Like elephants go for peanuts

Baltimore merchants go for WITH like elephants go for peanuts. At low, low rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means low cost results!

And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. Get the whole story from your Forjoe man today!

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is...

Mr. HAROLD SAFFORD

We're somewhat proud—and we think justifiably so—of Harold Safford and his service to Midwest Radio...

He's been an important part of the WLS staff for 27 years. For 19 of those years he's been program director—a job for which he's eminently fitted both by training and experience.

He knows news—he has been managing editor of a metropolitan daily. He knows music—he conducted his own orchestra for several years. He knows announcing—he was master of ceremonies on the original "Show Boat" program on WLS and an announcer in the early days of the WLS National Barn Dance.

And he still keeps close contact with listeners with his "Around Radio" program that answers listeners' questions; informs them of new programs to come and opens the door to their criticism, suggestions and comments. Through this direct line to WLS listeners we learn their reactions and requirements, incorporating this knowledge into our program structure.

It's this combination of experience, knowledge and contact that enables WLS to build programs to fit listeners needs and interests and assures a continuing listener loyalty to WLS—a "priceless ingredient" to our advertisers and ourselves.
WHK is CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company
Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

- $907,435,000 in retail sales
- 230,641,000 for food
- 49,495,000 for general merchandise
- 53,164,000 for furnishings and general household appliances
- 170,890,000 for automobiles
- 26,525,000 for drug items

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

A Steinman Station

Represented by MEEKER New York • Chicago • Los Angeles • San Francisco
LAST WEEK saw virtual snowstorm of endorsements decend upon White House in support of appointment of Rosel H. Hyde as FCC chairman. With no announcement from White House, question was raised whether educational television advocates, through President's brother, Dr. Milton S. Eisenhower, had engineered holdover of Democrat Paul A. Walker as chairman until his term expires June 30.

WHEN FCC lifts lid on compatible color (maybe by end of year) look for wild scramble (1) on part of manufacturers to be first on market with color TV receivers and (2) by networks to be first with color TV transmission on commercial basis. Big rub expected to be cost of color TV sets, with no indication yet what price will be. If price is in neighborhood of $600-$700, no great rush by public is expected. But if it's half that figure, then there could be boom. Informed sources speculate now price will be on high rather than low side.

ANOTHER EXAMPLE of ubiquity of Wisconsin GOP Sen. McCarthy demonstrated last Monday. Without notice he called FCC Chmn. Paul A. Walker and Eugene H. Merrill (now ex-commissioner) before his Government Operations Committee. If they had been present at FCC it would have been possible for Democratic majority to hold quick session and make educational vhf Ch. 10 grant in Milwaukee to vocational school applicant there. Implicit in this unusual event was report that if FCC had acted prior to swearing in of new Comr. John C. Doerfer (Wisconsin Republican) which occurred last Wednesday steps would have been taken to cite for contempt.

McCarthy committee which has crack investigator assigned to FCC, isn't confining its activities to Wisconsin. Reports were current last week that he's preparing to subpoena AM-TV station owner who formerly figured prominently in news, in connection with past political and other affiliations.

IT MAY WELL BE mid-May before FCC again considers Bartley plan to expedite hearings in one station TV markets. With staff raising objection that such procedure might slow down uhf development, Commission last week again futilely debated variations of Bartley plan. Because several Commissioners will attend NABTV Convention and Comr. E. M. Webster will be in Europe on official mission, May 13 consideration now is foreseen. Alternative proposal pending is for two parallel processing lines to be considered concurrently, one to handle markets with inadequate service and other to handle "white areas" having no service whatever.

HAVING LOST out before FCC in its effort to thwart new rules on remote control operation of AM stations, IB EW reportedly has carried its case to Congress. Indications last week that FCC may be blasted for not giving union oral argument, but FCC holds it had no legal right to argument. Literally hundreds of written comments were filed, pro and con.

NOW THAT remote control operation of radio transmitters has passed muster, attention shortly will be given to same relief in low-power small-market TV. Nearly all new TV equipment is automatic and time lost because of transmitter failures is practically nil—comparable to AM operation. Hence, one such station shortly will ask FCC for authority to operate transmitter remotely.

ACCORDING TO FCC analysis, just 18 complaints have been received from listeners over retirement of Drew Pearson, Washington commentator, from ABC Sunday Night broadcast. Protest against beer and wine commercials, advertising blurs, and horror crime programs far exceeded this figure.

LOOK FOR Senate Commerce Committee to hold hearings next month on bill (S 1396) by Sen. Edwin C. Johnson (D-Colo.) to permit baseball clubs to reinstitute radio and TV "blackout" rule [B*1, March 25]. Baseball's Rule 1 (4) was deleted in 1949 when Justice Dept. indicated it violated antitrust laws. Generally, rule prohibited broadcast of major league ball game within 75-mile radius of city where minor league "home" team might be playing—except with home team's permission.

WORK UNDERWAY on omnibus bill containing all deleted provisions of McFarland Bill, dropped by Senate- House conferences last year. Current contemplated is one bill dealing with (1) Sec. 315 and political libel, (2) redefinition of subscription-type broadcasting, (3) ban on newspaper discrimination by FCC, (4) requirement that successful applicant purchase equipment from unsuccessful applicant, (5) giving to FCC authority to suspend licenses and impose fines for violations, and (6) prohibition for one year against practicing before FCC by Commissioners who resign before expiration of terms.

GEORGE KERN, previously with Geyer Inc. and before that with Benton & Bowles, N. Y., will join Lennen & Newell as head of radio-TV media department, as part of expansion taking place under Nick Keesey, vice president in charge of radio-TV. Bill Smith will continue as chief time buyer.

MANUFACTURERS wrestling with high power uhf are confronted with another problem aside from coverage characteristics. They must produce transmitters adaptable for color in uhf. This requires wider band transmission. With new incentive given color, laboratories are redoubling efforts.

IN THIS ISSUE

LEAD STORY
Impressed by demonstration of compatible color system, Congressmen are putting the heat on FCC to authorize new color standards. Page 31.

ADVERTISERS & AGENCIES
Seven big advertisers are buying network TV. Page 33.
Though late by previous timetables, agencies are beginning to work up summer replacement schedules. Page 34.

PHILMS
New 3-D techniques in theatrical exhibition of movies may mean pre-3-D films will be released to TV. Page 44.

PROGRAM SERVICES
TV networks now pay ASCAP three times combined payments of radio networks. This fact is at core of network-ASCAP negotiations toward renewal of blanket licenses expiring at end of year. Page 48.

TRADE ASSOCIATIONS
Advance registration for NARTB convention reaches 1,300. Page 52.
Inter-American Assn. of Broadcasters acts to protect broadcasters' rights and improve business ethics. Page 54.

STATIONS
Station Representatives Assn. hopes to correct widespread misuse of NCS and SAMS reports of nationwide surveys of station audiences. Page 58.
Here's what happened to coverage when WHAS-TV Louisville boosted its power to the 315 kw maximum. Page 62.

GOVERNMENT
Creation of new vhf TV channel "44a" between Chs. 4 and 5 proposed to FCC as means of adding new stations in about two dozen of the most crowded TV areas. Page 64.
Pressure is building up to extend the period of retention for non-commercial, educational TV. Page 66.

FEATURES
A preview of equipment and service exhibits at the NARTB convention begins on Page 81.

UPCOMING
April 28-May 1: NARTB Convention, Biltmore Hotel, L. A.
(For other Upcomings, see page 133)

April 20, 1953 • Page 5
KPRC and its 5,000 watts do a bigger coverage job than Station “B” at 50,000 watts

**BIGGEST IN COVERAGE**

**Daytime**

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

**Night-time**

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

Nielsen Coverage Service, 1952

While KPRC gained radio family coverage since 1949, its principal competition (Station “B”) dropped 5% daytime, 6% at night.

**FIRST in the South's First Market**
In HOUSTON

KPRC and its 5,000 watts do a better listener job than Station "B"

Consistently FIRST for 27 years!

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

BIGGER AUDIENCES (Nielsen) and HIGHER RATINGS (Pulse) validate KPRC as Houston’s BEST COST-PER-THOUSAND BUY!

BEST IN RATINGS

KPRC is FIRST in more daytime quarters-hours than BOTH the second and third stations combined and leads BOTH in night-time half-hours (Jan.-Feb. 1953 Pulse).

KPRC

Network Station B

Daytime ½ Hours 8:00 A.M. to 6:00 P.M.

26

Night-time ½ Hours Monday thru Sunday

37

Network Station C

10

35

4

7

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS, Vice President and General Manager

Nationally Represented by EDWARD PETRY & CO.

April 20, 1953
Every Sale
Is a Big Sale!

... When handled by Blackburn-Hamilton Company. Whether in the millions or thousands — each transaction receives the careful experienced handling that results in a completely satisfactory sale. Three well located offices staffed by thoroughly experienced personnel provide an exclusive and valuable national service to the broadcasting industry.

Negotiations
The experience of handling hundreds of transactions is particularly valuable to both buyer and seller during final negotiations in guiding a sale to a mutually agreeable conclusion. In the matter of tax problems, legal and transfer papers, the Blackburn-Hamilton Company cooperates fully with tax counsel and attorneys for both the Buyer and Seller.

Appraisals
Blackburn-Hamilton Company has made in-the-field appraisals of hundreds of radio and television properties, analyzing all key factors in the operation and market, for purposes such as sales, tax matters, estate settlement, insurance, financing, enlarging corporations. Our appraisals have formed the basis for important testimony in official proceedings.

Financing
Of vital service to the industry is the handling of sound financing requirements. Through the facilities of Blackburn-Hamilton Company, millions of dollars worth of financing has been produced for radio and television properties throughout the United States. Contact our nearest office for a confidential discussion.

BLACKBURN-HAMILTON COMPANY
Radio—Television—Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
William T. Shubblefield
Washington Building
Sterling 3-4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

KFMB-AM-TV
Purchased for $3,150,000
San Diego transaction handled by Blackburn-Hamilton Company, station brokerage firm. New owners will be J. D. Wrather, Jr., and Helen M. Alvarez.

Sherman, Texas Station Sells for $25,000.
Negotiations have just been completed by the Blackburn-Hamilton Company, radio station brokers, for the sale of KTAN, Sherman, Texas, Station is being purchased from Charles Cain by Col. Howard L. Burris.
WHAS-TV LANDS RACES

WHAS-TV Louisville quietly closed deal for telecasts of seven stakes races from Churchill Downs and film showing of 19 feature races while CBS-TV was seeking sponsor for Kentucky Derby [B&T, April 13]. Falls City Brewing Co., Louis-ville, contracted for group of outstanding races during spring meeting. Live telecasts include renowned Derby trial April 28, Kentucky Oaks, derby for fillies (May 1), Debutante Stakes for two-year-old fillies and Bathford Manor Stakes. Brewery also contracted for filming of daily feature race (including Derby) and delayed showing within hour after posttime.

Easing of Censorship Order Foreseen by ASNE Group

ABANDONMENT of Truman executive order of 1951, in which government news sources were subjected to censorship, is being considered by Eisenhower Administration, American Society of Newspaper Editors was told Saturday at closing day of Washington convention (early story page 54).

James S. Pope, Louisville Courier-Journal and Times, reported as chairman of Committee on Freedom of Information that Attorney General Brownell is working toward less secrecy and will be glad to meet with ASNE in working out method of protecting freedom of information while safeguarding matters of national security. Mr. Pope lauded work of 27 state and two regional committees in efforts to prevent information dictatorialism.

Paul Block Jr., Toledo Blade, chairman of atomic information subcommittee, reported that curtain of secrecy around atomic energy program is obstructing scientific progress and civil defense.

Elected as directors Friday for three-year terms were Mr. Pope; Felix McKnight, Detroit Morning News; Turner Catledge, New York Times; Walker Stone, St. Louis Post-Dispatch; and Harlan Rubicam.

BUSINESS BRIEFLY

WILLYS ON CBS RADIO • Willys-Overland Motors Inc., Toledo, signs for weekly broadcasts of recorded music from major American and European music festivals over CBS Radio (Sun., 2:30-4 p.m. EDT) for 23 weeks, starting May 3 [B&T, April 13]. Agency: Ewell & Thurber Assoc., N. Y.

HIRES BUYS • Charles E. Hires Co., Philadelphia, preparing television spot announcement campaign starting April 27 and May 4 in nine bottling plant areas through N. W. Ayer & Son.

FLORISTS PROMOTE • Florist Telegraph Deliv- ery Assn. to promote Mother’s Day by two- day radio set announcement campaign May 7-8 in 30 markets. Agency: Grant Adv., N. Y.

SPRING CAMPAIGN • Drackett Co. (Dranos and Windex), Cincinnati, planning annual radio spring campaign using women’s participation programs in 30 markets. Agency: Young & Rubicam.

Palm Beach ADDS • Palm Beach Co., Cincinnati (men’s suits), which previously signed to sponsor 5-6 p.m. EDT portion of DuMont’s two-hour telecast of Palm Beach golf championship from Meadow Brook Club, Westbury, L. I., May 17, has extended contract to include 4-5 p.m. time period. Agency: Ruthrauff & Ryan, N. Y.

NBC Realignments in Madden’s Wake

REALIGNMENT of operations formerly super-vised by Edward D. Madden, NBC vice president and assistant to president, being announced today (Monday) by President Frank White, coincident with his announcement of Mr. Madden’s resignation, effective May 1 (early story page 59).

Information department, under Kathryn Cole, will report to Syd Eiges, NBC vice presi-dent in charge of press, as will Cornelius Sullivan, public relations representative in charge of arrangements for company functions. Continuity acceptance department, headed by Stockton Helfrich, will report to Thomas Ervin, vice president and general at-torney. Mr. Madden supervised these operations as head of NBC’s public relations.

ZIV Claims Record

ZIV TV Programs Inc. claimed Friday to have set “a new record for the industry” with sales of three series in 80 or more markets each (Cisco Kid In 85; Favorite Story In 81; Boston Blackie In 80).
IN SAN ANTONIO TELEVISION... ANY WAY YOU FIGGER IT - KEYL'S THE FUSTEST WITH THE MOSTEST!

MOST DAYTIME AUDIENCE*
KEYL has highest ratings in 170 out of 179 daytime quarter hours.

MOST NIGHTTIME AUDIENCE
KEYL nighttime average audience is highest nights out of 7 every week.

MOST LOCAL ADVERTISERS
Advertisers who KNOW this market

MOST NATIONAL ADVERTISER
Ask any Katz Representative.

MOST NETWORKS
KEYL has ABC - CBS - Dumont.

MOST TELECAST HOURS
Serving San Antonio with 55% more Television broadcasting

MOST PROGRAMS
First to sign on 7 days a week; last to sign off 7 days a week.

MOST PROMOTIONS & MERCHANDISING
Newspaper, direct mail, point-of-purchase, window displays, taxiposters.

*Feb. Pulse

You can check these facts for yourself too... just call any Katz Representative, or TWX A 100.

Represented by Katz * Natl. Sales Reps.
Tom Harker, V.P., Natl. Sales Director
488 Madison Avenue, New York City

Page 10 * April 20, 1953
at deadline

Wheeling Merger, New TV Bid, Other FCC Activity

MERGER of competing vhf Ch. 7 applicants at Wheeling, W. Va., and new TV bid for Cincinnati uhf Ch. 54 reported filed by FCC Friday. Merger proposal:


New TV application:

Cincinnati, Ohio—Rounsaville-Clark TV Co. (Robert W. Rounsaville and George M. Clark, equal partners) requests Ch. 54 with effective radiated power of 85 kw visual and 56.5 kw aural; antenna height above average terrain 646 ft. Mr. Rounsaville, who recently bought WCIN Cincinnati (B-* April 18), dismissed individual application for Ch. 54 in late March.

 Granted power changes and STAs:

 WAKR-TV Akron, Ohio—Granted boost in ERP from 145 kw visual and 72 kw aural to 188 kw visual and 81 kw aural. WAKR filed Ch. 68. WLEV-TV, Easton, Pa.—Issued special temporary authority for commercial operation on Ch. 69. WLEV filed Ch. 24 Nov. 25.

 WCOS-TV Columbus, S. C.—Issued STA for commercial operation on Ch. 12, effective April 25, expires April 25, 1955. WCOS filed Ch. 12 Nov. 25.

 WREX-TV Battle Creek, Mich.—Granted change of ERP from 112 kw visual and 66.4 kw aural to 110 kw visual and 62 kw aural. WREX filed Ch. 66. WYER-TV Duluth, Minn.—Granted change of ERP from 17 kw visual and 9.6 kw aural to 14.5 kw visual and 7.8 kw aural. WYER filed Ch. 36.

WEBR Request Opposed

Request of WEBR Duluth for amendment of its vhf Ch. 3 TV application to request vhf Ch. 6 is opposed in answer filed Friday by Acting Chief of FCC Broadcast Bureau. He contends grant would constitute "new application" and is too late to be consolidated in Ch. 6 hearing with bid of Ridson Inc. (WDSM) Superior. Ridson has asked expedited grant of Ch. 6 in merger plan with competitor Lakehead Telecasters Inc. (WREX Duluth). Latter asks dismissal [B*T, April 6, March 30].

Tampa Proposed Findings Filed

Decision in vhf TV Ch. 8 Tampa-St. Petersburg hearing is step closer with filing Friday of proposed findings by contestants in proceeding: WTSP St. Petersburg, WFLA Tampa and Tampa Bay Area Telecasting Corp.

Urges Dismissal of Steubenville Bid

WSTV Steubenville, Ohio, TV applicant since 1948 and seeking vhf Ch. 9 at Wheeling-Steubenville, asked FCC Friday to dismiss as defective newly-filed competing bid of John R. Osborne for Ch. 9 at Steubenville. Storer Broadcasting Co. gave up its Ch. 9 bid there fortnight ago upon purchase of WBRM-AM-TV Birmingham [B*T, March 30].

FM Application Filed

WLIL Lencir, Tenn., filed for new FM station on Ch. 245 (96.9 mc) with ERP 9 kw. Five FM authorizations were deleted by FCC earlier in week (story page 68).

WSWB AIDS CRACKERS

DRIVE to sell tickets for Atlanta Crackers baseball games, which will be broadcast on WSB-TV Atlanta, newspapers and Junior Chamber of Commerce, resulted in sale of 20,000 books of four tickets each, or 80,000 tickets netting $100,000 for Southern Assn. baseball starts on WSB-TV for the first time since 1951, with commentary by Spurgeon Chandler, former Yankee pitcher and now WSB-TV sports director. All Sunday, Monday and Tuesday home games will be telecast.

Subscription TV Urged

As Answer for Educators

PROPOSAL that educators seek modification of non-commercial, educational TV channel reservations to permit subscription telecasting was made by Erik Jorgig, director of advertising, Zenith Radio Corp. (which wants FCC to approve its Phonevision subscription system), in speech to have been given yesterday (Sunday). Mr. Jorgig was scheduled to tell Ohio State U. Institute for Education by Radio-Television that unless subscription TV is authorized for them, most educational stations may become financially unviable. At Friday session of Institute (see earlier story page 78), Mrs. Fred Risser, Madison, Wis., vice president of Wisconsin Assn. for Better Radio & TV, told how organized listener groups could keep educational reservations on ice unless money is available for occupancy. She described formation of Wisconsin Citizen's Committee for Educational Television, of which she is secretary, composed of 16 statewide and 17 local organizations. Purpose of this committee is to arouse public opinion in support of reservations.

Cooperation between commercial broadcasters and educators was urged by Catherine Fox, director of special broadcast services for WLW Cincinnati, as solution to educational TV. William Hodapp, director of Telepro- grams Inc. and producer of American Inventory on NBC, said commercial broadcasters had proved sympathetic to public affairs telecasting and that educators would do well to enlist professional television assistance. FCC Chairman Paul A. Walker was at dedication last night designating station on role of federal regulation of broadcasting in American democracy. In text issued Friday, FCC Chairman dug up 1946 Blue Book on public interest responsibilities of broadcast licensees, reviewed progress in Commission policy and cited effects on industry and programming. He termed network regulations as one of most important milestones in fostering competition.

FAST TV HEARING

VIRTUAL record for comparative TV hearing is being set in Fort Wayne, Ind., uhf Ch. 69 case. J. S. Dowd of Benton, Ill., challenged WANE there and Anthony Wayne Broadcast- ing, first proceeding under new hearing rules designed to expedite hearings. Case began Monday and was completed Friday except for added engineering issues. Only half-day session will be required to complete, it is estimated. Many Washington attorneys observed proceeding, indicated hope other new cases can be shortened under revised rules. Previous shortest TV case was Portland, Ore., uhf Ch. 21 which took 11 days [B*T, March 30]. Longest thus far is Wichita vhf Ch. 3, some 59 days and virtually completed.

PEOPLE

WILLIAM E. ROBINSON election as member of Board of Directors of Radio Corporation of America was announced today by Brig. Gen. David Sarnoff, chairman of Board. Mr. Robinson is executive vice president and member of board of Herald Tribune. From 1936 until 1945 he had been advertising director of the Herald Tribune. Mr. Robinson is one of President Eisenhower's regular golf partners.

ARTHUR MENADIER, BBDO, N. Y., to Doherty, Clifford, Steers & Snedeker, N. Y., as vice president and account supervisor.

JOHN K. WEST elected member of board of directors of NBC. He is vice president in charge of West Coast Operations. Prior to 1950 he was vice president in charge of public relations of RCA Victor Division.

ARCH B. RAGAN, radio-TV director of Burke, Dowling & Adams Adv., Atlanta, appointed manager of Atlanta office of Paul H. Rayner Co., radio and TV station representatives.

STEWARD RIORDAN, former public relations director, CBS-WBWM-AM-TV Chicago, to sales department of ABC Central Division radio network.

MALCOLM B. THOMPSON, producer with U. S. Army photo center and formerly commercial artist, to Transfilm Inc., N. Y., as production supervisor.

REV. CLAYTON T. GRISWOLD, REV. W. BURTON MARTIN and REV. GARRIDO ALDAMA, affiliated with Broadcasting and Film Commission of National Council of Churches of Christ in USA, will attend international meeting on direct broadcast and television in Bosey, Switzerland, Friday and Sunday.

BOB BALDRICA named publicity director for WXYZ-AM-TV, ABC owned stations in Detroit, James G. Riddell, president of WXYZ, announced Friday. Mr. Baldrica, recently returned from military service, was for two years in charge of public information for 10th Infantry Div., Fort Riley, Kan.

JAMES R. ENGLISH, A. C. Nielsen Co., to Young & Rubicam research department, N. Y., in charge of radio-TV research.

The above article on maintenance of people's giornale was published in the April 20, 1953, issue of People magazine.
The news flashes, crisp commentary and intimate background of Bob Turner's 10 year old Sportscast are tuned in by an amazingly-vast audience.

The fertility of this 16-county primary field of WHAM-land has long been proved to spot advertisers who want top results at a low per thousand listener cost. They like the acceptance of their sales messages and the steady rise in sales volume.

WHAM now can sell you this "Best Buy" program reaching nearly half a million radio families and tapping a $2 billion market.
NOW YOU CAN COVER ALMOST ALL OF ARKANSAS WITH ONE ULTRA-MODERN STATION—THE NEW 50,000-WATT KTHS! (CBS SOON!)

- the only 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience
- formerly located at Hot Springs with 10,000 watts on 1090 KC.
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, Executive Vice President
B. G. Robertson, General Manager
IN LARGE newspaper display ads, ABC invited listeners to tune in on last Thursday's premiere of the ABC Playhouse, which was described as "an extraordinary new radio series that brings you an entirely new show each week... new stars... new excitement... in fact, a whole new approach to radio entertainment."

What was this "whole new approach to radio entertainment," this wonderful thing that was heretofore missing from the airwaves? Guess what. A murder mystery.

Without the excessive advance promotion, "The Hunted," inaugural drama on the new series, might have been taken as a fair-to-middling mystery drama. But to anyone who read the ads, or even heard the introductory remarks of Cesar Romero, host of the program, who described the drama as "an experience in prevision," what followed was a distinct letdown.

It's Cooler Inside

Summarizing mystery plots is neither easy nor particularly profitable, so we'll just say that this one is told in the first person by a man who goes into a movie at noon of a hot day mainly to cool off. In the lobby, while waiting for the new show to start, he sees a man with a paunch and a white scarf, apparently asleep, but who wakens suddenly when a frightened girl comes in.

Our hero, persuading the girl he is a friend, flees with her, while the paunchy man pursues, with enough footsteps to keep three sound effects men fully occupied. A series of misunderstandings, acceptable as possible only under the peculiar logic of mystery stories, finds him accused of murder.

Further flight lands him in the garden of an estate where a second murder has been committed. Here he meets the paunchy man, who swiftly confesses to all crimes, including that of making the girl believe she was a kleptomaniac so that the thefts could be blamed on her—honest, that's how it was—and the scene fades out with the paunchy man strangling the hero with his white scarf.

What Happened?

Music up and out and the hero awakens in the theatre lobby as the usher tells him the feature is about to begin. Across the lobby the paunchy man sits sleeping. Entering the girl. She and the hero go into the show, the "paunchy man with a white scarf loosely draped around his neck" close behind them. End of drama.

Robert Cummings, as the hero-narrator, read his lines correctly, but did nothing to distinguish either himself or the part. The rest of the cast were also adequate, which is perhaps all that could be expected under the circumstances. Desilu Productions, which produced the transcribed program, will still be best known for I Love Lucy.

Perhaps ABC Playhouse will improve with the second broadcast, which Mr. Romero announced as a comedy, My Husband, Mr. Forcible, in which he will play the title role.

Until then, let's just say that the highly touted ABC Playhouse got off to an inauspicious start.

---

IN REVIEW

ABC PLAYHOUSE

ABC radio, Thursdays, 9:30 p.m. EST.

Executive Producer: Leonard Blair

Host for Series: Cesar Romero

First Program: "The Hunted," starring Robert Cummings

Based on original magazine story by Maurice Budin Jr.

Adapted by Milton Geiger

Producer for first program only: Desilu Playhouse

Director for Desilu: Warren Lewis.

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Summarizing mystery plots is neither easy nor particularly profitable, so we'll just say that this one is told in the first person by a man who goes into a movie at noon of a hot day mainly to cool off. In the lobby, while waiting for the new show to start, he sees a man with a paunch and a white scarf, apparently asleep, but who wakens suddenly when a frightened girl comes in.

Our hero, persuading the girl he is a friend, flees with her, while the paunchy man pursues, with enough footsteps to keep three sound effects men fully occupied. A series of misunderstandings, acceptable as possible only under the peculiar logic of mystery stories, finds him accused of murder.

Further flight lands him in the garden of an estate where a second murder has been committed. Here he meets the paunchy man, who swiftly confesses to all crimes, including that of making the girl believe she was a kleptomaniac so that the thefts could be blamed on her—honest, that's how it was—and the scene fades out with the paunchy man strangling the hero with his white scarf.

What Happened?

Music up and out and the hero awakens in the theatre lobby as the usher tells him the feature is about to begin. Across the lobby the paunchy man sits sleeping. Entering the girl. She and the hero go into the show, the "paunchy man with a white scarf loosely draped around his neck" close behind them. End of drama.

Robert Cummings, as the hero-narrator, read his lines correctly, but did nothing to distinguish either himself or the part. The rest of the cast were also adequate, which is perhaps all that could be expected under the circumstances. Desilu Productions, which produced the transcribed program, will still be best known for I Love Lucy.

Perhaps ABC Playhouse will improve with the second broadcast, which Mr. Romero announced as a comedy, My Husband, Mr. Forcible, in which he will play the title role.

Until then, let's just say that the highly touted ABC Playhouse got off to an inauspicious start.
MUSICAL programs, relying heavily on the ability of a single vocalist, can be easy to look at as well as pleasant to hear if production people involved know their television. The temptation just to let a competent singer sing is one that will probably always entice a director. But in TV it is not enough. Activity is as essential to a singer’s show as it is to any other type of TV program. The Jane Froman Show is a treat for the viewer interested in seeing a smooth production and hearing music played and sung as it was written.

Miss Froman, whose distinctive voice is immediately recognizable to legitimate theatre and radio audiences, is a TV natural. She has the warmth and personal charm that television demands of a performer. And her director has not succumbed to the temptation of letting her voice carry the show. She is as enjoyable to watch as she is to hear. There’s more music than chatter on the Jane Froman Show. Since Miss Froman has such an effortless and natural way with a song there can be no complaint on that score.

Solid Support

Supporting elements in general are up to the level of the star’s performance. There is a small dance group that lends a revue touch to the program. Guest stars are used intermittently.

If successful TV fare can be judged by a program’s ability to attract sponsors, add a feather to the Jane Froman Show cap. The program was telecast initially Oct. 18, 1952, as a sustaining. After the first performance, it was switched to Tuesday night and shortly thereafter to its present twice-weekly schedule. General Electric Co. and Revlon Products alternate in presenting the telecast. When variety in a show such as this has direction, good orchestration, continuity that keeps things moving in between songs and, of course, Jane Froman, the outcome is good TV entertainment.

**BOOKS**


SELECTIONS of material gathered from interviewed during 11 years of travel with a tape recorder in the rural districts of Minnesota, North and South Dakota, Nebraska and Iowa as WNAX Yankton’s “Inquiring Farm Reporter” are offered in this book of original stories, anecdotes and poems. Mr. Means originally taped the interviews for his daily RFD With George B. on WNAX at 12:50 p.m., Monday-through-Friday.
Hear about that Madison Avenue clock-maker who blew his brains out the other day?

Used to do a lot of business with agency people, and from listening to their gripes, got an idea that figured to make a mint: a clock that would have two 7 to 8 am periods every day. Would be a cinch to sell to radio stations, advertisers and agencies. (E-v-e-r-y-b-o-d-y's looking for more 7 to 8 am radio time.) Then he came across that Katz report on radio listening in 18 TV markets—and grabbed the gun.

**It's early morning—evenings and week-ends, too**

The special analysis Pulse made for us double-checks the high opinion advertisers have of that 7 to 8 am radio hour. (Reach the whole family ... get the men before they've gone to work.) But it also shows that there are a lot of evening and week-end hours that are as good as — and better than — that early morning radio time:

**ITEM:** Every day of the week, there are more men listening (during the average quarter-hour) between 7 and 11 pm than between 7 and 8 am. (That's 112 good quarter-hours.)

**ITEM:** On the average, there are a third more total listeners from 6 to 10 pm than in the entire daytime span from 7 am to 6 pm. (That's an eye-opener, too.)

How did we learn these facts? Because we finally figured out what audience composition and sets-in-use data were trying to say.

**It takes both to count listeners**

You see, "sets-in-use" is based on all radio homes. "Audience composition" is based only on listening homes. (The distinction is important.) You've got to combine the two to get the total number of listeners at any given period. For example:

- Audience composition figures show 68 men (per 100 listening homes) at 6 am, and only 38 men at 5 pm.

- Think you get more men at 6 am?
  
  No! Sets-in-use at 5 o'clock are more than double the 6 am figure (22.4 vs. 9.2). When you combine sets-in-use with audience composition, you uncover the fact that there are actually 35% more men listeners in the 5 pm period.

**If you can't join 'em—beat 'em**

If you're getting tired of waiting to join the advertisers in those few, highly-sought-after early morning periods, this Katz report will show you how to beat 'em—get even better time. For the study identifies the evening radio hours and the week-end radio hours which win more listeners than the 7 to 8 am time.

The full report is available on request from The Katz Agency, Inc. Send for your copy now, while the supply lasts, to find the time for more profitable Spot Radio advertising.

**THE KATZ AGENCY, INC.**

National Advertising Representatives
488 Madison Avenue, New York 22, N. Y.

NEW YORK • CHICAGO • LOS ANGELES • ATLANTA
SAN FRANCISCO • DALLAS • KANSAS CITY • DETROIT
another Hooper in Chattanooga—another smashing record of morning leadership for...

WHEN Clyde Rapp took over at Foote, Cone & Belding last month in Chicago as supervisor of the Armour & Co. account, he had behind him more than 20 years of experience in uses of the various media both from the advertiser's and the agency's viewpoints.

That Mr. Rapp's lengthy career has had and will have more than passing acquaintance with the broadcast media is evident in the account he takes over as well as the job he left. Mr. Rapp, in assuming the Armour account for FC&B, will oversee use of all media, including Armour participation on Clint Youle's WNBQ (TV) Weatherman show, Dave Garroway's early morning Today (NBC-TV) and local radio-TV shows.

A look at Mr. Rapp's past accomplishments in the advertising trade might indicate something of what may be expected at FC&B, to which he comes after 3½ years as advertising manager and sales promotion director of the Theo. Hamm Brewing Co., St. Paul.

With Campbell-Mithun Inc., Minneapolis, as agency for Hamm, Mr. Rapp saw the brewing firm outgrow a $12 million expansion program and begin construction on a $4 million plant addition. Radio and TV are the basis of each market-by-market advertising program which Hamm has inaugurated.

The Hamm's advertising program presents news and sports on radio and TV, and sometimes drama on TV, in 32 local markets and regionally with a participation on Edward R. Murrow's CBS Radio newscast.

At Hamm's, Mr. Rapp administered a combination radio-television budget of about a million dollars, divided almost equally, with "a slight edge to TV." The brewery's distribution area includes about 30 states, not including New England and parts of the East.

Under Mr. Rapp's tenure, Hamm's recently signed for co-sponsorship of the Chicago White Sox and Cubs daytime games exclusively on WGN-TV, after a highly successful season there in 1952, when the same feature on that station in collaboration with Liggett & Myers Tobacco Co., saw the brewery's sales rise 400% in that city. Fall business also remained high when Hamm's used a live sports show on WGN-TV and professional football highlights on WENR-TV.

Mr. Rapp joined Procter & Gamble in 1930. Later, with J. Walter Thompson Co., both in Chicago and New York, he was an account executive for Seven-Up Bottling Co., Swift & Co. and Libby, McNeil & Libby, and, among others, Kraft Foods and the Parker Pen Co.
See RCA’s UHF-TV Exhibit at the NARTB

Visit the RCA Booth
Renaissance Room
Hotel Biltmore
See RCA's "Package"

It's all air-cooled! 1-kw UHF Transmitter, Type TTU-1B.

- UHF Spring Hanger
- UHF 61/8" Transmission Line
- UHF 61/8" Mitre Elbow
- UHF Connector/Inner Conductor and Insulator
- UHF 31/8" Gas Stop
- UHF 31/8" Transmission Line
- UHF Lead and Wattmeter
For the convenience of the broadcasters and station consultants at the NARTB, RCA has shipped a complete 1-kw UHF station across the continent.

The set-up includes everything a station needs to put a UHF signal on the air: a 1-kw UHF transmitter, a UHF Pylon antenna, complete control-room equipment, film projection facilities, cameras, microphones, turntables, and all technical accessories.

Take advantage of this unusual opportunity to see the type of layout now operating in the nation's leading UHF stations—like KPTV, WFGP-TV, WSBE-TV, WBBK-T, WKBW-T, WJTV, WKBST-T, WMJ-T, WROV-TV, WKNB-T, and WHF-T.

And make sure you see all the other RCA equipment—like the RCA 10-kw transmitter for VHF, RCA's Tape Recorder, RCA's Audio equipment, RCA's new 5-kw AM transmitter, to mention just a few.

Come in and operate the equipment yourself. Plan and work out TV layouts with RCA's miniature models. Talk over your plans with your RCA Broadcast Sales Representative—and ask all the questions you want.

The place: The Renaissance Room, Biltmore Hotel, Los Angeles.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT
Put the 3rd dimension into UHF/VHF station planning—

—with RCA exact scale MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA's newest UHF and VHF equipment

For UHF and VHF transmitter rooms
40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25/20kw power amplifiers—50kw power amplifiers—input and monitoring equipment—transmitter consoles—power equipment, etc.

For studio and control rooms
22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.

For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
ABC's in Demand

EDITOR:

We were glad to see that Mr. Gillingham's excellent "ABC's of Radio and Television" will be represented in booklet form. It will be most useful for advertisers, agencies, stations and students alike. This booklet is another example of Broadcasting * Telecasting's always excellent service to the broadcasting industry.

May we have a dozen copies as soon as they are ready. Please bill us.

Peter W. Swanson, Jr.
Horton-Noyes Co.
Providence, R. I.

EDITOR:

The article "ABC's of Radio & Television" which you ran in the March 30 issue of your publication certainly deserves a word of praise from everybody within the industry. I would like to be among those who offer a pat on the back for a job well done in its over-all aspects.

However, I would also like to register a complaint because of the complete absence of mention made of WEX, the second station on the air in America, and the first station West of the Mississippi.

Geo. A. Votz
General Manager
WEW St. Louis, Mo.

Prevalence of PI

EDITOR:

Recently one of our clients received a mail order offer from a prominent midwestern advertising agency offering to provide them with a complete PI Radio Advertising Plan plus a confidential list of approximately 400 radio stations, large and small, throughout the country who will accept this per inquiry advertising.

Is it possible that there are as many as 400 radio stations that will accept this type of advertising? What is the attitude of the radio industry regarding it? Does it look upon it with favor or is it trying to discourage it?

Frank C. Murphy
Vice President & Media Director
George-Morton Advertising
Philadelphia

[EDITOR'S NOTE: Though the NARTB and most thoughtful broadcasters frown upon PI advertising, there are some (B*T does not know how many) stations which will accept it.]

Score an Error

EDITOR:

Your baseball article [B*T, April 6] contained some erroneous facts concerning the Milwaukee Braves' AM coverage.

The fact is: WEMP—and not WTMJ, or even WTMJ-WEMP jointly—will originate the games.

The truth of the matter is: Earl Gillespie, who heads the WEMP sports staff, will do the play-by-play, assisted by a WTMJ announcer for color. WEMP, and sports announcer Gillespie, aired the Milwaukee Brewers games for 33 years. They will feed the games to a three-state regional network of 10 or 15 stations. WTMJ is one of the supplemental stations.

Sterling B. Beesom
Vice President
Headley-Reed Co.
New York

to cash in on the $730,000,000
Charleston, W. Va. market

PICK YOUR “SPOT”

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION
671,178
TOTAL FAMILIES
186,235
RETAIL SALES
$407,643,000
FOOD SALES
$86,621,000
GENERAL MERCHANDISE
SALES
$57,711,000
FURNITURE & HOUSEHOLD
GOODS SALES
$22,968,000
EFFECTIVE BUYING INCOME
$730,771,000

Source—U.S. Census and B&M Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.

WKNA is also sold as part of West Virginia's

personality package

WKNA WKNA-FM
Charleston — 930 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 360 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEAED & CO.

BROADCASTING * TELECASTING

April 20, 1953 • Page 23
ONE FOR THE BOOK

EDITOR:

Your editorial regarding the attitude of the better agencies on under-the-counter deals should be part of the textbook of every representative and station manager.

The great majority of advertising agencies do not like special deals. They recognize in them the weakness of individual operators and they feel that this weakness reflects discredit upon a great industry.

Weakness and meekness are always in the pay of vitality—and your editorial will do much to vitalize the courage of agencies who prefer card rates because they then know that they are buying at fair and honest prices.

Lloyd George Venard
President
The O. L. Taylor Co.
New York

EDUCATIONAL TV

EDITOR:

BTTV’s editorial on “That June 2 Deadline” (April 6) should reassure Arkansas broadcasters that they are like the rest of the backward people in the state. Arkansas may well be unique for their instinct toward fair play...

The Arkansas Broadcasters Assn. can be neatly lumped with the women’s clubs and parent-teacher associations mentioned in your editorial as resolving in favor of an extension of the June 2 deadline on reservation of channels for non-commercial, educational TV stations...

Arkansas radio men are skeptical of the educational outlet’s ability to operate on the budgets under consideration and strongly believe that if operation should prove to be possible, the financial limitations would prevent the educational stations from presenting a schedule which would divert sizable audiences from commercial channels...

However, the zeal of educators for facilities gets sympathetic consideration from the state’s broadcasters, in spite of the fact that educators here failed miserably to exploit their opportunities in school. School men still fail to capitalize on radio coverage, even where broadcasters break their necks to provide free facilities and time. Radio men, like other good citizens in the state, are sold on the importance of improved education of youth and adults alike, on the chance that television might help build Arkansas in terms of knowledge and well being, radio men could not afford to approach the problem from a purely selfish standpoint.

Finally, there’s a shrewd bit of reasoning behind the ABA’s request for extending the deadline. An early deadline may rush educational groups into operations. An assurance of ample time for study may reveal to schoolmen that cooperation with commercial outlets is the more practical application of available funds for televised educational programs...

Ted Rand
President
KDRS Paragould, Ark.

REQUIRED READING

EDITOR...

You are getting out an excellent magazine which we here regard as an important part of our “must” reading.

John E. Drewry, Dean
Henry W. Grady School of Journalism
U. of Georgia, Athens
Loud and clear in a larger area than any other station in the nation, KFYR booms your message to the North Central states' richest farm region...plus saturation of the nation's newest oil discovery, the Williston Basin. Oil and AGRICULTURE combine to make the KFYR market one of the country's richest and fastest growing buying areas.

Get TWO...for the price of one. Coverage where coverage counts—coupled with highly profitable listener loyalty—over KFYR, Bismarck, North Dakota.

Well son, I always thought Texas was big...but take a look at that KFYR-land up in North Dakota.

Gee Pop, they've got oil and a big cash farm income, too.

KFYR
BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS
in TV news, too... topmost!
UNITED PRESS
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

UNITED Press was the first big service to supply radio news. And it's always been topmost. Today more than 1350 stations are its clients.

Now United Press is in the same top spot in television. The list on the right tells the story.

The reason for the landslide preference for U.P. is the same in both cases. United Press, and only United Press, does a full-scale news job, gives broadcasters anything they need and everything they need.

For example, for television:

United Press Movietone News — up to 900 feet of 16mm sound-tracked and silent films a day, with eight hours of up-to-the-minute scripts keyed to every strip.

United Press Telephoto spot newpictures — an average of 60 a day with captions and scripts in broadcasting style for instant airing.

United Press 24-hour television news wire — 70,000 words of world, national and regional news, all written ready for announcing.

Added up, this is TV news unparalleled for scope and speed and volume. It's television's only complete news service.

Naturally United Press stands topmost with TV. It does most for TV.

UNITED PRESS TELEVISION CLIENTS

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<thead>
<tr>
<th>City</th>
<th>Network</th>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV</td>
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<td>Youngstown</td>
<td>WFMJ-V</td>
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IT'S FIRST IN SAVANNAH GEORGIA'S SECOND CITY!

WTOC doesn't claim any audience in Charleston, S. C. Charleston stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

Our respects to GUY DELLA-CIOPPA

GUY DELLA-CIOPPA looks like the actor he wanted to be. Autograph seekers are surprised to find he is CBS Radio vice president in charge of network programming on the West Coast.

His appointment in September, 1951, brought huzzahs from the talent side of the industry. As an ex-emcee, actor and director, he was known to be particularly sympathetic to the creative point of view.

The business side of broadcasting also was pleased with Mr. della-Cioppa, because he is not one of those who believes the advertiser is a strangling influence.

"Thank God for the advertiser. He makes possible the best thing in the world," is his emphatic declaration. "I have been intimately acquainted with broadcasting as run by governments. There is no doubt that better, more varied radio fare comes from the American competitive system with greater return for performers, writers and other talent than any other nation offers. And I have yet to see talent suffer or a program find itself defeated in showmanship because of an advertiser's insistence."

Mr. della-Cioppa was born in Philadelphia on August 17, 1914, the son of a Quaker mother and an Episcopal clergyman father. His early schooling was in Quaker primary and secondary schools. He graduated from the U. of Pennsylvania in 1937 with a B.S. in economics.

His university days led him into radio, though indirectly. He was editor of the Daily Pennsylvania, member of the Sphinx Society and Spoon Man of his class. But his great college interest was in Penn's Mask and Wig Club, the oldest such group in the country. Having written lyrics for its productions, sung and danced in several, he originally planned to make the theatre his career.

Apprentice at CBS

Through an apprentice training course CBS was then conducting for bright young men, he—one of six selected in the fall of 1937—spent the next 12 months working in almost every department of the network from sales and research to programming and special events. He became a CBS staff writer and several months later was made an assistant director. By 1940 he was a full-fledged director. Shortly afterwards he joined Henry Souvaine Inc. to produce a network show for General Motors. He rejoined CBS in 1941 as a director.

At the request of the U. S. Embassy world, he spent the next two years working for the American departments of the network. He was transferred to Psychological Warfare in 1944 as chief of field operations.]

In 1944 he was made Chief of Field Operations Radio, Psychological Warfare Div., SHAEF, under Col. William S. Paley, whose wartime assignment was deputy chief of that division. Prior to the war he had seen the CBS board chairman, but had never spoken with him. Following the invasion of France, he became Col. Paley's assistant in Germany.

He returned to the U. S. in 1946 with the Bronze Star and Cross of Lorraine. Some months later he became peace-time assistant to the chairman of the board of directors of CBS Inc., and secretary of the program board, positions he held for the next two years.

Prior to this Mr. della-Cioppa thought about radio only in terms of individual shows with six or eight actors and two or three writers.

"Through Mr. Paley, I began thinking in terms of broadcasting as an industry," he declares. "I became aware of clients, talent, financing, government and community relationships, radio's influence on the public, plus the medium's many ramifications and policies that must govern it."

He maintains that working as assistant to the top man can be either the greatest asset or liability. "It gave me a bird's-eye perspective of the entire industry and greatly equipped me for my future radio assignments by forcing me to think bigger," he says.

Sent to the West Coast in the summer of 1948, Mr. della-Cioppa participated in a reorganization and revitalization of the Hollywood program department as associate director of network programs.

When Harry S. Ackerman, network programs director, became vice president in charge of network programs, CBS Hollywood, Mr. della-Cioppa was named director.

Radio-TV operations were divided in September 1951, sending Mr. Ackerman to the video half as vice president. Mr. della-Cioppa was elected a vice president in radio and given his present assignment.

Generally mild-mannered and soft-spoken, he is vehement in his disgust with "faint hearts who say radio is dead or dying."

"Radio is going through a transition stage in programming and financial structure," he concedes, "but its future is strong and assured. The threat of TV is a challenge and a stimulant for radio programming, not the death-knell."

As the "Gentle Fiorello" to Flora Como's "Flora," his clergyman father performing the ceremony. The Guy della-Cioppas—they have an 18-month-old daughter, Margaret—make their home in North Hollywood.

His hobbies are riding, gardening, painting and collecting art "with my limited resources." The collection so far consists of a Rosalit, a Grandma Moses and "some magnificent della-Cioppas." He is a member of Hollywood Ad Club and Hollywood Executives Club.
Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when your commercials come on... creative ingenuity.

YOUNG & RUBICAM, INC.
ADVERTISING
New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London
Now—WWL—New Orleans delivers

69%

more Nighttime Audience than all other New Orleans Network Stations Combined!

Nighttime listening is UP on WWL, New Orleans. Way UP—UP by 19% according to latest Standard Audit and Measurement Service study. Add the total radio-homes-reached by all other New Orleans network stations and WWL leads at night by 69%! Daytime, too, WWL is the advertiser's best buy by far, reaching more southerners than any other advertising medium.

Get more for your money! More audience for your advertising on WWL, New Orleans, the South's Greatest Salesman—greater now than ever.

Standard Audit and Measurement Service, Inc.

Total weekly audience figures for the four New Orleans network affiliates. (Based on SAMS Study No. 1, Spring, 1952).

<table>
<thead>
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<td>WWL</td>
<td>783,996</td>
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<td>Station C</td>
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<tr>
<td>Station D</td>
<td>146,351</td>
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</tr>
</tbody>
</table>

WWL audience increase over last Broadcast Measurement Bureau report: Nighttime—19%.

WWL
NEW ORLEANS
50,000 Watts • Clear Channel • CBS Radio Affiliate
A Department of Loyola University Represented Nationally by the Katz Agency
COLOR TV IMPRESSES CONGRESSIONAL VIEWERS

Wolverton believes process ready for public, looks to FCC to speed up authorization. RCA demonstration of NTSC system draws praise from observers.

PRESSURE on the FCC to move ahead with the authorization of the compatible National Television System Committee standards for color TV mounted last week following a two-day Congressional view of color developments in Princeton, N. J., and New York City.

As an alternative, there were indications that the House Commerce Committee would recommend that the Commission join with NTSC in its current field tests of the compatible color standards in order to cut down on hearing time.

During their 48-hour trip, members of the House committee saw:

1. RCA demonstrate the NTSC system of compatible color television, with the consensus of observers that this was the best color picture yet seen.

2. The field sequential system demonstrated by CBS. To those familiar with the CBS system, last week's pictures seemed to be at the same stage of development they were when the field sequential system was approved by the FCC in 1950.

3. A showing of the Lawrence tri-color picture tube by Chromatic Television Labs. on both the field sequential system and the NTSC system.

Comments of the House committee's chairman, Rep. Charles A. Wolverton (R-N. J.), constituted the only official statement by the committee. Gist of Rep. Wolverton's comments were (1) high praise for the RCA color pictures, (2) expression of satisfaction that color video was virtually around the corner, and (3) hope that the FCC would soon authorize the NTSC standards to let the public decide.

Rep. Wolverton called the pictures shown at the RCA demonstrations "amazing" and "astounding." He added: "Even if we didn't see anything else, I would say color is ready." He urged that the Commission start working with NTSC so that no time would be lost in authorizing the compatible standards. This would also avoid duplicating tests, he said.

Ready for Public

Satisfied that color television was ready for the public, Mr. Wolverton said that refinements and improvements could come along later. He used the analogy of early automobiles which were submitted to the test of public choice. Automobiles continually improved, he pointed out, but the public was willing to invest in the early models. He praised the NTSC work as "one of the most interesting experiments in this country." He referred to the fact, he said, that competing manufacturers had pooled their knowledge and skills to bring color TV to the public.

Slightly conflicting, Rep. Wolverton at one time said that the committee might continue its hearings to get more information from manufacturers on the "industrial and commercial" aspects, and at another time said that the committee might make its final report to Congress in 10 days or so. He declared he was satisfied that there was never any conspiracy to withhold color television from the public. This was alleged by Sen. Edwin C. Johnson (D-Colo.) last month [B+T, March 16], and is generally believed to have sparked Congressional interest in polychrome TV. Mr. Wolverton repeated that he had great hopes that there would be color television by Christmas [B+T, April 6].

Others of the 19-man House group were non-committal, or spoke off the record.

The RCA demonstrations took place at the David Sarnoff Research Center in Princeton. A 20-minute program, originating in NBC's Colonial Theatre in New York was received in Princeton, 45 miles away on three color receivers and three black and white sets.

Two of the color receivers, all with single three-gun tri-color tubes, showed 9x12-in. pictures (16-in. envelopes). One color receiver showed a 12x16-in. picture (21-in. envelope). The black and white sets were standard 17-in. table models.

Shown on WBNB

The program, on WBNB's regular New York Ch. 4, was sandwiched in between regular black and white commercial programs.

Remarkably clear, observers, who included trade and regular press reporters and committee staff members, were the natural colors, mainly in pastel tones. Flesh tones were life-like, there was no color breakup and in one sequence an illusion of depth was received that drew an acknowledgment from the audience. Also impressive was a low key lighting sequence with colors coming through properly.

The monochrome receivers showed no aberrations in accepting the color telecasts and reproducing them in black and white. But, beside the color pictures, the black and white pictures appeared drab and lifeless.

Also demonstrated was a live, remote pickup of a flower cart and colorfully attired models from the lawn in front of the laboratories. Although not as good as the studio presenta-
The Lawrence tube showed good color quality and seemed to have greater brightness than the RCA pictures shown in Princeton. Mr. Hodgson said the brightness was about 24 foot lamberts, with 18 kv.

In a new development, Dr. Ernest O. Lawrence, Nobel prize winner and noted physicist, and inventor of the Lawrence tricolor tube, showed a simplified version of the single gun tube. This was accomplished, he explained, by reducing the color switching rate from 3.56 million times a second to 15,000 times a second. This means, he said, less components and less critical parts, thus reducing the cost of the tube. Pictures shown on the tube with the 15,000 switching rate seemed on a par with the tube using the higher switching rate.

Mr. Hodgson also said that Chromatic Television was working on a 28-in. rectangular tube for demonstration soon. He also said the 22-in. round tube used at last week's demonstration would soon be replaced by a rectangular tube of the same size.

The brightness claims of the Lawrence tube were tested by turning up the demonstration room lights to normal lighting levels. The picture suffered no apparent washout.

Asked about the cost of the Lawrence tube, Mr. Hodgson said he thought it would be about $30-35 more than the comparable black and white tube. He also said that the three-gun tricolor tube, used by RCA, was about 50% more expensive than the single-gun color tube.

He emphasized that the Lawrence tube was 100% developed and ready for commercial production. He said Chromatic would manufacture some of the tubes, but that other manufacturers would be licensed for bulk production.
FOUR SPONSORS BUY HALF-HOURS ON NETWORK TV, THREE OTHERS PLAN

Between now and next fall, seven major advertisers will buy new 30-minute TV shows, a B&T check reveals.

SEVEN major advertisers will invest in new half-hour television shows between now and the fall, B&T learned in a check of industry activity last week.

The sponsors are: Chrysler, General Electric, Sheaffer Pen, Johnson's Wax, Brown & Williamson Tobacco Co., Crosley and Quaker Oats.

Chrysler Corp., which has appointed BBDO, New York, to handle a television program for the four Chrysler cars—Chrysler, DeSoto, Dodge and Plymouth—their products, is understood to be looking into the new half-hour TV program being started by NBC. The show will be introduced during the fall of this year on NBC, according to reports.

In Los Angeles, CBS and Warner Bros. are preparing another half-hour TV program, sponsored by two of the corporation's products, the Sheaffer Pen, Snorkel pen, and Chrysler, DeSoto, and Plymouth cars. The program will be introduced in the fall on NBC.

Crosley, which will occupy the time spot with Mr. Waring (Strike) the show, is understood to be looking into the new half-hour TV program being started by NBC. The show will be introduced during the fall of this year on NBC, according to reports.

George Jesse', was announce a 5-state spring advertising campaign, using Chrysler, DeSoto, and Plymouth cars, for the company, Chrysler Corp., to handle the advertising campaign, using the TV commercials for the new Chrysler, DeSoto, and Plymouth cars. The program will be introduced in the fall on NBC.

Johnson's Oats for the latter program, Paul Brorby; Chicago, is understood to be looking into the new half-hour TV program being started by NBC. The show will be introduced during the fall of this year on NBC, according to reports.

W. A. Sheaffer Pen Co. (Snorkel pen) means-to introduce a 5-state spring advertising campaign, using Johnson’s Oats for the latter program, Paul Brorby; Chicago, is understood to be looking into the new half-hour TV program being started by NBC. The show will be introduced during the fall of this year on NBC, according to reports.

Johnson's Wax, already a heavy TV advertiser, is said to be looking for another half-hour in prime network time (Needham, Lewis & Broby); and Brown & Williamson Tobacco Co. for its Viceroy cigarettes, current spot advertiser, is considering a half-hour TV network show (Ted Bates Inc.).

Crosley Div. of Avco Mfg. Corp. will co-sponsor with American Tobacco Co. (Lucky Strike) the Hit Parade next fall on NBC-TV (Sat., 10:30-11 p.m.). Benton & Bowles and BBDO, both New York, are the agencies involved. This signifies an additional budget outlay for Crosley, which will retain its Monday alternate sponsorship with Spiegel, 8-9:30 p.m. on NBC-TV. Whether the Monday show will continue to be What's My Name? is still in doubt.

The Miller Brewing Co., which was a major factor in bringing the Boston Braves team to Milwaukee, has bought radio rights for all Braves' games for five years. Games will be heard on WEMP, WTMJ and a network of stations in the area. Miller's contract includes purchase of at least $25,000 worth of tickets for Braves' games each year, a total of $125,000 over the five-year period. Other promotion is planned. Mathisson & Assoc., Milwaukee, is Miller's agency.

WAFM-TV Birmingham will cover Tuesday and Friday home games of the Birmingham Barons of the Southern Assn., starting Tues...
154 games, feeding a network of some 30 stations. Standard Brewing Co. is sponsor.

**KING-TV Seattle** will teletcast 15 home games of the Seattle Rainiers. Besides the opener last Tuesday and the first game Wednesday, the station will carry all Seattle home Wednesday night games plus Fourth of July, Labor Day and holiday double-headers. Richfield Oil Co. and Richfield Dealers are sponsoring the games. KOI Seattle is carrying the Rainier broadcast schedule.

**WKNB-TV New Britain-Hartford, Conn.**, announced last week it was carrying all home day, weekend and many night games of the Red Sox directly from Fenway Park. An engineering outlay of $25,000 is required to complete connections. WKNB-TV operates on 470.

**WDXY (FM) Spartanburg, S.C., sister station of WORD, is carrying all Peaches games in the Tri-State League. Sponsor is Aug. W. Smith, department store; Cudd & Coan Insurance Co; National Discount Co.; Wakefield Buick, and Greenwood Packing Co.**

**STATIONS URGED TO RESIST CUTS**

ADVERTISING agencies are querying about preferential rate deals, with one firm cautioning broadcasters to keep a "stiff backbone" against such practices.

Piedmont Agency, Salisbury, N.C., B&T learned last week, joined the growing list of agencies querying station representatives on the Anacin list (B&T, April 13).

Its letter, signed by Robert S. Williamson, managing director, stated that "there has been right much said in the trade press about the 10% reduction some stations have allowed Whitehall Pharmacal for Anacin for firm contracts during the summer months.

"Please advise us which, if any, of your stations accepted this offer. If there are any on your list which accepted this business, advise how this agency should deduct our 10% for the same periods of time used for our client, the Stanback Co. This in accordance with Section 5 (a) of the AAAAA-NAB contract."

Earlier Wyatt & Schuel bel and William Esty & Co., both New York, and Couchman Adv., of Dallas, had made similar queries to the stations and their representatives.

Alf Couchman, head of Couchman Adv., notified B&T that the "final score on our query to radio stations re breakdown of rates for General Mills shows all but one small station either were not offered deal or refused it, and all quite positive they will never break rate card structure for any deal."

Mr. Couchman, whose agency places advertising for Fant Mills on major stations in every market in New Mexico, Oklahoma, Arkansas and Louisiana, using substantial program schedules which have been continuous for a long time—in some cases over 15 years—said he hoped the survey among stations would help them to "continue with a stiff backbone" against bargain basement offers.

R. E. Morgan of Seattle Dies

REGINALD E. MORGAN, 71, prominent in Seattle advertising for almost 50 years, died April 3. At his death, he was a partner in Pearson, Morgan & Pascoe, Seattle agency. He had formerly conducted his own agency, R. E. Morgan, Advertising, and was at one time vice-president and advertising manager of Frederick & Nelson, Seattle department store.

**MAGES Stores for Sports, which recently concluded a three-month Sunday schedule of soccer teletcasts, has switched to feature films on WGN-TV Chicago with purchase of a second movie series. Morrie Mages (2d r) points to number of consecutive weekly feature films which the firm has renewed for another 52 weeks, Thursday 11 p.m. Stores also bought new Monday 10 p.m. period on WGN-TV's Movie Time series for 26 weeks. L to r: Ted Weiser, WGN-TV sales manager; Jack Brickhouse, who handles film commercials, Mr. Mages, and Arthur Holland, Malcolm-Howard Advertising Agency. Mages picks up Monday segment April 27 after relinquishing the Sunday period.**

**AGENCIES SPEED UP NETWORK PLANS ON SUMMER RADIO-TV REPLACEMENTS**

As the hot weather season approaches, agencies report progress in summer programming among all networks. Some replacement shows of last summer will be broadcast again.

AGENCY moves on summer replacements in radio and television—although starting later and proceeding slower than in previous years—began to take on speed last week.

Some of the summer programs already decided upon will be repeats of last year's hot weather fare. For example, American Tobacco Co. (Lucky Strike cigarettes) replaces its Robert Montgomery Presents on NBC-TV (Monday, 9:30-10:30 p.m.) once again with Lucky Strike Summer Theatre for eight weeks, starting July 6. And American Cigarette & Cigar Co. and the Simoniz Co., alternate sponsors of Big Story, will, as last year, share summer sponsorship of Doorway to Danger on NBC-TV (Friday, 9:30 p.m. EST).

The summer rundown on NBC-TV: Saturday Night Revue, starring Hoagy Carmichael and featuring top young comedy talent, takes over from Your Show of Shows (Saturday, 9:30-10:30 p.m. EST) for 13 weeks starting June 6; Hit Parade, sponsored by American Tobacco Co. and Captain Machesney's (see story page 00), will have a summer replacement, as yet undecided, for 13 weeks; Cavalcade of America continues in its same period (all weekday 3:30-3:50 p.m. EST) for duPont.

The fate of Circle Theatre, for Armstrong Cork Co., and Groucho Marx for De Soto-Plymouth, both previously continuing on NBC-TV during the summer, is still unresolved. The Marx show last summer used repeats of the year's best programs.

On CBS-TV, Chesterfield will replace Perry Como for eight weeks, starting June 29, with Ray Anthony and his band, featuring Helen O'Connel and Bob Eberle, vocalists. American Tobacco will continue the Horace Heidt program through the summer but will replace Private Secretary with a dramatic film series.

General Electric also will sponsor a dramatic film series replacing Fred Waring for 13 weeks and will replace the Jane Froman Show for eight weeks with a live musical program featuring Mel Torme and Teresa Brewer, vocalists. The Burns and Allen Show for Goodrich will remain on the air during the summer. Oldsmobile and Pall Mall are expected to go through the summer with Doug Edwards and the News, while Westinghouse once again will present The Marx Show, starting May 19, featuring Robert Trendler with orchestra and choir.

DuMont's Arthur Murray Show, sponsored by Murray, will be a summer replacement for the alternate-week Time to Smile series, now starring Ken Murray and Alan Young and sponsored by Bristol Myers Co. The new series will take over Sunday, June 28, 9:30-10 p.m. EDT. Doherty, Clifford, Steers & Shenefield, New York, is the agency.

On CBS Radio, Guy Lombardo is expected to substitute for Jack Benny.

At MBS, the following shows will continue: S. C. Johnson & Son's six-minute news shows per day; Wildroot's Twenty Questions, The Shadow and Tito Moody; Sterling Drug's Ladies Fair; Old Gold's and Quaker Oats' Queen for a Day; Kellogg's Wild Bill Hickock; Kraft's Bobby Benson; Motorola's True Detective Mysteries; Miles Labs; Curt Massey; John's-Mansville's Bill Henry; Swift's All Sweet Music Box; Quaker Oats' Sergeant Preston of the Yukon, and A F of L's evening newscasts.

**Magazine Gross Up 8.1%**

MAGAZINE billings hit an all-time high of $132.9 million in the first quarter of 1953, Magazine Advertising Bureau reported last week, up to 8.1% over the 1952 first-quarter gross of just under $123 million.
Make yours Martini ... or make it Manhattan ... either way the Italian Influence helps fashion your preference.

For the Martini, the world's most popular cocktail, bears a famous Italian name. And Italian vermouth is the invariable ingredient of the Manhattan.

In more ways than we know, modern American tastes are being determined by the Italian Influence. It's apparent in the foods we eat, the way we dress, the cars we drive, the films we see. The interior decoration of our homes and offices reflects it. We see it in the industrial design of the machines we use. The newer, smarter trends are Italian in origin.

In New York, with an Italian-American population of more than two million, WOV interprets the Italian Influence for better living to the most important single market segment in the area. Never was the prosperity of the Italian-American market greater than now; never was the WOV Influence on this market more important to the advertiser.

Let us show you how WOV and how the Italian Influence can make sales for you in New York.
General Mills Buys Big Crosley Radio-TV Package

BIGGEST contract in Crosley Broadcasting Corp.’s history has been signed with General Mills Inc. for multiple-product advertising on Crosley’s entire Ohio radio and television facilities, according to R. E. Dunville, Crosley president.

The contract calls for 52 weeks of radio and television spots on WLW WLWA (FM) WLWT (TV) Cincinnati, WLWF (FM) WLWC (TV) Columbus and WLWB (FM) WLWD (TV) Dayton.

Negotiations were made with L. H. Crites, General Mills advertising director, through Dancer-Fitzgerald-Sample Adv., represented by James Neal, vice president.

Talent at the Crosley stations in the three cities will be used in the GM Commercial, with filming by Olympus Film Productions Inc., a Crosley subsidiary. Radio spots will be produced with the same talent. Included in the package are “fullest use” of Crosley’s client service department and its merchandising plans, Mr. Dunville said.

Negotiations had been in progress nearly a month while GM considered product breakdown and use of the Crosley stations for the greatest possible concentration and merchandising penetration, Mr. Dunville said.

Mr. Crites called the plan a departure from GM’s regular pattern of letting its agencies create its commercials. Mr. Dunville said Crosley executives feel the plan will allow the advertiser to balance products against seasons and potential sales depth.

Harry Mason Smith, Crosley vice president for sales, said his firm’s Cincinnati and Chicago sales executives made the initial presentation for the package deal. Know-Keeps Adv. also participated in negotiations. James Hill, Olympus director, will supervise creation of the spots, working with agency people for GM. Norman Cash, Crosley radio sales manager, and Harry Albrecht, Crosley sales office manager, established the facility-use pattern.

Indianapolis Auto Race Offered Locally by WIBC

LOCAL sponsorship of complete coverage of the Indianapolis 500-mile Memorial Day auto race will be offered this year for the first time, Gil Berry, general sales manager, WIBC Indianapolis, has announced.

The four and a half hour broadcast is made available on the Indianapolis Motor Speedway Network. Mr. Barry said 100 stations from coast-to-coast have signed for the program to date.

Quaker Oats Adds JWT

QUAKER OATS Co., Chicago, last Wednesday announced the addition of J. Walter Thompson Co. to the list of advertising agencies handling its various products.

JWT, the fifth to handle Quaker products, will be responsible for all advertising of Aunt Jemima pancakes and cake mixes. Arthur C. Farlow, agency vice president, will supervise the account, with G. M. Baxter and W. C. Taylor as account representatives.

KFWB KNX KLAC KMPC KHI KFI KECÁ Los Angeles and KBIG Avalon for 13 weeks from April 15. Agency: Mogge-Privett Inc., L. A.

Network


Carter Products Inc., N. Y., has renewed City Hospital over CBS Radio, Sat., 1:30-1:55 p.m. EST. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble Co., Cincinnati, has renewed Perry Mason over CBS Radio, Mon-Fri., 2:15-2:30 p.m. EST. Agency: Benton & Bowles, N. Y.

S. C. Johnson & Sons Inc. (Johnson’s Wax) on April 25 will assume co-sponsorship of Saturday Night Fights with present sponsor, Phillips Cigars, on ABC-TV, Sat., 9 p.m. Contract is for 26 weeks. Agency: Needham, Louis & Brorby, Chicago.

Simmons Co. and International Silver Co. to sponsor My Favorite Husband on CBS-TV commencing in fall. Agency for both firms: Young & Rubicam, N. Y.

Liggett & Myers Tobacco Co., N. Y. (Chesterfields), renews Les Griffith and the News, over ABC radio, Mon-Fri., 7:55-8 p.m. EST for four weeks, effective today (Mon.). Agency: Cunningham & Walsh, N. Y.

Agency Appointments

The Woodmen Accident & Associated Cos., Lincoln, Neb., appoints Allen & Reynolds, Omaha.

Zeeman Clothing Co., L. A. (retail chain), appoints Factor-Breyer Inc., that city. Radio-TV is being used.

Hollywood Cinerama Corp., Hollywood, appoints McCann-Erickson, L. A., to handle advertising for Pacific Coast opening of This Is Cinerama’ film, April 29. Three weeks’ radio-TV spot announcement campaign is budgeted at $28,000.

Hannah Laboratories Inc., Carmel, Calif. (emollient cream), appoints Abbott Kimball Co., S. F. A. Leo Bowman is account executive. Radio will be used.


WICC-TV Bridgeport, Conn., appoints Ted Sommers Inc., same city.


Bilsom Baking Co., L. A., appoints Wally McClain & Assoc., that city. TV will be used.
Coverage that Counts!

WJIM-TV
CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!

H. R. Representatives
Broadcasting • Telecasting

April 20, 1953 • Page 37
WSB-TV to carry Southern League baseball in Atlanta

Spud Chandler, former Yankee ace and now WSB-TV sports director, will handle the games. Thirty-nine home games will be telecast. Ford dealers are sponsoring them. Pre-game warm-ups have been bought by the Pure Oil Company. Commentator is Furman Bisher, sports editor of The Atlanta Constitution.
START OF '53 SEES MORE ADVERTISERS ON AM NETWORKS

First two months of this year had 173 advertisers using radio network time compared to 157 advertisers those same months last year. But gross for the networks for the period declined 5.4%.

A TOTAL OF 173 advertisers used time on the four nationwide radio networks during the first two months of this year, an increase of 10.2% above the 157 radio network spots for the same two months of 1952, according to the records of radio network advertising compiled by Publishers Information Bureau.

Gross time sales of the four radio networks for the two-month period declined slightly—5.4%—from the year before; $26,537,525 in January-February of this year to $28,062,498 for February alone, the gross was $12,659,810 this year to $13,560,948 in 1952 (when there were 29 days in the month to 28 in 1953).

Top 10 radio network clients (Table I) in-
THIS MONTH John Blair & Company is twenty years old. During these twenty years, the spot radio industry has grown from a depression-born infant to an astonishingly mature adult; to most major-market radio stations, national spot revenue is the primary key to economic health. To virtually all radio stations, national spot revenue is an increasingly important part of the total revenue picture, especially during the past few years, when spot income has surpassed network income.

During these past twenty years, the spot industry and radio stations have faced many problems and the many transitions which can be expected in a growth industry. As a major factor in spot, we, along with the stations we represent, have worked hard to meet these problems and transitions and make our contribution to the development of the industry.

Perhaps the most important problem which has confronted the spot industry during this period has been the threat of television. Competition loomed not only for advertising revenue, but for audience itself. Some industry figures predicted that radio would die.
The radio stations we represent, along with ourselves, were unwilling to accept any such verdict. We, and they, knew that radio and television were basically competitive. Therefore, we reasoned that the two media must be sold by independent sales staffs, each dedicated to its own medium. As a result, in 1948, John Blair & Company created Blair-TV, Inc., a separate corporation with its own sales staff and facilities, devoted entirely to television representation—actually, television's first exclusive national representative.

The radio stations we represent welcomed this decision, since it meant that John Blair & Company, as an exclusive radio representative, was free to devote its time exclusively to radio representation. As a matter of fact, John Blair & Company today, five years after the formation of Blair-TV, is a considerably larger company in all respects than it was before the television company was formed.

By the same token, the television stations with which we were associated at that time, and others which have joined the Blair-TV ranks since, welcomed the decision to provide television stations with an exclusive, specialized representation service. The merit of this decision, which was participated in by the stations our two companies represent, has been amply demonstrated by the success of the companies since the decision was made, and by the fact that most major factors in the industry have followed the same pattern in one form or another.

The early days of the spot radio industry were difficult. It was a new advertising medium, requiring a specialized advertising approach, and there were no specialists. The buyers of time were remote from stations, unfamiliar with them, pioneering in a new and unknown medium. So, working with our stations, we brought the station to the buyer. The stations made special audition recordings of key local programs. We provided portable audition equipment and sales effort, so that buyers would know what they were getting for their advertisers' money. At that time, it was a revolutionary procedure. Today it is routine.

Many years ago, we reasoned that salesmen must be supplied with adequate sales tools to do an effective selling job. Consequently, we set up a Sales Development Department, charged with the responsibility of supplying these tools. Again, our stations joined in the mutual effort to equip our salesmen properly, by supplying the basic information, and keeping us supplied, so that the Sales Development Department could fulfill its function. Today, our Sales Development Department, combined with our new Research Department, is larger than the entire New York office staff not so many years ago.

In 1951, conscious of the increasingly important part that research was playing in radio, we added a full-fledged Research Department to our organization. This department does not consist of clerks re-tabulating existing data, but is, instead, staffed with competent research-trained personnel equipped to undertake independent research, which they have done. In the past year, two important projects of benefit to all the industry—"Are You Looking or Listening?" and "The Value of Information Is Measured By Its Reliability,"—have been published and distributed to the trade. Again, our stations participated extensively in these projects, in one case sharing the considerable cost of the project.

Yes, our stations and our organization have worked together on a multitude of problems affecting our industry. We have undertaken cooperative promotion efforts in behalf of national spot radio. They have encouraged us in our work with the Station Representatives' Association. We have worked as a team in the development of better local programming to make spot radio a better value for the advertiser.

Our contemplation of our own accomplishments during the past twenty years must be tempered by a realization of the importance of the contribution of the stations we represent to our success—not just that they have paid us our commissions, but that they have worked with us, suggested, advised, responded to suggestions and advice. Perhaps our happiest accomplishment is that we have been able to work in effective partnership with able radio station managements, to the mutual profit of stations and ourselves. And perhaps our happiest augury for the future is the continuation of this teamwork toward the benefit of the national spot industry.

John Blair, Chairman
JOHN BLAIR & COMPANY
BLAIR-TV, INC.
include eight who were also among the top 10 for February 1952. Procter & Gamble, in the top position both times, was the only advertiser to use more than $1 million worth of radio network time in either month. Gillette Co. and R. J. Reynolds Tobacco Co. were not on the list a year ago, when American Home Products and Philip Morris & Co. were included.

The stability of radio network advertising also is indicated by Table II, listing the top advertiser in each of the 23 classes of products and services, as mentioned on the radio networks in February. Of this list, 16 of the leading advertisers are the same who headed their categories in February 1952.

Table III, recording total time purchases of each class for February and January-February, with the 1953 figures compared to those for the like periods of 1952, shows the same five classes leading the list each year, and in the same order. Foods ranked first, toiletries, second; drugs, third; smoking materials, fourth, and soaps and cleansers, fifth in point of network time purchases each February.

* * *

**TABLE I**

<table>
<thead>
<tr>
<th>Top Ten Network Advertisers in February 1953</th>
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<tbody>
<tr>
<td>Rank</td>
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<tr>
<td>------</td>
</tr>
<tr>
<td>1</td>
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**TABLE II**

<table>
<thead>
<tr>
<th>Leading Radio Network Advertisers by Product Groups for February 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
</tr>
<tr>
<td>Automotive, Auto Access. &amp; Equipment</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
</tr>
<tr>
<td>Building Materials</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
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<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<tr>
<td>Hardware, Equipment, Appliance &amp; Supplies</td>
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<tr>
<td>Household Furniture</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Supplies</td>
</tr>
<tr>
<td>Publishing &amp; Writing Supplies</td>
</tr>
<tr>
<td>Radio, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
</tr>
<tr>
<td>Retail Stores &amp; Street Mail</td>
</tr>
<tr>
<td>Smoking Materials</td>
</tr>
<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
</tr>
<tr>
<td>Tallow Goods &amp; Talloweries</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

**TABLE III**

<table>
<thead>
<tr>
<th>Grocery Radio Network Time Sales by Product Groups for February 1953, Compared to Same Period 1952</th>
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<tbody>
<tr>
<td>Rank</td>
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<tr>
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**ARB Expands TV to 35 U. S. Cities**

Regular audience reports in 35 TV cities are planned by American Research Bureau, Washington, James W. Seiler, director, said last week. The reports will employ ARB's regular diary technique to cover-the entire broadcast week, supplying quarter-hour ratings, sets-in-thousands, audience composition and cumulative ratings, Mr. Seiler said.

Three new cities already added bring the present total to 16 markets, 14 reported monthly. They are Atlanta, Cleveland, Houston and Salt Lake City, Mr. Seiler disclosed. He said the firm's record of more than 200 regular clients make possible the expansion and that "only moderate" price increases will be charged these clients who add the new reports.

Not only will clients receive reports from the 35 cities, but also will receive individual city ratings on network programs on the same basic and time period as ARB's present TV-National reports which Mr. Seiler says measure viewing within a 150-mile radius of all U. S. TV transmitters. Some, but not all, reports on the new cities will be published monthly, he said.

**CBS, NBC Top Trendex**

CBS-TV's I Love Lucy again headed the Trendex list of top 10 evening network sponsored programs on television for the week of April 1-7, issued last week by Trendex Inc., N. Y.

Full list follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy</td>
<td>63.51</td>
</tr>
<tr>
<td>2</td>
<td>Tootsie Rolls (CBS)</td>
<td>49.72</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey's Friends (CBS)</td>
<td>46.39</td>
</tr>
<tr>
<td>4</td>
<td>Dragnet (NBC)</td>
<td>30.11</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
<td>38.90</td>
</tr>
<tr>
<td>6</td>
<td>Red Skelton TV Show (CBS)</td>
<td>35.78</td>
</tr>
<tr>
<td>7</td>
<td>Star Theatre (Network)</td>
<td>35.21</td>
</tr>
<tr>
<td>8</td>
<td>Firestone Theatre (NBC)</td>
<td>33.80</td>
</tr>
<tr>
<td>9</td>
<td>Jack Benny Show (CBS)</td>
<td>29.36</td>
</tr>
<tr>
<td>10</td>
<td>Strike It Rich (CBS)</td>
<td>30.11</td>
</tr>
</tbody>
</table>

**NCS Reports 35 Subscribers**

NIELSEN Coverage Service reports subscriptions by 35 radio-TV stations in the past 30 days, A. C. Nielsen, president, has announced. The breakthrough comprises affiliates of all networks and independents, including many high power outlets, he said.

Copyright 1953 by A. C. Nielsen Company

Page 40 • April 20, 1953
JUST RELEASED! In newest market research, A. C. Nielsen Company Says:

**WKY Now Serves**

340,060 Families in Daytime

**WKY Now Serves**

281,280 Families at Nighttime

Newest WKY station coverage data just released

by A. C. Nielsen Company Marketing Research, Chicago

<table>
<thead>
<tr>
<th>Depth of Coverage</th>
<th>No. of Counties</th>
<th>WKY Circulation</th>
<th>Total Homes in Area</th>
<th>Radio Homes in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>75-100%</td>
<td>30</td>
<td>262,190</td>
<td>226,870</td>
<td>296,200</td>
</tr>
<tr>
<td>50-100%</td>
<td>42</td>
<td>312,210</td>
<td>265,200</td>
<td>386,300</td>
</tr>
<tr>
<td>25-100%</td>
<td>61</td>
<td>337,990</td>
<td>281,280</td>
<td>495,900</td>
</tr>
<tr>
<td>10-100%</td>
<td>68</td>
<td>340,060</td>
<td>281,280</td>
<td>513,100</td>
</tr>
</tbody>
</table>

There are 665,620 Radio Homes in Oklahoma. Yes, only 2.2% less than All Oklahoma Homes have at least one set! All facts add up to this:

**WKY IS THE DOMINANT RADIO ADVERTISING MEDIUM IN OKLAHOMA!**

Affiliated with WKY-TV
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN
Oklahoma City, Okla.
See The Katz Agency
DROPPING OF FILM BAN INDICATED IN 20TH-CENTURY FOX REPORT

With the advent of the company’s CinemaScope, expected next fall, President Spyros Skouras sees a theatre demand for this new type of picture with the likelihood that the older films will go to TV. Other companies indicate they are considering dropping the bars.

First prospect of a major breakthrough on the major Hollywood studios’ ban on releasing films to television was seen last week in a message to stockholders by Spyros P. Skouras, president of 20th Century-Fox Film Corp.

He advised stockholders in the company’s annual report that “with the advent of CinemaScope and other new techniques, it is anticipated that the theatre demand for motion pictures will be generally for pictures of the new type.” He added that it is “therefore likely that older pictures will then be made available for television.”

Many smaller producers have sold feature films to television, but most of the major companies, including 20th Century, have followed a policy of withholding their product.

“In the past, we have consistently refrained from placing our library of older motion pictures which total approximately 900 since the advent of sound motion pictures,” Mr. Skouras explained. “With the potential market of these subjects for television, however, such a library is becoming increasingly important. As the stations increase in number, there is a potential increase in the revenue possibilities of these pictures for television use.”

He pointed out that the company had refrained from disposing of these pictures to television stations in the past because of “sound business reasons,” but added that the advent of CinemaScope indicated a revision of this policy.

Plans for October

Though Mr. Skouras did not specify when the company’s film might be released for television, he stated that 20th Century-Fox will launch CinemaScope in October 1953. He added that the system will be adopted “completely after present productions are completed.”

Mr. Skouras said that CinemaScope will be made available to all studios and made available to all studios and to all producers of motion pictures in the U. S. and the rest of the world.

Spokesman for other major Hollywood studios would not comment of Mr. Skouras’ statement.

With Herbert J. Yates, president, Republic Pictures Corp., having informed stockholders early this month that television represents a vast new sales field for his company and with the indication of 20th Century-Fox to eventually release its older pictures to video, consensus is that other major Hollywood studios will be making similar announcements within the next 90 days.

Despite the threat of exhibitor reprisals, concern within the film industry to their backlog of old films has led every major studio in Hollywood to take inventory setting a tentative price on what they would expect to receive from video.

RCA-Warner Bros. Reports

There is a persistent report in Hollywood that RCA is negotiating to buy Warner Bros. studios in Burbank for expanded west coast operations which would include NBC-TV. Although there has been “no comment” by top executives of Warner Bros. and NBC-TV, it is believed that the deal would also include the film company’s backlog of old pictures. Report started some weeks ago when the RCA board of directors, headed by Chairman David Sarnoff, made a tour of the Warner Bros. lot and were shown the 3-D film “House of Wax” and the new Warner-Phonic sound system.

RKO Radio Pictures last fall reportedly had a firm $10 million offer for its old movies, but executives have since emphatically denied that the studio intends to sell that product to TV “at this time”. However, it is said that RKO would listen to a reasonable offer for film that cannot be theatrically reissued.

Several large studios already are cooperating with TV to the extent of permitting “previews” of their productions on TV programs, and industry-wide cooperation on the development of a special TV series, showing scenes from new features, has been offered through the Motion Picture Assn. of America (BT, March 23).

Eidophor Speedup

Mr. Skouras last week also reported that work on the commercializing of Eidophor, 20th Century-Fox’s large-screen television system in CBS color, has been speeded in recent months. He noted that “a very significant aspect of Eidophor is its full adaptability to CinemaScope.”

“When Eidophor is placed in operation,” Mr. Skouras remarked, “it will be possible to televise in full color a picture two and one-half times the size of the present motion picture screen.”

Plans for Eidophor, according to Mr. Skouras, include the creation of “live shows of outstanding merit and spectator appeal,” which will be possible because “we can present the same show simultaneously in a great number of theatres, thereby keeping the cost per theatre patron very low.”

‘Liberace’ Adds 31-43 Markets

SERIES of 117 half-hour films featuring Liberace, noted pianist, has been sold to 31 markets, and subject to allocation of time slots in 12 additional, Guild Films, New York, which is syndicating the program, reported last week. Among its sponsors are Borden, Clabber Girl, Tuna and Bowman Biscuit Co., are carrying it in five markets each.

FACTS & FIGURES

New Brunswick Radio Study

Field Work Over, Says BAB

Made for BAB by American Research Bureau, the study seeks to find the amount and kind of radio listening in TV-saturated New Brunswick, N. J. BAB may announce highlights at NARTB convention.

Completion of field work on “the most thorough study of evening radio listening” in a city with deep TV penetration was announced last week by BAB, sponsor of the investigation.

BAB said results of the study, which is designed to ascertain how much radio listening is going on and who is listening in what rooms during peak evening hours, will be released sometime in May. Highlights, however, may be announced during the BAB presentation at the NARTB convention on April 28, if the tabulation is complete by that date.

The BAB-financed study, made by American Research Bureau, Washington, was conducted in New Brunswick, N. J. The city was made prominent as a "test tube" market for TV set ownership and viewing by the five "Videtown" reports made by Cunningham & Walsh.

5,000 Families Studied

The study employed the personal coincidental method, securing face-to-face interviews with all members of 5,000 New Brunswick families present at the time of the interview. BAB said this constitutes about 50% of all families in New Brunswick.

In announcing the survey, BAB President William B. Ryan declared, "Everyone concedes that radio has more audiences at night than we are being credited for," and added: "How much more audience, where the listening is going on, and who is listening to the extra radio sets, are some of the questions we are seeking to answer with this research."

CBS Radio Accepts Nielsen’s Multiple-Set Homes Proposal

CBS RADIO last week became the first radio network to accept the proposal of A. C. Nielsen Co. to increase the proportion of multiple-set homes included in the Nielsen Radio Index sample to give adequate representation to the more than 19 million U. S. homes with two or more radios.

Offer of this extension of the NRI coverage follows last year’s Nielsen survey of the nation’s radio homes which showed that 56% had one radio receiver, 32% had two, and 12%, three or more radios. It also follows Nielsen’s development of a new type of Audimeter device used by Nielsen to record all dial turnings of sets to which it is attached. New machine can handle up to four receivers simultaneously, permitting complete records of viewing and listening in multi-set homes.

The other nationwide radio networks are expected to join CBS Radio in extending contracts for NRI service on the expanded—and more expensive—sales.

Page 44 * April 20, 1953

BROADCASTING * TELECASTING
a representative firm is no stronger than the men who sell... on the street!

There can be little argument with that statement... it's just plain, everyday horse sense.

Every owner of H-R Representatives was a competent and highly successful sales executive in previous advertising businesses before joining hands three years ago to form one of the fastest growing representative organizations in the radio industry.

And one of the big reasons for this phenomenal growth is the service H-R renders to its family stations. Every owner is out on the street every day, calling on advertisers and agencies.

THERE IS NO DESK-BOUND BRASS AT H-R.

That's why the statement can be made... man for man there is no finer quality representation — actively on the street — than is offered by H-R Representatives.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

VISIT US AT THE CONVENTION
CHAPMAN PARK HOTEL—LOS ANGELES
April 28th Thru May 1st
Television has come to Minot, North Dakota with the delivery of a Du Mont 500 watt Acorn Transmitter. KCJB-TV is now transmitting on Channel 13 in this area.

Du Mont is proud to have been selected as supplier of this equipment. KCJB-TV now joins the ranks of the television stations that know the meaning of "First with The Finest in Television".

DESTINATION: KCJB-TV MINOT, N.D.
NORTH DAKOTA BROADCASTING COMPANY, INC.

Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.
Here's a brand-new market awaiting your sales message. Here is virgin television territory—already in the television-viewing habit.

Prior to going on the air, North Dakota Broadcasting Co., Inc., operated a closed-circuit television system on a subscription basis. This formed the TV-viewing habit that sparked immediate public demand for this newest medium.

Now KCJB-TV is on the air—ready to carry your messages to this rich area on the banks of the Mouse River...

**HERE'S YOUR MARKET**  
Population 139,445

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>1952 Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Stores</td>
<td>279</td>
<td>$17,481,000.00</td>
</tr>
<tr>
<td>Eating and Drinking Places</td>
<td>324</td>
<td>$9,034,000.00</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>53</td>
<td>$8,704,000.00</td>
</tr>
<tr>
<td>Apparel Group</td>
<td>55</td>
<td>$4,286,000.00</td>
</tr>
<tr>
<td>Automotive Group</td>
<td>89</td>
<td>$16,203,000.00</td>
</tr>
<tr>
<td>Gasoline Service Stations</td>
<td>178</td>
<td>$5,484,000.00</td>
</tr>
<tr>
<td>Lumber and Hardware</td>
<td>248</td>
<td>$24,374,000.00</td>
</tr>
<tr>
<td>Drug Stores</td>
<td>42</td>
<td>$2,576,000.00</td>
</tr>
</tbody>
</table>

**KCJB-TV**  
North Dakota Broadcasting Co., Inc.  
Minot, North Dakota

Pres., Gen. Mgr.—John W. Boler  
Vice Pres. in Charge of Sales—Wm. L. Hurley  
Represented by Weed Television
SOARING TV COSTS CITED TO ASCAP

Television broadcasters, conferring with the music group on a new licensing agreement, have been told to show that costs have risen more proportionately than their revenue. Such an explanation is seen as painstaking and requiring much time.

TELEVISON broadcasters, who in recent months have had to answer questions from advertisers about the rising costs of television, now find themselves on the asking end of the same question in their negotiations with ASCAP for a renewal of the blanket licenses for the telecasting of ASCAP music which expire at the end of this year [August, March 9]. Main question confronting the negotiators, who held their second meeting Wednesday, was said to be, "How much is too much money?" and there was little optimism that the final answer would be forthcoming until much more meetings have been held.

The group representing TV networks and stations which now have blanket licenses from ASCAP is stressing the fact that under the present "radio plus 10%" formula ASCAP's revenue from television has risen "fantastically" since 1949, when the original TV license contract was negotiated. The four TV networks are now paying ASCAP each year three times as much as the combined payments of the four nationwide radio networks, it was asserted.

Maintaining that such a condition is completely unreasonable, the broadcaster representatives are asking for a drastic reduction in the ASCAP blanket license fees.

To counter convincingly the ASCAP reply that fees would not have risen so sharply if the revenue of the TV broadcasters had not shot up just as fast, the TV negotiators will have to demonstrate that their costs of operation have increased even more rapidly. "We can do it," one of them said, "but it will take a lot of detailed explanations and that's going to take a lot of time."

At last Wednesday's meeting, the TV broadcasters were represented by Frank E. Holman, ABC; W. Spencer Harrison and Louis Stone, CBS-TV; Donald H. McCaughan, DuMont; Joseph A. McDonald, Thomas Belvii, and Howard Mondzer. Representing ASCAP were Herman Finkeleit, Jules Collins, Richard Murray, and George Hoffman.

Ziv Radio Programs Find New Sponsors in Unions

USE by labor unions of entertainment radio programs to foster public relations was noted last week by Alvin W. Unger, vice president in charge of sales for Frederic W. Ziv Co. Mr. Unger said several labor unions have bought Ziv radio programs designed as entertainment rather than "straight public service.

Unions are using the programs, he continued, to make "frank appeals for new members and also to present the history and philosophy of labor unionism."

The trend apparently started, Mr. Unger said, with sponsorship of Fred W. O. Smith by the AFL-CIO's AFTRA, under the "radio-writers union" program. It has also been taken up by the Amalgamated Alliance of全覆盖 radio workers in Chicago, who buy "straight public service." Mr. Unger added that the AFL-CIO's American Federation of Musicians, under the "Concerts of Labor" program, has been much more successful in attracting "new members and a lot of old members."

AP RADIO MEMBERS GAIN 59 in '52

AP General Manager Starzel also credits an increase in "day-by-day news cooperation" by stations. Total radio membership for 1952 was 1,185.

RADIO membership of AP rose to a total of 1,185 stations, a net gain of 59, during 1952, AP General Manager Frank J. Starzel said last week in his annual report, which also called attention to TV's "heavy impact" on sports and credited it directly with "heightened interest" in boxing.

"But progress was represented not alone by the increased number of associate member stations," he said, "it appeared also in the constructive approach by more and more stations toward day-by-day news cooperation."

580 Supply News

Some 580 radio members now supply news to AP on a regular or frequent basis, Mr. Starzel reported, adding that "many of that number are in 263 localities in which there are no newspaper members." KWIC Pocatello, he noted, was the "champion" with 816 stories contributed to the news report during the year.

The report underscored "the manner in which [station members] took group action on a plan to utilize to the fullest advantages of membership." The AP Radio Member Committee was formed in September as the nucleus of a larger committee, with expectations for "increasing benefits for all AP members through continuing study by the committee and the constant inter-
ANOTHER FEATHER in the Chief's bonnet...

BRAVES BASEBALL on WEMP

Five years ago, WEMP became a top-flight, full-time independent radio station with 24 hours of music, news and sports.

On WEMP, the disc-jockey personality, the real air salesman, came into his own with names like "Coffeehead" Larsen, Robb Thomas, Bill Bramhall, Tom Shanahan, Joe Dorsey and Chuck Phillips. A four-man round-the-clock news staff, headed by Don O'Connor, was set up to provide the latest local news, FIRST.

Ten years of Brewer baseball became the springboard for play-by-play coverage by Earl Gillespie of Marquette University Football, University of Wisconsin and Milwaukee Hawks basketball.

Milwaukee found MOST of the things it wanted MOST of the time on WEMP—and responded overwhelmingly. Advertisers, local and national, seeking larger, more constant ratings, found up to twice the audience of net stations on WEMP per dollar spent.

WEMP became the number one Milwaukee radio buy. All departments were expanded with greater emphasis placed on public service and community affairs. More powerful FM service and extensive TV preparations followed.

These efforts won recognition in 1952 when WEMP was named to broadcast all Green Bay Packers games with Earl Gillespie feeding a 38-station network.

Now, the Miller Brewing Company has selected WEMP's Earl Gillespie to broadcast all the Braves' baseball games, again feeding a state network.

As the past blends with the future, it's clear that in Milwaukee more people listen to... more advertisers buy...
change of ideas between the entire membership and AP management.”

The Presidential campaign dominated AP radio news “and was marked by several innovations,” Mr. Starzel noted. He cited the quarter-hour Political Microscope telecast, transmitted weekly until after the election and supplemented with a five-minute nightly political roundup, plus use of the regular features, In the Background and Behind the World News, to present special political features.

Another highlight, he said, was publication of the AP Radio News Style Book, by Andrew C. Lang. Most widely used scripts, a survey showed, are sports features, women’s features, and farm features, in that order.

Domestic newspaper membership dropped from 1,733 to 1,725, though there was a net gain of two leased wire members. A newspaper membership survey showed 885 afternoon, 302 morning, and 428 Sunday leased wire newspapers; 36 afternoon and one morning pony members, and 73 tri-weeklies, semi-weeklies, and packages. The U. S. the number of radio stations, newspapers and other publications taking AP news and newspaper services totaled 3,138 at the end of the year.

**Gleeson Gets Vice President Post With UBS Tape Network**

**WILLIAM L. GLEESON**, president of the Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.), under trusteeship in bankruptcy, and head of the Riverside advertising agency bearing his name, has been elected western division vice president of the Universal Broadcasting System, Boston, new tape network.

Richard Colton, UBS president, in announcing the appointment Thursday, said the new network plans to obtain about 500 affiliates over a two-year program. He said negotiations now are in process with about half that number of U. S. and Canadian stations, and that he expects to make a large part of them at the NARTB convention.

UBS will establish West Coast studios and executive offices in Los Angeles, Mr. Colton said. Mr. Gleeson also will continue to maintain a representative office.

Mr. Colton said affiliate stations, under present plans, will be sent individual copies of the taped broadcasts, and added that UBS has a current backlog of programming for this summer assuring daily broadcasting for a total of about 15 hours a week. The program will accent “all music, from symphony to hillbilly, and certain sports features,” he said. He said affiliates are being encouraged to submit tapes of their own programs for possible use by UBS.

UBS headquarters at the NARTB convention will be at Suite 822 of the Clark Hotel, near by the Biltmore Hotel, Mr. Colton said.

H. A. Earnshaw Dies

FUNERAL SERVICES were held last Thursday day in Glendale, Calif., for Harry Alfred Earnshaw, 74, retired Hollywood radio producer-writer, who died last Tuesday. As a partner in Earnshaw-Young Productions, Hollywood, he created Chandu the Magician and Black and Blue on the Don Lee Network in the 1930’s. Surviving are his wife, Vena, two sons, Harry and John, both Hollywood radio-TV writers, and a daughter.

**NEW GROUP FORMED TO COMBAT ‘DEALS’ AND ASSURE USE OF STANDARD RATES**

Todd Storz and other members of KOWH intend to give impetus to an organization whose seal will tell the time chisellers, along with the legitimate buyers, that radio station members intend to abide by rate cards, without exception.

AMID growing reports of under-the-table deals in summer radio timebuying, a new association was formed last week to improve radio’s business ethics and restore advertiser confidence in rate cards.

Most stations of the association will guarantee to do business only at published card rates and will submit copies of all contracts to the association for inspection which is intended to make sure they are respecting their guarantees.

The new organization is the American Radio Assn. It has been incorporated as a non-profit business in Omaha, Neb. The organizer is Todd Storz, general manager of KOWH Omaha.

Here’s the way it will operate:

To be eligible for membership, radio stations must submit all rate quotations to the association and then provide the association with a copy of every contract it writes with a client. Station members will in turn be provided with a seal identifying them as members of the American Radio Assn. The seal may be displayed on rate cards, stationery, promotional material and advertisements.

Mr. Storz pointed out that advertisers and agencies will soon come to recognize the seal as the mark of a station that insisted on selling time only at published rates.

“It is not the purpose of this organization to ‘convert’ stations from bad to good habits,” said Mr. Storz. “Rather than that, we want an association of stations already selling time only at their published rates.

“If the organization works as we hope it will, it will no longer be necessary for stations that become members to spend hours saying ‘no’ to advertisers and agencies asking for ‘deals.’ When they see that a station is a member of the association, they won’t even ask for ‘deals.’

The new association, which becomes operative May 1, has established a dues schedule for membership based on one-half of the station’s daytime one-minute spot rate per month. The dues are intended only to defray the necessary overhead. In keeping with the non-profit nature of the organization, the books will be audited after one year of operation and the balance of funds on hand refunded on a proportionate basis to dues-paying stations.

The American Radio Assn.’s first officers and directors are all execs of KOWH Omaha. It is their plan, however, that an election of new officers and directors be held next November. At that election KOWH representatives will decline nominations and, in effect, turn the organization over to new leaders chosen by the membership.

“Our idea is simply to get the association organized,” Mr. Storz told B&T last week. “By next November I hope several responsible people in the industry will have signaled their interest in this association and that the members will elect them as officers and directors.”

The founders hold the following offices: Mr. Storz, president and treasurer; Virgil Sharpe (KOWH program director), vice president and secretary. Messrs. Storz and Sharpe and G. William Armstrong (KOWH promotion manager) composes the board of directors.

In telling B&T last week of his plans, Mr. Storz emphasized that the association would have nothing whatever to do with fixing rates. Member stations will retain absolute independence and authority to make their own rates and change them at will.

“As members of the association,” he said, “they agree only that they will sell time at their published rates. It makes no difference what those published rates happen to be.

The purpose of requiring stations to submit copies of all contracts with clients, Mr. Storz explained, was to make certain that members were abiding by those conditions. The association will make spot checks of such contracts. If discrepancies are found between contract terms and rate cards, stations will be faced with loss of membership and hence loss of the identification seal.

“I have every reason to believe that the association will be successful and that advertisers and agencies will have a real respect for the association seal,” Mr. Storz said.
Sell More On 4
with KRON-TV's
SUPER
SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.
- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.
- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.
- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage... more complete coverage... more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV
SAN FRANCISCO

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NARTB CONVENTION PREPARATION HEADS INTO HOME STRETCH

Advance registration for NARTB's April 28-May 1 meeting reaches 1,300. High interest and attendance expected in technical and equipment phases. Special events and award to RCA Board Chairman Sarnoff, as well as a number of business sessions and tours, round out agenda.

NARTB last week wound up final details of the convention-week proceedings that start Tuesday, April 28, at the Biltmore Hotel, Los Angeles. With the industry's annual meeting just a week away, advance registration has reached 1,300. The figure is close to the normal registration at this time despite the West Coast locale.

In many respects the convention promises to set new standards, particularly in technical and equipment phases (all equipment story in feature section). Display space booked for exhibits indicates the largest industry representation in this classification.

The seventh annual Engineering Conference, opening April 29 in Burdette Hall, across the street from the Biltmore, appears likely to draw record attendance, according to Neal McNaughten, NARTB Engineering Dept. manager, judging by advance registrations.

A feature of the Engineering Conference will be a Thursday afternoon symposium titled "Low Budget man Stations," with James L. Middlebrooks, KING-TV Seattle, as moderator. Three operators familiar with the economic and engineering problems of smaller TV stations will take part in this panel. They are Lory E. Kipp of WBSH-Huntington, Joseph Herold, KBTV (TV) Denver, and Orrin Tewner, WHAS-TV Louisville.

Mr. McNaughten will wrap up the subject of new TV developments just prior to the panel. These include electronic recording of TV, transistors, flying-spot film scanners, improved lenses, three-dimension pictures and automatic station operation. FCC Commissioner George E. Sterling will explain the Conelrad station silencing program that goes into effect May 15.

Clair R. McCollough, president of the Steam- man Stations and chairman of the 1953 NARTB Convention Committee, will preside when formal sessions open on the morning of the 29th. He will introduce Brig. Gen. David Sarnoff, who will deliver the keynote address and introduce Mr. Sarnoff with NARTB's First Annual Keynoter Award.

Special Events Set

A number of special events are scheduled ahead of the convention. They include the annual NARTB Golf Tournament Monday the 27th for the 5T trophy; Radio Pioneers dinner at the Los Angeles Statler, Monday evening; meetings of convention panel groups, Monday; luncheon of NBC radio affiliates, Tuesday-BT; April 13 and luncheon of state associa-tion members in various network galleries Tuesday; engineering Conference reception, Wednesday; annual industry banquet, Thursday, Hollywood Palladium; luncheon for engineers and delegates Friday noon at Farmers Market, Hollywood, followed by open house at network Hollywood studios; inspection of Mr. Wilson "antenna farm" Saturday noon.

Four business events are scheduled Tuesday prior to the opening of the convention. They include a TV membership business meeting and election of four TV board members, 10 a.m.; FM Workshop, at the same time; Broadcast Advertising Bureau's annual broadcast advertising luncheon, 12 noon; Mutual Advertising Committee, 4 p.m. Membership of the FM Workshop panel has been announced by Mr. McCollough as follows: Frances Knight, WORX (FM) Madison, Ind., local news; Paul Bartlett, KRFM (FM) Fresno, Calif.; good music; Walter J. Brown, WDQX (FM) Spartanburg, S. C.; sports broadcasting; George J. Volger, KWFC (FM) Muscota- ine, J., local events; Ben Strouse, WWDFDC-Washington, popular music and transcasting; Hugh Bolce Jr., WEMP-FM Milwaukee, popular music and storcasting; John H. Smith, Jr., NARTB staff representative. A roundtable will follow.

The Wednesday management agenda includes, besides the keynote speech of Gen. Sarnoff, an address by NARTB President Harold E. Fellows, at noon; Five Cities Report, a scientific analysis of radio and TV station operating problems based on actual field studies, in the afternoon.

Thursday's management agenda includes an address by Thad H. Brown Jr., NARTB TV vice president; panel discussion on uhf; panel discussion on films and TV; luncheon address by the FCC Chairman and Voice of Democracy special feature; afternoon general session on small market TV, followed by workshops on labor, radio programs, radio merchandising, and sports; general session.

A half-day management program is scheduled Friday, opening with award of certificates in connection with the membership campaign; FCC panel discussion including Chairman Paul A. Walker and Comrs. Robert T. Bartley and George E. Sterling; Television Code report by members of the TV-Code Review Board; annual business meeting; noon adjournment.

Radio-TV Income May Reach $1.7 Billion in Few Years

COMBINED income of radio and television broadcasting for the year will be about $1.7 billion within a few years, one-fourth of the total advertising budget of the nation, according to Richard P. Doherty, NARTB vice president.

The two electronic media are "those most effective means of overcoming today's and tomorrow's consumer resistance," he said, in an address Wednesday to the Worcester (Mass.) Ad Club.

Mr. Doherty estimated $1 billion of the $1.7 billion broadcast total will be TV revenue, predicting supporting at least 600 TV stations and four national TV networks. "The advertising man who forgets radio and resists television will soon be relegated to the case histories of yestercay's success stories," he added.

The American economy has already entered into a buyer's market with slowly declining prices, according to Mr. Doherty. "An increase in total advertising expenditures and the most extensive use of the advertising dollar are needed if American producers and merchants are to move more goods into consumer hands," he said. Greater sales volume at lower per-unit profit margins will be the key to success in the year or two ahead. Advertising is the prime force which will accomplish this result."

NARTB Golf Tournament

ANNUAL NARTB golf tournament for the 5T silver trophies is scheduled Monday, April 28, with prizes for low gross and net scores. The tournament will be held at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Buses will leave the Biltmore Hotel at 9:15 a.m., with play starting at 10 a.m. Entries may be made to Maury Long, BET business manager, or to any BET bureau.

Nixon to Speak at Event

Of ANPA's Bureau of Adv.

FEATURED speaker at the 40th anniversary dinner of the American Newspaper Publishers Assn.'s Bureau of Advertising, to be held Thursday, June 20 in New York as the closing event of ANPA convention week, will be Vice President Richard M. Nixon, according to Richard W. Slocum of the Philadelphia Bulletin (WCAU-AM-FM-TV), co-chairman of the dinner committee.

Mr. Slocum, with Mr. Slocum is Maj. Gen. Julius Ochs Adler, New York Times (WQXR-AM-FM).

The ANPA convention begins Tuesday morning and will be held at the Waldorf-Astoria with Tuesday's schedule calling for various sessions according to newspaper size, while general sessions will be held Wednesday morning and the Bureau of Advertising program will be presented Wednesday afternoon. ANPA elections are slated Thursday morning.

Main feature of the Bureau of Advertising's program will be a "Publisher's Advertising Clinic" on Wednesday afternoon, at which Stuart M. Chandler of the St. Louis Post-Dispatch (KSD-AM-TV) and Harold S. Barnes, Bureau director, will speak.

Annual meetings of the AP, UP, and INS will be held in New York in conjunction with the ANPA convention.

RADIO RECOVERS FROM TV—SWEENEY

RADIO'S recovery from the inroads of television in most cities presages the brightest business year in sound broadcasting history, Kevin B. Sweeney, vice president of BAB, said in talks last week.

In different speeches before the Assn. of Advertising Agencies in Oklahoma City and at a meeting of major advertisers in the area last Monday, he declared that radio stations in Los Angeles and New York "are still prospering with many reporting their highest billings in history."

He stressed that this growth is continuing although there has been "maximum TV competition" over the past five years, since each city has seven TV outlets.

Acknowledging that TV cuts into the circulation of all media, Mr. Sweeney insisted that radio executives should be concerned with the question of "how soon can the circulation be regained," and added; "Radio is fast regaining its nighttime circulation and has never lost any of its daytime circulation."

He cited radio's "plain pipe rack operation with no frills, just lots of circulation at low cost" as the reason advertisers were turning to radio in major TV markets. He called this "the relatively low operating cost, the best guarantee that radio will survive any dip in business better than competitive media."

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**Presenting . . . .
TULSA'S NO. 1
"Woman of the Air"

*Elizabeth Dikeman*

- SHE SERVES . .
- SHE SELLS!

*Elizabeth Dikeman's*

"WOMEN are WONDERS"

Now at a NEW TIME
3:30-3:45 PM—Mon. thru Fri.
Has become a "Clearing House of the Air" for Women's Civic and Cultural Activities in Tulsa and Northeastern OKLAHOMA
PUBLIC INTEREST presented in the INTERESTING Manner.

- ONE OF THE AIR PERSONALITIES WHO MAKE KTUL
The "VOICE" THAT SELLS MOST for MORE TULSA MERCHANTS than ANY OTHER NETWORK RADIO STATION.
- ASK YOUR NEAREST AVERY-KNODEL, Inc. OFFICE

**KTUL Radio**
in Northeast Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
IAAAB ADOPTS FIVE-POINT PROGRAM TO COMBAT SUPPRESSION OF SPEECH

Inter-American Assn. of Broadcathers, holding biennial assembly at San Juan, Puerto Rico, acts to protect rights of broadcasters in a series of resolutions.

FIVE-POINT program to combat aggressively any infringement on freedom of expression in the Americas was adopted last week by the Inter-American Assn. of Broadcasters, holding its biennial general assembly at San Juan, Puerto Rico.

In a series of resolutions, IAAAB took direct action to protect basic rights of broadcasters. The association first resolved to take the following steps in any case involving aggression or suppression of freedom of information:

1. Radio association of the country will attempt to correct the situation.
2. If that fails, IAAAB will act.
3. The Panama Radio-Press Doctrine will be invoked.

A vote of appreciation was extended NARTB and its delegate, Gilmore Nunn, WLAF Lexington, Ky. Mr. Nunn has served six years since IAAAB was formed. NARTB was lauded for its moral and financial support, and particularly for its successful efforts to bring about lifting of NPA bans that blocked shipments of equipment to Latin American nations.

At the organization meeting meeting Jose Ramon Quinones, Puerto Rico; Dr. Assis de Chateaubriand, Brazil; Geor Mestre, Cuba; Gilmore Nunn, USA; Fernando Electra, Panama. IAAAB urged broadcast protection.

Azcarraga Heads IAAAB

EMILIO AZCARRAGA, Mexican delegate, was elected president of Inter-American Assn. of Broadcasters at its biennial assembly last week at San Juan, Puerto Rico. Other officers: Jose Ramirez Quinones, WAPA San Juan, first vice president; Ricardo Vivado, Chile, second vice president; Jose Fernando, Mexico, secretary general. Next IAAAB board meeting will be held in February at Santiago, Chile. The fourth general assembly will be held in 1955, with the site resting among Peru, Cuba and Uruguay.

DELEGATES at Third General Assembly of Inter-American Assn. of Broadcasters, which met last week at San Juan, Puerto Rico (1 to 7): C. Seabra, Brazil; Malcolm Neil, Canada; Ruben de Maceda, Mexico; Dr. Assis de Chateaubriand, Brazil; Edmundo Alexie, Cuba; Gilmore Nunn, USA; Fernando Electra, Panama. IAAAB urged broadcast protection.

Jose Ramon Quinones, Puerto Rico; Dr. Assis de Chateaubriand, Brazil; Geor Mestre, Cuba; Gilmore Nunn, USA; Fernando Electra, Panama. IAAAB urged broadcast protection.

ASNE WANTS LIFTING OF GOVT. NEWS CURBS

THE NATION’s newspaper editors want removal of restrictions on news from government removed to permit greater access to current happenings, they made clear last week at the annual convention of the American Society of Newspaper Editors. Meeting Thursday-Saturday at the Statler Hotel, Washington, the editors heard talks by members of President Eisenhower’s Cabinet along with a major peace address by the President.

As was the case a year ago, ASNE went into the secrecy order clamped on government departments over a year ago by President Truman. Principal discussion on the subject of freedom of information was scheduled Saturday morning. Slated to preside was James S. Pope, Louisville Courier-Journal and Times (WHAS-AM-TV), chairman of ASNE’s Freedom of Information Committee.

Dr. Harold L. Cross, special ASNE counsel and author of The People’s Right to Know, was scheduled to speak, along with Paul Block Jr., chairman of the Subcommittee on Atomic Information.

Lester Markel, Sunday editor of the New York Times, said the International Press Institute, which he founded two years ago under ASNE auspices, was disturbed by Voice of America policy.

Over 400 editors and publishers took part in the three-day program.
To sell Cosmetics to inland Californians (AND WESTERN NEVADANS)

Be on the Beeline

Here's a real shortcut to beauty — the shortcut to the big, thriving cosmetic market of inland California ... That shortcut is the Beeline, a five-station radio combination that gives you THE MOST LISTENERS More than any competitive combination of local stations ... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative
LEITHEAD TO HEAD BRAND NAMES GROUP

BARRY T. LEITHEAD, president of Chitt, Peabody & Co., New York, was elected chairman of the board of directors of Brand Names Foundation Inc. at the annual business meeting of the organization in New York Wednesday. He succeeds John W. Hob- bell, vice president of the Simmons Co., who will continue as an honorary director. Elected vice chairmen of the foundation's board were Donald J. Walter, Thompson Co., New York, and Charles T. Lawson, vice president of stud Rowlen Corp., Detroit. James H. Jr., president of Sterling Drug Inc., New York, was named chairman of the executive committee, and Louis Hausman, administrative vice president, CBS Radio, treasurer. Henry E. Abt was re-elected president.

New directors chosen for one-year terms include Thomas F. O'Neill, board chairman and president of Mutual, and Mr. Hausman. Incumbent directors re-elected for one-year terms were: Mr. Francisco, Robert G. Ganger, president, P. Lorillard Co., New York; Palmer Hoyt, publisher, Denver Post; E. S. Hartwick, vice president, Carnation Co. Los Angeles, Mr. Lawson; John Platt, vice president, Kraft Foods Co., Chicago, and Burton R. Tuxford, vice president, Drexel Furniture Co., Drexel, N. C.

Directors named by trade associations and associations of advertising media to serve one-year terms include William B. Ryan, BAB president; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and Paul West, Assn. of National Advertisers.

McDaniel Underscores Future Of Industrial Electronics

INDUSTRIAL electronics is on the threshold of a tremendous development and the small manufacturer will be just as vital in this field as he has been in the growth of radio and television.

Glenn McDaniel, general counsel and past president of Radio-Television Manufacturers Assn., as luncheon speaker made this prediction Wednesday at the start of the three-day Electronics Conference in the Ambassador Hotel, Los Angeles.

Attended by 300 manufacturers, electronics experts and technicians, the conference was a result of the RTMA of the So. and Canada and West Coast Electronics Manufacturers Assn.

Speaking on "The Outlook for Small Electronics Manufacturers," Mr. McDaniel said that 70% of RTMA's members are in the small business field, qualifying under that definition because they employ less than 500 persons.

Mr. McDaniel said congress now has under consideration the question of additional legislation "to provide continued, ongoing and specific pro-tection for the small businessman and manu-facturer than hereofore."

First such conference held on the West Coast, Thursday and Friday were given a closed door committee meetings, with the Canadian and U. S. RTMA directors holding respective board sessions.

TRADE ASSNS.

AAA MEET STARTS THURSDAY IN W. VA.

Advertising's role in upping American living standards will be theme of the advertising agency association's meeting at White Sulphur Springs. Agency executives pepper the speakers' agenda.

ROLE OF advertising in raising America's living standards will be the central theme of the 35th annual meeting of the American Society of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. Va., starting Thursday and continuing through Saturday.

The opening meeting Thursday morning, restricted to members, will be devoted to an executive session for the election of new officers and directors and the reports of the president and treasurer. The newly-elected board of directors will hold its organization meeting in the afternoon.

Reed Address

Keynoting the open session Friday morning will be Vergil D. Reed, vice president of J. Walter Thompson Co., New York, with a talk on "Us Uncultured Americans." He will make the point that culture is more widespread in the U.S. than is generally supposed.

Other speakers on Friday morning will be Marion Harper Jr., president of McCann Erickson, New York, and vice chairman of the Advertising Research Foundation, on "Let's Call it Search and Research," and Bennett Cerf, publisher and television personality, on "Is American Taste Inclining, Declining, or Remaining?" The AAAA annual dinner, which will be held Friday night, will spotlight an address by John P. Cunningham, executive vice president of Cunningham & Walsh, New York, on "Inside a Miracle." Presiding will be Henry M. Stevens, vice president of J. Walter Thompson Co. and vice chairman of AAAA.

Saturday morning's session will be devoted to a discussion by three agency executives on ways to approach the creation of more effective advertising to help sell Americans a higher standard of living. Speakers will be Walter O'meara, senior vice president of Lennen & Newell, New York, who will present "an inquiry into the basic values of good copy, and what has become of them" in a talk on "Whatever Happened to ATV?"; William D. Tyler, vice president of Leo Burnett Co., Chicago, on "What's so Different About Women?" and John H. Tinker Jr., senior vice president and creative director of McCann Erickson, New York, on "A New Creative Breed?"

'Let Ike Do It'

The second half of Saturday's session, ending the convention, will explore the responsibility of business people—particularly advertising people—in today's society. Philip L. Graham, publisher of The Washington Post (WTOP-AM-TV Washington and WMOR-AM-FM-TV Jacksonville, Fla.) and recently elected chairman of the board of The Advertising Council, will speak on "Let Ike Do It!" Under-Secretary of Commerce Walter Williams will summarize the discussions of the entire convention in a talk titled "Can We Get America to Live a Third Better?"

Preceding the convention on Wednesday will be the fourth annual council and chapter govern-ors' day at which governors of the six AAAA sectional councils and 16 chapters will meet in an all-day conference to exchange information on activities. The AAAA golf tournament and other sports activities will be held on Friday afternoon under the direction of Sports Chair- man Donald K. Clifford, president of Doherty, Clifford, Steers & Sheinfeld, New York.

There will be special events for ladies throughout the convention, with Mrs. John P. Cunningham as head of the Ladies Hospitality Committee.

SMPTe Plans Video Studies

On April 28 at L. A. Meet

VARIOUS facets of television will be examined April 28 during the five-day semiannual con- vention of the Society of Motion Picture & Television Engineers starting Monday at the Los Angeles Statler Hotel.

With Earl L. Sponable, technical director of research, 20th Century-Fox Film Corp., New York, as chairman, the morning session will include a tour of CBS Television City where the meeting will be held. Three papers to be read include "Low Cost Versatile Kine Recording Camera," by Harry H. Tinker, National Radio Institute, Washington, D. C.; "Closed Circuit Video Recording for a Fine Music Program," by W. A. Palmer, president of W. A. Palmer Films Inc., San Francisco, and "CBS Television City—Audio and Video Facilities," a combined paper by R. S. O'Brien, R. B. Monroe and P. E. Fish of CBS-TV, New York.


Doherty Says Stations Unite Profit Motive with Ethics

RADIO and television stations maintain high public service standards as a result of sound management in which the profit motive is combined with high ethics, Richard F. Doherty, NARB vice president, told the Arthur rub- bersons' group, told the Boston Executives Club Tuesday.

Speaking on "The Executive's Responsibility," he carried out his theme by noting that broadcast ownership and management are as vitally concerned with profits and a solid return on investment as any group of businessmen.

"The typical radio and television strives to serve the community and to contribute to its welfare," Mr. Doherty said. "You will find such stations taking an active part in the promo- tion of worthwhile national causes. Such stations practice ethics which reject certain pro- grams or advertising which, while very profit- able, would reflect adversely on the broadcast- ing industry as a whole."

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WOWO listeners mailed 78,000 pennies in response to this one appeal!

A FAN LETTER started it all. From Greene, Iowa, a young shut-in wrote to WOWO in Fort Wayne... and, in closing, he apologized for the performance of his battered typewriter.

STATION STAFF PEOPLE read the letter, wanted to help, asked listeners to send in spare pennies toward the purchase of a new typewriter for the Iowa youth.

RESULTS were overwhelming! 78,000 pennies came in... from listeners in 39 states, the District of Columbia, Canada, even Bermuda!

WAS THIS RESPONSE UNUSUAL? Yes. It isn't every day that WOWO gets action in Bermuda! But, as scores of advertisers know, WOWO can be counted on to produce action almost automatically in one of the richest market-areas in the Midwest... an area that simply isn't reached by any other single medium! For availabilities, check with WOWO or Free & Peters.

WOWO FORT WAYNE
NBC AFFILIATE

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

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

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TRADE ASSNS.

Presidential Coverage Survey On 'Bias' Found 'Not Feasible'

A SIGMA DELTA CHI committee last week found "not feasible" a proposed survey to determine if radio, television, press and magazine coverage of the 1952 Presidential elections was unfair.

The committee, named Dec. 22 by SDX President Lee Hills and headed by J. D. Ferguson, president of the Milwaukee Journal (WTMJ-AM-TV) [B*T, Dec. 22, 1952], reported it "knows of no formule that would net the magazine and newspaper elements of the problem..." The group met at Washington's Statler Hotel last Wednesday.

The SDX committee expressed belief that cataloging the performances of individual stations and publications would be possible, but found "no solution" to the problem of weighing such material "objectively" to arrive at a "sound collective judgment of bias or lack of bias."

Basic Research Cited

One member, Dean Earl English of the U. of Missouri School of Journalism, recommended that SDX direct energies "toward basic research... in preparation for the day when at least segments of the overall undertaking may be properly evaluated." Member Barry Bingham, president of the Louisville Courier-Journal and Times (WHAS-AM-TV), believed a station could be interested in making such a survey. Member Edward R. Murrow, CBS board member and radio-TV commentator, was absent.


FAB Acts to Protest Bill Repealing Libel Exemption

MEMBERS of the Florida Assn. of Broadcasters have been asked to send their protests to media members of the Florida legislature in an effort to kill a bill which would repeal a law exempting radio and television stations from damage suits resulting from defamatory statements made on broadcasts.

FAB President George W. Thorpe, WVCQ Coral Gable, sent telegrams Tuesday to FAB members asking them to protest the bill introduced by Rep. Fletcher Morgan. The bill, now in committee, will be killed there if the FAB hopes are realized.

Rep. Morgan said the Florida law, which gives broadcasters immunity from liability for defamatory statements aired on their facilities, shall expire if not renewed through the legislature in the dying days of the 1945 session without members being aware of their action.

The law protects broadcasters from liability for defamatory statements broadcast over their stations by anyone other than employees, providing the libel is broadcast after operators have taken "due care" to avoid it.

Rep. Morgan said his measure would put radio and TV stations on the same basis as newspapers, as far as responsibility for libelous material is concerned. He said, however, that his bill would not make local stations responsible for utterances on network broadcasts.

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STATIONS

GAP IN STATISTICAL KNOW-HOW CUTS INTO STATION REVENUE

New worry for radio station salesmen and representatives is discounting by timebuyers of program audiences by applying program ratings not to total number of radio homes in area but to station's total weekly audience.

Radio station salesmen and representatives, who for several years have argued themselves that "ratings have been distorted," Madison Avenue attitude that "since television, nobody listens to the radio any more," now have a new cross to bear.

Since a study of ratings of reports by Nielsen Coverage Service and Standard Audit & Measurement Services of their nationwide surveys of station audiences, made last year, timebuyers to an alarmingly large degree have begun to discount program audiences by the erroneous practice of applying program ratings, not to the total number of radio homes in the area measured, but to the station's total weekly audience as defined by NCS or SAMS.

A typical example—and unfortunately a real one—was reported to B*T last week by an irate station representative. A Chicago station representative, he said, serves an area containing over 5 million radio homes. A program with a rating of 3, broadcast by that station, would be heard by 155,000 families. But he found the timebuyer for a well-known agency applying the rating to the station's total weekly audience, as reported by NBC, of about 1,600,000. This gave the program in question a total audience of 48,000 families, a degradation of some 66%.

"I was robbed of two-thirds of the actual audience," he shouted, "and I couldn't convince the guy that he was wrong."

Spot Business Lost

Such statistical ignorance, no matter how innocent, is currently cutting into the spot revenue of the nation's radio broadcasters, particularly where the business also is being solicited by competitive TV stations, for the timebuyers do not use the same system for calculating TV program audiences. Here they disregard the SAMS or NCS figures as a year old and therefore obsolete, using instead the latest figure for TV sets in the market and applying the program rating to that figure to determine the count of viewing families reached by the program.

They're building TV up while they tear radio down," the representative exclaimed. "Something's got to be done about it."

Station Representatives Assn., through its Committee on Audience Measurements, has taken the first step toward correcting this distressing situation by inviting the presidents of the two organizations which made the station audience surveys—A. C. Nielsen and Kenneth Baker—to explain their studies and the ways in which they should and should not be used to a meeting of station representatives and agency timebuyers [B*T, April 13].

Queried on Thursday, Ward Dorrell, research director of John Blair & Co., chairman of the SRA committee, said that a prompt acceptance had been received from Dr. Baker but that he had not yet heard from Mr. Nielsen. As soon as that reply is in, the meeting will be set for the earliest possible time, he said.

While waiting for the official explanations of the station audience figures, a few statistical facts may help to clarify things:

Radio program ratings are percentage figures, telling the station operator how many of the audience in the area covered are listening to the program being rated. The area may be the city proper, city and suburbs, a 20-mile or larger radius comprising the normal trading area, or the full area covered by the station's signal. Ratings are normally obtained by a sample through various methods, including telephone coincedental, personal interview, diary and Audimeter.

For station salesmen, it is not known how many families report listening to a station once or more a week, those listening at least once a week being included in the station's total weekly audience. These figures are derived from nationwide surveys, made like the ratings in a variety of ways. SAMS made its survey on the basis of postcard questionnaires mailed to radio families throughout the nation. NCS was made by the personal interview method, also on a nationwide scale.

Ratings are program measurements, reporting on the audiences of individual programs at particular times. Station audience figures are overall figures for nighttime or daytime listening during the week of the survey and cannot accurately be applied to any particular broadcast period within the week.

Program ratings and station audience measurements are two different kinds of measurements and they cannot be mixed with any result except distortion or confusion.

FRANCO TO CROSLEY AS CONSULTANT

CARLOS A. FRANCO, New York agency executive, has joined Crosley Broadcasting Corp. as a consultant, according to a joint announcement last week by James D. Shouse, Crosley board chairman, and Robert E. Dunville, president.

Mr. Franco, former senior manager of radio and television at William H. Weinstraub & Co., New York, "will be consulted on sales and allied problems for the Crosley operations in Cincinnati, Dayton, Columbus, Atlanta and New York," the Crosley executives said. Mr. Franco will divide his time among all Crosley offices.

Before his Weinstraub position, Mr. Franco served in an executive capacity with the Kenender Agency. From 1936 to 1949 he was with Young & Rubicam.

WJAZ Burglarized

EQUIPMENT thieves have victimized WJAZ Albany, Ga., the station reports. Burglars recently broke in and stole a 1 Channel Gates remote box, serial number unavailable, an RCA Type 77D microphone, an R. C. Allen type writer, a Smith Corona typewriter, and miscellaneous tools. William E. Blizzard Jr., director of station operations, requests that broadcasters be on the lookout for persons trying to sell this equipment.
THE BAWL OF THE BELLE,

or, not too much off the top

YOU take a round-up of a couple thousand cows and calves. Let one stray calf start to bawl and one cow will investigate.

You take a bunch of women gabbing in one room and a nursery full of their sleeping babies in another part of the house. Let one of the kids start to bawl and the ladies will all light out for the nursery.

We draw no conclusions from this. We wouldn't say that cows are smarter than women—we know what side our bread is buttered on. Furthermore, our Miss Laura V. Hamner would beat the tar out of us if we made any cracks. She's past 80, recently completed the 500th consecutive broadcast of her program about high plains personalities, knows as much Texas history as J. Frank Dobie, and just got back from a trip to Europe, where, she allows, things are (a) crowded, and (b) in a rut.

Her program, *Light and Hitch*, like so many KGNC tidbits, captures (a) the spirit of Texas, and (b) loyal listeners. We haven't had Miss Hamner on TV yet—she's so busy getting around the country she won't stop long enough to get in focus—but we'll catch her yet, if only to hear again her favorite story. It's about a cowhand, complete with Stetson and full snoot, who stumbled into a barber's chair and demanded a haircut.

"Please take off the hat," said the barber. "Oh, 'scuse me," he replied. "Didn't know they was ladies present."

Represented nationally by the O. L. Taylor Company
TV STATION MARK: EIGHT DEBUT IN WEEK

These new commercial outlets increase by 14% the number of post-thaw stations. Some eight more commercial stations, and nation's first noncommercial-educational are scheduled to begin in next fortnight.

EIGHT new television stations—all uhf—began commercial operation during the last week. This is a 14% increase in the number of post-thaw TV stations, and the greatest number of TV stations to begin commercial programing in a one week period.

In the week of April 14 to April 20, the total number of pre- and post-thaw outlets which are operating commercially rose to 165. Of this number, 57 are post-thaw stations, of which 29 are vhf and 28 uhf. There is a total of 137 vhf stations operating on a commercial basis, of which 108 were operating when the four-year TV “freeze” was lifted.

In the next two-week period, from April 21 to May 4, some eight commercial stations are expected to begin programming. The nation's first noncommercial educational station also will begin during this period.

The eight new stations last week—stations not before counted by B&T as programming commercially—are:

WCBF-TV Columbus, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, began April 15.

WEEU-TV Reading, Pa., uhf Ch. 33, represented by Headley-Reed TV, affiliated with NBC-TV, began April 15.

WFLZ-TV Erie, Pa., uhf Ch. 55, represented by The Belling Co., began April 15.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co., affiliated with CBS-TV and DuMont, began April 15.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weede-Television, affiliated with NBC-TV, began April 17.

WLOR-TV Lima, Ohio, uhf Ch. 73, represented by Hillman, H-T-Television Inc., began April 18.

WAFB-TV Baton Rouge, La., uhf Ch. 28, represented by Adam Young Television Inc., affiliated with all four networks, began yesterday (Sunday).

WIXN-TV Saginaw, Mich., uhf Ch. 57, represented by Gli-Perna and “affiliated with more than one network,” begins today (Monday).

Eight to Start

These are the eight stations which expect to start programming within the next fortnight:

KCBF-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC, aiming for April 26.

KLEO-TV Lima, Ohio, vhf Ch. 11, represented by O. L. Taylor Co., aiming for April 26.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knoedl Co., aiming for April 26.

KVSF-VTV Bellingham, Wash., vhf Ch. 12, represented by Ferris & Co., aiming for May 1.

WFAI-TV Lafayette, Ind., uhf Ch. 59, represented by the William G. Rambeau Co., aiming for May 1.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks, aiming for May 1.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., aiming for May 3.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed, aiming for soon after May 1.

There are seven additional outlets which anticipate programming sometime during May. They are:

WTVV (TV) Belleville (Ill.)-St. Louis (Mo.), uhf Ch. 54, represented by Weede-Television, affiliated with CBS-TV, expects to start testing no later than May with 9 commercial programming to start May 15. The station will carry major league baseball May 25.

WCTV Charlotte, S. C., uhf Ch. 5, represented by Free & Frazee Inc., affiliated with all four networks, plans to start approximately May 15.

KQE-FV TV St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed, plans to start after May 15.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co., plans to start after May 15.

KCSI-TV Pueblo, Colo., uhf Ch. 5, represented by Avery-Knoedl Co., plans to start May 25.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knoedl Co., plans to start May 28.

KRCV-TV Rochester, Minn., uhf Ch. 10, represented by Meeker TV Inc., plans to start between May 15 and June 1.

Program Three Hours

The first noncommercial educational TV station, which was due to begin April 16, reportedly will start on May 4. It is KHUT (TV) Houston, Tex., uhf Ch. 8. Another non-commercial outlet, KUSC-TV Los Angeles, uhf Ch. 28, is reported ready to start as soon as final units for its transmitter arrive.

• WLOK-TV Lima, Ohio, uhf Ch. 73, went on the air last Saturday (April 18), with an inaugural telecast which began when former FCC Comm. Robert F. Jones, Lima native and now Washington attorney, pulled the switch, putting the station on the air. Other Lima business, civic, educational and religious leaders participated in the opening telecast. Regular telecasting started yesterday (Sunday).

The station is represented by H-R Television Inc.

• WEEU-TV Reading, Pa., uhf Ch. 33, formally was dedicated last Wednesday night (April 15) with an hour-long program, “Premier Performance.” Prominent Reading and Berks County citizens participated in the dedicatory program. Both Reading newspapers, the Reading Eagle and the Reading Times, carried extensive stories on the station’s opening.

• WKST-TV New Castle, Pa., uhf Ch. 45, began regular programming on a limited basis last Wednesday evening (April 15) after conducting test pattern operations since April 5 [B&T, April 6]. Currently the station is on the air from 7 to 10 p.m. with news, sports and other programs, and will expand its programming “as quickly as possible.” Sam W. Townsend is president of the outlet, represented by Meeker TV Inc.

• WICC-TV Bridgeport, Conn., uhf Ch. 43, on the air “informally” since March 29, made its formal debut April 12 when Connecticut Gov. John Lodge cut the tape and declared that the station would be a valuable asset to the state.

• KRTV (TV) Little Rock, Ark., uhf Ch. 17, which began operating April 5 [B&T, April 6], has named Patt McDonald manager of the station [AT DRADE, April 13]. Mr. McDonald was manager of WHIM Memphis, and also was active in the NAB.

KRTV is a CBS-TV affiliate but carries programs from other networks as well. It is represented by John E. Pearson Television Inc.

• John J. Smith, for the Sparks-Wilthington Co., to telecast under their ownership. Mr. Smith, owner of the Washington firm, is a former NAB manager. Mr. Smith also is active in the NAB.

• Rogan Jones, president of KVOS-TV Bellingham, Wash., told a group of Canadian advertising executives in Toronto that Canadians in the Vancouver-Victoria, B. C., area will have TV programs from south of the international border starting May 1.

KVOS-TV will be on vhf Ch. 10 with 33 kw ERP for three hours each evening, Mr. Jones disclosed. KVOS-TV is represented in Canada by H. N. Stovin, and in the U. S., by Forjee TV Inc.

NEW TV GRANTEES SEE FALL STARTS

FALL starting dates are planned by most of last week's seven new TV station permittees (see story page 54).

Edward G. Smith, general manager, WTCN-TV Minneapolis, Minn., granted share-time on vhf Ch. 11, asserted the station—the third vhf outlet in the Twin Cities—will be placed on the air with greatest possible speed. A fall starting date is planned. GE equipment has been ordered. While network negotiations have not yet been entered, it is presumed the station will affiliate with ABC-TV since WTCH-AM is an ABC affiliate. National representative has not yet been selected.

A representative for WMN-TV St. Paul, Minn., the other Twin Cities vhf Ch. 11 share-time grantee, also said a mid-September start was planned.

R. Morris Pierce, president, WDKD Cleveland, said Thursday that he would function as president and general manager of Tri-State Television Inc., granted uhf Ch. 15 for Waterloo, Iowa. RCA equipment has been ordered, he said, and he hopes to be on the air by Oct. 1. He said the station would be only 15 miles from the ATR relay and service is now available to the Waterloo area. Neither network affiliation nor national representative has been announced.

WROW-TV Albany, N. Y., plans its operations on uhf Ch. 41 in about six months. Harry L. Goldberg, general manager, said the application specified GE equipment. WROW-AM representative is the Belling Co.

Robert C. Goshorn Dies

ROBERT C. GOSHORN, 62, president of KWOS-AM-FM Jefferson City, Mo., and publisher of the Post-Telegram and Capital-News in the Missouri capital, died at his home there Wednesday after a long illness. Survivors include his wife and a daughter, Mrs. Betty Goshorn Handy, Jefferson City.
Shooting for more sales in Southern California?

FEB. 1953 RATINGS
Weekly Average
6 PM - MIDNIGHT

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Mon. thru Fri. Noon - 6 PM

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FEB. 1953
five top shows in Southern California

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KNBH FIRES BOTH BARRELS TO BAG MORE PROFITS FOR YOU!

Southern California spends $120 more per capita on retail sales than the average for the United States! That's the best proof that the KNBH area is where your TV advertising can build more sales for you. For proof about which station gives you best coverage, look into the double-barreled shotgun above!

NBC HOLLYWOOD

KNBH Channel 4

Broadcasting • Telecasting

April 20, 1953 • Page 61
HIGH-POWER PIONEER FINDS SIGNAL GREATLY IMPROVED

WHAS-TV service area increases with boost to 316 kw on Ch. 11.

Monitoring reports excellent reception in distant areas.

WHAT happens when a television station greatly increases its power? According to WHAS-TV Louisville, after more than two months of operation with sextupled power, pioneering high-power transmission with new techniques in amplification, WHAS-TV moved Feb. 7 to Ch. 9 to the maximum permissible power of 316 kw on Ch. 11. Since then it has found on the basis of extensive monitoring reports that the service area has been vastly increased and the signal in areas already served has been greatly improved.

Under direction of Victor A. Sholits, WHAS Inc. vice president and director, and Orrin W. Towner, chief engineer, WHAS-TV cooperated with General Electric Co. in construction of an amplifier that would produce 316 kw from a 12-bay antenna installed in 1950 (B&T, Feb. 19).

Amplifier Modified

The 20 kw OB amplifier was modified to turn out 28 kw, employing Mr. Towner's ideas. Prior to the Feb. 7 changeover, WHAS-TV arranged for checks by 150 monitors, mostly dealers and servicemen augmented by viewed who had previously written to the station. All were at least 40 miles from the antenna.

The monitors wired, phoned and wrote reports as soon as the increased power was in operation. Two weeks later WHAS-TV asked those who had reported based on a longer period of observation. In addition, large numbers of unsolicited reports came from other viewers.

A general summary of some of the major developments as reported by WHAS-TV follows:

1—The power increase provided a "vast improvement" in reception across the outlying areas.

2—Distributors reported a "hot pickup" in receiver sales in the former fringe area.

3—Servicemen were called upon for an amazingly small number of receiver adjustments, far below anticipations.

4—Many fringe area viewers who reported bad reception initially found after antenna tuning to Ch. 11 that reception was satisfactory. Where a booster had been used for the 50 kw picture signal, reports came that Ch. 11 reception was better with the booster.

5—A "great number" of poor reception reports were traced to the use of an all-wave antenna.

6—It had not been anticipated the power boost would enable WHAS-TV to serve Evansville, Ind., 102 air miles away, with consistency. This proved to be correct, although on days of poorest TV reception "the inadequate WHAS-TV signal is still the strongest."

7—The shift from Ch. 9 to 11 eliminated the problem of second harmonic interference previously experienced from an FM outlet, but picked up similar interference from two other FM outlets. WHAS-TV feels this probably "will be a problem to many other TV stations and will require corrective measures by FM operators."

8—Reports of interference from WTTV(TV) on Ch. 10 in Bloomington, Ind. (scheduled to move to Ch. 5 this fall), were received. Viewers using better antennas in the same area reported interference.

The city-by-city reports reflected notable improvement in the quality of reception. The reports to WHAS-TV include these typical results of increased power:

Carrollton, Ky. (49 air miles)—Much better picture; sound excellent; best picture; some interference from Ch. 12.

Frankfort, Ky. (48 air miles)—Reports consistently good; several viewers indicated difficulty, possibly due to antenna or extremely hilly terrain; an excellent picture with practically any type antenna.

Hodgenville, Ky. (48 air miles)—Enthusiastic reports; considerable improvement.

Campbellsville, Ky. (68 air miles)—Picture and audio excellent; "almost as clear as in Louisville."

Lexington, Ky. (70 air miles)—Excellent picture, booster no longer necessary; signal "now perfect."

Lancaster, Ky. (80 air miles)—Fair to good picture at first; later reports highly favorable.

Hartford, Ky. (86 air miles)—First reports indicated weak signal; later reports showed unsteady picture.

Bowling Green, Ky. (96 air miles)—FM interference; weak in some parts of city, good in others; city bisected by sizable hill.

Somerset, Ky. (104 air miles)—Picture better, sound very good.

Madison, Ind. (42 air miles)—Vastly improved picture, excellent sound.

Paoli, Ind. (45 air miles)—Except for Bloomington interference, picture strong and clear.

Cannelton-Tell City, Ind. (59 air miles)—Steady, snow-free picture.

Columbus, Ind. (68 air miles)—"Overwhelming response of excellent reception"; FM interference gone.

WJW Names Waddell

APPOINTMENT of Hal Waddell as vice president in charge of sales for WJW-Cleveland was announced last week by William M. O'Neil, station president. Mr. Waddell, a 25-year radio veteran, became national sales manager of WJW in 1941 and has been head of that ABC affiliate's sales department in Cleveland since 1951.

20,000 Visit New KDUB-TV At Formal Open House

FORMAL opening of KDUB-TV Lubbock, Tex., drew 20,000 visitors during the past week, according to W. D. (Dub) Rogers, station president. Visitors to the four-day open house saw the modern, permanent home of KDUB-TV at 74th and College Ave., designed by Mr. Rogers.

KDUB-TV started broadcasting Nov. 13, 1952, from a temporary building. It was the first post-Freeze station to get on the air in the South, and the third in the nation. Mr. Rogers said. The west Texas station was on the air a month after getting its CP, he added.

Greene Resigns WGR Sales, Fred Lounsbury Succeeds

F. ROBERT GREENE, national spot sales manager at WGR Buffalo, resigned effective May 1 to head the Finley H. Greene Adv. agency, Buffalo, formed by his father, the late Finley H. Greene in 1924. He will be succeeded by Fred L. Lounsbury, son of Ike R. Lounsbury, president-general manager of the WGR Broadcasting Corp.

Mr. Greene has been associated with the WGR sales department since 1934, and was elevated to assistant general manager in charge of national spot sales in 1946 when the WGR Broadcasting Corp. replaced the Buffalo Broadcasting Corp. in 1946.

Fred Lounsbury has been associated with WGR more than 10 years, serving in the promotion and publicity departments, the program division and the technical staff. With the title of national spot sales representative, Mr. Lounsbury will have charge of sales, scheduling and servicing of all WGR national accounts, working with Free & Peters Inc., WGR national representatives, and with local outlets, brokers and distributors for WGR national accounts.

New K. C. Independent Plans To Go on Air Next Month

KUDL, 1 kw Kansas City independent on 1380 KC, will go on the air May 4, according to the owner and manager, David M. Segal, who also owns and operates KTFS Texarkana, Ark., WQVM Greenville, Miss., KDNS in El Dorado, Ark., and KDKD Clinton, Mo. Another station, KOKO, Warrensburg, Mo., is under construction.

Peter Tripp will be studio manager of KUDL, according to Mr. Segal. Mr. Tripp was with KOSY Texarkana. Head engineer is Bill Simmons, formerly with KTFS.

Station will feature pop music with UP news on the half-hour, every hour. Daily operation will be 6 a.m. to 7 p.m. Studios are on the ninth floor of the 1012 Baltimore Bldg. National representative is Forjoe & Co.

Wrather Ideentification

JACK WRATHER, principal with Mrs. Maria Helen Alvarez in a B&T story last week on their attainment of WBAI-FM and WRAPER, has been general manager of their newly-acquired KFMB-AM-TV San Diego, was inadvertently identified as Jack Wrathall. The Wrathers-Alvarez team bought the San Diego stations for $3.15 million from A. Kenneth Smith & Co. (B&T, March 30) with the sale becoming effective April 4.

WJR Quarterly Sales

WJR Detroit's president, John F. Patt, reported last week station sales of $814,708 for the first quarter this year, compared to $852,957 for the same period last year. Net profit after income taxes for the quarter was $133,209 compared to $130,662 last year.
You can't beat word-of-mouth advertising

WMT is the loudest mouth in all Eastern Iowa

WMT Cedar Rapids • Basic CBS Network • 600 kc • 5000 watts • Represented by The Katz Agency
NEW VHF CHANNEL—‘4½’ IS PROPOSED BEFORE FCC

Adoption of such a new channel, according to advocates, would permit licensing of another vhf station in each of some two dozen of worst "pressure" areas of the country. Actual plan is submitted by Bingham, Collins, Porter & Kisler, Washington, D. C.

CREATION of a new vhf television broadcast channel in the middle of the existing 12 channel block between vhf Chs. 4 and 5— is proposed in a precedent-making petition filed last week with FCC.

If the unique plan for the creation of vhf "Ch. 4½" is adopted, it would, according to its advocates, make possible the licensing of an additional vhf TV station in each of some two dozen of the worst "pressure" areas of the country.

Cities cited include: Philadelphia; Pittsburgh; Milwaukee or Madison, Wis.; New Orleans; Denver; New Albany, Ind. (Louisville); San Diego; Richmond; Tampa-St. Petersburg or Sarasota; Springfield, Mass.; Wichita; Duluth; Shreveport, La.; Chattanooga; Shreveport, Montgomery, Ala.; Fresno, Calif.; Columbus, S. C.; Springfield, Ill.; Springfield, Mo.; Wichita Falls, Tex.; Jackson, Mich.; Yakima, Wash.; Honolulu, Utah; Paducah, Ky.; Rhacca, N. Y., and Loganport, Ind.

The plan, along with a request for institution of a rule-making proceeding, was submitted to the Commission by the Washington radio-TV law firm of Bingham, Collins, Porter & Kisler, acting in behalf of itself as a member of the FCC bar and in behalf of a number of unidentified clients.

Submitted at Proceedings

The petition was submitted in FCC's proceeding looking toward adoption of a new policy to govern the assignment of frequencies in the 72-76 mc band to non-broadcast operational fixed stations and fixed stations in the domestic fixed public service. Proposed last fall, new criteria have been suggested by FCC for the elimination of interference from such non-broadcast stations to TV stations operating on adjacent Chs. 4 and 5 [B&T, Sept. 8, 1952]. Deadline for replies in this case was last week.

Generally, the radio-TV industry favors the limitations on interference proposed by FCC while the users of the non-broadcast stations, including police and public safety groups, have recommended as too severe. The latter protest proposed requirements that responsibility for elimination of interference to TV stations would rest with the non-broadcast station operator.

The proposal for addition of Ch. 4½ is the work of Robert M. Booth Jr., an attorney and engineer with Bingham, Collins, Porter & Kisler. In short, he requests:

- Expansion of the 72-76 mc band to 72-78 mc, to enable allocation of vhf TV Ch. 4½ in that space, with subsequent assignment to numerous market areas now lacking adequate vhf stations.
- Slight adjustment of vhf Chs. 5 and 6 from 76-82 mc and 82-88 mc, respectively, to 78-84 mc and 84-90 mc, requiring shifting upward in the FM band of a group of non-commercial, educational FM stations (many of 10-w power) and to some marine receivers.
- Removal of the "restriction" of certain non-broadcast stations to 72-76 mc and the substitution of sharing with TV in the area of 72-90 mc on a non-interference basis.
- Submission of a comprehensive test program to determine the potential mutual interference between TV stations operating in the 72-78 mc band and aviation marker beacons operating on 75 mc. It is contended such interference probably would not occur.

Opening of studies to consider advantages and disadvantages of removing the aviation marker system from 75 mc to a higher frequency band, as has been proposed from time to time.

Establishment of the new Ch. 4½—admittedly a tough task—would restore to the vhf television band its original allocation quota of 13 channels.

Under the original allocation, there was a Ch. 1 assigned to TV in the 48-54 mc band, but this part of the spectrum was reallocation to non-broadcast services such as mobile and aviation. Concurrently, sharing of frequencies by TV and the non-broadcast stations was eliminated to avoid interference.

The Booth petition notes that Dallas consulting engineer A. Earl Cullum "and others have made similar suggestions in the past. However, it is believed that the proposals and suggestions contained therein are more well-documented and comprehensive than previous suggestions."

In review, the petition observes that frequencies in the 72-76 mc band "are available for assignment to operational fixed stations not open to public correspondence and operated by the users of the non-broadcast stations, operating their own radio communications facilities in the Public Safety, Industrial, Land Transportation, Aviation and Marine Services. All frequencies in the 72-76 mc band are now assigned on a shared basis with other services and not to the exclusive use of any one applicant and on the condition that harmful interference will not be caused to reception of television stations on Chs. 4 and 5."

Cites Amateur Stations

"Thousands of amateur radio station operators, the petition explains, "have likewise demonstrated the value of their license to television reception can be eliminated by use of sound engineering principles even in areas where many amateur stations operate in the 50-54 mc band immediately adjacent to television Ch. 2.""

The petition concludes that "all available facts indicate that it is possible for relatively low power fixed stations to operate adjacent to television channels without causing interference to reception of television stations provided sound engineering principles are followed."

"Why cannot the same engineering principles and techniques be applied to permit operation of intermittently operated fixed stations on or adjacent to one or more vhf television channels," Mr. Booth asks, "Although the Commission did eliminate sharing of television channels by other services some years ago before the demand for spectrum space was as great as it now is, the present vhf television channels are not free of significant interference which can never be caused to television reception than would be caused by operation of carefully engineered fixed stations."

These interfering signals and radiations are noted to be caused "by harmonies of lower frequency stages of higher frequency transmitters, radiation from low frequency stages of higher frequency transmitters, radiation from local oscillators of television and other receivers and intermodulation products of closely spaced transmitters."

FCC recognized the existence of this interference when it adopted the uhf TV plan and when, in some areas such as Cincinnati, it modified the vhf TV allocations to eliminate interference from local oscillators of TV sets having IF frequencies in the 21 mc band, the petition states.

The petition suggests that non-broadcast stations of the domestic fixed public service "not be restricted to 72-76 mc, but be permitted to operate" on vhf TV channels between 72 and 90 mc under the following proposed conditions:

1. Directional antennas vertically polarized and having gains of at least 8 db shall be used at both the transmitting and receiving points.
2. Power shall be restricted to that necessary to provide reliable communication.
3. Spurious radiation from transmitters and receivers shall be eliminated.
4. Land lines facilities are not available.
5. The original application shall be accompanied by a detailed engineering statement setting forth the reasons why the specific frequency has been requested, and the facts relied upon by the applicant in showing that interference will not be caused to the television service.
6. The applicant or licensee shall agree to immediately satisfy all legitimate interference complaints.
7. Licenses shall be issued for a one-year period, and applications for renewal shall be made.

The engineering statement showing that continued operation of the station will not cause interference to the television service and that land lines are not yet available is submitted.

The Booth proposal cites that one of the objections given in the past in opposition to proposals "to effectively use the 72-76 mc band" has been the existence of aviation marker beacons of 76 mc.

"Marker beacons are so important to safe operation of aircraft that their reliability cannot be compromised," the Booth petition acknowledges.

However, such beacons consist of low power transmitters radiating upward, "relatively intense" in comparison to their down-looked rays. In the planes and "maximum-desired range never exceeds a few miles and often only a few hundred feet straight up." It is understood, the petition says, that field strengths of greater than 2,000 microvolts per meter are necessary to operate marker beacon receivers.

It has been assumed in the past that operation of a television broadcast station in the 72-78 mc band would cause interference to marker beacon signals, and vice versa, the Booth petition states, "but as far as is known, no comprehensive tests have been made..."
ASK TRUSCON FIRST
ABOUT STEEL TOWERS
FOR AM • FM • TV • MICROWAVE

Truscon—first name in steel towers—offers you a background of experience unmatched in radio. Many hundreds of Truscon designed and engineered steel towers today stand strong and tall... in all kinds of weather... in all types of topography. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Ask Truscon first... whether your requirements call for tall or small towers... guyed or self-supporting... tapered or uniform in cross-section... for AM, FM, TV or Microwave transmission.

Your telephone call or letter to any convenient Truscon district office or to "tower headquarters" in Youngstown will get your tower program going as soon as defense requirements permit.

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON® a name you can build on
EXTENDED EDUCATIONAL TV CHANNELS FOR 2 YEARS LOOMS ON FCC HORIZON

Senate Commerce Committee Chairman Charles W. Tobey, at last week's meeting, promises public hearings soon to air views from all sides on educational TV reservations.

EXTENSION of the educational television reservations for a two-year period has been promised by Senate Commerce Committee Chairman Charles W. Tobey, at the committee's annual hearing on educational TV reservations. Tobey, who has been a strong advocate of educational TV, said the committee would hold public hearings on the issue soon.

The extension of the reservations would be for the period of 1952-1954, and would allow educational TV stations to continue operating on the frequencies currently assigned to them. The move was welcomed by educational TV advocates, who said it would give them more time to develop their programs and attract viewers.

The extension would also mean that educational TV stations would not have to compete with commercial stations for viewership, which could help them attract more funding and support. The move was opposed by some commercial station owners, who said it would limit their ability to attract revenue and profit from the airwaves.

The extension of the reservations was supported by a number of educational groups, who said it was critical to the development of educational TV in the United States. They said the extension would allow educational TV stations to continue to provide valuable educational programming to students and educators across the country.

The extension was also welcomed by President Eisenhower, who has been a strong advocate of educational TV. The President said the extension was a step forward in the development of educational TV in the United States, and he looked forward to seeing the program continue to grow and expand.

Grover Cleveland Rockefeller, who has been a strong advocate of educational TV, said the extension was a step forward in the development of educational TV in the United States.

The extension was also welcomed by the Secretary of Education, who said it was a step forward in the development of educational TV in the United States. The Secretary said the extension would allow educational TV stations to continue to provide valuable educational programming to students and educators across the country.

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NIELSEN SHOWS KVOO has

More than twice as many listeners daytime...
More than 3½ times as many listeners nighttime...
as nearest competing station.

In addition,
Pulse report for Tulsa county, latest available, shows:

<table>
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<th>Station</th>
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<td>6 AM-12 Noon</td>
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Average ¼ hour Home using radio 19.1 20.8 23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

* Not on air

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

During more than 28 years of outstanding public interest service to the Southwest, KVOO leadership has remained unquestioned.
This is a great unmeasured plus factor available on KVOO, alone, in Oklahoma's No. 1 market.

RADIO STATION KVOO
50,000 Watts
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.
Six New TV Permits Approved by FCC

Share-time plan on Ch. 11 at Minneapolis-St. Paul is approved, along with merger bid at Albany.

Another "merger" application and a new share-time proposal were approved by FCC last week, in granting construction permits for six new TV stations, raising total post-thaw grants to 345 and total U. S. television authorizations to 453.

WROW Albany, N. Y., received grant for uhf Ch. 41 upon withdrawal of the competing application of WOKO there. WOKO principals acquired 49%-plus option in WROW, plan to sell WOKO [B*+T, April 13].

WTCN and WMIN Minneapolis-St. Paul were authorized to share time on Ch. 11. The plan was proposed to avoid comparative hearing.

Thirteen applicants for five channels in five cities were designated for comparative hearings to commence in Washington on May 25.

Last week's TV grants included:

Watch-Oakland Tri-State TV Inc. (WDOK-Cleveland), granted uhf Ch. 15, ERP 20.5 kw visual and 11 kwaural; antenna height above average terrain 490 ft. (City priority group A-2, No. 239).

Albany, N. Y.—Hudson Valley Bestg. Co. (WTV), granted uhf Ch. 11 (share-time with Minnesota TV Public Service Corp.), ERP 316 kw visual and 16 kwaural; antenna 550 ft. Meredith Engineering Co. withdrew left Ch. 11 uncontested (B-5, No. 297).

Minneapolis, Minn.—Minnesota TV Public Service Corp. (WTCN) granted Ch. 11 (share-time with WMIN Bestg, St. Paul. See above).

Cape Girardeau, Mo.—KGMO Radio-TV Inc. (KGMO), granted uhf Ch. 18, ERP 11 kw visual and 5.9 kwaural; antenna 150 ft. (A-2, No. 239).

Albany, N. Y.—Hudson Valley Bestg. Co. (WTV), granted uhf Ch. 41, ERP 200 kw visual and 100 kwaural; antenna 1160 ft. (B-2, No. 141). (WOKO Albany dismissed its Ch. 11 bid, acquires 49%-plus option in Hudson Valley. WOKO would be sold.)

Abilene, Tex.—Reporter Bestg. Co. (KRBC), granted Ch. 9, ERP 17.4 kw visual and 8.7 kwaural; antenna 778 ft. (A-2, No. 88).

The new hearings to commence May 25 are the following:

Lebanon, Pa.—Contestants for uhf Ch. 15: Lebanon TV Corp. and Heitz Newspapers Inc.

Evansville, Ind.—Contestants for uhf Ch. 7: South Central Bestg. Corp. (WIKY); Evansville TV Inc., On the Air Inc. (WGFB) and WPFM Inc. (WROA).

Evansville, Ind.—Contestants for uhf Ch. 8: Evansville AM Bestg. Corp. Premier TV Inc. and W. R. Tuley.

Akron, Ohio—Contestants for uhf Ch. 51: Matta Enterprises and Allen T. Simmons (WADC).

Murfreesboro, Tenn.—Contestants for uhf Ch. 5: WRKG-TV Inc. and Mobile TV Corp.

One comparative TV hearing dissolved last week. It was the Portsmouth, Ohio, uhf Ch. 30 proceeding, scheduled earlier to commence today. WPAY, Indiantown Corp., withdrew its application, leaving uncontested the bid of Edward Lamb, now owner of WICU (TV) Erie, Pa., and permitted of WMAC-TV Massillon, Ohio. Motion Comr. E. M. Webster, acting upon the WPAY dismissal plan, referred to the full Commission the question of whether to return the Lamb application to the processing line. WPAY plans to ask allocation of another uhf channel to itself.

FCC also advised KWEM-TV Inc., applicant for uhf Ch. 48 at Memphis, that its request "indicates the necessity of a hearing. Principal meetings, are Chairman Paul A. Walker (holding Bible) and Chief Judge Harold M. Stephens of the U. S. Court of Appeals for the District of Columbia, Comr. Doerfer's term runs to June 30, 1954.

FCC Cancels KGKL Inc. Grants for Ch. 3, San Angelo

First deletion of a post-thaw television CP was made last Thursday by FCC when it cancelled the grant of KGKL Inc. for uhf Ch. 3 San Angelo, Tex. (B*+T, April 6).

KGKL Inc. has been transferred to Lewis O. Seibert, its present secretary-treasurer and 10% owner, who has purchased the remaining 90% interest for $417,500. Mr. Seibert sought to retain the TV permit in the event Westex TV Co. turned back to FCC its grant for uhf Ch. 8 in San Angelo. He claimed that the city's 52,093 population (1950 census) was insufficient to support two TV outlets.

Westex backers, he wrote FCC, would switch to KGKL should their permit be returned. But the Commission, noting that Mr. Seibert evidenced no resources for constructing the TV station, was unwilling to allow the KGKL permit to lie dormant and advised the permittee to surrender it.

Of the seven KGKL stockholders selling to Mr. Seibert, major considerations went to: Edward Harte, $133,750; Houston Harte, $116,250; Houston Harriman Harte, $31,750, and Herbert Taylor, $39,375.

Five More FM Stations Quit; Cite Economic Reasons to FCC

FCC has allowed five more FM stations to close up shop, it announced Monday.

Granted permission to return their licenses were: WPJS (FM) Freeport, Ill.; KXOK-FM St. Louis; WNJU (FM) Plainfield, N. J.; WIST-FM Charlotte, N. C.; and KTUL-FM Tulsa, Okla.

All cited economic reasons in their requests to be let out of FM broadcasting.

Denver Argument: Not for Policy

ORAL ARGUMENT on Denver's Ch. 7 applicants April 23 is not for the purpose of setting general policy for future television hearings, the FCC said last week in issuing a special public notice clarifying its April 3 notice setting the two applicants for oral hearing. Argument is on the examiner's initial decision which proposed to grant the Denver frequency to KLZ and to deny Denver Television Co. (B*+T, March 23).

In its April 3 notice of oral argument, the FCC said that "it is the Commission's view that prompt implementation of its hearing procedures is required for the purpose of establishing policy guidelines in the disposition of comparative television proceedings."

In last week's explanation, the Commission said that some persons got the impression that the oral argument would establish general policy for future TV hearings. This is not the case, the FCC said. It added: "The Commission recognizes ... that the decisions in the first few contested television proceedings will be of interest generally. But, it should be understood that each decision in a contested proceeding will necessarily be based upon the particular facts relevant to that decision and cannot, therefore, be determinative of the decisions in other proceedings presenting different factual situations."

Voice Probe Continues Today; Benton, Morton to Testify

INVESTIGATION of the International Information Administration, which includes the Voice of America, resumes today (Monday). A Senate Foreign Relations subcommittee is scheduled to hear former Sen. William Benton (D-Conn.) and Alfred H. Morton, chief of VOA. The Senate subcommittee has been studying all aspects of the overseas information program. It is headed by Sen. Bourke B. Hickenlooper (R-Iowa).

Meanwhile, it was reported that the President's Reorganization Committee of the Executive Dept., headed by Nelson Rockefeller, has recommended that the IIA be severed from the State Dept.

Mr. Harris, deputy administrator of IIA and subject to sharp attack by Sen. Joseph R. McCarthy (R-Wis.), resigned last week.
CHANGES IN RADIO ACT ASKED

CHANGES in the Communications Act were proposed in bills introduced in Congress by Sen. Charles W. Tobey (R-N.H.) and Rep. Charles A. Wolverton (R-N.J.), chairman of the Senate Interstate & Foreign Commerce committee. Bills were introduced at FCC's request.

Amendment was asked to change time within which the FCC must act after filing of a protest (Sec. 309c) from 15 days to 30 days. Commission maintains the present 15-day clause does not give it enough time to consider each case. Bills are S-1626 and HR-4558.

Also asked for in Sec. 319 eliminating need to issue a construction permit for a government, amateur or mobile station, and also permitting the FCC to waive the CP requirement for all other classes of stations, except broadcasting. Bills are S-1627 and HR-4557.

Revision of Sec. 301, the general penalty provision, was also requested to change the penalty for a final conviction to a misdemeanor on the first offense. Bill (HR 4559) would punish a first offender with a fine of $10,000 and not more than one year in jail or both; second offenders with same fine and not more than two years in jail or both. Commission claims courts and juries are reluctant to convict violators of Communications Act under present felony provisions.

FCC Procedure on Revocation, Cease and Desist Issued

AMENDMENT of Part 1 of FCC's rules on practice and procedure was ordered by the Commission last Wednesday, effective immediately, to establish procedure for revocation of licenses and issuance of cease and desist orders pursuant to changes made to the Communications Act by the McFarland Act. A new Sec. 1.402 of the rules was adopted.

The McFarland Act, which revised the Communications Act effective July 16, 1952, gave FCC power to issue cease and desist orders, similar to the practice of the Federal Trade Commission, as a less harsh administrative remedy to outright revocation of license. This is an alternative to revocation, still being empowered to revoke a license or permit outright if the Commission feels the latter action is justified.

Use of cease and desist orders thus far has been very limited in the broadcast field, being employed but once last fall in halting an illegal broadcast operation in New England and later in correcting alleged violation of operator rules. In all cases, FCC rules continue to specify that hearings will be held on either revocation or cease and desist orders.

Text of the new Sec. 1.402 will be published in For the Record of B&T, April 27.

ACLU Urges 'Fair Rules' Precede Media Coverage

OPPOSITION to the telecasting, filming and broadcasting of legislative hearings until "fair rules of procedure are adopted by legislative bodies" was announced last Monday in a policy statement by the American Civil Liberties Union.

Simultaneously ACLU objected to the reporting of courtroom proceedings via radio, television and motion pictures, as well as to portions of the Mr. Cott New York State Helman Act. ACLU noted that the measure for bids, radio, TV and film coverage of any proceedings where "testimony of witnesses appearing by subpoena or other compulsory process may be heard."

It made the point that "once fair rules and practices are established, ACLU will support democratic freedom of communications with respect to legislative hearings."

ACLU declared it did not express opposition to the Helman Act with respect to judicial process, but on grounds that "this law would deny freedom to the press even when the standards of due process are met."

Libel Relief Law Passed For Arizona Broadcasters

ARIZONA law now is in effect relieving state radio and television broadcasters of liability for defamatory statements made on their facilities by persons other than employees, when "due care" has been taken by the broadcaster to prevent such statements and to comply with federal laws and with regulations by federal agencies.

The act, which was sponsored by the Arizona Broadcasters Assn. and passed by the legislature and signed into law March 10, in all cases relieves broadcasters of liability for defamatory statements made by candidates for public office and places upon the complaining party the burden of alleging and proving damages before they may be allowed by Arizona courts.

Tobey Asks NARBA Testimony

INVITATION to persons interested in the ratification of the North American Regional Broadcast Agreement (NARBA) was extended last week by Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Foreign Relations subcommittee handling this treaty [B&T, April 13]. At the same time, Sen. Tobey tentatively set May 4 as the hearing date on the treaty.

NARBA treaty apporitions various parts of the AM spectrum among the North American countries. It has been pending Senate ratification since February 1951, when all signatories except Mexico signed the convention.

Three AM Outlets Granted

FCC authorized construction of three new AM stations last week:

Pocono, Ariz.—Turton Radio Inc., 690 kc., 250 w daytime. President is Peter Trowbridge (68%), KOPC engineer and radio store owner, W. DeWitt Wray (45%), motel operator, Linn Trowbridge, housewife, and Hellen Wray, motel operator, are vice-presidents.

Wheaton, Md.—Commercial Radio Equipment Co. (92%), owner, Gabriel C. Elkins. Owner, Everett L. Dillard owns Continental FM network and is consulting engineer.

Kewanee, Ill.—Advertising Enterprises, 1240 kc., 750 w unlimited. Equal partners from Whitmore and Edwin Hubbs, owner of Hubbs Furniture Co.

COTT IN NBC SHIFT; MADDEN LEAVES

Ted Cott, to work on overall O&O stations’ management matters. Edward D. Madden resigned over reported policy differences.

FURTHER changes occurred in NBC's executive lineup last week: Ted Cott, vice president and general manager of the New York stations, was given additional responsibilities in the overall O&O and station's management matters. Edward D. Madden, public relations vice president and assistant to the president, resigned over reported policy differences.

In his expanded roles, Mr. Cott will continue as vice president in charge of WNBC and WNBT (TV) New York but also will work on "overall division management matters" with special attention to programming, merchandising, promotion and sales for all NBC-owned stations. He will work with Charles R. Denny, vice president in charge of owned & operated stations, who announced the promotion. Mr. Cott also will "handle special projects for the division," Mr. Denny said.

Mr. Cott has gained wide attention with the aggressiveness of his programming, merchandising, and promotion—as well as sales success—both at WNBC and WNBT and, before that, at WNEW New York. His chief WBNC-WNBT assistants also will join the O&O division while retaining their station posts: Dick Pack, director of operations and programming; Max Buck, director of advertising, merchandising and sales promotion, and Frank Fitzgerald, assistant to Mr. Cott.

The announcement said that in his new assignment Mr. Cott "will expand the ideas and theories applied at WNBC-WNBT, and using these key stations as a sounding board will experiment with special projects designed for adaptation by all owned and operated stations." Similarly, ideas that have been proved successful on other NBC owned stations will be developed for application to all the outlets, authorities said.

Mr. Madden’s resignation, unrelated to the Cott promotion, had not been announced by NBC late last week but was disclosed in a release issued by a spokesman for him.

This statement said, "It is known that Madden has in some time not been seeing eye to eye with current overall policy. He is also believed to feel that the opposition networks—notably CBS—are now being permitted to cut down the imposing lead NBC once had built up under his aegis."

Mr. Madden, the statement said, is considering offers in three different fields: Manufacturing, advertising and broadcasting.

He has been handling public relations for NBC as assistant to President Frank White. Mr. Cott's advancement into NBC's O&O staff comes less than three years after he joined the company in the June 1950...
THE LATEST
WCKY
STORY

SELL—

THE CINCINNATI OUT
COMPLETELY DOMINA

The out of home audience represents a PLUS,
completely dominates this audience with its nev

WCKY is first or second in 51 of the 52 quarte

More and more advertisers are buying the bi;
the lowest cost per thousand in Cincinnati

P I
The out of home audience
your best buy

FIFTY GRAND IN
SELLING WATTS

(*Feb. 1953 Out of Home Pulse)
WITH THE BIG **PLUS** ON WCKY

**OF HOME AUDIENCE**

**LED BY WCKY**

4.9% of all listening in Cincinnati and WCKY and music programming.

**hours 6 AM to 7 PM Monday-Friday***

**LUS on WCKY - - - the in home audience at**

**LUS** combination that makes WCKY

**in Cincinnati**

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

**TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK**
MURROW GETS TOP
CBS ’52 SALARY

NEWSPAPERS

Edward R. Murrow was the highest-paid officer or director of CBS during 1952 with a total of $211,126 remuneration, according to the proxy statement issued preliminary to last week's annual meeting of stockholders (also see story at right).

President Frank Stanton was second with $153,520 plus $12,335 set aside for him under the company's pension plan, while Board Chairman William S. Paley received $101,998 and had $16,526 set aside toward pension. Bruce A. Coffin, president of CBS-Hyton, Lloyd H. Coffin, board chairman and treasurer of CBS-Hyton, and David H. Cogan, president of CBS-Columbia, received $77,386 each, with pension plan provisions of $8,099, $7,755, and $5,121, respectively.

Other Salaries

J. L. Van Volkenburg, CBS-TV president, was paid $63,536, and Adrian Murphy, CBS radio president, $58,461. Pension plan provisions for them were $8,176 and $7,796, respectively.

Joseph H. Ream, who resigned as executive vice president effective Aug. 1, received $43,750 plus a termination benefit of $51,062 under the pension plan.

The report also showed that CBS and Columbia Records Inc., wholly owned subsidiary, paid $162,000 and $31,625, respectively.

Three More Become New ABC-TV Affiliates

AFFILIATION of three new television stations with ABC-TV, raising the total to 107, was announced last week by Alfred B. Beckman, national director of ABC station relations departments. New affiliates are:

- KELO-TV Sioux Falls, S. D., which will operate on Ch. 11 with Joseph L. Floyd as general manager, starting April 26; WOSH-TV Oshkosh, Wis., Ch. 48, William P. Johns, general manager; and WATR-TV Waterbury, Conn., Ch. 53, Leon Thomas, general manager, June 1.

Dodge to Visit Hawaii

FRED N. DODGE, director of NBC's national merchandising department, announced last week he will tour the Hawaiian Islands early in May to explain the workings of NBC merchandising to local broadcasters and advertisers.

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Paley Tells Stockholders CBS Plans No Editorials

CBS requires its newsmen to be objective and impartial in news reporting and news analysis and also has no present intention of carrying editorials, Board Chairman William S. Paley said at a brief annual meeting of CBS stockholders last Wednesday.

Mr. Paley's assertion was in response to a question from a stockholder. In a brief preliminary statement the CBS chief called attention to the company's "continued success" and expansion during the past year, noting also that three new plants had been completed—CBS Television City in Hollywood, CBS-Hytron's tube plant at Danvers, Mass., and CBS-Columbia's radio and TV receiver plant at Long Island City.

Board Members Re-elected

All board members were re-elected but the vacancy left by the resignation of Prescott S. Bush following his election as a U. S. Senator from Connecticut was left to be filled by the board at a later date.


The firm of Lybrand, Ross Bros. & Montgomery, public accountants, was re-elected to serve as auditors until the next annual meeting of stockholders.

NORTHEAST RADIO ABSORBS RRN

RURAL Radio Network has been absorbed by Northeast Radio Corp., Ithaca, N. Y., to which the FM network has sold its five stations plus other broadcast properties, subject to FCC approval.

The New York state network is made up of WNFX Wethersfield, WVBW Bristol Center, WVCN De Ruiter, WYCV Cherry Valley and WHVA Mt. Beacon. Also carrying some RRN programs are: WHLD-FM Niagara Falls, WHDL-FM Olean, WRUN-FM Utica, WWINY-FM Watertown, WMSA-FM Massena, WFLY Troy and one Pennsylvania station, WQAN-FM Scranton. In addition, eight AM stations carry some of the programs. Northeast has applied for a license to-reactivate RRN's defunct Ithaca outlet.

Insolvent Last February

The network declared itself insolvent last February when it applied for transfer of its properties to Northeast for a consideration of $225,475. A deficit of more than $990,000 was listed.

Northeast is a wholly owned subsidiary of the Cooperative Grange League Federation Exchange, RRN's major creditor at the time.

Officers of Northeast hold like positions with RRN. They are C. L. Dickinson, president; R. B. Gervan, vice president; W. J. Fields, treasurer, and C. E. Dykes, secretary. D. K. De Neuf is general manager. Mr. Gervan was vice president of RRN before the transfer and Mr. Dykes was secretary.

AB-PT EARNs $5.7 MILLIONS

This figure is for the first quarter of the year. Broadcast-theatre merger was in effect half that time. Program concentration, 3-D awareness in movie field are emphasized.

CONSOLIDATED earnings of American Broadcasting-Paramount Theatres Inc. for 1953's first quarter—approximately half of that period reflects the combined operations of ABC and United Paramount Theatres—totaled $5,732,000 after federal income taxes. President Leonard H. Goldenson reported last week.

UPT's comparable figure for the first quarter of 1952 was $2,049,000, but the report noted that this year's capital gains part of the total—$4,252,000 as against $244,000 for the same period of 1952—stemmed mainly from the sale of WBKB (TV) Chicago to CBS following the ABC-UPT merger on Feb. 9. ABC operating results from Feb. 10 are reflected in the first-quarter report.

Mr. Goldenson's letter accompanied quarterly dividend checks which will be mailed to stockholders today (Monday). Preferred stock dividend was 14½ cents per share, which is the pro rata portion of the regular 25-cent quarterly dividend as measured from the time of the merger.

Common Stock Dividend

Common stock dividend is 25 cents per share, of which holders of certificates of interest receive 12½ cents per share, the other half—plus amounts previously withheld—to be paid to those security holders upon conversion of their certificates into common stock. Mr. Goldenson's letter spelled out post-merger developments at ABC in the talent, programming, and facilities fields, noting the network division "has concentrated on immediate strengthening of its program structure."

In the motion picture field, he called attention to the 3-D theatre expansion of AB-PT's operating subsidiaries as well as the number of theatres for pictures of this type. He also reported that during the first quarter, AB-PT, in line with court requirements, had divested itself of a net total of nine theatres, of which eight were wholly owned.

AB-PT's annual meeting of stockholders will be held May 19.

Maloy Takes Post At Yankee and WNAC

JOHN D. MALOY has been named production supervisor of WNAC Boston and the Yankee Network, Linus Travers, network's executive vice president and general manager, announced last week.

Mr. Maloy has made a career at the Boston radio, starting as staff announcer at WORL and going on to be program director at WLAU, program-production director for WCOP, and assistant director of programs and production at WEEL. He has also been a radio consultant for several New England organizations and advertising firms and a Boston U. instructor in communications and public relations.

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New Oil Frontier Opened By American Companies' Pioneering

In the Williston Basin of the Dakotas and Montana, America's oil companies have spent years fruitlessly searching for oil. The cost has run to millions of dollars. But the long search has now started to show results.

The first producing oil well in the Williston Basin was completed two years ago. Since then oilmen have discovered eleven new oil fields with over 130 producing wells. Plans are now under way to drill many more wells.

Because scores of privately-managed oil companies risked huge sums searching for oil where it had never been found before, the people of the Williston Basin today are enjoying new wealth and prosperity. You and your family will eventually gain, too, for these new oil discoveries promise to make a sizable contribution to future U. S. supplies.

The odds against finding new sources of oil are high—only one out of nine wells in unproved but promising areas actually turns out to be a producer. But oilmen are willing to accept such risks as long as they have a chance to earn a profit while serving you.

For a free folder, "Is There Oil Under Your Land?", write to: Oil Industry Information Committee, Box 101, American Petroleum Institute, 50 W. 50th St., N. Y. 20, N. Y.
IT&T Net Up $4.1 Million
On $352,933,001 in Sales

ANNUAL report of IT&T for 1952 listed a consolidated net income of $22,147,753 on sales of $352,933,001, as compared with $17,992,314 on sales of $255,227,637 in 1951.

The report placed total sales of the parent company’s Federal Telephone & Radio Corp., Clifton, N. J., which manufactures radio relay communications systems, cable for communication, and cathode-ray TV picture tubes, as 70% over 1951. It noted TV picture tube sales showed “a very sharp increase, due to the resumption of high activity in the set and tube replacement market.”

Sales of the DuMont-Farnsworth Corp., Fort Wayne, producers of radio and television receiver sets, were described as 16% over 1951. The report said sales of small radio sets increased 54% over 1951.

“Touching upon the research and development phases of IT&T, the report said its subsidiary, Federal Telecommunications Labs, Nutley, N. J., was active in all fields of communications. It cited that company’s contributions to development of the traveling-wave amplifier tube, which was said to have “important uses in the field of uhf television and in the design of wideband and radio-relay transmission equipment at microwave frequencies.” The report said Federal has established a separate department for TV research, development, and production, which in 1953 developed a 16-loop transmitting antenna “providing a higher gain than any other antenna commercially available.”

M. F. Bennett Named RCA West Coast Region Manager

MARTIN F. BENNETT has been appointed regional manager of the West Coast region by RCA effective April 15, it was announced by Charles M. Odorizzi, operating vice president of the division. Mr. Bennett will join the regional staff of Paul A. Barkmeier, vice president and director of regional operations.

At the same time Mr. Odorizzi announced that Harold R. Maag, vice president and western manager of RCA, will be on Mr. Odorizzi's staff and will act as RCA's official West Coast representative.

Before his new appointment, Mr. Bennett was assistant manager of the company's eastern region in New York.

Emerson Offer

EMERSON Radio & Phonograph Co. offered a refund of the full purchase price of a current black and white television receiver to be credited for the purchase of any make of color set in full page ads in New York newspapers last week during the visit there of the House Commerce Committee investigating color TV. Emerson ads said the offer was good until June 30, 1954. The offer was limited, the ad said, to the current stock of 1953 Emerson TV receivers. The offer was made cooperatively by Emerson and John Wanamaker department store and the Devega chain of appliance stores.

Plamondon Claims Proxies

In Indiana Steel Dispute

A. D. PLAMONDON JR., president of Indiana Steel Products Co., last Wednesday claimed proxies for 14,000 shares of stock, in his running dispute with a three-man majority faction of the company.

Mr. Plamondon, RTMA president and board chairman, said he had proxies for that many shares held by Electronic Fund Inc., a Chicago investment trust. The shares represent the second largest individual holding, it was understood. Mr. Plamondon and his family own over 20,000 of some 142,000 shares outstanding.

The dispute currently hinges on two slates of directors—one proposed by the majority faction, which voted to depose Mr. Plamondon as president, and the other by the executive himself—to be elected at the annual stockholders' meeting in Valparaiso, Ind., next Thursday.

Webster-Chicago Proxy Fight

Follows Earlier Merger Hassle

A BATTLE over proxies—the second in 90 days—in advance of an election of seven directors at the annual stockholders’ meeting next Friday was shaping up last week at Webster-Chicago Corp. as an aftermath of a merger dispute earlier this year.

Martin C. Remer, president of Remer, Mitchell & Reitzel, Chicago investment house, asked shareholders to reject five out of seven nominees and sought proxies for his own slate.

AT&T Amplifier Uses Transistor

A TINY transistor amplifier, encased in a miniature coaxial cable, was shown to stockholders of American Telephone & Telegraph Co. attending their annual meeting in New York Wednesday by Cleo F. Craig, AT&T president, as an example of the way the company plans ahead for "open up possibilities for new and increased uses of communications services."

Estimated income of $101,420,010 for the first 1953 quarter was reported to the meeting, an increase of 16.7% over the 1952 first quarter net of $86,881,361. An increase in the amount of AT&T stock outstanding from 33,660,000 shares in the first quarter of last year to 39,513,000 shares in the like period of 1953, however, reduced the earnings per share by one cent, from $2.58 to $2.57.

For the 12 months ended March 31, 1953, AT&T reported a net income of $375,030,000, up 12% from the net of $333,017,846 for the 12 months ended March 31, 1952. Income per share was $10.07 for the year ended with March 1953, with an average of $9.91 per share outstanding, compared to $10.35 per share for the year ended with March 1952, when an average of 32,171,609 shares were outstanding.

RCA Seminar on Uhf, Vhf

SEMINAR on new RCA uhf and vhf television station antennas, including progress reports on RCA antenna developments and performance, was held in Washington last Wednesday for industry consulting engineers and FCC representatives. The full day session at the Statler Hotel was sponsored by the Broadcast Equipment Section of the RCA Victor Division's Engineering Products Dept.

ATI's 3-D Shown

To Chicago Group

MEMBERS of the Chicago Television Council and the press last week turned their eyes to three-dimensional TV and were divided in opinion on the system recently heralded by American Television Inc.

The occasion was the regular monthly luncheon session of the council at the Sheraton Hotel.

The ATI system is based on stereoscopic images. It claims no particular problems of matching expensive films and of using polaroid glasses.

Under the ATI technique, a square wave generator alternately and electronically cuts off one camera, then another, producing 13 images from each, which are transmitted in the usual fashion without changing any transmitting standards. Thus, the usual 30 frames per second of ordinary transmission remain intact. At the receiving end an ordinary magnetic synchronous motor twirls a flat piece of metal with a cut-out in each alternate corner.

You see alternately through each eye— "depth of perception," as ATI describes the principle, for one of the five senses.

Members who attended the demonstration donned glasses and peered into the "magic box." They reported little flaws—but the definite possibility of a good case of eye-strain if the viewing were prolonged.

ATI feels that the addition of a little more "peristence to the fluorescent powder" can eliminate any objectionable flicker that might remain.

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Bringing Television to America's Communities

... is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.

Make it a point to visit our exhibit at the NARTB Convention.
Gano Dunn Dies; Served As RCA, NBC Director

FUNERAL services for Gano Dunn, 82, internationally known engineer and member of the boards of directors of RCA, RCA Communications Inc. and NBC, were held last Monday in New York, after his death the previous Friday following a brief illness.

As president of the J. G. White Engineering Co., from 1913, he directed such projects as construction of the U.S. Naval oil base at Pearl Harbor, 13 trans-oceanic radio stations and the first long-line natural gas pipeline built in California.

He was described as a close friend of Brig. Gen. David Sarnoff, now board chairman of RCA, whom he met in 1913 when Mr. Dunn was chief inspector of the Marconi Wireless Telegraph Co. of America, subsequently acquired by RCA. A quarter-century afterward, Gen. Sarnoff, then RCA president, asked Mr. Dunn to become an RCA director.

An officer or delegate on many scientific committees and special governmental commissions, Mr. Dunn was a fellow of the Institute of Radio Engineers, the Royal Microscopy Society and the New York Academy of Sciences. He was honorary secretary for the U.S. of the Institute of Electrical Engineers of Great Britain.

Mr. Dunn

Pearl Harbor, 13 trans-oceanic radio stations and the first long-line natural gas pipeline built in California.

Boston Educational TV Gets Offer of $500,000

FIVE private foundations last Tuesday offered YMCA some $500,000 to the first educational station in the U.S. KUHT-TV was first recipient of the Emerson Educational Television Grant, under which each of the first 10 noncommercial, educational TV stations will begin operations, receive $10,000. KUHT-TV was to go on the air Thursday.

'Enlightened Approach'

Mr. Abrams paid tribute to the "enlightened approach" of the U. of Houston and citizens of the city and declared the university's position "stands in bold relief" to the pronouncements of some politicians who have termed educational TV "another way of needlessly spending taxpayers' money."

Using the status of educational television in the State of New York as an example of what he called "not peculiar to New York," Mr. Abrams asserted: "I charge the politicians of New York with betraying the welfare of culturally and educationally hungry people. The reasons that they piously advance for their view are no more to be believed than the average politician's campaign promises."

Comment on New York

Pointing out that New York's Board of Regents is "enthusiastically behind the program calling for a network of educational television stations blanketing the state," Mr. Abrams noted that the FCC has approved 10 of the 11 requested channels. He described the majority report of the Regents' plan by Gov. Dewey's Temporary State Commission on the Use of Television for Educational Purposes, which overruled the proposal, as an act "against the welfare of the state."

There is no doubt in my mind that the politicians in my state acted contrary to the best interest of citizenry because of pressure applied by commercial interests—because of the alleged competition to commercial TV stations," Mr. Abrams contended. He said New York's decision had the effect not only of impeding "the progress of television in my state," but served as a "wet blanket" throughout the country, discouraging supporters in other states.

Insisting that commercial stations do not "have enough free time to broadcast nearly enough free educational programs with substantial continuity," Mr. Abrams asserted that "educational TV must be independent of commercial TV. He declared that "it is a charity patient, dependent on the benevolence of commercial interests that control the channels."

U. of Miami TV Courses

TWO COURSES in television will be offered by the U. of Miami, Coral Gables, Fla., for its summer session, beginning June 17, Dr. Sidney W. Head, chairman of the institution's radio, television and film departments, has announced. They are "TV Survey," for two credits, and "TV Workshop," a more advanced course, with three credits. Students will receive experience in weekly on-the-air productions on WTVJ (TV) Miami.
Greater Convenience and Economy in Radio Broadcasting... with new Continental TRANSMITTER REMOTE CONTROL EQUIPMENT

GENERAL DESCRIPTION
The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.

The equipment consists of three main units—a transmitter control unit, a remote control unit, and a high quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high quality audio output for aural monitoring.

OPERATIONAL—The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:
1. Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.
2. Provision for raising or lowering output transmitter power by operation of a reversible motor control.
3. Provision for power change to “FULL” or “REDUCED” power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.
4. Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.

METERING—Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:
1. Final Amplifier Plate Current
2. Final Amplifier Plate Voltage
3. Antenna Base or Shunt Feeder Current
4. Spare Position

MONITORING—A high quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier. This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station’s modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL—The equipment is constructed for installation on standard relay racks and the space requirements are two 5¾” panel widths at the studio or control point and one 8¾” panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS—Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.

FEATURES

Studio Assembly
Type MK-1 Receiver and
Type TRC-5 Remote Control Unit

Type TRC-T Transmitter Control Unit
to be installed at Transmitter Location

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

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FREE ACCESS IS OHIO MEET THEME

Annual Institute for Education by Radio-Television on opening day highlights broadcast media's fight for free access to legislative proceedings and hearings.

NOT ONLY the rights of broadcasters, but also their responsibilities to cover legislative hearings was strongly asserted at the opening general session last Thursday of the 23d annual Institute for Education by Radio-Television in the Dethler-Wallick Hotel, Columbus, Ohio (see April Deadline).

Edward Stanley, manager of public service programs, NBC New York, emphasized both radio and television are by their very nature included in the word "press" and are subject to its guarantees of freedom.

Some persons are "distracted and misled by the newness and novelty of television," Mr. Stanley said. "The fact that it presents news and information in a different form and not through type on a printed page leads them to the wrong conclusions..."

After setting up usual arguments raised against the televising of hearings, Mr. Stanley proceeded to knock them down. Disturbance of the hearing is fast disappearing as techniques improve and architectural revisions are made to accommodate TV; the "discovering to witnesses" argument is invalid since a camera, Mr. Stanley observed, cannot be any more disconcecrting than a battery of reporters scribbling notes at the press table.

The objection that viewers believe they are seeing a trial is not TV's fault, Mr. Stanley said. Each hearing makes its own rules, and if there is any confusion in the public mind, it is the duty of the legislative body to clear it up.

Others taking part in the forum were Dorothy Kenyon, New York attorney and board member of the American Civil Liberties Union, and Morris S. Novik, radio-TV consultant and former director of WNYC New York. Mrs. Kenyon stated the position of the ACLU on telecasts of hearings.

Mr. Novik insisted on radio-TV's right and the responsibility to provide "comprehensive non-partisan coverage." He urged Congress to devise rules to protect witnesses' rights and those of broadcasters at hearings, but advised against waiting until such rules were adopted before televising legislative hearings.

Mr. Novik offered a list of suggestions toward solving the problem; among them: Advance planning by broadcasters and the legislative body; broadcast of the full hearing; opportunity for persons unfavorably mentioned to defend themselves; continued announcements that the proceedings are hearings, not trials; presence of an announcer or chairman to explain unexpected happenings; fair treatment with camera angles, and broadcasts of not only "sensational" hearings but also other important sessions as well.

Television has gained an ascendency of control at the institute with radio taking a back seat for the first time. A majority of the topics under discussion revolved around television. It was summed up in a presconference statement by I. Keith Tyler, director of the institute, who remarked that "educators and commercial broadcasters are coming to this conference to face common problems. The feeling on all sides seems to be a mutual desire to find ways of making the most effective use of television, which no one can doubt is here to stay."

WMBR-TV 'Telecourse'

WMBR-TV Jacksonville on May 2 will air the U. of Florida's first "telecourse" series, Family Living, on various topics of family life. Viewers who take the course, for which there is no fee, will be sent necessary materials and upon completion will receive a certificate from the university. Glenn Marshall Jr. is WMBR Div. president and general manager.

Contest Threatens in D. C. Over Educational Ch. 26

CONTEST for an educational TV grant is shaping up in Washington, D. C. A group of 16 private and public educational and cultural institutions was formed April 10 to prepare an application to compete with the District of Columbia Board of Education's application for Ch. 26, the only educational channel reserved there.

Most members of the new organization, incorporated as the Greater Washington Educational TV Assn., participated with the District board in lengthy discussions beginning last April that culminated in the board's unilateral application for the facility.

Representatives of the school board have been invited to join the new association but so far have been rebuffed, according to Dean Martin A. Mason of the George Washington U. Engineering School, chairman and spokesman for the group's board of trustees.

The association has been offered $100,000 by the Ford Foundation on a matching-fund basis to build and operate the station. Fund raising meetings are underway. Construction cost is estimated at $525,000 and annual expense for a four-hour operating day at $200,000.

FCC has announced it is delaying action on the school board's application until the Greater Washington group submits a statement. It also is awaiting clarification of the board's funding proposals.

Educational TV Will Help Adults to Learn—Shouse

CONTINUOUS learning will be provided by educational television for those who have terminated their education in high schools and colleges, Crosley Broadcasting Corp.'s Board Chairman James D. Shouse said in a talk April 10 to the International Mailbag Club at its 25th annual celebration. The Mailbag Club was founded to spread cheer to handicapped persons.

Crosley recently announced a $2,500 grant to leaders of the Greater Cincinnati Television Education Foundation, for production and telecasting of educational programs.

NYU English Course on TV

FIRST in a series of 10 weekly classroom sessions in college English will be telecast by New York U. on WPIX (TV) New York, starting today (Monday) from 9:30 to 10 p.m.
WREC engineering perfection and high quality, diversified programming continue to draw the largest audience of any Memphis radio station. The fact that WREC delivers the "better half" of both the rural and metropolitan listeners with a single schedule offers a powerful pull for advertisers, too. And, the cost is actually 10% LESS per thousand listeners than in 1946. See your Katz man today. He has the latest Standard Audit & Measurement Reports and Hooper ratings that give the full story on WREC's pulling power.
Only

can meet new standards!

GE Sync-Generators

Binary scaler tube and
circuit components in one
unit. Always accurate—
needs no adjustment. Inter-
change units or tubes in
seconds without af-
flecting output signals!

No adjustment for count down or sync signal
composition—Operation is completely automatic. No
adjustment required.

Plug-in binary scalers—Complete scaler circuit can
be instantly replaced. Indicator lights quickly locate any
non-operating unit.

One compact design for studio or portable use—
Portable application or mount in a rack.

Fixed sync pulse widths—The width is determined
solely by a delay line and requires only an initial adjust-
ment for a particular width.

Three-way, fast-acting lock-in circuits

Advanced driving pulse—Horizontal driving pulses up
up to 6.4 microseconds ahead of horizontal blanking. Comp-
ensates for up to 2000 feet of average camera cable.

Direct frequency lock for fool-proof interlacing

Today, the proved standards for synchronizing
generator equipment stamp General Electric
units as the finest in the industry! Perfected and
in-use for years, this G-E equipment literally set
the pattern for official requirements which are cur-
rently proposed by RTMA.

No TV station can operate successfully without
this synchronizing function. Nor can you afford to
sacrifice quality in purchasing equipment for your
television operation. Buy with complete assurance
of getting the longest equipment life...the utmost
in performance. Insist on a G-E Sync-Generator for
the best signal reception obtainable!

For complete information write today to:
General Electric Company, Section 243-20,
Electronics Park, Syracuse, New York

Complete Television Equipment for VHF and UHF

General Electric
NEARLY 100 EXHIBITS SET FOR NARTB 'GOLD RUSH' CONVENTION

THE assembled marvels of electronic and optical scientists, reflecting a year of vast progress in the radio and television arts, are being prepared for the inspection of some 2,000 broadcasters who will soon be heading toward the Biltmore Hotel, Los Angeles.

NARTB’s annual convention—April 28-May 1—will present the 1953 models of gear ranging from tiny kernel-size transistors to multi-ton transmitters. The annual equipment exposition will open the morning of Tuesday, the 28th. Many millions of dollars worth of equipment will be placed on display in the annual show, described by NARTB as the most elaborate in the association’s history.

The new and better devices conceived by the nation’s scientists and industrial engineers will be found in three neighboring display rooms in the Biltmore—Ballroom, Galeria and Renaissance Rooms. These rooms will house heavy equipment, along with several service exhibits.

Lighter equipment, transcription and film offerings, and related services will be displayed on the second floor of the Biltmore. Most of this floor has been allocated to NARTB associate member exhibits. In all, nearly a hundred companies are represented in the display and entertainment quarters in charge of NARTB Secretary-Treasurer C. E. Arney Jr. Manager of the show, one of the nation’s major industrial exhibits, is Arthur C. Stringer, who has filled this role for more than a decade.

Variety of Displays

The exposition covers a predominant share of the apparatus produced for radio and TV station use by the nation’s manufacturers.

The companies specializing in radio and TV programs and film services have come up with large numbers of new programs covering the fields of entertainment and education. They have utilized the latest processing techniques to improve the technical quality of their product.

With the uhf band opening fast, interest will run high in the specialized transmitters and related items designed for this new type of transmission. Vhf, too, is sharing the fruits of technical progress as television moves farther into an era of rapid expansion.

A complete uhf station will be found in operation at the exposition, one of many exhibits in which apparatus is shown at work.

With FCC’s revised rules permitting remote-control operation of nondirectional transmitters under 10 kw going into effect May 15, interest of delegates in automatic operation will be satisfied by several types of gear. The automatic devices also are tied into the Conelrad station-silencing plan and full complements of apparatus for Conelrad use will be on display.

While there will be much that is new in the relatively young TV arts, aural radio has not been neglected by manufacturing firms. Manufacturers have found ways of bringing equipment to high efficiency, with lower operating costs and better maintenance records.

Among the new developments in TV will be flying-spot scanners designed to improve reproduction of films. Several versions of this type of apparatus will be shown by manufacturers. One exhibitor describes the process as “the finest in film reproduction equipment ever offered.”

Camera techniques are being refined by manufacturers. The NARTB exposition will feature miniature TV cameras and a remotely controlled camera. Lenses, too, have been developed during the year and versions of zoom types will be on display.

Technical Advance

Manufacturers of transmitters for TV have increased the power output of their new lines. All types of amplification equipment have been refined by engineers. Lines of microwave relay and remote pickup transmitters will be shown, ranging from one-hop types to multi-hop intercity relays.

Many types of vhf and uhf television antennas will be shown, and tower companies will have cross-section displays. In the field of lighter equipment there will be monitors, special effects amplifiers, mixing and switching equipment, tape recorders, loudspeakers and microphones.

Perfected TV recording apparatus will be revealed, with extravagant claims made for some of the improved processes. One of the firms experimenting in magnetic-tape recording of TV programs will review its progress during the NARTB Engineering Conference, which runs concurrently with the management portion of the convention.

Some of the NARTB associate members will confine their convention activities to entertainment suites. Networks and station representatives will maintain headquarters in Los Angeles, mostly at the Biltmore.

In the following columns are summaries of equipment and service exhibits, based on information supplied to BT by the exhibitors.
Here are reports of all exhibits that had been booked for the NARTB convention up to press time of this issue. Those arranged later will be covered in B\&T's next issue. Companies in this report are listed in alphabetical order.

ADVERTISING COUNCIL

USING the theme "You Can Be Proud," the council will use its exhibit space at the Biltmore to tell broadcasters and sponsors they can be proud of their voluntary efforts to help solve national problems.

Blowups of telegrams from government heads and private organizations thanking broadcasters for their help will be shown along with a sample TV station kit for a public service campaign; copies of 10th anniversary annual report; special convention issue of the monthly information guide the council sends to all stations; list of campaigns and volunteer agencies; list of materials available from government agencies and private groups; report on transcription, Thanks to Radio; a questionnaire asking station people what kind of material they like best and can sell for sponsorship.

The council is asking representatives of government and private agencies helped by broadcasters to make the council booth their headquarters in voicing their gratitude to station delegates.

Personnel:
Gordon Kinney, radio-TV director
Robert Coleson, Hollywood representative

ALLIED RECORD MFG. CO.

UNIQUE exhibit of manufacturing processes from master acetate to finished pressing ready for shipment will be on display at the convention, literally a plant operation in miniature that will show just how record processing and pressing are done.

Beginning at one end of the table, a master acetate will be shown silvered and ready for copper plating. The plating bath is the next step, complete with master acetate and copper anode. The master plate is left attached to the acetate and then follows the process of making the mother and stamper plates.

Record material in biscuit form will be shown, along with two complete dies from the hydraulic presses showing the pressed record as it appears immediately after a die is opened. The overflow (flash) is still attached to the record. Trimming is followed by inspection. Among sidelines will be a microscopic display, label collection and magnification of stylii.

Personnel:
Lawrence Giles
Samuel Salzman
J. S. Van Leer
Jack Wegner
Hal Neely
Mildred Hamphill
R. L. Burgess

AMERICAN TELEPHONE & TELEGRAPH CO.

THE Bell System exhibit will be keyed primarily to TV, featuring a large map of Bell System television network routes, both coaxial and radio relay, and show all cities with television stations on the air. Exhibits on coaxial cable and radio relay will support the presentation.

A photo-mural will depict the Mt. Wilson radio and television installations. An animated display will show Bell System microwave and cable paths to these installations. Actual microwave components of the type used for remote television pickups will be displayed with a description of the function and operation of the equipment units.

Personnel:
AT&T Long Lines Dept.
H. M. Botkin, acting general manager, west-

AMTEC LANSING CORP.

THE ALTEC LANSING exhibits will be displayed in the Biltmore Hotel Grand Ballroom's Space No. 6, along with Graybar Electric Co. and its other suppliers. Executives will occupy hospitality Rooms 2112 and 2115.

The firm expects to show its complete line of audio products for AM and TV operation, with particular attention to the following:


Personnel:
G. L. Carrington, president.
A. A. Ward, vice president.
J. K. Hilliard, chief engineer.
H. S. Morris, products sales mgr.
Dr. E. M. Honan, engineering mgr.

AMPEX ELECTRIC CORP.

AMPEX proposes to demonstrate how—with use of its Ampex Model 450 continuous tape player—a complete day of music and announcements programming can be broadcast automatically. The player, Ampex says, permits playing of more than eight hours of broadcast material on a single tape.

Two—or possibly three—of the players would

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AMONG Altec Lansing products to be exhibited is this 250A broadcast control console.
be employed according to the Ampex plan. Program music, presumably gathered by a transcription service's expert program director, would be on two machines, with a second playing local announcements, and a third, station breaks. A recorded, but sub-audible, 25-cycle tone would stop the first machine after the announcement would re-start the musical program. A clock set at predetermined intervals would stop the first two machines and start the third machine (containing station breaks).

Thus, claims Ampex, an announcer or disc jockey could record a whole day's announcements within two to three hours. Smaller stations using this method would benefit by use of the abilities of the transcription service's expert program director, Ampex believes.

Ampex will also introduce its new Model 350 recorder which records at 1/34 inches of tape per second for use in recording the eight-hour tapes. It is similar to the Ampex Model 300. A tape duplication system also has been developed.

**Personnel:**
Harrison Johnston, sales manager
Russell J. Tinkham, manager, Midwest district
J. A. Ford, manager advertising and sales promotion
Jack Hauser, manager San Francisco district office
Ross Seyer, audio applications engineer

**Andrew Corp.**
The Andrew "skew" antenna is described as the only type providing a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wavelength on a side. High gain and rugged design are claimed for the omnidirectional antennas, 152 and 450 mc. Andrew's exhibit is in Space 9 of the Ballroom.

**Associated Press**
The AP will not make a formal exhibit, but will be represented by five executives.

**Personnel:**
Oliver Grambling, asst. gen. mgr. for radio.
Hub Keavy, Los Angeles bureau chief.
Al Stine and Mark Knight, executive representatives.
Richard Emers, field repr.

**Associated Program Service**
Associated Program Service, division of Muzak Corp., reports it will cover both radio and television at the convention.

**Broadcasting • Telecasting**

**BROADCASTING**

AP announces as available in limited numbers its APS Library, which was "drastically revamped" last January. The Library includes: "Over 10,000 selections" of discs of new vinylite, card-indexed and cataloged and installed in a metal cabinet; a series of transcribed sales meetings by APS' Maurice B. Mitchell, and a collection of commercial lead-ins, production themes, motifs and other material.

"Costly releases of new music and scripts have been eliminated," APS reports, "with a consequent 50% reduction in rates." The APS collection now is the "only low-price, full-sized library available on a rental basis," the firm says.

For television, APS offers a special small library of TV production music. APS continues as TV distributor for Encyclopaedia Britannica Films, which it says includes more than 500 titles. An "unusual rental plan" offers unlimited use of the films on a full-year basis "at realistic rates."

EBF's Great Americans series of 26 films still is available in some markets, according to APS.

**Personnel:**
Maurice B. Mitchell, APS vice president and gen. mgr.

**Broadcast Advertising Bureau**

**BLAW-KNOX CO.**

An actual 15-foot section of a 600-foot type TG Blaw-Knox television tower will be displayed in Space No. 6, the Graybar Electric Co. booth, according to Paul F. Vollmer, assistant advertising manager of Blaw-Knox.

This will be the first time Blaw-Knox has made such a display, Mr. Vollmer said. Since the display will be an actual section and not a model, the firm will be able to display the structural and manufacturing methods in making its product.

**BROADCAST MUSIC INC.**

BMI will show NARTB delegates evidence of its fulfillment of the original promise made 13 years ago to foster free trade in a competitive copyright market. The exhibits will include historic manuscripts, including the autographed manuscript poem of "The Star Spangled Banner" in the hand of Francis Scott Key.

Other rare and significant manuscripts from BMI's collection of American Musica will be displayed in the Ball Room Foyer. In the Biltmore Galeria BMI will display, in cooperation with NARTB, items from the BMI collection of first editions of musical compositions.

Other exhibit features will include AMP's diverse repertoire of standard and serious music, including leading American contemporary composers as well as works from European publishers; BMI Canada and its activities in popular and serious music; activities of publishers and composers whose catalogs are licensed through BMI. Officials of the company and field representatives will be at the convention.

**CAPITOL RECORDS DISTRIBUTING CORP.**

AUDITION transcriptions of the Custom Library Service will be shown in the Capitol display, Rooms 2341 and 2344. A new "Q" music section will be introduced for AM and TV. It consists of 100 12-inch 78 rpm Vinylite records. The library contains more than 12 hours of music on 800 separate tracks and is said to include every type and kind of music necessary for educational, industrial, religious or TV film productions. This is in addition to special effects, fanfare, tags, bridges and TV station breaks.

On display also will be a new flexible format transcription library featuring exclusive Sonovox "attention getters" and Sonovox "talking" time signals, in addition to examples of Capitol's custom recording service.

**Personnel:**
Walter S. Heebner, vice president
Gene Becker, western representative
T. Clinton Eldred, production supervisor
John Scely, production supervisor

**CATERPILLAR TRACTOR CO.**

WHAT is claimed by its maker as the largest road-borne emergency power unit yet developed, the Mobile Electric Set, will be demonstrated by Caterpillar.

Developed by Caterpillar as a "public service," the unit has a 500 hp diesel engine as a power plant, which drives a generator producing 315 kw. It can travel anywhere a large tractor-trailer can go, according to Caterpillar spokesman.

Component parts made for Caterpillar include: The generator, a General Electric Co. product; the switchgear, made by Electric Service Engineering Co.; the tractor, by Mack Truck

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If you’re prospecting for heavy equipment at the NARTB convention, here’s where you’ll find it displayed. On opposite page is diagram showing position of exhibitors in the Biltmore Hotel ballroom. Diagrams on this page show exhibitors in Renaissance Room (left) and Galeria Room (below). Exhibits of light equipment and various services may be found by consulting directory which will be issued at convention.
CBS TELEVISION FILM SALES

REPORTING considerable expansion of its entertainment and reception facilities over last year, CBS TV Film Sales will make exhibit headquarters at Suite 2134-35 in the Biltmore Hotel.

Promotional material will be displayed on all the firm's shows: Gene Autry Show, Crown Theater with Gloria Swanson, Art Linkletter & Kids Show, Cases of Eddie Drake,_files of Jeffrey Jones, Range Rider, Hollywood on the Line, Holiday in Paris, Strange Adventure, World's Immortal Operas and Annie Oakley.

The firm will employ a western atmosphere to keep visitors entertained, with a music background of Gene Autry records. Don Haggerty, star of Jeffrey Jones and Cases of Eddie Drake, will serve refreshments.

Souvenir giveaways will include a miniature TV set with a peephole which magnifies miniature photos of CBS TV Film Sales stars. Golden balloons floating around corridors will promote.

EXHIBIT by CBS Television Film Sales at this year's convention will include display of Gene Autry Show promotion similar to above, used at last year's Chicago convention. Shown are (I to r): C. B. Heller, sales manager, WIMA Lima, Ohio; Tom Cassell, manager, WDAD Indiana, Pa., Thomas B. Price, sales manager, WBVP Beaver Falls, Pa.; Fred J. Mahlstadt, operations director, and Walter A. Scanlon, sales promotion manager, both CBS-TV Film Sales; Miss Nancy Jason, a Patricia Stevens model; Bob Trace, WMGW Meadville, Pa., and J. S. Booth, WCHA Chambersburg, Pa.

CENTURY'S C.I. lighting control system, now in use at NBC-TV New York color studios and being installed in all DuMont's New York television center studios.

Mobile Electric Set by Caterpillar Tractor A Co. as an emergency power unit will be demonstrated by Ralph V. Bradley (above), Caterpillar special representative.

CENTURY will unveil several developments and will demonstrate its C.I. lighting control system.

The lighting system now is in service at NBC-TV's New York color studio and is being installed in all DuMont Network's New York Television Center studios.

To be unveiled are Century's: (1) remote di-
MAMMOTH TUBE DISPLAY

IMPORTANT TUBE DEVELOPMENTS

NARTB CONVENTION
RCA EXHIBIT
HOTEL BILTMORE

Renaissance Room • Main Floor

WE’LL BE LOOKING FOR YOU

RADIO CORPORATION of AMERICA
ELECTRON TUBES

HARRISON, N.J.
rectional (light) control system; (2) Vistascope, an optical system for foreground projection of opaque mats; (3) Featherlite line of all-aluminum Fresnels with a new line of interchangeable lenses, which, Century claims, will allow one instrument to do the job of any of six currently standard units; (4) New Loko (ellipsoidal reflector), lenses which by change and combination provide five varying beam spreads from one source; (5) new transformer switchboard with provisions for future facility expansion, and which, according to Century, is inexpensive for the modest, beginning station; (6) new literature for those unfamiliar with studio lighting.

Personnel:
Louis J. Erhardt, West Coast branch manager.
Charles Shevlin, New York office sales and development engineer.

CINEMA ENGINEERING CO.
NEW design in speech input consoles and equipment racks will be demonstrated in Room 2223 by Cinema Engineering Co., manufacturer of many types of components and accessories. In addition the complete audio line will be on display. The company's products include variable high and low pass filters, attenuators, program equalizers, transmission measuring sets and audio amplifiers.

Personnel:
James L. Fouch, general manager
A. C. Davis, chief engineer and owner
Charles Bronner, sales engineer
Maurice Kessman, sales engineer

COLLINS RADIO CO.
THE COLLINS exhibit, which will be located in Space No. 2 of the foyer, will feature "the latest designs" in AM broadcast transmitters and broadcast and TV speech equipment and accessories.

Collins will display its new type 3001 250 w and its 20V 1,000 w transmitters "which feature simplified circuitry for reliability of operation, tetrode tubes in the audio and RF final stages, low temperature coefficient crystals that eliminate heat controls, low power consumption and low initial and maintenance costs."

Of particular interest to AM-FM-TV broadcasters according to Collins, will be the Collins line of remote amplifiers: Type 212Y single channel, 212U dual channel and 122 four-channel. All feature compact, low weight construction and high reliability of operation, Collins reports.

Also to be displayed is a "complete line" of studio consoles for AM-FM-TV operation, plus accessory studio equipment, according to Collins.

Personnel:
J. G. Flyan Jr., sales director
R. H. Hollister, broadcast sales manager
J. D. Pheian and G. T. Tasto, Burbank, Calif.
T. E. McConnell, H. O. Olson and Ben Roberts, Cedar Rapids, Iowa
T. W. Sharpe and C. F. Seay, Dallas, Tex.
J. F. Stanberry, Knoxville, Tenn.
E. G. Gagnon, New York

COMMODORE PRODUCTIONS & ARTISTS INC.
THE circus motif is carried out by Commodore in its exhibit, to be located in Room 2328. Colorful posters and banners tie in with the radio and TV Clyde Beatty Show package. Clyde Beatty will be there in person, along with several clowns and live models.

Shown for the first time will be a new 52 quarter-hour transmitted radio series, The Story of the Stars. Nils Thor Granlund (NTG) interviews great names in the entertainment field and narrates the story of their life in this series. For TV there is a 15-minute educational film series, The Talking Camera.

Producers of the transcibed and taped Hop Along Cassidy, the company's display includes such other open-end radio programs as Roloff Tom, Pinto Pete, Down Our Way and Tarz. Visitors to the display will have their photos taken.

Personnel:
Walter White Jr., president
Mrs. Eleanor Payne, secretary-treasurer
Bill Keath, associate producer
Robert Holdorf, manager, Comic Book Div.
Billie Strood, secretary-receptionist

CONSOLIDATED TELEVISION SALES
CONTINUOUS rear-projection showing of the distribution on various film series will be featured by Consolidated Television Sales in Suite 2107 of the Biltmore. Special showings in an adjacent viewing room will be available to delegates desiring to sample film programs in the new Station- starter Plan.

Delegates will be able to study charts, success stories, talent photos and explanatory literature detailing the past performance and future potential of the films in the starter plan.

Personnel:
Peter M. Robeck, general manager
Halsey V. Barrett, eastern sales manager
Stuart V. Dawson, midwest sales manager
Dwight W. Whiting, western sales manager
Richard P. Buch, southern sales manager
John M. Asher, advertising and sales promotion manager
Ralph Baruch, account executive
William Finkeldey, account executive
Richard H. Gedney, account executive
Wade Barnes, account executive

CONTINENTAL ELECTRONICS MFG. CO.
NEW versions of the deluxe 5 and 10 kw AM transmitters (Type 315, 316) will be shown at the NARTB convention. Models from the latest production of this equipment contain a number of important improvements, simplifications and features described as improving operation and installation.

The 250 w AM transmitter (Type 312) has been modified to contain the Continental remote control equipment recently developed for stations under 10 kw and those not using directional equipment. The remote installation is part of the transmitter itself, which will be offered either with or without remote facilities.

Included in the remote equipment are a transmitter control unit, remote control unit and tuned RF type radio receiver. These units, when installed and interconnected through telephone lines, are designed to provide all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and an audio output for aural monitoring.

Personnel:
James O. Weldon, president
W. M. Witty, general manager
Mark W. Bullock, design engineer
L. K. Findley, design engineer

DAGE ELECTRONICS CORP.
NEW type of low-cost, extremely portable camera will be introduced at the convention. Dage headquarters in Room 2116 will feature a "baby brother" of the studio camera, complete with three-lens turret and focusing hand on the side. It has electric viewfinder and 16 tubes, weighing less than 20 pounds.

The camera can be used with the RCA
First Lady of Broadway, Hollywood
and television—yours for exclusive
sponsorship at a local price

Hitch your product to this lovely star...
and watch your profits climb. Already, Lilli Palmer
is boosting sales of Revlon and Conti Castile
in their key markets... and no wonder!

“The Lilli Palmer Show” is wonderfully
different and appealing. There’s always a famous
guest—celebrities like husband Rex Harrison,
and Bea Lillie. And every program is sparked by
the charming and versatile Miss Palmer herself.

In your markets, Lilli will help sell your
product through NBC-prepared merchandising,
advertising, publicity, promotion and exploitation.
Get in touch with us now while the markets
you want are still available.
ALLEN B. DUMONT LABORATORIES

SEVERAL new developments in TV transmitting equipment will be introduced by Allen B. DuMont Laboratories. A new video recorder unit is described as producing recorded programs far superior to those previously used. It utilizes a 7-inch high-voltage, high-definition aluminized blue phosphor tube (K1060-P11).

Electronic refinements are credited with producing clarity plus brilliance in recordings. The tube has electro-magnetic focus and deflection with new high-definition gun and regulated high-voltage supply. The grid can be modulated to produce either negative or positive picture, a time-saver when speed is desirable.

A new two-bay 24 wavelength-section slot-type UHF transmitting antenna (3327-A) is said to provide uniform coverage. It can be electrically and mechanically tilted. Rugged construction is specified, with center feed to eliminate delicate electrical connections and insulators. The antenna is delivered ready to install with weather-proofing and color-coding applied.

DuMont is displaying a new 17-inch picture monitor (5281-B), featuring compactness and versatility. An exceptionally bright picture at low cost is claimed. The monitor may be operated on either the composite picture signal or separate sync signal. It is designed for use in announcing booths, film rooms, client's rooms or as a curing monitor. Simplicity of operation is a feature. The front panel has only brightness and contrast controls, with on-off line switch. A film scanner described as "revolutionary" will be shown as well as a pneumatic-balanced three-wheel camera dolly said to have many advantages. The scanner may be used for either film or opaque pickup.

Personnel:

James H. Lahey, president
F. Dan Meadows, general sales manager
Bill Alinsky, chief design engineer
Roy Foerster, development engineer

FAIRCHILD RECORDING EQUIPMENT CORP.

FEATURED in Fairchild's exhibit in Room 2110 will be the current Model 530 three-speed synchronous transcription turntable. The model is described as featuring high quality and low price. In fact, Fairchild claims it is the lowest priced table of its kind on the market.

An integrally built three-speed direct drive unit permits selection of any speed at will by the flip of a switch, whether the table is running or still.

The direct-gear drive table is synchronous at all three speeds. Synchronous operation is important, Fairchild points out, in insuring that transcribed programs end on the second exactly as planned. This avoids interference with commercials around station-break time, an advantage claimed over rim-driven turntables. In the case of TV, synchronous operation is important in synchronizing sound with motion picture material.

Signal-to-noise ratio is said to be better than in previous models. Several hundred are already in use, according to Fairchild, and production has been increased. The exhibit will include other items in the Fairchild line.

Personnel:

Jay H. Quinn, manager, sales and advertising
Harold A. Kittleson, West Coast representative

FEDERAL TELECOMMUNICATION LABS.

A TYPICAL operating station demonstrating TV transmitting studio and camera equipment will mark the convention exhibit located in Space 6 of the Biltmore Ballroom under auspices of Federal Telecommunication Labs., an associate of International Telephone & Telegraph Corp. Several items from Federal's complete line of TV broadcast equipment will be included, including the Federal microwave television link, sync generator and picture monitors. The operating position will include the Federal poly-effex scanner, the UHF transmitter console, necessary camera controls and audio equipment. This display will illustrate the two-man operation through use of Federal television equipment.

NEW video recorder unit developed by DuMont will be featured in the company's convention exhibit. Here it is demonstrated by Herbert Foster, DuMont TV engineer.

Mr. Lahey
Mr. Meadows
Mr. Foerster

Mr. Lahey

Mr. Lahey
Mr. Foerster

This is Dage Electronics Corp. new portable TV camera weighing less than 20 pounds.
FEDERAL TELEPHONE & RADIO CORP.

A LINE of transmitting and rectifier tubes, magnetrons and TV picture tubes will be exhibited at the convention by Federal Telephone & Radio Corp., an associate of International Telephone & Telegraph Corp. Another feature will be Federal's overload radiation switch, a new development designed to combat tube failure due to anode overheating.

Personnel:
- W. P. Hollis, vacuum tube sales manager
- Don C. Wallace, sales engineer
- W. W. Wallace, sales engineer

GABRIEL CO. (WORKSHOP ASSOCIATES DIVISION)

WHILE Workshop Associates Division of Gabriel Co. will not have its own exhibit. Allen B. DuMont Labs. and Federal Telephone & Radio Corp. will have models of the company's uhf-TV antenna.

Personnel:
- C. W. Creaser Jr., sales manager
- Dr. John Ruze, engineering manager

GATES RADIO CO.

GATES will display several items of equipment in the Biltmore Hotel's Grand Ballroom. All new, the items include:
- Sound effects console for TV production, 500 vhf TV transmitter, 10-channel speech input console for TV and standard broadcasting, 250 w AM auxiliary or standby transmitter to handle Concrad or any standby application, master control equipment for TV and standard broadcasting, line of sound effects and line filters and a complete line of Gates plug-in amplifiers.

Personnel:
- P. S. Gates, president
- Robert Kuhl, West Coast sales engineer
- Larry Cervone, New York dist. mgr.
- Bob Blanchard, Denver dist. mgr.
- Robert Gray and George Oliver, engineering department, Quincy
- Richard Eickmeyer, sales department, Quincy

GENERAL COMMUNICATIONS

A new extensive line of video and audio equipment will be displayed by General Communications, featuring minimum manpower requirement through use of automatic and maintenance-free devices. Products on exhibit include video and audio preselect program switching systems; camera switching systems; video and audio dial-operated monitor switching system; stabilized video distribution amplifiers; master power supply systems with associated voltage regulators, relay power supplies (saturable reactor regulating type) and remote control lighting panels.

Personnel:
- F. D. Peterson, general sales manager
- B. Lenox Dunbar, broadcast equipment
- R. D. Francisco, sales engineer
- D. F. Petersen, sales engineer
- L. Sibilia, sales engineer
- C. H. Coleman, design engineer

New...the magnecord Voyager

ONE-CASE PORTABLE
PROFESSIONAL TAPE RECORDER

A New Convenience — Here, in a single case, is a professional portable recorder and amplifier that you can carry with one hand. Broadcasters everywhere appreciate the ease with which the Voyager can be handled—the way it lightens their remote work. Newest member of the famous Magnecord family...sturdy, rugged, reliable—always producing perfect recordings.

Professional Quality — Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has bridging and low impedance mike inputs; 600-ohm balanced output and two-speed (7½ and 15') equalization and headphone monitor jack on front. Optional: automatic tape lifter.

Unlimited Uses — To lighten all remote work—Advertising agencies and radio stations are finding the flexible Voyager can be used in countless ways—air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions and client presentations.

For demonstration, see your telephone directory under "Recorders," or write Magnecord INC.

225 West Ohio Street, Dept. 8-44 Chicago 10, Illinois

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GENERAL ELECTRIC CO.

NEW 12 kw uhf television transmitter, new portable camera system and numerous new switching facilities will be shown at the convention. General Electric has now delivered three of the high-power uhf transmitters and all are on the air, according to Frank P. Barnes, GE broadcast equipment sales engineer. They are WHUM-TV Reading, Pa.; WWLP (TV) Springfield, Mass., and WHYN-TV Holyoke, Mass. Another 50 firm orders are to be delivered this year, Mr. Barnes said.

The new portable camera chain will be in operation, with two cameras. The new Zoomar studio lens is optional. The new chain is called the first to offer electronically controlled special effects direct from the remote location.

A complete line of switching facilities will be shown, including a new relay type unit, capable of handling a wide variety of switching activities in a quick and efficient manner.

A new dual slide projector featuring single lens projection, also will be displayed. According to Mr. Barnes, the projector is versatile, and offers simplified handling of special effects.

The company's all plug-in type audio console will be shown. For television, nine mixers and up to seven pre-amplifiers will provide virtually any combination needed to program live, film and remote shows. All incoming wiring and amplifiers are plug-in units.

Personnel:
Ralph Yeandle, supervisor of broadcast product planning
Paul L. Chamberlain, manager, commercial products marketing
Frank P. Barnes, broadcast equipment sales manager
William J. Morlock, general manager, commercial products

GENERAL PRECISION LAB. INC.

GPL will exhibit an image orthicon camera chain with remote control of all operations and will demonstrate a new television film chain among its products scheduled for convention showing.

It will be the first West Coast showing for both, GPL said. The full-size image orthicon, mounted on a special pan-and-tilt pedestal, will pan through 280 degrees, tilt through 65 degrees, switch to any of four lenses and adjust focus and iris setting—with all control by an operator from a box a thousand feet away, according to GPL spokesmen.

The new film chain camera will be combined with the GPL PA-100A 16mm projector.

GPL also will show, one of its standard image orthicon cameras now in use by networks and stations. Two GPL sync generators with change-over panel will be mounted in a standard rack developed by GPL for utility, space-saving and field convenience, the firm said. A new type of distribution amplifier and power supply will be shown by the firm.

Personnel:
Blair Foulks, vice president.
Nathaniel M. Marshall, TV sales mgr.
E. J. Baughman, West Coast repr.

HARRY S. GOODMAN PRODUCTIONS

THIS firm will occupy exhibit rooms 2300-01-02 for receptions and refreshments, auditions of radio shows and auditions of TV films, respectively.

Radio productions will include 260 quarter-hour programs of Golden Time, children's show of music and songs with "an occasional story," 52 half-hour productions of a mystery-adventure program, 30 Minutes To Go, a new series to be added to Goodman's two current half-hour mysteries, Mystery House and Let George Do It. Goodman also will present a series of quarter-hour interviews of sports figures.

Goodman TV film exhibits will include the new King Calico series of 65 quarter-hour children's puppet shows, plus "some new ideas" on animated TV film commercials and syndicated one-minute and 20-second films for "various lines of business."

Goodman also promises "some surpises in the way of giveaways, attractive models and a daring attraction that will wow 'em."

Personnel:
Harry S. Goodman, president.
Hal Willis, Midwest representative.
Spence Caldwell, Canadian representative.

GRAY RESEARCH & DEVELOPMENT CO.

FEATURED in the Gray exhibit will be the new Telejector, a light-weight compact projector using 2x2 transparencies. Advantages claimed are low initial cost, simplicity in operation and ease of maintenance. The company describes it as a "trouble-free, precision instrument that offers new and greater freedom in creating more effective television commercials, news flashes and photographs, temperature and time announcements, or station and sponsor identification."

The two turrets will take 12 slides at a loading, with additional loaded turrets substituted in a matter of seconds for unlimited sequence. Projection alternates from one lens system to another.

Broadcasting • Telecasting
Here's the camera that quickly adapts to every TV assignment

First you're sent to film a baby drinking the sponsor's milk... two hours later you're filming a downtown fire... or getting close-up shots of famous personalities for the night's TV news.

Whatever the assignment, the 16mm Cine-Kodak Special II Camera enables you to swing into action fast... and keep shooting. Thread its multiple film chambers ahead of time (100- and 200-foot sizes), and you are ready to go into action—and stay in action.

This is the only 16mm camera with a true reflex finder; focusing and framing are faster and more accurate through the lens. A variable shutter gives added exposure control and permits the making of special effects.

A twist of the twin turret switches lenses in a split second, invaluable for most assignments. And you'll be more than pleased with the detail you capture with any of the famous Kodak Cine Ektar Lenses, finest ever made.

Special effects without accessories

You need no special accessories to make fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects. The Special does them all.

No other easily portable 16mm. camera combines so many of the features you want and need for television. Let your Kodak dealer tell you more about the Cine-Kodak Special II Camera—or send the coupon for a detailed description.

CINE-KODAK FILM is available in 100-, 200-, and 400-foot rolls—single- or double-perforated—from your Kodak dealer. It's wise to have Kodak make duplicates of commercials in case of loss or too much wear. Ask your dealer about this service, too.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera.

NAME
COMPANY
STREET
CITY
STATE
(Zone)

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera.
SHOWING new Gray Telejector are Newland F. Smith (left), assistant general manager, and Chester B. Hayes, general sales manager of Gray Research & Development Co.

another. Only one slide can be tripped at a time.

Other items to be shown include the Telop II, 103S, 108B and 106SP transcription arms, 602B and 603 equalizers.

Personnel:
Newland F. Smith, general manager.
Chester B. Hayes, general sales manager.

GRAYBAR ELECTRIC CO.

LOCATED in the main ballroom of the Biltmore, Graybar will show products of a number of leading manufacturers of television and broadcasting equipment. The products can be obtained separately or in a complete TV or AM package.

In general the TV portion of the exhibit will emphasize the economies of two-man station operation by use of the Federal flying spot scanner. The AM portion will include Continental Electronics' new transmitter remote control system, supplemented by automatic AM-FM programming by Ampex, and other new developments.

Manufacturers represented in the Graybar display are:

Altec Lansing Corp., audio equipment.
Blaw-Knox Co., towers.
Ampex Electric Corp., tape recorders and reproducers.
Century Lighting Inc., TV lighting.

Fairchild Recording Equipment Co., turntables and pickups.
Federal Telecommunication Labs., TV transmitters, antennas, studio equipment, cameras.
Machlett Labs., transmitting and industrial vacuum tubes.
Television Zoomar Corp., special TV lenses and instruments.

HOUSTON-FEARLESS CORP.

ON DISPLAY at Houston-Fearless Corp.'s headquarters, room 2337-8-9 of the Biltmore, will be the complete line of television studio equipment and motion picture processing equipment currently illustrated in the catalogue.

Two pieces to be shown for the first time are expected to arouse industry interest. Houston-Fearless explains the items will be "a surprise package to the industry" and it is not divulging any advance information.

Personnel:

R. C. Wilcox
H. W. Houston
J. B. Olsson
K. B. Elliott
Bruce Dalton
Art Kjontvedt

HUGHEY & PHILLIPS

COMPLETE tower lighting equipment will be displayed at the NARTB convention by the tower lighting division of Hughey & Phillips, Encino, Calif. The exhibit will include beacons, flashers, obstruction lights, and photo-electric units to indicate lamp failures as well as illegal entry. The photo-electric units have been installed at unattended microwave and TV stations.

Actual demonstrations will be operated in the Hughey & Phillips exhibit. Literature will be available on all items. Reprints of the new FCC rules governing painting and lighting of towers will be given delegates.

The tower lighting division showed the largest percentage sales increase in 1952 of any Hughey & Phillips division.

IDECO tower exhibit panel to be shown at NARTB convention is checked by (left to right): J. Roger Hayden, sales manager; Stu E. Wilson, contract administrator; and C. E. Ponkey, president.

IDECO DIVISION, DRESSER-STACEY CO.

IDECO's exhibit will feature a number of large, lighted murals illustrating some of the 1,000-foot-plus towers the firm has erected.

Also to be shown are illustrations of the variety of tower types available and the kinds of topographic conditions under which they have been erected—"on buildings, mountains, over water, etc." Structural design of Ideco towers will be shown by diagrams, copy and pictures.

Ideco will set up a photographic booth to make a picture of each visitor, who will receive a picture in a convention souvenir folder.

Personnel:
C. E. Ponkey, president
J. Roger Hayden, sales manager
Stu E. Wilson, contract administrator
K. H. Brust, Los Angeles branch manager
John McVey, sales engineer
William Knox, sales engineer
Graybar, today, offers you a packaged planning and supply service for new TV installations — a complete package that can put you on the air with efficient, well-engineered equipment in the shortest possible time.

From camera to antenna, Graybar Broadcasting Equipment Representatives will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of equipment and supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and communication systems. In these fields, too, other Graybar specialists are at your service.

Whatever your telecasting (or broadcasting) requirements, call Graybar first — it's the easy way to get everything electrical when and where you need it. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, New York.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 21 cities.

ATLANTA
E. W. Stone,
Cypress 1751

CLEVELAND
A. C. Schwager,
Cherry 1-1360

CINCINNATI
W. H. Honsher,
Main 0600

CHICAGO
E. H. Taylor,
Canal 6-4100

HOUSTON
R. T. Asbury,
Atwood 4571

JACKSONVILLE
W. C. Winfrey,
Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhlig,
Baltimore 1644

LITTLE ROCK
W. E. Kunkel,
Little Rock 5-1246

LOS ANGELES
R. B. Thompson,
Angelus 3-7282

MINNEAPOLIS
C. W. Greer,
Geneva 1621

NEW YORK
R. W. Griffiths,
Exeter 2-2000

OMAHA
L. J. O'Connell,
Atlantic 5740

PHILADELPHIA
J. W. Crockett,
Waldorf 2-5405

PITTSBURGH
R. F. Grossett,
Allegheny 1-4100

RICHMOND
E. C. Toms,
Richmond 7-3491

ST. LOUIS
J. P. Lestard,
Newstead 4100

SAN FRANCISCO
H. G. Morrison,
Market 1-5131

SEATTLE
D. I. Craig,
Mutual 0123
INTERNATIONAL NEWS SERVICE
TV DEPT.

DAILY INS-TV news will be screened in the headquarters suite, 2130-31 at the Biltmore, along with weekly news films and weekly sports film. Facsimile and super-projectile service will be demonstrated.

Personnel:
- Robert H. Reid, INS-TV manager
- David R. Williams, sales representative
- John D. Hanley, West Coast manager
- Lee Ferrero, INS Los Angeles bureau manager

KEYSTONE BROADCASTING
SYSTEM

KEYSTONE will occupy Rooms 2124-25 at the Biltmore Hotel, where the network will feature display of its primary coverage maps, along with TV and other network overlays showing Keystone's supplementary coverage.

KBS expects to display a bulletin board showing the advertising done by the firm during the past year, and also B&T Showsheets, which Keystone reports it sends regularly to agencies and its affiliates.

Personnel:
- Sidney J. Wolf, president.
- Edwin R. Peterson, vice president.

Kliegl BROS.

COMPLETE operating system in a typical studio lighting plan will be assembled for the Kliegl Bros. exhibition.

The Kliegl lighting system, with all items approved by Underwriters' Labs., will be available to visitors who wish to "try their hand" at lighting control, the firm announces. It will include lighting fixtures and accessories, electrical wiring outlets and light selection and intensity control equipment.

Kliegl, which claims a good record of past work with the TV industry and and for lighting and equipment specifically designed for TV, says its lighting systems are in use "in every section of the U. S., Canada, Mexico, etc."


"Tested sample layouts for every need—local to large network," are included in Kliegl's TV Lighting & Associated Facilities Planning Manual, which will be available at Space No. 5 in the Biltmore Renaissance Room.

Personnel:
- Herbert A. Kliegl, vice president.
- George Gill, TV sales representative.
- Arch Monson, president, Kliegl Lighting Co. of Calif. (sales, service).
- C. O. Langlois Sr., president.
- C. O. Langlois Jr., treasurer.
- John Langlois, secretary.
- Hugh Allen, West Coast representative.
- Al King, in charge of midwestern office

LEHIGH STRUCTURAL STEEL CO.

LEHIGH will have no exhibit this year, but will have two representatives at the convention.

Personnel:
- Thomas V. Sheehy, assistant sales manager, Radio & Export Division, Lehigh Structural Steel Co.
- Gerry Metz, assistant erection superintendent, Lehigh Construction Co. (subsidiary).

MACHLETT LABORATORIES

SPECIAL emphasis will be placed by Machlett on its high-power vhf model tube, a coaxial terminal, ring-sealed triode. Some 18 or 20 tubes will be shown in Space 6 in the Ballroom exhibit of Graybar Electric Co. and in the second floor suite, 2112, 2115. The ML-6256, 6257 and 6258 low-power AM and FM triodes are to be featured. They are in the 2-3 kw range.

Personnel:
- H. J. Hoffman, vice president, power tube sales
- R. E. Nelson, sales engineer
- George Taylor, sales engineer

MAGNECORD INC.

MAGNECORD Inc., Chicago, will show its one-case portable, The Voyager, which combines a standard PT6-AH recorder with a lightweight line level amplifier. It is designed for professional use. Weight of unit is 42 pounds and case measures 19" x 7 3/4" x 17 3/4".

Binaural 3-dimensional broadcasting also will be displayed. Unit combines an amplifier (PT6-BN) and recorder mechanism (PT6-BAH). Binaural Magnecorder is designed for use with AM and FM channels.

Other products include a Magnecorder with 3-channel high level mixing; a recorder (PT63-AH) offering wide band response and fidelity, with three heads for monitoring, separate erase, record and playback heads. An amplifier (PT7-P) has inputs for 3 low-impedance microphones, with separate pre-amp for each with high level mixing. There are separate record and playback amplifiers. Another product is the Magnecordette, a lower-priced professional unit.

Personnel:
- C. G. Barker, manager, Neely Enterprises (Magnecord, L. A. representatives)
- Joe Craig, Neely

MARCH OF TIME

OCCUPYING Suite 2317-18 at the Biltmore, March of Time will have decorations and continuous showing of its TV films.

Personnel:
- Arthur Murphy, general manager
- Allen Dibble, assistant to general manager
- Frank J. Shea, director of sales
- Thomas H. Black, sales representative
- William R. Nenn, sales representative
- Maynard E. Womer, sales representative

MOTION PICTURES FOR TELEVISION (MPTV)

EFFECTIVENESS of films in selling station time will be pointed out by Motion Pictures for Television (MPTV) in Suite 2118 of the Biltmore, with brochures and posters illustrating the methods used.

Personnel:
- E. H. Ezzes, sales manager
- Fred Yardley, manager of Chicago regional office
- Ken Rowiwell, manager of Dallas regional office
- Dave Wolper, manager of Los Angeles regional office
- Dick Feiner, sales representative, Los Angeles office
Today, imports of foreign oil are 154% greater than they were in 1946. Oil is being dumped on our shores at a rate approximately 14% greater than a year ago. More than one-third of this foreign oil is the cheap residue of the refining process. This residual oil is going under boilers to take the place of coal.

The substitution of foreign residual oil for U.S. coal has far-reaching consequences—not for the coal industry alone but for all industry. The immediate consequences are the closing of mines, unemployment of miners and diminished railway freight revenues. These are no small matter. Some 15,000 miners lose a day’s work every day that foreign residual oil pours in at its present rate. Railroad workers lose, too—for total coal tonnage lost this year on this account may reach 40 million tons.

The long-range consequences are of even greater importance. The dumped residual oil is hurting many other basic industries, including domestic oil producers themselves.

Since so large a portion of these imports is residual oil, sold at sacrifice prices on our seaboard, domestic refiners have had to reduce the price of their residual oil. This has been compensated for by increased prices of refined products such as gasoline, which now costs the public more than at any time in the last 30 years.

The present oil program, by shrinking the capacity of our fuel and railroad industries, weakens our national defense. Coal mines cannot be turned on and off like a faucet. And in time of emergency the nation will need these mines which residual oil imports are now closing.

The coal industry is ready and willing to meet the competition of domestic oil and gas. Coal accepts this competition under the free enterprise system and is confident of its ability to hold its own, without governmental aid or governmental interference.

But coal is fighting to stem the tide of foreign residual oil now pouring in at such an unprecedented rate.

This fight is in the national interest. Everyone should be concerned with it—and back it.
FOUR new Telecolor models will be demonstrated in Room 2236 of the Biltmore during the NARTB convention. The display ranges from apparatus for TV rear projection and direct-to-camera or on film, to hanging fixtures that decorate the ceiling and walls of studio reception rooms and homes. All units produce a rainbow of changing shapes and colors in synchronization with musical beat. New models use transistors.

Anticipating color TV, a preview showing of the 16 mm Telecolor film "Jamming the Rainbow," with original music by Wayne King, will be shown hourly. Telecolor Services is a division of Musicolor Inc. A "bubble" conceived by George Nelson, architect, and made by Howard Miller Clock Co., is a unique exhibit item, along with "flying saucers" made by M. A. Brimmer.

NEW synchroniser (below) of Musicolor Inc. greatly reduced in size from 1952 model (right) through use of transistors. At left is concave mirror rotor.

Van Esso. Centerpiece of the display is the new Auroraar Model 5 projector.

Personnel:
Stuart V. Dawson, TV film sales
Arch Monson, West Coast representative
Edwin S. Pierce, IATSE
Charles R. Sears, chief engineer
Helen Spencer, AID
Paul G. Tyler, IATSE
Maurice Wetzell, lighting consultant
Horace N. Stovin, Telecolor Services, Toronto
Lloyd G. Harris, Servicios de Telecolor, Mexico City.

MUSICOLOR INC.

Albuquerque, N. M.

The only 50,000 Watt Station in

"THE FASTEST GROWING AREA in the U. S."

U.S. News & World Report

Covering:
40 of the 46 Counties in New Mexico and Arizona
Plus 24 counties in Colorado
Plus 4 counties in Utah

NCS Market Areas — 1952

"New People Are Pouring In"
"Tourists Flock to Desert Ranches and Mountain Resorts"
"Mines Are Working Full Blast"
"More Factories and Shops Open Every Month"
"A Vast New Farming and Industrial Empire Is Springing Up"

U. S. News and World Report, March 6, 1953

Represented by
THE BRANHAM CO.
portrait of an engineer...

Engineers are a happy lot, until faced with a moment like this:

A recording is completed. The disc is put on the playback table . . . but it's full of “pops,” “ticks” and “hisses”.

This can easily happen in the life of any engineer, if he has not been discriminating in his selection of recording discs.

If this picture fits you . . . you are ready for a change in brand. And the wisest change is to Presto Green Label discs . . . because this label is your assurance of the smoothest lacquer surface available and top performance every time.

Presto Recording Corporation
Paramus, New Jersey

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

World's Largest Manufacturer
Of Precision Recording Equipment and Discs

Manufacture of a lacquer-coated disc is one of the most exacting of all industrial processes. It has taken Presto many years of chemical research and constant improvement in every phase of manufacture to produce the famous Green Label disc. Even after manufacture, many hundreds of discs are rejected before those are chosen to bear the respected insignia . . . Presto Green Label.
PHILCO CORP.

THE Government & Industry Division of Philco Corp. will be represented at the NARTB convention with a new line of shortwave equipment. The exhibits will be in Room 2226 of the Biltmore, with displays in adjoining rooms.

Personnel:
J. D. McLean, general sales manager
G. A. Hagerty, industrial sales manager
J. J. Boss, sales engineer, San Francisco
J. R. McKenna, sales engineer, Washington
T. E. Rogers, sales engineer, Dallas
M. A. Williams, regional manager, Beverly Hills
F. J. Bingley, chief TV engineer
E. H. Traub, project engineer
J. F. Fisher, project engineer
E. Sommer Sr., senior engineer
M. Stein, junior engineer

PRESTO RECORDING CORP.

ITS disc and tape recording and reproducing equipment will be demonstrated by Presto. Most interesting exhibits, Presto reports, will be its new type recorders for professional use and its tape reproducers for playing taped programs over wired systems in industrial plants, stores, amusement parks and other places.

The reproducers, Presto says, operate unattended for eight hours with high fidelity of 50 to 8000 cycles per second.

Both tape recorders and reproducers are built around a new type capstan drive, Presto reports. Complete in itself, the capstan unit is built on an aluminum casting and includes the capstan motor, capstan and flywheel, main bearing, pressure pulley and solenoid. A belt connects motor and flywheel, with traction insuring low flutter and superior timing of the tape movement, Presto claims. The capstan unit can be detached quickly, making servicing and replacement simple, Presto says.

The Presto exhibits will be in Rooms 2128-29 at the Biltmore Hotel.

RAYTHEON MFG. CO.

RAYTHEON will display its new Microlink 7000 mc microwave transmitter and receiver and its Magnalink MTR-50 2000 mc television microwave relay system.

The Microlink, Raytheon reports, may be used for: Studio transmitter link, remote pickups, interconnection to networks or AT&T if their facilities are not available, intercity or intra-city link; industrial TV, educational TV, community TV and radar relaying.

The Magnalink, according to Raytheon, is designed specifically to relay TV programs in multi-hop intercity relays, studio to transmitter links or long distance remote pickup services, with its high power making reliable transmission possible up to 100 miles. It includes a transmitter, receiver, associated rack cabinets and wavemeter operating in the FCC-allocated 1990-2110 mc band.

Personnel:
James J. Tynan, sales manager; equipment sales division
Leonard A. Rooney, communications equipment sales manager
W. Beers, project engineer
S. Topol, project engineer
Wilbur G. Small, exhibits manager


RCA

NEW items of uhf equipment will be displayed by RCA via a fully-equipped uhf television station which has been shipped from the RCA Victor Div. plant at Camden, N. J. Intended for displaying more effectively the new RCA uhf items, the exhibits will include high-level modulated, air-cooled transmitters, slotted pylon broadcast antennas and complete audio equipment, TV cameras and other products, the firm reports.

Among new products is a 10 kw vhf TV transmitter which RCA claims will provide more than twice the power of commercial transmitters now in use, and which is expected to
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
Power Gain at Beam Peak 21.3
Power Data 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.
supplement current 5 kw models as standard equipment. RCA's 1 kw uhf transmitter, already installed in several post-freeze stations, will be shown.

TV station planning is the RCA theme and is illustrated by four complete model TV stations, which show, RCA says, a small TV station with minimum programming requirements: a similar station with a small live-programming studio and network, film and slide facilities; a 10 kw station with a larger studio and more audio-visual facilities, and a more extensive two-studio station.

Smaller TV equipment items planned for first showing include the RCA Montran, a studio monitoring device; a miniature RCA Vidicon camera designed for broadcast use, and a special effects amplifier with versatile wipe amplifier for achieving dramatic effects.

For AM broadcasters RCA is displaying its 5 kw AM transmitter, audio input mixing and switching equipment, a console tape recorder, fine-groove transcription turntables and an "extensive" line of loudspeakers, microphones and amplifiers.

RCA will use more than 2,500 square feet to show the more than 15 tons of equipment.

The RCA exhibits will be in the Biltmore's Renaissance Room.

**Personnel:**

**Engineering Products Dept.:**

W. W. Watts, vice president in charge.

T. A. Smith, assistant manager.

A. R. Hopkins, manager, Broadcast Marketing Div.

J. P. Taylor, manager, Advertising & Sales Promotion Div.

E. C. Tracy, broadcast sales manager.

V. E. Trouvant, chief design engineer, standard products engineering.

M. A. Trainer, manager, broadcast product planning.

T. Griffis, RCA Service Co. Inc., commercial service.

H. E. Trimble, credit manager.

W. O. Hadlock, manager, broadcast advertising.

E. C. Mason, broadcast advertising.

**Broadcast Marketing Div. Sales**

D. Bain, sales manager, Washington office.

broadcast product planning manager; J. P. Taylor, adv. and sales prom. manager, and A. R. Hopkins, broadcast marketing div. manager.

M. M. Brandt, product analyst, broadcast studio equipment.

R. C. Brown, broadcast transmitter merchandising.

H. Duszak, manager, broadcast merchandising.

E. T. Griffith, manager, broadcast sales promotion.

L. W. Hasseler, broadcast equipment sales.

E. N. Luddy, manager, transmitter product planning.

E. Miller, broadcast equipment sales.

I. T. Newton, product analyst, broadcast transmitter equipment.

D. Pratt, broadcast field sales manager.

G. W. Tunnell, broadcast video merchandising.

**Standard Product Engineering:**


**Broadcast Field Sales Representatives:**

E. S. Clammer, Camden; W. G. Eberhart, Chicago; E. Frost, Hollywood; J. E. Hill, Boston; J. W. Hilleger, Atlanta; A. Josephsen, New York City; J. H. Keachle, Cleveland; Adrian Miller, Chicago; D. S. Newberg, Cleveland; R. J. Newman, San Francisco; J. L. Nickels, Chicago; J. F. Palmquist, Dallas; Jules Renhard, Seattle; W. B. Varnum, Kansas City; J. M. Walters, Atlanta; P. G. Walters, Atlanta, and W. D. Wenger, Dallas.

**RCA Recorded Program Services**

"REAL live" sweepstakes titled "Gold Rush Derby" will highlight the RCA Thesaurus convention display along with two new commercial features, The Sammy Kaye Show and a complete library of 1,600 singing jingles. The exhibit will be located in Suite 2200 of the Biltmore. Radio programs and TV films will be shown, with the theme of the exhibit titled "Thesaurus—a Gold Mine in Programming." Mail-pulling feature, "So You Want to Write a Song," will mark the Sammy Kaye series.
Over 70 sponsor categories are covered in the "Ullman Jingl" Library of 1,600 jingles. Besides the group of "spon-
sor-winner" series, the exhibit will be starting line for the "Gold Rush Derby." This competition of-
sers such prizes as an RCA Electric range, set of golf clubs, movie camera and 25 other awards. Participation
in the derby is scheduled for Wednesday, April 29, at 6 p.m., and the popular

“Key Club” feature is tied in with the derby. Key Club tickets are being mailed in ad-

You provide the Tower Site... Let IDECO do All the rest

Select the location for your tower... then, under only one contract, turn over all your
tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one "package" that includes every-
thing... planning and design, foundations, fabrication, erection, installation of all equipment, final inspection,
with complete insurance coverage. Handle your tower problem the possible way... let Ideco engineers do the
whole job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day
after day... year after year.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco tower parts are shop-
fabricated to a minimum predetermined tolerance... it's a "true" structure all the way up. Jig-welded and
jig-drilled... each Ideco tower's diagonal members are fabricated to exact length and
predetermined balanced stress, completely eliminat-
ing the possibility of inaccurate manual field adjustments.

SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

Ideco's triangular cross-
section insures a "true"
tower with fewer structural
members. A 3-sided tower
offers the least wind resist-
ance and so best resists distor-
tion... has much lower painting and maintenance costs.
And all Ideco towers are completely hot-dip galvanized... rust is stopped before it can possibly start.

Tall or short...for TV, Microwave, AM, FM...
Ideco tower know-how keeps you on the air.
... whether you sell kickshaws to kids, winkies to women, or mix to men, you’ll reach more of ‘em more often, more economically with a KTSP-produced television show!

SNADER TELESCRIPTIONS CORP.
(Snader Releases Inc.)

PRODUCTS of Snader Productions Inc., now producing the Liberace Show, and Snader Telecriptions Corp., new library of Snader Telecriptions, will be on display at the Biltmore Hotel in Los Angeles during the NARTB convention. The firm names Snader Releases Inc. applies to all the distribution operations of the enterprise. Products of outside producers are now being distributed by Snader Releaes Inc.

PERSONNEL:
Louis D. Snader, president
Robert M. Snader, vice president
Robert Carroll, national sales manager

STANDARD ELECTRONICS CORP.
(Subsidiary of Claude Neon Inc.)

HIGH on Standard’s display list will be its “much-publicized” SE 20 kw amplifier, identical to the one SE installed for WOR-TV New York on Ch. 9. SE also will exhibit its 1 kw uhf transmitter, which it describes as “the integral part of any station’s minimum package.” The latter incorporate’s SE’s “Add-A-Unit” design, which allows installation without discarding initial equipment, SE reports.

Other SE exhibits will include its minimum station package containing an audio-video

THESE people will represent SESAC Inc. at the NARTB convention (l to r): Seated, Alice J. Heinecke, Robert Stone and R. C. Heinecke; standing, Louis Tappe, K. A. Jadassohn, Evarrard S. Prager and Jim Myers. Other SESAC personnel will also be on hand.
control program switcher and associated equipment.

Personnel:
William Zillger, vice president.
Harry Smith, chief TV engineer.
Jack C. Herber, broadcast engineering manager.
H. Philip Nesbitt, sales engineer.
A. R. Taylor, project engineer.
W. H. Rappolt, service order manager.
H. Craig, technician.

STANDARD TELEVISION CO.
IN ADDITION to screening some 16 feature motion pictures made between 1941 and 1948, Standard's exhibit in Room 2350 will include showing of two half-hour TV film series. They are Pan American Showtime, musicals featuring Gale Robbins and Bob Savage, made in Mexico by Kemp-Brighton Productions; Music by the Masters, featuring such artists as Artur Rubinstein, Jan Peerce, Andres Segovia and Jascha Heifetz, and produced by World Artists Inc.

Personnel:
Marcus Loew II, president
Lawrence Berger, general sales manager
Anthony Azzato, eastern sales manager

TEEVEE CO.
TEEVEE Co. will display clips from its Little Theatre, a quarter-hour film program containing two O. Henry type vignettes, and Camera's Eye, quarter-hour film series of eight variety, editorial and educational features. The firm recently organized TeeVee, a video film library service including dramas, variety shows and educational films. TeeVee Co.'s Invitation Playhouse, another quarter-hour film program of O. Henry type dramas, will be available next year, the firm reports.

Personnel:
Gifford Phillips, president.
Ludlow Flower Jr., assistant to the president; Marc Frederic, general manager; and Gifford Phillips, president, all of TeeVee Co.

PRINCIPALS in new TeeVette, video film library service organized by TeeVee Co., are (1 to r): Ludlow Flower Jr., assistant to the president; Marc Frederic, general manager, and Gifford Phillips, president, all of TeeVee Co.

TELENEWS PRODUCTIONS INC.
NEWEST and "most important" of the TV film products in the Telenews exhibit will be its Build-a-Show film library of more than a thousand "film featurettes," which the firm reports will be increased by 20 new featurettes every month.

The library also includes "hundreds" of prepared programs, and is usable for spot-carriers.

WHO'S ON THE AIR

WAFB-TV, first and only TV outlet covering Baton Rouge and its trade area. Programs from ABC, CBS, Dumont and NBC.

Also . . . WAFB AM & FM, 5000 watts non-directional Mutual affiliate.

Together we've loads of local news, local sports, local color and local listeners.

WHO'S VIEWING

Not everybody in our coverage area of 115,000 families . . . but almost! Folks have been seeing fringe area TV here for three years, and TV set ownership is closer to the saturation point than in most new markets.

WHO'S BUYING

These 115,000 families have spendable income of over 1/2 billion dollars annually, and retail sales are terrific. Adam Young is buying the coffee; talk it over with him soon.

Represented by ADAM YOUNG
NEW Studio Zoomar lens demonstrated on CBS-TV camera by Paul Wittig, CBS; Dr. Frank G. Back, Zoomar inventor, and Jack A. Pegler, president of Television Zoomar Corp.

“fill,” stand-bys, production aids and other purposes.

Other Telenews film products on exhibit will include: Telenews Daily, “the basic daily TV news film service providing up-to-the-minute world-wide news coverage”; Telenews Weekly, filmed “news-behind-the-news” of world weekly events; This Week in Sports with Tommy Henrich airing sports highlights; For Women Only, feature stories of particular interest to women; Adventures in Sport, filmed programs of “top-action” stories on sports; Beat the Experts, five-minute sports quizzes, and Adventure in The News, a “new series” featuring the “most exciting, dramatic and historic stories from all over the world.”

Personnel:
Charles N. Burris, general manager.
Robert H. Reid, sales manager.
David R. Williams, sales representative.
John D. Hanley, San Francisco representative.
Lee Ferrero, Los Angeles representative.
Thomas J. McManus, station relations.
Robert Kirsten, promotion manager.

TELEPROGRAMS INC.
KINES of American Inventory will be shown at the Teleprograms headquarters in Suite 2340 at the Biltmore. Augmenting the showings will be brochures carrying descriptive material.

Personnel:
William Hodapp, producer.
Marge Kerr, public information consultant.

TELEPROMPTER CORP.
NEW all-electronic TelePrompter will be demonstrated in the Biltmore second-floor suite as well as in the General Electric Co. and RCA exhibits. The device will be used for public speaker service at meetings in the Biltmore Theatre. Sales are handled by National Tele-Prompter Sales Corp.

Personnel:
Irving B. Kahn, chairman of board.
H. J. Schlaflly, vice president, engineering.
I. E. (Chick) Showerman, vice president, sales.
A. Schwartzman, sales manager.

TELEVISION ZOOMAR CORP.
COMpletely new and different Zoomar lens will be introduced at the convention. Like the standard Zoomar, this lens permits the operator to control the speed of the zoom at will. The new lens is smaller and lighter, according to Jack A. Pegler, president of the company. It has been titled Studio Zoomar and brings to the studio cameraman the same features the standard model first made available for outdoor events.

Weighing less than six pounds and measuring only a foot in length, the new lens can be used on any TV camera. On cameras with center-hole turrets it can be mounted simultaneously with three other lenses without interfering with them and without tying up the camera, an important consideration in the small studio where space is at a premium.

The Studio Zoomar is rated optically at F:2.8, with range from 2½ to 7½ inches. Zoom settings can be made with single zoom control to compare with any standard studio lens, a feature designed to permit image matching when switching from one camera to another on multi-camera shows. Color corrected, the new lens is described as well suited for color work.

Brainchild of Dr. Frank G. Back, inventor and developer of the first model plus other special lenses, the new lens is described by its manufacturers as compact, versatile and capable of making zoom technique available to every studio and every show. Dr. Back will read a paper describing the lens at the NARTB Engineering Conference and will at the same time demonstrate a new General Electric camera and gear.

TOWER ENGINEERING & CONSTRUCTION CO.
NO EXHIBIT will be maintained by this company but the company will have representation in an entertainment suite.

UNITED PRESS
TWO headquarters will be maintained during the convention by United Press—one at the Biltmore and one at the Statler. UP services for both radio and television will be exhibited, including United Press Movietone News and United Press Spot Newscasts for Television.

Personnel:
Leo Keller, vice president and general sales manager.
Frank H. Bartholomew, vice president, Pacific Div. manager.
William Est, Los Angeles bureau manager.
George Miller, in charge of Movietone News on West Coast.
Roy Maroney, manager, Newspictures Bureau, L.A.
Fred Green, Pacific Div. business manager.
Joseph M. Quinn, business representative.

U.S. SAVINGS BOND DIVISION
SALUTE to the radio and television broadcasting industries will be paid by an official government agency in its NARTB convention display at the Biltmore Hotel. The exhibit will tell pictorially the part broadcasters have taken in promoting the sale of Defense Bonds. Practically every station, aural and video, has contributed heavily to this government program by making time and facilities available. Edward Linehan is in charge of the Advertising Section of the agency.

Personnel:
Edward Halbert, television supervisor.
Harry Gatton, radio supervisor.
Harold Boyer, assistant to director of Advertising & Promotion Branch.

UNITED TELEVISION PROGRAMS
UTP exhibits in Rooms 2100-01 of the Biltmore will be decked out in western style to fit UTP’s theme, the California Gold Rush. Glamorous Hollywood bit players dressed as cowpokes will serve as hostesses, according to Monroe Mendelsohn, sales promotion director.

Mr. Mendelsohn said UTP has allocated a $10,000 budget to fly all 14 of the firm’s salesmen to the convention.

Current UTP productions will be on exhibit, and new product acquisitions for the fall season will be announced, Mr. Mendelsohn said.

WINCHARGER CORP. ANTENNA TOWER DEPT.

WINCHARGER reports it will not exhibit samples of towers but will maintain a conference room at the convention, where descriptive literature and information on the firm’s guyed towers, both insulated and non-insulated, will be distributed.

WORLD BROADCASTING SYSTEM
A NEW plan of local merchandising and selling services will be previewed by this company in the group headed by Frederic W. Ziv. Theme will be “You Can Win With World,” with the idea carried out by means of panels, displays, blowups, sales reports, success stories and various sales ideas for spot buyers and program sponsors.

Mr. Mendelsohn

Mr. Mendelsohn

Mr. Mendelsohn

Mr. Mendelsohn

Mr. Mendelsohn

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Tiny Sure Got “Alarmed”

Tiny Jackson, the patrolman, caused quite a stir last night—but let him tell you about it:

“I was making my regular eleven o’clock rounds—trying all the doors up and down Main Street. I came to Johnson’s Jewelry Store—tried their door and it seemed a bit loose. So I shook it harder.

“So to make doubly sure I shook it doubly hard. Then everything happened at once—bells started clanging, crowds collecting, the Chief driving up with the siren going full blast. When he saw it was me who set the burglar alarm off, he put his revolver away—but what confusion!”

From where I sit, even the best of intentions can sometimes go wrong. It pays to take our time and proceed with caution—whether it’s trying a door or advising our neighbors what beverage they should or shouldn’t have with a meal. Some folks prefer a glass of temperate beer, others might choose iced tea—but if we just respect the other’s rights, we’ll always “ring the bell” with our neighbors.

Joe Marsh

Copyright, 1953, United States Brewers Foundation
SOUTHWEST VIRGINIA'S Pioneer Radio Station

WDBJ TOTAL WEEKLY AUDIENCE—SAMS 1952

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

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

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

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

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

Compare ... then call ... Free & Peters, Inc.!
TOUGH assignment for producer Louis Fontaine of WTAG Worcester, Mass., was an interview with a horse. The horse, Sandy Mac, a native of Copenhagen, has received much notoriety for accompanying his master on vacations. Before going abroad to record his WTAG Main Street, Europe series, Mr. Fontaine received many requests from his listeners to interview the "horse who went on vacation." Mr. Fontaine, aiming to please, did everything in his power to persuade Sandy Mac to neigh for his listeners. It wasn't until Mr. Fontaine had packed away his tape-recorder, microphone and lines that the horse gave out with an ear-shattering neigh.

MARYLANDERS ABROAD

SECOND in a series of special reports dealing with Maryland service men in Korea and Europe was Marylanders Abroad, telecast April 14 on WMAR-TV. Maryland soldiers were filmed by Sunpaper's foreign correspondents, and their stories told against the background of the films by WMAR staff announcer, George Rogers.

THEATRE-RADIO PROMOTION

RECIPROCAL promotion agreement has been signed by WLIB New York and the Loew's Theatres of New York, motion picture chain, effective April 27. Under terms of the contract WLIB will broadcast a Movie Clock program and lobby interviews recorded at three theatres in predominately Negro neighborhoods. In return, theatres will display lobby billboards and run movie trailers calling attention to WLIB programs aimed at the metropolitan Negro market.

REVISED PROGRAMMING

KBIG Avalon, Calif., has eliminated specific program titles from its programming, listing the entire daytime operation as Catalina Bandstand. Disc m.c.'s rotate the different microphone shifts to present 55 minutes of popular music and five minutes of news every hour, punctuated with time signals, news bulletins and weather reports.

WELCOME FOR THE BRAVES

COVERAGE of Milwaukee's official welcome for the Milwaukee Braves was arranged by WFOX Milwaukee. At 8:15 a.m. there was a broadcast of the team's departure from Chicago, as well as Milwaukee's preparation for their arrival. On arrival at 10 a.m. the station presented interviews with Lou Perini, Mayor Frank Zeidler, most of the city council, and other civic dignitaries. As one fan wrote to the station: "With a major league baseball team in Milwaukee, this is the biggest thing that's ever happened since Wisconsin was admitted to the union."

PROMOTION BROCHURE

WJBK-TV Detroit has released a brochure showing, by the use of many pictures, the job its local photographer is doing. Pictures

WHITE CHRISTMAS

FOUR months after Christmas, WJPS Evansville, Ind., got around to playing a request for Bing Crosby's "White Christmas" that had been sent to the station Dec. 3, 1952. The seeming lack of alacrity on WJPS' part was not the station's fault, however. The request came from Pfc. Edgar M. Oliver, a prisoner of the Communists in Korea. Pfc. Oliver wanted the song dedicated to his family, "constantly on my mind, but more so, at this time of year. Tell them that I'm fine," he continued, "and that the POW's are preparing to celebrate Christmas with church services and all." Pfc. Oliver's request was met on The Evansville Story program April 12.

SUCCESS STORY

by WOC-TV

They Come for Miles . . . FOR MINKS

Gordon Park has had swank salon in Davenport for past 3 years. Year ago, Gordon's tried limited TV promotion using spot announcements. Schedule showed much promise that, last Fall, Gordon's took on bigger TV project. With a local jeweler, co-sponsored live WOC-TV program—"Candlightel Cameo"—9:45 Tuesday night.

On one program featured minks; by closing time Saturday of same week HAD SOLD 7 MINE WRAPS—ranging from stole to jackets; average sale, more than $2000. Another week, beaver got the spotlight; SOLD 3 WITHIN 4 DAYS AFTER TELECAST; average sale more than $1700. All sales traceable to WOC-TV.

Says firm head Jake Gordon: "During 13 weeks, 'Candlightel Cameo' helped us sell more mink wraps than I had anticipated selling in next 3 years. It also greatly expanded our trade area. For example, one Wednesday, lady came from Galesburg, Illiinois, 48 miles away, to buy her daughter Ranch Mink Cape Jacket shown on previous night's program. Friday of same week, this lady was back, at her husband's insistence, to buy mink wrap for herself."

Minks or motor cars . . . crackers or candy bars—you name it and WOC-TV SELLS IT. Just ask your nearest F & P Man about our success stories; he's got a million of them (well, almost a million)."

S. Co-sponsor of "Candlightel Cameo"—Schnell Brothers Jewelers—has adopted a "Merry's doesn't sell Gimbel's" policy relative to sales returns from this program. But it is significant that Schnell's with Gordon's have signatured a 30-week renewel of this program.

FREE & PETERS, INC.

-exclusive National Representatives

The Quint Cities

COL. B. J. PALMER, President
ERNEST C. SANDERS, Resident Manager
Davenport, Iowa

Broadcasting * Telecasting

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relate that he aids many organizations that need publicity and promotion in their philanthropic work in the Detroit area.

NOVEL LAUGH-GETTER
AUDIENCES at NBC-TV shows emanating from El Capitan Theatre, Hollywood, are not given the usual pre-comedy program warm-ups. By merely having the cameras cover the audience, surprising people in attitudes and expressions that are flashed on the oversize theatre screen, this method has been found to be a sufficient conditioner and laugh-getter.

BIKE CONTEST
TYLER & SIMPSON Co., wholesale grocers of Gainesville, Tex., conducted a contest over KGA F Gainesville, during February and March. A Firestone bicycle was awarded to the boy or girl saving the most Empson labels. KGA F reports that the Tyler & Simpson Co. sold 1,200 cases of Empson products during the radio promotion.

\textbf{CONCERT AUDITIONS}'
MUSICALLY talented young men and women have an opportunity to demonstrate their talents on WLAB Boston's new program, Concert Auditions, which was initially aird on April 13. Replacing ABC's presentation of Metropolitan Opera Auditions of the Air, the

\textbf{WSPD Fills Breach}
TOLEDO, Ohio, had no electric power. Two main switches had blown out at the power plant, cutting off lights and water supplies in the city and for miles around. It lasted five hours.

But Toledans did have broadcasts from WSPD. It took only 5 minutes, 40 seconds for the station to have emergency broadcasting set up at the transmitter. Frank Hilbert, AM engineer, aired transcriptions until Don John Ross (who had been cut off at the main studies) could get there to take over. Credited with assists are Gene Dickey, Lee Knight and Clyde Nikkinen.

An auxiliary battery unit was set up at the main studios later by Bill Sprengel, TV engineer, and news director Jim Uebelhart was able to air his regular newscast by candlelight from there. People with battery or car radios could pick up broadcasts right through the emergency period.

WSPD points out that the power failure was a demonstration of what could happen in the event of enemy air attack, and of what it could do to meet the situation. Mr. Uebelhart has been named by the Civil Defense agency to go on the air for all Toledo's AM stations in an air raid. His job would correspond to that done nationally by Ed Murrow and Arthur Godfrey.

program features two artists on each performance. Arthur Flynn serves as master of ceremonies.

\textbf{CONGRESSIONAL INTERVIEWS} UNDER the title WEEI Report from Washington, a new series of programs has been inaugurated by WEEI Boston. The series consists of interviews by Ron Cochran with the Massachusetts Congressional delegation, outlining local and regional issues, as well as current questions on the national level. On the first two programs Mr. Cochran interviewed Senator...
Coronation in Canada

Radio-Television Manufacturers Assn. of Canada, Toronto, in order to promote sale of TV sets in the Ottawa district when CBOt (TV) Ottawa goes on the air on June 2, will place TV sets in about 150 schools in Ottawa and surrounding area. People will be able to come in and see the film of the Coronation of Queen Elizabeth II in the schools during the evening of June 2. School children will see the televised film the following day from the same receivers. The film is to be flown to Canada the same day it is taken in London, and because of the five hour time difference will be televised from Montreal that evening, and relayed by microwave to Ottawa and Toronto.

Open for Inspection

NEW program on WTTG Washington, Open for Inspection, is devoted to real estate listings and descriptions of property. The program, which is aired weekly, is sponsored by six real estate agents who have grouped together for this purpose under the heading of “TV Real Estate Associates.”

Meet your Meat

National Live Stock and Meat Board and local retailers will conduct a combined promotion and demonstration through WFIL-TV Philadelphia and The Philadelphia Inquirer, May 5-8. Concurrent TV programs and daily newspaper articles highlighting “New Ways in Meat” are designed to acquaint viewers and readers with methods of buying and using meats. Preceding the campaign a special meeting for local retailers will be held to present details on the meats to be featured in the campaign in order that dealers may properly display those meats which are to be publicized.

Be It Proclaimed

over 15,000 fight tickets were distributed to Pabst Blue Ribbon beer retailers in the KVTv (TV) Sioux City area to promote the first telecast of the Blue Ribbon Bouts on Wednesday, April 15. Retailers in turn gave the tickets to their customers while inviting them to be by their TV sets that night and every Wednesday night to watch the bouts. In addition, 1,300 letters were sent to distributors of Pabst Blue Ribbon in the KVTv area. Included in the letter was a proclamation by the mayor of Sioux City declaring April 15 to be “Fight Night and KVTv Night in Siouxland.”

Arsenal of sales weapons

BAB has sent out an announcement of its Sales Weapons Show, “a preview of the radio broadcasting industry’s 1953 arsenal of sales weapons.” Open to all broadcasters, the show will consist of a two-hour “dramatic exposition of what you and your salesmen will receive from BAB’s ordnance department.” Attached to the announcement is a cardboard soldier.

March of Dimes Award

CHUB Nanaimo, British Columbia, was recipient of an award for collecting $3,903 for the March of Dimes in a campaign recently completed by British Columbia radio stations. The plaque was presented during Chuck Rudy’s Melody Lane program, and listeners have been visiting the studio to see the plaque they helped bring to their district in the drive to help crippled children in British Columbia.

My Favorite Yankee

Jack S. Nau of Williamsport, Pa., 10-year-old baseball enthusiast, was announced the winner of the WLYC-Yankee contest “My Favorite Yankee.” He and his father were presented with tickets to the season-opener in Washington, D.C. The station learned that it gave Jack an extra birthday present. He was 11 on April 14.

Faulty Diets

More has been learned in the science of nutrition in the past half century than in the previous 19 centuries, yet people seem reluctant to put this knowledge to practical use, according to Adelia M. Beeswkes, associate professor of public health nutrition at the U. of Michigan. In an attempt to acquaint the people of the state with the latest developments in nutritional research and dietetics, University officials have arranged for Prof. Beeswkes to...
appear on a seven-week series of TV programs dealing with "Food and Nutrition." The program will be telecast by WJB-TV Detroit, WJIM-TV Lansing and WKZO-TV Kalamazoo.

TALENT SEGMENT
A NEW "Talent Showcase" segment, presenting promising young entertainers in the TV debuts, will be inaugurated by producer Ted Collins on the Kate Smith Hour NBC-TV, Monday-Friday, 4-5 p.m. on April 24. A ballet dancer, a singer, a song-and-dance team and a violinist will be seen in the first "showcase" period.

TEACHING TEACHERS
A SERIES of six educational television programs prepared by the Newark, N.J., Dept. of Elementary Education is being presented over WATV (TV) Newark on Wednesdays, 3:30-4 p.m. Stressing methods of teaching reading, writing, arithmetic and responsibility, the series was prepared in cooperation with WATV and the department of radio and television of the Newark Board of Education.

ECONOMIC EDUCATION
ANSWERS to questions about the American economic system are being provided on a 15-minute, weekly TV telephone forum conducted by the U. of Rochester. During the progress of the show, entitled Your Money, viewers telephone questions to the economic experts they see on their screens. Typical topics have included income, expenditures, savings, taxes and consumer credit. The remaining programs will lead viewers into the area of more abstract economic concepts such as the establishment of prices, capital in business, inflation and governmental influences in economy. Before questions are answered on the WHAM-TV series, a survey of national economic averages related to the topic is compared with local averages. Visual aids in the form of charts and graphs are used extensively.

MARKET PENETRATION
MARKET penetration is the subject of WMRY New Orleans' new merchandising setup. Its MP Plan includes mailings to retail outlets, key displays in retail outlets, displays in WMRY store front windows, advertising in magazines, contacting stores to check on flow of merchandise, house to house surveys for product information, house to house sampling through the WMRY hostess and point of sale promotion and newspaper advertising. All this promotion is directed toward the Negro market, as WMRY's programming is beamed to this segment of the population.

DOWN WITH TV
RED BLANCHARD of KCBS San Francisco carried his campaign to stamp out TV into the enemy's camp when he was guest on Marge Trumbull's show on KRON-TV San Francisco April 14. Mr. Blanchard had been conducting a tongue-in-cheek campaign against "illustrated radio" on his What Is It program and figures his personal appearance will set back TV.

Attention All Radio Stations!

EXCLUSIVE COVERAGE OF THE INDIANAPOLIS 500-MILE RACE AVAILABLE IN YOUR CITY!

Now! The world's greatest racing spectacle—the annual 500-Mile Race direct from the Indianapolis Motor Speedway—is available for your exclusive presentation on Saturday, May 30, 1953.

For the first time, complete coverage of the Speedeway Classic is offered for local sponsorship... 4 1/2 hours uninterrupted broadcasting starting at 10:45 A.M. CDST.

Write, call or wire for complete details now!

INFORMATION: Gil Berry, Managing Director,

INDIANAPOLIS MOTOR SPEEDWAY NETWORK

c/o WIBC 30 W. Washington St., Indianapolis, Indiana

Note: Gil Berry will be at the Biltmore Hotel in Los Angeles for the NARTB Convention during the week of April 25 with complete details.
Emporium department store, S. F., and Connie Mcknaig, BBDO, to Harrington-Richards, S. F., in contact-copy capacity, merchandising capacity and account assistant, respectively.

Jerry Ford, Grey Adv., N. Y., to radio-TV staff, Cecil & Presbrey, N. Y.


Jerry Crollard, Ruthrauff & Ryan, Seattle, re-elected chairman of the Puget Sound Chapter, American Assoc. of Adv. Agencies.


Glenhall Taylor, vice president and general manager, N. W. Ayer & Son, Hollywood, father of girl, Patricia Anne, April 8.

**Stations**

Fred W. Wagenvoord, general manager of KCRG Cedar Rapids, Iowa, appointed manager of WONS Hartford.

W. Richard Carlson Jr., former owner, KFDR Grand Coulee, Wash., to WLYC Williamsport, Pa., as general manager.

James Atkins, ABC-TV New York, to KOA Denver as special assistant to general manager Don Searle.

E. Steiner, in charge of sales aids in ABC radio sales, to WCCO-TV Bridgeport as account executive.

Frank Elliott Jr., Frank Elliott Co., Phila., to WHUM Reading, Pa., as regional sales manager.

Charley Zaimes, news director and sales promotion manager at WALL Middletown, N. Y., to WSAN Allentown, Pa., as news director, replacing Dick Reed, who goes to Ted Black Adv., Reading, Pa.


Jack Haskell, account executive at KTTV Hollywood, to sales staff of WTOP-TV Washington.

Robert C. Wiegand promoted to sales manager, WTVN (TV) Columbus, Ohio.

Bruce M. Radder, sales staff of WNMP Evans-

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**Advertisers**


Walter F. Wright, sales office supervisor, Chemical Div., Koopers Co., Pittsburgh, named sales manager of division's western district.

James W. Rimmer and James B. Black Jr., sales department, Columbia-Geneva Div., United States Steel Corp., S. F., to head district sales offices in Salt Lake City and Denver, respectively. Francis Allen to advertising staff in firm's S. F. headquarters.

**Agencies**

Lebbie C. Bruce Jr., account executive, Benton & Bowles, N. Y., to Sherman & Marquette, that city, in executive capacity.

Fred Cherry, copywriter, BBDO S. F., to M. E. Harlan Adv., that city, as assistant to owner M. E. Harlan.

Howard Anderson, BBDO, N. Y., to Ted Bates & Co., N. Y., as account executive on Fleischmann Distilling account.


Jack Stanley, head of Jack Stanley Productions, Hollywood (radio program package), and Robert Oakley, one-time director of program development, KTTV (TV) that city, to Fennell Adv. Agency, that city, as account executives.

Samuel Thurman, research department of Young & Rubicam, N. Y., named associate media relations supervisor of same.

Howard Flynn to Walter McCrery Inc., Beverly Hills, as publicity director. He succeeds Dwain Espe, now with W. J. Voit Rubber Corp., L. A. (athletic equipment), in same capacity.

James Veitch, Admiral Corp. and Erwin, Wasey & Co., N. Y., to creative staff, Ruthrauff & Ryan, N. Y.

Larry Huseby to Howard R. Smith Co., Tacoma, Wash., as director of radio-TV. Stewart Murphy to agency as head of merchandising, design and display.

Philip Blau, media department, Ruthrauff & Ryan, N. Y., to Al Paul Leffon Co., same city, in same capacity.

Donald Wayne, former staff writer, Holiday magazine, to public relations and publicity department, Gray & Rogers, Phila.


Pat Follishee, writer, BBDO S. F., Michael Miachin, assistant to general manager, The
THAR’S GOLD IN THEM THAR HILLS
and on the Western Plains, too!

There is more gold today in the area covered by KOA than there was in 1859 when the first gold strikes were made in the Rocky Mountain Region. Today’s gold is from livestock, farming, mining, and on.

No other medium reaches as many people in as extensive a Western Area as KOA.

You can turn some of this gold into sales for your products... HIT PAY-DIRT WITH KOA!

KOA reaches and sells 2,197,556 people in 12 states...301 counties*

**Remember:** This lush market is BEYOND TV HORIZONS. Your most positive and economical way for reaching millions of buyers with billions of dollars to spend continues to be KOA.

Write for The Western Market and KOA’s new rate book for details you should know.

*Nielsen Coverage Service

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**PEOPLE**


Jimmie Dupree, Army radio instructor, returns to position as control engineer, WGBS Miami.

Jerry Bowman, WERE Cleveland news staff, appointed head of station’s news room.

Dan Hunter appointed chief engineer, Hawaiian Broadcasting System, operator KGBM-AM-TV Honolulu and KHBC Hilo.

Adelase Hanson, Hollywood publicist and one-time publicity director for Standard Radio Transcription Services, to KTLA (TV) that city, as publicist.

Charlotte Caine, NBC Station Relations Dept., N. Y., to WGBS Miami merchandising staff.

Joseph Gill, chief engineer, WTVN (TV) Columbus, Ohio, to WIFE (TV) Pittsburgh, as director of engineering, replaced by Marvin Ingerson, assistant chief engineer.

J. W. Johnson and J. N. Johanson appointed to engineering staff of WEEI Boston.

Arnold W. Peterson, assistant farm service director, WOW-AM-TV Omaha, named associate farm service director.

Paul Meeks, WMCT (TV) Memphis, to KECA-TV Los Angeles engineering department.

Maurice Hart, announcer-disc m.c., KFWB Hollywood, resigns to free lance and package radio-TV programs.

William Hollenbeck, senior director, KGO-TV San Francisco, promoted to program director, replacing Bloyce Wright, who transfers to WAKR-TV Akron, Ohio, in similar capacity.

Bruce Buchanan, WMFD Wilmington, to announcing staff, WNOK Columbia, S. C.

Jim Underwood to announcing staff, WFAA-TV Dallas.

Don Wells, former head of Liberty Bstg. System’s sports department, to announcing staff of WCFL Chicago.

Barney Gross, regional information director, WAGE Stabilization Board, Minneapolis, to WCCO same city, as supervisor of special services.

John Beck, formerly engineer at WTOP-TV Washington, to KYVL-TV Phoenix, as technical director.

Marvin Rayfield appointed special events reporter, WFIL Philadelphia.

Ned Champion to announcing staff, WFTF Raleigh, N. C.

Bob Lashbrook, radio information specialist,
Indianapolis Veterans Hospital, to announcing staff of WIRE that city.

Vern Bruggeman, disc jockey, KULA Honolulu, to KGMB-AM-TV same city, in same capacity.

Eric Nesterenko, Toronto Maple Leaf hockey player, to CKFTH Toronto as announcer.

Bill Stewart, WIP Philadelphia, to WLOW Norfolk, as disc jockey.

Joseph L. Brechner, general manager of WGAY Silver Spring, Md., elected president of Montgomery County (Md.) Press Assn., succeeding Ernie Tannen, WGAY program director, elected corresponding secretary.

Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., elected president of Northeastern Industrial Commission recently formed to promote industrial growth in Pennsylvania.

Philip G. Lasky, vice president and general manager of KPIX (TV) San Francisco, presented with award from Northern Calif. Academy of TV on behalf of station, for support of public service and educational programming.

William M. Savitt, president of WCCC Hartford, honored by Veterans of Foreign Wars.

John Alexander, general manager, KODY North Platte, Neb., elected to city’s Board of Education.

Sidney Andorn, special events director for WXEL (TV) Cleveland, received award from TV Today for his Celebrity Corner program.

William McCluskey, sales service manager of WLWT (TV) Cincinnati, named chairman for TV and radio Cancer Campaign.


Madge Megargel Holcomb, vice president, WGBI Scranton, Pa., mother of girl, Marcella Ellen.

D. D. Palmer, vice president-treasurer of WHO Des Moines and WLC-AM-TV Davenport, Iowa, father of girl, Vickie Anne, April 9.

Tom Barnes, sales manager, WDAY Fargo, N. D., and manager WDAY-TV, father of girl, Jacalyn Kay.

Ray Brock, disc jockey, WHBY Appleton, Wis., father of girl, Marsha Rae, March 24.

Emma Barberio, accountant, KHIG Avalon, Calif., and Leonard Mytys, Eastman Kodak Co., San Diego, will be married July 26.

New York U., M.A. degree from Columbia U. and prior to wartime Army service, was English instructor in New York City high school system.

George Paul named radio program business manager, ABC Central Div., Chicago, replacing Winlow Uebel.

Andre Ouelmet, assistant director of television, CBC Montreal, named director of television for Montreal.

Welbourn Kelley, radio-TV script writer and formerly senior writer and program builder with NBC, appointed Munich program manager, Radio Free Europe.

Het Manheim, partner, Sunset Productions, N. Y. (TV program packager), and one-time head of marketing radio properties to motion pictures, CBS Radio Hollywood, rejoins network as story editor. He shares duties formerly handled alone by story editor John Meston.

Richard Rector appointed program service representative for CBS-TV, assisting in liaison work between network programming and production departments and agencies and outside producers.

Gerald Freedman, assistant director on NBC-TV Robert Montgomery Presents, to Columbia Pictures, Hollywood, on seven-year contract as director and dialogue coach.

Mike Ross, actor on NBC-TV’s Red Skelton

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THE AUTOMATIC STATION OF TOMORROW
IS THE THING TO SEE AT THE NARTB CONVENTION

Los Angeles, April 28th through May 1st
Be sure you don’t miss it!

it’s the AMPLEX display!

Networks

Victor Allan, program service representative for CBS Television, named assistant production manager for network’s program department.

Jean Saint-Georges, supervisor of press and information, Canadian Broadcasting Corp., Montreal, promoted to new post of director of radio for Montreal.

Phil Cowaf, promotion department, Kenyon & Eckhardt, N. Y., in charge of radio-TV publicity, to CBS Radio press information department, N. Y. Mr. Cowaf has B.A. degree from
PEOPLE

CLEVELAND'S
LOWEST
COST
PER
THOUSAND!

1260 KC
5000 WATTS
FULL TIME
INDEPENDENT

Represented by
McGillvera

At least
60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket...

ASK YOUR CHIEF ENGINEER WHY

MYCALEX
THE INSULATOR

MYCALEX TUBE SOCKET CORPORATION
Under exclusive License of Mycalex Corporation of America, the world's largest manufacturer of glass-bonded mica products
GLIFTON, NEW JERSEY

Show, assigned role in Paramount Pictures feature film, "Those Sisters From Seattle."


Jack Webb, star of NBC-AM-TV Dragnet, and Mike Moser, producer of ABC-TV Space Patrol, named campaign chairman and honorary campaign chairman, respectively, of Los Angeles County United Cerebral Palsy 1953 Campaign, starting May 1.

Tex McCrary and Jinx Falkenburg, radio-TV personalities, presented with annual award of Men's Club of Temple Israel, N. Y., for their contributions to "Democracy in Religion and Religion in Democracy."

Roy Rogers, cowboy personality starred on NBC-AM-TV series, presented with the Boys Clubs of America Golden Man and Boy Award for "constant devotion to the cause of youth throughout the country."

Paul Archinard, manager of NBC's Paris office, named Chevalier of Legion of Honor by French government.

Keith Lamb, 28, NBC Western Div. sound effects technician, died April 14 of a heart attack.

Jerry Vernon, sales manager of ABC-TV Central Div., Chicago, father of girl.

Bill Goodrich, NBC Chicago TV coordinator, father of girl, Courtney Lynn.

Phil Booth, director, CBS-TV's Our Miss Brooks, father of boy, April 7.

Harry Beddington, NBC-TV engineer, and Mary Kaye O'Brien, NBC Chicago, have announced their engagement.

Manufacturing

C. L. Lannin appointed manager of mid-eastern sales region of Capehart-Farnsworth Corp. and will serve as liaison between firm's radio-TV distributors and Fort Wayne plant.


Steve Van Rockel, owner of Midwest Sound Co., Omaha (sound equipment distributors), to Stephens Mfg. Corp., Culver City (high fidelity sound equipment), as general sales manager.


Vic Smiley advanced to Pacific Coast sales manager, Hank Miller to midwestern sales manager, and Barney Edwards to national sales manager, Recoton Corp., N. Y.


Martin F. Bennett appointed regional manager of West Coast region of RCA Victor Div., RCA, Camden, N. J.

Caleb A. Shera, credit manager, Hallicrafters Co., Chicago, promoted to distributor sales counselor.


George R. Sommers, Sylvania Electric Products Inc., N. Y., to Food Machinery & Chemical Corp., San Jose, Calif., as director of marketing for firm's machinery div.


Clementine J. Ryan, member of board of International Telephone & Telegraph Corp., resigned last week to enter race for governorship of New Jersey as candidate of Independent Voters Party.

Representatives


Janet Murphy, Robert Meeker Assoc., formerly of Storer Byst, Co. to Victor & Richards, N. Y. (formerly National Mail Order Network) as timebuyer.

Richard B. Colburn, Chicago office of Free & Peters, appointed Chicago and midwest sales manager of Gill-Penna Inc., radio-TV representative firm.

Frank Frost, KFMA Davenport, Iowa, to John Pearson Co., station representative, as salesman, succeeding Juanita Hall, who resigns.

Program Services

Donald M. O'Neill, program director of Muzak Corp., N. Y., elected vice president in charge of recording and programming.

Mike Srednick to Hallmark Productions, Hollywood, as director of Ern Westmore Glamour Show.

Services

Gordon Winkler appointed account executive, Daniel J. Edelman & Assoc., Chicago, public relations firm for Scherwin Research Corp., Toni Co. and others.

Jean Pettebone, partner in Pettebone-Wachsmann, Hollywood publicity firm, opens own offices at 8706 Sunset Plaza Pl., that city. Telephone is Crestview 5-3660.

Steve Miller, publicist, MGM, Culver City, to Rogers & Cowan, Beverly Hills, public relations firm, in same capacity.

Broadcasting • Telecasting
11 TV AWARDS, 14 CITATIONS MADE
BY OSI 17th AMERICAN EXHIBITION

Program series of networks, stations and organizations honored by 17th American Exhibition of Educational Radio & Television Programs during 23rd Ohio State Institute for Education by Radio-TV.

TELEVISION awards and citations for TV program series were given last Thursday by the 17th American Exhibition of Educational Radio & Television Programs, an adjunct of the 23rd Ohio State Institute for Education by Radio-Television, held in Columbus last week (see separate story this issue.)

The radio awards were announced last Monday [8* T, April 13].

Group I: Network Programs

CLASS 1—PUBLIC AFFAIRS

FIRST AWARD. Meet The Press, to Lawrence E. Spivak and Martha Roundtree, on WNDN (TV) Washington or WBNJ (TV) New York and NBC-TV.

HONORABLE MENTION. Industry on Parade, to Public Relations Div., National Assn. of Manufacturers, on 83 stations.

SPECIAL MENTION. "There’s a U in UN" ($8,000 spot award sponsored by American Jewish Committee, to United Nations and American Jewish Committee, on numerous stations.

CLASS 2—DRAMA, MUSIC, LITERATURE, SCIENCE, ART

FIRST AWARD. Standard Hour—TV Standards Oil Company of California, on six Pacific region stations.

HONORABLE MENTION. Kukla, Fran & Ollie, to Burr Tillstrom and NBC, on WNBQ (TV) Chicago and NBC-TV.


HONORABLE MENTION. The Johns Hopkins Review, to Johns Hopkins U., WAAM (TV) and DuMont, on WAAM (TV) Baltimore and DuMont.

SPECIAL MENTION. Medicine and the Mighty Atom, produced by Bureau of Health Education, American Medical Assn. and NBC, on WNBQ (TV) New York and NBC-TV.

CLASS 3—Programs Directed to Special Interest Groups

FIRST AWARD. The National Farm & Home Hour, to NBC, on WNBQ (TV) Chicago and NBC-TV.

FIRST AWARD. It’s a Problem, to WNDN (TV) on WNBQ (TV) New York and NBC-TV.

HONORABLE MENTION. Frontiers of Faith (Catholic portions), to National Council of Catholic Men, on WNBQ (TV) New York and NBC-TV.

CLASS 4—Systematic Instruction

NO AWARDS

CLASS 5—Programs for Children and Youth

FIRST AWARD. Watch Mr. Wizard, to Herbert S. Latham & Co. on WNBQ (TV) Chicago and NBC-TV.

CLASS 6—School Telecasts

NO ENTRIES

Group II: Local and Regional Stations or Organizations

CLASS 1—PUBLIC AFFAIRS

FIRST AWARD. "It’s a Problem" (radio campaign), to University of Iowa, on WOI-TV, in cooperation with Fund for Adult Education, on WOI-TV Ames, iowa.

HONORABLE MENTION. The Power Shortage, to KINGS Broadcasting Co., on KING-TV Seattle.

CLASS 2—CULTURAL: DRAMA, MUSIC, LITERATURE, SCIENCE, ART

FIRST AWARD. Live and Help Live, to University of Maryland Medical School, on WBAL-TV Baltimore.

HONORABLE MENTION. TV Opera Theatre, to WAVY-TV and U. of Louisville School of Music, on WAVY-TV Louisville.

CLASS 3—Programs Directed to Special Interest Groups

NO FIRST AWARD

HONORABLE MENTION. NBC Presents—Agricultural Economics, to Michigan State College Televisión Development Service.

Broadcasting • Telecasting

HONORABLE MENTION. Family Devotions, to Lakeshore Ave. Baptist Church and KPIX (TV), on KPIX (TV) San Francisco.

CLASS 4—Systematic Instruction

FIRST AWARD. Western Reserve U. Telecourses, to Western Reserve U., on Station WEWS (TV) Cleveland.

HONORABLE MENTION. Appreciation of Nineteenth Century Symphonic Music, to KING Broadcasting Co., on KING-TV Seattle.

CLASS 5—Programs for Children and Youth

FIRST AWARD. Jet Pilot, to WNBQ (TV), on WNBQ (TV) Chicago.

FIRST AWARD. Brother Buzz, to Latham Foundation for Promotion of Humane Education, on KPIX (TV) San Francisco.

HONORABLE MENTION. Through the Enchanted Gate, to WNBQ (TV) in cooperation with Museum of Modern Art, on WNBQ (TV) New York.

CLASS 6—School Telecasts

FIRST AWARD. Operation Blackboard, to Philadelphia Public Schools and WPTZ (TV), on WPTZ (TV) Philadelphia.

HONORABLE MENTION. Seattle Public School Series, on KING’s Community Workshop, to KING Broadcasting Co. and Seattle Public Schools, on KING-TV Seattle.

16 L.A. Women Receive Frances Holmes ‘Lulus’

AWARDS of 22 “Lulus” (golden statuettes) went to 16 women April 12 at the Frances Holmes Achievement Awards luncheon sponsored by Los Angeles Adv. Women Inc. at that city’s Hotel Statler. The awards were presented by Loretta Young, star of NBC-TV’s proposed film series, Letter to Loretta.

Among winners:

Fran Harris, Harris-Tuchman Productions, first award (TV spot campaign) and first for a half-hour promotional program (commercial film), both for Shipstad & Johnson Ice Folies; Clare O’Donnell, Los Angeles Mirror, first (radio spot campaign) for newspaper circulation promotion; Jean Wagner, Cutter Labs., Berkeley, second (commercial film), for Cutter Chemicals institutional-educational programs, and Doria Balli, TV Ads Inc., Los Angeles, second (TV spot campaign).

NBC, White Honored

NBC and its president, Frank White, were presented an award of merit by the Laymen’s National Committee last week for “their outstanding efforts through the media of radio and television in keeping before the American people the importance of religion in everyday life.” The award was presented to Mr. White by George Peck, vice chairman of the committee.

WTVN

CHANNEL 6, COLUMBUS, OHIO

announces the appointment of THE KATZ AGENCY as its national representative effective April 6th, 1953

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AWARDS

Chicago Federated Ad Club Solicits Awards Entries
ENTRY blanks have been distributed by the Chicago Federated Advertising Club for its 11th annual awards competition in nine major classifications, including radio and television.

Advertisers, agencies, radio-TV producers and others in the Chicago area have been invited to compete for the awards, based on the best presentations for the year ending March 31, 1953. Deadline on entries is next Thursday. An awards dinner will be held May 21.

Separate awards will be made for radio and television to local and network entries. Radio winners will be chosen in three categories—programs (drama, variety, music, audience participation, juvenile, disc jockeys), special features (sports, public service, news, women’s shows) and commercial announcements. In television, entries will be judged for programs and announcements (live and film).

Radio entries should be in the form of letters which describe the program or commercial, giving facts on ratings, sponsor identification and accomplishments, and be accompanied by 33 1/3 rpm transcriptions. TV bids will be judged on similar letters and/or film. They should be mailed to CFAC headquarters, 139 N. Clark St., Chicago 2, Ill.

Other entry categories are magazines (general), magazines (industrial and business), farm publications, newspapers, outdoor and transportation, direct mail and point of purchase. Serving on the awards committee are Howard B. Meyers, O. L. Taylor Co., station representative, for radio, and George B. Heine- mann, NBC, for television.

153 Radio-TV Safety Entries
NATIONAL SAFETY COUNCIL announced last week that 153 entries from radio and television stations, networks and advertisers have been received for the Council’s Public Interest Awards for Exceptional Service to Safety and for the Alfred P. Sloan Awards for Highway Safety. The Public Interest nominations will be judged on April 14 and the Alfred P. Sloan Awards about two weeks later.

Peabody Awards Telecast Set
PRESENTATION of the annual George Foster Peabody awards for outstanding radio and TV programs, to be made April 24 at a luncheon meeting of the Radio and Television Executives Society in New York, will be telecast by NBC-TV (1:30-2 p.m. EST). Robert W. Sar- noff, NBC vice president in charge of the Film Div., is RTES president.

Merryman Receives Award
IN recognition of his outstanding contributions to community relations, Phillip Merrym, president of the WICC-AM-TV Bridgeport, last Monday was presented the annual award of the U. of Bridgeport’s Political Relations Forum. Jay Hoeffer, WICC sales promotion director, received the award in behalf of Mr. Merrymap.

Network Aid in ACS Drive
Cited in Society Tabulation
MORE than 100 network radio programs and about half as many network TV shows will have broadcast “Fight Cancer” messages by the end of this month, according to a preliminary tabulation of pledges compiled by Walter King, Radio-TV director of American Cancer Society. Volunteer Radio and TV Steering Committee, headed by William B. Lewis, president, Kenneth E. Eckhardt, general manager of programs in support of the ACS annual educa- tional and fund-raising drive, leading to expectations that the final list of cooperative programs will far exceed the earlier total, Mr. King said.

No report has as yet been made on the co-operation of individual radio and TV stations in the campaign, but this promises to surpass last year’s record, when 2,689 radio and TV stations made use of the ACS transcriptions, special scripts, spot announcements and other features in 7,543 individual broadcasts and telecasts and 46,812 spot announcements.” The quotation is from the annual report of ACS for 1952, issued by M. R. Runyon, former CBS vice president who is now executive vice president of ACS.

* * *

WKBW Sets Benefit
RADIO, TV, stage and motion picture stars will participate in a special three and a half hour benefit TV show, Chicago Fights Cancer, to be telecast by WKBW (TV) Chicago April 24. Jim Morgan, who conducts the station's Courtesy Hour, will serve as host for the fourth annual benefit, designed to raise $100,000 for the American Cancer Society. WKBW also will serve as outlet for the annual Cerebral Palsy telethon, scheduled for May 22-24. It is slotted to run 28 hours.

* * *

Catholic Charities Benefit
A SERIES of radio and television programs highlighting the annual Catholic Charities Appeal will be carried this month on WABC WOR WNBT (TV) and other stations in the New York area to benefit the New York Arch- diocese. A 30-minute radio program, starring Bing Crosby, Bob Hope and Jimmy Durante, was broadcast over WNBC and other shows have been scheduled for the April 19-29 period.

* * *

WMFS Easter Egg Hunt
WMFS Chattanooga conducted an Easter egg hunt April 3 for "hundreds of children" with the assistance of local merchants and civic groups. The all-Negro station placed toys with the hidden eggs for a "Christmas" touch. Bob Wafford, announcer, recorded the hunt for rebroadcast on radio to same evening.

* * *

KBTV (TV) Palsy Telethon
DENNIS JAMES, radio-TV personality, was to present over a 16-hour telethon on behalf of the Cerebral Palsy Society on KBTV (TV) Denver, ABC-TV affiliate, last Thursday, starting at 10 p.m. MST.

* * *

Helps Lost Boy Search
WMTR Morristown, N. J., was credited last week with serving as liaison between Morris Township and Morristown Police in helping to return a lost boy to his parents. The station reported that four minutes after it had broad- cast a description of a two-year-old lad found by Morristown officers, Morris Township police telephoned WMTR and asked: “Where’s Our Boy?”
CBC chairman tells Parliamentary investigating group that domination shows cost 20 to 30 times the price of imported U.S. filmed programs.

DEVELOPING Canadian TV programs is a costly business, A. D. Dunton, chairman of the Canadian Broadcasting Corp., told members of the Parliamentary Radio Committee investigating the CBC. He pointed out that American TV films can be imported for $200, but that a Canadian TV show costs 20 to 30 times as much.

Dunton was the main witness during the first week of the investigation. Canadian Assn. of Broadcasters will be heard April 28-29, while other organizations, including the Canadian Weekly Newspaper Assn. and the Canadian Congress of Labor, will be heard earlier.

Dunton reported that CBLT Toronto faces the toughest competition because WBEN-TV Buffalo has the pick of the best American network shows every evening when CBLT is on the air. He said that "very often there are more people in the Toronto area looking at the Buffalo program. We find that very discouraging, but we have to face it." [Rating figures in recent months show Buffalo has 78% of the Toronto audience.]

He pointed out that drama, CBC-TV programming ranks at the top, but reported that light entertainment is not as good, and added: "Against such tough competition from Buffalo there are bound to be comparisons, but I think that people who are getting their first TV service and were getting our programs would be very much impressed with them."

Discussing CBC's aims and policies, Dunton said that first it was intended to develop a TV program pattern having an overall good effect. The purpose was positive; it was to add rather than subtract from the minds of the younger generation. All programs would not be educational or instructive. A good deal of entertainment would be presented, but the general object, taking in all programs offered in the course of a month or a year, was to give healthy stimulation to the minds of both young and old.

"We shall try to form and improve public tastes, but without ramming culture down anyone's throat," Dunton said. The result of this program policy might be lower commercial ratings for CBC, but that had to be accepted, he said.

CBC also intends to develop Canadian programming as well as to import good American programs. A national TV service is planned by CBC, with independent stations obliged to carry national programs while being left time to develop their own programs.

Mr. Dunton told the committee CBC will spend about $3 million this year on improving AM broadcast services in Canada; this includes $430,000 for a new transmitter for CBSt. John's, Newfoundland, worth $60,000 plus wire line charges for a series of relay transmitters in northern Ontario, north of Lake Superior, and $325,000 for CBO Ottawa to increase power from 1 kw to 5 kw.

M. J. Coldwell, leader of the Co-operative Commonwealth Federation Party (socialist) and a member of the Parliamentary Radio Committee, said he considered that CKLW Windsor, and CFBR Toronto, were "American stations on Canadian soil." Mr. Dunton pointed out that CFBR "carries quite a measure of local broadcasts from Toronto, but its main affiliation is with CBS," and that CKLW used "a high proportion" of American programs.

---

**Five Canadian Radio Shows Break Into E-H's Top Ten**

FIVE of the first 10 Canadian evening network shows during March were of Canadian origination, according to Elliott-Haynes Ltd., Toronto.

This is the first time in many years that so many Canadian shows ranked near the top. Leading 10 shows were Edgar Bergen, rating 32.5; Amos 'n' Andy, 29.8; Radio Theatre, 29.1; Our Miss Brooks, 28.1; Great Gildersleeve, 21.4; and Canadian shows Tour Boat, 20.1; Ford Theatre, 18.4; Share the Wealth, 18.3; Wayne & Shuster; 18.2, and Treasure Trail, 17.6

Leading daytime network shows during March were Ma Perkins, 17.2; Pepper Young's Family, 15.6; Aunt Lucy, 14.8; Road of Life, 14.3, and Right to Happiness, 14.1.

French-language evening shows, all of Canadian origin, were led by Un Homme et Son Pech, 47.7; Radio Carabin, 31.7; Metropole, 29.7; Chansons de L'Escadrille, 24.6, and Cure de Village, 24.5.

Leading French-language daytime shows in March were Jeunesse Doree, 31.7; Rue Principale, 30.8; Vies de Femmes, 29.6; Les Joyeux Troubadours, 29.4, and Francine Louvain, 28.6.

---

**CRTA-ACA-CAAAA Pact**

NEW agreements have been made among the Assn. of Canadian Radio & Television Artists, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies.

**CANADA** New rates became effective April 1 for a two year period. The new rate schedule covers announcers, narrators, actors, and singers and covers live programs, commercials, transcriptions, and signatures.

---

**Movie Stocks... Should I Buy — or Sell?**

Judging by our mail, that's one problem a good many investors would like to solve.

Can Cinerama, 3-D's, and foreign markets keep movies alive?

Or is Television bound to take over—chase Tarzan back to the trees?

Actually, of course, there is no absolute answer to the question—the movies have always been a more or less speculative industry.

But there are a number of facts that should be considered before reaching any conclusion—facts that can help you come up with the right answer for you.

And you can find those facts in our brand new booklet "The Motion Picture Industry."

In just 32 pages, it sets forth the most important pros and cons that should influence the moving-picture industry in general... gives you a detailed analysis of 18 leading companies presently involved in making movies—or showing them.

If you'd like a copy of "The Motion Picture Industry," just ask.

There's no charge, of course, simply address—

**Department BT-26**

MERRILL LYNCH, PIERCE, FENNER & BEANE

70 Pine Street, New York 5, N. Y.

Offices in 103 Cities

April 20, 1953 • Page 119
Regulations for Independents Are Being Prepared—Dunton

REGULATIONS for Canadian independent TV stations will not be announced for some time, according to A. D. Dunton, chairman of the Canadian Broadcasting Corp.

He told the Parliamentary Radio Committee at Ottawa on April 10 that AM radio regulations are being revised with a view to Canadian content percentages. When regulations are worked out with the Canadian Assn. of Broadcasters, then TV regulations would be prepared on a similar basis with modifications to meet video requirements.

Mr. Dunton also told the committee that daytime serials attracted the greatest number of daytime listeners. It was found that if they were replaced by light music, the audience was cut in half, he said.

Media Call to Colors

CANADIAN Dept. of National Defense spent $2,193,000 in all media for recruiting purposes, according to figures released in the Canadian House of Commons. There was no breakdown as to how much was spent for each service or how much in each media.

There were 29,141 recruits for the regular forces and 21,335 for the reserves in that period, which brings the advertising cost per recruit to $43, or $70 for the regular service recruits.

Canadian Marconi Profit Up

EARNINGS of Canadian Marconi Co., Montreal (operates CFCF Montreal), for 1952 showed a sharp increase over 1951, according to its annual report. Net profit of $643,300 was more than 6 times the 1951 figure. President Stuart M. Finlayson said the market for radio and TV receivers and tubes improved rapidly after the Canadian government early last year abolished credit restrictions and lowered the excise tax from 25 to 15%.
What Happened to . . .

DREW PEARSON?

Some people have said that radio is dead, but a modern miracle in radio broadcasting took place the other day.

Drew Pearson made his last network broadcast on March 29, going off the air with a Nielsen of 5.3 compared with Winchell's 5.6, the two highest ratings on the network.

As he left the air, John Knight, owner of the Knight newspapers in Miami, Detroit, Chicago and Akron, wrote: "PEARSON, OFF THE AIR, STILL REQUIRED READING."

In Topeka, Kansas, Alf Landon, owner of Station WREN wrote: "Pearson's Sunday broadcast is 8.7 . . . the Number One rating for any program on any station in Topeka."

Simultaneously, Alf Landon ordered the new Pearson transcribed program. So did John Knight. So did 149 other stations. Result: Without missing a single Sunday, Pearson went back on the air April 5 with 151 stations carrying his new taped broadcast. Of these, 141 were sponsored.

Since then the list has increased, until by this week Pearson will have almost as many stations* using his program as he did on the network—and 99 percent sponsored.

Audience reaction has been excellent. The Capital Bank of Cleveland reported to WJW it already had received a considerable amount of favorable comment from listeners.

Station WSGN in Birmingham received 400 phone calls when it missed the first Sunday program.

WHRV in Ann Arbor asked listeners whether it should carry Pearson, got 574 favorable replies in 48 hours.

Ivon Newman of WVNJ, Newark, wrote: "I PREDICT you will never go back to network broadcasting. You can earn more money this way and do a better service for the radio industry generally."

This, in brief, is the story of a modern radio Miracle.

If this MUST program has not been purchased in your city, telegraph:

William Neel, Business Manager
Drew Pearson Programs
Washington, D. C.

*Among them: WTOP, Washington; WSB, Atlanta; WXYZ, Detroit; WJW, Cleveland; WFBR, Baltimore; WTCN, Minneapolis; WSAI, Cincinnati; KCMO, Kansas City; KEX, Portland, Ore.; WNOE, New Orleans; WFAA, Dallas; KMO, Tacoma; KLZ, Denver; WSGN, Birmingham; WQAM, Miami; WTSP, St. Petersburg; KULA, Honolulu.
Engineers Switch at CBC

CHANGES in top engineering posts at Canadian Broadcasting Corp. have been announced by General Manager J. A. Ouilmet. W. G. Richardson, formerly in charge of CBC's transmission and development department, has been named director of engineering, succeeding Gordon Olive, who retired April 1. J. E. Hays has been named chief engineer and W. A. Nichols, assistant chief engineer. All three engineers have been with CBC practically since its inception in 1936. Mr. Olive has retired to his 165-acre farm at Gananoque, Ont., where he intends to raise pure-bred cattle.

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MILESTONES

- SPECIAL simulcast April 12 by WOW and WOW-TV Omaha marked the 30th anniversary of World Radio Congregation of WOW. Series started April 8, 1923 and is conducted by Rev. R. R. Brown of the Omaha Gospel Tabernacle. Participating in the simulcast were the 60-voice Gospel Tabernacle Choir and the 3-piece Chicagooland Youth for Christ Concert Band.
- 30th ANNIVERSARY of the religious series by Dr. P. B. Hill on WOAI San Antonio was observed with a special telecast April 19 by WOAI-TV. Dr. Hill was interviewed on highlights of his career.
- JAMES E. JEWELL, head of Jewell Radio & Television Productions, Chicago, is celebrating his 25th year in the industry. He is credited with having written and produced numerous network programs.

---

'Bigger & Busier'

WQAN Scranton, Pa., last Thursday observed its third anniversary as a commercial station by featuring as "announcer" three-year-old Billy Cullen, son of William T. Cullen, Jr., station news director, and grandson of the late William T. Cullen, former general manager of the Scranton Times, licensee. Young Billy was christened April 16, 1950, the day WQAN became a commercial station, although it has been on the air more than 30 years, station officials claim. They add: "Like WQAN, Billy is getting bigger and busier every year!"

---

Canadian TV Sets Increase

TELEVISION receiver sales in Canada continue to increase with February sales totalling 25,021 sets valued at $10,780,012. Of these, 16,176 sets were sold in southern Ontario, 7,700 receivers in Quebec province, 1,182 sets in the Vancouver area, and 73 sets elsewhere in Canada. Total sales for the first two months of 1955 amount to 47,569 sets. Factory set production in this period was 52,569, and projected set production for the next three months is 82,050.

---

CBS-TV's Mickelson in Europe On Telefilm, Coronation Plans

SIG MICKELSON, CBS-TV director of news and public affairs, left by plane Tuesday for London and the Continent to set up a European organization of the CBS Television Network's Newsfilm Department [B*E, April 13].

While in London, Mr. Mickelson also will supervise arrangements for the network's television coverage of the Coronation June 2. He will also visit Copenhagen, Hamburg, Frankfurt, Berlin, Vienna, Zurich, Milan, Rome, and Paris to install sound and camera crews to service CBS-TV News with daily news films of events in world capitals and leading news centers.

CBS-TV is building its own world-wide news film operations. Mr. Mickelson pointed out, because television news calls for special handling and techniques that can be best developed by the network. The department is slated to go into full operation on May 1.

---

CBS's Arctic Airlift

ACKNOWLEDGING criticism that radio listeners in Canada's far north can hear only Russian programs, including propaganda broadcasts, A. D. Dunham, CBC chairman, said April 10 that Canadian military broadcasting stations in the Arctic and sub-Arctic will be provided with six hours daily of CBC network programs. The taped and recorded programs will be flown to the military stations, he said.

---

QUEY, ILLINOIS.

YOUR ONE SOURCE FOR ALL BROADCASTING EQUIPMENT NEEDS

 THESE OFFICES TO SERVE YOU

 QUINCY, ILL. TEL. 8202
 HOUSTON, TEXAS TEL. ATWOOD 8526
 WASHINGTON, D.C. TEL. Metropolitan 2-0522
 MONTREAL, QUE. TEL. ATLANTIC 9441
 NEW YORK CITY TEL. MURRAY HILL 9-0000

Page 122 • April 20, 1953
## New Grantees' Commencement Date

* Educational permits ST-Shares Time

(For list of operating stations, see TELECASTER, In Tests & Progress of Permits. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

### LISTED BY CITY ALPHABET

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Network Target for Start Representative</th>
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<tbody>
<tr>
<td>KGGM-TV Albuquerque, N. M. (13)</td>
<td>11/1/53 CBS Wee TV</td>
</tr>
<tr>
<td>KVQX-AM Farmington, N. M.</td>
<td>Unknown</td>
</tr>
<tr>
<td>KVIL-AM Alexandria, La. (62)</td>
<td>Unknown</td>
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<tr>
<td>KSMQ-TV Minneapolis-St. Paul, Minn. (26)</td>
<td>11/13/53 CBS Wee TV</td>
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<tr>
<td>WGET-TV Atlanta, Ga. (57)</td>
<td>Fall 1953 Clinton</td>
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<tr>
<td>WHAS-TV Benton, Ky. (49)</td>
<td>Unknown</td>
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<tr>
<td>WBBM-AM Chicago, Ill. (16)</td>
<td>Late Summer- Fall, 1953 Buford</td>
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<tr>
<td>KFBV-TV Bismarck, N. D. (3)</td>
<td>3/4/53 Late Summer- Early Fall, 1953 Buford</td>
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<tr>
<td>WRJN-AM Baton Rouge, La. (71)</td>
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<tr>
<td>KSJW-AM Baton Rouge, La. (71)</td>
<td>Unknown</td>
</tr>
<tr>
<td>WTVT-AM Panama City, Fla. (7)</td>
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<tr>
<td>WTAQ-AM Puerto Rico (53)</td>
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<td>WTVN-AM Portland, Me. (16)</td>
<td>10/15/52 Watson</td>
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<td>KWON-AM Pittsburgh, Pa. (58)</td>
<td>2/26/53 CBS, DuM Katz</td>
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<tr>
<td>WCKY-AM Richmond, Va. (10)</td>
<td>2/26/53 CBS, DuM Katz</td>
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<tr>
<td>WMBO-TV Bloomington, Ind. (5)</td>
<td>Fall 1953 Natural Home</td>
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<td>WTVH-TV Columbus, Ga. (28)</td>
<td>Unknown</td>
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<td>WTVS-TV Columbus, Ohio (32)</td>
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<td>KLQ-AM Dallas, Tex. (27)</td>
<td>12/25/53 Unknown</td>
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<tr>
<td>KMET-AM Dallas, Tex. (27)</td>
<td>3/15/53 Unknown</td>
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<tr>
<td>WXYZ-AM Detroit, Mich. (5)</td>
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<td>WLW-TV Cincinnati, Ohio (5)</td>
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<td>WNEW-FM New York, N. Y. (10)</td>
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<td>WCBS-FM New York, N. Y. (10)</td>
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<td>WABC-TV New York, N. Y. (10)</td>
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<td>WKRE-TV New York, N. Y. (10)</td>
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<td>WRGB-TV New York, N. Y. (10)</td>
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<td>WIND-TV New York, N. Y. (10)</td>
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<td>WOR-TV New York, N. Y. (10)</td>
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<td>WBNJ-TV New York, N. Y. (10)</td>
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<td>WJZ-TV New York, N. Y. (10)</td>
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<td>WJZ-FM New York, N. Y. (10)</td>
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<tr>
<td>WJAR-TV New York, N. Y. (10)</td>
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<td>WJAC-TV New York, N. Y. (10)</td>
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<tr>
<td>WJNY-FM New York, N. Y. (10)</td>
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</tr>
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<td>WJZ-A New York, N. Y. (10)</td>
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<td>WJAR-FM New York, N. Y. (10)</td>
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<td>WJZ-AM New York, N. Y. (10)</td>
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</tr>
<tr>
<td>WJZ-AM New York, N. Y. (10)</td>
<td>Unknown</td>
</tr>
</tbody>
</table>

### FOR THE RECORD

**ON WNHC**

8 spots per day! That's what Signature Loan is using ... and for over a year!

8

[Image of WNHC logo with the text "It's Happening in NEW HAVEN"]

_If you have something to sell in New Haven choose the station that sells! Represented Nationally by The Katz Agency._

Broadcasting • Telecasting

April 20, 1953 • Page 123
ATTIONS OF THE FCC

April 9 through April 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, calendar hearing, new petitions, rules & standards changes and routine roundup.

Abbreviations:
- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- SIA—studio-transmitter link
- Synch—synchronous amplifier
- VHF—very-high frequency
- UHF—ultra-high frequency
- VHI—vertical polarization
- W—watts
- kw—kilowatts
- Kits—kilometers
- A.m.—local sunset
- D.m.—morning sun
- l.s.—local sunrise
- t.s.—transmitter
- Univ.—unlimited hours
- K cy—kilocycles
- S.A.—special service authorization
- T.A.—temporal authorization
- FM—frequency modulation
- AM—amplitude modulation

FCC Broadcast Stations Authorizations as of March 31, 1953

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,405</td>
<td>312</td>
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<tr>
<td>CPAs on air</td>
<td>19</td>
<td>33</td>
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<tr>
<td>Total stations</td>
<td>2,424</td>
<td>345</td>
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<tr>
<td>CPAs not on air</td>
<td>133</td>
<td>21</td>
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<tr>
<td>Total applications</td>
<td>2,657</td>
<td>368</td>
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<tr>
<td>Applications in hearing</td>
<td>92</td>
<td>4</td>
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<tr>
<td>New station requests</td>
<td>22</td>
<td>2</td>
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<tr>
<td>Facilities change requests</td>
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<tr>
<td>Total applications</td>
<td>112</td>
<td>63</td>
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<tr>
<td>Licensed closed down</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPAs deleted in March</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational FM and TV stations.

*Authorized to operate commercially.

AM and FM Summary through April 15

| On | Licensed CPs | Licensing
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,141</td>
<td>152</td>
</tr>
<tr>
<td>FM</td>
<td>607</td>
<td>580</td>
</tr>
</tbody>
</table>

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

New TV Stations...

Fresno, Calif.—J. K. O'Neill, granted uhf Ch. 47 (688-674 mc), ERP 210 kw visual, 115 kw audible; antenna height above average terrain 539 ft., above ground 193 ft. Estimated construction cost $225,000; first year operating cost $175,000. Post office address P. O. Box IRC, Fresno, Calif. Studio located on second floor of Shaw Ave., near Cedar Ave. Transmitter location at Meadow Lake, 4 1/2 mi. west of Pine Ridge Geographical coordinates 37° 20' 37" N. Lat., 119° 32' 57" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel, Joseph Brenner, Beverly Hills, Calif. Consulting engineer, Lamar, Los Angeles, Calif. Sole owner of applicant is J. K. O'Neill, farm ranch owner and operator interested in Fresno market and California cotton gins, and president of Automobile Manufacturers of California (KYNO competing bid dismissed April 9; has option on 30% of new station). City priority status: Gr. A-2, No. 35. (BPCT154). Granted April 8.


Great Falls, Mont.—Montana Farmer Inc. (KMON), granted vhf Ch. 3 (60-66 mc); ERP 1.5 kw visual, 1.2 kw audible; antenna height above average terrain 230 ft., above ground 309 ft. Estimated construction cost $177,000, first year operating cost $185,000. Post office address: 412 Second Ave., Great Falls. Studio and transmitter location: Trout Creek Bridge. Geographical coordinates 47° 36' 24" N. Lat., 111° 17' W. Long. Transmitter RCA, antenna RCA. Legal counsel, W. B. Dollar, Washington. Consulting engineer, Paul C. Warden. (Des Moines Best Co., Ch. 3) dismissed competing bid April 11; City priority status: A-2, No. 49. (BPCT-1184). Granted April 8.

Pueblo, Colo.—Colorado State College (KKCO), granted vhf Ch. 5 (67-72 mc); ERP 2 kw visual, 1.6 kw audible; antenna height above average terrain 600 ft., above ground 400 ft. Estimated construction cost

Television Station Grants and Applications

Since April 14, 1952

Grants since July 15, 1952:

WATL UHF Total

Commercial 112 213 325

Educational 2 12 14

Total Operating Stations in U. S.: 1

VHF UHF Total

Commercial on Air 137 28 165

Applications filed since April 14, 1952:

Total New Ammd. VHF UHF Total

Educational 24 7 4 24

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

New Call Letters

KIVA (TV) Yuma, Ariz.—Valley TV Co., vhf Ch. 2.

KCOK-TV Tulare, Calif.—Sheldon Anderson (KCOM), uhf Ch. 27.

KPJF-TV Grand Junction, Col.—Western Slope Best Co. (KKFJ), vhf Ch. 9.

WJRE (TV) Panama City, Fla.—J. D. Manly, vhf Ch. 7.

WNMI (TV) Indianapolis, Ind.—Empire Co., uhf Ch. 7.

KNST (TV) Davenport, Iowa—Marion Radio Corp. (WATM), uhf Ch. 32.

KCMY (TV) Austin, Minn.—Minnesota-Iowa TV Co., vhf Ch. 14.

KRES-TV Bedford, Ore.—Southern Oregon Best Co., vhf Ch. 11.

WMRE-TV Lewistown, Pa.—Lewistown Best Co. (WMRE), uhf Ch. 48.

KUTV (TV) Salt Lake City, Utah—Utah Best & TV Corp., uhf Ch. 2.

Applications


Pudacua, Ky.—Pudacua TV Co.—UHF Ch. 43 (432-436 mc), ERP 2 kw visual, 1.6 kw audible; antenna height above average terrain 600 ft., above ground 400 ft. Estimated construction cost

Get the complete picture of this important new TV market and its leading TV station.

RODERICBROADCASTING

CORP.

Dorrence D. Roderick

Chairman

Val Lawrence Dick Werts

Sales Manager

Represented Nationally By the O. L. Taylor Company

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RODERICK BROADCASTING CORP.

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Chairman

Val Lawrence Dick Werts

Sales Manager

Represented Nationally By the O. L. Taylor Company
Applications Dismissed

Miami, Fla.—Storer Bestc Co., Dismissed application for vhf Ch. 9. Applicant has filed to buy WBM-C-AM-TV Birmingham—its fifth TV station. Dismissed April 15.

St. Louis, Mo.—Missouri Engineering Co. At request of attorney dismissed application for vhf Ch. 4. Dismissed application April 15.

Albany, N. Y.—Governor Dongan Bestc Co. (WNYW). At request of attorney dismissed application for vhf Ch. 7. Granted April 14.

Keka-TV Los Angeles—American Bestc-Paramount Theatres. Granted ERP on Ch. 7 from 20 kw visual and 137 kw aural to 17 kw visual and 12.5 kw aural of antenna and transmitter. Granted April 10.

Ktyx-TV Waterfawn, N. Y.—Brockway Co. Granted boost in ERP from 185 kw visual and 150 kw aural to 235 kw visual and 125 kw aural. Assigned uhf Ch. 65. Granted April 15.

Wlok-TV Lima, Ohio—Wlok Inc. Granted ERP change on Ch. 73 from 20 kw visual and 11 kw aural to 16 kw visual and 8.2 kw aural. Granted April 7.

Keljo-TV Sioux Falls, S. D.—Midcontinent Bestc Co. Granted change in ERP from 37 kw visual to 29 kw visual. Granted April 7.

Wtvr-Tv Norfolk, Va.—Wtvr Radio Corp. Granted change of transmitter location from rear of Old Suffolk Rd. to 8.5 mi. E. of intersection of Knob Road Rd. to 1.5 mi. E. of Drivers Rd., April 7.

In Washington, D. C.—Ir’s

We Have Realized a Nice Increase in Our Sales

In a recent letter, Left Candy Shops reports, "We have realized a nice increase in our sales in the past six weeks. This feels good to all of us."

Nearby merchants know what keeps their cash registers ringing. That’s why they continue to advertise on WSYR in record volume. WSYR gives them up to 21% more daytime audience familiarity than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or Ask Headley-Redd

Nbc Affiliate In Central New York

WWDC

In out-of-home

Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A.M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.

24.4%

Rank of first 6 stations in out-of-home audience

Applications Amended

Little Rock, Ark.—Ark. Radio & Equipment Co. Asks amendment of bid for vhf Ch. 4 to change warehouse 285 ft. above average terrain and 600 ft. above ground to 1901 ft. and 1333 ft., respectively; relocate transmitter

Wgrd

"The People's Station"

Grand Rapids, Michigan

Call Gill-Perna, INC.

Broadcasting • Telecasting

"We've made a conscious effort to present a more diverse range of programming to our viewers, and it's paid off. Our ratings have increased significantly over the past six weeks, and we're grateful for the support and feedback from our audience."

Sam Collins, General Manager, WWDC
Applications

WIBG-TV Memphis, Tenn.—Harding College. Requests mod. of CP for vhf Ch. 13 to increase ERP from 240 kw visual and 8 kw soral to 33.4 kw visual and 16.9 kw soral; change antenna system and height above average terrain from 301 ft. to 1013 ft. above ground from 533 ft. to 1003 ft.; boost estimated construction cost from $445,000 to $600,000. (SMPC-CT-1065). Filed April 7.

KVOS-TV Bellingham, Wash.—KVOS Inc. Requests mod. CP for vhf Ch. 12 (BPCT-1126) to increase ERP from 18 kw visual and 8 kw soral to 33.4 kw visual and 16.9 kw soral; change antenna system and height above average terrain from 550.3 ft. to 570.5 ft. Filed April 8.

Application Amended

Southbridge, Mass.—James W. Miller and Hope W. Miller. Requests amendment of call letters for AM station on 970 kc to reduce power to 0.5 kw. (B-F-4469). Filed April 8.

Existing AM Stations . . .

WHEP Foley, Ala.—Alabama-Gulf Radio, 1310 kc, 1 kw daytime.
KLBW Denver, Col.—Denver Bcstg. Co., 990 kc, 1 kw daytime.
WIZZ Streator, Ill.—Streator Bcstg. Co., 1250 kc, 350 w, daytime, directional.
WTTR Westminster, Md.—Carroll County Bcstg. Corp., 1470 kc, 1 kw daytime.
WHKL, Southwest Bcstg. Co. of Mississippi, 980 kc, 500 w daytime.

Applications

Madinson, Ind. — Knitch-Cutter System, 1440 kc, 250 kw, 1 kw daytime; estimated construction cost $17,000, first year operating cost $23,000, revenue $65,000. Applicant is operator of WOKX (FM) there. Ownership: Francis Knitch (Breckenridge) holds 97%; Charles N. Cutler holds 3%. Filed April 14.

DeKalb, Miss.—Harry K. Reynolds t/a Voice of the Confederacy, 550 kw, 1 kw daytime. Estimated construction cost $11,000, first year operating cost $25,000, revenue $52,000. Mr. Reynolds works for coal and iron company. Filed April 8.

Forrest, Miss.—Both E. Hook and William E. Farrar d/b/a Scott County Bcstg., 550 kc 1 kw daytime. Estimated construction cost $13,150; first year operating cost $57,500; first year revenue $140,000. Partners: Mr. President Michael H. Freeland (50%), part owner of Lebanon Bcstg., Co. (WOCR); Theodore F. Erell Jr. (49.5%), part owner; Lebanon Bcstg., Co., and Flora Ellen Freeland (0.5%). Filed April 8.

Applications Dismissed

KWFM Hartford, Wis.—Kettle-Morain Bcstg. Co. Requests CP to change transmitter and studio locations from Hartford to Ft. Atkinson, Wis., and decrease power from 500 to 250 w daytime, 1540 kc. (Filed simultaneously for assignment of license to Port Bcstg. Co.), Filed March 31.

WHED Washington, N. C.—Beaufort Bcstg. Co. Requests mod. of CP on Ch. 284, 1 kw unlimited, to move studio and transmitter from Washington to Havelock, N. C. Contingent upon grant of this request, application for assignment of license to Port Bcstg. Co., will be filed. Consideration to be $25,000. Filed April 9.

Applications


Gary, Ind.—School City of Gary. Seeks non-commercial, educational station on Ch. 201 (88.1 mc), 10 w. Filed April 15.

Independence, Kan.—Central Bcstg. Co. (KIND), Ch. 226 (88.1 mc), ERP 32 kw, Estimated construction cost $2,000, first year operating cost $3,500, first year revenue $4,400. Filed April 6.

Rhaca, N. Y.—Northcast Radio Corp. Requests new FM station on Class B Ch. 279 (103.7 mc), 28 kw ERP, 8 kw ERP change from AM station. Co., Granted request to assign its five FM stations plus facilities of its former Ithaca station, which this application seeks to re-activate. Filed April 1.


You are cordially invited to the premier showing of the DAGE “briefcase” television camera, designed for studio and field use.

THE DAGE TELEVISION CAMERA

DAGE ELECTRONICS CORPORATION
69 North Second Street, Beech Grove, Indiana

Page 126 ● April 20, 1953

FOR THE RECORD

TV COSTS GOT YOU DOWN?

The Sportsman’s Club
52 popular, well-researched, family-oriented, fishing and outdoor shows featuring Dave Newell as host. Excellent fishing and hunting information. Write for information.

SYNDICATED FILMS

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Pittsburgh 19, Pa.

BROADCASTING ● TELECASTING
Encoding composition...
April 13

Flint, Mich. New TV, vhf Ch. 12, WJR, The General Stations Inc. (WJR, Detroit) (Docket 106258; BPTC-857), Transbor Corp. (WFDF) (Docket 106269; BPTC-863) and W. S. Butler Theatres Inc. (Docket 106269; BPTC-853)—Statement filed by Acting Chief of FCC Broadcast Bureau indicating he will not file comments on proposed findings by applicants. In substance time cited.

WPVM (TV) Muskegon, Mich. Versls Radio and TV, Inc. (BPCT-1088) filed for permit of WPMV (TV) (Docket 106286; CRTC-1588; BPTC-1088) and stated that the station would operate in competition with WIZN (AM) and WMCZ (FM).

WTVW (TV) Portland, Ore. New TV, vhf Ch. 3, WTVW, Inc. (Docket 106287; BPTC-1088) and WTVW, Inc. (Docket 106288; BPTC-1089)—Mountain City filed reply to WPVM (TV)'s request for deletion of certain issues and (3) (4) alternative granted for issuance of opinions to determine whether WTVW (TV) is financially qualified. April 7 by Versls in hearing on vhf Ch. 35 grant, effectively limited to 35 day undesignated postdate. In third paragraph. Versls reserved right to contest statement and filing.

KTXC Big Spring, Tex., renewal of license (Docket 106289; BPTC-859) and KFST Ft. Stockton, Tex., renewal of license (Docket 106290; BPTC-863)—Supplemental opposition filed by KTXC to request of FCC for license. In summary a favorable report of KTXC by the Commission filed on April 11.

Sacramento, Calif. New TV, vhf Ch. 10, Mc
cGuffin Broadcasting Co. (Docket 106291; BPTC-863; BPTC-864; BPTC-865; BPTC-866; BPTC-867; BPTC-868) and Sacramento Telecasters Inc. (Docket 106292; BPTC-869) and BPTC-870)—Application of McGuffin to take depositions of 15 witnesses to be used in a hearing. No further hearing until April 13. Sacramento, Mo., Application of WSMO, FFF-459 and Sacramento Telecasters Inc. (Docket 106293; BPTC-871) to determine if there is sufficient evidence to support claim that WSMO is in operation and not taken down. April 14 in a hearing to determine if FCC can order that depositions not be taken. Possible continuance of hearing may be made.

April 14

Milwaukee, Wis. Application of vhf Ch. 10 -Hearst Corp. petitioned for reconsideration of memorandum opinion and order of April 1 of which denied request for return of ch. 10 to commercial status. Hearst contends reservation of ch. 10 for education is illegal and that its new application for facility shall be granted.

WJET Erie, Pa. Application to change from 50 to 100 kw OAR and 1,000 kw ERP (BP-729)—WBNY Buffalo petitions for reconsideration of decision which would cause objectionable interference to WBNY.

KDBA Auburn, Calif. License renewal (Docket 106294; BPTC-872) and application to drop night broadcast bureau hearings, petitioning that schedule at Auburn is too confined to fit into the FCC Bureau meetings and demand for new station is the result of current TV hearings and other proceedings.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith, contestants: Westhousde Radio Stations Inc. (KEX) (Docket 106295; BPTC-1089), Portland TV Co. (Docket 106296; BPTC-1087) and Cascade TV Co. (Docket 106297; BPTC-1085) and Anthony Wayne Bestg. (Docket 106298; BPTC-1084).

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Hasi P. Cooper. Contestants: Tampa Times Co. (Docket 106299; BPTC-1086) and Tampa TV Co. 39% owned by Walter Tison, operator of WALT Tampa (Docket 10630; BPTC-1085).

Sacramento, Calif.—New TV, vhf Ch. 40. Examiner Thomas H. Donohue, contestants: Ashley Radio Co. (Docket 106301; BPTC-1087) and 40% owned by the owner of WAPA (WAPA) (Docket 106302; BPTC-1085). Examiner Bento Gugino.

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOQ Bstg. Corp. (WDOQ) (Docket 106303; BPTC-1083) and 50% owned by Metropolitan News Co. (Docket 106304; BPTC-1084) and Maria Helen Alvarez (Docket 106305).

April 20

San Juan, P. R.—New TV, vhf Ch. 4. Hearing to begin. Contestants: American Colonial Bstg. Corp. (Docket 106306; BPTC-1086) and 61% owned by Republica's Network and 39% owned by Jao Bento (Docket 106307; BPTC-1085) and Maria Helen Alvarez (Docket 106308). Examiner J. D. Bond.

April 22


Muskogee, Mich.—New TV, vhf Ch. 35. SEC (BPTC-1086) granted operation of WGRD Battle Creek. Examiner not designated. (Docket 106295; BPTC-1087) to apply for a license to transmit programs.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue, contestants: Exh. Alexis H. Winkler, 50% owned by Ranta-Link Inc. (Docket 106296; BPTC-1088) and KAKE Bstg. Co. (KAKE) (Docket 106297; BPTC-1089).


April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 106299; BPTC-1080) and Columbia Empire Telecasters Inc. (KCEO) is 64% owner) (Docket 106300; BPTC-1082) and Northwest TV and Bestg. Co. (Docket 106301).

May 4

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmmer (KREM) (Docket 10432; BPTC-870) and TV Spokane Inc. (KGW) (Docket 10393).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Portland Arthur (KPCAP Artour) (Docket 106302; BPTC-871) and Smith Radio Co. (Docket 106303; BPTC-872) and Jefferson Amusement Co. Contestants: to be informed.

WVCH Chester, Pa.—Existing AM. Application to participate commercial FM. Assignments for daytim. on 740 k., Examiner Clifford Iriom. Examiner not designated. (Docket 106304; BPTC-873) and WGVJ Baltimore and WGMJ Huntington. N. Y. —Application to participate commercial FM. Assignments for daytim on 870 k., Examiner N. L. Nivin. Contestants: to be informed.

Rockford, Ill.—New TV, vhf Ch. 3. Contestants: TV Hearing to begin. Examiner Fanny N. Crittin. Contestants: to be informed.

April 14

Sacramento, Calif.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Shalt- man, contestants: John Boole Poole Bestg. Co. (Docket 106305; BPTC-874) and Jack O. Gross (Docket 106306; BPTC-875) and for hearing. Examiner Berto A. Poole Bestg. Co. (Docket 106307; BPTC-876). Examiner not designated.

Sacramento, Calif.—New TV, vhf Ch. 36. Examiner Thomas H. Donohue. Airlines John Poole Bestg. Co. (Docket 106308; BPTC-877) and Jack O. Gross (Docket 106309; BPTC-878) and for hearing. Examiner Berto A. Poole Bestg. Co. (Docket 106310; BPTC-879). Examiner not designated.


Routine Roundup . . .

April 9 Applications ACCEPTED FOR FILING License for CP WCRF Birmingham, Ala., Chairman Radio & Television Co.—License for CP (BP-859), which authorized new AM (BL-4965).

KINS Bishop, Calif., KPRS Bestg. Co.—License for CP (BP-858), as mod., which authorized new AM (BL-4966).


WNO Artesia, N. Mex., NFT Bestg. Co.—License for CP (BP-860), which authorized simultaneous change in ant. system and change type trans. (BL-4967).

NCBH New York City, NY., WNYH-FM—License—new-fm Bestg. Co.—License for CP (BP-861), which authorized increase in power, installation of new trans. and operation in Dun to NA to NA to BL-4967) (BL-4969).

Modification of CP WYAM Altoona, Pa., The General Bstg. Corp.—License for CP (BP-862), which authorized installation of new trans. in a channel 14 space and studio locations (BMP-874).

WVSN Winchester Station WSM Inc.—Mod. CP (BP-863), which authorized new power for trans. at new location and change of call letters (BMP-875).

APPLICATION RETURNED Authority to Transmit Programs WNYC Rochester, N. Y., Rochester Bestg. Co.—Authority to transmit baseball games from Rochester to CFRA Ottawa, Can.
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1 Riverside Road—Riverside 1-2153
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(A Chicago suburb)

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Of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

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WASHINGTON 4, D. C.
Help Wanted

Timebuyer — wanted by fast-growing Chicago advertising agency. Experience in radio and television. Must have strong background and have strong statistical background. Box 351W, B.T.

New England network radio station in prosperous, beautiful city needing staff. Immediate opening for traffic director. Excellent opportunity for medium market 5000 kW. Staff.

Two announcers, emphasis on announcing. Two commercial managers for present and new operation. Details first letter with photo. Winston Ward, KIMP, Mt. Pleasant, Texas.

Managers

5000 watt, upper midwest, looking for young man with potential or older man who can provide station management on attractive basis. Box 384W, B.T.

Commercial manager (or station manager). Single market station only. Must have complete chain of operations, for station which will sell. No "hot shot" one time over type man. Must have appearance, wealthy and attractive. Box 423W, B.T.

Management doctor—Is your station run down? Does your copy lack conviction? You need kid managers, fast talking chaps; just about everything you need is in the words of Dr. Call in the "Doctor of Radio Management" and have your station brought back to health. Salary according to ability. Box 392W, B.T.

Immediate opening for experienced salesmen as commercial manager. Liberal draw against commission. Contact Manager, WAPF, McComb, Mississippi.

Salesmen


Immediate opening for experienced salesman as commercial manager. Liberal draw against commission. Contact Manager, WAPF, McComb, Mississippi.


Excellent opportunity for experienced aggressive man. We're a successful, clean, profitable operation. Excellent salary to good man. Send full information. Box 311W, B.T.

Excellent opportunity for experienced radio salesman at one of North Carolina's best operated stations in large market. 5000 watts CB Network. Liberal base against commission. Preferred from Western Carolinas or adjoining states. Box 411W, B.T.

Excellent opportunity for medium market salesman. We're a successful, clean, profitable operation and in state work for top caliber men. Attractive salary, plus commission for good man. Have all equipment, excellent ratings, and a good market, this is it. Box 392W, B.T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market. 5000 watts CB Network. Liberal base against commission. Preferred from Western Carolinas or adjoining states. Box 411W, B.T.

Salem


Excellent opportunity for experienced aggressive man. We're a successful, clean, profitable operation. Excellent salary to good man. Send full information. Box 311W, B.T.

Excellent opportunity for medium market salesman. We're a successful, clean, profitable operation and in state work for top caliber men. Attractive salary, plus commission for good man. Have all equipment, excellent ratings, and a good market, this is it. Box 392W, B.T.

Help Wanted—(Conf'd.)

Ideal opening for announcer with imagination. Salary up to you. WICY, Maine, N. Y.

Announcer, first class ticket. Immediate opening. Personal interview required. WKAN, Kannakee, Illinois.

Announcer. Only network station western Michigan, rapidly expanding, radio market 5000 kW. Full time and part time. Nice living conditions. Full details requested. No phones accepted. Please write Manager, WKBZ, Muskegon.

Announcer-engineer, emphasis on announcing. Must know WKBZ. CK 500 W-AM, Pascagoula, Mississippi.

Wanted—Combo man for daytime radio station. Pleasant working conditions, limited experience acceptable. Send call to Radio Station WPMF, Passacagoula, Mississippi.

Announcer—Newsman, hillbilly and disc. Needed at once. WPL, Memphis, WSSO, Starkville, Miss.

Technical

Wanted, First class engineer-announcer. Box 386, B.T.

First class operator-announcer. Small southwest market. Box 414W, B.T.

Virginia kw needs engineer. State university salary. Box 438W, B.T.

Wanted—First class engineer with FM affiliate. Has TV grant. Box 392W, B.T.

Chief engineer for 100 kw VHF TV station. RCA equipment. Complete station soon. Man we want probably experienced number two man existing engineers to take care of initial construction. Grand opportunity for ethical salesman of proven ability. Box 405W, B.T.

Chief Engineer—Wichita, Kansas. Must know TV. Excellent opportunity. Box 395W, B.T.

Wanted—Chief and two transmitter engineers all with first licenses. No announcing. Send full data, desired earnings, references, etc. Box 438W, B.T.

Immediate opening for first phone transmitter operator. $100.00. No experience necessary. Box 395W, B.T.

Wanted—Transmitter engineer, 50 kw southeast. Write giving education, experience, and present earnings. Chief Engineer, Box 7888, Oklahoma City, Oklahoma.


Wanted—Engineer with first class license for WATL. Good salary and working conditions. Contact ABMO, Amherst, Mass., KFRO, Geneseo, Illinois.

Chief engineer immediate opening. 45 hour week. Must have practical experience in state or Federal Station. Salary complete information first letter. WELW, Canton, Ohio.

Wanted—First phone transmitter operator, no experience required. 900 phones, pay and hours for steady man. $1000 month ABC affiliate. Apply at once. KIBJ, Abilene, South Dakota.

First class operator. Transmitter work, union position. No experience necessary. Permanent. 40 hour 1½ overtime. WAOV, Vincennes, Indiana.

KJAY, 5000 watts, Topeka, Kansas, desires first class straight engineer or first class combo man. $65-$75 respectively, 40 hours.

Chief engineer immediate opening. 45 hour week. Must have practical experience in state or Federal Station. Salary complete information first letter. WELW, Canton, Ohio.

Combino, first class ticket required. Good salary. West Virginia location. Write, wire Manager, WBBR, Welch, West Virginia.

Transmitter engineer or combo. No experience necessary. 1 kw regional. WDBC, Escanaba, Michigan.

Wanted—Transmitter engineer for 5 kw station. Must have experience and salary expected. Contact Chief Engineer, WGAC, Augusta, Ga.

Immediate opening, engineer 1st class license. No experience necessary. $500-$600. WHDL, WHDL-FM, Chicago.


Applicant for high power UHF-TV needs AM transmitter engineer who is interested in TV. Broadcast experience necessary. WINR, Binghamton, New York.

Opening for engineer in AM and television—WGCO-TV, Carbondale, Illinois.


First ticket engineer—Liberal starting salary, vacation, and top fringe benefits. WJHL-AM, Radio Station WTTM, Taylorsville, Kentucky.

Production, Programming, Others


PD for rural Penna. market. Must be versatile announcer with good voice. Must have TV experience. Tell all and send audition first reply. Confidential. Box 311W, B-T.

WOAI, 10,000 clear-channel watts. San Antonio now seeking young girl westerner for early day disc position. Some TV experience desirable. Excellent set-up, good pay. Contact Perry Dickay, P.O. Box 3441 or telephone G. 622. No collect calls.

Young lady—Experienced continuity writer. 1,000-watt NBC affiliate has immediate opening offering excellent opportunity. TV anticipated. Send sample copy and photo to WPFD, Flint, Michigan.


Television

Salesmen

Television salesman. New midwest TV station market opening for experienced television person in sales department. Prefer man with 3 years experience in top sales work. Send resume, photo and letter. To Box 357W, B.T.

Salesman—Four years experience in television sales. National, national, local. Prefer experienced man. We have one of top 50 station sales manager. College graduate. Married. Family. Box 362W, B-T.

Experienced young commercial manager seeking small market station to settle with family. College graduate. Box 381W, B-T.

Experienced local-national AM-TV sales manager seeks top position. Creative-minded executive. 25, single, university graduate. Send resume and letter. To Box 331W, B.T.

Announcer-Operator—WTVN, Inc., P.O. Box 383, Newark, Ohio.

Salesman

Moving up in June! Five years experience production and sales. Degree, 25, family. Desire to relocate in larger market. Yours? Box 375W, B.T.

Announcer

Manhattan announcer, DJ seeks steady and permanent position. Will be available May 1. Reply Box 352W, B.T.


Experienced writer-announcer desires to locate strong play by play position. D.C. College graduate, board operator, DJ, news, all phases station production. Can handle traffic, fill in, edit and news, if desired. Presently working in five Western city as copy chief-announcer. Young, versatile, steady, dependable. Like people, good references. Prompt reply. Box 352W, B.T.

Announcer, 6 years experience, news, music, sports play-by-play, will consider all replies. Hold first phone license. Box 388W, B.T.

Announcer-DJ, special events. 26, married. $80. Permanent. Florida only. Box 362W, B-T.

Experienced staff announcer desires position with minimum one year experience to specialize in newscasting. Tape, references, etc., on request. Box 356W, B.T.


Announcer, experienced. All-round staff man. Single, 28, prefer eastern states. Box 364W, B-T.

DJ, informal, friendly wants morning, afternoon or night show (no shift or staff) also special events. Contact management and agency connections. Available immediately. Box 356W, B-T.

Fair weather forecast!!! Experienced announcer, sales ability, Box 368W, B-T.

Announcer, 1st phone, 6 years experience. Good on any type program, excellent on sports play-by-play. Know programming. Little sales. Preferly employed, looking up. Box 406W, B-T.

Announcer, pianist, novelty DJ. 3 years experience. Top television material. Married, congenial, reliable, excellent references. Box 412W, B-T.

Summer replacement announcement desired by experienced former announcer. Copy experience, film narration. Directing experience. Taught radio voice dependable, able, good voice. Box 417W, B-T.

Capable announcer, 10 years radio experience, single. Radio, TV, spot market. Radio experience. Prior to, married, wants announcing program director or production job. Available immediately. Box 399W, B-T.

Summer position sought by announcer-newsmen. College grad, radio and newspaper experience. Reply Box 421W, B-T.

One of Texas' top DJs desires all disc jockey work beginning June first. All offers considered. Six years experience, excellent references. Contact immediately. Presently in 400,000 southwest market. Box 358W, B-T.

Engineer-announcer. Experienced, sincere delivery, college, 28, draft S-A, all phases, available at once. Box 440W, B-T.

Engineer-announcer-news, deejay, four years experience. College grad, upper Midwest. Box 3, Payneville, Minnesota.

Announcer, first phone. Southeast, 455 SW 12th Street, Ft. Lauderdale, Florida.

Situations Wanted—(Cont'd.)

General manager—Almost half my life all phases TV. One of top men in management. Unusual man seeking unusual substantial position. Prefer large group and do all planning amenable to long range planning. May we talk? Will be at convention. Box 142W, B-T.

Assistant manager-program director for southern regional radio station planning to go into television. College graduate, 12 years experience audio-visual. Combination experience in radio and TV. Excellent record! Correspondence mutually confidential. Box 437W, B-T.

Situations Wanted—(Cont'd.)

Salesman

Annenier, draft exempt. Experience slight. Sales experience necessary. Box 465W, B-T.

Very versatile announcer, some experience. Copy man, control board, DJ. Box 4-976, Brad Harris, 333 Alabama Avenue, Brooklyn, New York.

Announcer, newscaster, DJ, combo man free to travel. Will consider all offers. Walter Kern, 307 East 37th Street, New York City.

Situations Wanted—(Cont'd.)


Midwestern graduate. Announcer-operator, Age 30, college graduate, 3 years experience, Great Lakes area. Excellent opportunity for disc. Edward McCarthy, 5619 South St. Louis, Chicago 29, Illinois.

Announcer-DJ—sportscaster, all play-by-play, can handle solid market. Cover play, need to play. Box 418W, B-T.

First phone man wants employment in broadcast media in Virginia or Maryland. Will accept position immediately. Lehman, Parkview, Harrisonburg, Virginia. Phone 4-3116.


Production, Programming, Others

Triple value for eastern newspaper. Married, veteran college graduate with three years radio journalism experience plus TV news experience. Prefer five years of experience in both. Send rates for three months. Box 261W, B-T.

Newsmaster special events: skilled gathering, writing, editing, going live, last night. Now making $5,500. Box 375W, B-T.

Desire change. What have you? Presently PD 12 years experience. Box 396W, B-T.

Special events with something extra special. Top college graduate veteran with a combined total of ten years radio and writing experience offer to turn the news and sports department of a promising station into a highly successful, profitable operation. Will handle complete news and sports coverage, including play-by-play and news commentary. Prefer eastern or midwestern locale. Box 400W, B-T.

50% married veteran. TV Workshop graduate needs start TV studio operations. Locate experienced and ambitious. Reply in confidence. Don't expect executive salary! Box 405W, B-T.


Television

TV salesman, 7 years in TV, 4 years in spot sales. Agency contacts. Box 344W, B-T.

New York TV account executive (31) seeks sales position, national sales preferred, with new television station. 2 years major rep, Background plus 3 years aggressive retail sales. Box 404W, B-T.

TV salesman—Can build your department. Five years experience. Now TV salesman, medium market. Ready to move up. Sales manager paying $6,000 in fair salary, override. Box 414W, B-T.
Advertisements

Annuences
Announcer, 5 years radio, desires TV. Married, B.E. veteran. Tape, photo on request. Box 407W, B.T.

Technical
Engineer. Experienced all phases. Wants connection with TV station. Box 354W, B.T.

Production, Programming, Others
Experienced film technician, formerly with leading midwestern station. Capable of heading department, training crew. Best references. Box 392W, B.T.

Want producer-director position in up-and-coming television station. Married, responsible, capable. Educated in theatre, radio and television, with up-to-date television experience in large eastern market. Box 321W, B.T.

TV news, film editor, outstanding newsman currently picture editor of one of the nation's leading dailies. All-round background in visual presentation and editing of news working against stringent deadlines and highest standards. Best references. Box 385W, B.T.

Newsmen—Desire to set up television news operation. Type IIU, Caim 6, tuned to 156.1 MC. Will support 6-bay TV antennas. Approximately 900 miles. All included. line, transmitted line, assorted group elbows, gas stops, etc. Box 256W, B.T.

Humorist and showman can do a great half-hour television show. Write Box 409W, B.T.

Television programming executive . . . don't buy claims. Involved in a successful career. Young executive with proven record during thirteen years in TV, films and radio. Known for genuine, authentic, original programming. Experienced in all phases of studio operation—direction,孰道, production, FCC regulations. Interested in program management, major market TV operation or TV radio department of live agency. Write for history and terms. Box 453W, B.T.

New TV station wanted, to utilize this experience—ten years women's director, TV; three years top network video—1500 hours camera work. Producing, programming, commenting—news, information, entertainment, puff ball, top continuity, script writing, agency selling. Capable administrative assistant available too. Salary open to discussion. Permanent only. Box 452W, B.T.

Experienced TV film specialist, formerly with leading midwestern station. Capable of heading department, training crew. References. Box 441W, B.T.


For Sale

Stations
Southern California 250 watt station in community of 12,000. Collins equipment. Box 252W, B.T.

Midwest 1000 W Independent. No competition. Minimum rate $60.00. Half down. Box 318W, B.T.

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type IBD, Gain 6, tuned to 156.1 MC. Will support 6-bay TV antennas. Approximately 900 miles. All included. line, transmitted line, assorted group elbows, gas stops, etc. Box 256W, B.T.

Print your own opales and slides. Used 14 inch type photostat, excellent condition, complete set of types. Ready for your new television station. Price reasonable. Write Box 327W, B.T.


RCA Channel 13 Dipllexer, complete set Channel 13. Used and ready for RCA VICTA transmitter. Western Electric 2525 audio console. Write Box 120W, B.T.

For sale, one RCA-BPT-2BD, 3 kw, FM transmitter. Also one W.B. 506-BI, 16 kw FM transmitter and one G.E. EM-IA frequency and modulation. Excellent condition. Top performance record. Make offer. Write wire phone Art Recht, Chief Engineer, IIXON Inc., 12th and Delmar, St. Louis 1, Missouri. (Chestnut 6000)

For Sale— Continued


236' self-supporting insulated tower, two-bay RCA Batwing FM antenna. 270' 15' Andrew rigid coax. All in excellent condition. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM trans- mittcr, $1,500.00. Call or write C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets; etc. Send, for listings: James & James, Inc., 201 Rustice Street, Huntsville, Alabama.

New #16 bare copper wire for ground systems. Tower Construction Co., Box 1259, Sioux City, Iowa. Phone 3-0781.

Wanted to Buy

Equipment, etc.

Professional wax recorder. Prefer RCA type 73-B or equivalent. Must be in first-class condition without modifications. Give full details on type of filter, head, and other associate equipment, along with best price. Box 313W, B.T.

Wanted several used FM transmitters. Send complete information, location and price of same. Box 314W, B.T.

1,000 watt transmitter. Must be in good condition. State price. WMFC, Monroeville, Alabama.

Miscellaneous

FCC license in a hurry. Correspondence and references. Box 384W, B.T.

Help Wanted

Announcers

NBC station with great half-hour program. Excellent future. Excellent salary. Box 397W, B.T.

Buy used FCC license, or lease with option to buy. Send Box 389W, B.T.

Send urgently for FCC license. No. 389W.

Many years' experience as writer, program manager, technical director, producer, sales, etc. Box 226W, B.T.

Buy used FCC license, or lease with option to buy. Send Box 389W, B.T.

Wanted to Buy

ANNOUNCER WITH EXPERIENCE

NBC station with TV grant. Location in Western Carolina . . . industrial community with excellent recreation facilities.

PAY: Start—$90 to $100 depending on ability and experience.

We are interested in a man with good educational and experience background. Excellent future with high ranking, long established operation. Prefer announcer with first or third class license, although this is not ESSENTIAL.

Send immediately with your background and references, photo and audition to Box 380W, B.T.

Commercial Engineer for Leading Firm


MISCELLANEOUS

COLLEGE GRADUATE RADIO ENGINEER

with known ability and experience in TV for UHF license. Excellent opportunity for thoroughly trained engineer to operate and direct all aspects of station. Apply to Box 432W.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-column classified section tailored to sell sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Advertising, 1202 Connecticut Avenue, N.W., Washington, D. C.

OPPORTUNITY TO BUY INTO RADIO STATION

by young married couple with financial ability and proper background. Recently married, two children, industrialist, has always had money and willing to prove worth desire to work with and purchase new one for the right price. Recently in Midwest market capable of grossing $100,000. Will make responsibility position new. Box 425W, B.T.

WANTED TO PURCHASE STATION

With growth potential in city with desirable living conditions. Please give complete details. Will contact promptly for personal discussion if interesting. Box 377W, B.T.

MANAGERIAL

GENERAL OR SALES MANAGER AVAILABLE

Presently sales, 5 kw indie, major market, east coast. Age 35, family man, 17 years experience in all phases. Top industry references. Will make money for all concerned in any market, $7,000 plus bonus or percentage. Personal interview arranged. Write Box 430W, B.T.

TELEVISION

Top GAL PROGRAM DIRECTOR WILL TRADE HOLLYWOOD FOR SMALL TOWN U.S.A.

Wants to work and live on long term basis. 16 years in broadcasting as announcer—controller, production head, disc jockey, program director, administrator of aggressive stations. 5 years TV experience as writer, producer, program manager. Capable, restrained, sales conscious. Best west coast references and unusual success story. Wires or write Box 431W, B.T.
April 14 Decisions

BY BROADCAST BUREAU

Modification of CP

WPTC Putnam, Conn., the Israel Putnam Broadcast Co. - Granted mod. CP to change type trans. of AM station (BL-4981).

KCHY Detroit, Mich., 636 H. D. Heart of the Black Hills Station - Granted mod. CP for approval of new antenna, increased main studio location (BMP-6591).

WKMT Kings Mountain, N. C., Southern Radiocasting Co. - Granted mod. CP to change type trans. (BL-4618).

WFRM Cookeport, Pa., Farm & Home Bcstg. Co. - Granted mod. CP to change type trans. (BL-4618).

Extension of Completion Date

Following granted mod. CP for extension of completion date:

KPTV (TV) Portland, Ore., to 11-5-53 (BMPCT-1691); WRVQ-AM Roanoke, Va., to 5-15-53 (BMPCT-3490).

Granted Authority

Paramount Television Productions Inc., Hollywood, Calif. - Granted authority to deliver tele-transcriptions or kinescope recordings of TV programs broadcast in the U. S. over KTXA, owned and operated by Paramount Television Productions Inc. to KBLD-TV, Matamoras, Tex., for broadcast in Mexico by XELD-Tl, for period ending Feb. 1, 1954.

IT WASN'T long ago that quite a few newspapers had the idea they should charge radio and television stations for running program listings. In most cases broadcasters were able to dissuade publishers from that course by pointing out that program listings constituted news and had wide reader interest.

If this issue arises again, broadcasters will have new proof to support their argument. Nine midwestern dailies are now selling space adjacent to radio-TV schedules at twice the open rate for run-of-the-paper space. These papers interperse small ads between channel and station listings, getting a total of 10 column inches of ads daily.

These ads, we must emphasize, are not sold to stations but to local advertisers. There is no tie-in with broadcasting, except that the ads appear near the heavily-read program listings and hence command premium rates.

Moreover, with only an AM audience, advertisers are shrewd buyers of channel and station listings. There are 49 midwestern papers, and most of the others are considering a similar move. Local advertisers have to sell space to local customers, and those are willing to pay a premium rate for play that will hit a set of advertisers who aren't already in the market.

The trend is toward miniaturization and refinement, together with economy in operation. Results have been achieved that took decades in the corresponding days of aural radio.

Don't Sell Uhf Short

A WONDERLAND of new equipment will greet the broadcasters who attend the NARTB convention in Los Angeles next week. A preview of this exposition of broadcast equipment is provided in the feature section of this issue.

The trend is toward miniaturization and refinement, together with economy in operation. Results have been achieved that took decades in the corresponding days of aural radio.

 Greatest interest is destined to center upon uhf, which ultimately will be the haven for most telecasters. Today vhf is the major service, and will be for the foreseeable future.

Uhf, on the other hand, is having its troubles. It's mainly a case of getting enough power out of the antennas to do a consistent coverage job comparable with vhf. The FCC rules allow for this, providing for power up to one megawatt (1,000 kw or 1,000,000 w) for uhf, which would be roughly the equivalent of 100 kw for low-band vhf (channels 2-6) and 316 kw for high-band vhf (channels 7-13). The manufacturers haven't yet developed tubes that can generate this uhf output.

Some look at uhf with disdain. They ask whether it isn't "another FM" (and now we'll probably hear again from the FM champions). To our lay mind, they are not comparable. AM was an old-established aural service. FM was a new method, which had its onset after AM was well entrenched.

In TV, both vhf and uhf get practically a simultaneous start. Moreover, with only 12 channels for vhf, there isn't enough spectrum space to accommodate anything approaching competitive nationwide service.

Whatever the uhf shortcomings—and we'll know more about them after the NARTB convention—there's no question about correcting them. History underwrites this. From the start of "wireless communication" the engineers have been achieving the impossible.

The vagaries of uhf, which presently result in spotty coverage and limitations on signal strength, are not surprising. These same flaws affected propagation on the high end of the vhf band just months ago. The higher the frequency, the worse the trouble. At that time the demand was for the low-end of the vhf band.

Just as surely as the engineers overcame the difficulties in high band vhf, they will solve the seemingly insuperable problems in uhf. Don't sell uhf short.

Profit & Logs

Because of unprecedented political interest, the question of color television has been raised anew and with enough emphasis to arouse widespread confusion among both public and industry.

We have the testimony of the chairman of the House Interstate & Foreign Commerce Committee that the new compatible color system is ready for adoption. From a technological viewpoint, the chairman apparently is not too far out on a limb; qualified observers at last week's demonstration noticed a marked improvement in the RCA transmissions both on color and black and white sets.

Dispel The Color Fog

It may be true that a compatible color system is technically ready,ru or nearly so, but a number of economic questions inherent in the development of a national color structure remain wholly unresolved. Until acceptable and forthright answers to these questions are forthcoming, nothing but harm can be done to the general progress of U.S. television—color or monochrome.

The millions of Americans living in areas to which post-freeze TV is now beginning to open and who are entitled to know whether color is in the immediate offing and if so how much they must spend on the equipment needed to receive it. To perhaps a lesser degree, the same questions will trouble those who will own black and white receivers. Telecasters, especially those opening up new markets, will hardly welcome the addition of these as yet unanswered color questions.

Like it or not, however, the questions have been raised—by politicians. They must now be answered—by industry.

The industry is now forced into the position of making a clear-cut statement about the state of compatible color. Is it ready, and can it meet the FCC standards? If it is ready or nearly so, how much will it cost for receivers and how much will it cost to transmit?

We think it unfortunately premature that the color controversy has been re-opened at this moment. The point, however, is that it has been re-opened and hence must be settled as quickly as possible.

Footnote to 'Dangerous Nonsense'

LAST WEEK on this page we assailed the latest effort of the FCC's legal staff to give the newcomer preference over the licensee in television. The barristers argue that the radio broadcaster has a strike against him because of the desirability of promoting "diversification" in the molding of public opinion. But, it appears, the lawyers went farther. If the broadcaster also happened to have an FM license, he had two strikes against him. That, in contrast to the notion that the maintenance of an FM station is a plus factor, indicating a willingness to help develop a new service. This revelation will come as a shock to broadcasters who have been losing money in FM because they thought it would help them in TV.
Our Fifth Anniversary...
a time to say “Thank You” 403 times

We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our 403 wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride in being “The South's First Television Station.” Today we're still Richmond's only TV station. And soon we shall be serving you even more powerfully! We now have under construction a 1,049 foot antenna in the heart of Richmond. Upon completion WTVR will be operating with Maximum Height and Maximum Power—100,000 watts. As always, you can expect maximum results. We hope you will be with us on our next anniversary!

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Boiling Co.
In Washington...

WTOP broadcasts the 10 most-listened-to daytime programs...

7 of the 8 most-listened-to evening programs...

9 of the 10 most-listened-to weekend programs...

More people continue to listen to WTOP than to any other radio station in Washington!

*Pulse Inc. Jan.-Feb., 1953