaign effective Sunday in number of markets. Agency: BBDO, N. Y. Advertiser also sponsors two Mutual network programs.

CORNETFIT ACTIVITY—Some spot activity in radio is expected to pop soon for General Foods' Cornetti. Agency: Young & Rubicam, N. Y.


SINGER SPONSORS—Singer Sewing Machine Co., N. Y., will sponsor Singer Four Star Playhouse every week, instead of alternate weeks (CBS-TV, Thurs., 8:30-9 p.m. EST), effective Sept. 24. Contract, placed through Young & Rubicam, for 52 weeks.

WESTERN UNION ON RADIO—Western Union was to start sponsorship of Telegrams For You last night (Sunday) on ABC Radio (8:55 p.m.), in what was said to be its first use of network radio. Agency: Albert Frank-Guenger Law, N. Y.

MUSICAL SPOTS—Phil Davis Musical Enterprises signed by C. L. Miller Co. and Corn Products Refining Co. to originate and produce musical commercial for Niagara Instant Cold Water Starch, which is planning southern regional spot radio campaign.

at deadline

March 30, 1953 • Page 9
DETROIT'S BASEBALL
DOUBLE HEADER

BATTING 1000 ON TIGER GAMES IN '53

WJBK-TV
CHANNEL 2

ON TV... IT'S WJBK- TV EXCLUSIVELY
for all 35 Televised Tiger games

WJBK
1490

ON RADIO... IT'S WJBK, KEY STATION
for the largest independent baseball
network ever created, bringing sports
fans every Detroit Tiger game, night
and day, at home and away (108
day games, 46 night games), all broad-
cast by Detroit's favorite sportscasters,
VAN PATRICK and DIZZY TROUT.

HIT A HOMER!

DOUBLE YOUR SALES IMPACT
IN DETROIT HOMES!

Buy the stations that are tops with
sports fans in the nation's hottest
sports town... tops in programming
... tops in sales results. Baseball
coverage alone is reason enough
why WJBK and WJBK-TV are radio-
TV buys you can't pass by!

STORER BROADCASTING COMPANY
National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY
Three New Mergers; Other FCC Actions

MERGERS of competitive TV applicants for uhf Ch. 27 at Rochester, N. Y., and uhf Ch. 6 at Duluth, Minn.-Superior, Wis., reported in filings at FCC Friday, along with bids for new TV stations in three other cities.

General Valley TV Corp., Rochester, owned 100% by Schine Chain Theatres (55% owner WPTR Albany), amended to transfer half interest to Ch. 7 competitor WNBC Rochester, latter dropping its application.

Congressional plan proposed at Duluth-Superior, where WDSM Superior and WREX Duluth are already in hearing for Ch. 7 Lakehead Telecasters Inc., whose principals own WREX, petitions for dismissal of its bid. Its owners seeking option to purchase 48% holding in Ridson Inc., competitor for Ch. 8 and licensee of WDSM. Hearing status would be retained, thus preventing new conflict from another applicant. Ridson Inc. would prosecute its TV bid, but would transfer WDSM to Lake Superior Broadcasting Co., WREX licensee, and Ridson Inc. principals would buy majority interest in Lake Superior Broadcasting. WREX temporarily off air, would be stopped. ABC affiliate, WDSM is assigned 5 kw on 716 kc. directional night. WREX, Mutual outlet, is assigned 1080 kw, 10 kc day, 5 kw directional day and night.

New TV applications:

Mt. Pleasant, Mich.-Paul A. Brandt, owner WBBF Battle Creek and WBBM Big Rapids, seeks uhf Ch. 47, ERP 21.69 kw visual and 10.85 auural, antenna 314 ft. above average terrain, Ashville, N. C.-Ashville-Citizens Times Co. (WBOK); Mt. Airy, N. C., ERP 9.22 kw visual and 28.11 kw audio, antenna 985 ft. WDSM-Duluth, WREX Duluth, and WSOA Wausau, seek from 1079 to 1101 kc.

Dismiss TV Bids

WSMB New Orleans dismisses its bid for uhf Ch. 32 because United Paramount Theatres, 50% owner, acquired five-station maximum in merger with ABC [4B, Feb. 16]. Action eliminates contest on Ch. 32 for bid of Community TV Corp. (WBOK principals are part owners), newly amended to switch from uhf Ch. 26.

Westinghouse Radio Stations Inc., purchaser of WPTZ (TV) Philadelphia for $8.5 million from Philco Corp., dismisses bid for uhf Ch. 27, free competing fee of WKDM Camden.

Asks Conditional Grant

KOAT Albuquerque, uhf Ch. 7 applicant in contest with Greer & Greer, asks FCC for conditional grant pending hearing, charging bids of its competitor is defective since overlap would occur with new Greer grant (KTVK) on Ch. 2 at Santa Fe.

Seek New Channel

Allocation of uhf Ch. 2 in area of Montgomery and Handley, W. Va., asked of FCC by WTIP Charleston, W. Va., and WMON Montgomery. They plan joint TV bid.

Deny Strike Threat

SPOKESMAN for International Alliance of Theatrical & Stage Employees (AFL) denied Friday that union had threatened to strike against television networks with respect to jurisdiction of front and rear view projector operators employed in NBC and CBS-TV. Unbundled question at NBC-TV involves IATSE and National Assn. of Broadcast Engineers & Technicians; CBS-TV, IATSE and International Brotherhood of Electrical Workers. Both cases referred to NLRB for ruling.

PARADE COVERAGE

CBS-TV and NBC reported Friday they are still seeking sponsors for their coverage of Easter parade in New York, and ABC-TV's program has been sold on local co-op basis by five of 11 stations that thus far have contracted for coverage. ABC-TV and CBS-TV have scheduled Easter Parade programming from 1-2 p.m. EST, and NBC, 12:30-1:30 p.m. Easter Parade last year was sponsored over NBC by Pepsodent Div. of Lever Bros., NARTB General Tire & Rubber Co., over CBS-TV by Susquehanna Waist Co.

Barrett Urges Watchdog

EDWARD W. BARRETT, former Assistant Secretary of State for Public Affairs, recommended Friday to Senate Foreign Relations Subcommittee that joint Congressional committee, such as Senate-House Atomic Energy Committee, be established to watchdog International Information Service. In apparent reference to charges aired before Sen. Joseph R. McCarthy's Permanent Investigation Committee, Mr. Barrett said, "There is little basis for the recently headlined and well-rehearsed allegation made elsewhere by a handpicked group of disgruntled and frightened little men."

Lucy First for Year

FOR SOLID YEAR, I Love Lucy has out-ranked all other network shows on ratings and number of viewers, American Research Bureau reports. Lucy has been No. 1 in popularity for nine consecutive months, exclusive of summer hiatus. Two competing shows, Comedy Hour (NBC) and Toast of the Town (CBS), hit their highest audience ratings in both February and March. In both in the 10 for the first time together, ARBI survey for that month shows.

Street Elected ABA Head

MALCOLM STREET, WHMA Anniston, elected president of Alabama Broadcasters Assn. at two-day meeting ended Friday at Florence. J. Dige Bishop, WCTA Andalusia, elected vice president and Richard D. Biddle, WOWL Florence, secretary-treasurer. Ralph W. Hardy, WNBF Knoxville, Tenn., was elected president, address ABA on government's attitude toward broadcast regulation.

United Broadcasting Enhances

COMPLETION of motion picture-TV-industrial film division and appointment of film staff announced by William L. Klein, president of United Broadcasting Co., for his firm. Firm will be known as United Film & Recording Studios after April 1. Appointments involve Arthur E. Haug, photography director and Frank W. Richter Jr. as chief engineer.

J. Walter Thompson Moves

WASHINGTON office of J. Walter Thompson Co. has moved from Washington Star Bldg. to 1737 De Sales St., N. W.
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*Reg. U.S. Patent Office
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In Jackson, Mississippi's Capital, It's...

WJTV
CHANNEL 25

Mississippi's
ONLY
Television
Station

Central Mississippi—one of the nation's fastest growing markets—watches its ONLY TELEVISION STATION, WJTV... and what it watches, it likes!

Live local programming? Yes! Although it hit the air only a few weeks ago, already WJTV is programming both live local and interconnected network from ten o'clock in the morning through to midnight. And the live programs it's producing... with multiple-camera operation... number more than 20 per week! A full time, fully staffed station, operating in one of the most modern RCA-equipped television studios in America, WJTV is giving Mississippians intelligent, adult, smooth performance. And Mississippians are giving WJTV a rebel yell of enthusiastic approval.

Proof of their enthusiasm is the increase in number of sets. An RTMA county-by-county survey of the area showed around 7800 sets in the area 10 days after WJTV began operations. But a count derived from a survey of distributors and leading dealers... only nine weeks after WJTV began operations... was 13,426.

There is no controversy about UHF down here. It's television... it's WJTV television... it's UHF INTERFERENCE-FREE PICTURE WITH VHF COVERAGE... and the thousands of viewers in the Central Mississippi market love it.

Almost double... and the number is increasing every day.

Take a look at our coverage, too. We are happy to quote from the following unsolicited letter:

We feel that your station is delivering quality television signals, with coverage comparable to VHF stations that have been established for many years... Your present coverage of fifty miles radius from Jackson is more than we had anticipated.

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

John Rossiter, Manager
CBS PRIMARY AFFILIATE NBC... DUMONT... ABC

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

Broadcasting • Telecasting
Only ONE can be FIRST and in Houston it's KPRC-TV
first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

Channel 2 - Houston

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY AND CO.
40,000 square feet of completely air-conditioned floor space

3 LARGE TV STUDIOS
- A garden studio for outside shows
- An audience-participation studio seating 200 people
- 4 radio studios
- Doorways in all television studios, large enough to admit automobiles
- 3 rear screen projectors—one for each studio
- 12 microphones in each studio
- 3 film previewing studios
- Viewing booths over each studio
- Complete audition facilities
- Separate controls for directors and engineers
- Three "memory booths" for announcers and actors
- 4,000 square feet of prop room space

**KPRC-TV** will telecast with 65,000 watts of power with a new amplifier until June, when it will increase its power again to maximum power of 100,000 watts on Channel 2.
THE PARROT

Program: Armstrong Circle Theatre, Tues., March 31, 9:30-11 p.m. on NBC-TV.
Sponsor: Armstrong Cork Co.
Composer: Darrell Peters.
Conductor: Darrell Peters.
Librettist: Frank P. De Felitta.
Cast: Jo Schillig, Marden Rate, Chester Watson, Shannon Bell, Robert Hol-land, Michael Pollock and a parrot.
Two-Piano Accompaniment: Bernard Gab-riel and Marion Machine.
Director: Garry Simpson.
Producer: Hudson Faustett.

MUSICAL drama as an art form has been conspicuous by its absence in our video world. Except for seasonal performances of Amahl and the Night Visitor, which NBC commissioned Gian Carlo Menotti to write two years ago, opera has not been tapped as likely television fare. But last Tuesday, Armstrong Circle Theatre took an experimental plunge and presented a half-hour comic opera in English. "The Parrot" concerned itself with a bird that had inherited a fortune and along with it the contempt of three slighted relatives of the deceased.

This was an ambitious undertaking in any man's language and as an experiment it was an interesting show. Although the story line of the piece itself was not adequately developed—only the music form which it illustrated certainly has a place in television programming if composers familiarize themselves with the framework of the medium and work within it as dramatists have done.

Fact gets along better with a stopwatch than does fantasy. It's a wise librettist who sticks to a simple plot. Because of the complications which this particular story implied, "The Parrot" more closely resembled an outline of a larger work than an opera complete in itself.

Two pianos were used in the production in place of an orchestra. The chief merit of "The Parrot" was its score. The pianists didn't dominate the actors or the story but supported them—a pleasant change from the often overdone clashing cymbals and rolling drums of classic opera.

ACADEMY AWARDS

Simulcast on NBC-AM-TV March 19, 10:30 p.m.-12 midnight.
Sponsor: Colgate Palmolive-Peet Co.
Producer: Robert Welch.

IT IS doubtful that any known standards of criticism apply to a television what-is-it like the presentation of Hollywood's Academy Awards, an interminable parade of actresses and actors stepping up to eulogize one another, an as-signment that obviously strains every re-source in make-believe.

The program would probably have escaped notice here had it not contained a commercial which, while of interest to script and execution, must be acknowledged as being as persuasive as any seen on the screen.

It was a commercial for RCA Victor television sets. An announcer appeared in two images, each qualified by the characteristic shape of an RCA receiving set screen. He pointed out that one indeed was an RCA set and the other was merely a screen-shaped hole in which he was actually appearing. The challenge, of course, was to distinguish which was the image on the set and which was the one being directly shot by the TV camera. At the end of the commercial he put his arm through the empty frame. Until that moment, this viewer had been unable to decide which "screen" was which.

It would be hard to beat that as a demonstration of picture clarity. If an adequate audience stayed around that far through the program, RCA Victor probably got its money's worth out of this extravagant production, for which the sponsor paid the movie academy $100,000 for the privilege of promoting films.

COMEDY STARS, who usually alternate on Colgate-Palmolive-Peet's Colgate Comedy Hour every Sunday evening on NBC-TV, got to together on March 22 to stage a super-production for the series' 100th telecast. This seemed a happy enough idea. After all, it isn't every day that Bob Hope, Eddie Cantor, Abbott & Costello, Donald O'Connor and Martin & Lewis face the same cameras on the same hour-long show. But the outcome was something of a letdown.

Each of these stellar comic attractions was allotted a certain time to set up in the brand of comedy at which he was most proficient. No attempt was made to relate these segments to one another or to the show as a whole.

The ball started rolling with Bob Hope and his 10-minute gag summary of his success in the motion picture industry. He sang a few songs too—one a parody on "Buttons and Bows" which he didn't bother to commit to memory.

Eddie Cantor, who launched the Comedy Hour in 1950, was back for the anniversary doing a skit in which Maxie the Taxi and Abraham Lincoln had a teet a teet on democ- racy and by-products thereof. "Message" comedy—and apparently there is such a thing—is hard to bring off. But no matter how you slice it, Mr. Cantor has a charm all his own with an Irving Berlin song. The three he did on Sunday's show accounted for some of the brighter moments on the program.

Abbott & Costello went through their usual "what's on first" routine. This time the situation involved a boxer and his trainer but the jokes had a familiar ring.

Donald O'Connor seemed to have a better time than his fellow players and as a consequence his stint was far more entertaining. When this man sings or clowns or does both at the same time, he enjoys himself—a must in show business.

Just to make sure you didn't go away relaxed, Dean Martin and Jerry Lewis appeared to wind up the celebration—and wind it up they did with their usual bang.

This anniversary telecast, which climax-ed $14 million worth of entertainment provided by Colgate-Palmolive-Peet since the series be-
WVOK gives you

*16,270 MORE RADIO homes
than the NEXT TWO BIRMINGHAM
stations combined

<table>
<thead>
<tr>
<th>STATION</th>
<th>Average Daily Radio Homes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>WVOK</td>
<td>303,430</td>
</tr>
<tr>
<td>&quot;A&quot;</td>
<td>149,530</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>137,630</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>135,910</td>
</tr>
</tbody>
</table>

*These figures are from the Neilsen coverage survey and represent average daytime radio homes.

690 KC

Birmingham, Alabama

Call Collect: Ira Leslie—WVOK National Sales, Birmingham 6-2924

RADIO REPRESENTATIVES, INC. • New York, Chicago, Hollywood
MAN, would have been a more notable event had the stars shelved their usual routines and worked together as a cast in a single production. As it was, the Comedy Hour pledged along in a disconnected slowly-paced fashion. It lacked the over-all polish expected of professional showmen. Pound for pound the show was about as light and palatable as the mammoth cake made out of soap which had been whipped up to feze the program, its producers and its stars.

**BOMB TARGET, U.S.A.**

CBS Radio, 9-10 p.m., March 20.

Narrator: Arthur Godfrey.

Commentators: Charles Collingwood, David Moore and Peter Hackes.

Producer: Irving Gitlin.

Supervisor: Stuart Nevins.

Original Music: Ben Judlos.

Musical Conductor: Alfredo Antonini.

THE need for preparedness in civil defense organizations was vividly underlined in CBS Radio's full-hour documentary, Bomb Target, U.S.A., tape recorded at more than 100 key points across the country and presented March 20.

The program was a formidable task, and its result deserves tribute to CBS Radio's officials and a staff of 31 newsmen. It had some of the best elements of drama—suspense, pathos, humor, and tragedy. And in the best documentary tradition, it presented facts and figures, opinions and viewpoints from civil defense officials throughout the country, Army and Navy authorities, and the little guy in the street who is doing his share toward making his country safe.

The program built up excitement as CBS correspondents Charles Collingwood, David Moore and Peter Hackes, aboard a B-29 simulat-

ing attacks on New York, Chicago, and San Francisco, reported their progress toward their "targets" as radio, ground observer, anti-aircraft, and jet interceptor flight plane units went into action "against" them.

If any criticism can be directed toward such a laudable project, it is that an hour is too long to sustain audience interest. In view of the subject matter here, this criticism might more properly be directed against the public. But as narrator Arthur Godfrey called in officials and volunteers throughout the country, the listener may well have tended to lose contact with the central dramatic motif—the bomb attacks.

Though a half-hour program might have necessitated the elimination of much authoritative testimony, it should have brought more sharply into focus the message that many localities are not prepared, and that "it" could happen here.

**BOOKS**


PUBLISHED by the United Nations Educational, Scientific & Cultural Organization (UNESCO), this paper-bound booklet is described as a preliminary and provisional report, for the benefit of UNESCO member states who plan to develop TV, on the U. S. television system's experiences in the interests of education, science and culture. Chapters on television discuss the U.S. system, audience and effects, network educational policies and practice, TV at colleges and universities, TV and schools, research findings and conclusions.
THIS is the life story of 3 of numerous Federal power triodes used by the Canadian Broadcasting Corporation at station CBX, Lacombe, Alberta: Since October, 1948, to recent date, these tubes have served for 69,000 hours. Both F-9C31's appear to have full emission and capability of many more hours. The F-9C29 — used in modulator unit — is on standby after 21,015 hours.

Behind the long performance of these 3 tubes is Federal's pioneering in the multi-strand thoriated tungsten filament, which permits hairpins to expand individually... eliminates stresses which might be conducive to filament warping.

Cathodes of this type provide lower operating temperatures... keep components cooler, more durable. Because less filament power is consumed, tube life is longer... operating costs are lower. The power saved per-tube-per-year equals the price of a new tube!

For full information on Federal's F-9C31 and F-9C29, or Federal quality-controlled tubes of any power output, write Dept. K-119

Federal always has made better tubes"
AT Beltone in Chicago, radio is being used to reach the hard-of-hearing at the direction of a dynamic but self-effacing man, a would-be lawyer turned salesman. He is 40-year-old David Barnow, general sales manager of Beltone Hearing Aid Co., which has mushroomed to leadership in its field in the comparatively short span of 13 years. As sales chief, Mr. Barnow also doubles in advertising, handling radio and other media allocations.

It is no accident that Beltone is perhaps the first hearing aid firm to buy a full half-hour network program—or that it spends more on radio than all such enterprises combined in the industry. Mr. Barnow has been sold on radio because, as he puts it, "Radio has paid for itself a thousand times over—in point of response and sales—radio has sold itself."

Last year Beltone spent approximately $1 million on all advertising, with perhaps another $250,000 at the dealer level. The recent purchase by Beltone of Life Begins at 80 on nearly 110 ABC radio outlets points up Mr. Barnow's conviction about radio. The program represents an expenditure of more than $350,000 in production alone, not counting time charges.

Show Starts April 8

Beltone has purchased Life Begins at 80 on an alternate week basis for 26 weeks starting April 8. Mr. Barnow reasons:

"What better program to reach the market we're interested in? We know that it has a certain appeal for oldsters and they, having purchased our product, will convey their satisfaction to their friends."

Beltone originally purchased a one-time shot of Life for March 25, using it as a test vehicle. Tracing Beltone's growth—and not incidentally his own philosophy—Mr. Barnow says:

"In advertising, we believe we've been the dominant factor in the hearing aid business. We have averaged better than $1 million a year for the past eight years, with the last few years ranging closer to $1.25 million in both national and local advertising..."

If Beltone is one of the outstanding success stories in American business, Mr. Barnow rightfully can claim a large share of credit.

A native Chicagoan, Mr. Barnow was born on Christmas Day 1912. He got his educational grounding at Northwestern U. and set out to learn law at the John Marshall Law School. Finding himself afflicted with a kind of double-vision, he turned away from law and into commerce.

Insurance Salesman

His first sales experiences were as sales correspondent for a music publisher and as agent for Real Silk hosiery. In 1936 he joined the A. B. Kimball Co. (pianos) as a salesman. Insurance seemed a good field to try, so Mr. Barnow became associated with Connecticut Mutual Life Insurance Co. He built an enviable sales record and branched out as an agency supervisor. He received the degree of Chartered Life Underwriter—highest achievement in the insurance field.

His affiliation with the newly-formed Beltone in July 1943 stemmed from a family connection. His sister, Fay, is the wife of Samuel Posen, who founded the firm in 1940. Mrs. Posen checks advertising copy, but the overall advertising—plus important distributor relations—are supervised by Mr. Barnow. He deals directly with Olian & Bronner, the advertising agency which handles the Beltone account.

This distributor relationship is not to be minimized for around this liaison with the field—and the loyalty of distributors—Beltone has built a solid advertising program—attributable in no small measure to Mr. Barnow's friendly working relations. Distributors in turn buy radio time to buttress their local campaigns.

Looks for Two Factors

Riding herd on advertising allocations, Mr. Barnow looks for two factors: Hard-of-hearing prospects who actually will write in for further information, and sales volume. Radio fulfills both requirements satisfactorily, Mr. Barnow feels.

Mr. Barnow and his wife, Ruth, have three sons, Bruce, Barry and Phillip. He is a vice president and board member of the American Hearing Aid Assn. and immediate past chairman of the board of governors of the Hearing Foundation.
In Which Algy writes to . . .

Mr. MacDonald Dunbar
Ted Bates, Inc.
New York City

Dere Mac:

Spring sure is here in th' hills which
now look mighty purty in green. Spring
also starts them long trains of coal
headin' fer th' Great Lakes and keeps
our people busy producin' and haulin'
it. When th' work gets hot and heavy
down here, our people know how to keep
Kool 'cause they hear all about them
fine cigarettes on WCHS with 5,000 on
Kool, coal and chemicals and lumber,
580. Coal and chemicals and lumber,
etc., all make money fer our WCHS
listeners and I've heerd tell thet WCHS
sure makes money fer its advertisers.
I guess thet's 'cause WCHS has more
folks listenin' then any other station
in th' state.

Yrs,

Algy

WCHS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company
West Virginia's Leading Advertising Medium

March 30, 1953 • Page 21
Now in Operation in Iowa's Largest TV City:

KVTV ... SIOUX CITY, IOWA
A Cowles Station with the same top management as WNAX-570, Yankton-SiouxCity

Serving 31 prosperous counties in Iowa, South Dakota, and Nebraska

Facts about the station
- Programming started March 29:
  - VHF, Only station in the market.
  - Affiliated with CBS, DuMont.
  - Interconnected for live network programs.
  - Power: Video—28,950 watts; audio, 15,600 watts.
  - Antenna height: 705' above average terrain.

Facts about the market
- Retail sales $607 million; population 555,000;
- Families 164,000; buying income $770 million.

TV sets in area
- 37,097 as of January 30 (RTMA).

KVTV SIOUX CITY, IOWA

National Representative, The Katz Agency
WILLARD W. HANES, in charge of all West Coast originated radio and TV shows for Campbell-Ewald Co., Hollywood, is currently involved in handling the NBC-AM-TV Dinah Shore Show for Chevrolet Motor Div. of General Motors.

Mr. Hanes, who comes from the East, followed a path to the West as a result of a restlessness and a desire to try something new and different.

Born in Buffalo ("never mind when"), he decided after working in a bank for three years that it was no kind of life for him. Heading for Colorado Springs, because a friend said it was a nice place to go, he went to work for the Chamber of Commerce as assistant manager. During the next 13 years he worked on such events as community rodeos and air meets.

There in 1936 Mr. Hanes met the colorful and wealthy Spencer Penrose, who owned and operated the Broadmoor Hotel. He joined forces with Mr. Penrose as manager of the rodeo staged during the Will Rogers Shrine dedication. He added the managerial duties of a stadium and indoor ice rink, and assisted in the promotion and advertising of the hotel itself. Mr. Hanes developed an amateur national collegiate hockey association and started the national figure skating championships held in Colorado Springs.

Joined KMPC in 1943

Mr. Hanes arrived in Hollywood in 1943. For the next three years he directed publicity-promotion-advertising for KMPC. A photographer by interest, Mr. Hanes made it pay by joining Campbell-Ewald's Los Angeles office in 1948 to do picture stories for Chevrolet's Friends magazine.

This activity led to buying radio time for local Chevrolet dealers and writing some commercial copy. The agency made its first West Coast entry into TV for Chevrolet Dealers of Southern Calif. in February 1950, with Triple Feature Theatre on KECA-TV Los Angeles.

Late in 1951, Chevrolet placed Dinah Shore on NBC-TV for two quarter-hours weekly, and he was assigned to the show's commercials. Now Mr. Hanes has charge of that program and the radio version which Chevrolet has added to its sponsorship.

Three years ago Mr. Hanes walked into a camera shop to pay a bill, met the office manager, Sunny, and shortly thereafter married her. They make their home in suburban Westwood.

• Millions had heard about it—millions had read about it—but until this year, relatively few Americans had actually seen New Orleans' famed Mardi Gras.

• When WDSU-TV—Louisiana's first television station—beamed the first network telecast of this colorful spectacle to the nation, it scored a solid hit. The results were mildly sensational—with audience ratings for the entire sixty minute period showing unusually large gains. Reviews in leading papers throughout the country echoed audience reaction by praising the excellent presentation of this local celebration to a national audience.

• Write, Wire or Phone BLAIR-TV!
A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

with all the
Money-Saving and Design Features
you have looked for!

500 WATTS

50 KILOWATTS

S-E 50 KW Amplifier

STANDARD ELECTRONICS CORPORATION
285-289 Emmett Street
Newark 5, N. J.

I would like more information on the Standard Electronics Add-A-Unit TV Transmitter.

VHF ............ UHF ............ Amplifiers ............
Name ............ Title ............
Address ............
City .......... Zone .......... State ............

FILL IN COUPON AND RETURN TODAY
Put You on The Air QUICKER!

MINIMUM STATION PACKAGE
Get on the air quickly, inexpensively with Standard Electronics Minimum Station Package. Depending on your channel allocation, order a 500 watt VHF or 1KW UHF transmitter, a high gain antenna, sync generator, monitoring equipment and a film system.

EXPANDABLE
The minimum station package can be expanded without scrapping a single piece of equipment, when you are permitted to increase power. Simply add S-E Add-A-Unit amplifiers for higher power even up to 50 KW output.

TRANSMITTER
Basic VHF unit is the 500 watt visual and 250 watt aural unit; basic UHF is 1,000 watts visual and 500 watts aural—a complete self-contained transmitter, in either case.

INCREASED POWER
Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 60KW without scrapping a single piece of equipment.

VERSATILE
S-E Add-A-Unit amplifiers can be added to existing station equipment regardless of make.

S-E TRANSMITTERS COST LESS INSTALLED
Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline..."U"..."L".

LOWER TUBE COSTS
Aging tubes, incapable of supplying power in the visual section are interchangeable with the aural section where power requirements are considerably less.

SELF-CONTAINED
Compact, completely self-contained...no external blowers or transformer vaults needed.

ACCESSIBILITY
All tubes and major components are visible and accessible from the front. Full length glass doors provide easy access and add eye appeal.

All S-E VHF-UHF Transmitters are equal to or exceed FCC standards and RTMA Standards as set forth in TR 104-A or latest revision thereof.

Electronics Corporation
A SUBSIDIARY OF CLAUDE NEON, INC.
285-289 EMMETT STREET • NEWARK 5, N.J.
Like a cat goes for milk

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

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

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.
STORER OPTIONS FIFTH TV AS TWO OTHERS REACH LIMIT

Tentative agreement to purchase WBRC-AM-TV Birmingham for $2.4 million is reached by Storer Broadcasting Co., while FCC approves construction permits for fifth TV station for Empire Coil and Wrathall-Carman-Smith groups. Thus, with NBC, CBS and AB-PT, there are six groups in five-station "charmed circle."

TELEVISION'S "charmed circle" of operators who hold the maximum allowable limit of five stations was boosted from three to six by virtue of actions last week.

Storer Broadcasting Co. reached a tentative agreement to purchase WBRC-AM-TV Birmingham from Eloise H. Hanna for $2,400,000. FCC granted Empire Coil and Wrathall-Carman-Smith groups a construction permit for fifth TV station.

The company, however, has long sought substantial interests in both industry and FCC quarters in unloosing a virtual flood of economic protests of non-hearing TV grants, some already received at the Commission. Others also question how far the privilege of protest will be extended under further interpretation of Sec. 309(c).

One major problem seen as a result of the new interpretation of protestants' rights under Sec. 309(c) stems from the law's requirement that each station must make separate applications for FCC within 15 days and hearings, where indicated, must be "expedited."

Augment Protests

Gordon Brown's Sec. 309(c) protest of the share-time grant on vhf Ch 10 at Rochester, N. Y., to WHEC and WVET there [B*T, March 16]—the first believed filed since the WGRD complaint—was contested last week by the following two new petitions.

Public Information Corp., licensee of WSSB Durham, N. C., and applicant for vhf Ch. 46 there, filed protest of the Commission's grant to WDBN five weeks ago of the merger application of T. E. Allen & Sons Inc. and WTOB Winston-Salem for Ch. 46 at Durham [B*T, March 2]. WSSB charges FCC acted too quickly and didn't allow proper notice.

Salinas-Monterey Television Co., uhf Ch. 28 grantee at Salinas, Calif., protests the Commission's share-time grant on vhf Ch. 8 in that area to KMBY Monterey and KSBW Salinas, charging injury from "monopoly" of the four major network services.

The 11 new grants boost post-thaw authorizations to 325, and the total of outstanding TV authorizations in the U. S. and its territories to 433 stations, of which '147 are now in commercial operation. Two more were to begin over this past weekend (see story page 64).

The new grants:

Knoxville, Tenn. (City priority Group A-2, city No. 21)—Television Services of Knoxville (merger of broadcasters Harold H. Thomas and J. Horton Doughton with former competitor W. R. Tuley, later acquiring 80%), granted vhf Ch. 26, effective radiated power of 21 kw visual and that each station must be "near" an average terrain 480 ft. (Comr. Frieda B. Hennock dissented).

Atchison, Minn. (Group A-2, No. 218)—Minnesota Television Co. (merger of South Central Minnesota TV Co. and KAUS, latter retaining control), granted vhf Ch. 6, ERP 18.5
The controlling, Comr. Merrill said, grant of the Intermountain Committee tenner, applicant for vhf ch. 13 at Eugene, Ore., and representing a motion to dismiss TV bids of KOGN and KUCL, because such disfavor, and for the purpose of delaying license grants which properly could be made immediately, not to construe the term 'party in interest,' 'parties in interest' because of its meaning and definition by the Supreme Court decision, and the Commission's rules and regulations; parties in interest from one applicant, defined by the Supreme Court decision in the Sanders case (309(c), 44 Stat. 977.)

FCC spokesperson last week could not estimate full consequences of the reversal order, but they did say they expect more a few economic protests of non-hearing grants. One official observed the normal hearing procedures could be put virtually to a standstill by expedited Sec. 309(c) protest hearings.

Another FCC official recalled that the Commission specifically warned Congress of the potential dangers inherent in the McCarran amendments of the Communications Act, which resulted in new construction of Sec. 309(c).

Attorney General's View

After WGRD protested to the Court of Appeals, it is understood, FCC learned that the U. S. Attorney General construed Sec. 309(c) to mean a protest was filed, hence he could not support FCC's reply to the complaint in court. FCC Chairman Walker reportedly met Attorney General Herbert Brownell a few days ago, and Mr. Brownell wrote his views to a letter to Chairman Walker.

As the Attorney General, aside from courts, is chief interpreter of federal laws, it is believed FCC decided to short cut possible lengthy court proceedings and to acknowledge validity of WGRD protest.

Gordon Brown, licensee of WSAY Rochester and applicant for ch. 10 there, in his protest of the ch. 10 share-time grant to WHEC and WVET, observes that 'the basic purpose of Sec. 309(c) ... is to permit protests to unreasonable grants made prior to an opportunity for a studio and objection to applications for radio or television licenses.'

Mr. Brown charges FCC acted too quickly upon the amended share-time bids, preventing filing and consideration of his ch. 10 bid.

Similarly, WSSB Durham holds FCC account for too fast a decision as its ch. 46 at Durham, pointing out the merger was filed Feb. 20 and announced as granted on Feb. 26, but that on Feb. 25 its own bid been tendered and the Commission staff had been informed over the Washington birthday holiday weekend that WSSB planned to file. WSSB claims FCC improperly returned the application since as a matter of law, in view of the holiday on that Monday, its bid was timely.

Salinas-Montery Television Co., uch Ch. 28 grantee [KICU], Salinas, Calif., and protestant of share-time grants on vhf ch. 8 to KSBBW and KMBY, is owned by Grant R. Wrathall and S. A. Corder Jr., Monterey.

My partner and I are parties in interest as contemplated by Congress in Sec. 309(c) inasmuch as the proposed combination as granted by the Commission will result in unfair competition with respect to opposition by us to the change in sales rates and availability of network programs. Our protest is not based on the combination as authorized by the Commission with respect to the combination with the networks tying up network programs which is impossible for KICU to obtain a source of programs.

KICU contends KSBBW gets funds through advances from 25%-owner San Francisco and KMBY, a San Francisco affiliate KRON-TV San Francisco, thus influencing program policy. KICU asserts KMBY is obtaining funds from 24%-owner Bing Crosby, citing his CBS contracts.
AD COUNCIL GAVE $1 1/2 BILLION IN TIME-SPACE DONATIONS—GRAHAM

President Eisenhower addresses a White House meeting of nearly 200 Advertising Council members and high government officials, acknowledging the council's public service work. "Washington Post" (WTOP-AM-FM-TV and WMBR-AM-TV Jacksonville) publisher Philip Graham becomes the first media executive to assume the council's highest office. NARTB's Harold Fellows, CBS-TV's J. L. Van Volkenburg and NBC's Frank White are elected directors.

TIME and space totaling $1 1/2 billion have been contributed to public services through Advertising Council campaigns, Philip L. Graham, publisher of The Washington Post (WTOP-AM-FM-TV and WMBR-AM-TV Jacksonville) told the council Tuesday as he assumed its board chairmanship.

Mr. Graham took office Tuesday during an all-day council session with high government officials. He was elected by the council board at a Monday meeting (Closed Circuit, March 23).

Work of the council received recognition from President Eisenhower as the Tuesday meeting opened at the Executive Offices in Washington. The President showed familiarity with the council's work and spoke highly of advertising's public service contributions. The remarks were off-the-record.

Ninth White House Session

The conference was the council's ninth White House meeting. Presiding was C. D. Jackson, special advertising assistant to the President. Among those who spoke during the day were Sherman Adams, assistant to the President; Joseph M. Dodge, Director of the Budget; George M. Humphrey, Secretary of the Treasury; Sinclair Weeks, Secretary of Commerce; Charles E. Wilson, Secretary of Defense; John Foster Dulles, Secretary of State, and Ezra Taft Benson, Secretary of Agriculture.

Attending the conference were nearly 200 executives heading a substantial section of important corporations. Among radio delegates were Fred Bohm, Meredith Publishing Co.; Gardner Cowles, Cowles Magazines; Ralph W. Hardy, NARTB; Robert Hinckley, ABC; Edgar Kobak, consultant; Eugene Meyer, Washington Post; Paul W. Morency, WTIC Hartford; Frank Stanton, CBS; Niles Trammell, Buycaye Television Corp.; J. L. Van Volkenburg, CBS; Frank White, NBC; Chris J. Witting, DuMont Television Network.

In his acceptance speech, Mr. Graham said the 12-year-old council now is donating over $100 million annually in time and space. He traced the council's part in promoting registration and voting in the last Presidential election, an achievement that brought it the first-place award of American Heritage Foundation (see photo). Mr. Graham reviewed the council's economic system by increased productivity as a basis for national security. He reminded that the council's work in preserving voluntary solution of problems is conducted at no cost to the American taxpayer and with a half-million dollar budget.

Dispelling any notion that the present Administration is strictly a friend of wealth and power, Mr. Graham warned that President Eisenhower "is not hiring himself out as wet nurse for American business and industry."

In succeeding Henry J. Morgens, vice president in charge of advertising for Procter & Gamble Co., Mr. Graham becomes the eighth person and first media executive to hold the chairman of council, and Howard J. Morgens (r), Procter & Gamble Co., retiring chairman, by Thomas D'Arcy Brophy, Kenyon & Eckhardt, Foundation president.

A highlight of the meeting was presentation to the council by Thomas D'Arcy Brophy, president of the American Heritage Foundation, of the first place award in the 1952 national "register and vote" competition. The award is a four-foot-high reproduction in full color of Arthur Syle's painting of the Declaration of Independence with marginal illuminated sketches of significant events in American history.

Stuart Peabody, assistant vice president of the Borden Co., was elected a vice chairman of the council's board. Re-elected as vice chairman were Louis N. Brockway, executive vice president of Young & Rubicam, and Leo Burnett, president of Leo Burnett Co.

The directors also re-elected Theodore S. Rapier as president of the council; Allan M. Wilson and George P. Ludlam, as vice presidents; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, as secretary, and Paul B. West, president of the Assn. of National Advertisers, as treasurer.

Eight new directors, who represent various facets of the advertising industry, include: Harold E. Fellows, NARTB president; J. L. Van Volkenburg, CBS-TV president, and Frank White, NBC president, radio and television; Edward G. Gerbic, vice president in charge of merchandising and advertising, Johnson & Johnson Inc., and H. M. Warren, vice president in charge of advertising and sales promotion, National Carbon Co., advertisers; Fred Adams, president, G. M. Badford Co., advertising agencies; William E. Robinson, executive vice president, New York Herald Tribune, newspapers; Myles Standish, chairman of the Outdoor Advertising Assn. of America, outdoor advertising.

March 30, 1953 • Page 29
Week’s TV Buys Discredit Warning of Price Boycott

FOR ALL the recent plaints about television pricing itself out of the market, evidence last week suggests favorable TV time periods still are being snapped up as soon as available. Radio, too, came in for additional revenue.

Procter & Gamble’s Lil, for example, will sponsor part of The Jackie Gleason Show on CBS-TV, Saturday, 8-9 p.m. EST, which will be dropped by Bristol-Myers May 2. Lil will become the third advertiser on the show May 16, when it starts sponsorship for five times with an option to further the contract. Other advertisers are Thomas Leeming & Co. and Schick Inc.

Meanwhile, Bristol-Myers, for its Sal Hepatica, has bought half-hour live hillbilly programs in 20 major cities, once a week, to run until June 30. Agency is Young & Rubicam, New York.

Coca-Cola Co. is plunging into a regular television series, its first. The soft drink firm also will use a radio program. On April 29, Coca-Cola will pick up the NBC-TV 7:30-7:45 p.m. period, Wednesday and Friday, which will be dropped by Procter & Gamble’s Tide the preceding week. The show will feature Eddie Fisher, vocalist, and Don Ameche.

Radio Version
The television program will be taped, edited and presented on NBC radio Tuesdays and Fridays, 8-8:15 p.m. EST, to mark Coca-Cola’s first return to radio since last July. The firm last sponsored Mario Lanza in a radio program once a week. D’Arcy Agency, New York, handles the Coca-Cola account.

NBC-TV expects to sell the Monday 7:30-7:45 p.m. period to another advertiser by next week.

Colgate-Palmolive-Peet will retain its 11:30-11:45 a.m. Monday-through-Friday time on NBC radio but will replace the present program, Bob and Ray, with a new one, effective today (Monday). This show, titled The Phrase That Pays, will feature Red Benson and m.c., and will offer such unusual “bonus” prizes as percentage ownership of a professional wrestler, interest in a Broadway play or real estate. Agency is Sherman & Marquette, New York.

Liggett & Myers (Chesterfield cigarettes), through Cunningham & Walsh, New York, has decided upon the summer replacement for its Perry Como show, three times weekly on CBS-TV, effective June 24. The hot weather version of the Chesterfield show will feature vocalists Bob Eberle and Helen O’Connell.

Carter Products, New York (Arrid and Rise), through Sullivan, Stauffer, Colwell & Bayles, New York, had planned to cancel its sponsorship of City Hospital, Saturday, 1:30-2 p.m. on CBS Radio, but now has renewed the program for another season.

AMERICAN AIRLINES SIGNS 3-YEAR PACT

SIGNING of a three-year contract described as covering the largest single amount of advertising in the history of radio broadcasting was announced Thursday by Adrian Murphy, president of CBS Radio, and C. R. Smith, president of American Airlines.

Deal, it is understood, will cost American Airlines more than $1 million for the three-year period.

The contract, long under negotiation, provides American Airlines with a total of more than 30,000 radio broadcast hours on six CBS radio stations on schedules after midnight. According to Mr. Murphy, it represents the first large-scale move to exploit the after-midnight audience.

Under terms of the contract, it was announced, American Airlines, starting about mid-April, will promote its services within the hours from midnight to 5:30 a.m. EST Monday through Friday, and Saturday midnight to normal station opening time Sunday morning on WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles, KCBS San Francisco and WTOP Washington. CBS owns all but WTOP, in which it has a 45% non-voting interest.

The programs will be conducted by local station personalities and will feature light music with news on the hour, local weather conditions and general information for the traveling public.

Commenting on the arrangements, Mr. Smith declared: “American Airlines flies wherever people in its areas want to go, and the program schedule of these six stations reaches the people at our principal points of departure. We are delighted to pioneer in this expansion of radio’s usefulness to the community.”

Mr. Murphy voiced appreciation of American Airlines’ “recognition of radio’s reach and vitality,” and added that “tangible benefits should accrue to radio stations throughout the country as the effectiveness of all-night broadcasting is demonstrated on such a large scale.”

Kiesewetter Assoc. Renamed
KIESEWETTER ASSOC., New York advertising agency founded 23 years ago, has changed its name to Kiesewetter, Baker, Hagedorn & Smith Inc. There are no other changes in personnel or operations, spokesman reported. The agency continues to occupy offices at 9 East 40th St., New York 16. Principals are H. M. Kiesewetter, president, and Vice Presidents Samm S. Baker, Horace Hagedorn and H. Bechtol Smith.

Frank R. Griffin Dies
FRANK R. GRIFFIN, 55, vice president and member of the board of Compton Adv., New York, died last Monday in Johns Hopkins Hospital, Baltimore, after a long illness. His home was in Bronxville, New York.

Surviving are his widow, Elsie; two daughters, Mary and Elsie, and a sister, Mrs. Morgan Hand of Bellefontaine, Ohio.

Packard Begins Campaign
PACKARD Motor Car Co. last week started a $250,000 test drive utilizing Chicago radio, television and other media on the first lap of a projected six-month campaign for two new car lines [At Deadline, March 23]. The drive may be extended to other markets next fall. Agency is J. R. Pershall Co., Chicago.

NEW BUSINESS

Rich Plan, L. A. (home freezer food plan), added transcribed quarter-hour program, Friendly Philosophers, on six stations this month, augmenting original 14-station line-up. Nine mid-western markets will be added soon. Agency: J. Russell Calvert & Assoc., L. A.

Toni Co., Chicago, sponsoring 11:30-11:45 p.m. EST Tues., Thurs. and Fri. portion of Friend in Need, ABC radio, Mon.-Fri., 11:30-12 noon EST, audience participation program starring Dennis James, effective last Tues. Agency: Leo Burnett Co., Chicago.

Minnesota Mining & Mfg. Co. (Scotch celophane tape) to sponsor Tues. segment of Ding Dong School on NBC-TV (Mon.-Fri., 10:10-10:30 a.m. EST), effective May 5. Agency: BBDO Minneapolis.

Agency Appointments

General Cigar Co., N. Y., names Young & Rubicam, N. Y., effective April 1, for Robert Burns Cigars and Robert Burns Cigarillos, in addition to White Owl brand.

United States Tobacco Co. names C. J. LaRoche & Co. for new test of oval, king-sized Sheffield cigarettes in several major markets.


Angostura-Wuppermann Corp. appoints Rubbrauff & Ryan, N. Y., for Angostura bitters, effective immediately.

Burkhardt Brewing Co., Akron, Ohio, appoints Rollman & Peck, Cincinnati.

One of the more delightful Paul Bunyan legends concerns the Time-stretcher. Seems Paul wasn’t accomplishing enough in a "normal" day, so he invented a machine to make the days twice as long.

**Tops the Time-stretcher!**

Today it’s obsolete, because (no legend this!) WCCO Radio accomplishes wonders in even the shortest periods of time. By speaking for you to more people in more markets, over a vaster area (some 86,700 square miles), than any other Northwest station, WCCO Radio covers 109 primary Northwest counties—reaching more people in 82 of them than any of the more than 200 other stations heard throughout the entire area!! To make time with your Northwest customers, let Northwest favorites such as Cedric Adams, Bob DeHaven, Stew MacPherson, Maynard Speece, Halsey Hall, and Allen Gray speak for you, on... **WCCO RADIO**

*Some of these days are still around. Can’t you recall some Mondays that seemed twice as long as usual? **RARE, 1952.*
FACTS & FIGURES

TELEVISION RECEIPTS JUMP 43%, BRING IN $336.3 MILLION IN '52

FCC reports the TV industry's business on the basis of preliminary estimates. Most post-freeze stations, being late starters, show red for their year's totals.

THE TELEVISION industry's revenues in 1952 spurted to $336.3 million in a 43% increase over 1951's receipts of $235.7 million, the FCC reported Thursday in a compilation based on preliminary estimates submitted by TV networks and stations. The figure represents sale of time, talent and program material to advertisers.

Income in the TV industry jumped 31% for a total of $54.5 million before federal income tax, the preliminary report indicated. The 1951 figure was $41.6 million.

TV networks and their 15 o & o TV outlets reported total revenues of $191.9 million, nearly 50% more than their 1951 receipts of $124.6 million. They reported 1952 expenses at $182.9 million and income of $9 million. A 56% increase in network expenses for 1952 ($117.4 million in 1951) was reported responsible for the $2 million income drop from a 1951 income figure of $11 million.

Conversely, network AM income, including 18 o & o stations, increased in 1952 to $11.2 million, some 18% above 1951 income of $9.5 million and $2.2 million above that of 1952 network TV, because of a decrease in 1952 AM operating expenses ($89.5 to $85.9 million) which more than offset a slight decline ($99 to $97.1 million) in 1952 AM revenues. The 1952 income figure contrasted with 1951 when for the first time network TV income passed that of network AM. (1950 network AM income, $18.7 million; network TV, minus $10 million.)

The 93 non-network-owned pre-thaw TV outlets fared much better in 1952. With a slower expense increase of 28%, they received total revenues of $143.7 million, 33% above 1951, and income before federal tax of $45.6 million, up 51% from 1951. The stations' 1952 TV income figure compared with $49.2 million income received by 2,175 AM stations in 1951, latest year for which data is available.

Revenues received by the 14 post-freeze TV outlets authorized in 1952 were more than offset by expenses, with only three of these in operation more than two months of that year. The 14 estimated total revenues at $700,000 and expenses of $800,000, a loss of $100,000.

Of the 108 TV outlets operating all of 1952 (all pre-thaw), only 94 reported profits. Those making profits reported average income at $435,000, compared to $330,000 in 1951. Of these TV stations 16 reported incomes of $1 million or above in 1952.

Smaller Deficits

The number of stations reporting losses in 1952 was the same (14) as 1951, but losses were smaller. Seven estimated losses of less than $100,000. Two stations reported maximum losses of $400,000 to $800,000. For 1951 two stations had reported losses upward of $800,000 and two others from $400,000 to $800,000.

The two seven-station markets, New York and Los Angeles, were where nine of the losing stations were located. Of the 14 losing stations, seven estimated total revenues of $2 million or more. None of the 40 outlets in single-station markets reported a 1952 loss.

The five remaining profitable stations in Los Angeles and New York estimated average total revenues at $5 million, expenses $3.3 million and income $1.7 million. The nine losers reported average total revenues of $2.3 million, expenses $2.6 million and losses of $0.3 million.

The 40 outlets in single-station markets averaged $1,400,000 total revenues, $768,000 expenses and $632,000 incomes. Average total revenues of $745,000 were reported by 13 stations in metropolitan areas of less than 250,000. These reported average expenses of $429,000 and incomes of $316,000.

New York led all cities with $28.2 million in total station revenue. Los Angeles had $18 million. Chicago led cities with at least three TV outlets with $16.2 million total revenues, while Atlanta was last with $2.4 million. Biggest gain in this category was in San Francisco, where three stations estimated total revenue at $5.7 million, an increase of 57.6% over 1951.

Total AM and TV network income for 1952 is estimated at $289 million; for 1951 the figure was $227.4 million. Total AM and TV network expenses for 1952 are estimated at $268.8 million; the 1951 figure, $206.9 million. Total AM and TV network profits for 1952 are estimated at $20.2 million, a drop of $0.5 million from $20.5 million for 1951.

The FCC noted that networks engaged in joint radio-TV operations report that certain overhead expenses not readily allocable have been charged to radio, and figures to that extent may underestimate AM and overstate TV income.

Of 94 pre-thaw stations which reported income in 1952, 12 estimated incomes of $1.5 million and over, while of 92 stations reporting in 1951 only four were in this income bracket, and none of the 53 reporting in 1950. The number of $1 to $1.5 million stations dropped from seven in 1951 to four in 1952. Only one station in this category was reported in 1950.

Stations with incomes from $600,000 to $1 million increased from 12 in 1951 to 17 in 1952, with only three reporting this figure in 1950. In the $400,000-$600,000 income bracket, outlets increased from 15 in 1951 to 19 in 1952; in the $200,000-$400,000 class, the number dropped from 23 in 1951 to 22 in 1952. The number remained the same for the $100,000-$200,000 stations (16), but outlets with...

NUMBER OF TV STATIONS* CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES AND INCOME** OF ALL STATIONS IN GROUP

<table>
<thead>
<tr>
<th>Population of Metropolitan Area</th>
<th>Number of Stations Reporting Income</th>
<th>Average Per Station Broadcast Revenues</th>
<th>Broadcast Expenses</th>
<th>Broadcast Income*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Under 25,000</td>
<td>13</td>
<td>$745</td>
<td>$429</td>
<td>$316</td>
</tr>
<tr>
<td>25,000 - 50,000</td>
<td>24</td>
<td>1,099</td>
<td>716</td>
<td>383</td>
</tr>
<tr>
<td>50,000 - 100,000</td>
<td>26</td>
<td>1,342</td>
<td>891</td>
<td>451</td>
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<tr>
<td>100,000 - 200,000</td>
<td>36</td>
<td>1,817</td>
<td>1,155</td>
<td>662</td>
</tr>
<tr>
<td>200,000 &amp; over</td>
<td>30</td>
<td>2,326</td>
<td>2,316</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>108</td>
<td>$1,802</td>
<td>$1,238</td>
<td>$554</td>
</tr>
</tbody>
</table>

* Excludes data for 14 stations starting operations in 1952.

** Includes two stations in communities not classified as metropolitan areas.

Broadcast Income (Before Federal Income Tax)

<table>
<thead>
<tr>
<th>1949-1952</th>
<th>Broadcast Revenues</th>
<th>Broadcast Expenses</th>
<th>Broadcast Income*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500,000</td>
<td>$976,000</td>
<td>$568,700</td>
<td>$407,300</td>
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<tr>
<td>$515,000</td>
<td>$981,000</td>
<td>$571,000</td>
<td>$410,000</td>
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<tr>
<td>$1,000,000</td>
<td>$1,155,000</td>
<td>$675,000</td>
<td>$480,000</td>
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<tr>
<td>$2,000,000</td>
<td>$2,236,000</td>
<td>$759,000</td>
<td>$1,477,000</td>
</tr>
<tr>
<td>Total</td>
<td>94</td>
<td>$1,802</td>
<td>$1,238</td>
</tr>
</tbody>
</table>

† Denotes loss. Expenses reported Thursday, all in operation less than six months during the year.

‡ 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.

§ 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

Page 32  March 30, 1953
Experts predicted 300 to 500 new savings accounts

KYW and JACK PYLE PRODUCED 2500

There are two acid tests for pulling power in a radio personality. One is sales. The other, popularity in personal appearances.

KYW personalities score high on both. Here's just one example. At the opening of the new Cottman Street office of Philadelphia's Bell Savings and Loan Association, the big drawing card was Jack Pyle, KYW's terrifically popular star of the "Musical Clock" show. And according to a letter to Jack Pyle from Herbert L. Gross, Bell's executive vice-president:

The experts predicted that we would open between 300 and 500 new savings accounts. But they figured without Pyle. When word got around that you were in the neighborhood, everyone rushed to put his money in a safe place and we opened over 2500 accounts!

To get action like this in Philadelphia... on the air or on the spot... put KYW to work for you! Free & Peters has details.
# SPONSOR-TELEPULSE Ratings of Top Spot Film Shows

**Period:** 1-7 December 1952

<table>
<thead>
<tr>
<th>Title (Descriptive, Syndicator, Producer)</th>
<th>Multi-market average weekly viewers</th>
<th>Local Markets</th>
<th>Local Markets</th>
<th>Local Markets</th>
<th>Dim. Markets</th>
<th>Dim. Markets</th>
<th>Dim. Markets</th>
<th>Free</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>✓ Range Riders (Western), CBS Film Sales, Flying &quot;A&quot;</strong></td>
<td>21.6 * 6.5 * * * * 24.5 * * 25.0 * 25.3 *</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>22.9 *</td>
<td>*</td>
<td>*</td>
<td>*</td>
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<tr>
<td><strong>✓ Superman (Kid show), MPIV, Ralston, Maxwell</strong></td>
<td>21.1 * * * * 18.8 * * * * 9.3 * 22.8 *</td>
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<td>*</td>
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<tr>
<td><strong>β Boston Blackie (mystery), Zir TV</strong></td>
<td>19.4 6.9 * 38.3 * * * 24.5 * * 11.8 * 20.8 *</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>27.8 *</td>
<td>*</td>
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<tr>
<td><strong>β Closer Kid (Western), Zir TV</strong></td>
<td>19.1 10.2 12.9 18.4 10.6 19.8 17.3 25.0 24.5 * 20.3 20.5 20.9 *</td>
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<td><strong>β Hapalong Cassidy (Western), NBC Film</strong></td>
<td>18.9 * * * * 20.4 * * * * 7.8 * 17.8 *</td>
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<td><strong>β Foreign Intrigue (adventure), JWT, Sheldon Reynolds</strong></td>
<td>18.0 14.2 12.0 16.8 30.0 * 17.5 17.3 13.3 13.8 27.3 28.5 *</td>
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<td><strong>β Kid Carson (Western), MCA TV, Revere Productions</strong></td>
<td>17.7 16.9 10.4 12.6 17.4 * 15.3 * 21.3 19.3 * 17.3 * 14.5 17.8 *</td>
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<td><strong>β The Unexpected (drama), Zir TV</strong></td>
<td>17.6 14.2 4.0 16.4 * 9.0 9.0 * 18.8 38.5 17.0 12.0 28.5 *</td>
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<td><strong>β Abbott &amp; Costello (situation comedy), MCA TV, TCA</strong></td>
<td>16.8 16.0 10.9 * * * * 10.8 * 12.3 * 16.8 24.8 *</td>
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<td><strong>β Dangerous Assignment (adventure), NBC Film, Donley</strong></td>
<td>16.4 13.7 10.5 15.8 12.3 38.8 6.5 19.8 14.3 16.8 15.3 12.3 24.3 *</td>
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## 7 OF THE FIRST 10 TOP FILM SHOWS ON

Proof of Programming and Viewer Leadership

- ✓ Indicates currently telecast on channel 4
- * Moves to Channel 4 on April 10th, now on another channel
- ** Not currently telecast but owned by KROD-TV and available for sponsorship
- *** Not available for local sales in the El Paso Market

**YOU'LL SELL MORE ON CHANNEL 4**

1st in Film Shows
1st in Live Shows
1st in Network Shows
1st in Results for Advertisers

**RODERICK BROADCASTING CORP.**

Dorrance D. Roderick  
Chairman of the Board

Val Lawrence  
Pres. & Gen. Mgr.

Dick Watts  
TV Sales Mgr.

FOR DETAILED INFORMATION AND AVAILABILITIES CONTACT YOUR NEAREST O. L. TAYLOR OFFICE

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Page 34  
March 30, 1953
### TELESTATUS ©

#### Weekly TV Set Summary

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Abilene</td>
<td>KMBV-TV</td>
<td>1,090,000</td>
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<td>Altoona</td>
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</tbody>
</table>

### FACTS & FIGURES

Less than $100,000 income dropped from 15 in 1951 to 4 in 1953. Of 15 stations in operation for a full year during 1951 and 1952, their changes in income status were as follows: Increased loss in 1952 (2), decreased income in 1952 (9), income in 1951 and lost in 1952 (3), decreased loss in 1952 (5), lost in 1951 and income in 1952 (6) and increased income in 1952 (78). A total of 108 pre-thaw TV outlets in various cities by area for 1953 are listed below by number as to whether they reported income or loss, with the average revenue and income per station computed by FCC:

Less than $500,000—income 2, loss 1, revenue $3,500,000—$5,000,000; $500,000—$750,000—income 11, loss 2, revenue $577,000, income $117,000; $750,000—$1,000,000—income 15, loss 2, revenue $878,000, income $255,000; $1,000,000—$2,000,000—income 11, loss 1, revenue $1,091,000, income $437,000; $2,000,000—$1,050,000—income 10, loss 1, revenue $1,384,000, income $366,000; $1,500,000; $2,000,000—income 18, loss 0, revenue $1,732,000, income $585,000; $2,000,000—$2,500,000—income 7, loss 2, revenue $2,231,000, income $560,000; $2,500,000—$3,000,000—income 5, loss 4, revenue $2,688,000, income $312,000; $3,000,000 and over—income 15, loss 1, revenue $4,205,000, income $1,734,000.

### Three Months for 'Lucy'

For the third successive month, CBS-TV's I Love Lucy took first place in the six cities in the "Hooperade of TV Stars" for February, according to C. E. Hooper Inc. "Hooperade" covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit. Three other programs placed among the first 15 in all cities in February. They are NBC-TV's Dragnet, You Bet Your Life and Colgate Comedy Hour.

### FACTS & FIGURES

**SMALL IS THE NEW BIG**: General Motors is jubilant about its great Miami market.

"FLORIDA has become one of the great automotive markets of the country."

Says

*Harlan M. Justice, President, General Motors*

**IT'S ANOTHER AMAZING SOUTH FLORIDA TV SALES STORY. CALL YOUR FREE AND PETER COLON TODAY.**

**FUSHEST WITH THE MOSTEST**

**MOTORAMA ATTENDANCE TOPPED 321,500 AND OUTDREW NEW YORK SHOWING BY 15,000.**

**CHANNEL 4**

**MIAMI**

**March 30, 1953**

**Page 35**
The day they threw the
This is the first time Americans have selected their most popular radio programs without once turning the dial—day or night.*
And no wonder it took them so long to agree.
For they're the biggest, most varied audience ever served by one medium: 45 million families, who depend so much on radio that in the last seven years alone, they've bought 100 million new sets (with knobs).
When such an audience can agree so completely on 20 favorite shows, 20 sponsors are naturally elated. As are 70 other advertisers on the CBS Radio Network, who are quick to see the value of listening habits that are fast becoming dial fixations. (*CBS Radio stations get more hours of attention than any other network—in both television and non-televison areas.*)
All CBS Radio clients are netting a double profit. A marketing advantage from the reach and penetration and low, low cost of radio itself. And an advertising advantage from the clear-cut audience leadership which only the programming imagination of CBS Radio can offer. (Perhaps that's why the number of advertisers on the CBS Radio Network has grown over 45% in the last five years.)
When you're using network radio—and it's the only way to combine frequency and impact, coverage and economy—it's pretty clear that there's just one place to be:

**THE CBS RADIO NETWORK**  
*Where America Listens Most*
Schwenk Advises Pre-Tests

LOW STANDARD of many TV commercials is attributable to the extreme cautiousness of advertisers, which, in turn, stems from the high cost of TV production, Horace S. Schwenk, president of Schwenk Research Corp., asserted last Wednesday.

Addressing the Chicago Television Council, Mr. Schwenk said new ideas can be reliably and inexpensively pre-tested in "rough" versions made for a few hundred dollars.

Page 38 • March 30, 1953
SOUTH CAROLINA'S 1st!
IN HER 1st MARKET
400,000 PEOPLE
$300,000,000
RETAIL SALES!
ON THE AIR APRIL, 1953

CHANNEL 25
COLUMBIA
REPRESENTED BY
HEADLEY-REED TV
ROAD SHOWS FOR TV PLANNED BY FIRM

Complete television shows—of the same caliber as network programs—are to be provided local and regional advertisers in individual markets.

TRAVELING companies of actors, making one-night stands—the kind of show business—will become the newest kind of television this summer when TV Roadshows Inc. starts sending its packaged video programs out on the road for one-night live local telecasts.

The month, James Beach, who has just resigned as assistant to the radio and TV director of Blow Co. to devote full time to the new venture, is to enable the local and regional advertiser to sponsor the same type of program his national competitors now have on the TV networks.

The plan works like this:

The advertiser gets a half-hour "Show of the Week," said Beach, for this city every fourth week as a package, produced, rehearsed and ready to go onto the stage of a local theatre or auditorium and before the cameras of his local station, which will receive direct vision, direct sound, camera angles, positions, etc., in advance.

The producers guarantee top performers, writers and producers, with a minimum production budget of $50,000 per show.

Each week will be different; each will be built around the special talents of the star; there will be comedy-variety, situation comedy, musical revue and other popular types of entertainment, Beach said, written, produced and directed by creative people with network credits and industry reputations. The directors for each production during its New York rehearsal period will travel with the company to supervise local telecasts.

The program is being offered for presentation in the following eastern and midwest markets: Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Indianapolis, Kansas City, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, St. Louis and Washington.

Prices per production are scaled in accordance with the number of TV sets in the station's viewing area, ranging from $6,300 in markets with 600,000 sets or less to $12,901 for markets with more than 3 million TV receivers. Minimum contract is for six programs, with 13-time (full year) contracts signed before June 1 getting a 5% discount.

Asked about time clearance for one show every four weeks, Mr. Beach said that in many cases he felt the local advertiser would sponsor film programs in the intervening weeks. Even where this does not happen, he said he believes stations advertisers will be glad to have TV Roadshows for the prestige involved.

With Mr. Beach in the New venture as president, he said, are George Duram, former vice president of Geyer Adv., who is sales manager of TV Roadshows, and two other agency executives—Byron McKinney and Richard M. Dunn, who are retaining agency connections.

Thesaurus Baseball Show

RCA Recorded Program Services sent to Thesaurus subscribers last week a series of 10-minute radio sports shows titled "Baseball Today," scheduled for use daily during the 26 weeks of the baseball season, the programs feature local and national baseball scores, lineups, and league standings, plus music from the Thesaurus transcription library.

INS-INV Facsimile Service Begins Today at WBAL-TV

A FACSIMILE service furnishing TV stations both news and photos on a single circuit is being announced today (Monday) by Seymour Berksen, general manager of International News Service. WBAL-TV Baltimore is the first station client, but Mr. Berksen said others will be added beginning May 1, and that coast-to-coast service soon will be available.

The use of facsimile TV news shows pictures for telecasts was pioneered by INS-INV's television department Jan. 12 with service for NBC-TV's "Today" program (B+T, Jan. 12).

Under the service, news reports and news photos will be received in client TV stations' studios from INS-INV via facsimile equipment developed by Hogan Labs. International News Facsimile will operate on a 24-hour-a-day leased telephone circuit, according to Mr. Berksen, and pictures will be provided in a form especially processed for TV use.

"For the first time," Mr. Berksen said, "video coverage of national and international news will keep pace with audio coverage. The same machine that delivers the TV bulletin will deliver, a few minutes later, a picture to back it up..."

Transmissions currently originate from the INS-INV headquarters in New York. Installation of transmission in bureaus throughout the country is planned.

Essential advantage of the service, Mr. Berksen said, is that it was developed specifically for television. He said the system does not only get faster than ordinary methods of news and photo transmissions, but that copy needs no processing at the receiving end. Transmission and reception are at the rate of 1/4 inches per minute.

Mr. Berksen said the facsimile wire will carry complete TV newscasts in which "live" news, photos and INS-TELENEWS films are integrated into 5-, 10- or 15-minute programs.

UPT Offers 'Package' For New TV Stations

A PROGRAM package plan designed to assist new TV stations until they build up sufficient set circulation was announced Wednesday by United Television Programs.

It was described as "a special dollar-stretching" plan that will offer a half-hour UPT show for an average price as low as $36.50. UPT Promotion Manager Monroe Mendelsohn said the plan provides for a contract on a yearly basis, with the stations receiving 30 half-hour programs to be used within the year.

The package consists of: Heart of the City, Royal Playhouse, Counterpoint, Dick Tracy, Old American Barn Dance, Hank McCune Show, Hollywood Off-Best, Sleepy Joe, and Enchanted Music.

Clients will be provided with extensive program advertising and promotional material, Mr. Mendelsohn said.

ASCAP Luncheon Held


BROADCASTING • TELECASTING

BAB BOARD OKAYS $642000 BUDGET

Objectives will be more research, integration of advertiser promotion locally and nationally, and a hike in mem-

ber services.

AN EXPANDED and strengthened BAB campaign to sell radio's sales effectiveness was set in motion last week with the BAB board's approval of a $642,000 budget for the fiscal year starting April 1.

The new year's campaign objectives as outlined at the board meeting, held Monday in Atlanta, are:

(1) "Searching studies of nighttime radio's audience and sales potential"—for which it was reported, negotiations with various research organizations are now in progress, with details of the exact type and style of research to be decided upon when the organization is selected.

(2) "Increasing radio's sales effectiveness by three times over"—as a tripling of the various studies, the sort which have gone into BAB's past "Count Your Customers" and "Sears Counts Its Customers" presentations, and in a similar presentation not yet released.

A "radio campaign coordinated by BAB which will put all BAB's 785 stations working on local distributors and brokers." Plans for this drive call for BAB staff work at the national level to be backed up by local stations on a coordinated basis. As the BAB staff undertakes to sell a national advertiser on the effectiveness of radio, member stations throughout the country will seek to get the advertisers local and regional branches to add their persuasive support.

Boost Sales Pressure

(4) "Tripling sales pressure on advertisers at the national level." This is to be accomplished by the addition of at least two fulltime salesmen to the New York staff to augment the sales activities now being handled by three top BAB executives.

(5) "Increasing membership usage of BAB services"—this is an educational project to be accomplished through some 44 clinics planed for the coming year, in the form of "sneaking" BAB sales session during the NARTB convention, and other methods.

The $642,000 budget approved for 1953-54 compares with the current $600,000.

The board meeting, presided over by Chairman Charles C. Caley, WMBD Peoria, heard President William B. Ryan predict, on the basis of a six-part membership solicitation plan, that station membership will increase by a net gain of at least 215 to reach a total of 1,000 by April 1954.

In the course of the meeting, the board took action to let radio stations outside the U. S. become members.

The board also heard plans for national and local promotion, and reports from Chairman Caley, BAB staff executives and board officials and committee chairmen.

Simon Goldman, WITN Jamestown, N. Y., BAB secretary, reported on new members; Gene L. Cagle, KPTZ Fort Worth, membership committee chairman, on current membership status; Donald Thonburgh, WCAU Philadelphia, promotion committee head, on plans of both the promotion and research committees; and J. D. "Doc" Strong, KWPT Wichita Falls, Tex., finance committee chair-

man, on BAB's financial status.

TRADE ASSNS.

Page 40 • March 30, 1953

Broadcasting • Telecasting
More popular than ever, a better salesman than ever, "Hoppy" will move your product too!

The cowboy who made cowboys famous is available for exclusive sponsorship...at a local market price. And Hopalong Cassidy is a bigger buy than ever before.

Ratings like 28.6 in Philadelphia and 28.3 in San Francisco say so.

Success stories like the 200% sales jump for Nehi beverages say so.

And you'll say so when "Hoppy" puts his salesmanship to work for you...takes your product to the top of your industry.

Moreover, with this PROFIT-PROVED program you get large and loyal audiences PLUS a field-tested, hard-hitting campaign of local advertising, promotion, publicity, exploitation and merchandising.

"Hoppy" may still be available in your markets. But hurry!

Call, wire or write today.
Wide Circle Coverage
plus greater Audience
make KNBC, San Francisco,
Northern California's No. 1 Advertising Medium

GREATER AUDIENCE
Bars represent homes reached by KNBC, San Francisco . . . by second dominant radio station . . . by dominant TV station . . . and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielson):— KNBC, night, 1,402,100 . . . 2nd station, night, 1,215,910 . . . Top TV station, night, 496,130 . . . Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.

KNBC's 50,000 watt non-directional transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California. . . . The narrow ellipse represents the coverage pattern of the other two dominant 50,000 watt, directional transmitters. Tiny circle represents Northern California's TV coverage.

San Francisco

REPRESENTED BY NBC SPOT SALES. IN THE SOUTHERN STATES, BY BOMAR LOWRANCE AND ASSOCIATES, INC. CHARLOTTE, NORTH CAROLINA AND ATLANTA, GEORGIA

Page 42 • March 30, 1953
TV TAPE BENEFITS TO ACCRUE SOON, SARNOFF DECLARES AT IRE BANQUET

Reporting on recent demonstrations of TV tape, the RCA board chairman told the Institute that it will be in practical use by 1956.

TAPE RECORDINGS of TV programs will be a reality by 1956, Brig. Gen. David Sarnoff, RCA board chairman, declared Wednesday.

Chief speaker at the annual banquet of the IRE convention at New York's Waldorf-Astoria, where he was awarded the Institute's first Founders Award (see story page 103), Gen. Sarnoff recalled where he saw his first television picture, an electronic air-conditioner and a true amplifier of light.

His first request is well on the way to being fulfilled, Gen. Sarnoff told the IRE. At a recent demonstration he "saw a television program coming from New York and being simultaneously recorded on tape in the Princeton laboratories 45 miles away. "The recording was played back instantly," he reported.

"The quality of the recorded picture still needed improvement—but even its present performance convinced me that I will have the television tape recorded before the time I specified," the RCA board chairman stated.

"Tape recordings will obsolete the use of film for television and reduce over-all cost," Gen. Sarnoff said. "Small degradations which mark the various steps in the production of a film, creating a cumulative effect in the final print, will be eliminated. This new method will revolutionize the entire art. As a simpler and cheaper process, it will extend into color television, and it may extend into the motion picture industry itself."

"As you all know, the recording of sound on magnetic tape already has reached a high degree of perfection. When recorded sound has served its purpose it can be wiped off and the tape used over again. I believe that we now stand on the threshold of the same service for sight."

As to his other two wishes, Gen. Sarnoff reported he "saw signs of life" in the all-electronic air-conditioner, although it is "still in the embryonic stage." The true amplifier for light is the "toughest" problem of the three, he said, but he still believes that it will be solved.

Nearer at hand, Gen. Sarnoff foresaw closed circuit TV becoming a common tool of school and home as well as of business. A simplified closed circuit TV system providing "a vidicon camera attachment for a standard home television receiver" (demonstrated by RCA at a Thursday IRE session) can be connected as easily as a record player and makes every TV set in the land a potential closed circuit system, he said. The reduced cost makes it available for small as well as large business concerns, he noted, providing a visual intercommunication system between office-factory and warehouse.

"When the cost of the camera attachments is sufficiently low to permit their use in the average home, they may make the television receiver truly the control center of the home," Gen. Sarnoff predicted. "The snap of a switch will turn the receiver from the broadcast program to view the children asleep in the nursery or at play in the yard, or the cooking on the kitchen range. The housewife not only will hear but also will see the caller at the door before she opens it."

Solid-state electronic developments will produce great changes in industry before 1960, Gen. Sarnoff predicted, as electronic devices become transistorized. Electronic appliances may well find their way into the home, he said. "Air-conditioners, using electronics, eliminating motors, blowers and compressors and therefore noiseless in operation, may lead a mighty procession of household products to new markets."

Electronics also will revolutionize many business procedures and provide new safeguards against disease, Gen. Sarnoff foresaw. Television, hitherto used chiefly in broadcasting, will move in closed circuit form into industry, replacing human observers in positions of "danger, remoteness or discomfort." Schools will use closed circuit TV to "bring talks and demonstrations to the entire school or to selected classes, without loss of time or the confusion attendant to a call for assembly."

As to the future, Gen. Sarnoff told his audience that as engineers they should take "special pride in the fact that America, supremely the land of liberty, is also supremely the land of science . . . Without freedom," he concluded his address, "there can be no genuine research, which is the uninhibited pursuit of truth no matter where it may lead."

---

station managers are invited!

To send their women broadcasters and executives to the Second Annual Convention of American Women in Radio and Television. They'll have a chance to meet top clients and time-buyers and hear important discussions like these:

What's Ahead for Women's Programs From Idea to Sales Success
The Its and Bits of Television The Operational Activity Behind the Scenes
Take a Look at Yourself Management Policies and Program
Building for the Independent Radio Station Effective Public Service Programming

The registration fee is $15.00 for members and $20.00 for non-members. The only extra costs are travel and hotel room.

FOUR DAY MEETING

IN ATLANTA, GEORGIA

April 30-May 3
at the Atlanta Biltmore Hotel

Send in this coupon now:

AWRT, Room 5634, 70 East 45th Street,
New York 17, N. Y.

Name ........................................
Position ....................................
Call Letters .................................
Address ......................................
Now 10 times more power

WKRC
CINCINNATI'S M
TELEVISION

CHANNEL 12

10 TIMES THE POWER OF STATION B!
5 TIMES THE POWER OF STATION C!

CINCINNATI'S

CBS TELEVISION NETWORK
REPRESENTED BY THE KATZ AGENCY
C-TV

OST POWERFUL STATION

WITH

250,000 WATTS RADIATED POWER

WITH OVER 200,000 ADDITIONAL PERSONS COVERED

SOON 316,000 WATTS

BEST BUY!

Radio Cincinnati Now Owns and Operates WTVN, Columbus, Ohio

Kenneth W. Church, National Sales Manager Radio Cincinnati
IRE SETS NEW ATTENDANCE MARK; ATTENTION ON COLOR TV'S STATUS

Over 35,000 jammed last week's annual convention of the Institute of Radio Engineers which saw a good portion of the agenda devoted to the NTSC's color system.

THE MORE THAN 35,000 scientists, researchers and engineers attending last week's convention of the Institute of Radio Engineers in New York—breaking all previous attendance records by a healthy margin—talked of many things: Cybernetics, nucleonics, digital computers, airborne electronics, electronics in medicine, of almost everything, in fact, except radio.

Mostly they talked about television, particularly the compatible system of colorcasting now undergoing its final field tests (which developments in Washington indicate soon will become the standard for color TV), and about transistors, those tiny new competitors of the vacuum tube.

The Monday and Tuesday technical sessions on TV were devoted to descriptions of various features of the color system devised by the National Television System Committee, the all-industry group which for more than two years has been working to perfect a compatible method of broadcasting color pictures to provide color to those who want it without taking TV service away from the owners of the 23 million monochrome sets now in use in the country.

Donald Richman of Hazeltine Corp. read two papers on color synchronization problems which he summed up as demonstrating that the NTSC system will deliver the right color to the right place at the right time. William E. Good, General Electric Co., described the use of the crystal filter in color synchronization while Paul W. Howells and J. S. S. Kerr of GE discussed transients and transient response in color TV.

The colorimetric properties of gamma corrected color systems were explained by Donald C. Livingston, Sylvania Electric Products. A. P. Stern, GE, talked on phase measurements in color TV, and Charles E. Page, Hazeltine, described a monitoring system for NTSC color signals. Methods of matrixing in an NTSC receiver were outlined by W. M. Quinn, GE, at a Thursday session on broadcast receivers.

Speaking at the Wednesday morning session on television broadcasting, R. D. Kell of RCA Labs. presented a paper prepared with A. C. Shroeder, also of RCA Labs., dealing with making the optimum use of the radio frequency channel for color in the NTSC system. He pointed out that for compatibility the brightness factor of the picture is transmitted as amplitude modulation in the usual way, with a subcarrier introduced to carry the color information, which need not include any of the already transmitted brightness. Only two colors need be transmitted directly, he said, the third being added at the receiver.

A "master plan for the organized development" of a radio station just entering TV was described by Allen R. Kramer of Kramer, Winner & Kramer, architects and broadcast engineers, in a paper prepared with Edwin R. Kramer, given at the same session. Plan assumes an initial TV operation almost exclusively of film, network and remote programming, building up to live programs with studio audiences, with the structure so laid out that it is capable not only of expansion along one line but of rearrangement of existing facilities to form totally new plans should TV in that community develop differently than originally contemplated.

R. H. Tanner, Northern Electric Co., described two types of speech input consoles, one designed for use by CBC in major TV studios, the other for more modest layouts outside the major Canadian cities. A novel feature of the first type, he said, provides for accentuating the sound of certain instruments of an orchestra to coincide with the movement of the camera in a musical simulcast, while the pickup for radio broadcast gives a balanced orchestral sound. The smaller studio console, only 22 inches long and providing for five input channels, is so built, Mr. Tanner said, to permit two or perhaps three to be joined at the end to double or triple the scope of their service.

Also presented at this session was a paper prepared by F. G. Kear, Kear & Kennedy, and J. G. Preston, ABC, dealing with a change in TV transmitting antenna designs, formerly aimed at concentrating the radiated energy in the direction of the horizon but within the last year designed to cover most effectively the particular type of area the individual station serves with the power available to it.

John Rustin, Allen B. DuMont Labs., discussed the use of high gain amplifiers in high power vhf TV transmitters.

A flexible TV studio intercommunications system for use by directors and supervisors in giving instructions during rehearsals and broadcasts was discussed in a paper prepared by R. D. Chipp and R. F. Bigwood of DuMont and presented by Mr. Chipp at the Wednesday afternoon TV Broadcasting symposium.

Paper Presents Tour

A technical tour of CBS-TV's new Hollywood TV City both in its present four-studio stage and as it will be when all the contemplated 24 studios have been built, was conducted in a three-part paper presented by three CBS-TV engineers, Richard O'Brien gave an overall description, Price Fish went into more details of the video equipment, and Robert Monroe described the audio.

Jes Epstein presented a paper prepared with D. W. Peterson, both of RCA Labs., on an experimental study of wave propagation at 850 mc made last summer, when signals from antennas at various heights on the WOR-TV tower at Bergen, N. J., were measured along two routes, one flat terrain heavily built up, the other hilly rural country. The conclusion presented by Mr. Epstein was that an engineer can take free space theoretical field strength and reduce it by theoretical knife edge diffraction shadow loss and by "suitable empirical experience factors" and come up with a useful prediction of the kind of coverage he may expect from his uhf TV station.

High power uhf by means of Klystron tubes was discussed by N. P. Hiestand, Varian Assoc., A. Rankin and H. M. Crosby of GE, during the afternoon session. Mr. Crosby pointed out that unlike conventional power tubes which operate most efficiently at lower frequencies, the Klystrons are at their best in the uhf region. In addition to the 5 kw Klystron-based uhf

EXPERIMENTAL transistors designed with cooling fins or coolant tanks so they can operate at higher power are examined by Dr. D. A. Jenny of RCA's David Sarnoff Research Center, who appeared before IRE with Dr. L. D. Armstrong to describe the new devices. He reports these transistors can be operated at 1 w, compared to about 5/100ths w for smaller, uncooled transistors.

RADIO ENGINEERS heard Brig. Gen. David Sarnoff (r), RCA board chairman, give the principal address at the banquet Wednesday night when he was named first recipient of the new Founders Award, given to leaders in radio and electronics. IRE's Medal of Honor went to John M. Miller (l), Novel Research Lab., Washington, D. C., for his pioneering scientific and engineering contributions. IRE President James W. McRae is at left.
Now

WMBR-TV

who has been opening doors for sponsors since 1949 with a sure-handed combination of CBS Television and local shows (46 local shows per week, 27 live)

in

JACKSONVILLE

with North Florida and South Georgia, one of the South’s wealthiest TV markets...with a 10% higher per capita income than the South’s average

is represented by

CBS TELEVISION SPOT SALES

who offers you the keys to Jacksonville and nine other big-city and big-money TV markets, including the nation’s four largest.*

*CBS Television Spot Sales also represents WCBS-TV, New York, WCAU-TV, Philadelphia, WTOP-TV, Washington, WHBY, Charlotte, WBBM-TV, Chicago, WAFM-TV, Birmingham, KGUL-TV, Galveston-Houston, KSL-TV, Salt Lake City, KNXT, Los Angeles, and CVM, the CBS Television Pacific Network.
IRE President James W. McRae (I), Bell Labs., congratulates John V. L. Hogan, Hogan Labs., after presenting him with an IRE Founders plaque last Monday.

transmitter announced by GE two years ago, GE is now building 12-kw transmitters which, with special antennas, will provide an effective radiated power of up to 300 kw, he said. These have already been installed at two stations—WHUM-TV Reading, Pa., and WWLP (TV) Springfield, Mass.—which are getting about 265 kw ERP, Mr. Crosby reported. High transmitting power, he said, will be a major factor in improving uhf reception.

Development of an “internal magnetic focus” gun for TV picture tubes, eliminating the external focus coil and ion trap magnet, was announced at the convention by General Electric Co., which displayed a 21-inch tube (21JP4) and announced plans for making tubes of this type in all sizes. Grady L. Roark, manager of GE equipment tube sales, predicted that this tube, whose focus is locked in at the factory and cannot be disturbed by servicemen or set owners, will replace present types of picture tubes.

GE meanwhile displayed a new 5 kw power tetrode (GL-6182) designed to operate over the entire uhf band, and a new 250 kw power tetrode (GL-6283) for use as a driver tube in uhf transmitters. The 5 kw tube was described as the newest and most powerful addition to GE’s line of ceramic-and-metal envelope transmitting tubes, and was said to be capable of operating at seal temperatures as high as 200 C. The 250 kw tube is designed to drive GE’s two 1-kw uhf transmitting tubes and its 15-kw Klystrons, and was said to have, like the GL-6182, a high degree of mechanical strength, capable of resisting seal temperatures as high as 200 C. Both tubes are in production at GE’s Schenectady tube plant.

DuMont Labs. introduced during the IRE meeting a miniature TV camera unit, the “Tel-Eye,” containing a complete camera chain with associated power, synchronizing, RF, monitoring and output equipment, plus the camera itself, in a camera head about the size of a portable typewriter case. Designed for closed circuit use, it can be used with any standard TV receiver without altering the set and will feed multiple TV sets at distances up to 2,000 feet, company spokesmen said.

IRE conventioners also got the first look at a new DuMont video recorder which uses a special 7-inch high voltage, high definition blue phosphor tube, aluminized to give double the normal light output, plus other features said to produce superior recorded TV programs. The recorder can produce either the usual positive picture for a photographic negative or, if speed is essential, a negative picture which can be developed as a positive record after exposure in the recording camera.

UHF Signal Aired

To enable exhibitors at the IRE convention to show uhf equipment in operation, the DuMont experimental uhf station, KE2XDR, New York, kept black-and-white uhf signals on the air during the four-day meeting.

“Transistors will extend electronics and add to the opportunities to use electronics to serve mankind,” James McRae, Bell Labs, executive and IRE president, said Monday at a news conference on transistors.

One future use of transistors likely will be to amplify video signals in intensity transmission, said R. L. Wallace Jr., of Bell Labs., who displayed a transistor-amplifier about 1½ inches long and 15/100 inches in diameter, small enough to fit inside a coaxial circuit. He stressed the experimental nature of this development, stating it was still in the laboratory stage and not yet perfected or ready for regular use in TV circuits.

A hermetically-sealed junction transistor operating in a pot of boiling water was demonstrated by General Electric Co. James Sweeney, GE sales manager for germanium products, explained that this demonstration proves the device’s ability to operate under conditions of high heat and humidity, often important for commercial as well as military equipment. Small quantities will be available to development labs and engineering groups in a few months, he said, with mass production scheduled for fall.

Use of transistors in hearing aids was shown and described by Dr. Godding of Raytheon Mfg. Co. He noted that a transistor-powered hearing aid will operate for a full year, whereas, normal hearing aid batteries have to be replaced daily. Raytheon also demonstrated a transistor-powered portable radio receiver.

Military applications of transistors were shown by Capt. Gerald Epstein and S. E. Petriolo, who said that the normal requirement of a combat division is a boxcar full of batteries every two days, so that small long-lived devices like transistors become of utmost military importance.

Liquid and metallic cooling of transistors was shown by Allen B. DuMont Labs. to provide an efficient cooling system that is important for high-speed operations at high temperatures.

NEW DuMont video recorder, which Allen B. DuMont Labs. claims is “far superior” to recorded television programs available from current recording systems, was introduced at IRE and demonstrated by Herbert Faster, TV engineer in the DuMont research division. Gains were caused by “refinements in the picture tube and associated electronic circuits,” DuMont claims.

AN 18-POUND portable TV camera designed to replace a standard 350-lb. setup was shown by Allen B. DuMont Labs. at the IRE convention. Called the Tel-Eye, the camera will plug into a standard wall socket. It is 14 in. long, 9½ in. high and 4½ in. wide. DuMont sets the price at $2,850.

GENERAL ELECTRIC displayed what it says is the first internal magnetic focus gun (I) at the IRE convention last week. Picture shows “simplicity” of installation of the internal system for picture tubes, contrasted with the external magnetic focusing unit (r).

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BROADCASTING • TELECASTING
In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ... plus the prestige and network programming of its NBC affiliation. Add the 3/4-million Auto Radios, and the 1 1/2-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do... for less than the average cost-per-thousand-listeners for radio time in Detroit.

-The time to sell Detroit is now... 
the time to buy is... WWJ

AM-FM Associate Television Station WWJ-TV

AM-950 Kilocycles-500 Watts
FM-Channel 246-97.1 Megacycles

WORLD'S FIRST RADIO STATION. Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERRY CO.
KEY CALIFORNIA STATION FILLS GAP

Links Northern and Southern Calif. Distribution

Northern and Southern California distribution meets at the San Luis Obispo County line, with each market larger than most of the forty-eight states in population, buying power or any other gauge of value. KEY-T links these two great markets which are by far the fastest growing areas in America.

WHEN

KEY-T goes on the air officially this midsummer (on or about July 1, 1953), supplying television coverage which has been needed for years in the huge coastal area of California.

HOW

Because of strong power (50,100 watts), and extreme height of transmitter (4200 feet), KEY-T will be dominant in it’s steady flow of signal. It was the need for this type of television coverage in Coastal California which moved the Santa Barbara Broadcasting and Television Corporation to plan and build a powerful regional station for Channel 3.

WHO

KEY-T is owned and operated by the Santa Barbara Broadcasting and Television Corp., with Harry C. Butcher, owner of Radio KIST, Chairman of the Board. Colin M. Selph is President and General Manager, Cecil I. Smith, vice-president and treasurer, Alvin C. Wein- gang, secretary. Others associated with the corporation are Ronald Colman, Charles H. Jackson, Jr., and Arthur F. Marquette.

Cost

KEY-T “down-to-earth” rates are based upon two primary factors: 1—An NBC estimated “to start with” 43,500 sets unduplicated by NBC (Channel 4) and CBS (Channel 2) in Los Angeles in the south portion of the KEY-T A and B coverage area. 2—KEY-T regional rates are not only competitive with other media, but the cost per thousand is surprisingly low.

“TENT COVERAGE”

Engineering Surveys Forecast Coastal Coverage “Like A Tent” to Nearly Two Million People

The new KEY-T transmitter, like a tent-pole high on TV Peak, 4200 feet above sea level in the Santa Ynez coastal mountain range, will “tent-cover” the entire coastal area. Coverage indicated by tests and reliable authorities will be remarkably free from “dead spots” because of the unusual height from which signal starts. Signal will reach through Santa Barbara, Ventura and San Luis Obispo counties, into Kern County and a large portion of Los Angeles . . . a total coverage area potential of 1,922,502 people, owning 402,692 TV sets, according to conservatively estimated figures as of July 1, 1953. In addition, KEY-T will have an impressive, unduplicated set coverage within the above area.

50,000 WATT KEY-T DEBUTS WITH 4 NETS

NBC, CBS, ABC, Dumont Recognize Station Value

With the signing of affiliation contracts with all four networks, KEY-T assures viewers the finest schedule obtainable from network programming. In addition to the top network programs, KEY-T will provide special features such as local, regional and national news, California Kitchen, Fiesta Hour, Feature Films, current subject forums, farm and ranch roundtables, sports news, public service informational programs, special events, educational and religious programs.

The KEY-T basic policy is to present the best possible programming to the greatest number of homes in the huge area which will be covered. KEY-T thanks Dumont, ABC, CBS and NBC for unusual recognition.

CALLED ‘SELLING KEY TO COASTAL CALIF.’

To achieve full coverage necessary for vital coastal areas of California, agencies and timebuyers recognize that the word “key” in KEY-T means the station which cannot be overlooked to reach a great market in the Northern and Southern California distribution link.

Station is called “The Selling Key to Coastal California” for a very important reason . . . over 400 miles of California coast between Los Angeles and San Francisco . . . the area served by KEY-T is strategically located in this rich market. Signals from outside television stations are either weak or non-existent in a large portion of this area.

A glance at the map of California will show the need for using KEY-T to sell this rich market, where two automobiles per family, a modern home and good living is the standard.
were described by Dr. L. D. Armstrong and Dr. D. A. Jenny of RCA's David Sarnoff Research Center during the Tuesday afternoon session on transistors. The first method involves replacement of the plastic case normally surrounding the wafer of a germanium transistor by a thimble-sized metal tank filled with a cooling liquid. In metallic cooling, the transistor is encased in a metal cup which offers a relatively wide area for dissipating heat, or special cooling fins are attached to the outer casing.

The alloy process of making a germanium n-p-n (negative-positive-negative) junction transistor was described by Dr. Jenny in an obvious note to the AIEE Wednesday afternoon session. Laboratory tests, he said, have shown that the new n-p-n transistors can provide an output current 100 times or more greater than input current. Designed as a component of Motorola's p-n-p type, the n-p-n transistor can be used with the p-n-p type in novel circuit arrangements to compliment or reinforce each other. This relationship was discussed by George C. Szklai of RCA Wednesday.

Power Transistor Shown
A power transistor, RD-PX, which provides the basis for the power stage of a radio receiver, was demonstrated at the AIEE show by Germanium Products Corp. The set employed no vacuum tubes and only two transistors, one the power transistor, which the company said reduces power requirements to less than 1/100th. The transistor demonstrated was running a six-volt battery and was said to be good for at least a year of normal usage.

General Electric Co. demonstrated a new germanium rectifying device, using it to operate a radio from a conventional AC outlet. The device is a custom application of the germanium junction rectifiers now being mass produced by GE, the company said.

First printed circuit component with molded-in inserts tiering in with the printed circuit itself was shown at the AIEE meeting by Mycalex Corp. of America. Development was possible, company said, because the insulation material has a coefficient of thermal expansion close enough to those of most inserts, including silver and steel, to hold the inserts tight over operating temperatures.

Vidicon Camera Uses
Simple Vidicon camera attachment easily connected to the family TV receiver can turn the set into a family control center, with mother switching momentarily from her telecast entertainments to take a look at the junior schoolkeep in the nursery or at the dinner cooking on the kitchen range, Dr. Vladimir Zwybykin, vice president and technical consultant of RCA Labs., said Thursday at the AIEE convention, where the hookup was demonstrated. When mass-produced, it is hoped the cost of the unit can be reduced to no more than the price of a TV receiver, he said. He predicted widespread use of this low-cost tiering circuit TV device in business and education as well as in the home.

A method of tape recording which permits the time of a speech or musical performance to be compressed as much as ten to 20% without being noticeable to listeners and as small as 80% without losing intelligibility was described and demonstrated Thursday by Prof. Grant Fairbanks, Dean W. L. Everitt and R. P. Jaeger, all of the U. of Illinois [B*10, March 23]. The process also can be worked in reverse to stretch speech. In its present form it was stated that suggested applications include broadcast use to tailor-make programs running long or short to fit airborne precisely.

**BAB Sales Aids at NARTB Meet**

Broadcast Advertising Bureau's afternoon meeting for broadcasters is set for April 28. Top BAB officers will present the bureau's series of projects.

EXPANDED program of sales aids for radio stations will be unveiled by Broadcast Advertising Bureau during the NARTB Los Angeles convention April 28-May 1. BAB will hold an afternoon meeting for all broadcasters Tuesday, the 29th.

As at Chicago last year, BAB plans a dramatic presentation of its methods of promoting radio sales. The event will be staged in the Biltmore Theatre, which seats 1,600.

NARTB last week worked out details of some of the convention features starting with the formal opening Wednesday, the 29th.

Charles C. Caley, WMBSD Peoria, BAB board chairman, will tell the story of the organization's sales activities during the past year. William B. Ryan, BAB president, will discuss principal objectives for the coming year.

Kevin Sweeney, vice president, and Jack Hardesty, general manager, will give a series of presentations showing how new projects will be handled and describing specific services. Mr. Ryan will join in the presentations (see BAB board story this section).

As now planned, BAB plans a series of projects aimed at stimulation of nighttime radio. Second project is a program directed at retail advertising, including efforts to bring radio bigger slices of the $400 million department store advertising fund and the $250 million grocery budget.

A third project has as its goal the tripling of BAB's sales effort at the national level. Gail Blocki, BAB's midwestern sales director, will explain details of this program.

**National Plan**

BAB's convention program will outline a plan to extend national advertising penetration at the local level.

The sales-effectiveness (count-your-customers) tests are to be tripped during the year. Package goods and other commodities will be added to the scope of these tests, along with additional media.

BAB's afternoon-long program will be conducted on a rapid-fire basis and kept within a two-hour period. It will include success stories showing how aggressive radio presentations have brought new business to stations and networks.

Three sales rooms will be used by BAB on the second floor of the Biltmore Hotel, where the light equipment-service exposition will be held. Sales managers will be available for conference. Attending for BAB, in addition to Messrs. Ryan, Sweeney, Hardesty and Blocki will be Bill Morrison, assistant secret-tary-treasurer.

Current membership of BAB includes 785 AM stations, with the list of associates also increasing.

As NARTB progressed with its convention planning Clair R. McCollough, Steinman Stations, chairman of NARTB's Public Affairs Committee, announced tentative composition of several panels.

The NARTB's agenda includes invocation at the Wednesday morning general session by James Francis Cardinal McIntyre of Los Angeles, following the formal opening by Mr. McCollough. Brig. Gen. David Sarnoff, RCA chairman of the board, will deliver the keynote address and then receive NARTB's First Annual Keynote Award.

NARTB President Harold E. Fellows will deliver the luncheon address. The afternoon general session is titled "Principles of Profitable Radio Station Operation." Paul W. Morency, WTIC Hartford, will preside. On the afternoon program will be Mr. Fellows and Richard M. Alpert, NARTB research manager. A special panel will join the discussion.

**UHF Panel Planned**

Robert D. Sweezy, WDSU-TV New Orleans, will preside at a TV session Thursday morning in his capacity as TV board chairman. Thad H. Brown Jr., NARTB vice president and TV counsel, will describe NARTB's progress in serving television members. A panel discussion, "What About UHF," will be followed by another on "Film's Place in Television."

President Fellows will preside at the noon luncheon, at which FCC Chairman Paul Walker will speak. A special panel of one of the Voice of Democracy winners. Both radio and TV will be covered in the afternoon, which opens with a general panel discussion on "Small Market Television." Following will come two sessions on labor and radio programming. These, in turn, will be followed by simultaneous panels on radio merchandising and sports-events activities (both radio and TV). The annual banquet will be held Thursday night.

The half-day Friday session opens with the annual business. Judge Justin Miller, NARTB board chairman and general counsel, will preside. Mr. McCollough will preside at a panel discussion featuring FCC members and staff executives. Third feature will be a discussion of the Television Code. John E. Petzer, WKZO-TV Kalamazoo, Mich., will preside as chairman of the Television Code Review Board. Final workshop feature will be a panel titled "Meet the Trade Press." The convention closes Friday noon.

Jesse Coy, KOB-TV Albuquerque and former FCC chairman, will preside at Thursday afternoon panel on small market television. Among others on the panel are Gaines Kelley, Greenbrier, N. C.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; James D. Russell, KKTV (TV) Colorado Springs, and Robert Lemon, WTTV (TV) Bloomington, Ind.

Leslie C. Johnson, WHRP Rock Island, Ill., will chair a radio-TV labor panel Thursday afternoon. Others on the panel will be Victor A. Sholis, WHAS-TV Louisville; Richard A. Moore, KTV (TV) Los Angeles, and Victor C. Dishon, WAZL Hazelton, Pa., and Joseph A. McDonald, NBC.

William D. Pabst, KFRC San Francisco, newly-elected NARTB District 15 director, will chair a panel on Thursday afternoon radio program panel which will include William B. Quarton, WTM Cedar Rapids, Ia.; Leonard Kapner, WCAE Pittsburgh; Jack L. Pink, KONO San Antonio, and Barney Schwartz KFIL Paso Robles, Calif.

A session for FM stations is scheduled Tuesday morning, prior to the formal opening, with an NARTB TV membership business session to run simultaneously. Slated to be chairman of the FM meeting is Thomas B. Mann, WHCU-FM Ithaca, N. Y., chairman of the association's FM Committee.

Three days of technical papers will feature the annual Engineering Conference starting at 9:15 a.m. Wednesday.

The equipment exposition will open Tuesday.

**TRADE ASSNNS.**

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For years, Mister PLUS has been chanting variations on a single theme: network radio is the best buy in advertising. As star vocalist for Mutual, he now takes stage center with a resounding new refrain: network radio—Mutual-style—will keep right on being the best buy, come what may. And he accompanies these original lyrics with the following solid facts:

1. Throughout Non-TV America, where nearly 17,000,000 radio families are still beyond reach of television, Mutual delivers double the audience tuned to any other network.*

2. Throughout TV America (where radio listening still adds up to over 72,000,000 family-hours a day, vs. 85,000,000 for TV)? Mutual now applies a 50% discount to evening radio costs.

3. Throughout all America, Mutual will apply that same discount to evening costs for all affiliates within effective range of TV, six months after each new television tower is installed.*

To the man in the sponsor's box, this means a guaranteed good buy forever—on the one network that's geared for low-cost mass sales, today and tomorrow—starting right now in 1953. May we translate this into profit-encores for you?

*J. A. Ward, Inc., million-interview Non-TV America study.
*MRS Ram Card #17, effective January 1, 1953.
**GOVERNMENT**

**REOPENING OF COLOR TV QUESTION SOON, HOUSE GROUP IS TOLD**

The House Interstate & Foreign Commerce Committee last week heard the testimony of leading figures in the color controversy. And it appears that FCC will reopen the question with NTSC color standards to be the next to undergo close examination as to its feasibility.

The FCC will wait for another four months or so and if no one asks for the reopening of the color television question, it will move to reopen the subject itself. It will issue a notice of proposed rule making to authorize the compatible NTSC color standards as the sole, official color system, call for comments or set hearing dates and decide whether the compatible color system lives up to the claims that have been made for it.

That is the best deduction among informed observers following four days of testimony last week before the House Interstate & Foreign Commerce Committee investigating the status of color TV.

That theory is bolstered by comments of House committee members, notably Rep. J. Percy Priest (D-Tenn.), urging exactly that course be followed by the FCC.

Any idea that the Commission would follow RCA's suggestion—that it immediately authorize the compatible NTSC system and "let the public decide" which system it prefers—was dissipated by FCC officials.

Under the Administrative Procedures Act, they point out, it is necessary for the Commission to go through certain formal steps before it can change an FCC rule. That means notice, comments or a hearing, and finally consideration and a decision.

Last week, the House committee heard RCA's Princeton Labs. Vice President E. W. Engstrom, CBS President Frank Stanton, DuMont President Allen B. DuMont and Chromatic Labs. President Richard Hodgson.

Scheduled for Friday was Dr. W. R. G. Baker, General Electric Electronics Department Vice President and chairman of the all-industry NTSC.

After an Easter recess, the Congressional committee plans to see color TV demonstrations April 14-15 in Princeton, N. J., and New York City.

Aside from the testimony of witnesses, last week also saw the revocation of NPA Order M-90, freeing electronics manufacturers for the production of color TV receivers. Production of color sets appeared extremely unlikely however.

NPA in October 1951 forbade the manufacture of color TV receivers in order to conserve strategic materials and skilled engineers. The order was modified last June to permit such production, on authority of NPA. NPA warned, however, that no additional allocations of critical materials would be authorized for this purpose.

Salient points made by industry witnesses before a majority of the 31-man committee were these:

- RCA's Dr. Engstrom called on the FCC to immediately authorize the compatible, NTSC system of color television, said that NBC would immediately start telecasting in color. He also said RCA was ready to begin mass production of its tri-color picture tube, color receivers and studio equipment. He said RCA would petition to reopen the color TV subject "within six months."

- CBS has no intention of picking up and going forward with the non-compatible field sequential system until the FCC clarifies the color video picture, Mr. Stanton said. He said that he was not sure that the NTSC system was as ready for commercialization as its proponents have stated, and he definitely disagreed with the RCA suggestion that the FCC authorize the NTSC without a hearing. He said CBS would back any system which the FCC finally chose as the official method of color TV.

- Color TV is still about five years off, Dr. DuMont bluntly told the House investigators. He said he didn't think the NTSC system was ready for an FCC hearing, and would not be for about a year. He estimated that it would take the FCC about three years to issue notices, hold hearings, consider and make a decision, and another year for the industry to tool up for mass production.

- The Lawrence tri-color picture tube is ready for mass production, Richard Hodgson.

**TRADE ASSNS.**

**Rollinson to Direct SRA Advertiser Relations**

CRUSADE for Spot Radio seems "certain of success," John Blair, president of Station Representatives Assn., stated last week in announcing that Reg Rollinson had been engaged, effective April 1, as SRA's director of advertiser relations.

More than 190 radio stations have agreed to contribute one-half of their one-time daytime announcement rate per month to support the SRA plan for an all-out sales drive for spot radio, T. F. Flanagan, SRA managing director, said, but he and Mr. Blair stressed that additional station subscribers are necessary to carry out the sales plant announced by SRA (B&T, March 2).

**NARTB Names Barton**

JACK L. BARTON has been named assistant manager of the NARTB Station Relations Dept. by President Harold E. Fellows. He replaces William K. Treynor, recently elevated to manager of station relations and transferred from San Francisco to Washington, D. C.

Mr. Barton will be based in San Francisco starting May 1. He left last week on an extended field trip through the south and southwest. Before joining NARTB last October, Mr. Barton was a broadcast representative for Capitol Records.

**Coe Named IBA Head**

DEE COE, WWCA Gary, was elected president of the Indiana Broadcasters Assn. March 20. Retiring president O. E. Richardson, WASK Lafayette, was named to the board of directors.

Five other officers go into office with Coe. They are: William E. Rippetoe, WBOW Terre Haute, vice president of AM; Harry Bitter Jr., WFMB Indianapolis, vice president of FM-TV; Robert Williams, WFML (FM) Washington, secretary-treasurer; Robert Enoch, WXIL Indianapolis, assistant secretary, and Ronney Householder, WJVA South Bend, assistant treasurer.

Also elected to the board of directors were Bernard Dabney, WSRK Shelbyville; Bruce McConnell, WISH Indianapolis; Ed Thoms, WJG Ft. Wayne, and Roy Hickox, WLRP New Albany. More than 60 broadcasters attended the one-day session. Next meeting is scheduled for June.

**Michigan Newsmen Organize**

FRANK BENESH, WKZO Kalamazoo, has been elected president for a one-year term of the newly organized Michigan Assn. of Radio and Television Newsman. He and other officers were elected a fortnight ago at the first meeting of 15 state newsmen at Michigan State College.
WABD
NEW YORK KEY STATION OF THE DU MONT NETWORK

APPOINTS AVERY-KNODEL INCORPORATED
NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES • DALLAS

FOR NATIONAL SALES REPRESENTATION
IN ALL MARKETS OUTSIDE OF NEW YORK

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to public demand and drawing upon existing black and white TV receiver facilities to meet demand.

Dr. Engstrom also announced that RCA had developed a single-tube color camera for station use—still in the laboratory stage but with great promise.

Concluding his presentation, Dr. Engstrom—who was accompanied at the hearing by RCA Technical Director C. J. Olliffe and NBC Chief Engineer O. B. Hanson—said:

We are today prepared to commence broadcasting compatible color programs which can be received in black and white on sets now in the hands of the public without changing these sets at all and without any present set owning being required to buy any new equipment to receive these broadcasts.

We are also prepared to expedite the production of color sets so that those members of the public who wish to receive our compatible color broadcasts in color can buy color receivers.

Given this opportunity to judge for itself the advantages or disadvantages of the compatible and incompatible system of color television, the American public would make the final decision as to which system it prefers. In our opinion, this is the quickest way to bring color television service to the American public.

The CBS field sequential system was virtually buried when Dr. Stanton stated that CBS had no intention of "tilting against windmills" by trying to restart color broadcasts and the manufacture of color sets.

Basic barrier, he said, was the fact that there are now 23 million black and white TV sets in use. Unless adapted, the current black and white sets cannot receive the field sequential color signals, even in black and white. A compatible system permits current receivers to receive color signals—"in mono-chrome."

CBS will accept the compatible NTSC system—if it lives up to the promises made for it by its developers, Dr. Stanton said. He urged that the color TV issue be settled quickly, so the public would know exactly which system it can buy.

Members of the House committee commended Dr. Stanton for his "frankness" and "fairness."

But Dr. Stanton left no doubt that he believed CBS could have put over its type of color TV if it had not been for the RCA court action which delayed the commencement of color TV operations from October 1950 to June 1952. It was this delay that had held up the production of color receivers, instituted in October 1951 and revised slightly in June 1952.

Dr. Stanton related the reasons why the FCC chose the CBS system over the competing RCA and Color Television Inc. systems and the events that occurred subsequent to the FCC decision. He referred to the attempts of RCA and NTSC to work out a compatible system and said:

Despite the publicity about the compatible system, we think that there was no basis for momentum for the field sequential system. There was substantial opposition at that time to press forward with our broadcasting and manufacturing efforts sooner or later other manufacturers would begin to produce color equipment. We had real hope that the log jam would soon be broken. But at that time, most of the others in the industry were focusing their efforts on developing, demonstrating and testing a new compatible system.

Dr. Stanton stated the NPA M-90 order was academic. He explained that CBS-Columbia Inc., the manufacturing subsidiary of CBS Inc., tried to get additional materials for the manufacture of color TV receivers and was turned down by NPA.

The CBS sequential system has been continued, Dr. Stanton said—in laboratories, and in closed circuit use for military, medical and theater TV.

As to the future, Dr. Stanton said:

First, I say reluctantly but realistically, that CBS has no plans so long as the present circumstances exist, to broadcast or manufacture under the sequential system.

I think we would be tilting against windmills to undertake now, without any substantial industry support, to try to pick up again where we were forced to leave off in October 1951.

That impetus has been lost and the field sequential system has been considerably penalized by a year and a half. I cannot minimize the problems of a million half-inch tubes in the teletype, which this creates. I do not think the problem of incompatibility is insurmountable. But I do think that the problem of incompatibility has now grown in such proportions that if in combination with other factors, it becomes quixotic and economically foolish for us single-handedly at this time to resume a large scale broadcasting and manufacturing program under the field sequential system.

On the basis of incomplete information, Dr. Stanton said: "We believe that the new compatible system faces substantial problems, particularly in color television."

Dr. Stanton added:

But we know that there are for any color system which works well, which is practical and the cost of which is reasonable, we will support such a system whether or not it is one developed by us or by a competitor, or by somebody of whom we have never heard. We are in favor of compatibility. We genuinely hope that this new system can be made for it and that it is both compatible, practical and economical. If new system works, it is practical and its price is reasonable, we will use it with all our strength.

Complete disagreement that color TV is "around the corner" was expressed by television pioneer Dr. DuMont. He doubted, he said, that anyone had a marketable color TV set.

Mincing no words, he said that the NPA ban
on color TV manufacture was not a move to
delay color TV but "a move to take Columbia
off the hook," he added. "They were not
going anywhere and we were going to quit
but didn't want to admit it."

He said CBS had made about 500-600 color
TVs, but had sold only 100 in the six
months that color TV was free to develop. He
said the $650 price on 10-in. color sets could
not compete with the $200 price of 17-in. black
and white sets. "The public kicked this thing
too," Dr. DuMont said. He said 80% of last
year's TV set sales were at prices less than
$300.

Compatibility is only one factor in develop-
ing a tricolor picture tube, Dr. DuMont
declared. Also important are such matters as
resolution, brightness and flicker threshold, he
said.

There is no tri-color picture tube that is
satisfactory, Dr. DuMont asserted. It was
dubious about the RCA single color tube and
ventured that Chromatic had about three or
four years more to go in completing develop-
ment of the Lawrence tube.

Dismisses NTSC System

As to the NTSC system, Dr. DuMont said the
"system was not good enough and the re-
ceivers would be too expensive." He agreed
with DuMont that it would be a good
idea to force the FCC to experiment with color-
casts of the compatible system during reg-
ular programming hours.

Lawrence tri-color picture tube is ready for
admit of color TV, Mr. Hodgson said. He
claimed that the tube would work on both field
sequential or dot sequential system, and would
cost only $25 to $35 more than a black and
white tube.

Issuance of NPA Order M-90 was "unusual"
and "unnecessary and contrary to public pol-
icy," Mr. Hodgson implied, and was for
the purpose of stymieing the advance of color
television.

The Chromatic Television president urged that
the FCC see to it that the FCC doesn't
freeze color TV standards so that one manu-
facturer or group of manufacturers gains
the market.

He also called for the committee to continue to
"exercise pressure" to see that color tele-
vision gets out to the public.

Chromatic Television Labs. is half-owned by
Paramount Pictures Corp. Dr. Ernest O. Law-
rence, nuclear physicist and Nobel prize win-
er, is the inventor of the Lawrence polychrome
tube.

Coronation in Color

CORONATION of Queen Elizabeth next
June will be telecast in color in Great Britain.
Chromatic Television Labs. Inc., which developed the
Lawrence color tube, and Pye Ltd., which has made
special color video cameras, will co-
operate in the telecasts.

Sets with 22-inch Lawrence tubes will be
placed in hospitals and public places for
persons unable to see the actual cere-
monies. The Lawrence tube has never
been used in England, although it has been
demonstrated frequently in the U. S. It was developed by Chromatic,
an affiliate of Paramount Pictures Corp.
Pye Ltd. is a large TV manufacturer in Great Britain, and has made black-and
white equipment for BBC as well as some U. S. telecasters.

Classmate Becker Recalls an 'Industrious' Doerfer

AN ASTUTE lawyer and a sincere, hard-
working public servant is the characteri-
ization given John C. Doerfer, new Eisen-
hower nominee to the FCC, by a law
school classmate who has known him
more than 20 years. A. Harry Becker,
Washington attorney who went into pri-
ivate practice last year after 11 years with
the FCC, recalled last week experiences
shared at Marquette U. law school in
Milwaukee.

John Doerfer, a native of West Allis,
Wis., a highly-industrialized suburb of
Milwaukee, worked his way through the
U. of Wisconsin and Marquette law
school, which he entered in 1931. Mr.
Becker, a freshman at the same time,
remembers Mr. Doerfer as a quiet, stud-
ious youth who nevertheless had the
kind of social balance which led him to
attend "boiler-room smokers." Always
highly respected by his classmates, John Doerfer
was known as a crack law stu-
dent and "never as a politician."

"Doerfer was "industrious and happily married
even in his law school years, Mr. Doerfer
is remembered as having successfully
handled two fulltime jobs—as a student
working toward a hard-earned law degree
and earning money as an accountant.

Termed "quiet and modest" by Mr.
Becker, he would never, however, "back
away from a fight." A middle-of-the-
roadder, in that he could recognize both
the liberal and conservative sides of a
question, he was interested predominately
in public service. This has been proved,
Mr. Becker notes, in Mr. Doerfer's pub-
lic service record in Wisconsin, which
began a few years after he was admitted
in the bar and when he became city
attorney of West Allis.

Although he is not a "social" person,
in the Washington cocktail party sense,
he likes people and gets along well with
them, has a strong sense of humor and
"knows the world about him," Mr. Becker
says. He's well-balanced in his concepts of
work and play, although his work de-
mands have relegated the latter to a
secondary position.

Mr. Doerfer is described as a conserva-
tive dresser, long ago having adopted the
"Brooksby" type of dress although "at the
time he probably didn't know what
Brooks Bros. was."

"The hacked word, industrious, was
made for him," Mr. Becker says, "and
during school we all knew the mark
of industry was upon him." Their paths
occasionally have crossed since then, and
Mr. Doerfer's latest appointment brings
him into a bailiwick familiar to his for-
mer classmate.

Mr. Becker, at time of his resignation
from the FCC a year ago, was chief
of the administration branch in the legis-
lation and administration division under
supervision of the general counsel.

SENATE UNIT SETS
DOERFER HEARING

Interstate and Foreign Com-
merce Committee moves
quickly to act on President's
nomination. Walker likely to
stay until June 30.

MOVING quickly to put a Republican
commission on the FCC, the Senate
Interstate and Foreign Commerce Committee last week sched-
uled a hearing April 1 on the nomination of
John C. Doerfer, chairman of the Wisconsin
Public Service Commission, to be a member of FCC [B\*1; March 23].

The hearing will be held in the Committee's
hearing room in the Capitol at 10 a.m. Also
to be considered are two nominations for the
Civil Aeronautics Board.

As of last Thursday, the Committee had
heard from no one, other than the nominee,
desiring to be heard. No opposition to the
48-year-old appointee's nomination has been
received, according to the Committee staff.

Mr. Doerfer was named by President Eisen-
hower to complete the unexpired term of
former Republican Comr. Robert F. Jones,
who resigned in the fall of 1952. This runs to July 1,
1954. It had been held by Democratic Comr.
Eugene H. Merrill of Utah, appointed as a
recess FCC member last October [B\*1, Oct. 13,
1952]. Mr. Merrill was nominated formally by
President Truman on Jan. 9. President Eisen-
hower's nomination of Mr. Doerfer on March
20 was accompanied by his withdrawal of the
Merrill nomination.

Still uncertain is whether Mr. Doerfer
also will be named Chairman of the FCC. When
asked about that possibility two weeks ago, he
said he would "just as well not discuss that."
A clue in that direction was seen by some
observers who pointed to the naming last week
of Edward F. Howrey as chairman of the Fed-
eral Trade Commission. Mr. Howrey only
recently was confirmed by the Senate as a
member of the FTC.

Up to two weeks ago it was generally re-
ported that Comr. Rosel H. Hyde, Wyoming
Republican who came up through FCC ranks to
a Commissionership, might be named chair-
man.

Present Democratic Chairman Paul A.
Walker is serving past the compulsory retire-
ment age of 70 under an executive waiver
issued by President Truman last year. His term
expires June 30. However, the naming of a

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chairman is done at the President’s “pleasure.” This means that President Eisenhower may at any time name another commissioner as chairman.

But it was generally thought last week that while the President probably would name a Republican chairman, he nevertheless would permit Mr. Walker to serve until his term expires June 30.

Technically, Comr. Merrill remains in office until his successor takes his oath of office, it was explained by a White House source last week. However, should a successor fail to be approved before the conclusion of the present session of the 83d Congress, Mr. Merrill’s recess appointment will lapse with the end of the Congressional session. President Eisenhower, however, could terminate the recess appointment momentarily if he so wished, since it runs “at the pleasure of the President.”

Comr. Merrill stated last Wednesday that he has no plans for the future, but indicated he might vacation for a short time once he leaves his FCC post since he has not had a real vacation during many years of government service.

It is understood Comr. Merrill has a sizable accrual of annual leave to his credit as a result of this service.

In a statement prepared for Broadcasting & Telecasting, Comr. Merrill said:

“I am grateful to the President of the United States for having afforded me the privilege of being on this Commission to serve the American people. It has been among my objectives to make decisions wholly in the public interest, simplicity and that correct the work of the Commission as well as to eliminate needless procedures and regulations.

The television and radio broadcasting industry has a tremendous responsibility to the American people. I am hopeful that the Commission and the industry will continuously keep in the forefront their public responsibility.

I am also appreciative for the opportunity of having served the American people and the people of my state (Utah) in various other capacities in the public utility field in the past 18 years, including five years of service in Germany in the post-war period. This assignment included organizing and supervising the German communications system (telephone, telegraph, postal, bus transportation, commercial bank, savings bank and radio frequency allocation) with its 300,000 employees, rebuilding its physically destroyed plant, establishing and maintaining it in financial solvency and implementing policies to destroy communist influences.

KOB SSA Extension Proposed

In Cunningham Initial Decision

AN INITIAL decision looking toward grant of that part of KOB Albuquerque’s application requesting extension of its special-service authorization to operate on 770 kc, 50 kw day, 25 kw night, unlimited time, was issued Thursday by FCC Hearing Examiner James D. Cunningham.

The decision also ordered on the FCC’s own motion that, until final decision on KOB’s application for a regular license to operate on 770 kc with 50 kw unlimited, the station may continue operating under the SSA until expiration of KOB’s current license May 1, 1954, which authorized it to operate on 1050 kc with 10 kw unlimited.

KOB has been operating on the 770 kc with 50 kw since 1941 under SSTA. WABC (formerly WIZ) New York is regular clear channel license of this frequency. The New York ABC outlet has protested the KOB SSA since 1941, claiming interference with its signal.

A pending hearing would decide whether KOB may share 770 kc with WABC permanently. KOB’s last SSA for the frequency was made Sept. 30, 1952, for a period of six months [B&T, Oct. 6, 1952]. The KOB case has been before FCC for more than a decade.

L. A. RED PROBE MAY CONTINUE IN JUNE

UNABLE to hear all 80 witnesses subpoenaed for a Los Angeles hearing last week, a House Un-American Activities subcommittee investigating Communist infiltration in radio, television, motion pictures and other fields, has postponed several appearances. A subsequent Los Angeles hearing may start June 23.

“Friendly” witnesses last week added new names to the known list of alleged past and present party members, but none was identified with radio or television. Testifying last week were Danny Dare, film and TV producer, Max Nathan (Mac) Benoff, radio-TV comedy writer-producer, ex-radio writer Bart Lyon and Mrs. Sylvia Richards.

FCC Approves KFMB AM-TV Sale to Wrather and Alvarez

FCC APPROVAL of the $3.15 million sale of KFMB-AM-TV San Diego by John A. Kennedy to J. D. Wrather Jr. and Helen M. Alvarez was announced last week.

Contract for the transfer was signed Jan. 24 subject to Commission approval [B&T, March 2, Feb. 2]. Mr. Kennedy, who bought the San Diego interests from Jack Gross about two years ago for around $1 million, reportedly is disposing of the facilities because of ill health. He recently sold the San Diego Journal.

The transaction calls for payment of $200,000 cash in escrow at time of signing plus an additional $400,000 at FCC approval. The remaining $2.4 million will be paid at the rate of $20,000 per month, the balance hearing 4% interest. Sale includes the newly-remodeled KFMB Bldg. and adjacent property, owned and under lease, covering about a full block. In addition, under terms of the contract Mr. Kennedy will receive a $150,000 retainer over the next five years as a management consultant.

Mr. Wrather is an independent oil producer and heads Wrather Productions, Hollywood. He and Mrs. Alvarez also own KOTV (TV) Tuls, of which Mrs. Alvarez is general manager.

The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm.

Howrey FTC Chairman

EDWARD F. HOWREY, attorney in the Washington law firm of Sanders, Gravelle, Whithick and Howrey and well-known in broadcast circles, has been named chairman of the Federal Trade Commission by President Eisenhower. He replaces James M. Mead, who resigned last week. Mr. Howrey was named to the FTC by the President, and approved by the Senate three weeks ago. The new appointment did not require Senate confirmation.
here are the

30 BEST SELLING RECORDS
OF 1952*

29 of them used
audiodiscs®
for the master recording

Record, Artist & Label | Made from Audiodisc Master
---|---
BLUE TANGO (Larry Anderson-Decca) | √
WHEEL OF FORTUNE (Ray Starr-Capitol) | √
CRY (Johnny Ray-Okeh) | √
YOU BELONG TO ME (Jo Stafford-Columbia) | √
I WENT TO YOUR WEDDING (Patti Page-Mercury) | √
HALF AS MUCH (Rosemary Clooney-Columbia) | √
WHERE YOU WERE HERE (Eddie Fisher-Hugo Winterhalter-Victor) | √
HERE IN MY HEART (Al Martino-BBS) | √
DELICADO (Percy Faith-Columbia) | √
KISS OF FIRE (Georgia Gibbs-Mercury) | √
ANY TIME (Eddie Fisher-Hugo Winterhalter-Victor) | √
TELL ME WHY (Four Aces-Decca) | √
BLACKSMITH BLUES (Ella Mae Morse-Capitol) | √
IAMBALAYA (Jo Stafford-Columbia) | √
GUY IS A GUY (Doris Day-Columbia) | √
LITTLE WHITE CLOUD THAT CRIED (Johnny Ray-Okeh) | √
HIGH NOON (Frankie Laine-Columbia) | √
I'M YOURS (Eddie Fisher-Hugo Winterhalter-Victor) | √
GLOW WORM (Milko Johnstandy-Victor) | √
IT'S IN THE BOOK (Johnny Standley-Capitol) | √
SLOW POKE (PeeWee King-Victor) | √
WALKIN' MY BABY BACK HOME (Johnny Standley-Capitol) | √
MEET MR. CALLAGHAN (Lea Paul-Capitol) | √
I'LL WALK ALONE (Don Cornell-Coral) | √
TALK TO ME (Eddie Fisher-Hugo Winterhalter-Victor) | √
TRYING (Hilltoppers-Dot) | √
PLEASE, MR. SUN (Johnny Ray-Columbia) | √

*According to Retail Sales, as listed in THE BILLBOARD.

... and over 43% used audiotape for the original sound!

Like Audiodiscs and Audiotape, this record speaks for itself.

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

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

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

AUDIO DEVICES, INC.
444 MADISON AVE., NEW YORK 22, N. Y.
Export Dept.: 13 East 40th St., New York 16, N. Y. Cables "ARLAB"

Broadcasting • Telecasting
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Hofheinz 75% Sale of KHTH Filed at FCC; $600,000 Is Price

HOUSTON'S Mayor-Broadcaster Roy Hofheinz has sold three-fourths interest in KHTH to a group of local businessmen for $600,000, according to the transfer application awaiting FCC approval [B&T, March 23].

While retaining substantial interest in KHTH, Mr. Hofheinz wants to consolidate his capital position and financing for a TV application. The change to corporate structure, according to the application, is because of tax reasons.

The new corporation is called Texas Radio Corp.

Fourteen Houston businessmen, plus Mayor Hofheinz, compose Texas Radio Corp. Among those holding 75% interest are William Barrow, Howard Finlay, Alfred S. Brown, owner of KCHT Baytown, Tex., Stephen Power Parish Jr., partner in Threeway Drilling Co. (oil drilling); and L. J. Webster of S. F. Farish & Co.; Arthur C. Glassell Jr., oil and gas production; Floyd C. Karsten, oil production; Frank W. Michaux, oil production; Robert W. David, executive vice-president of Strauss-Frank Co. (wholesale distributors), and president and part-partner Lee Land Kinter; Alexander Rales Bidg. Co. and William D. Rotherham, president of Henke & Pilott Inc. Supermarkets.

WPTZ NBC Affiliation Valued At $5 Million in Application

FORMAL application was tendered at FCC last week for approval of the $8.5 million sale of WPTZ (TV) Philadelphia by Philco Corp. to Westinghouse Radio Stations Inc. [B&T, Feb. 23].

Breakdown of the $8.5 million sale price shows that all physical assets (land and equipment) are being sold for $2 million; goodwill, $1.5 million, and NBC-TV affiliation contract, $5 million.

Westinghouse already has sent Philco a check for $500,000, but this money will be returned to WRS if the Commission fails to approve the transfer before Aug. 1.

The transfer application also revealed that WRS expects the yearly amortization cost of WPTZ (TV) to total $2,090,000, with total revenue of $3,850,000.

Congressmen Show Interest In Costs of Color Sets

COSTS of color receivers intrigued members of the House Commerce Committee investigating the status of color TV last week.

Estimates for a combination color and black and white set ranged from 50% higher than today's black and white receivers, falling down to about 25% above today's prices, by RCA's E. W. Engstrom, to the flat prediction that color-black-and-white TV receivers would always cost about half as much again as today's sets, by DuMont's Dr. Allen B. DuMont.

All witnesses agreed that conversion of today's monochrome sets for compatible color was economically out of the question. Costs would be as much as the original price, they estimated. Most people would wait until they were ready for a new set, then buy a combination set, they agreed.

Adaption and conversion of existing monochrome sets for the field sequential system of color TV is possible, both CBS' Frank Stanton and Chromatic Television's Richard Hodgeson declared. Both said it would cost about $100 to transform a black-and-white receiver into a color set capable of receiving the field sequential signals.
“HE PROFITS MOST WHO SERVES BEST”
—Rotary International

For the fourth consecutive year (1952-'53) KFH has been awarded First Place for its Public Service by Billboard Magazine’s distinguished list of judges.

This simply means that KFH is a radio station with high standards . . . a good radio station. It is highly respected, nationally and locally. This has been proved by all audience measurement standards.

KFH reaches most of the people most of the time and all of the people some of the time. Advertisers profit most by using the station which serves Wichita and greater Kansas best . . . KFH.

FRANK V. WEBB, Vice-President and General Manager

On May 26, 1953, KFH Celebrates Its 31st Year of Community Service

KFH CBS WICHITA KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
FCC Dismisses Zenith Protest In WBBM-TV Renewal, Sale

PROTEST by Zenith Radio Corp. against renewal of license of WBBM-TV (formerly WBKB) Chicago and approval of the sale of that station to CBS [B&T, March 23] was dismissed by the FCC last week.

Commission held that the "protest" provisions of the Communications Act applied only to grants made without hearing. Since WBBM-TV's license renewal and transfer were made after a hearing, FCC said Zenith erred in the following protest procedure.

Comr. Frieda B. Henneck dissented, holding that Zenith had a right to protest since no hearing had been held on the change of WBBM-TV from Ch. 4 to Ch. 2. This was ordered by FCC in its new allocations decision.

Commission called attention to Zenith petition for reconsideration in the same case [B&T, Feb. 23], and said it was still under consideration. Zenith claims that FCC must hold a hearing on its application for Ch. 2 in Chicago, in competition with WBBM-TV. Commission dismissed Zenith's application when it decided multi-faceted Paramount case [B&T, Feb. 19].

KGN, KVAN File Findings In Portland Ch. 21 Case

PROPOSED findings were tendered to FCC Hearing Examiner Elizabeth C. Smith last week by contestants in the comparative hearing for uhf Ch. 21 at Portland, Ore., the shortest proceeding of its kind, thus far, in number of hearing days. Rivals are KGN Portland and KVAN Vancouver, Wash. The hearing opened Oct. 1, 1952, and closed Feb. 9, 1953, and ran 11 days [B&T, March 13].

The Chief of FCC's Broadcast Bureau, in his proposed finding, concludes both proposed TV stations should be in accord with FCC's rules and neither is to be preferred for engineering reasons.

FCC Denies WLAN Motion In Lancaster Controversy

FCC last Wednesday denied a motion by Peoples Broadcasting Co. (WLAN) Lancaster, Pa., asking that issues in its controversy with WGAL-TV Lancaster, Pa., be changed and enlarged. WLAN and WGAL-TV are competing for the Ch. 8 facility in Lancaster.

Commission refused to strike from its hearing order the finding that WGAL Inc. is legally qualified to build and operate a Ch. 8 station. It denied a plea to add issues about multiple ownership and concentration of media, contending the issues now specified are adequate. The hearing order was amended to specify the FCC "cannot now determine whether Peoples Broadcasting Co. is financially and otherwise qualified."

Mr. Storer Jr.

Mr. Storer Jr.

It is expected to be ready for occupancy in mid-September.

All home office personnel, who have functioned in Birmingham, Mich., Toledo, and Miami Beach, will be transferred to the new location. Moving from the Birmingham office will be George B. Storer, president; Lee B. Wailes, executive vice president; Glenn Bokndy, director of engineering, and the secretary and assistant secretary of the parent company with their respective staffs. Transferring from Toledo will be J. Harold Ryan, treasurer; Harry Steensen, assistant treasurer and comptroller, their immediate staffs, and accountants, clerks and bookkeepers.

N. Y., Chicago Offices Stay

Storer offices in both New York and Chicago will remain in those cities, it was announced, because of their proximity to agencies and advertisers. The New York office, preparing to move to the new five-story Storer House, 118 East 57th St., is headed by Tom Harker, vice president and national sales director, with Arthur C. Schofield as advertising and sales promotion manager. Chicago office, under Midwest sales manager Bob Wood, will remain at 230 North Michigan Ave.

A recent reorganization of the company set up two operating districts. Stanton P. Kettler, as southern district vice president, will headquarter in the new home office building, and William Rine, northern district vice president, will make his office in Detroit.

George B. Storer Jr., eldest son of the president, assumed his post as managing director of KEYL (TV) in October 1951. He previously served with the Storer TV engineering department in Birmingham and as manager of WAGA-AM-TV Atlanta.

Mr. Storer has been a member of the company's board of directors for the past two years. He also is a director of the Standard Tube Co., Detroit, and the San Antonio Television Co.
This formula is so simple it scares you.

For eighteen years The Killian Company has been one of WMT's most successful—and consistent—advertisers. Their formula: lucid commercials tagged to a first-rate newscast.

One of their projects was the promotion of an authority on home decorating, Richard Gump. For one week, fifteen spots augmented the daily newscast, urging listeners to attend a lecture in the store.

Three thousand people turned up. Every floor in the store was crowded. Most who attended couldn't get near the speaker—had to hear him over the p.a. system.

Moral: $2 + 2 = 4$, consistently.
KVTU (TV), WICC-TV UNDERWAY SUNDAY

TWO more television stations were slated to take the air this past weekend, while a third outlet—delayed from its original test pattern start—hopes to commence within a few days.

WKST-TV New Castle, Pa., was thwarted in its efforts to begin programming over the weekend because a snowstorm last Thursday prevented hoisting the station's antenna to the top of its tower. A spokesman for the uhf Ch. 43 outlet said programming probably will begin this week. Representative is Meeker TV Inc.

KVTU (TV) Sioux City, Iowa, vhf Ch. 9, was to have begun programming yesterday (Sunday). Owned and operated by Cowles Broadcasting Co., the station is represented by the Katz Agency and is a CBS-TV affiliate.

WICC-TV Bridgeport, Conn., also was to have started yesterday. Film and network features are planned for the first two weeks of operation, to be followed by live programming. The uhf Ch. 43 station, represented by Adam Young, operates from 4:30 p.m. to 11:15 p.m. and is an ABC-TV affiliate.

Stations which expect to begin commercial programming Wednesday are: KCJB-TV Minot, N. D.; KELO-TV Sioux Falls, S. D.; KFDA-TV Amarillo, Tex.; KFDX-TV Wichita Falls, Tex., and WLEV-TV Bethlehem, Pa. (B*T, March 23).

Of last week's new television station permittees, Rex Howell, president and general manager, KPJX-TV Grand Junction Cold., vhf Ch. 5 grantee, told B*T he plans to build "slowly but permanently."

"We have no desire to begin operations until we have completed our installation of the station with assurance of maximum service," Mr. Howell said.

"Tentatively, we have set May 1, 1954, as possible starting date as that will mark our 20th anniversary," he said.

Construction of a completely new building adjacent to KPJX-AM is planned, Mr. Howell reported. Equipment is on order from RCA, and by July it is expected that enough equipment will be on hand to set up studio operations to train personnel.

KPJX's national representative is the Hal Holman Co. Network affiliation is planned, Mr. Howell said.

Others plan starting dates as early as next June.

Herbert Mayer, president of the Empire Coil Co., grantee for uhf Ch. 67 in Indianapolis, Ind., told B*T he is planning to be on the air there in October. RCA equipment will be used, he said. As yet no arrangements have been made for network affiliation and national representation.

Frank Carman, one of the principals of Utah Broadcasting & Television Corp., vhf Ch. 2 grantee in Salt Lake City, said starting date has been set for next fall. George Hollingbery Co. will be the national representative and the station will be an ABC-TV affiliate. RCA equipment has been ordered.

L. L. McCurin, general manager of the Minnesota-Iowa Television Co., vhf Ch. 6 grantee for Austin, Minn., said the target date has been set for June 14. The station will use DuMont transmitter and RCA antenna. John E. Pearson TV Inc. will be the national representative. Mr. McCurin said network affiliation is to be determined.

KPRC-AM-TV Dedicates New Radio- TV Center

TEXANS yesterday (Sunday) saw KPRC-AM-TV Houston's new radio-television center and met its 150 employees in a tour conducted by Jack Harris, vice president and general manager.

Ceremonies marked opening of the center and KPRC-TV's temporary increase to 65 kw effective radiated power. It is scheduled to go to 100 kw maximum upon erection of a 750-foot tower with a six-bay antenna. The new 40,000-sq.-ft. air conditioned structure includes a two-story administration section, TV studios and facilities, radio studios, a cafeteria and a property room 40 by 100 ft.

Designed basically by Paul Huhndorff, chief engineer, the structure provides for a year-around garden studio 40 by 60 ft. in the center of an open square. Two other TV studios, A and B, each have more space than the entire television studio space in the old plant. A, 40 by 70 ft., houses eight permanent sets and can seat an audience of 200. Both A and B, 40 by 50 ft., have separate control rooms with dual facilities.

Each studio has a rear screen projector, viewing booths and 12 "tracked" microphones.

The center has a 350-sq.-ft. conference room, three film preview rooms and three "memory" booths for announcers and actors. The radio section includes four studios.

Visitors for ceremonies included Harry Bannister, NBC vice president in charge of station relations, who presented KPRC a plaque for 25 years of NBC affiliation; Edward Petry of the station representative firm of the same name; Hugh Half, WOAI San Antonio; Martin Campbell, WFAA Dallas; P. A. Sugg, WKY Oklahoma City; Harold Hough and George Cranston, WBAP Fort Worth, and Ogden Knapp, NBC.
You're in the picture...

for everybody in America lives better because we have railroads which, every day in the year, haul for you—and for every other man, woman and child in the country—an average of more than 10 tons of freight a mile.

That's more freight than is moved by all other forms of transportation put together—and it is moved at a lower average cost than by any other form of general transportation.

Last year, for the sixth time in a row, railroad freight trains set a new efficiency record—hauling more goods, on the average, and hauling them faster, than ever before.

And these trains are important to you because they help keep down the cost of the things you eat, wear and use—and help make your highways safer and longer lasting.

Association of American Railroads

WASHINGTON 6, D.C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.
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**Explanation:** Listings in order: Station, name of program, name of series, number of episodes. Each program was broadcast on a specific network. Times are in Eastern Standard Time (EST).
"Construction men work against deadlines. If machinery can't be serviced—regardless of age—with genuine manufacturer's parts, they don't want it. It's an 'orphan'!

"This can't happen when it's Caterpillar-built.

"If the Caterpillar dealer is temporarily out of stock, he can get any part practically overnight—by Air Express! Air Express speed, closely coordinated with our Special Order department, gives all domestic Caterpillar dealers—over 375 stores—complete parts service for every model ever built. It gives them an 'inventory' of some 80,000 different parts!

"'Down time' is cut to the minimum . . . machine life extended to the maximum . . . with the help of Air Express speed and dependability.

"That's why Caterpillar dealers frequently tell us 'Ship it Air Express'—averaging more than 18 times a day!"

Air Express gets there first—and often saves money, too! In many weights and distances, rates are lowest of all commercial air carriers!

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

"This Cat will never be an orphan!"
KGUL-TV TAKES AIR WITH 235 KW SIGNAL

KGUL-TV Galveston, Tex., began commercial operation March 22, with James Stewart, movie actor and minority stockholder of the station, acting as the m.c.

The 235-kw station, claiming to be the highest-powered operation in the Southwest, operates on Ch. 11 and is represented nationally by CBS TV Spot Sales. A basic CBS-TV affiliate carrying ABC and DuMont shows as well, KGUL-TV's initial weekly commercial schedule includes 16 hours of CBS network time and two hours each from ABC and DuMont.

Paul E. Taft is president and general manager of the Gulf Television Co., licensee of KGUL-TV. Other executives: Ray Jones, assistant to Mr. Taft; Henry Williamson, program director; George Smith, chief engineer, and Bud Johnson, film director. V. W. McLeod is secretary-treasurer and a director, and T. G. Blocker Jr. and R. Lee Kempner are directors also.

Participating in the formal dedicatory program were Merle Jones, CBS-TV vice president in charge of stations and general services; John Paul Goodwin, Houston agency man and applicant for Ch. 13 there; Arthur Scharfeld, Scharfeld, Jones & Baron, Washington attorneys for KGUL-TV; Mayors Roy Hofheinz of Houston, Herbert Y. Cartwright, Galveston, L. A. Robinson, Texas City, and City Manager Dar- win Middleton of Baytown.

WOAI-TV Boosts Power; WOOD-TV Plans Increase

WOAI-TV San Antonio, a pre-freeze television station, increased its power to 100 kw visual March 22.

Meanwhile, Willard Schroeder, manager of WOOD-TV, announced that the station will increase its power from 25.5 kw to 316 kw Dec. 31. At the same time, the station will move from vhf Ch. 7 to vhf Ch. 8, and will receive network programs through a new, improved AT&T relay system, he said.

WAVE-TV To Be First to Get RCA 10 kw Vhf Transmitter

WAVE-TV Louisville, Ky., will receive RCA's first 10 kw vhf transmitter, the manufacturing firm said last week. The 3,000-pound instrument was to be shipped to WAVE-TV Friday from the RCA Engineering Products Dept. transmitter plant at Camden, N. J., the firm announced.

Other RCA transmitters have been shipped to WKNX-TV Saginaw, Mich., and KFOR-TV Lincoln, Neb.
Borden Selects WDIA For Silver Cow Evaporated Milk

Yes, to sell the great Negro segment of the Memphis Market, it's WDIA for the Borden Silver Cow Evaporated Milk schedule. Thus Borden gains complete, dominating coverage of the 549,213 Negroes in WDIA's 27 Nielsen counties. YOU should do the same for your product. Join the list of blue chip accounts including Coca-Cola, Boyer Aspirin, Koels, Folgers Coffee, Tide, Purex and Comet Rice, and many more. Get the full WDIA story today!

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Dec. 52 - Jan. 53
Time Sets WDIA B C D E F G H
T, R, T, P, 15.2 28.7 27.0 18.2 14.6 14.5 9.6 7.2 1.8
(Natio: WDIA's share Saturdays: 21.5; Sundays 30.5)

MEMPHIS WDIA TENN.
John E. Pearson Co., Representative
Dow-Clayton Agency, Southeast

THE FLOOR is back under radio rates.

CBS Radio, which took the lead in the two rounds of network radio rate cuts effected during the past two years, took the lead last week in affirming that stability appears to have returned.

President Adrian Murphy announced:
“Thus the best of our belief it appears at this time that the 1953-54 season will not require changes in network radio nighttime rates and discounts affecting the stations unless the sales situation changes because of competitive moves or other major factors.”

The statement was hailed by BAB Board Chairman Charles C. Caley, WMBD Peoria, as “the most hospitable and most significant announcement that has come in the past two years,” and also as confirmation at network level of an upsurge in radio business reported at the local level by BAB member stations across the country.

Mr. Caley voiced hope for even greater stability “and a better rate structure by the first of next year.”

Other broadcasters similarly praised the CBS Radio stand, which was made known first to the network’s Affiliates Business Standards Committee and then made public by Mr. Murphy.

Referring to CBS Radio’s pledge to hold the line on rates for another year from last August—a pledge given to the Business Standards Committee and all other CBS Radio affiliates when the August 1952 nighttime 25% “rate cut” was effected via increased discounts—Mr. Murphy added that the present outlook “holds the strong possibility of an extension of the present station affiliation contract amendments from August 1953 to August 1954.”

Policy on Evening Time

Coincident with the statement, CBS Radio announced a change in policy to make evening time less costly for advertisers with daytime programs. But officials emphasized that this move merely puts CBS Radio on a competitive footing with other networks in this respect, and neither daytime rates nor rate of compensation to affiliates is being reduced.

Under the old plan, a quarter-hour cost 40% of the full-hour rate, day or night. Under the new policy the advertiser can buy, for each daytime quarter-hour he sponsors, a nighttime quarter-hour for 25% of the full-hour rate. He continues to pay 40% of the full-hour rate for daytime quarter-hour.

This change was made, the announcement said, “in accordance with other networks’ accepted practice of taking into account an advertiser’s use of daytime periods in computing that advertiser’s network gross rate for fractional quarter-hours.” The new policy is most nearly comparable to the various “continguity” rates of other networks, but officials in announcing the change said it “is not contiguity in the accepted sense.”

In forecasting rate and discount stability for the 1953-54 season, Mr. Murphy also said:
“We are convinced that radio will go into next season stronger and more useful from both the audience point of view than at any time in the last several years. Among the encouraging signs for radio’s stability next season is the generally high level of interest in radio on the part of many sponsors and agencies as well as the early signing this past week of Edgar Bergen for return to radio next fall.”

The official statement made no reference to renewal of sponsorship of the Bergen program by Warner-Hudnut Co., current sponsor. But officials said renewal, although not yet set, is confidently expected.

Mr. Murphy’s confidence in a return to stability for the long-plagued radio medium was seen by BAB Chairman Caley, whose station also is affiliated with CBS Radio, as confirmation of reports from BAB member who report local business up by 5 to 6% during the past four months, and predicted that 1953 overall will show an approximately 20% gain in local sales, largely from the department store and grocery fields.

Among other broadcasters commenting CBS Radio was Arthur B. Church, KMBC Kansas City, who said he and other officials of his station “earnestly hope the other networks will follow your lead.”

Clyde Rembert of KRLD Dallas, another affiliate, noted the network that he described as “indeed happy” with the news and sent “congratulations on the great job you are doing,” declaring “the optimistic report is most encouraging.”

P.C. Sowell of WLAC, CBS Radio affiliate in Nashville, wired the network that he was “tremendously pleased,” and added: “We are confident this will resound to the prestige and profit both of the network and its affiliates. Your statement will go a long way toward solidifying radio’s strong position in the media field. Congratulations.”

Carl George, WGAR Cleveland, sent word that the CBS Radio stand was “most encouraging” and “a shot in the arm as to us as an affiliate.”

John M. Rivers, WCSC Charleston, S. C., called the announcement a “very optimistic note…”

To Support Its Belief

ON-THE-AIR campaign designed to show radio’s strength and its own claimed dominance is being waged by CBS Radio, with plans for expansion in the making.

The campaign is based on such spots as: “America listens to 105 million radio sets—and listens most to the CBS Radio network.”

Variations on this theme are used, with such announcements as: “America drives to 25 million automobile radios” and “America wakes up to 3 million clock radios.”

Sparking the CBS campaign is the 1953 spurt in production of radio receivers [B*1, March 9]. According to figures compiled last week by Radio Television Mfrs’ Assn., radio production for 10 weeks of 1953 totaled 2,901,498 sets compared to 1,778,316 in the same 1952 period, a two-thirds increase.

TV output rose slightly in 1952, from 1,019,426 in 10 weeks of 1952 to 1,783,345 in 1953, a three-fifths gain.

Networks
CBS RADIO TAKES LEAD IN PREDICTING STABLE NETWORK RATES FOR 1953-54

Network President Murphy reports the encouraging news. Affiliates commit the network as BAB Chairman Caley hails the CBS position as confirmation of an upsurge in radio business.
NBC, Heeding Tax Matters, Realigns Financial Posts

IN A MOVE attributed to a need for more attention to taxation matters, NBC last week realigned its controller's department, consolidating the offices of the controller of the company with that of the controller for the networks division.

Financial Vice President Joseph V. Hefferman, announcing the changes, reported the following appointments, effective immediately:

Charles J. Cresswell, former controller for the networks division, becomes controller of the company, reporting to Mr. Cresswell.

William V. Sargent, former assistant controller for the networks division, becomes director of the tax department, reporting to Treasurer Joseph A. McDonald.

Harry F. McKeon, former controller of the company, becomes director of the tax department, reporting to Treasurer Joseph A. McDonald.

Mr. Cresswell, new controller of the company, joined NBC in April 1950 as controller for the TV network, becoming controller for the networks division the following July.

Mr. Cresswell has been with NBC since its formation in 1926, and before that was with WEAF (now WNBC) New York. He started with NBC as its auditor, and launched its first first accounting system. He became controller in 1942.

Mr. Sargent, formerly with RCA, moved to NBC in 1950 as assistant controller for the TV network, becoming controller for the networks division after the integration of services. Working at RCA from 1945 to 1950, he served successively as staff assistant to the controller of the Victor Div., plant controller at the Pulaski, Va., installation and at the Camden plant as manager of systems, procedures and auditing.

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

The answer:

RCA’s new Tube Requirement Analysis!

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

Get in touch with your RCA Tube Distributor

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

He analyzes your needs

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

He recommends a plan for YOU

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

RCA’s new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him today. There is no charge or obligation for this service.

RADIO CORPORATION of AMERICA

March 30, 1953 • Page 71
MBS Advances DST Block To Clear Early Baseball

MUTUAL is putting half its annual Daylight Saving Time operations into effect today (Mon.)—a month ahead of time—so that affiliates can carry major league exhibition games on the network's Game of the Day baseball series.

Earl M. Johnson, vice president in charge of engineering and station relations, said two of Mutual's four DST networks are being instituted today. These are networks A and B. Network A consists of affiliates on DST schedules in Eastern and Central time zones. Network B is composed of affiliates on Standard Time schedules in the Eastern and Central Zones (including MBS stations broadcasting Game of the Day).

MBS networks C (affiliates on Standard Time in Eastern and Central zones which do not broadcast Game of the Day) and D (affiliates in Mountain and Pacific zones) will switch to DST operations—as will other network organizations—when DST goes into effect April 26.

Mutual this year is putting a new control-recording center into operation at its New York headquarters. This center will be the major point through which all network programming will be circulated. Programs to be repeated will be recorded and reaigned on summertime network lineups.

Networks A and D normally will carry programs released on Eastern Daylight Saving Time schedule, with networks B and C carrying these one hour later. During Game of the Day times, networks B and D are temporarily joined so Pacific and Mountain Zone affiliates can carry the games.

... Still Going

AB-PT MAKES FIRST 'ANNUAL' REPORT

Financial summary of the new merger is based on separate standings of ABC and UPT at the end of 1952, but does reflect some adjustments for the combined operation.

 THE NEW American Broadcasting-Paramount Theatres Inc., formed Feb. 9 by the merger of ABC and United Paramount Theatres, was shown in a special "annual" report last Friday to have a profit of $32,573,301 working capital amounting to $27,644,000, and total assets of $141,101,491 including $8,756,620 in intangibles. Long-term debt was placed at $42,881,361.

These figures were based on the balance sheets of the respective companies as of the end of 1952, before the merger was effected. But they do give effect to the retirement of $7,662,000 of ABC's term debt four days after the merger, and on proceeds resulting from the $6 million sale of WBKB (TV) Chicago by AB-PT to CBS.

"The merged company is starting in a sound financial position," AB-PT President Leonard H. Goldenson said in discussing the merger in UPT's annual report to stockholders, which was accompanied by an annual report on ABC's 1952 financial status.

The ABC report, signed by Edward J. Noble, chairman of the board before he became finance committee chairman in the AB-PT organization, showed ABC ended 1952 with $8,853,409 in current assets, $11,603,697 in fixed assets, and $8,756,620 in intangibles, all of which, with $33,236 in deferred charges, put total assets at $29,245,962.

Total current liabilities of ABC were placed at $7,200,000 and long-term debt (before the subsequent payment by AB-PT) at $7,527,749, plus $3,039,506 which, being due within a year, was included in the computation of current liabilities.

Note of Optimism

In his message to stockholders, Mr. Noble sounded a note of strong optimism for the future of ABC as an AB-PT division, at the same time noting the growth of ABC in the past and thanking shareholders for their "understanding of the problems that faced your company because of the tremendous resources and entrenched positions of our competitors and because of our inability to complete the merger until the FCC had thoroughly considered the matter over a period of two years."

"I look forward with great confidence to the future of AB-PT Inc.," Mr. Noble said. He also noted that he plans to remain active, and that the ABC and UPT stations will continue under President Robert E. Kintner and other veteran executives, "importantly strengthened" by former UPT officials.

Mr. Goldenson similarly was optimistic. Referring to the anticipated $2 million to boost the power of ABC's five owned TV stations, plans for new radio and TV programming (including the signing of "a limited number of name stars," and expansion of affiliations) said "these improvements will be helpful to ABC in its efforts to achieve a stronger competitive position." But, as in the past, he cautioned that "we do not expect to accomplish miracles overnight. Study effort and resources must be applied over a period of years."

Discussing ABC's problems, Mr. Goldenson said:

"Other than the need to develop stronger programming, particularly in the entertainment and dramatic field, ABC faces one basic problem in television—then that the scarcity of available television outlets in important cities throughout the country continues to exist. "While this scarcity will be somewhat reduced over the next few months, the 1953-54 season will bring a continuance of the so-called 'clearance problem' for programs, occasioned by the fact that there will not be sufficient television stations in individual cities to accommodate programs from the four television networks. On the basis of present procedures, it would appear that this situation can continue for several years. In this connection, ABC is affiliating with a number of new stations which have been authorized in the uhf field."

The 1952 report for UPT noted that net earnings, after taxes, totaled $6,961,113 as compared with $10,705,011 in 1951. Major part of the decline came from a drop in capital gains, most of which represent proceeds from the sale of theatre interests. Mr. Goldenson said the capital gains drop "reflects the fact that we are nearing the end of our theatre divestiture program."

After-taxes net earnings from operations were down from $5,762,421 in 1951 to $5,613,626 last year. But it was stressed that in the fourth quarter of 1952, profits for a current quarter exceeded, for the first time in the more than three years UPT had been operating, the profits for the same quarter of a previous year.

UPT current assets at the end of 1952 aggregated $36,328,000, a gain of $2,113,000 over the 1951 figure. Current liabilities were down $570,000 to a total of $9,294,000, while working capital was up $2,483,000 to a total of $27,034,000.

At the end of 1952 UPT owned 651 theatres and had an interest in 57 others. Under the 1949 consent decree it still had to divest itself of 43 wholly owned theatres and terminate its joint interest in 43 others, of which it may retain five as wholly owned.

Light Succeeds Sonnenburg In Don Lee-KHJ Position

ROBERT M. LIGHT, for the past three years radio-TV director of Abbott Kimball Co., Los Angeles, has been named sales promotion manager of Don Lee Broadcasting System and KHJ-AM-TV Hollywood, Willet H. Brown, president, announced last week.

Succeeding Herb Sonnenburg, who resigned, Mr. Light will report to Norman Boggs, vice president.

Mr. Light

George Whitney, vice president in charge of sales for Don Lee and KHJ-AM-TV respectively.

KWFC to ABC Affiliation

KWFC Hot Springs, Ark., became an ABC radio affiliate effective last Monday. The station, which operates with 250 w on 1340 kc, is owned by the Spa Broadcasting Co., of which Frank O. Myers is general manager.
NEW VICE PRESIDENTS OF GENERAL TELERADIO AND APPOINTEES IN MBS-GENERAL TELERADIO ORGANIZATION

Robert A. Schmid
Vice President, Board Member, General Teleradio
(Retaining MBS Vice Presidency in Charge of Adv., Pub. Rel., Research)

James E. Wallen
Vice President, Board Member and Treasurer, General Teleradio

Earl M. Johnson
Vice President, Board Member, General Teleradio
(Retaining MBS Vice Presidency, Engineering and Station Relations)

Herbert Rice
Director of Program Development, MBS and WOR-AM.

George Ruppel
MBS Treasurer

Bert J. Hauser
Director, MBS Cooperative Division

Patrick Winkler
General Auditor, General Teleradio

Networks Announce Plans For Coronation Coverage

PLANS for extensive radio and TV coverage of the Coronation of Queen Elizabeth June 2, including use of British jet planes to fly pooled television films to the U.S., were announced last week by the networks.

Radio coverage will begin at 5:30 a.m. on all networks and continue an estimated three hours or longer. ABC-TV plans a telecast at 9-10 p.m., NBC-TV, 10:30 p.m. to midnight, and CBS-TV, 11 p.m. to midnight.

CBS-TV also plans a 5:30 a.m. telecast on Coronation Day, using film clips in New York with audio pickup from London. DuMont TV Network has not disclosed plans.

CBS-TV announced it plans to charter a Boeing Stratocruiser from the British Overseas Airways Corp. to fly some of its own film to the U.S., and other networks also were said planning to charter their own planes. The actual Coronation ceremony inside Westminster Abbey will be covered only by BBC, which will service other TV agencies.

Willys-Overland Motors will sponsor coverage by CBS Radio and CBS-TV; General Motors, NBC radio and TV, and Pepperell Mfg. Co. (sheets and fabrics), ABC radio.

THOMAS, BOLGER SIGN WITH ABC

ABC continued to move forward with its planned expansion of both programs and plant facilities last week, signing comedian Danny Thomas and dancer Ray Bolger to long-term exclusive radio-TV contracts and announcing it soon would launch into a $1.5 million reconstruction project to create a new ABC Radio-TV Center in downtown San Francisco [B&T, March 16].

President Robert E. Kintner, on a West Coast tour with other top network officials, announced the signings of Messrs. Thomas and Bolger, each of whom is to be starred in a weekly half-hour, show over ABC-TV starting next fall. Terms of the contracts were not disclosed, although there were reports Mr. Bolger was guaranteed a minimum of $150,000 a year.

Both the Thomas and Bolger shows will be filmed in Hollywood, said Robert M. Weitman, vice president for programming and talent.

Program in San Francisco

The San Francisco reconstruction program will transform ABC's four-story Golden Gate Avenue property—acquired by the network in 1951—into studio and office space for all ABC San Francisco personnel. ABC-owned KGO-TV San Francisco will retain its current transmitter site on Mount Sutro.

Preliminary plans have been completed and final plans are expected within 60 days, officials said, for reconstruction to provide eight studios as well as office space and other quarters for KGO and KGO-TV.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO
in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

March 30, 1953
Freeze-lift was a big impetus to network and equipment sales, setting a record high in 1952. Substantial growth is anticipated this year because of high defense and commercial activity.

GROSS MARKET impetus by FCC's mid-year lifting of the TV freeze, Allen B. DuMont Labs. gross income reached a new high mark of $76,367,000 in 1952, enabling the company to record its first earnings-operating $1,425,010 as against a $583,000 loss in 1951.

These figures are being revealed today (Monday) with the release of DuMont's 1952 annual report, signed by President Allen B. DuMont, that with both defense and commercial activities at high level, we anticipate substantial growth this year, which should help our profit picture.

The report also noted that the DuMont TV network dividend stock during the year—this same 29% increase in gross billings in 1952, surpassing the $10 million level, that the number of network sponsors increased from 35 to 43 during the year, and that the number of affiliated stations went up 29% to a total of 8 (B+T, Jan. 5).

GROSS FOR 1952

The year's gross of $76,367,000 for the over-all period was almost $5,542,000 for 1951 and an average of $32,448,000 per year for the 1946-50 period. Total costs and other deductions, including federal income tax (which amounted to $1,473,000 in 1952), amounted to $74,942,000 as compared to $51,325,000 in 1951 and an annual average of $30,035,000 for 1946-50. The year's net earnings amounted to $5 cents per share of common stock. For 1951, the comparable figure was a net loss of 30 cents per share, and the average for the 1946-50 period was $1.14 net earnings per share.

The company paid $1 in dividends per share of preferred stock during the year—the same as in prior years—and 25 cents per share of common stock, the same as in 1951 and 10 cents less than the 1946-50 average.

Production High

Dr. DuMont said the company "ended the year with both production and sales at the highest levels in our history," with greatest improvement during the latter part of the year coincident with the lifting of FCC's freeze, which he termed the "most important contribution" to the sales rise. Lifting of credit restrictions to $74,942,000 as compared to $51,325,000 in 1951 and an annual average of $30,035,000 for 1946-50.

The report also noted that bank credits per-year for the year—this same 29% increase in gross billings in 1952, surpassing the $10 million level, that the number of network sponsors increased from 35 to 43 during the year, and that the number of affiliated stations went up 29% to a total of 8 (B+T, Jan. 5).

Zenith Plugs Subscription TV

"SOME 20 million Americans will be without local TV, or deprived of TV entirely, unless subscription television is established," Zenith Radio Corp., declared in its annual report released March 9. Zenith tabbed theatre TV as the "unbeatable competitor" for home TV, and cited fight unions, though it pointed out, the company organized an International DIV during the year and set up its first wholly-owned foreign subsidiary, DuMont Television & Electronics Ltd., in Montreal.

New Transistor Material

BATTELLE Memorial Institute, Columbus, Ohio, reportedly has developed a new material which it believes may replace germanium and silicon in transistors and other electronic devices. The new development combines aluminum and antimony, both of which sell for less than 5 cents per pound, contrasted with germanium at $350 per pound, it was said.

Doherty Asks Amendments To Labor Management Act

A BROADCAST labor expert told the Senate and House Labor committees last week that the Labor Management Relations Act should be amended to include the anti-featherbedding provisions of the Communications Act, ban secondary boycotts, permit more freedom of speech for employers, and create an independent administration of welfare fund with current trends and set up adequate procedures to resolve national emergency strikes.

Richard F. Doherty, employer-employee relations specialist of NARTB and former member of the Wage Stabilization Board, lauded the union-management record of the broadcasting industry. He said working conditions are constantly improving and that radio-TV unions always have lived up to contracts.

Mr. Doherty urged that definitions of unfair labor practices be expanded to cover work not necessary or normal.

In speaking on secondary boycotts, Mr. Doherty referred to a 1946 demand by American Federation of Musicians that networks stop supplying programs to stations designated by APM as "unfair." He said networks have no control over station policies.
Wonderful Spot

Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10% less per thousand listeners than in 1946.

Your Katz man has latest Standard Audit and Measurement Reports and Hooper Ratings that will show you how advertisers get complete coverage of both rural and metropolitan listeners with a single schedule on WREC.

Ask salesmen who travel the huge Memphis territory—ask advertisers on WREC... they will tell you from experience a spot on WREC is a wonderful spot in a thriving area completely covered by Memphis No. 1 Station.
NEW PORTABLE CAMERA CHAIN IN FIELD TESTS

Program Flexibility, Performance, and Ease of Maintenance Impresses WBZ-TV Engineers

In line with General Electric's continuing policy of proving-in new equipment, the recently designed and completed G-E Portable Camera Chain underwent extensive field trial tests at Station WBZ-TV, Boston.

Station engineers made particular note of the compact design, its flexibility for programming which includes corner insertion and maintenance simplicity. They also pointed out such welcome features as quick IO tube change, new cooling methods and ease of adjustment.

On a final report WBZ-TV engineers made several suggestions for further refinement that are now being incorporated in G-E's production design. In-use results from such field testing will enable General Electric to perfect and market this product with optimum performance assured. The new piece of TV equipment boasts a built-in special effects panel—the only portable camera chain on the market with this feature.

NASHVILLE OPENS SOUTH'S FIRST PROFESSIONAL TELEVISION SCHOOL

Southeastern Radio and TV Institute, the first school in the South to teach television production and engineering, was opened this month in Nashville, Tenn., using General Electric equipment exclusively.

Bailey Manthey, president of the Nashville Institute, recently said, "... in extending our teaching activities to the broadening field of TV, we were desirous of providing the best possible tools for our students. We checked with TV station owners and operators, and with those planning on entry into TV throughout this section, and after listening to their advice and our own careful consideration, we chose General Electric equipment for our school."

General Electric TV equipment now being used at the institute includes one film camera channel, one studio camera channel, a sync generator and other necessary auxiliary pieces of equipment needed to complete studio and film facilities. This selection of equipment is almost exactly the same as that on display for demonstration at G-E's model TV studio in Syracuse, N. Y.

The Southeastern Radio and Television Institute classes are made up of first-class engineers and production people sent to the school by Southern radio stations who have applied for TV grants. Mr. Manthey said classes for untrained personnel will begin later.

Supervisors and instructors are all from Nashville, Tenn. They teach courses that are of a completely practical nature, including a daily television station "working schedule."

Students at Nashville’s Southeastern Radio and Television Institute work with the same selection of television equipment as shown here in General Electric's portable Syracuse studio.
The ABCs of radio and television: A basic primer in broadcasting: where it came from, how it is regulated, what it consists of. Page 78.

A radio success story:

**MYSTERY TUNES BUILD APPLIANCE SALES**

A WELL-PLANNED radio campaign in Cleveland has netted large profits for a TV and appliance dealer and for WRSR that city, where a spot schedule has grown from two per day to 100 weekly in less than one year.

Universal Television & Appliance, which also sponsors three quarter-hours of programming per week, has grown to prominence in the appliance field. It ranks now as one of the largest Norge retailers, and has consistently been one of the busiest Tele-King outlets in the area, as well as tops in both the Westinghouse and Stromberg-Carlson lines.

Universal, owned by Mort Frankel, went into business when the market was glutted with unsold appliances and dealer inventories were high—in a location where three previous appliance concerns had gone out of business. Mr. Frankel, who had spent eight years in the appliance field as a factory representative and sales manager of a distributing company, planned a one-station spot campaign built around a "mystery tune" format with Willard L. Dougherty, sales manager of WRSR.

Mystery tunes were backed with copy punch, promotion stunts and special trade ideas, worked out cooperatively by the two men, in an effort to get a maximum telephone response from prospective customers. Despite audience pulls in other directions—seven competing radio stations in the metropolitan area, three television outlets and three strong daily newspapers—prospects and customers flocked to the piper of the mystery tunes.

The successful pitch is clinched into a successful sale by a stringent follow-through routine insisted upon by Mr. Frankel. Every lead and every sale is followed with a personal call in the home by one of six outside salesmen. Their external work is backed internally by a crew of four technicians and a supervisor in the appliance service department, which also operates as an individual unit and is promoted in radio spots of its own.

Universal uses its spots on a run-of-schedule basis, concentrating its program sponsorship, however, in a five-hour segment each afternoon beamed to WRSR's specialized audiences. These include Lightning Bug, from 1 to 3 p.m.; Polka Lovers Time, 3 to 4, and the Bob Forster Show, 4 to 6. Each slot is programmed selectively with music of interest to Negroes, polka fans and the general public, in that order, with all new recording releases aired on the last segment.

The Universal mystery song matches the audience segment in which it is spotted, so that a polka is the tune in question when broadcast in the second time bracket. Twenty seconds of a tune are played, with listeners urged to call the sponsoring firm direct if they know the name of the song.

Each program nets between 40 and 50 calls, with spots adding another group of prospects. If tunes are identified correctly, winners receive up to $100 on a trade-in for a new appliance. The tune in each of the show segments is changed when it has lost its "pulling" power, Mr. Dougherty explained.

The follow-through, with field men pursuing leads, is in Mr. Frankel's opinion a major factor in evolving a successful radio advertising plan. The concentrated spot schedule on a single station, sandwiched in WRSR's beamed program format, has established Universal Television & Appliance as a retailer in the forefront of Cleveland's appliance trade.
EVEN the most experienced radio and television executives would find it hard to answer all the questions of how these businesses came about, how they operate, what they consist of. This primer provides the answers. Keep it in your files. Some day it will come in handy if you have to write a speech or explain to a client what radio and TV are all about.

It was prepared by George O. Gillingham, FCC information chief.

HISTORY OF RADIO

THE ADVENT of radio was a natural result of advances made in the fields of electricity and magnetism. In the 1860's-Maxwell predicted the existence of radio waves. Hertz later demonstrated that rapid variations of electric current can be projected into space in the form of waves similar to those of light and heat. In 1895, Marconi transmitted radio signals for a short distance and, at the turn of the century, conducted successful transatlantic tests.

The first practical application of radio was for ship-to-ship and ship-to-shore wireless telegraphic communication. Marine disasters early demonstrated the speed and effectiveness of radio-telegraphy for safeguarding life and property at sea.

This new communication medium was first known as "wireless." American adoption of the term "radio" is traced to about 1912 when the Navy, feeling that "wireless" was too inclusive, adopted the word "radio telegraph." Though the British still cling to the older term, "radio" continues to be the American designation. The word "broadcast" likewise stems from early United States naval reference to "broadcast" of orders to the fleet.

There was some military radio-telephony in World War I-between ground and planes, also between ship and shore—but most early radio communication was confined to ships at sea, and to amateurs. The latter were highly instrumental in arousing popular interest in radio and otherwise contributing to its progress.

Radio broadcasting as we know it today was largely made possible by development of the vacuum tube by Fleming in 1904, and its improvement by De Forest in 1906.

The first voice broadcast is a subject for debate. Claims to that distinction range from "Hello, Rainey", said to have been wafted from Bubbledield to a partner in a demonstration near Munnay, Ky., in 1892, to an impromptu program from Brant Rock, Mass., by Fessenden in 1906, which was picked up by nearby ships.

There were other early experimental audio transmissions—such as De Forest putting the singer Caruso on the air in 1910 and transatlantic voice tests by the Navy station at Arlington, Va., in 1915—but it was not until after World War I that regular broadcasting began. But here, too, there is controversy. In 1915, station WEAF of the University of Wisconsin was transmitting weather and market reports. A Detroit experimental station, which later became WWJ, claimed to have started daily programs on July 7, 1920. However, records of the Department of Commerce, which first supervised radio show KDKA Pittsburgh, as the first commercially licensed standard AM (amplitude modulation) broadcast station, dating from November 1920.

Other AM stations on the air by 1921 were WJZ Newark, N. J.; WER Dallas; WBS Springfield, Mass.; WGY Roselle Park, N. J.; WNY New Haven; KQL Los Angeles; KQV Pittsburgh; WJX New York, and KYW Chicago. They were joined by many stations the following year.

There was experimental network operation over telephone lines as early as 1922. In that year, WJZ, now New York, and WGY Scheectady, broadcast the world series. Early in 1923 WJZ New York and WNWAC Boston, picked up a football game from Chicago. Later that same year WEAJ and WGY were connected with KDKA Pittsburgh and KYW Chicago to carry talks made at a dinner in New York. President Coolidge's message to Congress was broadcast by six stations in December of 1923. In 1926 the National Broadcasting Co. started the first regular network with 24 stations. Its first coast-to-coast hookup, in 1927, broadcast a football game. In the latter year the Columbia Broadcasting System was organized. The first round-the-world broadcast was made from Schenectady in 1950. Today, thanks to telephone lines, coaxial cable, microwave and other relay facilities, it is possible to send the same program over many stations at the same time.

FM (frequency modulation) and TV (television) broadcast emerged from their experimental stage just before World War II. Wartime restrictions retarded normal expansion of radio facilities but that emergency produced new techniques and apparatus which have invaluable peacetime application.

Regular broadcasting did not develop until after World War I. In 1910 broadcasters were classified as "limited commercial stations." In 1922 the "wavelength" of 360
meters (approximately 830 kilocycles) was assigned for the transmission of "important news items, entertainments, lectures, sermons, and similar matter." Stations engaged in this service, also their operators, were licensed by the Department of Commerce.

Recommendations of the First National Radio Conference, held at Washington in 1922, resulted in further regulations by the Secretary of Commerce. A new type of broadcast station came into being, with minimum power of 500 watts and maximum not to exceed 1000 watts. Two frequencies (750 and 833 kilocycles) were assigned for program transmission.

So rapid was the development of broadcasting that, upon recommendation of subsequent National Radio Conferences (1923 and 1924), the Department of Commerce allocated the present standard broadcast band (AM being the only form of broadcast at that time), and authorized power up to 5000 watts for experimental use.

Increase in the number of broadcast stations caused so much interference that, in 1925, a Fourth National Radio Conference asked for a limitation on broadcast time and power. The Secretary of Commerce was unable to deal with the situation because court decisions held that the Radio Act of 1912 did not give him this authority. As a result, many broadcasters jumped their frequencies and increased their power and operating time at will, regardless of the effect on other stations. This caused bedlam on the air.

In 1926 President Coolidge urged Congress to remedy matters. The result was the Dill-White Radio Act of 1927.

Federal Radio Commission

The Radio Act of 1927 created a five-member Federal Radio Commission to have certain regulatory powers over radio in general, including the issuance of station licenses, the allocation of frequency bands to various services, assignment of specified frequencies to individual stations, and control of station power.

Moreover, the same act also delegated to the Secretary of Commerce authority to inspect radio stations, to examine and license radio operators, and to assign radio call signals.

Much of the early activity of the Federal Radio Commission was devoted to straightening out the confusion in the broadcast band. It was impossible to care for the 732 broadcast stations as then operating. New rules and regulations caused about 150 of them to surrender their licenses.

THE FCC

At the request of President Roosevelt, the Secretary of Commerce in 1928 appointed an interdepartmental committee to study the overall interstate and international electrical communications situation. The committee reported that "the communications service, as far as Congressional action is involved, should be regulated by a single body." Accordingly, it recommended the establishment of a new agency which would regulate all interstate and foreign communication by wire and radio, including telegraph, telephone and broadcasting. The resultant Communications Act of 1934 created the present Federal Communications Commission.

The Communications Act coordinated in the Federal Communications Commission broadcast regulatory functions previously exercised by the Federal Radio Commission; supervision of certain telegraph and telephone operations formerly vested in the Interstate Commerce Commission, jurisdiction over Government telegraph rates which had been under the Post Office Department, and some powers of the Department of State with respect to the Cable Landing License Act. The Communications Act gave the Federal Communications Commission additional authority, including supervision of rates of interstate and international common carriers, and domestic administration of international agreements relating to electrical communication generally.

The Federal Communications Commission began to function on July 11, 1934. It is composed of seven Commissioners appointed by the President, subject to confirmation by the Senate. One of the Commissioners is designated Chairman by the President. Not more than four Commissioners may be members of the same political party. The normal term of a Commissioner is seven years with the termination dates staggered so that only one new Commissioner will be appointed each year.

The authority of the Commission extends to United States territories and possessions, but not to the Canal Zone.

FCC Regulation

One of the major activities of the Federal Communications Commission is the general regulation of broadcasting—now visual as well as aural. This regulation, largely technical in nature, may be divided into two phases.

The first phase deals with the allocation of spectrum space to the different types of broadcast services in accordance with Commission policies and rules to carry out the intent of international agreements, the Communications Act, and other domestic laws affecting broadcasting.

The second phase is concerned more directly with individual stations, and embraces consideration of applications to build and operate; the assignment of specific frequencies, power, time of operation and call letters; the periodic inspection of equipment and the engineering aspects of operation; passing upon transfers and assignments of facilities; also the many varied changes in existing authorizations; modifying and renewing construction permits and licenses; reviewing the past general service of each particular station to determine whether it has been operating in the public interest; licensing radio operators, and otherwise discharging domestic regulatory responsibilities.

The Communications Act, in providing for the licensing and control of radio, prohibits unauthorized transmission. Since radio waves know no state boundaries, courts have held that operation of any
radio transmitter anywhere within the United States or its possessions requires the licensing and regulation of both the apparatus and its operator by the Federal Communications Commission.

The Communications Act defines broadcasting as a radio communication service intended for general public reception. Consequently, broadcast of material addressed to or intended to be received by specific individuals rather than by the public is contrary to the terms of the broadcast license. This limitation applies equally to all forms of broadcasting, including television.

Broadcast stations are licensed to serve the public interest, convenience and necessity. Because radio channels are limited and are a part of the public domain, it is important that they be entrusted to licensees who have a high sense of public responsibility.

Licensee Qualifications

The Communications Act sets up certain basic requirements which must be met by broadcast applicants. In general, applicants must be legally, technically and financially qualified, and show that their proposed operation will be in the public interest.

The license privilege is limited by the Communications Act to citizens of the United States. It is denied to corporations wherein any officer or director is an alien or of which more than one-fifth of the capital stock is owned or voted by aliens or by their representatives or by any controlling foreign corporation or government or their representatives.

The Commission can issue cease and desist orders and institute revocation proceedings for violations of the act and its rules and regulations. The affected permittee or licensee is afforded an opportunity to request a hearing.

Programs.—Under the Communications Act, it is the responsibility of each broadcast station licensee to arrange his program structure so that his operations will be in the public interest. Pursuant to duties imposed by the act, the Commission periodically reviews the overall performance of stations, usually when they apply for renewal of licenses, to determine whether they have lived up to their obligations, and the promises they made in applying for facilities.

Censorship and free speech.—This review of broadcast station performance does not, however, give the Commission authority to direct a station to put a particular program on or off the air. The Communications Act states: "Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication". The Commission has held that freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation of all points of view and for the discussion of public issues. Under such conditions, licensees of broadcast stations have the right to editorialize.

Political broadcasts.—The Communications Act expressly provides: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensees shall have no power of censorship over any material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the customary rates for comparable use of such station for other purposes."

Lotteries, obscenity and fraud.—The United States Criminal Code prohibits broadcast of information concerning "any lottery, gift enterprise, or similar scheme", also utterance of obscene, indecent or profane language, and fraud by wire, radio or television.

Time charges and station management.—The Communications Act declares that broadcasting is not a common carrier operation; consequently a broadcast station is not required to sell or to give time to all who seek to go on the air. Because programming is primarily the responsibility of broadcast station licensees, the Commission does not ordinarily monitor or pass upon individual programs, or require the filing of radio scripts. However, broadcast stations are required to keep a program log and a technical log, and record of all requests for political broadcast time. The Commission does not maintain surveillance of the day-by-day internal management of broadcast stations.

Networks.—The Commission does not license networks as such, but issues licensees to individual stations. However, stations are subject to the chain broadcasting regulations adopted by the Commission in 1941 to insure free competition in broadcasting.

Monopoly.—There is Commission prohibition against the same interest or group from operating more than one network, or more than one AM, FM or TV station in the same area, or more than six AM stations or five TV stations throughout the country as a whole. Certain Commission rules with respect to chain broadcasting (mentioned under "Networks") were promulgated to insure that the licensees of stations affiliated with networks do not surrender control of the day-by-day operation of their stations to the network. Persons where licenses have been revoked by a court for anti-trust violations are by law denied further authorizations by the Commission.

Call letters—International agreement provides for the national identification of a radio station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among different nations. United States stations use the initial letters K, N and W. -The act is generally reserved for the Navy and Coast Guard, whereas the letters A, K and W are shared by other stations, both Government and non-Government.

Broadcast stations are assigned call letters beginning with K or W. Generally speaking, those beginning with K are assigned to stations west of the Mississippi River and in the territories and possessions, whereas W is assigned to broadcast stations east of the Mississippi.

Since many AM broadcast licensees also operate FM and TV stations, a common practice is to authorize the use of the call letters of the AM station followed by a dash and "FM" or "TV", as the case may be.

During radio's infancy, most of the broadcast stations were in the eastern States. It is stated that when the Mississippi River was made the dividing line of K and W calls, KDKA Pittsburgh was assigned the K letter before the present system was put in place. When radio first gained popularity, the demand for call letters having a special significance reached its climax in the Detroit Police Department selecting KOP. This brought a flood of requests for call letters embodying the initials of places, names or slogans. Thus, WRC became the Washington station of the radio Corporation, WGN was selected by the Chicago Tribune because of its slogan, "World's Greatest Newspaper; WCCO by the Washburn Crosby Co., Minneapolis, and WACO by the Texas city of that name. WMCA started in the Hotel McAlpin, New York; WNEW took its name from the New York Daily News; WINS, New York, from the International News Service, and WLIR, New York, from its slogan, "The Voice of Liberty"; and WOR is operated by New York City.

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$10,000 fine or two years imprisonment, or both, for offenses. Besides being illegal operation, the field staff inspect all classes of stations, investigates interference complaints, monitors transmissions for adherence to assigned frequencies, and examines operators for various classes of licenses, participates in technical studies, and furnishes bearing to ships or aircraft in distress.

Application Procedure

The application procedure is substantially the same for all classes of stations. Application is made in triplicate on forms furnished by the Commission. These forms require information as to the citizenship and character of the applicant, as well as his financial, technical and other qualifications to construct and operate a station, plus details about his proposed service. Applicants must themselves determine the availability of a frequency under appropriate Commission rules for the type (AM, FM or TV) and class (local, etc.) of stations they propose. If there are no interferences or other problems which require a hearing, and if the Commission determines that a grant will serve the public interest, a construction permit is issued. Upon completion of construction, the application is made for a regular license.

The Communications Act provides that the Commission normally may grant construction permits and station licenses, or modifications or renewals thereof, upon written application only. Consequently, a large portion of the Commission’s broadcast work involves the processing of applications by existing and prospective broadcasters. A brief description of the chief types of applications follows:

Construction permit. — A person seeking a new station must first file an application for a "construction permit." If the grant is made subject to certain engineering or other conditions, he may be required to file an application for "modification of construction permit" to meet these conditions. If this application is approved, he may then proceed to build the station. A permittee normally has two months in which to start construction and six more months in which to complete it (eight months in all), but extensions of time may be granted upon filing an application with adequate showing of need. Under the act, no license can be issued for a station unless a permit for construction has been granted by the commission.

License. — After equipment tests, the holder of a construction permit applies for the actual "license." He must show compliance with all terms, conditions and obligations set forth in the application and the outstanding construction permit. After applying for a license, the holder of a construction permit may request specific Commission authorization to conduct program tests pending receipt of his license. Station licenses do not vest in the holder any right to operate beyond the term of the construction permit, nor in any manner other than specified therein.

Renewal. — Under the Communications Act, broadcast licenses may not be granted for a longer period than three years, hence all AM and FM licenses are issued for the maximum statutory period, whereas TV stations (because of that service’s relative newness) are licensed for only one year. Broadcast license renewals were put on a geographical basis so that the licenses of stations located in contiguous areas would expire at the same time. Pending final decision on any regular renewal application, the license of the station is continued in effect.

Change in facility. — If a permittee desires to change locality, increase power, shift to another frequency, or apply for "modification" of his construction permit, a licensee wishing to change facilities may sometimes file for a modification of license but more often he has to ask for a new construction permit. (Any station authorization may be modified by the Commission in the public interest after affording the holder an opportunity for a hearing.)

Transfer of control. — Another common type of broadcast application is for "assignment" of construction permit or license, or "transfer of control." This arises from provisions of the act which prohibit such changes without prior consent of the Commission.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

Hearings. — Where it appears that interference would be caused to another station beyond the degree prescribed in the Commission’s rules, regulations and standards, or if other serious questions are involved, a hearing is usually required before a determination can be made. A hearing is also necessary where two or more applications in the same community request the same frequency or channel.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant is normally given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of

Broadcasting • Telecasting

Chieron Federation of Labor; WEVD, New York, identifies the "Earle D. MacKee Memorial Racing Fund; and WCSS and WNBC New York, incorporate the initials of the Columbia Broadcasting System and the National Broadcasting Co., respectively.


Many stations use calls indicative of their local areas. WPTF Fort Wayne is typical. Others refer to slogans. WIOD Miami typifies "Wonderful Isle of Dreams," and KAGH Crossett, Ark., stands for "Keep Arkansas Green Home."

XXGI Richmond was licensed to ex-GIs. In Washington, WTOP signifies "WGMI, Washington's Good Music Station," and WCPM, "Washington's Cooperative Frequency Modulation Station."

Radio operators. — The law requires the Commission to approve operators of radio transmitting apparatus as well as the stations. Accordingly the Commission prescribes the kinds and classes of radio operators and the technical and other qualifications which they must possess in order to be licensed.

Policing the ether. — Regulation of radio transmission is necessary to prevent confusion on the air. Because stations are identified by call signals and, further, are assigned channels for their emissions to travel in, any strange signal may be noted by one or several of the Commission’s monitoring stations which patrol the radio spectrum 24 hours a day. The directionfinders operate on the principle that are of such a type that a bearing is obtained even though a transmission may be intermittent.

At each radio district headquarters, special cars are maintained. Some of the are equipped with all-wave receivers and antennas which can be operated from the car’s battery while the vehicle is in motion. Sometimes it is necessary to drive a specialized car to serve an illicit station over a period of time. In such cases the receiver can be removed from the car and connected with the power supply in a building or other place selected as a base of operation.

With several portable receivers covering an area, it is then possible to "fix" the general location of the illegal station. This procedure involves the triangulation method used in determining the position of ships at sea.

Serious cases of unlawful operation are referred to local United States District Attorneys for prosecution. The Communications Act prescribes a maximum penalty of

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a hearing before an examiner, each party and the chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions. After review of the evidence and such statements, the hearing examiner issues an initial decision.

The applicant or any other interested person has 30 days from the date the initial decision is announced to file exceptions and to request oral argument before the Commission. After oral argument, the Commission may adopt, modify or reverse the initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the initial decision, the latter becomes effective 40 days after its issuance.

Commission actions in granting or denying applications for licenses can be reviewed by the United States Courts of Appeals. Parties may further request the Supreme Court of the United States to review decisions of these courts.

**RADIO SPECTRUM**

Radio operation is confined to a comparatively small part of what is known as the electromagnetic spectrum. The spectrum embraces many kinds of radiant energy, ranging from sub-audible frequencies used for power to the frequencies of cosmic rays, and arranged progressively according to their respective frequencies.

Before World War II, the usable portion of the radio spectrum was limited to between 10 kilocycles and 300 megacycles. However, developments made it possible, in 1945, to extend the potentially useful radio spectrum to 30,000 megacycles (30,000,000 cycles).

For convenience, the radio spectrum below 30 kilocycles is known as the VLF (Very Low Frequency) range; from 30 to 300 kilocycles, LF (Low Frequency); from 300 to 3000 kilocycles, MF (Medium Frequency); 3000 to 30,000 kilocycles, HF (High Frequency); 30,000 kilocycles to 300 megacycles, VHF (Very High Frequency); 300 to 3000 megacycles, UHF (Ultra High Frequency); 3000 to 30,000 megacycles, SHF (Super High Frequency); and 30,000 to 300,000 megacycles, EHF (Extremely High Frequency).

However, for practical purposes, the present ceiling for commercial utilization is around 10,000 megacycles (10,000,000 kilocycles). The demand for frequencies far exceeds the available supply.

The radio spectrum might be compared to a vertical ruler with inches or fractions of inches marking off, but in irregular fashion, the relative positions of the different radio services. At the lower part of the ruler are radio aids to air and sea navigation, followed, in turn, by AM broadcasting, long distance communications, TV, AM and TV broadcasting, developmental services, radar and other aids, and experimental operation. Sandwiched in between are segments for various other Government and non-Government services. Thus, the AM broadcast band, for example, is only one thirty-thousandth of the entire known radio spectrum.

**Radio Waves**

The radio spectrum contains those waves which can be used for communication purposes. Radio waves, like waves of water, waves of sound and waves of electric current, travel in “cycles.” The time it takes for a wave to complete one cycle determines what is called the “frequency” of the wave. For example, the electrical waves of alternating current have a frequency of 60 cycles per second—that is to say, 60 complete waves occur every 6 seconds.

The distance and manner in which a particular radio wave travels depend in large part upon the frequency with which it is transmitted. Radio waves of certain frequencies travel great distances—they span the ocean, even circle the earth. Radio waves of some other frequencies do not go much beyond the horizon. And some radio waves can be obstructed by buildings, even rain.

Hearing differs, but the normal human ear is capable of registering sounds ranging in frequency from 16 to 16,000 cycles a second. A certain type of dog whistles emits a tone which cannot be heard by humans. A piano keyboard sets up fundamental vibrations of from 27 to 4,000 cycles, and partial tones extending up to around 16,000 cycles. Aural broadcast transmission and reception can be made to cover all or any part of the tonal range which the ear can hear, but generally is limited by equipment design to less than the entire range.

**Bands & Frequencies**

It is customary to speak of the spectrum space occupied by each radio service as a “band,” meaning the group of frequencies in a particular region of the spectrum allocated for the use of a particular service. These bands are further broken down into “channels” which are, in effect, the traffic lanes assigned for the transmissions of individual stations.

Within these channels each station operates on a designated “frequency” which, as previously noted, means that it transmits one set of waves per second. Frequencies are measured by “kilocycles” and “megacycles,” which are the convenient markings on a receiving set dial. “Kilo” means 1,000, and “cycle” refers to a complete swing of an electric vibration. Thus, a kilocycle is an easy way of denoting a thousand of these vibrations or oscillations a second. A megacycle is equivalent to 1,000 kilocycles. So, with a receiving set capable of tuning in a particular band, it is easy to adjust the dial to the frequency of any station operating within that band.

In a sense, these radio paths may be compared to land highways. A radio emission travels the spectrum route with identifying call signals akin to the license plates of an automobile speeding over a roadway. Each wireless station has a prescribed lane to keep from colliding with traffic in adjacent lanes. A radio channel can be used by a number of stations for service if the stations are far enough apart or use directional antennas.

However, not all channels are the same width. Some types of transmissions require wider paths than others. Thus, an FM broadcast station needs a channel 20 times wider than that used by an AM station.

**Frequency Allocations**

A fundamental task of the Federal Communications Commission is to allocate the radio spectrum to the various radio services and to write the rules and regulations to govern the operation of stations in these services on the particular frequencies that are assigned to them.

It would be wasteful and chaotic to attempt to operate a broadcast station on one frequency and, say, a police radio station and a ship radio station on adjacent frequencies. There must be respective bands of frequencies for the various services, with which the Commission deals, and within these bands assignments of particular frequencies must be made to individual stations. Thus, frequency “allocation” refers to selecting up bands of frequencies for the use of the various radio services, while frequency “assignment” pertains to assigning a specific frequency for use by a particular station.

Frequency allocation is a complex subject. It may, in brief, be likened to building communication highways in the spectrum. In ordinary road building there is a wide choice of land routes. However, most of the usable radio lanes are already crowded and, unlike land traffic, radio transmissions do not obey traffic signals to allow other traffic to pass, or go just to the point where they are to be heard. They spread out to thousands of other points as well as passing political and geographical boundary lines in all directions.

As the spectrum becomes more congested, interference grows in seriousness. It can come not only from domestic stations, but also from foreign stations. That is why mutual working arrangements between nations to handle radio’s expanded usage is necessary.

The international aspect of radio has developed so far that almost no major frequency allocation can be made without considering international usage. Hence, the primary allocation of frequencies is now determined by international treaty or other agreement. In this connection, the Federal Commun-

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BROADCAST OPERATION

At some time or other you have observed, from a distance, a gun being fired. You noticed that the sound of the explosion reached your ears after you witnessed the actual flash. Yet it is possible for a person at a receiving set to hear a sound broadcast from miles away before a person can hear it over a loudspeaker in the same room where the actual broadcast takes place.

This is because radio travels with the speed of light—186,000 miles a second—as compared with only about 1,100 feet a second for sound. Thus, it requires just about one-sixtieth of a second for a voice from Europe to be electrically waited to your home receiving set.

Without being too technical, here is how an audial (AM or FM) broadcast station works:

A person talks into a microphone as if it were a telephone. His voice sets up vibrations of varying intensity and frequency. The lower the pitch the slower the vibration. In the microphone these vibrations are converted into electrical impulses like those in the originating sound. They are sent over wires to the broadcasting station (usually some miles distant), or by leased telephone lines to other radio stations carrying the same broadcast.

At the broadcasting station the electrical vibrations are greatly amplified—sometimes millions of times—before being put on the "carrier" wave. The intensity and frequency of the carrier wave are constant and this wave, by itself, does not transmit music or speech. So it is varied to correspond with the fluctuations of the speech or music received at the microphone. This is called "modulation."

In AM broadcast the audio waves are impressed on the carrier wave in a manner to cause its amplitude (or power) to vary with the audio waves. This is known as "amplitude modulation." In "frequency modulation" (FM), the amplitude remains unchanged but the frequency is varied. (Television, which uses AM for its visual transmission and FM for its sound, is discussed elsewhere in this primer.)

These modulated waves speed from the antenna tower as invisible ripples, radiating in various directions. Some of them follow the contour of the ground and are called "ground waves." Others dart upward and are called "skywaves." Skywaves are often forced back to earth by a ceiling of electrical particles which science calls the ionosphere. This rebound gives the listener a choice of more distant AM stations at night. Daytime reception is largely dependent upon ground waves.

Radio waves used in broadcast may pass through buildings and other objects but are subject to absorption and interference. As in the case of ripples on water, radio vibrations weaken with distance. Seasonal disturbances and sunspot periods can throw them off their course and cause "freak" reception.

AM broadcast stations use "medium waves." That is to say, they transmit 550,000 to 1,600,000 waves a second. At 550,000 waves a second, the distance between the crests is approximately 1,800 feet. This is known as "wave length."

A station transmitting 550,000 waves a second is said to have a "frequency" of 550,000 cycles or 550 kilocycles.

The so-called "short-wave" broadcast stations transmit from 3,000,000 to 25,000,000 waves per second. These waves are sent out one after another so rapidly that the distance between their crests (wave length) is only about 37 to 150 feet.

The modulated radio wave from the radio station is picked up by the home receiving antenna (exterior or set-enclosed). In other words, the wave sets up in the receiving antenna a current having the same frequency characteristics as the one transmitted. In the receiver the audio and carrier waves are separated by a device called a detector or demodulator. The carrier wave, no longer needed, is dissipated while the audio wave is relayed to the loud speaker, or headset, where it is transformed back into the sound that you hear.

Relay Broadcast

Relay broadcast depends largely upon common carrier interconnecting facilities. Most live-talent AM network programs are sent over wires, many across the continent, for rebroadcast. AM and FM stations also use transcriptions (re-cordings), and TV stations show many films. Broadcast stations usually employ wire connections between studios and transmitters, but some use radio (see "Auxiliary Broadcast Services").

Besides being transmitted over telephone lines, both AM and FM (and to some extent, TV) programs can be picked up on a radio broadcast. All broadcast can be relayed by microwave or coaxial cable systems. Because of its characteristics, TV cannot be sent over ordinary wire lines for any great distance but must depend upon coaxial cable or microwave relay, which can also handle AM and FM transmission, as well as telephone, facsimile and facsimile communication.

Coaxial cable had its first experimental operation between New York and Philadelphia in 1936. Commercial service was inaugurated between Milwaukee and Stevens Point, Wis., in 1941. The American Telephone and Telegraph Co. (Bell Telephone System) operates a transcontinental coaxial cable and microwave system which was put into operation in 1951.

Besides containing wires for regular telephone and telegraph communication, certain cables embody two to four pairs of coaxial copper tubes, with a special wire centrally located in each, for TV relay. The ordinary wire is held in place by thin slotted disks spaced throughout the tubing. The latter is slightly thicker than a lead pencil. Only one TV program can be sent over a tube at a time.

Microwave is a means of transmitting visual and aural broadcast programs; also other types of communication, simultaneously, over the air. This is accomplished by a chain of relay stations spaced 20 to 60 miles apart which, in effect, beam from one to another. Static and man-made noise is at a minimum on the frequencies employed for microwave operation.

Various communications interests
operate microwave facilities. Those of the Bell System tie in with its coaxial cable system.

**Directional Antennas**

Directional antennas are devices which enable radio stations to control their service patterns. As broadcast stations began to multiply on shared channels, it became necessary to employ directional antennas to prevent interference. Since 1937, directional antennas have been one factor in helping new stations squeeze into the congested AM broadcast band. Hundreds of directional antennas are utilized by AM stations. One complex array includes 10 towers. Directional antennas are used also in international communications to beam transmissions to particular points.

**TYPES OF STATONS**

In 1952 there were nearly 5,000 broadcast stations in 11 categories. The three principal commercial broadcast services are the older AM (amplitude modulation); the newer FM (frequency modulation) type of high-fidelity and static-free broadcasting, and TV (television), also known as video. In addition, there are noncommercial educational FM and TV and international broadcast facilities; remote pickup and studio links, TV auxiliary service, and experimental and developmental broadcast stations.

The growth of the AM, FM and TV commercial broadcast services since 1943 is shown in the following table of statistics for the close of the fiscal years indicated:

<table>
<thead>
<tr>
<th>Year</th>
<th>AM Authorized</th>
<th>AM Licensed</th>
<th>FM Authorized</th>
<th>FM Licensed</th>
<th>TV Authorized</th>
<th>TV Licensed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1943</td>
<td>912</td>
<td>911</td>
<td>48</td>
<td>57</td>
<td>6</td>
<td>6</td>
<td>966</td>
</tr>
<tr>
<td>1944</td>
<td>924</td>
<td>912</td>
<td>55</td>
<td>45</td>
<td>9</td>
<td>6</td>
<td>985</td>
</tr>
<tr>
<td>1945</td>
<td>955</td>
<td>931</td>
<td>53</td>
<td>46</td>
<td>25</td>
<td>6</td>
<td>1,033</td>
</tr>
<tr>
<td>1946</td>
<td>1,215</td>
<td>961</td>
<td>456</td>
<td>48</td>
<td>30</td>
<td>6</td>
<td>1,701</td>
</tr>
<tr>
<td>1947</td>
<td>1,795</td>
<td>1,298</td>
<td>918</td>
<td>48</td>
<td>66</td>
<td>6</td>
<td>2,779</td>
</tr>
<tr>
<td>1948</td>
<td>2,034</td>
<td>1,693</td>
<td>1,020</td>
<td>142</td>
<td>109</td>
<td>7</td>
<td>3,163</td>
</tr>
<tr>
<td>1949</td>
<td>2,179</td>
<td>1,963</td>
<td>865</td>
<td>377</td>
<td>117</td>
<td>13</td>
<td>3,161</td>
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<tr>
<td>1950</td>
<td>2,303</td>
<td>2,118</td>
<td>732</td>
<td>493</td>
<td>109</td>
<td>47</td>
<td>3,144</td>
</tr>
<tr>
<td>1951</td>
<td>2,385</td>
<td>2,248</td>
<td>659</td>
<td>534</td>
<td>109</td>
<td>81</td>
<td>3,153</td>
</tr>
<tr>
<td>1952</td>
<td>2,420</td>
<td>2,333</td>
<td>648</td>
<td>582</td>
<td>108</td>
<td>96</td>
<td>3,176</td>
</tr>
</tbody>
</table>

**AM BROADCAST**

Amplitude modulation (AM) is the oldest system of program transmission (see early history under chapter on "Evolution of Broadcasting," also description of operation in "Broadcast Operation"). Besides being used in the standard broadcast band, it is also employed in most long-distance shortwave broadcast as well as for the visual part of TV programs.

The 535 to 1605 kilocycles portion of the radio spectrum is used for standard AM broadcast. This pioneer service started operation on the lower frequencies and, as a result, has continued to occupy the band in which it developed.

The AM broadcast band consists of 107 channels, each 10 kilocycles in width. Individual stations are assigned frequencies in the center of each channel, such as 540 kilocycles, 550 kilocycles, etc.

AM broadcast stations use power of from 100 watts up to 50 kilowatts (50,000 watts). The latter is the present maximum power prescribed by the Commission for this service.

**Classes of AM Stations**

There are four classes of AM stations.

A Class I station operates on a "clear" channel (see later explanation), and employs 10,000, 25,000 or 50,000 watts power to serve remote rural areas as well as a large center of population.

A Class II station is a secondary station which operates on a clear channel with a power of 250, 500, 1,000, 5,000, 10,000, 25,000 or 50,000 watts to give some service beyond the primary service area.

A Class III station, which shares a "regional" channel with several similar stations, uses power of 500, 1,000 or 5,000 watts and serves a center of population and adjacent rural area.

A Class IV station operates on a "local" channel (shared by many similar stations elsewhere) and employs 100 to 250 watts for purely local service.

"Primary service area" means the area in which the signal is not subject to objectionable interference and fading. "Secondary service area" means an area served without objectionable interference but subject to occasional variations in strength of signal. "Intermittent service area" means an area receiving service beyond the primary service area and subject to some interference and fading.

**Clear Channels**

"Clear channels" are set apart by international agreement for the operation of maximum powered AM stations to serve remote rural areas. The other channels are shared by so many regional and local stations that people living outside populous communities must at night depend largely upon the strong signals of distant clear channel stations which are protected against night-time interference.

**FM BROADCAST**

FM (frequency modulation) broadcast has several advantages over the older AM (amplitude modulation) broadcast. FM has higher fidelity characteristics and is ordinarily free of static, fading and background overlapping of other station programs.

FM's greater tonal range capability is due primarily to the fact that it uses a wider channel than that employed for AM broadcast. Then, too, FM occupies a higher portion of the radio spectrum where static and other noise is less prevalent than at lower frequencies. FM signals have the peculiar ability to suppress weaker stations and other interference.

Since the frequencies on which FM operates do not ordinarily reflect back to earth from ionospheric layers ("skywaves"), it is possible for many scattered FM stations to share the same frequency without
interfering with one another. Most FM stations serve areas within a radius of approximately 35 to 75 miles, although high powered FM stations sometimes reach out 100 miles or more.

FM History

The principle of frequency modulation has long been known but its application to broadcasting were not envisaged until shortly before World War II. Largely as a result of interest evolved by extensive FM development work by Edwin H. Armstrong in the 1930s, the Commission authorized increased frequency modulation and, in 1940, after extensive public hearings, provided for commercial FM operation to start in 1941. It set apart 85 channels for commercial FM and 5 channels for noncommercial educational FM use.

There was no “first” individual commercial FM grant because, on Oct. 31, 1940, the Commission authorized construction permits to 15 such stations simultaneously. By the end of 1940 the number of authorization had increased to 25.

The first commercial FM station licensed by the Commission was WSM-FM Nashville (May 29, 1941), which operated until 1951.

Though all radio construction was frozen by World War II, more than 40 prewar FM stations continued to serve some 400,000 receivers.

Because of skywave interference experienced on the then FM band of 46-50 megacycles, the Commission in 1945, after public hearing, moved FM to its present higher and more immune position in the radio spectrum—68 to 108 megacycles—and at the same time increased the number of channels to 100. This provided 80 channels for commercial FM and 20 channels for nonprofit educational broadcast (see “Educational Broadcasting”).

Classes of FM Stations

FM commercial stations are of two classes: Class A, for community service, and Class B, for metropolitan full coverage.

Commercial FM stations are licensed for unlimited time operation and are required to program a minimum of six hours a day. As an encouragement, new FM stations can start with limited equipment until they get higher power apparatus.

FM Service

The peak year for commercial FM authorizations was 1948, when more than a thousand such authorizations were outstanding. By the close of 1951 there were less than 700. However, the number of licensed operating commercial FM stations has been increased steadily—from less than 150 in 1948 to nearly 600 in 1952.

Approximately 650 commercial FM stations (including licensees and construction permittees) were on the air in 1952. They provided service over almost all of the Eastern half of the United States, over most of the West Coast area, and a number of cities and adjacent rural areas in the West. It was estimated that more than 100,000,000 people were within range of one or more FM stations.

At that time the number of receivers in use able to tune in FM broadcast approached 9,000,000.

TV BROADCAST

Television (TV) broadcasting involves radio transmission of visual and audio programs synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures. The picture phase of television is accomplished by sending a rapid succession of electrical impulses through the air which the receiver transforms into scenes and images. The method is complex, but the following is a brief explanation of monochrome (black-and-white) video operation.

The subject is first “shot” by a television camera. The latter looks like a movie camera but, unlike the ordinary photographic apparatus, uses no film. Instead, it has a special pickup tube—either an “iconoscope” or an “image orthicon,” but whose basic principle is the same. This tube is honeycombed with about 307,000 microscopic dots, each of which functions as a photoelectric cell. The light coming through the camera lens strikes these dots and sets up in them electrical charges in proportion to the illumination falling on their respective areas. The more light, the greater the charge. In this way, the highlights and shadows of the scene being telecast create a pattern of electrical impulses on the dotted surface of the tube.

The entire picture area composed by these dots is known as a “mosaic.” The dots are “scanned,” each in turn, by a beam of electrons about the size of a pinhead. This electron gun sweeps back and forth from left to right and from top to bottom (just as a printed page is read by the human eye), until it has completely scanned the dots. It repeats this performance 30 times a second. Each scanning is known as a “frame.” Each frame is scanned into 525 lines, which is the United States standard with respect to definition. As the electron beam sweeps over the dots, it neutralizes their respective electrical charges and sends equivalent electrical currents, in sequence, over cables to be amplified, monitored then put on the air.

In the receiver, this process is reversed. The visual transmission is received—one dot at a time—but so rapidly that the varying electrical charges are able to reassemble the picture. This is made possible by the reproducing tube. The latter is coated with a fluorescent material that glows when bombarded by the electrons and recreates the object or scene being telecast. The face of this tube is the screen that you see, directly or indirectly, in viewing the resulting picture.

In television, the receiver has a particular beam relationship to the transmitter. The receiver must be able not only to get the broadcast of any TV station within range, but must be tuned by the transmission in such a way that the receiving screen responds to the release of electrons so as to furnish the light and dark areas which make up the picture.

In this respect, video operation has a certain resemblance to printing a picture from a plate. The latter, if examined under a magnifying glass, reveals dots composed of many small raised dots. These dots form the varying shades when the picture is reproduced.

The TV viewer does not see a complete picture at any one time. However, the line reproductions follow one another so quickly that, due to the photographic ability of the eye, there is a complete animated picture as far as the observer is concerned. The high rate of repetition is needed to minimize flicker and to avoid the effect of “smear” when moving objects are shown.

The TV transmitter is, in effect, two separate units. One sends out the picture and the other the sound. Visual transmission employs frequency modulation (FM) and operates much like the regular FM broadcast described elsewhere in this booklet.

TV History

Many persons in many lands have contributed to the development of television. Like other forms of radio, TV was made possible by electronic discoveries in the late 19th century and early 20th century. In 1847, a German, patented an early television system, capable of sending pictures by wireless. In our own country, Jenkins began his study of the subject about 1890. Rigouol and Fournier conducted experiments with wireless television in the 1900s. In 1915 Marconi predicted “visible telephone.” In 1923 Zworykin applied for a patent on the iconoscope (TV camera tube). Two years later Jenkins demonstrated mechanical TV apparatus. There were experiments by Alexander, Farnsworth and Baird in 1926-1927. Alexander’s TV program was sent by wire between New York and Washington by the Bell Telephone Laboratories at a public demonstration in 1927. It was then Herbert Hoover, then Secretary of Commerce, participated. The next year the same laboratories experimentally telecast outdoor programs.

The Federal Radio Commission (predecessor of the Federal Communications Commission) reported that “a few” broadcast stations were experimenting with video in 1928. In that year WGY Schenectady experimentally broadcast the first drama by TV. Large-screen TV was demonstrated by RCA at a New York theater in 1930, and RCA
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tested outdoor TV pickup at Camden, N. J., in 1936.

Seventeen experimental TV stations were operating in 1937. The first experimental mobile TV station was placed in operation that year. The first television show seen on TV was Franklin D. Roosevelt, when he opened the New York World's Fair in 1933. That year saw the first telecast major league baseball game, college football game and professional boxing match. In 1940 the Republican and Democratic conventions were televised, that of the Republican using coaxial cable for long-distance TV relay purposes. Previously, in the same year, WNBX New York, and WRGB Schenectady, were joined by radio relay for a rebroadcast test. Meanwhile, in 1939, the Milwaukee Journal filed the first application to broadcast TV programs on a commercial basis. At a hearing held in 1940, the Federal Communications Commission found industry divided on the question of whether TV was ready for commercial use. A different standard on engineering standards. At that time various TV systems required different receivers. A National Television System Committee considered standards and reported in 1941. Subsequent Commission hearings showed the industry to be in substantial agreement on commercialization and standards. The latter presented line and frame frequencies at 527 and 30 respectively. On April 30, 1941, the Commission authorized commercial TV operation to start July 1 of that year.

Meanwhile, a number of TV stations which had been operating experimentally applied for commercial authorization. The first regular TV operation was issued to WNBX New York, on June 17, 1941, effective July 1 of that year. On June 24, 1941, WBBX in New York, was authorized to commence program tests July 1 thereafter. By May of 1942 ten commercial TV stations were on the air. Six of them continued to provide service during the war.

In 1945 the Commission allocated 13 vhf (very high frequency) channels between 44 and 216 megacycles for commercial television. In doing so, it pointed out that there was insufficient spectrum space below 300 megacycles for an adequate national broadcasting system. Twelve of these channels were to be shared with certain nonbroadcast (fixed and mobile) services. At the same time, that part of the television (ultra high frequency) spectrum between 480 and 920 megacycles was made available for experimental TV operation looking to future television experiments. The 13 vhf broadcast service were designated the a dequate nation broadcasting system. Twelve of these channels were to be shared with certain nonbroadcast (fixed and mobile) services. At the same time, that part of the television (ultra high frequency) spectrum between 480 and 920 megacycles was made available for experimental TV operation looking to future television experiments.

In 1948, because of interference to commercial TV operation, the Commission stopped the sharing of television vhf channels with other services, and deleted TV channel 13 for the purpose of assigning it to the nonbroadcast services affected. The Commission reiterated its opinion that frequency economy required intercity TV relaying to be shared ultimately by common carriers but, pending availability of adequate facilities, it temporarily provided for such relaying by TV broadcasters in bands allocated for TV auxiliary purposes.

The Freeze

As predicted by the Commission in 1948, it became increasingly evident that the few available vhf channels were inadequate to provide a truly nation-wide competitive TV service. After, operating stations and, systems which had not been anticipated when TV broadcasting began. This interference is caused by a bending or reflection of radio waves by an atmosphere layer known as the troposphere. As a result, the Commission on Sept. 30, 1948 stopped granting new TV stations pending a study of the situation. This was the so-called "freeze" order.

The resultant study showed that, before additional stations could be authorized, it was necessary to determine engineering and other questions which would govern TV operation for years to come. Consequently, on July 11, 1949 the Commission proposed comprehensive changes looking to the improvement and extension of TV service. These included new engineering standards; opening up new channels for TV broadcasting; consideration of color systems; reservation of channels for non-commercial educational use; possibilities of "multichannel" transmission (broadcasting from planes) and "polycasting" (community service by a series of low-powered stations); and a national assignment plan incorporating vhf and uhf channels.

The color question was the first subject considered because up to the actual hearing it had not been determined if color could operate in the same channel width (six megacycles) used for black-and-white TV transmission.

Color TV.—In color television much the same process of monochrome (black-and-white) television is followed except that each picture is transmitted in three primary colors—red, blue and green. These colors are not sent in sequence.

Details of the method are complex. In the "field sequential" system, which is the adopted standard in the United States, the colors are sent at the end of each scanning of the field of dots, or 144 times a second. Thus, the odd lines in the first field are scanned in red; in the second field the even lines are scanned in blue; in the third field the odd lines are scanned in green; in the fourth field the even lines are scanned in red; in the fifth field the odd lines are scanned in blue; and in the sixth field the even lines are scanned in green. It requires six complete fields to produce one complete color picture. However, 24 color pictures are transmitted each second.

Color TV has been the subject of study and experimentation for a quarter of a century. In 1928, Baird, in England, demonstrated an early system. The next year color pictures were sent over wire in a test at the Bell Telephone Laboratories in New York. RCA gave an experimental color TV demonstration in February 1940, and CBS tested color TV broadcasting the following August. The question of color TV was considered initially by the Federal Communications Commission in 1941, when it proposed alternative standards for color. In 1945 it allocated certain uhf frequencies for experimentation in developing color and high definition black-and-white TV. It was not until 1946 that it received a formal proposal for the adoption of color. In denying that CBS petition in 1947, the Commission urged further experimentation with particular reference to making color transmission possible in the 6-megacycle band width used by monochrome TV.

Three competitive color systems were offered for Commission consideration in the general TV proceedings which started in 1949. They were the CBS "field sequential" system, the RCA "sequential" system, and the Color Television, Inc., "line sequential" system. Each of these systems would require special or converted sets to receive color. The CBS system could not be received in black-and-white on existing receivers without adapters; the two others claimed they could.

On the basis of testimony and demonstrations, the Commission on Sept. 1, 1950 found that the field sequential system was the only system meeting its criteria for color operation. The basis of the fact that this system could not be received in monochrome on existing receivers, and the possibility of improving competitive color systems generally, the Commission proposed postponing a color decision and adopting monochrome "bracket standards" which would enable future development of color TV sets incorporating those standards to receive color transmissions in black-and-white. This proposal was conditioned upon receiver manufacturers agreeing to equip new TV sets with a switch and an appropriate circuit for that purpose.

But the response from manufacturers was insufficient and, in accordance with its September announcement, the Commission on Oct. 11, 1950 adopted the field sequential system for color TV broadcasting to become effective Nov. 20 thereafter. In so doing, it held the door open for consideration of competitive systems or developments on the basis of practical tests and actual demonstrations.
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obtained a preliminary injunction in the United States District Court at Chicago. On May 28, 1951 the Supreme Court of the United States upheld the validity of the Commission's action and CBS began limited color broadcasts on June 25 of that year. Because of the materials shortage, the National Production Authority on the following Nov. 20 prohibited the manufacture of color TV sets or attachments except for experimental, defense, industrial, and certain hospital, and educational uses. This ban was relaxed to some extent on June 24, 1952.

The Thaw
On April 14, 1952, the Commission announced the lifting of the TV "freeze", the addition of 70 uhf channels (between 470-890 megacycles) to the 12 vhf channels (between 54-216 megacycles) then in use, and the adoption of a table making more than 2,000 channel assignments to nearly 1,300 communities throughout the United States and its territories, including 242 assignments for noncommercial educational use.

TV stations operate in accordance with tables of minimum and maximum power which may vary with antenna height. Minimum effective radiated power with a 500-foot antenna above average terrain is fixed at 50 kilowatts for stations serving a city with a population of one million or more; 10 kilowatts in cities with 250,000 to a million; 2 kilowatts for cities of 50,000 to 250,000; and with a 300-foot mast a power of 1 kilowatt for those cities under 50,000 population. Maximum effective radiated power on vhf channels 2-6 is fixed at 100 kilowatts, on vhf channels 7-13 at 316 kilowatts, and on uhf channels 14-83 at 1000 kilowatts; with very high antennas these powers are reduced.

Station separations are determined by geographical zones. Minimum co-channel separations are 170 miles for vhf channels, and 159 miles for uhf channels in Zone I which encompasses the states of Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Pennsylvania, Delaware, District of Columbia, Ohio, Indiana, Illinois, parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Michigan and Wisconsin.

Minimum co-channel separations are 190 miles for vhf channels, and 175 miles for uhf channels in Zone II, which includes the territories and possessions, and the entire states of Kentucky, Tennessee, North Carolina, South Carolina, Missouri, Arkansas, Kansas, Nebraska, Oklahoma, North Dakota, South Dakota, Utah, Idaho, Arizona, New Mexico, Montana, Wyoming, Nevada, Colorado, Oregon, Washington, and California, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Georgia, Alabama, Mississippi, Louisiana, Michigan, Wisconsin and Texas.

Minimum co-channel separations are 220 miles for vhf channels, and 205 miles for uhf channels in Zone III, which includes Florida and parts of Georgia, Alabama, Louisiana, Mississippi and Texas.

At the time the freeze was lifted, 106 vhf stations were serving some 17,000,000 TV receivers in 65 cities and metropolitan areas with a population of approximately 87,000,000 persons in 51 states.

Following the lifting of the freeze, a temporary procedure was instituted for processing TV applications which gives priority consideration to places without television stations and to communities with uhf assignments only; also to noncommercial educational applications and applications from the territories and possessions.

The first commercial TV grants following the lifting of the freeze were made on July 11, 1952, simultaneously, to three Denver, Colorado, stations—KPEL-TV, KDEN, and KBT. KPEL-TV began program operation on July 19th thereafter. The first uhf commercial television station to go on the air was KPTV Portland, Ore., on Sept. 20, 1952.

The initial commercial grant to the territories and possessions was made on July 25, 1952, to WKAQ-TV San Juan, Puerto Rico.

Miscellaneous
Being in a higher part of the spectrum, uhf television cannot be received on vhf sets without changes in the set or the addition of an adapter. The type of tuner in the set will generally determine the type of adapter. Otherwise, a special receiver is required to get both TV bands. In many cases, uhf reception also requires some slight changes in home antennas which were installed for vhf use, or may require a new antenna.

TV stations engaged in commercial operation are required normally to broadcast a minimum of 7.5 hours a week except in their initial stages when there is a graduated scale of operation starting with 12 hours.

Developments in "phonevision" and other means of sending scrambled TV programs—by wire or radio—to subscribers with unscrambling devices constitute experimental operation for which no service has yet been authorized. Requests for special channels for theatre television are the subject of a separate Commission proceeding.

TV Networking
Television is no longer limited by local talent and facilities. Network operation is made possible in large measure by the development of coaxial cable and microwave relay facilities. As early as 1937 motion pictures were televised and sent over the coaxial cable link between New York and Philadelphia. Network operation was begun by WNBT New York; WRGB Schenectady, and WPTZ Philadelphia. In 1944, regular coaxial cable TV relay service was inaugurated between Washington and Norfolk, Va. The following year, microwave relay extended this service to Boston. A midwestern relay system, opened in 1945, was joined with the eastern system in 1949. The first link in the transcontinental relay system was opened between New York and Chicago in 1950. It was extended to San Francisco the following year with telecasts of the Japanese peace treaty conference. By 1962 the Bell System's coaxial cable and microwave relay system totaled nearly 1,700 miles, served TV stations in some 70 cities, and was still being expanded. In many fringe areas, so-called "community" and "Eastern" TV programs from the air and bring them to local subscribers' homes by means of special cable.

In addition to live studio presentations, television uses the airwaves. The latter include "kinescope" recordings, a rapid filming process which makes it possible to show scenes of events soon after they occur. Magnetic wire and magnetic tape, which carry both picture and sound, are being experimented with as a means of TV programming.

EDUCATIONAL BROADCAST
AM Educational Stations
Educational institutions were among the earliest licensees of the standard broadcast stations. Universities, educational groups held in the construction of many of the nation's first AM stations, and a considerable proportion of the early broadcast licenses were issued to educational institutions. By 1925, educational groups held 171 such licenses. For various reasons, notably the increased competition from television, broadcast facilities of the AM broadcast band, a score of them on a completely noncommercial basis.

The Communications Act of 1934, in establishing the Federal Communications Commission, specifically launched its activities in the field of educational broadcasting. As directed by Section 207(c) of that act, the Commission made a study of the proposal that Congress by statute should allocate fixed percentages of radio facilities for particular nonprofit radio programs and activities, including education.

The Commission's report to Congress following such a study, on January 22, 1935, recommended that nonprofit radio facilities be made at that time for any such nonprofit programs or activities. The Commission was of the opinion, among the reasons stated for nonprofit broadcasting, that there was "no need for a change in the existing law to accomplish the helpful purposes of the proposal." It recognized, however, the need...
for expanding the role of broadcasting in the educational program of the country and expressed its intention "actively to assist the determination of the rightful place of broadcasting in education and to see that it is used in that place."

To further the development of noncommercial educational broadcasting, the Commission in 1938 set aside certain AM channels between 41 and 43 megacycles for the exclusive use of educational institutions. Due, however, to the inability of the ordinary public-held radio set to receive broadcasts on these frequencies, only a few educational institutions secured licenses for such operation. Those which did later changed to frequency modulation operation when provision in FM was made for educational broadcasting.

**FM Educational Stations**

When regular FM broadcasting was authorized to start in 1941, five channels between 42 and 43 megacycles were allocated for noncommercial educational use, in lieu of educational AM facilities previously provided in the 41-42 megacycle band. In 1945, as part of an extensive revision of frequency allocations, the Commission reserved 20 FM channels between 48 and 92 megacycles to accommodate noncommercial educational FM stations. This educational portion of the FM band is contiguous to that containing the commercial FM stations, and present FM receivers are capable of tuning in both noncommercial and commercial stations within range. The number of these noncommercial educational FM stations has steadily grown since 1945; there were slightly more than 100 of them in operation in 1952.

The Commission's authorization, in 1948 of low power (10 watt) operation on these reserved FM channels provided an additional incentive to educational broadcasting. With such low power equipment easily installed and operated, schools may begin broadcasting to a limited area of from two to five miles in radius for an output of as little as $2,000, exclusive of studio equipment, which costs from $1,000 and up. Higher power equipment may be added when desired and economically feasible to do so. In 1951, as a further aid, the Commission authorized remote control operation of low power noncommercial educational FM stations.

While a number of states are planning to build state-wide FM educational networks, Wisconsin, with eight FM stations in operation (in addition to one AM station), leads the field in this type of activity.

In 1950 the Commission reserved a noncommercial educational frequency for the use of the United Nations.

Stations in the Noncommercial Educational FM Broadcast Service are licensed principally to school systems, colleges and universities for furnishing educational programs to teachers and students, as well as for public educational and entertainment purposes.

**TV Educational Stations**

The Commission, for the first time, allocated TV facilities for exclusive noncommercial educational use as a result of its lengthy study of this question in the general television proceedings (discussed under "TV Broadcast"). The Commission determined therein that "the need for noncommercial educational stations has been amply demonstrated"; that "the records show the desire and ability of education to make a substantial contribution to the use of television"; that "the actual process of formulating plans and of enacting necessary legislation or of making adequate financing available is one which will generally require more time for educational organizations than for commercial interests . . . and that to insure an extensive rather than a sparse and haphazard development of educational television, channels must be reserved by the Commission at this time". Consequently, in its Sixth Report and Order of April 14, 1952, the Commission made channel assignments to 242 communities exclusively for noncommercial educational purposes.

Forty-six of these educational channels are to places designated as "primarily educational centers". Of the total of 242 channels so assigned, 80 are in the VHF and 162 in the UHF. The Commission anticipates that the educational licensee on one of these channels reserved for education will make its station's facilities available to other local educational institutions, since such assignments have primarily been made to serve the educational and cultural needs of the community. Except in particular cases, noncommercial educational eligibility is not extended to municipal authorities in places where an independent educational authority—such as a board of education—is established. Although there is no requirement that noncommercial educational stations broadcast a specified minimum number of hours, commercial and educational television stations in general are both subject to the same TV service requirements, such as station separation, antenna height and power, etc.

The first noncommercial educational TV grant was made July 23, 1952 to the Kansas State College of Agriculture and Applied Science (KSAC-TV), at Manhattan, Kans.
TALKS TO STUDENTS
JEFFERSON Standard Broadcasting Co., licensee of WBT-WBT TV (TV) Charlotte, N. C., is sponsoring personnel lectures on careers in radio and television at universities and high schools in North and South Carolina. The speaker is W. Chase Idol, personnel manager of the company, who promotes the concept of “Opportunities Unlimited” at WBT-WBT TV. General Manager Charles H. Crutchfield says “We’re always interested in filling our staff openings with homophiles, where that is possible. With the variety of communications, broadcasting and allied studies offered in North Carolina, we hope to build in the minds of undergraduates the ambition to become a part of our organization if they plan a broadcast career.”

WLOW GADGET TIE-INS
WLOW Norfolk, Va., in a 13-week promotion campaign, has been sending gifts with station tie-ins to the top 104 advertisers in that area, using material supplied by Gettler-Montayne, Baltimore. In February it was a memo pad: “Write this down, WLOW is your best buy in Tidewater;” in March, a whisk broom: “Let WLOW whisk away your lagging sales;” and for April, a carpenter’s rule: “By any measure, WLOW is tops.” Other promotion includes bus dashes and roadside billboards.

FOOD PROMOTION
EIGHT-PAGE two-color sales brochure on “How to sell food in the St. Louis market?” is

MID-AIR camera being lifted by crane in Baltimore shipyards is recording the 1,753rd remote telecast of The Port That Built A City by WMAR-TV. Camera cable extends from camera to a WMAR-TV mobile unit below.

KYW EASTER EGG PARTY
KYW Philadelphia has scheduled an Easter egg party contest Thursday for children 4 to 10 with the party to be broadcast by Anne Lee, KYW home economist, on her regular program. Cash gift certificates will be awarded to three children with the most beautifully decorated and colored eggs. Mothers of winners will receive Easter finery. The eggs will be distributed to underprivileged children.

MATCH THIS
MATCH books bearing the recipient’s name in gold letters on the front cover were sent by WXLW Indianapolis to present and prospective advertisers. Inside the cover were the station’s emblem and dial number. For a year cartons of 25 match books were sent out monthly. According to the station, “the personal touch pays off” to the tune of 60%.

MR. WIGGLES
MR. WIGGLES, a chihuahua disc jockey on WINZ Miami, “woofs” into the mike, plays records he approves for children, and tries to find homes for his friends in the animal world. Each Saturday, with the help of his assistants, Lee and Lorraine, he phones three boys and girls who have written to him previously, puts the conversation on the air, and plays the favorite record of each. Mr. Wiggles also gives the youngsters a chance to win the type pet they desire. Fred Coots, composer of “Santa Claus Is Coming To Town,” was so impressed with the chihuahua that he wrote a song called, “Little Mr. Wiggles.”

FULL PAGE AD
WMIL Milwaukee recently bought a full page ad in the Milwaukee Sentinel with the headline, “We Hope We’re a ‘Good Neighbor.’” The ad went on to say that the independent station has “a selfish policy of unselfishness . . . that the greater contribution a radio station makes to its community, the greater will be the community’s support of the station.”

Livestock Clinic
PUBLIC service programming with a solid sell found a unique format when WKY AM-TV Oklahoma City aired 13 shows in what it believes was the first “Radio-TV Livestock Clinic of the Air.”

The regularly-scheduled Farm Reporter on WKY and Oklahoma Farmer on WKY-TV, as well as two special radio features, publicized all phases of livestock management and disease control, with the entire series paid for by Lederle Labs., through Conklin Mann & Son.

To promote the air clinic, and also to encourage the use of high-quality bulls in livestock production, the stations’ farm reporters, Sandy Saunders and Harold DeRitch, offered a pure-bred bull as top prize in a letter-writing contest.

Regular sponsors of the AM show are Chickasha Cotton Oil Co. and Mathieson Chemical Co.
FORUM ON PROGRESS
DURING the months an embryo TV station is struggling to get on the air, the people in the service area are interested in the progress being made, according to KVOS-TV Bellingham, Wash. As a result every Friday evening the station owner, general manager, chief engineer, and production manager appear on a forum on KVOS-AM to discuss what has been done during the past week. In this way, as well as discussing questions that are sent in, KVOS feels it has found an effective method of keeping the community aware and even more interested than usual in the why and wherefores of TV in the Pacific Northwest.

'VALLEY FORGE GIRL'
VALLEY FORGE Beer is introducing a new personality on radio and TV. She is the "Valley Forge Girl," featured in a new, concentrated advertising and merchandising campaign to "Make friends with Valley Forge Beer." She will make her television debut on WFIL-TV Philadelphia, and will be seen and heard by sports fans during broadcasts of the Philadelphia A's and Phillies baseball games on radio and TV.

HISTORY ON THE AIR
KQV-Pittsburgh, in cooperation with Pittsburgh area schools, is broadcasting a series of pro-

Food Promotion
ELEVEN participating sponsors have been signed by WFBR Baltimore for its new hour-long daytime strip, Hometown, America, offering extensive merchandising and point-of-sale promotion in cooperation with 2,700 grocery stores in the greater Baltimore area.

The station, with the Independent Retail Grocers and Meat Dealers Assn. of Baltimore Inc., claims it can place display material in stores accounting for 60% of the retail food volume in the area with its new merchandising program. Hometown, America, 3 to 4 p.m., starting April 6, permits a sponsor to increase grocery outlet distribution for his product, promote it with in-store merchandising materials and on the radio program, and entertain a large listening audience.

Show features giveaway stunts, such as a telephone auction in which bidding is made on the basis of labels, wrappers, and box tops from products of participating sponsors. Merchandising service for buyers of participations includes spot-checks in stores, for distribution, product displays, taking of orders and introduction of new products.

How Good a Value IS Meat?

The best way to figure the value of anything is to compare what you get out of it with what you pay for it.

According to a study of the U. S. Department of Agriculture, if you are an average American, you spend 24% of your food budget for meat.

The meat you get for this 24% of your food money, gives you approximately

*63% of your protein (in the form of complete protein)
*47% of your food iron
*28% of your phosphorus
*42% of your vitamin B1 (thiamine)
*24% of your vitamin B2 (riboflavin)
*79% of your niacin

plus generous amounts of other B vitamins—including the important B12.

Percentages of daily dietary allowances based on recommendations of the National Research Council for an average 154-lb. sedentary man.

There's still another way to judge the value of meat—that's to compare the price you pay with what the meat packer pays the farmer. Department of Agriculture figures just published show that meat is brought to you at a lower service cost from farm to table than almost any other food.

But how do you place a value on the pleasure which you measure for yourself every time you sink your teeth into a juicy forkful of meat?

Did you know

that Americans eat on the average, 60 million pounds of meat every day... that it takes the combined services of more than 4,000 different meat packing companies to supply it... that the meat packing industry is noted for the many services it performs for a profit that averages less than 1% for every 3 pounds of meat you buy?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
WIP Drug Raid Scoop

WIP Philadelphia claimed an exclusive in its on-the-scene tape recording of a narcotics raid on more than a hundred known or suspected dens March 18—its second within a year.

Briefed at 3:30 a.m. in the office of Commissioner Joseph Bransky, federal narcotics investigator, Murray Arnold, WIP program director, and Varner Paulsen, assistant program director, joined the raiders in what was described as the biggest crackdown in six years on illegal drug traffic in the three-state federal district of Pennsylvania, New York and New Jersey.

WIP taped an hour and a half of action, including routing of dope pushers and wholesalers, breaking down doors and questioning suspects. The station broke its scoop on its 8:15 a.m. newscast and followed with a half-hour report at 8:30 p.m.

grams for in-school listening as well as for the at-home audience. The transcribed series, The American Trail, presents dramatic sketches of American history. These 15-minute programs, which are coordinated with classroom assignments, are broadcast weekly.

SLUMBER CAMPAIGN

WPIC Sharon, Pa., has begun a series of 55-minute programs, The Pillow Parade, in cooperation with the operator of coin pillow-radios recently installed in hospitals throughout the area. The program consists of musical requests sent in by friends and relatives of hospital patients. Sponsors of the program distribute a folder containing a coin to operate their radios for an hour. This coin service soon will be extended to patients in other hospitals in the county.

TV POWER

QUICK results of a TV announcement have been reported by WPTZ Philadelphia. Mary Wilson, star of Posts, Pons and Personalities, mentioned that viewers could take a short air flight without charge by stopping at the Pan-American center city office and obtaining a ticket. Pan-American's "get acquainted flight" campaign was to start the following day, and Miss Wilson's announcement was intended as "only a "feeler" to test reaction." Less than two hours later Pan-American had issued 400 tickets, the total amount available, had sent a petition to the telephone company to suspend all phone calls for the rest of the day, and had cancelled its entire campaign of newspaper publicity.

SONG SEARCH

SINGER-disc jockey Lee Sullivan has received, through his Sullivan Song Search on WERE Cleveland, more than 600 unpublished songs from talented Clevelanders. Every song receives a personal goin-over from Mr. Sullivan, who so far has been able to use 17 amateur songs on his morning shows. More than 1,500 people have written to tell Mr. Sullivan which song they like. The first amateur work, "Confusion" by Anthony Casals, drew 493 letters in one week, and a Chicago publisher and New York recording company have expressed an interest in it.

JAYWALKER CONTEST

WORCESTER New Car Dealers Assn. sponsored a Mrs. Jaywalker contest on WTAG-AM-FM Worcester's Julie 'n Johnny. Each day a jaywalker, after giving clues to her identity on the air the day before, violated pedestrian traffic rules in a combined station and Safety Council promotion. Pedestrians could win a jack-pot prize by spotting the jaywalker on the street and identifying her as the person on the broadcast. Final prize was $100, with $5 added each day.

EXCLUSIVELY RADIO

BEYOND TV horizons is the claim made by KOA Denver for its coverage in this "almost exclusively radio country." Most of the portions of the 15 states which the station reaches will be beyond the reach of television "for years." KOA claims in a three-color mailing piece. Although KOA serves a large rural audience, it maintains a steady "city folks" following, which likes its "careful scheduling and sold evenings of network entertainment."

RECIPIES AND RADIO

WNOE New Orleans is reminding agencies and advertisers, using a string-tied southern colonel, that "In New Orleans it's creole recipes for good eating and WNOE for good coverage." Both, the station adds, have "public acceptance" there. The singlecard mailing piece is printed in two shades of green, and points up H-R Reps, national representative for the 50 kw Mutual station.

UTAH COVERAGE

HIGH, Wide and Handsome is the copy theme in a new sales brochure being released by KSL-TV Salt Lake City, which claims its transmitter ("America's Highest") reaches 87% of Utah's population. Coverage area comprises 89.7% of the state's effective buying income, the CBS affiliate reports.

Editorials Aired

A FEW hours after W. Gordon Allen, president of KGAL Lebanon and KGAE Salem, both Oregon, initiated a saturation editorial campaign demanding public hearings and re-examination of a 20% power surcharge to consumers by power companies, a bill was introduced in the Oregon legislature by Rep. Monroe Sweetland to make a public hearing mandatory on any future surcharge, the station reports.

A second bill introduced by Rep. Sweetland asked that money so far collected by power companies be held in escrow until legality of the surcharge has been established, Mr. Allen said, adding that State Sen. Warren Gill has asked a Senate investigation of the surcharge matter. The five-minute radio editorials were run six times daily.

SPEECH SCHOLARSHIP

GRAND prize winner in the sixth annual WGAR Cleveland-Western Reserve U. speech tournament will receive a four-year scholarship to Western this year and work at WGAR part-time. Winners in four speech contest divisions will receive a clock radio. All high school seniors in northern Ohio are eligible to compete during April and May. Plans were completed by John F. Patit, WGAR president and chairman of the tournament, and Warren Guthrie, chairman of the speech department at WRU.

PASSOVER PROGRAMS

WEEK of programming commemorating the Passover holiday, which ended yesterday (Sunday), was prepared by WLIB New York in cooperation with KOL ZION, Israel's overseas broadcasting service, United Parent-Teacher Assn. of Jewish Schools, the Jewish Education Committee and organizations representing New York synagogues. Schedule included a radio visit to a new matzoh (unleavened bread) bakery on Long Island, messages from civic officials and Passover services.
PEOPLE

Advertisers

William T. French, National Dairy Products Corp., N.Y., appointed assistant director of advertising in charge of Sealtest advertising.

Wrigley Offield appointed advertising manager of William Wrigley Jr. Co.


Stanley Colberson, advertising-sales promotion manager, California Wine Assn., S. F., to Langendorf United Bakeries Inc., that city, as advertising manager.

Henry Rawle Geyelin, manager and director of creative activities of Allen B. DuMont Labs., named manager of advertising service of Metropolitan Life Insurance Co., N.Y.

Ben C. Zorek appointed advertising manager of Ocean City Mfg. Co. and Montague Rod & Reel Co.

Agencies

Samuel Carter III, radio and television commercial supervisor, Sullivan, Stauffer, Colwell & Bayles, N.Y., elected a vice president.

Kenneth G. Manuel appointed vice president of D. P. Brother & Co., Detroit.


Dolores Cappelletti, Foote, Cone & Belding, N.Y., to Cavanaugh-Shore & Co., N.Y., as space and time buyer.

Welch Henderson to Peter T. Scott Assoc., Kansas City, succeeding Curtis Bowles, who has resigned.


James T. Gallagher, copy chief, Integrity Agency, Phila., to Neville & Bell, Phila., as account executive.

Harry Holcombe, radio-TV director of Grant Adv., Chicago, has resigned. He has not announced his future plans. Don Tomkins replaces him.

James G. Ehrlicher appointed head of new public relations department of Calkins & Holden, Carlock, McClinton & Smith, Chicago.

Sherwood Armstrong, account executive and

Watch April 6
"Broadcasting"
for...

1600 KEYS
to new profits through
Thesaurus

RCA recorded program services

Broadcasting • Telecasting

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radio-TV director, Foote, Cone & Belding, S. F., to Brooke, Smith, French & Dorrance, same city, as creative director.

Harry G. Woodward Jr., Gardner Adv., St. Louis, to Warner, Schultenburg, Todd & Assoc., that city, as account executive and member of agency's plan board and campaign advisory committee.

Frank J. Reed, manager of television sales service department, NBC, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity in radio-TV department.


Paul Harkonen to Wallace Mackay Co., Seattle, as account executive.


Wib Perry, assistant radio-TV supervisor of Young & Rubicam, Toronto, to broadcasting department of Leo Burnett Co. of Canada Ltd., Toronto, as manager.

Donald W. Jackson, vice president of Doyle, Kitchen & McCormick, to account manager, James Thomas Chirurg Co., N. Y.


Ruth A. Embury, J. M. Mathes Inc., to N. W. Ayer & Son, N. Y., on copywriting staff. James H. Whitcomb to plans-merchandising staff, and Robert Rowen to copy research bureau, both in Philadelphia office.

Lee Edmiston returned to Keller-Crescent Adv., Evansville, Ind., as copy chief. J. D. DeVaun, Triangle Adv., Chicago, to creative staff of Keller-Crescent. Claire Adler placed in charge of creative planning and C. C. Palmisano to head agency's radio-TV activities.


George Patton Co., Beverly Hills, has become Patton-Lowell Inc. with Kenneth K. Lowell, agency associate, becoming partner with George Patton.

J. L. Edgar, advertising manager, Denver Wholesale Florists Co., to Galen E. Broyles Inc., that city, as account executive.

Melvin D. Weiss, sales staff, WEWS Cleveland, to radio-TV staff, McCann-Erickson, same city, as account executive.

Laura Perry, Blakiston Co., Phila., joins Lee Ramsdell & Co., same city.

Charles B. Moore to public relations department of Geare-Marston, Phila.


Emory Ward, Morse International, N. Y., to McCann-Erickson, N. Y., as copy writer.

S. Clif Pfeiffer to Anderson & Roll, Omaha, as account executive. Robert Gillan to agency's copy staff.

Pat Howson, traffic director at WIRE Indianapolis, to Caldwell-Larkin, advertising agency.

Roland Jacobson, Davis & Co., L. A., to Barnes Chase Co., that city, as account executive and creative staff member. Agency has moved to 3450 Wilshire Blvd. Telephone is Dunkirk 4-1193.

Gene Murray, Ruthrauff & Ryan, N. Y., formerly of Kudner Agency, that city, returns to Kudner as art director in charge of agency's television art.

Ernest Belt, national advertising manager, Hollywood Citizen News, to Ewell & Tharber Assoc., that city, as West Coast manager.

Joe Towner, assistant manager, KFBB Great

ATLANTA Crackers baseball games will be described by Surgeon (Spud) Chandler (r), who is welcomed to the staff of WSB-AM-TV as sports director by John M. Outler Jr., general manager of the Atlanta outlets.
From where I sit
by Joe Marsh

A Difficult "Situation"

Did you see that "Classified Ad" in our paper last week? The one that wanted a farmhand who had to be "an expert agriculturist, sheep herder, tractor driver, bridge player," plus being "an authority on chemistry and mathematics"?

Slim Thomas, who ran that ad more or less as a joke, called and said, "I got 23 answers and almost every one claimed they could meet all those qualifications! That means I want to keep the man I have—'Handy' Peters.

"He was thinking of quitting next month but now I've got to talk him into staying. Handy never pretends to be an expert, he's just a good all-around hired hand."

From where I sit, Slim's smart to be wary of people who consider themselves to be all-around "experts." Some folks will "expert" on anything—from the clothes a man should wear to whether he ought to drink beer or buttermilk. Personally I don't want to "classify" myself as knowing all the right answers.

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Radio's GROWING

There are 105,300,000 radios in the United States. Virtually every home is a radio home—and more than half of them have two or more sets.

AND—WGN reaches more homes per week than any other Chicago station*—in the second largest market in the nation.

* BMB Study No. 2

A Clear Channel Station Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

GOOD WISHES go to Coley E. Augustine (r), WSYR-AM-TV Syracuse promotion manager, from E. R. Vadeboncoeur (l), stations' president-general manager, and Joan Roxi Mason, assistant promotion manager. Mr. Augustine resigns to become WJAS Pittsburgh public relations director.

Mr. Brent

Mr. Brent, director of sales for WIP Philadelphia, named vice president and director of sales.

Charles M. Higgins, WIRK-AM-TV West Palm Beach, Fla., appointed commercial manager there.

Jack Sinclair, consultant, Previews Inc., (national real estate clearing house), to KNXT (TV) Hollywood, as account executive on national accounts.

Lloyd Moore, manager of CFRB Toronto, appointed member of advertising awards jury of Assn. of Canadian Advertisers, representing Canadian Assn. of Broadcasters.

Simon Goldman, general manager WJTN Jamestown, N. Y., elected director of Jamestown Chamber of Commerce.

R. M. Chamberlin, owner of WGGG Gainesville, Fla., elected to seat on City Commission.

Gaines Kelley, general manager of WFMJ-TV Greensboro, named honorary chairman of Greater Greensboro Open golfing event.

Elizabeth Rahn, film director at WGN-TV Chicago, appointed to radio-television committee of Lutheran Churches, that city.

Fred Walker, director of public affairs, WTTM Trenton, appointed to direct membership drive for Trenton Community Concerts.

Deke Miles, news staff, WRFD Worthington,
Like to catch Philadelphia

...or New York, for example, with a "live" Hollywood glamour show at 9 P.M. (EST)... then "air" the same show same day in Los Angeles 3 hours later—9 P.M. (PST)?

Want to bridge this coast-to-coast gap of time and space effectively, brilliantly—at low cost?

ANSWER: Use Eastman Film (Air for N. Y. and TV-Record at 6; be ready to project and show in L.A. at 9 as specified).

For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Ohio, to WSDC Marine City, Mich., as program director.

Bob Reynolds appointed sports director, WIR Detroit.

Henry Kelpe, production manager, KOIL Omaha, promoted to program director. Ames Eastridge appointed promotion manager.

Jack Duffield, assistant sales service manager, KTTV (TV) Hollywood, promoted to merchandising manager.

Bob Blackwood to KNEA Jonesboro, Ark., as announcer-librarian.

Bill Oliver to announcing staff of WBBM Chicago.

Frederick P. Laffey, program director, WLAW Boston, received Bronze Star Medal for meritorious service performed as chief of radio division of Army's Psychological Warfare Section, Tokyo.

Mr. Turley

Hugh Terry (I), KLZ-AM-FM Denver general manager, welcomes Dudley Tichenor, new local sales manager for the station. Mr. Tichenor formerly was with KANS Wichita, Kan., and served for three years after World War II as KLZ national sales representative.

Ward (TV) New York, to WCBS-TV New York in same capacity.

Johnny Littlejohn, disc jockey with WMIS Natchez, Miss., and WJXN Jackson, Miss., to XEDM Hermosillo, Mexico, in same capacity.

Stu Wilson, production and public service manager, KBIG Avalon, Calif., adds duties as commercial announcer on KECA-TV Los Angeles The Ruggles.

Glenn M. Cook Jr., formerly chief engineer, KECK Odesa, Tex., to KLBS Houston in same capacity.

David Maxwell, chief announcer and program director, KSWS Roswell, N. M., to KBIG Avalon, Calif., as announcer.

Carol Waite appointed assistant to owner and Robert Leob named announcer-technician, KISW (FM) Seattle.

Ernie Colling, radio-TV department, Foote, Cone & Belding, N. Y., to KTTV (TV) Hollywood, as writer-producer-director.

Otto Bremers, assistant manager of advertising and promotion, WMAQ WNBQ (TV) Chicago, to KMOX St. Louis as sales promotion director.

William Oliver Grieve to KCKY Coolidge, Ariz.

Vaughn Bjere, announcer, CKFH Toronto, to program staff of CFRA Ottawa.


Shirley Dennis appointed music librarian at KIRO Seattle, replacing Jo Daniels, now with KFAR Fairbanks.

Clarke W. Davis to writing staff of WBBM-AM-TV Chicago, assigned to write special shows for radio.

Marjorie Kling, star of own daily program on KGO-TV San Francisco, adds daily program of interviews and music on KNBC that city.

Jackson Lowe returns to WOL Washington as disc jockey.

Betty Goble to accounting department, WSVY Syracuse.

Ray Walsh appointed copy chief of WCSC Charleston, replacing Alma Davis, now radio-TV promotion director.

George Reeves, star of Superman, syndicated TV film series, assigned role in Columbia Pictures feature film, "From Here to Eternity."

Kem Dibbs, radio-TV actor who played title role in former Buck Rogers radio program, assigned role in Warner Bros. feature film, "Riding Shotgun."


Russell C. Kaiser, program coordinator, KWK St. Louis, elected to board of directors of Eastern Missouri chapter of Arthritis & Rheumatism Foundation.

Pat Bishop, news editor, KFI Los Angeles, named radio committee chairman of World Trade Week, May 13-22.

Jim Reid, sports director, WPFF Raleigh, elected president of Southern Conference Sports Writers' Assoc.

Bill Gordon, disc jockey on WHK Cleveland, hospitalized for complete rest.


Irving E. Rogers Jr., member of board of directors, WLAW Boston, and Jacqueline Hervey have announced their engagement.

Len Beardsley, announcer, KECA Los Angeles, father of boy, Brian Orlo, March 1.

Jack Wagner, disc m.c., KHI Hollywood, father of boy, Michael Dennis, March 1.

Don Elliot, newscaster at WSB-AM-TV Atlanta, father of boy, David, March 6.

Al Leibert, announcer WICJ Bridgeport, and

Broadcasting • Telecasting

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

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

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Jean Israel have announced their marriage.


Bert Demers, KOMO Seattle account executive, father of girl, Diane Elizabeth.

Networks


Clem McCarthy, NBC sports commentator, will receive a citation from the Sports Broadcasters Assn. in New York April 13 for "outstanding performances over the years."

Bud Coulson, director of public relations, Don Lee Broadcasting, System, Hollywood, adds similar duties with KHJ-TV that city. He succeeds Jim Parsons, resigned.

Bert Briller, radio-TV reporter-critic for Variety, to ABC as copy chief in sales development department, effective April 1.

Ann Sothern, star of CBS-TV's Private Secretary, named "the secretary we'd most like to imitate" by Hollywood Chapter of National Secretaries Assn.

Jack Creamer, West Coast offices of William Morris Agency, handling talent and program packaging in TV sales dept., to ABC television sales dept. as account executive.

Tony Messuri to NBC-TV New York, as freelance writer on Scott Music Hall.

Marge Kerr, radio-TV producer and head of creative TV package programming for William Morris Agency, N. Y., to NBC-TV's American Inventory program as public information consultant.

Dennis Day and Cliff Arquette, stars on NBC-TV Dennis Day Show, named first in "Funny Man in Music" and "Fun Foil" categories, respectively, by National Assn. of Gagwriters for Laugh Week, April 1-8.

Don Kraatz, ABC-TV Chicago production department, father of boy, Paul Kevin.

Bob Savage, continuity director of ABC Central Div., father of boy, Sean Christopher.


Representatives

J. Robert Sullivan to Dora-Clayton Agency, Atlanta, Ga., as account executive.

Janice Shearer, KSTN Stockton, Calif., to Weed Broadcasting • Telecasting & Co., S. F. She succeeds Mollie Eastman, in Europe for extended vacation.

Manufacturing

Herbert E. Delp appointed manager of newly created Kansas City TV-radio sales region of Capehart-Farnsworth Corp.


Arnold K. Weber appointed director of organization development and John M. Clifford named director of personnel, RCA Victor Div., RCA, Camden, N. J.

Mr. Weber Mr. Clifford F. Gilbert White, sales representative for Adams Distributor Co., Boston, to Sylvania Electric Products radio and TV division.

AN AMPEX IS ALWAYS READY TO GO

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failures; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

• When you press the button, it operates
• Program timing stays accurate
• Starting, stopping and rewind will operate smoothly
• Fidelity will still be high
• Maintenance costs will still be low

If you plan for tomorrow, buy an AMPEX today

For new broadcast application bulletin, write

AMPEX MAGNETIC RECORDERS

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

March 30, 1953 • Page 101
ANNUAL DUPONT AWARDS PRESENTED

WBNS-TV, WMT and WAAM (TV) commentator Johnson take honors for outstanding achievement in the radio, television fields.

TENTH annual Alfred I. duPont Awards were presented Friday night to a radio and a television station and a non-network commentator, with three other stations and three commentators receiving special commendations. At the awards presentation dinner in Washington's Mayflower Hotel, WBNS-TV Columbus, WMT Cedar Rapids, and Gerald W. Johnson, commentator at WAAM (TV) Baltimore, earned the top three citations and $1,000 each from the awards foundation.

WBNS-TV was cited by the five-person judging committee for its "extensive utilization of local activities, institutions, interests and talents, with a number of novel program ideas to awaken the community to its own human and material resources."

Mr. Wolfe has termed the impact of tele-

"Right to expect provocative TV"

formative in presenting the world of politics, business, science, art and education, as well as the world of sequels and clowns."

The award-winning radio station was WMT Cedar Rapids, commended for "its notably comprehensive and intensive effort in political education at the national, state and local levels."

WMT, a basic CBS Radio affiliate, was to have been represented at the dinner by William B. Quarton, general manager, and Mrs. Helen S. Mark, co-owner with William B. Dolph of Washington.

The first non-network commentator to receive the duPont award was Gerald W. Johnson, author of several books and editorial writer for the Baltimore Sun, who appears on WAAM (TV) Baltimore, Viewpoint—How Things Look From Bolton St. He was commended for his "pointed, witty and wise analysis and comment on international, national and local news for a local audience." Ken Carter, general manager, was scheduled to receive the award on behalf of the staff.

All three of the primary winners were chosen generally for "meritorious service to the American people" in 1952.

Special mentions for programming in the public interest last year went to WBAL-TV Baltimore, WDIA Memphis and WNAX Yankton, S. D. WBAL-TV was commended for its "wide range of public service programs ably presented and directed to many community interests," while WDIA was cited for its "thoughtful awareness of the special problems and interests of the Negro community, with a liberal use of its facilities to serve those interests."

"Impressive service to rural communities in four western states in time of blizzard, flood and fire danger, as well as for the prevention of accidents" occasioned the special mention of WNAX, which received a duPont station award in 1945.

Network Commentators

Network commentators winning mention were Clifton Utley of WMAQ-WNBQ (TV), WMT, a basic CBS Radio affiliate, who was to have been represented at the dinner by William B. Quarton, general manager, and Mrs. Helen S. Mark, co-owner with William B. Dolph of Washington.

Last year's major winners were WCAU-AM-TV Philadelphia, WEEI Boston and Joseph C. Harech, for his commentaries originating at WOL Washington.

Award presentations were made by Dr. Gerald W. Johnson

Page 102 • March 30, 1953
FIRST IRE FOUNDERS AWARD IS PRESENTED TO SARNOFF

Award to Gen. Sarnoff is for outstanding contributions to radio engineering. Other top presentations go to Miller and Page of Naval Research Lab., Gray of Bell Telephone, Pierce of Harvard, Button of MIT, and Johnson and Webster of RCA Labs.

THE FOUNDERS AWARD, a newly established award of the Institute of Radio Engineers to be bestowed on outstanding leaders in the field, was presented for the first time last Wednesday to Brig. Gen. David Sarnoff, board chairman of RCA, who delivered the main address of the New York convention. (See separate story, this issue.)

The award was 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."

Also presented at the banquet were the following IRE awards for 1953: Medal of Honor—to John D. Miller, Naval

A CHAIN IS NO STRONGER THAN ITS WEAKEST LINK!

Buyers with low budgets can have top-notch quality! There are no weak links in this chain of United World Film Shows!

HEADLINES ON PARADE

* 26 ¼ Hour Documentary News Event Stories.

* GOING PLACES

* 39 ¼ Hour Specially Edited Travel Films—Entertaining—Educational.

* SPORTSCOLAR

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* STRANGER THAN FICTION

65 ¼ Hour Films about Amazing Facts—Unusual People—Fascinating Hobbies.

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TELEVISION

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PL. 9-8000

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Proetz Competition Plans


Of the four annual awards of $100 and a plaque, one each goes to a woman in radio and in television. TV award will be given by George M. Burbach, general manager, KSD-TV St. Louis, who served on the Harvard award committee which first cited Erma Proetz for her work in the advertising field.
Canadian TV Debate Rages in Parliament

TELEVISION will play an important role in the forthcoming Canadian general election, judging from the mid-month debate in the Canadian House of Commons at Ottawa in connection with establishment of a CANADA parliamentary radio committee.

Government supporters upheld the policy of developing a Canadian TV system with the government's Canadian Broadcasting Corp. having stations in major markets and independent stations being allocated to smaller markets. Opposition members urged competition between CBC and privately-owned stations to better develop Canadian TV.

Transport Minister Lionel Chevrier stated that no private TV stations would be licensed for the present in major centers where the stations would import American programs for large profits. He said CBC stations would be licensed there because CBC must have access to areas where large revenues could be earned to finance production for national distribution by both CBC and private stations.

Other government supporters and Socialist Party speakers dealt with the amount of advertising on American TV, and stated they did not wish to see Canadian TV develop along similar lines. Socialist Party leader M. J. Coldwell said that Canada could be developed as a national service and not left to advertisers, profit-seekers and hucksters.

Opposition chief George Drew charged Mr. Chevrier with distorting the facts and pointed out there was a healthy state of competition between public and private broadcasting will give Canada the best TV. He stated his party believes in the maintenance of public and private broadcasting and that this policy should be adopted for television in the densely populated centers.

On the subject of American programs, Mr. Drew said that while the government "held up its hands in horror" at the thought of U. S. TV programs that would be imported into Canada by private stations, the CBC had agreed to pay the Bell Telephone Co. a rental of more than $200,000 a year so it could just do that by microwave.

J. A. MacLean, a Progressive-Conservative member, contended that the CBC was inclined to be jealous of the preference displayed so far by Canadian TV audiences for private station TV, as indicated in the Toronto area where 80% of the audience regularly tuned in to United States border stations rather than to CBIL, the CBC station at Toronto.

CBC Personnel Shift

NEW POSTS CONTINUE to be created and top management shifts near completion in the over haul of Canadian Broadcasting Corp. under its new general manager, Al Ouimet, who took over active control the first of the CANADA year. Latest change is the appointment of Dan C. McArthur, news editor of CBC national program headquarters at Toronto for the past twelve years, to the new post of executive assistant to management.

Aurele Seguin, director of TV at CBFT Montreal, has been appointed program director of CBC for Quebec. Howard Hilliard, CBC area engineer at Toronto, has been promoted to regional engineer for Ontario, and Harald Austel has been moved from area engineer at Montreal to regional CBC engineer for Quebec. C. R. Delafield, program department at Toronto, goes to Montreal as assistant director-general of CBC International Service.
THE NEW WORKSHOP COSECANT UHF ANTENNA for Television

ELECTRICAL DATA

Model WA-14-XX
- POWER GAIN — 14
- INPUT IMPEDANCE — 50 ohms
- POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
- HORIZONTAL RADIATION PATTERN — Circular within 1 db
- VERTICAL BEAMWIDTH — 4.2°
- VSWR — less than 1.1

Model WA-25-XX
- POWER GAIN — 25
- INPUT IMPEDANCE — 50 ohms
- POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
- HORIZONTAL RADIATION PATTERN — Circular within 1 db
- VERTICAL BEAMWIDTH — 2.1°
- VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt
- No Beam Tilt or Null Fill-In: Power Gain 27.2
- With Null Fill-In: Power Gain 24.3
- With Null Fill-In and Beam Tilt: Power Gain at Beam Peak 21.5
- Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically—not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas

March 30, 1953 • Page 105
Live Trans-Atlantic TV Is Nearer, Sloan Says

LIVE trans-Atlantic telecasts are "nearer than most people think," according to F. N. Sloan, manager of operations for the radio-TV division of Westinghouse.

Mr. Sloan has just returned from a two-week trip to Europe, where he attended a series of electronics conferences and visited with officials of the Westinghouse International Corp. of Europe. Completion of the communications link between Europe and America, he said, would enable "us to look forward to a better understanding of the problems involved in today's complex international relations."

Westinghouse is sponsoring a "European Holidays" promotion for its pro-TVs dealers and distributors. Salesmen get all-expense 12-day trips to several European countries.

British 3-D TV System Obviates Need for Spectacles

INVENTION of a three-dimensional system for television which obviates the need for viewers to wear special spectacles reportedly has been developed by British technicians.

British Broadcasting Corp. officials are said to agree the invention will work on all existing TV systems, with little if any alteration to existing TV cameras and wave systems, and only a few dollars additional expense to viewers for a small set attachment.

A small scrambling box 17% inches square, carrying a line of six camera lenses across the front, is fixed to the camera. Spaced 2½ inches apart (average width between the human eyes), the lenses converge and focus themselves automatically as human eyes do when the camera is moved nearer the object.

Mechanics of Box

A high-speed shutter opens and closes the lenses in rotation, producing more than a hundred complete frames per second. The TV camera picks up a scrambled picture thrown to a translucent screen at the back of the box, and sends the image over the air.

A special screen on the home set rearranges the picture and sends it out to a wide angle for viewers thousands of pairs of parallel pictures each 2½ inches apart, and the viewer's right and left eyes each receive different images, making polarized or other spectacles unnecessary.

Most known color processes can be used, it was reported, and when a permanent record is needed a cine-camera is used instead of an electron camera.

MILESTONES

- WDZ Decatur, which claims it is the third oldest station in the U.S., marked its 32nd anniversary last week. Station took the air March 15, 1921, airing only grain market reports from its location in Tuscola, Ill. It went commercial in 1929. For the past three and one-half years, WDZ has operated in Decatur under management of Frank C. Schroeder Jr. Curt US., who has led a virtual revolution in Tuscola studios, has been on the staff more than 20 years.

- TWENTY-EIGHT local shows at WSB Atlanta marked the 31st anniversary of the station the week of March 12-15, with the birthday climaxed by broadcast of The Voice Speaks, a Sunday show. The documentary presented historical highlights of the station since 1922 in musical and dramatic form. Promotion of the anniversary was tied in with WSB's "Operation Listen" campaign, designed to create more interest in radio.

- MARCH 16 was the 31st anniversary of WIP Philadelphia, which took the air in 1922 on a share-time basis with WFAN, which it absorbed in the early 1930s. Station, under the direction of Benedict Gimbel Jr., president and general manager, has won numerous awards during its history and has originated many broadcast "firsts," it is noted.

- ST. PATRICK'S DAY and KWK St. Louis' 26th anniversary was marked there by 65 station staffers. The station founder, Thomas P. Convey, chose Patrick Cohan, who handles a daily show from TV station, to put his station on the air, believing no project begun on that day could fail. His son, Robert T. Convey, succeeded him as president in 1934.

- ROLLIE TRUITT tomorrow (Tuesday) marks his silver anniversary of handling play-by-play broadcasting with the Portland Beavers baseball team. A pioneer northwest sportscaster, Mr. Truitt has been broadcasting the games locally for 25 years, and this year will be heard on a Beaver Network of stations in Oregon and Washington. He and Bob Blackburn are originating the series in Portland for the two-state release.

- PAUL E. LUCAS, assistant program director, WTIC Hartford, marks his 25th anniversary with the station Thursday. A producer, Mr. Lucas joined WTIC in 1925. He was named to his present post in 1946.
UPROAR IN ALBANY
OVER TV REPORTED

Democratic opposition accuses
Gov. Dewey of dictating
a negative report. But he
stresses need for outside ad-
vice.

UPROAR over educational TV in New
York state broke out again last week as Gov. Thomas E. Dewey, accused by members of the Demo-
cratic opposition of dictating a negative report on
programs and stations over
the Educational Broadcasting
Network (B*T, March 2, et seq.), announced he would
appoint a committee to help develop "the great-
est potentials of educational television for our people.

Asserting that there had been too much stress on
"letting the government do it," he said the committee
would enlist the aid of numerous educational, broadcasting and other groups. He
said he hoped they would "work on a special
project in their respective fields and help,
through local initiative, to establish workshops
at which practical ideas can be tested and even
bring about the creation of non-profit corpora-
tions for the erection of non-commercial tele-
vision stations with private funds."

The Dewey Program

Gov. Dewey's program was to implement the
controversial report of a special commission
which found no desirability or need for putting
into effect a proposal that the state build and
operate the controversial
stations with private funds.

In anticipation of a TV grant, WACO
in March 1952 bought two GE TV camera
chains and other equipment to train its staff
for television operation. After the staff was
thoroughly trained, WACO General Man-
ger R. E. Lee Glasgow offered the station's
TV facilities for use by Baylor U.

Both the Baylor radio-television depart-
ment and the drama department hold several
weeks a class at WACO studios, according
to Mr. Glasgow. The radio-TV department
students learn TV terminology, production
techniques, lighting and camera manipula-
tion. They become familiar with production
problems and produce direct types of closed-circuit TV shows, using their
own scripts. The drama department is con-
cerned mainly with dramatic programs and
the TV knowledge necessary to stage them.

Taught by Snider

The production courses are taught by WACO's Ted L. Snider, who holds bachelor's and
master's degrees in radio and speech and who has completed the UCLA-NBC
TV Institute at Hollywood. Mr. Snider was
with KFMB-TV San Diego from 1950-52
and worked in commercial radio several
years.

23d Ohio State Institute
Will Stress TV Future

ARGUMENT, pro and con, on telecasting
legislative hearings will open Ohio State U.'s
23d annual Institute for Education by Radio-
Television in Columbus April 16-19. The legis-
lative TV discussion will be led by J. Keith
Tyler, director of the institute and of radio
education for Ohio State.

The second general broadcast session April
17 will feature a panel on "The Role of Educa-
tional Communications in Society", with Gray-
don Ausmus, president, National Assn. of Edu-
cational Broadcasters, presiding.

John Crabbe, president, Assn. for Education
by Radio-Television, will conduct a Sunday
session on "Supporting Educational Television."

Floor talk at the three general sessions will be
directed by H. B. McCarty, executive director,
State Radio Council, U. of Wisconsin.

More than 30 workshop sessions will supple-
ment the general meetings. Dr. Tyler said. All
sessions will take place at the Deshler-Wallick
Hotel.

MARY LOUISE MARSHALL
Stuffed 'em With
Marshwood Stuffing

Dad's Cookie Company—makers of popular brand of
breads and cookies—also make Marshwood's Sage & Onion
Stuffing, a dressing for poultry. To promote this product,
they bought two participations on the WOC "Shopping
With Mary Louise Marshall" program the week before
Thanksgiving — the week before Christmas — the week be-
fore New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of
Marshwood — retail price 35¢ a pkg. Then came the
deluge. Firm head Lawrence Kohler says: "Mary L made
demand for Marshwood stuffing so big that our route men
dreaded going out on their routes; they knew they couldn't
supply retailers' wants. Most of our workers came back
at night to help us prepare and package this stuffing.
Even then we couldn't catch up with demand. We haven't
yet been able to figure out how many packages we sold
but we can tell you this — sales were terrific."

If you are interested in "terrific sales" in the Quint-City
area, ask your nearest F & F man about the "Shopping
With Mary Louise Marshall" . . . it's a real sales-winner.

WACO Trains Its Staff—and Baylor U. Students—in TV

FOR a good long time Waco Television Corp. (WACO), a mutually exclusive ap-
plicant for vhf Ch. 11 in Waco, Tex., not
only has honed its own staff's training on
the WACO stations with private funds."

 Buy GE Equipment

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Hotel.
CBS-TV's New 'Adventure' To Feature N. Y. Museum

Network signs five-year contract to produce full-year show, open to commercial sponsorship, dramatizing the famous museum's resources by using timely news tie-ins, as part of its educational programming policy.

As part of its overall educational programming project, CBS-TV announced Wednesday it has signed a five-year contract with the American Museum of Natural History in New York and will begin a full-year program dramatizing the vast resources of the museum.

Titled Adventure, the series will be carried on CBS-TV Sundays, 5-6 p.m. EST, starting May 10, replacing a portion of the Ford Foundation TV Radio Workshop's Omnibus, which starts summer hiatus at that time. Produced by Perry Wolff, the program will utilize CBS-TV newsman Charles Collingwood as anchor man, reporting timely news incidents relating to the subjects to be explored.

Commercials Okay

The series will be offered for commercial sponsorship.

Pointing out that the network last week announced an educational series in cooperation with leading colleges and universities [B.T, March 23], Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, declared Adventure fits into the network's pattern for expanded educational shows. He added the museum series is "far more than a television program based on the achievements of science," and represents "a rare opportunity to throw open the door of this great museum and bring its treasures right into the homes of America's television millions."

Dr. Albert E. Parr, director of the museum, expressed hope the program would enable viewers "to gain greater insight into the fascinating work carried on by scientists in the field and in the laboratory" and "to derive even more pleasure from their visits to the museum."

Budget for the program each week was estimated by Sig Mickelson, CBS-TV director of news and public affairs, at $25,000.

Pittsburgh Ch. 13 Gets $300,000 from Foundations

Three foundations have pledged $300,000 for the Metropolitan Pittsburgh Educational Television Station, the National Committee for Educational Television, Washington, reported last week. Grants include $100,000 each from the Ford Foundation's Fund for Adult Education, the Arbuckle-Jamison Foundation and the A. W. Mellon Educational and Charitable Trust, with an additional $50,000 from the Mellon Trust for organizational expenses before the proposed station takes the air.

The Arbuckle-Jamison grant is the first of its kind, as normal practice is for its administrators to support only established institutions. Station would be operated by MPTES, a non-profit corporation approved recently by the Court of Common Pleas in Pittsburgh, which will file for a Ch. 13 construction permit shortly.

The board of directors estimates annual operating expenses will be $200,000, with this sum supplied by several sources, including city and county school systems and public contributions.

WHY GRAYBAR RECOMMENDS

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ELECTRON TUBES

When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. Machlett vacuum firing at higher than operating temperatures...thoroughly frees internal components from occluded gases, for greater stability.

2. Special Machlett processing of filament wires and other internal components...assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.

3. Machlett high-voltage techniques during final pumping...smoothes electrode surfaces and minimizes arcing.

Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes.

For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar first. Your local Graybar office will be happy to provide complete price information as well as technical data. Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.

GRAYBAR Electric Company, Inc.

337-13

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

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IN OVER ONE HUNDRED PRINCIPAL CITIES

Broadcasting * Telecasting
Upcoming Events

April 8: Illinois Broadcasters Assn. spring meeting, Hotel Leland, Springfield, Ill.
April 11: New England Radio Engineering Meet-
ing, sponsored by the North Atlantic Region, Institute of Electrical Engineers, of Connecticut, Storrs, Conn.
April 13: Seventh annual Frances Holmes awards luncheon, C. W. Carter, Hotel Statler, Los Angeles.
April 14-15: House Commerce Committee will see color TV demonstrations at Pittsburgh, Pa., and by CBS and NTSC at New York.
April 16-19: Twenty-third Institute for Educa-
tion by Radio-TV, Decker-Wallick, Columbus, Ohio.
April 18: Seventh Annual Spring Technical Con-erence, Cincinnati.
April 23: AP Broadcasters regional meeting (Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and national National Press Club Auditorium, Washington, D.C.
April 23-25: American Assn. of Advertising Ag-
tic, The Hotel, New York.
April 27-May 1: Society of Motion Picture and Television Engineers 53rd semi-annual convention, Statler Hotel, Los Angeles.
April 28-May 2: National Television News semi-
ar, co-sponsored by Radio-Television News Direc-
tors Assn. and Northern California Medill School of Journalism, Orrington Hotel, Evanston, Ill.
April 29-May 1: Electronics Symposium, Shake-
speare Club, Pasadena, Calif.
April 29-May 1: NABRT Convention, Biltmore Hotel, Los Angeles.
May 1-2: Southwest Journalism Forum, Dallas, Texas.
May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.
June 7-10: National Assn. of Radio Farm Direc-
tors, spring meeting, Rice Hotel, Houston.
June 11: Kentucky Broadcasters Assn., Lees-
bach Hotel, Louisville.
June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleve-
land.
June 17-19: NARTB Combined Boards of Direc-
tors, Washington, D.C.
June 21-25: Advertising Assn. of the West, Fair-
mont Hotel, San Francisco.
June 25-28: Annual meeting of Florida Assn. of Broadcasters, St. Petersburg.
August 10-28: Eighth Annual Religious Broad-
casting Workshop, sponsored by Broadcasting Workshop and Film Commission, National Churches of Christ in USA, meeting at Butler U. School of Religion and WFRG-TV Indianapolis.
Aug. 21-22: British Columbia Assn. of Broad-
casters meet at Nanaimo.

New Grantees’ Commencement

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<tr>
<td>WJBC-TV Bloomington, Ill.</td>
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Broadcasting • Telecasting
March 30, 1953 • Page 109
FOLLOWING is a list, released March 25, of Mexican stations which are new, changing power or frequency or call letters, and other modifications and deletions of new and existing standard broadcast stations. Mexico continues to be able to have changes to members of the nation of the American Regional Broadcasting Agreement. This is Mexican list No. 155 (although previous list was No. 154) and was dated Feb. 25.

These changes are made in accordance with Part III, Sec. F, of the NARB Agreement.

Call letters, location, power, antenna, schedule, class and proposed date of change or commencement of operation.

**West Coast**

FEBRUARY 15, 1953

**Southwestern**

FEBRUARY 15, 1953

**Television Station Grants and Applications Since April 14, 1952**

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**New TV Stations**

**Decisions**

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**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

**FCC Broadcast Station Authorizations as of Feb. 28, 1953**

**AM FM TV**

**Applications filed since April 14, 1952**

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NEW!

Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!

You've always needed it—for low-cost, professional-quality TV commercials—and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray Telojector. This compact, portable unit gives you remote control projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the Telojector, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an unlimited sequence. Overall dimensions: 14½" x 18¼" x 16". Weight: 32 pounds.

This new Gray Telojector solves many problems for large and small stations alike. Production is underway. Get all the facts —now!

Please write for Telojector Bulletin RD-3A

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph


Miami, Okla.—Miami TV Co., v. Ch. 2, 174-178 mc, ERB 15 kw visual, 8 kw audio; antenna height above average terrain 229 ft., first year operating cost $100,000, revenue $200,000. First office address: P. O. Box 400, Wichita Falls, Texas. Studio and transmitter location: Miami Hotel, Main St., Miami, Okla. City status: Granted July 21, 1959, granted full license, 1960. City priority: Gr. A-3, No. 436. Filed March 25.

Applications Amended

New Orleans, La.—Community TV Corp. Request amendment to revise application from Ch. 3 (158-162 mc) to Ch. 13 (312-316 mc) to Ch. 7 (174-178 mc), ERB 32 kw visual, 15 kw audio; antenna height above average terrain 593 ft., first year operating cost $150,000, revenue $240,000. First office address: P. O. Box 400, Chicago. City status: Granted July 21, 1959, granted full license, 1960. City priority: Gr. A-3, No. 436. Filed March 25.

Applications Denied


Service Directory

Custom-Built Equipment U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Lincoln 3-7293

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineers on call every night
JACKSON 3-0273

To view the map you have been looking at, you can search for "Jackson 3-0273" in your phone's map application. Alternatively, you can search for "Jackson 3-0273" in a web map search engine. This will provide you with a map of the location and its surrounding area. You can then zoom in or out to get a better view of the location. Once you have found the location on the map, you can click on it to get more information about the service offered by the company.

BROADCASTING • TELECASTING
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., D. L 7319
WASHINGTON, D.C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 7-1205
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSKE BLDG., REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
INTERNATIONAL BLDG., D. L 7-2347
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Member AFCCE

McINTOSH & INGLIS
1519 Connecticut Avenue
WASHINGTON 6, D. C.
ADAMS 2-261
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
101 BOND BLDG., EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDELTON
2313 12th St., N.W.
Member AFCCE

LYNNE C. SMEBY
“Registered Professional Engineer”
311 G St., N. W.
EX 3-0873
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., N. A., 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129
TV 41 Four Mile Road
West Hartford, Connecticut

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road-Riverside 7-2333
Riverside, III.
(A Chicago suburb)

GRANT R. WRATHALL
Aptos, California
Member AFCCE

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING * TELECASTING
National Press Bldg., Wash., 4, D. C.

Member AFCCE

March 30, 1953 • Page 113
**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

**Deadline:** Undisplayed—Monday preceding publication date. **Display—Tuesday preceding publication date.**

**Situations Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$10.00 minimum**

All other classifications 30¢ per word—$1.00 minimum • Display ads. $15.00 per inch

**No charge for blind box number. Send box replies to**

**BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D.C.**

** Ankara and Washington offices: Box 194W, B.T.**

**Classifieds may be placed by those who want to grow with us. Send full details in first letter.**

**Experienced announcer interested, tape enclosed.**

**H.T. (Box 20W) • Miami, Florida**

**Salesmen**

**Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want aggressive salesperson who wants to grow with us. Send complete background. Box 14W, B.T.**

**North Carolina station needs experienced salesmen. Salary plus commission. Contact Manager of KBKX, Muncie, Ohio. Box 15W, B.T.**

**Salesman—announcer, Florida. Mostly selling but good announcing required. Salary plus commission. Box 11W, B.T.**

**Salesman for established network affiliate in one station market. Good salary and commission. Send resume and recent earnings statement letter. Upper west, confidential. Box 194W, B.T.**

**Experienced, aggressive salesman needed for independent, good market. Unlimited opportunities. Southern market. Send references and history required. Box 206W, B.T.**

**Immediate opening for aggressive salesman. Good character, some experience required. Prefer midwest applicant. Real opportunity with Mutual affiliate in growing metropolitan market. Write Bailey Axton, KCTO, Topka, Kansas.**

**Salesman, Somewhere in the U.S. There is a young salesman who wants to return to eastern Pennsylvania. He has proven ability and wants to build a future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Costeville, Pa.**

**Announcers**

**Announcer-disc jockey with proven successful DJ record in competitive large market operation. $45.00 per week. Station is owned by a large company. Start at $60.00 a week with possibility of increasing to $100.00 weekly. Station located large central city with a strong and dedicated audience. Good prospects and complete background. Confidential. Box 206W, B.T.**

**Experienced, warm, sincere, versatile. If you've got it— we'll buy it! $85.00 for 40 hours. Box 15W, B.T.**

**Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $85.00 for 40 hours. Box 15W, B.T.**


**1,000 watt independent near Chicago has openings for both announcer-engineer and sales. Experience required. Personal interview required. Box 15W, B.T.**

**Top wages for announcer with first phone. Permission to operate in designated area and CBS affiliate southwest. Full particulars first letter. Second letter should answer. tape returned. Box 187W, B.T.**

**Wanted: DJ with first class license. Box 17W, B.T.**

**Announcer interested in part-time sales and steady income. Send details of your establishment. Old established network affiliate in one station market. Full details. Letter, photo, resume, and audition recording.**

**Immediate opening for 2 announcers with first class license. $30.00 a week. Write or phone Contact Manager, WKLQ, WCKZ, Oil City, Pa.**

**Help Wanted—(Cont'd)**

**Immediate opening for first phone transmitter operator. WPAZ, Pottstown, Penna.**

**Engineer for control board and transmitter operator. No announcements. Salary increases plus cost of living bonus. Send references to Manager of Operations, WSMT, Cleveland Ohio.**

**Help Wanted—(Cont'd)**

**Regional network Minnesota station wants announcer-dj to operate during radio time. Good salary. Good man with selling ability will earn large income. Box 20W, B.T.**

**Announcers, regular staff. Opening after May first. $50.00 for 36 hours. All nights and Sundays off. KRXL, Canby, Colorado.**

**Top job top announcer with first ticket, experience, excellent voice, quality production. Send letter, tape and salary requirements to KGKT, Davenport, Iowa.**

**Exceptional opportunity, experienced announcer—newscaster, salary plus talent. Top CBS station now building TV. Rush tape and resume. WARD, Johnstown, Pa.**

**WANTED: One able authoritative news and commercial announcer who wants to work and stay in Florida. Local opening now available. Good pay and room, reference required. Send tape to WRIA, Ft. Pierce, Florida.**

**WLP opening for mature professional announcer-engineer. Must be capable and authoritative, good speaking ability. Sports knowledge helpful. Married, over 20 and clean, good record essential. No beginners or floaters. Salary, $75.00 plus. Offer TV future. Rush tape, picture, past record to Lexington, Kentucky or phone 3-2727.**

**Combination announcer-engineer with first ticket, 1000 watt daytimer. Friendly small town, salary requirements and resume to WLSM, Louisville, Mississippi.**

**WANTED, mature announcer capable and experienced in TV and radio commercials by leading southern Illinois station in northern Illinois. Stability, integrity and air personality required. Personal Interview, which will be necessary. Send letter of application and audition tape to WKLF, Quincy, Illinois.**

**Announcer with news, hillbilly and race disc jockey shows. Needed at one. Joe Phillips, Murfreesboro, Tennessee.**

**WANTED: announcer with news, hillbilly and race disc jockey shows. Needed at one. Joe Phillips, Murfreesboro, Tennessee.**

**Staff announcer. Previous announcing and control room operating experience necessary. Send full details of experience and audition tape or disc to KZBJ, Beloit, Wisconsin.**

**WANTED: First class engineer—announcer. Box 180W, B.T.**

**Five thousand watts station needs first class operator. FM affiliate. Television affiliation, excellent on-air conditions. Apply by letter only. Box 130W, B.T.**

**First class ticket holder for small market station. State salary requirements and resume. Upper west, confidential. Box 124W, B.T.**

**WANTED: First class engineer. Box 180W, B.T.**

**Small Michigan indie needs engineer. Six-day week. No floaters. Box 19W, B.T.**

**Combination engineer—announcer. Good pay and excellent on-air conditions. Must be citizen of New Mexico immediately. Box 209W, B.T.**

**First phone transmitter operator, WJRI, Lenoril, N. C.**

**WANTED: First class engineer—announcer. Contact Bob Taber, WCLF, Clinton, Ala.**

**Production-Programming, etc.**

**Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B.T.**

**Continuity director. Experience, ability, Midwest region. Starting salary to $15.00. Box 161W, B.T.**

**City editor wanted by midwest regional for three-man full time news department. Some air work. Excellent salary. Reply to Box 163W, B.T.**

**Newman-announcer. Pennsylvania station needs man with good voice, easy fellow, writer, and writer, local news. This is a tough job. Net for beginning and early morning hours. 975. Box 187W, B.T.**

**Promotion: A top radio and television station looking for a man who can present an idea to a market that has never heard it! Send photo, resume and desired salary. Advertising department. Opportunity to grow with the position. Write in detail to Box 208W, B.T.**

**Fulltime experienced copywriter. N. E. Independent station looking for good pay. Good man for right man. Send photo, all details, experience and desired salary. Reply to Box 210W, B.T.**

**Wanted, combination copywriter, newsman, and special events announcer. First class license desirable. Must have good copy. No telephone calls. Bob Hicks, Radio Station KVQO, Uvalde, Texas.**

**Punch-writer. Well paying position open for young man who can make commercial copy stand up and sell! Pioneer, midwest, recent experience and good educational background. Good continuity staff with experienced writer who can write and do. Send resume, photo and tape. Box 3-2727.**

**Two local news reporters wanted at northern Illinois dairy cooperative. All work is not essential. Send WRRS, Washington, Illinois.**

**TELEVISION**

**Sailmen**

**TV salesman for independent package. Capable of representing prestige show. Liberal commission. Box 209W, B.T.**

**Production-Programming, etc.**

**TV Continuity writer. Experienced man or women for new program, plus copy with application. Personal interview required. Send resume and references to Manager, KMZ-TV, McClatchy Broadcasting Company, Fresno, California.**

**Situations Wanted**

**Manager**

**Experienced announcer, copywriter, news editor, radio school instructor, now independent, manager, wants to manage small-town radio station. Will do voice over work. Box 178W, B.T.**

**Manager—Successful in tough markets. Thirty years radio experience, all phases, including six years of network. Independence in advertising. Desires progressive market. Box 207W, B.T.**

**Tired of albiss? Want results? Intelligent programming, effective commercials, planned promotion produces results. No genius. Mature, experienced executive, who can pull station from doldrums. Box 28W, B.T.**
General manager, twenty years. Sales-management experience, all phases, including advertising. Interests include radio or TV. Box 231W, B.T.

San Francisco station representative available. Manager San Francisco office ABC Spot Sales, radio and TV, for past nine years. Excellent record. Would excel in San Francisco and maintain profitable advertising contacts in northern California. Wide sales opening advantage. Top references. Please write Carl Nielsen, 43 Paramount Terrace, San Francisco, California.

Allergic duet. Advantage.

Salem

Hard working salesman and announcer. Prefer northwest station. Box 189W, B.T.

Announcers

Baseball play-by-play announcer, all baseball stations. Excellent judgment, voice high, estate ratings, will consider all offers. Box 7648S, B.T.


Sportscaster, 5 years experience play-by-play broadcast, football, basketball. Desires top notch positions. Great voice, thorough knowledge of sports, tape, photo and top references. Box 138W, B.T.

Newman, with eight years radio and wire service experience in covering, writing and broadcasting. I'm 42, married, employed, have high estate ratings in large midwest city. Want TV or aggressive radio operation as editor or air man. Box 227W, B.T.

Announcer-break Jockey, veteran, four years experience New York-New Jersey stations. Available immediately. Box 102W, B.T.

Experienced all-phase announcer desiring change. Currently employed New York state. Box 138W, B.T.

Baseball play-by-play. Also experienced basketball, football, hockey. College degree, professionally employed as program and sports director large New England college. Desires present personal interview on request. Box 260W, B.T.

Girl writer-broadcaster, children's shows, women's feature programs. Excellent references. Box 260W, B.T.

Radio-TV announcer-DJ. Six years experience. Veteran, currently with 50,000 watt. Desires southern California station. Box 211W, B.T.

Announcer, control board operator. Light on experience. Good on heavy on ambition. News, sports, music etc. Veteran, single. Tape, disc available on request. Box 214W, B.T.

Experienced, big town announcer. SRT graduate. Prefers position in east. Versatile radio and TV. Box 217W, B.T.

Announcer: Top production man with lots of DJ, News, live MC, special events, writing. Age 27, 19 years experience. Family. Box 217B, B.T.

Experienced, versatile announcer, draft exempt, network, news, DJ, sports. Box 218W, B.T.

Sportscaster. Play-by-play of all major sports. Also experienced writer. I am married and looking for position with small station, but heavy on initiative and enthusiasm. Available immediately. All offers considered, photo, disc and resume on request. Box 225W, B.T.

Experienced, versatile man who writes, airs local news, sports, handle staff work, SB radio, single, draft exempt. Box 221W, B.T.

Announcer, some experience. News, sports, DJ, control board. Excellent training. Box 220W, B.T.


Appliance salesman out of radio 10 years wants job as DJ, continuity writer, salesman in small AM station northern California where good voice and willingness to get out and work will pay $10,000. P.O. Box 4563, San Francisco or Montrose 4-8855.

Announcer, 50,000 watts. 5 years experience, single. Larry Bosi, 3651 W. Polk Street, Nevada 8-8528, Chicago, Illinois.


Announcer, broadcasting school graduate, desires starting position, inexperienced, but anxious to learn. Disc, resume on request. Ron ald McKelvey, Toms River, N. J.

Announcer, combo man, experienced news, DJ, desires to settle eastern U. S. Room 404, 30 Rockefeller Plaza, New York 20, N. Y.

Staff announcer, light experience. Familiar all phases station routine. Write continuity, operate control board. Tape available. David Scott, 185 Overlook Drive, Valhalla, N. Y. White Plains 4-1848.

Capable staff announcer, 10 years radio. Mostly good stations. Community theatre experience, particularly to get in touch with audience. Age 24, married. Wants job in good production minded station and/or TV in clean town over 75,000. Not especially good as DJ. Will do job directly connected with production and air work. Data on adequate position time. Elwood Thompson, 418 Pine St., Zanesville, Ohio. Phone 2-2555.

Technical

Chief, 12 years experience, degree, mature, genial. Desires position. First class license. Experienced, studio, tape, recording and editing. Film, video, record, processor, contact printer. Box 129W, B.T.


First phone, no broadcast experience, technically trained, radio-TV work experience. Seeking engineering position. Single. Box 217V, B.T.

Young man, single, first class ticket. Desires position inexperienced but willing worker. Willing to relocate. Chester M. Buda, 4835 So. Lath St., Chicago 8, Illinois.

Broadcasting, with 20 years experience, will invest one million dollars (more or less) in VHF TV Station. Address Box 30W. B.T.

First class licensed, eight years transmitter, studio, control engineer. 87 Westcott Street, Syracuse 10, New York.

Program-Programming, Others

Program director-man, tops at both jobs. Need me? Box 136W, B.T.

Alert, aggressive young man desires return radio. Programming or sales. Box 234W, B.T.

Television

Managerial

Construction permits holders for television stations: Is construction and initial operation of your new station worrying you? I can help you. Qualifications are actual experience in station construction and station management and experience with the commission in problems of permitting. Also an applicant and permits expert. Highest type references will be furnished and bend will be posted. I am available upon reasonable notice and am at present sales manager for one of the country's largest television stations. It is desired to work in the middle or far west. Write now and eliminate your construction and initial operation worries. Box 185W, B.T.

Announcers

Top network television announcer, four years direct experience. Desires change to major TV market as announcer or program director at new television station. $100.00 minimum. Box 332W, B.T.

Production, Programming, Others

Experienced film technician, formerly with medium sized midwest station. Capable of both production and training crew. Best references. Box 306S, B.T.


Experienced program-film director-producer, 3 years TV, 15 years radio. Valuable in new TV station. Box 255W, B.T.

Want position as assistant to TV executive. Experienced in motion picture business advertising, Law Degree and accounting background. Age 28. Future plans include manage your television company. Box B.T., Meeker, 323 Armour Road, North Kansas City, Missouri.

For Sale

Stations

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 to work for 5.00 an hour. If you want to sell a town a good station and make and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 1315W, B.T.


Equipment, etc.

Used heavy duty guided tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antenna. First $1,000 cash offer buys it. Box 6969S, B.T.
For Sale—(Cont'd.)

FM transmitter Collins 3 kw (best made). You can make money in FM. We are. Box 205W, B.T.

168 Foot Truscum self-supporting tower with BF-315F PM Pyle, transmission line and complete lighting. Free for the removal. Now erected on 10 story building. Will also accept bids on 1000 W RCA type BTP-1C FM transmitter frequency modulation monitor General Electric Type 117-UA, Andrews, atomatter, and Bragg 1000. All in excellent condition. Box 216W, B.T.

FM receivers, Crystal tuned, pulse controlled. Reasonable. We'll show you how to make money with them. WSAW, Eau Claire, Wis.


3 practically new, complete GE Orthicon camera chains. Send for schedule A, for complete description. C.R.C. 500 Pacific St., Brooklyn, N. Y.

For sale: 3-Altec 604-B loudspeakers in cabinets: 1-Altec 603-B loudspeaker; 3-Fresno 1-D cutters; 2-Altec P-511 regulated power supplies: 4-Amphenol welds 1000 watts; 1-Box 1289, Lafayette, La. 6-Gray 150-3, 3.5” transatlantic arms; 1-RCA 5-transmit MI-12538 amplifiers, Gotham. Recording Corporation, 2 West 46 Street, N. Y., N. Y., JU. 8-597.

For sale, like new Gates 250 watt AM transmitter. $1,800.00, or call W. C. Graham, 6-1814, B.T.

Tower: 158’ Lehigh, galvanized, self-supporting, non-insulated, heavy duty, new, $1200. H-Z Company 655 Broadway, N. Y. C.

Lapel buttons, ear plates, microphone plates, ban- ners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 501 Rustia Street, Huntsville, Alabama.

Wanted

Wanted Texas or Oklahoma station, daytime Independent preferred, send full details. Box 223W, B.T.

Equipment, etc.

Need FM transmitter from 1 kw to 10 kw. Give lowest price and description. Box 127W, B.T.


Wanted: General Radio 918-A RF bridge and good field intensity meter. State price. Box 128, Lumberton, N. C.


El-Ken tape splicer. Brown Radio Production, 1201 Brentwood, St. Louis 17, Missouri.


5000 watt medium radio station must be sold immediately—Owner in bad health—Excellent money maker—Well established—Topnotch personnel.

Priced less than cost to replace assets. No agents involved—No agents answered. Box 198W, B.T.

Miscellaneous

Make those dead “spots” produce a profit. Have quality product you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a sure-fire story with it in short time. Write, Agency, Box 229W, B.T.

$150.00 reward for best sales promotion idea and place for July and August effort. WJOI, Florence, Alabama.


Commercial crystals and new or replacement broadcast crystals for Blue, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Sidson Electronic Co., Temple, Texas, phone 3-9001.


Help Wanted—Salesmen

**SALESMAN**

for a top rated independent in a leading California market. 15% against draw. Bonus up to 25%. Our man makes $5,000 to $12,000 annually.

Box 22W, B.T.

**WANTED**

“Air Salesmen”, who are "salesmen”, specialty radio. Have you present a new state of mind? Ready for the big time? Now working in a small market? Stations. Here is your chance to become a known personality in the profit column with one of the top metropolitan stations. Write, wire, send photo or audition disc or tape to Operations Manager, WEDS, Cleveland.

**Announcers**

with classical background for a top rated independent in a leading California market. Must have deep rich voice, 45 hours, $75.00 weekly to start. Periodic rises to $85.00 weekly. Must be good console operator. Stations pays life insurance and hospitalization. No young disc jockey. Prefer mature family men. Box 23W, B.T.

Help Wanted—(Cont'd.)

Salesmen

TV SALES MANAGER

A leading AM station is building its TV affiliate, the first in a large city. It is looking for a thoroughly experienced sales executive—an aggressive salesman—able to build and manage a hard-hitting sales department. A substantial salary, plus a profit-sharing bonus, make this a most attractive proposition. Only applicants with substantial broadcast earnings and a proven background in a similar capacity, will be considered. Give full particulars about your previous experience, earnings and salary expected. All replies will be treated confidentially. Box 142W, B.T.

WANTED

Air, Syracuse, N. Y., for the removal. Pylon, transmission line and complete lighting. Free for the removal.

Microwave link equipment.
Air mail type, condition and price. KYNO, Fresno, California.

**Television**

**UHF MANAGER WANTED**

UHF station, soon to go on air, needs experienced TV executive for manager. You may be a number 2 or 3 man in your present TV capacity. Here's your chance to run on an excellently financially UHF station in midwest- ern market of 500,000. This will be 1st TV station in area. Basic salary plus opportunity for stock. Give full details first letter including references. All replies held confidential. Box 220W, B.T.

Having trouble? Problem: Making up a low cost film for new TV program ideas. Solution: M A C STUDIOS 127 N. Dearborn, Chicago 2

Employment Service

**WANT A GOOD EXECUTIVE?**

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

Howard S. Palmer
TV & Radio Management Consultants 700 Bond Bldg., Washington 6, D. C.

Page 116 • March 30, 1953
Applications Dismissed

(By letter, March 12. Non-response to Sixth Report and Order.)

File No. Applicant and Location
BPCT-131 Paramount TV Productions, Los Angeles, Calif.
BPCT-191 CP Broadcasting Co., Aitkin, Minn.
BPCT-475 Ours States Broadcast Co., Omaha, Neb.

(AT request of attorney, March 20.)

BPCT-1531 South Central Mtn. TV Co.
BPCT-1184 W. H. Taylor, Knoxville, Tenn.
BPCT-1496 Two T. Corp., of Utah, Salt Lake City

(AT request of attorney, March 22.)

BPCT-1464 J. L. Young, Athens, Ga.
BPCT-1328 Chancellor Broadcast Co., New Brunswick, N. J.
BPCT-1590 Robert W. Rounsefell, Cincinnati, Ohio.

Existing TV Stations

Decisions

WTGQ (TV) Rockford, Ill.—Winnebago TV Corp. Granted change ERP from 29 kw visual to 15.5 kw visual and antenna height above terrain 355 ft. (BPCT-3068.) March 30.

WTY (TV) Seattle, Wash.—KSTV Inc. Granted change ERP from 20 kw visual, 15 kw visual, 8.5 kw aural and change transmitters and antenna system. Antenna height above terrain 335 ft. (BPCT-1036.) Filed March 26.

WUHT (TV) Houston, Tex.—University of Houston and Houston Independent School District (Noncommercial educational). Request mod. CP to change ERP from 30 kw visual, 15 kw visual to 54.525 kw visual, 25.118 kw aural and change transmitters and antenna system. Antenna height above average terrain 311 ft. (BPCT-5.) Filed March 20.

KYN-Tv Tacoma, Wash.—Tribune Pub. Co. Request mod. CP to change ERP from 28.4 kw visual, 15 kw visual to 125.6 kw visual, 8.5 kw visual and change transmitters and antenna system. Antenna height above average terrain 489.5 ft. (BPCT-1035.) Filed March 19.

New AM Stations

Note: See Hearing Cases for grant at Foley, Ala.

Redlands, Calif.—Southwest Besty Co. Granted 1410 kc, 1 kw daytime, antenna height 185 ft. Engineering condition. Estimated construction cost $15,250, first year operating cost $4,500, revenue $14,000. Principals include general partners Bernard Corren (15%), physician and surgeon; Saul Levine (15%), owner of Missoula, Inc., engaged in service of furnishing planned background music by wire, and A. Milton Miller (15%), attorney. Post office address 801 South 40th Ave., Los Angeles, Calif. (BPCT-490.) File March 20.

Denver, Col.—Denver Besty Co. Granted 990 kc, 1 kw daytime, antenna height 335 ft. Engineering condition. Estimated construction cost $46,500, first year operating cost $2,000, revenue $36,500. Principals include general partners Frank Donald Hall (60%), owner Claxton Oil and Supply Co.: Archie H. Yeater (10%), and John T. Roseau (10%), chief engineer KYOU (BPCT-825.) Post office address 1650 W. Evans Ave., Denver, Col. (BPCT-3888.) Granted March 20.

Tallahassee, Fla.—WASP Ins. Corp. Granted 1330 kc, 1 kw daytime, antenna height 335 ft. Engineering condition. Estimated construction cost $11,450, first year operating cost $2,000, revenue $5,000. Principals include President William H. Martin (16%), Manager Joel Martin (12%), Engineering Director and Attorney Leu Martin (2%). Post office address 17th Prince St., Tallahassee, Fla. (BP-8180.) Granted March 18.

Monroe, Ga.—Walton Besty, Co. Granted 1490 kc, 250 w unlimited, antenna 185 ft. Estimated construction cost $2,840, first year operating cost $25,000, revenue $40,000. Engineering conditions include provision that program tests not be authorized until WMOC Covington, Ga., has commenced operations. Another frequency and will not be licensed until WMOC is licensed on another frequency. Principals include President John W. Jacobs, Jr. (60%), general manager W. J. Davis, Sr., manager of the Gainesville TV Co., managers James and Jacobs and owners are 60% owners of Habersham Besty Co., permitted for new AM station at Cornelia, Ga. Post office address 901 Wood Ave. Jt., F. O. Box 25, Gainesville, Ga. (BP-9838.) Granted March 18.

Richmond, Ind.—Radio Furn. Granted 1370 kc, 220 w daytime, antenna height 110 ft. Engineering conditions. Estimated construction cost $15,000, first year operating cost $2,000, revenue $14,000. Principals include general partners Stephen P. Bellinger (25%), owner WMMC and William T. James (25%), auto dealer; Joel T. Williams (25%), attorney; Ben H. Townsend (25%), attorney; Morris K. Kemper (12%), CPA. T. Keith Coleman (12%), manager. Picture producer, and Jack H. Wiedemann (12%), sales manager. WMRO, Carmi, Ill. Post office address 9, Stephen F. Bellinger, R. R. # 3, Mt. Carmel, Ill. (BP-8465.) Granted March 17.


Westminster, Md.—Carroll County Besty Corp. Granted 1470 kc, 1 kw daytime, antenna height 420 ft. Engineering condition. Estimated construction cost $22,500, first year operating cost $20,000, revenue $25,000. Principals include residents and businessmen in and around Westminster, Md. All of whom have less than 5% ownership. Interests. Officers are G. Miller Richardson, Vice President Russell H. Morgan, Secretary and Treasurer, G. Hoffman and Treasurer Edward E. Kotre Jr. Among stockholders in general are owners of in and around the community. More. Post office address 47 Court St., Westminster, Md. (BP-8676.) Granted March 25.

Columbus, Miss.—Southwestern Besty, Co. of

Applications

KAPJ-TV Bakersfield, Calif.—Bakersfield Besty Co. Request mod. CP to change ERP from 7.2 kw visual, 19.5 kw visual, 19.5 kw visual, change antenna height above terrain 345 ft. filed March 23.

WKJF-TV Boscoville, N. Y.—Boscoville Besty Co. Request mod. CP to change ERP from 7.2 kw visual, 19.5 kw visual, change antenna height above terrain 345 ft. (BPCT-3081.) Filed March 24.

WNAO-TV Raleigh, N. C.—Stir Walter TV Co. Request amendment to correct geographic coordinates antenna and transmitter output power. (BPCT-1003.) Filed March 19.

WLOK Lima, Ohio.—WLOK Inc. Request mod.
March 20, 1952

April 6

Fort Wayne, Ind.—New TV, vhf Ch. 39, Hearing to begin. Examiner: Robert Litvin. Contestants: WPTA-AM and WMJW, Inc. (KWMJ), WFMJ, KWMJ, and WPFW, Inc. (KV2Z). WPTA, Inc., owner, WPTA. WFMJ, Inc. (KWMJ), and WPFW, Inc. (KV2Z), owner, WPFW, Inc. (KV2Z). WPTA, Inc., owner, WPTA.

April 27

Portland, Ore.—New TV, vhf Ch. 12, Hearing to begin. Examiner: Leonard B. Drew. Contestants: Northwest Empire Telecasters Inc. (KPOJ), Incorporated Telecasters Inc. (KOIN), and Pioneer Broadcasters Inc. (KGW). A

May 11


May 18


WVAM

“WVAM” is a call sign for a radio station in Philadelphia, Pennsylvania. The station’s slogan is “It reaches more people in central Pennsylvania with more power (1000 watts, day and night) with more of radio’s best shows—CBS.”

“Why’s that easy, Jack, naturally it’s always...”
Our Great Dane is an Irishman who never gets in the Dog House. Jo-Jo has more national advertisers on his 7:00-9:00 AM show than all other local stations combined. The ONLY morning personality in Western Pennsylvania's 3rd largest market.

JOE CAVANAUGH IN JOHNSTOWN

THE BIG DOG GETS THE BONE

Our Great Dane is an Irishman who never gets in the Dog House. Jo-Jo has more national advertisers on his 7:00-9:00 AM show than all other local stations combined. The ONLY morning personality in Western Pennsylvania's 3rd largest market.

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BROADCASTING
BHOG Goodland, Kan., Goodland Bcast. Co. (BR-1866); KCKN Kansas City, Mo., KCKN Bcast. Co. (Docket-407); KSBU Liberal, Kan., Howard County Bcast. Co. (BR-2115); KOMA Pilsenburg, Kan., KSBU Bcast. Co. (BR-2037); KEEB Pilsenburg, Kan., KEEB Bcast. Co. (BR-2155); KAKE Columbia, Mo., KAKE Bcast. Co. (BR-2640); KJUP Fremont, Neb., Walky Publishers Inc. (BR-1366); KGLW Omaha, Neb., Central States Bcast. Co. (BR-310); KASA Elko City, Okla., Southwest Bcast. Co. (BR-2163); KCNM Norman, Okla., General Hall Advertising (BR-2060); KNOP Fremont, Neb., Walker Publishers Inc. (BR-1365); KDLW Duluth, Minn., Duluth Bcast. Co. (BR-1187); WOFL Great Falls, Mont., KIWP Bcast. Co. (BR-2058); KSPI Stillwater, Okla., Stillwater Pub. Co. (BR-2131); WVOI Omaha, Neb., Capital Sales Corp. (BR-988); KRMG Tulsa, Okla., Oklahoma Bcast. Co. (BR-2843);


Modifications of CP

KERC Eastland, Tex., Texas Bcast. Co., Eastland, Tex. Mod. CP (BP-9786), which authorized new AM, FM, and TV station locations and channels.

TENDERING FOR LICENSE Assignments of License

KYNO Fresno, Calif., The Voice of Fresno—Voluntary assignment of license to Robert C. Williams and Bert Williams d/b a KYNO, The Voice of Fresno (Resubmitted).

March 24 Decisions ACTIONS ON MOTIONS

By Commissioner George G. Sterling

VOY New York, N. Y., WOBA Corp.—Granted petition to intervene in proceeding for assignment of license to Robert C. Williams and Bert Williams d/b a KYNO, The Voice of Fresno (Resubmitted).

March 25 Decisions BY COMMISSION EN BANC

Advised of Hearing

Alice B. Hively, Waverly, Ohio; Marjorie Ruth White, Waverly, Ohio—Are being advised that applications for new AM stations located at 1380 ke 500 w d are mutually exclusive and involve interference with WTVG, Dresden, Ohio; KWXO, Wellston, Ohio, hence indicate necessity for hearing.

WGAA Cedartown, Ga., Timm Inc.—Is being advised that applications for new AM stations located at 1340 ke 250 w u and 960 ke 1 kw d involve interference in the City of Atlanta, hence indicates necessity for hearing.

WRAP Norfolk, Va., Rolling Bcast. Corp.—Is being advised that application for new AM station located at 990 ke 500 w d involves daytime interference with WGVG Silver Spring, Md., and indicates necessity for hearing.

Hilltop Management Corp., Kane, Pa.; Northern Bcast. Corp.—Are being advised that applications for new AM stations located at 990 ke 500 w d are mutually exclusive and involve interference with WICA Ashtabula, Ohio, and WWVT Wooster, Ohio, hence indicates necessity for hearing (BR-3877 and 8671).

Extended of License

Granted extension of SS to following stations, for period ending May 1, 1963:

WNYC New York City, for use of 830 ke 10 kw to operate additional hours from 6 a.m. (EST) to sunset; KFAB San Francisco, for use of 600 ke 10 kw; KFWB Corpus Christi, Tex., for use of 920 ke 20 kw from local sunrise; KQWW Minneapolis, for use of 640 ke 1 kw from 8 a.m. to local sunrise.

License Renewals

Following stations request renewal of license:

KWSO Portland, Ore., KWSO Bcast. Co.-Mod. CP (BR-9788), which authorized change in location for use of new FM and TV stations.

KQKC Leadville, Colo., KQKC Bcast. Co.—License for CP (BR-9789), which authorized change in location for use of new FM and TV stations.

KHKX Miami, Fla., KHKX Bcast. Co.—License for CP (BR-9790), which authorized change in location for use of new FM and TV stations.

"Since going on the air we have enjoyed the BEST INCREASE IN (*) SALES since we started handling this product" This quote is from a letter by one of the local merchants who are using an all-time record volume of advertising on WSYR. These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

* Name of product and copy of letter on request.
ECONOMIC DANGER for new television broadcasters lies ahead as the outgrowth of a controversy in which a majority of the FCC found itself in violent disagreement with new GOP Attorney General Brownell. The upshot last week, departing radically from precedent, was confession of error by enough of the FCC membership to rescind its previous action.

The question: Is a radio station licensee a party in interest in protesting a television grant in the same market? The FCC majority originally said it wasn't. Comr. Frieda B. Hennock then dissented, holding that television and radio are competitive for business and audience. The Attorney General not only agreed with her view, but in fact handed the majority an ultimatum: Either admit error or the Dept. of Justice would argue against the FCC majority in court. Only Comr. Robert T. Bartley refused to reverse his vote.

Consequences could be appalling. It could mean that any radio station or even a newspaper, motion picture chain or outdoor advertising company can get a hearing and thereby block a TV grant on grounds of unfair competition.

The case started last December when the FCC dismissed a petition of WGRD Grand Rapids, protesting a new uhf grant to Versluis Radio and Television Inc., in Muskegon, close by. Versluis also operates WLAV-AM-FM in Grand Rapids. After the grant, WGRD again protested, alleging that the Versluis stations could be sold in combination and thereby reduce the WGRD business. The majority (Hennock dissenting) again denied WGRD the right to a hearing. WGRD went to court. It was here that the Attorney General, in person, moved in. With argument already set a week ahead, the FCC last Monday reversed itself, after receiving a surprising letter from Mr. Brownell. FCC called a hearing for April 22, and postponed the grant to Versluis, pending final action on the hearing.

Thus, the FCC extends the doctrine of the Sanders Case, wherein the Supreme Court allowed economic injury between radio stations as ground for intervention, to apply to television competition. This is a complete about-face.

The letter in question is the protest of WSAY Rochester (Sheldon Brown) against the split-time grants to WHEC and WVET Rochester on Ch. 10. Also presumably brought within its purview is the move of Transit Riders Assn. to intervene in Transit Radio proceedings.

Congress last year broadened hearing provisions of the law in adopting the so-called McFarland Amendments. The FCC then warned there would be trouble.

This new legal approach could open the flood-gates to "legal" strike applications—the very evil the FCC and Congress have sought to root out. It could practically stop uncontested grants. In the extreme, it could give aid and comfort to those who propose not only divestiture of newspapers from any kind of station ownership, but also to force physical separation of radio and TV operations.

The remedy, it is obvious, lies with Congress.

The Hyde Enigma

NO ONE seems to know just what is in President Eisenhower's mind on the FCC chairmanship. But those close to the agency feel—in fact know—that the President has erred in having failed to date to elevate Rosel Hyde to the chairmanship.

Mr. Eisenhower has nominated John C. Doerfer, Wisconsin Public Service Commission chairman, for one of the two possible vacancies. From what we can gather, this is an excellent selection for the commission, but not the best man for the administrator, with a fine background in public utilities-common carrier regulation. But he admittedly knows little about the broadcast services, which occupy 80% of the FCC's time.

We question whether Mr. Doerfer himself would want the chairmanship now. It may be the President plans to promote Mr. Hyde later—perhaps after Mr. Doerfer is confirmed, and a successor (preferably one versed in broadcasting) is selected to replace Paul A. Walker. Mr. Walker's term runs to June 30 on an "at the pleasure of the President" basis, since he is past the statutory retirement age of 70. But Mr. Walker has no notion of quitting.

Mr. Hyde visited with the President for half an hour on March 6. He saw Gov. Sherman Adams, the President's chief assistant, both before and after. We would guess that Mr. Hyde didn't do an optimum job of selling himself. He is a modest, self-effacing person, who probably answered all questions with legalistic preciseness rather than in the direct, monosyllabic language of the military—which President Ike knows best.

Frankly, we wouldn't recommend Mr. Hyde as a dynamic salesman, notably of himself. But we do contend that he has demonstrated his capacity as a Government official of integrity and industry in a quarter century of service on the old Federal Radio Commission and the FCC—from docket clerk to vice chairman.

Some politicians oppose Mr. Hyde on the ground that a "new blood" is needed. They do not know that he has always been in the Republican minority, or that there has never been a GOP chairman. He did more in three months while acting chairman in 1949 than had been done in the preceding three years.

It all may be academic now. Perhaps Mr. Eisenhower has made up his mind (or could it be Gov. Adams?). If it's the intention to slow down the FCC processes while a newcomer learns the ropes, and to fire technical career people wholesale in the lust for patronage, then Mr. Hyde shouldn't be made chairman.

'Slightly Mousetrapped'

THE BILLION-dollar fund that members of the Assn. of National Advertisers use to exploit sales is a major economic factor in American life. It is dispensed by advertising executives through advertising agencies. The two groups operate, in effect, as expert purchasing agents seeking the most media value per dollar.

A fortnight ago the ANA membership spent three days supplying newsmen with assorted speeches and messages designed to show that television is getting too expensive for even the richest advertisers [B*T, March 23]. These newsmen, guests of ANA, fed the party line to their respective newspapers and business journals.

Two superbly equipped network presidents — Frank Stanton (CBS) and Frank White (NBC)—were invited to tell television's side of the story in the fag-end hours of ANA's three-day meeting. Guarding the door to the auditorium, with its small quota of delegates who stuck to the end, was a house officer who barred any reporters who wanted to tell TV's side of the story.

There's nothing novel about ANA's attack on television. It's a milder version of the slashing radio attack of two years ago. No man's man will dispute an advertiser's right to shop around for good media buys. That's good business. But when several hundred advertisers who dominate the national field attack a medium's rate structure, the problem becomes serious. If one medium is hurt, others will suffer. That could create an anomaly in which advertisers would be undermining the very economic powers that have successfully stimulated their sales.

As one official put it, "TV was slightly mousetrapped by ANA."
Once in a while, one radio station comes close to capturing the true nature of its city... draws its strength from the same forces that have made its city great... and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh... and the station is WWSW.

liked most by Pittsburghers...

because it is most like Pittsburgh!

WWSW
NEW YORK

CHICAGO

DETROIT

BOSTON

SAN FRANCISCO

ATLANTA

HOLLYWOOD

TELEVISION

TELEVISION

STATION

REPRESENTATIVES