The PUBLIC is you, the man next door... around the corner... on the next farm. The Storer Stations always keep this in mind. Their public service programs are directed to the individual—not to a mysterious unknown “public.” For example...

**WJBK-TV**

**DETROIT**

“The Community News Reel” gives vivid, human interest support to community activities... Better schools, Civil Defense, Community Chest, Health Drives, Traffic Safety, Good Citizenship... all dramatized with actual people, real events. “Nothing interests people more than people.”

**WMMN**

**FAIRMONT**

“School Of The Air.” Vital programs broadcast five times weekly to 88 schools. So valuable to the school system that many rural schools were electrified to receive these classes.

**WAGA-TV**

**ATLANTA**

“This is Georgia” — a colorful TV series spotlighting Georgia communities. Officially cited by the Georgia State Chamber of Commerce as one of the most productive public service programs ever created in Georgia.

**WWVA**

**WHEELING**

“Tri-State Farm & Home Hour” — famous rural program now in its 18th successful year. A must for rural dwellers in three states. As one loyal listener said, “As much a part of modern farming as the tractor and electricity.”

Programs like these are typical of the many public service activities sustained by all seven radio and four television stations of the Storer Broadcasting Company... a company which, for 26 years, has offered its whole-hearted support to every enterprise designed to strengthen and enlighten the community.
316,000 WATTS... 

POWER!

AMERICA'S
MOST POWERFUL
TELEVISION STATION

WHAS now achieves another great Television FIRST... 316,000 watts of picture power... 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television... which pioneered use of the 12-bay high gain antenna... and was the nation's first station to provide 50,000 watts of picture power.

First again... because of bold development work with General Electric engineers... WHAS becomes the nation's most powerful television station... serving and selling the largest number of viewers in the Kentuckiana market.

Channel 11
Basic CBS

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco
WELL, we don't want to take issue with ancient history, but you're going about this thing all wrong. You'll get into Troy, alright. And you'll find there the fairest girls, the best made shirts, and the nicest people in the world. But Troy is only a part of a three-city market, Albany-Troy-Schenectady, the nation's 27th in retail sales.

That's what you want: the rich, metropolitan Albany-Troy-Schenectady market.

The best way to get into the Albany-Troy-Schenectady market is by using WTRY... the station people in the area listen to most.

And there's a lot of people listening, all day long, to close to a million radio sets, as many, for instance, from 7 PM to 10 PM, as from 10 AM to 11:30 AM when Arthur Godfrey is on... and everybody up here listens to him.

Survey after survey shows WTRY continuing to hold the lion's share of audience. The Sept. '52 Pulse gives WTRY 31% morning, 23% afternoon, and 20% evening. The remainder is divided among 7 other radio stations.

Most local advertisers know these things. WTRY's local sales increased more than 22% in 1952 over 1951... itself a banner year. And last November and December were the biggest months in the station's history.

Call Headley-Reed for the full inside story

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED
On "SALES MANAGEMENT'S" list of "HOT SPOT CITIES"

ADVERTISERS WHO KNOW . . . BUY KRLD-TV CHANNEL 4

Consistently, KRLD-TV is favored by local and regional advertisers who know that KRLD-TV telescasts the full CBS Television network programs exclusively for Dallas and Fort Worth. KRLD does not divide its network programming with any other station in north Texas.

MORE COVERAGE, TOO! A survey of north Texas Television Sales and Service Dealers, proves KRLD-TV gives the better picture and audio signal than any of the other three stations serving the north Texas area. The score was 94.7% more "firsts" for KRLD-TV than the second station. AND HIGHER RATINGS: 8 out of 15 top evening shows on KRLD. (February Pulse — Dallas.)

MAXIMUM POWER FOR KRLD-TV, MAY 3rd
100,000 WATTS VIDEO AND 50,000 WATTS AUDIO

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-Ft. WORTH
AREAS

The BRANHAM CO.
Exclusive Representatives

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
IN FINAL stages is 'two-way deal whereby 50,000 w facilities of WLAW, Boston-Law-rence ABC outlet, will be purchased by Yankee Network (Division of General Tele-radio-Mutual) for nearly $590,000. Facilities of present Yankee Boston key, WNAC, being sold to Victor C. Diehm, WAZL Hazleton, Pa., for about $120,000. WNAC call would be transferred to high power station which operates on 680 kc to be operated by O'Neil interests with WNAC-TV. Present WNAC operates on 1250 kc with 5,000 w.

** ** **

PRESIDENT Hal Fellows is attending NARTB convention in Los Angeles this week against his doctor's orders. He underwent minor surgery ten days ago.

** ** **

ADVERTISERS and agencies are protesting quietly about number of station general managers flooding New York within past few weeks. Station representatives, too, are finding going a bit rough due to managers' march. Plaint: When representative has covered agency one day, visit with out-of-town station man few days later necessitates another trip to same timebuyer for same issue, wasting time of all concerned.

** ** **


** ** **

STRONGLY endorsed by New York state Republican organization for secretary of FCC is Lt. Col. William B. Campbell, Signal Corps Reserve, now on active duty in Washington. Former head of Press Wireless European operations, Col. Campbell was on Gen. Eisenhower's SHAPE staff during World War II, and his wife was active party worker at Eisenhower headquarters before elections. Campaign developed spontaneously among New York radio, newspaper and communications men, it's reported.

** ** **

COST of making film commercials in New York reportedly has been reduced to almost one-third due to keen competition among film companies in East. As result, Hollywood film people trying to recapture some of this commercial business with lure of even lower TV commercial costs.

** ** **

FRANK P. SCHREIBER, general manager of Chicago Tribune stations (WGN-AM-TV, WGNB (PM)), as member of board of WPX (TV) New York interviewed 28 people in 10 days for upcoming general manager's vacancy at New York News' station. Man will succeed Ben Larson, who resigned to become president and 20% owner of KDYL-AM-TV Salt Lake City under Time Inc. acquisition, now awaiting FCC approval [B*T, April 6]. Mr. Schreiber will act as liaison at WPIX (TV) until new manager is indoctrinated.

** ** **

TEMPORARILY serving as legal assistant to new FCC Chairman Rosel H. Hyde is Dee W. Pincock, assistant to general counsel. He, like Mr. Hyde, is native of Idaho.

** ** **

TO PROVIDE more effective service in sparsely settled areas, KXXL-TV Spokane (Ed Craney-Bing Crosby) expected to ask FCC to raise 100 kw power limit on its Ch. 4 to 150 kw. Transmitter is located atop Mt. Spokane.

** ** **

FIRST "strike application" case to come up for hearing before FCC will probably be determined in mid-May—when Commission holds its regular full meeting. Staff has been prodded to get several cases up at earliest opportunity out of some 18 petitions pending alleging "strikes" or "shakedownz."

** ** **

NATIONAL Electronic Distributors Assn. has professed "surprise" over Federal Trade Commission charges alleging unfair methods of competition. NEDA feels that practices are traditional within industry and points out it has supported constructive proposals in suggested trade practice rules for manufacturers and distributors. NEDA has to have discussed charges with attorneys this past weekend and will file reply with FTC sometime this week.

** ** **

NEXT DEVELOPMENT in series surrounding U. S. propaganda operations expected to be separation of information program from State Dept. Dr. Robert L. Johnson, former president of Temple University, definitely will head new project with certain of present IAA functions going to Central Intelligence Agency. All present top directors expected to be replaced. Plan contemplates stripping Voice operations to bone except for Iron Curtain countries and troubled areas.

** ** **

OPTIMISM pervaded FCC following hearing before Senate Appropriations subcommittee last Thursday on fiscal 1954 budget. Sen. Edwin C. Johnson (D-Colo.), although not committee member, pitched for increased appropriations to speed TV hearings and indications were $1 million might be added by Senate to $7.1 million bill passed by House. Assuming this increase is halved by compromise, FCC would wind up with $7.6 million or $1.1 million above 1953.

** ** **

FREEZING operations of Chicago Tribune stations (WGN-AM-TV, WGNB (FM)), as member of board of WPX (TV) New York interviewed 28

Broadcasting • Telecasting

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A convention highlight: Rosel Hyde, newly named FCC chairman, will make major address. Page 37.


ADVERTISERS & AGENCIES


FACTS & FIGURES

New analysis by Weed Television shows TV rates throughout the nation. Page 53.

TRADE ASSOCIATIONS

Annual meeting of American Assn. of Advertising Agencies sees need to intensify advertising efforts, take up anticipated economic slack, and agrees radio-TV will figure big. Page 64.

American Newspaper Publishers Assn. investigates changes wrought by television. Page 64.

GOVERNMENT

Sen. Johnson starts campaign for extra $1.6 million FCC appropriation to speed up TV processing. Page 68.

STATIONS

Three new vhf stations begin operations. Page 74.

More than 200 stations have joined the Station Representatives Assn. crusade for national spot radio." Page 78.

NETWORKS

A new NBC summer radio plan draws fire from Station Representatives Assn. but is defended by Harry Bannister, NBC vice president in charge of station relations. Page 80.

FEATURES


A major analysis of how many television stations the U. S. can support. Page 102.

Portrait page of the NARTB staff. Page 111.

FOR THE RECORD

Peabody Awards are presented at meeting of Radio & Television Executives Society of New York. Page 136.

UPCOMING

April 27-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 27-May 1: Society of Motion Picture & Television Engineers Convention, Statler Hotel, Los Angeles.

April 30-May 2: American Women in Radio & Television Convention, Atlanta Biltmore, Atlanta.

May 5-8: Canadian Assn. of Advertisers Meeting, Royal York Hotel, Toronto.

April 27, 1953 • Page 5
...not just market data

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

Mr. Channel Eight

WGAL

Represented by MEEKER

AM FM TV

New York Chicago Los Angeles San Francisco

Broadcasting • Telecasting

April 27, 1953 • Page 7
HERE WE GO AGAIN
or
(Who Sez Radio's Daid?)

After the NARTB Convention this month, the citizenry of Los Angeles will need only to consult Seismographic records for proof radio's still going great guns!

Like the bee (proved by experts to be aerodynamically incapable of flight) radio continues to "get off the ground" in the Omaha, Council Bluffs area too—as dramatically proved by KOWH. If you can tear your eyes away from elsewhere on this page, take a gander at KOWH's Hooper—averaged below for the 17-month period from Oct., 1951, to Mar., 1953.

How's that for a honey?

• Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)

• Largest share of audience, in any individual time period, of any independent station in all America! (March, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
NARTB Membership Shows Sharp Increase in Year

AM STATION membership of NARTB totaled 1,112 AM stations on eve of Los Angeles convention, representing increase of 139 AM members in last year. Total membership includes 276 FM stations (370 last year), two radio networks (MBS, NBC); 153 TV stations (83 last year); four TV networks (ABC, NBC, CBS, DuMont); 105 associates (74 last year).

NARTB convention headquarters said Friday that banquet program for next Thursday will be "surprise package," refusing to divulge names of talent.

FCC Comm. Frieda Hemlock was last-minute addition to convention program. She completed arrangements at weekend to attend meeting and is to be member of special Friday panel composed of FCC members.

Better Media Research Advocated by Harper

MILLIONS of dollars in media decisions being made on basis of unevaluated data, Marion Harper Jr., McCann-Erickson president, told AAAA convention at White Sulphur Springs, W. Va., Friday (early story page 64). He said $250,000 budget of Advertising Research Foundation should be quadrupled.

Evaluation of radio-TV ratings is one of ARF's big projects, he said, and added ARF work will bring better media data with wider acceptance.

Bennett Cerf, Random House president and radio-TV panelist, urged use of more humor in copy. He said some advertising underrates American intelligence, citing radio-TV commercials that are "insulting, elementary, shrill and raspy."

Stockton Helfrich, NBC continuity acceptance manager, took part in AAAA closed panel on advertising content. CBS Radio represented at convention by Adrian Murphy, president, and John J. Karol, network sales vice president.

AAAA discussed TV costs but took no formal action. Main concern of meeting was to find ways of increasing advertising budgets.

NBC Offers Summer Radio Sales Plan

NBC's new summer radio sales plan (see early story page 80) is being officially announced today (Monday) by network, which calls it "one of the greatest economy buys ever offered in network radio." Effective May 31 through Aug. 28, plan is called "Summer Tandum" and offers participations in one to six shows, for any length of time, at $3,856 per participation. This figure covers time (one-minute commercial plus opening and closing billboards) and talent on full 197-station network. Graduated discounts for each additional participation during week. NBC merchandising assistance also available to summer tandem sponsors.

Coca-Cola's NBC Programs

Coca-Cola Co. signed late Thursday for sponsorship of its forthcoming NBC radio-TV series on more than 375 Mutual stations in towns without NBC affiliates. Signing came after union officials and company, who had been negotiating over problem posed by fact that Mutual's broadcasts would be second use of taped program, agreed musicians and vocalists on show would be paid regular fees. Featuring Eddie Fisher, program starts on NBC-TV on April 29 (Wed. and Fri., 7:30-7:45 p.m.). Audio portion, taped, will be carried by NBC radio starting May 5 (Tues. and Fri., 8:15 p.m.). Mutual will then carry tapes (Mon. and Thurs., 10:30-10:45 p.m.) starting May 11. Agency: D'Arcy Adv., N. Y.

Radio Pioneers to Honor Conrad, 'Father of Radio'

AWARD to Dr. Frank Conrad, whose experiments led to founding of KDKA Pittsburgh, pioneer Westinghouse station, to be made tonight (Monday) at annual Radio Pioneers dinner at Hotel Statler, Los Angeles. Selection was unanimous and was made by committee headed by William S. Hedges, NBC. R. A. Neel, Westinghouse Electric Corp. vice president, to accept award on behalf of Dr. Conrad, scientist. Dr. Conrad had served Westinghouse 20 years until death in 1941. His son, Francis Conrad, ABC vice president, to receive award on behalf of Dr. Conrad, the man. Other awards in past have gone to Thomas Alva Edison, Guglielmo Marconi and Reginald Fessenden.

Citations to outstanding living leaders in radio will be presented by Mr. Hedges to Dr. Vladimir K. Zworykin, RCA Labs.; Dr. E. F. W. Alexander, General Electric Co.; John V. L. Hogan, Hogan Labs.; Dr. Orestes H. Caldwell, Caldwell-Clements Inc., and Donald Masson, former general manager of CBC.

WCAU-TV Readjusts Rates

BOTH day and night rates readjusted effective May 1 by WCAU-TV Philadelphia. New time class, AA, set up for 8:10-30 p.m. hours, seven days a week, with base rate ranging from $1800 per hour to $187.50 for 10-second spot. No change made in A, B or D rates. Class C rates up 11.1%.

CONGRESS ON SPOT

STARTING yesterday (Sunday), WTOP-TV Washington scheduled large number of station breaks pointing finger at Congress for failure to reach decision by weekend on whether District of Columbia is to have daylight saving. Announcements note that many favorite CBS programs are heard an hour earlier. They conclude: "It is now -- o'clock EDT, -- o'clock EST."

BUSINESS BRIEFLY

P & G CONSIDERING • Proctor & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., considering, but has not yet approved, radio campaigns in about 75 markets starting mid-May.

RAZORS MAY USE SPOT • American Safety Razor, through BBDO, N. Y., is considering spot radio campaign in Texas and Arizona on behalf of its Blue Star blades. Definite decision expected in about 10 days.

LINING UP TV • Newman Lynde & Assoc., Jacksonville, Fla., lining up TV spot availabilities for schedule for its client, King Edward Cigars.

PACKARD ANNOUNCEMENTS • Packard Cars, through Maxon Inc., N. Y., and Detroit, placing radio spot announcement campaign to start May 8 in number of pre-selected markets for eight spots each.

NEW PRODUCT LOOKING • Enzo Jel Co., Sheboygan, Wis. (tomato aspic, pudding), introducing new product, Jelex (sugar-free gelatin) to leading chain, super-market and wholesale grocery stores. General and cooperative advertising campaign planned, with radio and TV probably being used. Agency: Schoenfeld, Huber & Green Ltd., Chicago.

GUM CAMPAIGN • Pharmaco Inc., for new product, Ora-Gum, starting spot announcement campaign in five radio markets on May 4 for eight to 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

INSURANCE SPOT TEST • Liberty Mutual Fire Insurance starting spot test on May 4 in St. Louis and one other radio market, for four weeks and one week, respectively. Agency: BBDO, Boston.

VITAMINS ON RADIO • McKesson & Robbins, N. Y. (Bexel vitamins), buying radio spot announcement campaign in about five markets, effective May 1 for 13 weeks. Agency: Ellington & Co., N. Y.

GAINES PLANS DRIVE • Gaines Dog Food (dog meal), through Benton & Bowles, N. Y., preparing radio spot announcement campaign in scattered markets, starting in May.

Lucille, Desi at Convention

LUCILLE and Desi Arnaz, of CBS-TV's 'Love Lucy' program, will officially open NARTB convention Wednesday morning. They will appear promptly at 10 o'clock and will be introduced by Clair R. McCollough, Steinman Stations, convention committee chairman. Mr. McCollough said their role in convention is timed for 10 o'clock sharp because of shooting schedule.

April 27, 1953 • Page 9
$800 Budget Brings 450 NEW Customers

WJBK GIVES QUICK RESULTS in the Booming Detroit Market

Want Proof? Here's a Typical WJBK "Success Story"

“We have used only the Don McLeod Show, for approximately two months now—one spot a day, six days a week—and here is the run down of the return. We have found by checking back over our sales, since our radio advertising on your station began, that over 450 new customers have made purchases at our subsidiary, THE MILLS FABRICS MART. The total amount spent by these 450 new customers, has been upwards of $6,000.00. This, in return for approximately $800.00, spent for radio advertising, means that for every 80c spent for radio advertising we receive over $6.00 in purchases. Considering the fact that The Mills Fabrics Mart is located more or less out of the way in Ferndale, Michigan, I think these results are nothing short of phenomenal.”

WJBK
Detroit

A STORER STATION
Tops in MUSIC, NEWS and SPORTS
National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 3-7690
Represented Nationally by THE Katz AGENCY
Examiner Recommends Grant Of UhF Ch. 33 to WKJG

INITIAL decision recommending grant of uhF TV Ch. 33 at Fort Wayne, Ind., to WKJG was issued Friday by FCC Hearing Examiner Fanney Litvin. Ruling recommends denial of competitive Ch. 33 bid of WGI, Fort Wayne. This is second initial TV decision since June. Conclusions cited greater ownership-management integration, more diversified business interests of controlling parties and their lack of connection with either newspaper there.

WTVM (TV) Answers WGRD

WTVM (TV) Muskegon, Mich., uhF Ch. 35 permits and subject of initial Sec. 309(c) economic injury protest hearing, presented engineering evidence Friday before FCC Hearing Examiner Gifford Trice to refute charges by protestant WGRD Grand Rapids that WTVM (TV) fails to put minimum signal to whole of Muskegon. WGRD charged FCC violated own rules in case small part of area isn't covered (early story page 68). WTVM (TV) argues disputed area is public park, never will be built up, but by its revised computations is fully covered. Further session set May 5.

Osborne Answers WSTV

Charging possible "actionable" material in local broadcasts and petition to FCC by WSTV Steubenville, Ohio, which alleged thereatemn John R. Osborne's competitive Ch. 9 application there was filed only to "delay," Mr. Osborne told FCC Friday WSTV bid may be "defective." In letter to WSTV attorney, Mr. Osborne asked for broadcast scripts and other data. Petition also alleged WSTV's "encouraged" circulation of petition be mailed to Congress questioning his "good faith."

Merger, New TV Bids, FCC Actions

Merger proposal filed Friday: KINHO-TV Hannibal, Mo.—Courier-Post Pub. Co., Requests assignment of CP for Ch. 7 to Lee Bestg. Inc. (WTAD Quincy, Ill.), contestant for Ch. 10 Quincy with Quincy Bestg. Co. Consideration $1,280. Courier-Post gets option on 75% interest in WTAD for $25,000. Lee plans auxiliary studio in Quincy and will dismiss bid should FCC require it.

New TV applications:
Phoenix, Ariz.—Desert Adv. Co. (J. H. Atkins (30%) and four other local businesses) requests vhf Ch. 9, effective radiated power 100 kw visual and 50 kw aural; antenna height above average terrain 1,639.5 ft.
Oak Hill, W. Va.—Robert H. Thomas Jr., requests vhf Ch. 4 (assigned Fayetteville), ERP 6 kw visual and 3 kw aural, antenna 238 ft.

Grants power changes and STAs:
KFXD (TV) Nampa, Idaho.—Issued special temporary authority to commence commercial operation, effective April 17—June 20, Ch. 16.
WRBC-TV Muncie, Ind.—Issued STA to commence commercial operation, effective April 17—June 20, Ch. 6.
WOKX-TV Nelsonville, Ohio.—Granted ERP boost on uhF Ch. 21 from 200 kw visual and 100 kw aural to 215 kw visual and 110 kw aural.
WPAG-TV Ann Arbor, Mich.—Issued STA to commence commercial operation, effective April 26—April 30, Ch. 20.
WPTV-FM Allendale, Mich.—Issued permit.

WOR-TV New York.—Issued ERP boost on uhF Ch. 18 from 12 kw visual and 12 kw aural to 130 kw visual and 65 kw aural and move transmitter to atop Empire State Bldg.

Shouse Chief Executive Of Crosley Division

JAMES D. SHOUSE, Avco senior vice president and chairman of Crosley Broadcasting Corp., becomes chief executive of all Crosley Division operations including radio, TV and appliance activities, according to Friday announcement by Victor Emanuel, Avco board chairman-president, and Thomas E. Wood, board chairman of Aluminum Industries Inc.

John W. Craig, vice president of Avco and general manager of Crosley Division since 1948, has resigned those positions to become chief executive official of Aluminum Industries. Mr. Shouse, also Avco director and member of executive committee, will supervise division plants in Cincinnati area as well as Nashville; Richmond, Ind.; Batavia, Ill., and Carrollton, Ky. He continues as chairman of Crosley Broadcasting Corp. (WLWT TV Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WLWA (TV) Atlanta; WLW Cincinnati; WINS New York).

Nielsen Ratings

CBS RADIO's Jack Benny showed topped evening, once-a-week category in A. C. Nielsen Co.'s national ratings for week of March 15-21, on basis of 5,863,000 homes reached. Weekend programs topped by Arthur Godfrey for AFN and with "The New York Times" and "Alice in Wonderland."

William J. Moser Killed

WILLIAM J. (Mike) MOSER, 37, creator-producer of ABC-AM-TV Space Patrol, and Tony Slott, 32, his secretary, were killed early Friday when struck by auto in Hollywood. They were leaving central palsy campaign meeting, of which Mr. Moser was honorary chairman. Surviving Mr. Moser is his wife, Helen.

NO AFM OBJECTIONS

AMERICAN Federation of Musicians (AFM) announced Friday it "would interpose no objection to distribution of TV films containing music of the Corona/ion of Queen Elizabeth" within U. S. and Canada."

James C. Petrolio, AFM president, said he had written British music union that cooperation was extended out of deference to Queen Elizabeth II and "to aid in furtherance of international good will."

PEOPLE

JOHN MacVANE, well-known commentator-reporter, signed as member of ABC news staff stationed June 15, network announced Friday. He will replace Pauline Frederik—who's moving to NBC (see separate story, this page)—in handling nationwide news commentary program heard 8:45-9:15 p.m. Fri., will be heard Sat., 7:15-7:30 p.m. and also will be available for TV news assignments, plus regular appearances on ABC-TV's All-Star News (Sun., 8-9 p.m.).

CLYDE McDANIEL, former accociate producer of ABC, Chicago, and Chicago Tribune, and GEORGE B. ANDERSON, former WBAY radiostation operator, of Bigge Levin Radio-TV production firm past nine years, have opened their own radio and television agency at 53 W. Jackson Blvd., Chicago.

HENRY C. BONFIG, vice president of Zenith Radio Corp., Chicago, will address Chicago Federated Advertising Club luncheon Thursday on rising TV advertising costs.

WINFIELD HOSKINS, formerly with Biow Co., N. Y., appointed television copy supervisor at National Broadcasting Co., Chicago. In newly-created position, he will supervise creative copy production of TV commercials for network shows of agency.

F. CARLETON MEVARIUS, manager of audience promotion for Mutual for seven years, appointed to newly-created post of director of audience promotion and merchandising. He joined MBS after 14 years with Yankee Network where he was director of merchandising and research.

RCA Tube Dept. Exhibit In Renaissance Room

LARGE exhibits of RCA Tube Dept. products will be on display in Renaissance Room of Biltmore Hotel, Los Angeles. Department was not included in NARTB's official convention exhibitor list made available in advance (see list page 84).

Products on display will include over 75 types of tubes used in broadcast and industrial applications, including TV camera, power cathode ray, rectifier, photo tubes, Ignitrons, Thyatrons, and special types.

The exhibit will be H. C. Vance, manager; Industrial Tube Dept.; R. E. Johnson, broadcast tube specialist; C. A. Brokaw, Los Angeles district sales manager; J. E. Kelley, Boston district sales manager; G. R. Vance, Seattle sales representative; W. L. Lesing, Los Angeles sales representative; R. W. Friebus, San Francisco sales representative; E. W. Mann, Los Angeles sales representative.

Frederick, Harsch to NBC

APPOINTMENTS of radio commentators Pauline Frederik and Joseph Harsch to NBC's news staff will be announced today (Monday) by William R. MacAndrew, manager of news and special events, who also represents NBC newscaster Clifford Bigelow. They will take over additional 10:30-10:45 p.m. EDT network news program, Monday-Friday, effective May 4. Miss Frederik, currently ABC news commentator, will join NBC radio on June 15 with Mon.-Fri. 1:30-1:45 EDT Home Edition of News show. Mr. Harsch, Christian Science Monitor Washington correspondent, already has launched special Saturday night commentary, 11:15-11:30 p.m. EDT.

April 27, 1955 • Page 11
GROWING WITH SOUTHERN CALIFORNIA

During 1952, the eight counties covered (.5Mv) by KMPC added 171,358 buyers to this already wealthy, fast-growing market! And more and more advertisers are using KMPC to really cover Southern California. It's the one-station network! Write or call for availabilities now. Represented nationally by H-R Representatives, Inc.

Advertisers & Agencies 46 Film 58 Open Mike 19
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Executive and Publication Headquarters
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Sol Taishoff, Editor and Publisher

EDITORIAL
Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; David Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor; Patricia Kilby, Special Issues; Staff: Bob Ginsburg, Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West. Editorial Assistants: Evelyn Boore, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, Secretary to the Publisher.

BUSINESS
Maury Long, Business Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Dorothy Kelly, Shirley Harb; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.
Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE
John P. Cosgrove, Manager; Elwood M. Sloc, Subscription Manager; Betty Jacobs, Lois Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, New York Editor; Bruce Robertson, Senior Associate Editor; Florence Small, Agency Editor; Rocco Pamigetti, Dorothy Munster, Liz Thackston.
BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.
William H. Shaw, Midwest Sales Manager.
John Osbon, News Editor.

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


SUBSCRIPTION INFORMATION
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AGAIN! Another Smashing MONEY-MAKING 1ST from WORLD! "YOU" Featuring FAMOUS STARS VALUABLE MERCHANDISE PRIZES

A WORLD OF ENTERTAINMENT AND PRIZES

EXCITING ENTERTAINMENT A POPULAR LOCAL PERSONALITY FINE MUSIC

PLUS A STAR-STUDED SHOW CASE OF WORLD ARTISTS!
AND SELLS AND SELLS FOR RADIO . . . AND WORLD’S MANY
DOUBLE RADIO FEATURES WILL SELL FOR YOUR STATION!

DYNAMIC NEW TELEPHONE
QUIZ PROGRAM . . .

WIN!!

10 Fun-packed appealing games!

1. KNOW YOUR WORLD
2. HOLLYWOOD HOOPLA
3. LET’S GO SOMEPLACE
4. WHOOZIT-WHATZIT
5. LOVE STUFF
6. BONUS TIME
7. SPORTS STUFF
8. CONCERT CORNER
9. MUSICAL TELEPATHY
10. OUT OF THE HAT

Visit World's N.A.R.T.B.
Convention Exhibit . . .
Rooms 2362-2215, Biltmore Hotel,
Los Angeles

WORLD
The Only All-Purpose
LOCAL SALES SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
An Affiliate of The Frederic W. Ziv Company
CINCINNATI
HOLLYWOOD

EDDY HOWARD
MONICA LEWIS
CASS COUNTY BOYS
HELEN FORREST
TINY HILL

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CINCINNATI
HOLLYWOOD
IN REVIEW

ABC ALBUM

ABC-TV, Sunday, 7:30-8 p.m. EST, 4-19-53.

Director: Sir Cedric Hardwicke.
Executive Producer: Herbert Brodkin.
Produced by ABC in association with Richard H. Gordon Jr. and Jay Garon, Brodkin, Schnitz Associating.


CHAPTER II of the ABC Album, a new weekly, half-hour show first seen three weeks ago on ABC-TV, was telecast April 19. The network's newest and much-publicized dramatic undertaking was described in some introductory comments as a series designed to bring the viewer the best in drama, comedy and mystery. The "best" was altogether possible after a look at the roster of talent engaged by ABC. But the play offered April 19 fell short of the quality that preceded it in spite of the pains that were probably taken with its production.

"Mr. Glencannon Takes All," an adaptation of a magazine story and the series' second show, was billed as a comedy. Not too many minutes passed before it was clear that the comedy label had been only figurative.

The plot traced some escapades of a Mr. Glencannon, an outspoken sea-going gambler whose tactlessness lost and, through a series of supposedly comic incidents, ultimately regained a fat contract for the shipping firm which employed him. As the unpredictable Mr. Glencannon, Robert Newton did his level best. He had a fine supporting cast. The show was under direction of Sir Cedric Hardwicke, a gentleman with a lengthy and varied theatre background.

Not Enough Time

But the director and his cast were limited by a script that ambitiously set out to cover more ground than the clock would permit. Since the play was largely a character study of the lead role, a successful production hinged on Mr. Newton's ability to fully develop his interpretation. Mr. Glencannon's comic quality unfortunately was lost in a rush-rush attempt to get the story told in 30 minutes. There wasn't time for anything else.

Adaptations of detailed dramatic or narrative works are a risky business when the story must be cut to fit a half-hour format. Quality scripts written especially for TV production of this type might be few and far between but it would pay ABC to send out a search party to track them down. The series, which will continue to present the top in the acting profession, seems to have everything else.

THE NATION'S BUSINESS

Transcribed quarter-hour on 17 stations.

Sponsor: Fairbanks-Morse Co.

Agency: The Buchen Co.


In collaboration with editors of Nation's Business.


BUSINESS problems and current events, as they affect the world in general and the United

Page 16 • April 27, 1953
States in particular, got an aural going-over on the initial broadcast of a new program series heard last Monday and Tuesday nights on thirteen and four stations, respectively. The transcribed quarter hour news analysis titled The Nation's Business has attracted the sponsorship of Fairbanks-Morse Co., Chicago industrial manufacturing firm. Eventually the show will be aired in some 40 markets.

Magazine Is Source

Source material for the series is being supplied by Nation's Business, a U. S. Chamber of Commerce publication whose guiding principle seems to be that a business-conscious and well informed public is a healthy thing for all enterprise. Any resemblance between the magazine and radio program of the same name is purely intentional.

The tone of the first broadcast reflected the March-of-Time influence both in narration and presentation. The script was keyed to show how today's developments—tax legislation, communist infiltration in our school system, social security extension and such matters—will affect America's tomorrow. A straight question-answer format was used to supply facts (not answers, it was pointed out) on which Mr. Citizen can base his own conclusions. There was a tendency in this first broadcast to place emphasis on minor points. A better production might have been forthcoming if important facts were not bogged down in considerable and superfluous detail. In this respect no apparent attempt was made to bridge the gap between the written and spoken word.

Rewrite for Radio

In content, the magazine is making the most of its new sounding-board. The Nation's Business (radio version) showed little evidence of tailoring the editorial matter found in Nation's Business (magazine, that is) to fit the radio medium. Here was a verbatim presentation of last week's issue. Some radio-wise soul thought of using the voice montage technique in the show's production. This added some vocal variety to what otherwise would have been a dry quarter hour.

Books


CHAIRMAN of the American Society of Newspaper Editors' Freedom of Information Committee, James S. Pope (Louisville (Ky.) Courier-Journal and Times, and WHAS-AM-TV), and his committee directed Harold Cross, a 40-year veteran of newspaper law, to make a study of freedom of information in this country. Dr. Cross' findings, released during the ASNE convention (B*IT, April 20), are primarily directed toward newspapermen, but in many areas are applicable to broadcasters and telecasters as well. The report opens with a general background, including the sources of our laws, a short history of public record keeping and its accessibility, and necessary definitions. He next discusses virtually every phase of inspection of non-judicial state and municipal records, then state judicial records. Three other major topics consider the accessibility of judicial proceedings, access to state and municipal legislative and administrative proceedings, and federal non-judicial records and proceedings. Dr. Cross blames the press for some of the secrecy in government, and states that part of the trouble can be attributed to a tendency on the part of the press to let adverse trends go unchallenged. Dr. Cross' crisp, clear writing and extremely well-documented study embodies the best traditions of good journalism.
Don’t miss the RCA Exhibit!

- See RCA’s famous 1-kw UHF installation—similar to the 13 RCA-equipped UHF stations now “on-air”

- See the one and only 10-kw transmitter for VHF

- See RCA’s complete TV station layouts in miniature—for UHF and VHF

- See RCA’s comprehensive line of AM transmitters

- See RCA’s new audio equipment

The place: Renaissance Room,
Biltmore Hotel, Los Angeles
**OPEN MIKE**

Welcome Mat

EDITOR:

It is with pleasure that I join in welcoming the members of the National Assn. of Radio and Television Broadcasters to our state for their annual convention.

We in California are proud of the leading position of our state in radio and television, and I am sure that those attending this meeting will find much of interest. I hope that those coming here from other parts of the country will have a most enjoyable visit.

I send my best wishes for the success of the convention.

[Governor] Earl Warren
Sacramento, California

EDITOR:

It is indeed an honor and a privilege to welcome the National Assn. of Radio and Television Broadcasters which once again has chosen Los Angeles for its convention, the 1953 Gold Rush, opening April 27.

Los Angeles, the largest and fastest growing city in the West, is proud of its position today as the national focal point of airborne communications. In view of this, it is particularly fitting that the association should hold its 31st annual session here, for from this area today there emanates an expanding variety of programs of entertainment and instruction which are beamed to homes throughout our land and to remote foreign countries.

And particular credit is due the twin industries of radio-television, dealing as they do in the communication of ideas, that such programs are so free from expressions inimical to our democratic form of government and to our cherished ideals and traditions as a free people.

So it gives me pleasure, as mayor of the City of Los Angeles, to extend a hearty welcome to the association members, and to congratulate B&T on its special edition dedicated to the 31st annual convention of the NARTB. Your publication, now entering its 23rd year, has grown with the expansion of radio-television, continuing its outstanding position among trade publications.

[Mayor] Fletcher Bowron
Los Angeles

Split Run?

EDITOR:

Perhaps your readers would be interested in thinking about and discussing a new idea in the use of network broadcasting . . .

Here is how “split run” broadcasting or telecasting would work: The network would be split into two sections. There would be two advertisers for each program. They would alternate their commercials on each of the two sectional networks.

On television, the policy is towards bi-weekly sponsorship. This means the advertiser must wait two weeks to reach any of his market. This new plan would allow him to influence half of his market each week.

This plan would help solve the problem of the national advertiser with a limited budget who needs frequency in his advertising. His results would not “peak” every two weeks but would be available in part of the market each week.

Strip shows could also be used on a “split run” basis. Up to five accounts could cooperate . . . Advertisers would continue to buy entire programs rather than merely participate in a show.

It would be interesting to read what your

---

**In Which Algy writes to . . .**

Miss Mary Dunlavey
Radio-TV Media Director
Harry B. Cohen Inc.
New York City

Dere Mary:

... Dertime’s when folks used to mix up.

Charleston, W.Va. with you-know-where.
Now we got an American Assn. baseball club which is national publicity and
the men in the street know where we are.
Of course you folks in the big city who
do radio buyin’ rev are for some time
about Charleston and WCHS with 5,000 on
580 rite here in the coal and chemical
center of the world. Effen you’ll par-
don the pun, there ain’t no four-way
race fer tops in this state . . . WCHS has
more W.Va. listeners than any other sta-
tion. Pls. give my best to Lydia th’
next time you see her. Yrs. . . .

Algy

---

**WCHS**

CHARLESTON
THE TIERNEY COMPANY

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

April 27, 1953 • Page 19
RESPONSIBILITY

has been placed in our hands

Before you can sell a market of people . . . you must have their trust and confidence.

WMC's privilege of broadcasting, since its inception in 1923, has always been regarded as a great responsibility to its listeners.

More than thirty years of outstanding public service has built for WMC an audience of unfailing loyalty . . . has created a prestige that is unparalleled for any other station in Memphis and the Mid-South.

OPEN MIKE

other readers thought about this new concept of "Split Run" advertising.

Allen P. Solada, Sales Director
WHGB Harrisburg, Pa.

Hirsute Harmon

EDITOR:
Thought you'd be interested in the enclosed picture that I took while down in Durham, N. C. They were having their Centennial and

I took the picture of Harmon Duncan, president of WTK. They all had to join the "Bush-whackers" or buy a shaving permit at $2 per week.

Barry Keit
Headley-Reed Co.
New York

Both Are Radio

EDITOR:

B•T issue of April 13 just followed me down here to Daytona Beach (yes, Mr. Hollingsworth, an FM station operator can take a vacation) and I couldn't help commenting on Mr. Hollingsworth's letter in OPEN MIKE.

FM has long since passed the "it's somebody else's fault" stage. It is a sound business with specialized and general audience appeal. Anyone in FM now (and believe it or not, Mr. Hollingsworth, people are going into FM every week) is in because he wants to be, not because he is trying to pioneer or prove himself right.

Forget about the hi-fidelity if you want, but it would be quite a shock to many AM station managers to attempt to listen to their own stations in the suburbs at night. If an FM affiliate in a 30% FM area can get five times as much area and population coverage as the AM, which is often the case, the AM-FM had better shine up that FM transmitter and treat it with the respect it deserves.

No, Mr. Hollingsworth, I am too busy running a successful FM business to argue AM vs FM; they are both radio so let's stop bickering and start promoting radio, AM and FM.

Edward A. Wheeler
President
WEAW-FM Evanston, Ill.

Dissent from Dissenter

EDITOR:

Have watched with ironic amusement, the long record of dissents by Comr. Freida Hennock through the years. When the discussion of cancellation of educational TV reservations comes up sometime in the near future, we shall undoubtedly see another glorious dissent on
Standard Electronics Corporation delivers another television transmitter ahead of schedule. More power to WAFM-TV. Channel 13, Birmingham, Alabama.

Standard Electronics Corporation
A subsidiary of Claude Neon, Inc.
285-289 Emmett Street • Newark 5, N. J.
What every producer should know

There's no music like Capitol's 'Q' Music

NEW! ORIGINAL! And just what you want—where, how and when you want it! Newly-composed music, with recording and performance rights FREE to subscribers! You'll find music created for every scoring need...written, arranged and played by fine artists, and orchestrated as you'd order it yourself!

If you're running a radio or TV station...making films for TV, industrial, religious or educational use...you need Capitol's “Q” Series Production Music Library. Once you've used it, you'll agree—there's no music like Capitol's “Q” Music.

• 900 separate tracks...actually a total of more than 12 hours of modulation time...superbly recorded on 12" vinylite disks.

• Music of all kinds — in 10 basic categories: Light-humorous...news-documentary...mystery-dramatic...romantic-neutral...metropolitan-mechanical...fantasy-children...western...religious...foreign...dance.

• Everything you need — bridges, tags, openings, closes, production themes, fanfares, special effects. TV station breaks, mood music of all kinds—and all new and original! Not a public domain piece in the entire library!

Complete with a new type of catalog to put everything at your fingertips. Cross referenced three ways so you can score in seconds:

- BY FUNCTION
- BY MUSICAL CATEGORY
- BY LIBRARY NUMBER

ONLY A LIMITED NUMBER OF THESE LIBRARIES ARE AVAILABLE SO DON'T WAIT! WRITE...WIRE... OR SEND THE COUPON FOR FULL DETAILS AND A DEMONSTRATION RECORD.
What every station manager should know

There's no sales punch like Capitol's SONOVOX

And Capitol brings you this sensational new sales maker exclusively—in conjunction with its all new Flexible-Format Transcription Library! Never before have you been able to offer agencies and advertisers this supercolossal attention getter which turns ordinary live commercials into piles of profits!

You'll find Capitol's Transcription Library with Sonovox makes spots practically sell themselves—yes, even the ones you couldn't give away! And instead of time on your hands, you should have a long waiting list of eager sponsors, itching to keep every broadcast second jam full of paid announcements.

All This in One Plentiful Package:
• SONOVOX “talking” Westminster chimes—the most unusual time breaks in the industry—every hour and half-hour through the day!
• SONOVOX “attention getter” announcements—26 tracks from A to Z, with general Sonovox sound and voice spots adaptable for any and every kind of product or sponsor!
And more to come!
And it's ALL YOURS—when you order Capitol's Transcription Library—the finest, most complete, most useful Transcription Library money can buy! 330 disks— including 20 script shows! New releases every month, including special Shows of the Month.

Top quality, featuring top artists and top music! A new catalog, cross indexed 3 ways so you can find anything—in seconds! Steel storage cabinets! Program formats!

Remember! Only Capitol can offer you a Transcription Library and Sonovox! Just a limited number of these libraries are available...so if you don't get to the convention, we suggest you...

WRITE • WIRE • PHONE
Or use this coupon—today!
By return mail, you will receive complete details of Capitol's new Flexible-Format Transcription Library, special sound effects AND Sonovox!

Capitol Records Distributing Corp.
Broadcast Sales Division
5515 Melrose Ave., Hollywood 38, California
Please send full information on "Q" Music and/or Capitol Transcriptions with Sonovox, as checked:

[ ] "Q" MUSIC
[ ] ET WITH SONOVOX

STATION
OR COMPANY

ADDRESS

CITY

STATE

BY

TITLE
Would you save money on pork if you bought a WHOLE PIG?

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

Chances are that you would come out short on the deal. Here's why:

From a 240-pound porker you would get about 100 pounds of the more popular cuts:

- 29 lbs. ham, 27 lbs. bacon, 10 lbs. pork chops, 18 lbs. pork roast, 11 lbs. smoked picnic and butts, 8 lbs. pork sausage.

You'd get about 20 pounds of cuts you buy infrequently, if at all—such as tail, feet, neckbones, spareribs and salt pork.

You'd get a whopping big pailful of lard—36 pounds of it—which you could buy at the store for less per pound than the hog cost per pound.

The remainder—a full 90 pounds—would be waste—of absolutely no use to you. But to the meat packer it is the source of many valuable by-products—from glands for medicines to bone meal for animal feeds.

The money he gets from these by-products helps to cover the costs of turning the pig into pork, converting it into store-size cuts, smoking hams and bacon (expenses you'd have to add to the price of the pig).

Does that help you understand the meaning of saying that "the meat industry doesn't make money, it saves it"?

---

**OPEN MIKE**

the part of Conn. Henckel.

It seems to me that if all she has to do is go around dimeniting and burning holes in the industry with her educational "torch," it's no wonder that President Eisenhower is looking around for someone to replace her.

Donald W. Lloyd
Syracuse U.
Radio-TV Center
Syracuse, N. Y.

Another Curtain Call

**EDITOR:**

I have pulled the entire "ABC's of Radio and Television" out of the March 30 issue for a special evening of reading at home. I think the captions which begins, "Even the most experienced radio and television executives would find it hard..." is a very fair statement, and I for one am looking forward to this piece as much as anything I have seen published for a long time.

John H. Heiney
Ford Motor Co.
Dearborn, Mich.

Long Way from St. Louis

**EDITOR:**

Texas is a big state but does not yet reach St. Louis. Thanks for the publicity, but KTSM-TV is not in St. Louis as reported in... the April 13 issue of Broadcasting • Telecasting.

Karl O. Wyler, President
KTSM El Paso, Texas

(EDITOR'S NOTE: KTSM-TV, which is scheduled to go on the air Sept. 15, is herewith re-stored to El Paso.)

Wage Scales

**EDITOR:**

Page 48 of your April 6 issue carried an article captioned "Doherty Warns TV Men of Personnel Scarcity." With due respect to the NARTB vice-president, I would inform him of a vast reservoir of trained men that exists. A group, a large percentage of whom are World War II veterans, have been professionally trained under the GI Bill in all phases of TV broadcasting.

Mr. Doherty stated to the Florida television applicants the difficulties of acquiring trained personnel at a reasonable wage scale. I wish to say that after one has invested his time and money in education, has out-frozen the freeze and can demonstrate his abilities, he is commanding of a livable wage. It has been my experience having received many queries from the smaller TV applicants in how little will I do it for rather than how much can I do. One offer of $35 weekly as a projectionist is, I believe, $1 more per week than a Western Union messenger receives.

William Reis
Brooklyn, N. Y.
ROYAL PLAYHOUSE (Fireside Theatre)—Highest rated dramatic film program in its first run as “Fireside Theatre.” 52 outstanding half-hours.

HEART OF THE CITY (Big Town)—52 half-hours that scored smashing successes for Lever Brothers as “Big Town.”

DOUBLE PLAY (With Durocher and Day)—Baseball’s “Royal Family” presents guests from the Sports World’s “Who’s Who.” 39 quarter-hours.

NEW HANK McCUNE SHOW—TV’s first half-hour situation comedy show for syndication. A riot of fun and laughs.

OLD AMERICAN BARN DANCE—Twenty-six half-hours starring famous National Dance entertainers...Pee Wee King, Tennessee Ernie, others.


LOOK TO UTP...FOR TV THAT COMBINES Showmanship and Salesmanship

DICK TRACY—39 exciting half-hours featuring America’s No. 1 detective. Big ratings and big results everywhere it’s shown!

COUNTERPOINT (Rebound)—Bing Crosby Enterprises’ series of 26 dramatic half-hour suspense shows. A national award winner.

HOLLYWOOD OFF-BEAT—Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth.

ENCHANTED MUSIC—13 brilliant half-hours featuring ballet, symphony and opera. Ideal for prestige advertiser.

STUDIO TELESCRIPTION LIBRARY—Featuring Peggy Lee, June Valli, King Cole trio. Mel Torme and 150 other stars in a library of all-time favorites.

See us at the NARTB Convention, April 28, Room 2100, Biltmore Hotel, Los Angeles

NEW YORK
444 Madison Avenue—PL 3-4620

CHICAGO
360 North Michigan—CE 6-0041

HOLLYWOOD
650 North Bronson Avenue
WHEN Bob O'Brien left Montana to enter college in Wisconsin back in 1923, he told folks he was “going East to school.”

Bob O'Brien has come a long way since then, geographically and professionally. Today he is a key figure in the topmost councils of ABC, which he serves as executive vice president, and of ABC's parent company, American Broadcasting-Paramount Theatres Inc., of which he is financial vice president-secretary.

Robert E. Kintner, president of ABC, has described his functions as “having overall supervision of all that is here.”

As indicated by Mr. Kintner's description, Mr. O'Brien is an important part of the “new blood” with which radio and television broadcasting was infused through the merger of ABC and United Paramount Theatres last February. He is an articulate and forceful advocate of both of the broadcast media.

“It's a cliche to say that television is the greatest medium of advertising that ever existed,” he observes. “But there's no better way to say it.”

His confidence in radio is expressed equally concisely:

“There is one statistic that is pretty conclusive, and that is the number of radio sets. People are not using these sets as coffee grinders.”

Being a financial expert as well as an administrator and a lawyer, Mr. O'Brien might be thought to have some ideas about the perennial subject of radio and television rates. He has.

He is well aware of the rumbles among big advertisers who contend that television costs are getting stratospheric, and he feels that TV's overall pricing—despite its relative inexpensiveness when broken down to a cost-per-thousand basis—is a thing that must be watched by seller as well as buyer. He does not feel that rates are apt to go down, but that, rather, the ingenuity of TV broadcasters and of advertisers will succeed in devising new, less expensive, and equally or even more effective ways of using TV.

Radio, he contends with conviction, is the most substantially underrated of all advertising media. Aside from, or perhaps because of, its vastness (105 million sets), he feels that radio has now become the “personal” medium for the public.

“When a reliable way of measuring radio's total audience is found—and it will be—then radio's problems will be over,” he asserts with confidence.

Robert Hector O'Brien, now 48, was born in Helena, Mont., Sept. 15, 1904, the son of Joseph and Margaret O'Brien. His father was connected with the mining business, a field which attracted young Bob briefly some years later.

After attending grade schools in Elkhorn and Helena, and being graduated at Butte—the mining business is not necessarily a stationery one—he went to Beloit (Wis.) College and then “came East” to the U. of Chicago. Between attendance at Beloit and Chicago he entered his mining interlude, working for about three years in the geological and mining engineering departments of Anaconda Copper Mining Co. before entering the U. of Chicago Law School.

He received his degree from the Chicago Law School in December 1932, got his license to practice in Illinois, did so in Chicago for a few months with the firm of Chapman & Cutler, and then proceeded to Washington to begin his government service.

Mr. O'Brien served first with the Public Works Administration's Legal Division, starting in 1933. The following November he moved over to the Securities & Exchange Commission. Leaving the agency briefly in 1936, he returned to Chicago to practice law, but in 1937 he was back at the SEC.

This tenure saw him rise from member of the legal staff to member of the commission in a five-year span.

He was a SEC commissioner until January 1943, when he left to become assistant to the president of Paramount Pictures. There his executive ability earned him promotion to secretary of the film company a year after he joined. When United Paramount Theatres was formed as a separate company on Jan. 1, 1950, he was named secretary-treasurer of the new organization and also was put in charge of its radio-TV operations, which consisted of WBBK (TV) Chicago, half interest in WSMB New Orleans, and theatre TV development.

Mr. O'Brien was married to Ellen Ford of his native Montana, Aug. 27, 1938, and they have one child, Jo Ellen, who will be 14 in July. They live at Scarsdale, N. Y.

An outdoors enthusiast, the ABC-AB-PT executive is especially fond of trout-fishing the streams of Montana, but finds it impossible to get back there often. He also likes golf, but, again, finds little time for it. On the less strenuous side—physically, that is—he is addicted to reading over books on mathematics in his out-of-office hours.

Mr. O'Brien is a member of the Larchmont Shore Club. He is also a member of the Alumni Advisory Council of the U. of Chicago and is on the Advisory Council of Commerce of the U. of Notre Dame.
Drop anchor in Suite 2102 at the NARTB Convention to see and hear the transcribed library that keeps "Selling, Selling" time for subscribers.

The Lowest-Priced Complete Program Service

- Sales Aids that Sell Time for You
- Network-quality Scripts
- Program Notes
- Bridges, Moods and Themes
- Music for Every Type of Program and Sponsor

Drop SESAC A Card for Samples, Discs and Data

SESAC Transcribed Library

675 Fifth Avenue • New York 17, N. Y.

April 27, 1953 • Page 27
Samplers of buckram and wool used to hang around the parlor.

Samplers of radio audiences also used to hang around the parlor—but like good statisticians, they too are changing with the times, because...

*Of the 100 million new radios America has bought in just the last seven years, three times as many sets are now outside the living room as in it.*

Some 20 million, for example, are now in bedrooms. 14 million in kitchens. And close to 25 million in that home-away-from-home, the family car. No other medium reaches out to so many people—no matter who they are, where they are, or what they’re doing.

And even though listening to these 59 million “extra” sets has yet to be fully figured in, radio’s cost-per-thousand still comes out the lowest of any media. So for any advertiser, the additional coverage—on the road and in the home—is gravy.

*Everywhere* there’s radio. And most of it is CBS Radio.

CBS Radio is the only network ever to have all of the most popular programs, day and night. And because CBS Radio programs go into more homes (and get more hours of attention in both television and non-television areas) CBS Radio advertisers reach prospects at a cost-per-thousand rate that’s 16% lower than on any other network.

If you’re building your product a bigger home, shape your plans around the network *where America listens most*...
Landmarks in history... and...

The Nation's Capital is famous for both.

If you're looking for landmarks, try the Jefferson Memorial... if you're looking for a landslide in sales, buy "Midday Comics" with Eddie McIntyre on WNBW television... participations on this kid-appeal program will help you reach the Washington metropolitan area youngsters and their parents who annually spend $813.51 per household in grocery stores.

AS somehow befits a modern young man who has been jetted into a vice presidency while scarcely into his thirties, James John McCaffrey, vice president and director of media for Hewitt, Ogilvy, Benson & Mather, New York, first conquered space before tangling successfully with time.

Born in New York on May 15, 1922, Mr. McCaffrey began his higher education at Princeton, where visions of syntax contended with a fancy for the law, and a BA degree in English was prelude to an LLD at Harvard Law School.

But LLD and BA proved no match for Y & R. An executive for Young & Rubicam came upon young McCaffrey while the latter was vamping until ready to enter Harvard. Mr. McCaffrey went to work for the agency as an assistant space buyer and remained seven years to become one of the experts in the field and advance to associate media director of Y & R, one of the dominant advertising firms in the industry.

Wanted Radio-TV Experience

Reluctantly, in April 1951, he left Young & Rubicam to join Anderson & Cairns as media director, with the object of acquiring radio and TV experience.

In his one-year tenure at A & C, he serviced successfully the Masland Carpet and Roots Motor accounts, and the radio and TV operations of General Shoe.

In March 1952, he moved to Hewitt, Ogilvy, Benson & Mather, as media director. Among the accounts he oversees in their advertising are: Lever Brothers' Rinso, Good Luck Margarine, Helena Rubenstein cosmetics and the Chase National Bank.

It was this agency which, under Mr. McCaffrey's direction, first put into effect the celebrated four- and eight-second regional radio spot announcement campaign for Good Luck, followed this year with a national but similarly oriented campaign for Rinso.

The McCaffreys—his wife is the former Virginia Given—have been married seven years. They have a daughter, Nancy, 5. They own a home in Briarcliff Manor, New York.

Mr. McCaffrey's principal hobby is fishing—mostly fly fishing in Maine and Canada for salmon and trout.

James John McCaffrey

on all accounts

WANTED: Radio-TV Experience

Reluctantly, in April 1951, he left Young & Rubicam to join Anderson & Cairns as media director, with the object of acquiring radio and TV experience.

In his one-year tenure at A & C, he serviced successfully the Masland Carpet and Roots Motor accounts, and the radio and TV operations of General Shoe.

In March 1952, he moved to Hewitt, Ogilvy, Benson & Mather, as media director. Among the accounts he oversees in their advertising are: Lever Brothers' Rinso, Good Luck Margarine, Helena Rubenstein cosmetics and the Chase National Bank.

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BROADCASTING • TELECASTING
THIS MAN IS GOING TO ARREST YOU

because "CITY DETECTIVE", starring Rod Cameron

... is a brand-new series of 26 half-hour films — created expressly for television — with the kind of powerful appeal that arrests the attention (and sponsor loyalty) of TV families who are your best prospects in your market.

Available now to local and regional advertisers — another outstanding Advertising Showcase from MCA-TV — "City Detective" offers a truly arresting sales medium. Week after week, its masterful combination of suspense and high entertainment wins new viewers, builds ratings, makes more customers.

Put Rod Cameron in "City Detective" to work for you! Find out how by contacting any of these MCA-TV offices.

NEW YORK: 598 Madison Avenue — Plaza 9-7300
CHICAGO: 450 North Michigan Ave. — Delaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CREstview 6-2001
SAN FRANCISCO: 105 Montgomery Street — Edbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHevy 1-6010
DALLAS: 2102 North Akard Street — FROspact 7236
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COPley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863
Vic Radio Profit Diehm Says:

I'm Mighty Proud of My Helpers!

Take ZEL here at the mike. He represents WAZL in Pennsylvania's Highest City, Hazleton. ZEL has consistently delivered 70% of the listening audience to advertisers on WAZL. If you want the Hazleton trading area, you have to buy WAZL! No other station can deliver it to you.

OL is in control of that aggressive WHOL station in prosperous, progressive Allentown, Pa. Serving a trading population of nearly a half million people, who tune in WHOL for good diversified programming. In a 6-station area WHOL is the buy.

WID hails from WIDE in the twin cities of Biddeford-Saco, Me., a prosperous textile manufacturing center and the leading resort area of the state. WID has a WIDE variety of sales records that have played a melody in money for the advertiser.

LEM puts his talents to work at WHLM, that powerful 1,000 Watt station in Bloomsburg, Pa., covering a prosperous manufacturing and farming area. WHLM leads all other daytime stations by a huge margin. This will be the 6th year in succession for major league baseball.
Right now you should be considering WAZL-TV Channel 63 located in Pennsylvania's highest city (to be on the air early this Fall), because WAZL-TV will serve the 4-county area shown on the map. We will serve one of the most densely populated areas in Pennsylvania... and areas that will not be served by any TV station from Wilkes-Barre or Scranton. The service area which WAZL-TV will serve will reach 271,927 in its Grade A coverage and 498,330 in its Grade B coverage, totaling 770,257 people within both categories.

We will be glad to send Time Buyers a brochure showing in detail population and marketing data, representing the audience for WAZL Television Viewing.
Like squirrels go for nuts

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

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

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
'GOLD RUSH' CONVENTION UNDERWAY IN LOS ANGELES

The industry focuses its attention this week where the NARTB annual sessions will be held on a theme of radio and TV swift development as the dominant medium.

The fast-developing transition of broadcasting into a dominant sight-sound audiovisual medium provides the theme for a series of NARTB convention workshops and meetings to be held this week at the Biltmore Hotel, Los Angeles (condensed schedule page 38).

This first NARTB convention on the West Coast since 1948 will get underway informally today (Monday) with the annual NARTB Golf Tournament for the B+T trophy. The convention opens as a "Gold Rush" banner. A series of business meetings and clinics will be held tomorrow, with the formal opening scheduled Wednesday morning when Brig. Gen. David Sarnoff, RCA board chairman, delivers the keynote address.

Last-minute interest in the convention sessions was stimulated by the Presidential appointment of FCC Commissioner Rosel H. Hyde at new Chairman of the Commission. Chairman Hyde is expected to outline at the Thursday luncheon his regulatory policies as the FCC faces the expansion of TV into a truly national medium. The retiring FCC Chairman, Comr. Paul A. Walker, will introduce his successor.

Practical Sessions Planned

A full schedule of practical sessions designed to aid both sound and visual broadcasters in their business and program operations has been developed by the NARTB Convention Committee, headed by Clair R. McCollough, Steinman Stations. Working with the committee in program arrangements has been Robert K. Richards, NARTB administrative vice president. Convention management is handled by C. E. Arney Jr., secretary-treasurer. William L. Walkor, NARTB auditor, is in charge of registration. Arthur C. Stringer is in charge of the annual equipment exposition.

A separate NARTB Engineering Conference opens Wednesday morning at Biltmore Hall, with industry scientists presenting a series of papers on technical progress and engineering techniques (see special story page 88).

Harold E. Fellows, NARTB president, takes part in his second industry convention since assuming office two years ago. Judge Justin Miller, chairman of the board and general counsel, will be participating in his eighth convention.

President Fellows told B+T the Pacific Coast locale was drawing "an amazing response" from the membership, with the convention to be "truly representative of the nation as a whole." Noting that more delegates were bringing their families than at any past convention, he said the total registration may closely approach the figure for meetings in Chicago.

Attendance will be "above original expectations," Mr. Fellows predicted on the basis of a 1,300 mid-week advance registration. At least 250 women guests will take part, he predicted. At the same time he conceded that the number of delegates from smaller stations in the East may fall below the normal level at Chicago conventions.

The annual equipment exposition is described as the best in the association's history. Manufacturers and service organizations have shipped extensive displays to Los Angeles. These are found in the Biltmore Ballroom, Galeria, Renaissance Room and second floor sample rooms. The number of exhibitors and associate members totals an all-time record.

Monday's schedule includes the golf tournament, MBS affiliate advisory meeting and luncheon, engineering discussion of FCC rules, briefing of panel participants and Radio Pioneers dinner (at Statler Hotel).

Tuesday's events include a series of network affiliate meetings; session of NARTB Recording & Reproducing Standards Committee; FM clinic; NARTB TV membership session and election of four new directors; BAB board luncheon; BAB radio sales clinic, and meeting of the All-Industry Affiliates Committee.

Gen. Sarnoff Receives Award

The convention formally opens Wednesday morning. Gen. Sarnoff will receive the first keynoter award at noon. President Fellows will deliver an address at the Wednesday luncheon. The afternoon will be devoted to an extensive market study conducted under direction of Richard M. Allerton, NARTB research manager. This report is expected to show how radio stations are faring in TV markets and how they should be managed in the increasingly competitive era. It is described as the most comprehensive market analysis in broadcasting history. The results are claimed by NARTB to provide "must material" for every station operator, since they are based on scientific evaluation of actual station histories.

Wednesday also marks opening of the three-day Engineering Conference. Engineering delegates will attend the Wednesday and Thursday luncheons. Side meetings include BAB state membership chairman, 'BMI dinner, Society of Motion Picture & Television Engineers dinner (at Statler) and the NARTB engineering reception.

On the Thursday program is a TV general session in the morning, an address by Chairman Hyde at luncheon and series of workshop panels in the afternoon. The annual banquet will be held in the evening at the Palladium. Among side meetings are those of ASCAP Per Program Committee and Clear Channel Broadcasters Assn.

Friday's general session opens with presentation of membership campaign awards. Following will be an FCC panel in which several Commissioners will take part, then a TV Code meeting and finally a noon business meeting followed by adjournment.

Special events for women delegates have been arranged by the committee in cooperation with Southern California stations and networks. Daily Hollywood studio tours have been arranged along with numerous receptions for delegates and their wives.

The NARTB TV membership meeting tomorrow morning will be opened by Judge Miller. Robert D. Swezey, WDSU-TV New Orleans, TV board chairman, will address the meeting as will Thad H. Brown Jr., vice president and TV counsel.

Directors whose terms expire are Campbell Arnoux, WATR-TV Norfolk, Va.; William Fay, WHAM-TV Rochester, N. Y.; Henry W. Slavick, WMCT (TV) Memphis, and Kenneth L. Carter, WAAM (TV) Baltimore. A list of 42 TV station delegates eligible for nomination has been certified by Mr. Arney (B+T, April 13). New directors will be elected for two-year terms.

Nine new members of the Radio Board take office this week, with three others re-elected. Radio directors re-elected in mail balloting last March include Kenyon Brown, KWFT Wichita Falls, Tex., Dist. 13; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, FM stations.

New board members are Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3; John Fulton, WGST Atlanta, Dist. 5; F. Ernest Lackey, WHOP Hopkinsville, Ky., Dist. 7; Hugh K. Boice Jr., WEMP Milwaukee, Dist. 9; John F. Meagher, KYSM Mankato, Minn., Dist. 11; William D. Pabst, KFRC San Francisco, Dist. 15; Richard M. Brown, KPOJ Portland, Ore., Dist. 17, and G. Richard Shafto, WIST Charlotte, N. C., medium stations (see biographical sketches, page 86).

CONVENTION COVERAGE IN THIS ISSUE

ON this and consecutive pages is presented B+T's advance report of the NARTB convention, except four features placed elsewhere as follows:

The Nine New Faces on the NARTB Board. Page 86.
Portrait. Page of the NARTB Staff. Page 111.
Advance Registration. Page 112.

April 27, 1953 • Page 35
**NARTB CONVENTION**

**Convention in a Nutshell**

**MONDAY, April 27**
9 a.m. NARTB Golf Tournament, Wilshire Country Club.
10 a.m. MBS affiliates advisory meeting and luncheon, Conf. Rm. 2, 4.
11 a.m. Engineering Committee on FCC Rules, meeting and luncheon, Conf. Rm. 7.
12 noon: NBC Spot Sales—ENRH (TV) Frolic, NBC Burbank Studios.
2:30 p.m. NARTB panel participants, Music Room.
7 p.m. Radio Pioneers Dinner, Hotel Statler.

**TUESDAY**
8:30 a.m. CBS-TV Pacific Network. Conf. Rm. 2.
9:30 a.m. SMPTE "Television Day," Hotel Statler.
10 a.m. NARTB Recording & Reproducing Standards Committee.
10 a.m. NARTB TV membership business meeting, election. Biltmore Theatre.
10 a.m. NARTB FM workshop. Biltmore Bowl Foyer.
10:30 a.m. Committee of Presidents, State Associations. Conf. Rm. 4.
12 noon. ABC affiliates luncheon, Conf. Rm. 1.
12 noon. CBS affiliates luncheon. Conf. Rm. 9.
12 noon. NBC radio affiliates luncheon. Conf. Rm. 2.
12:30 p.m. BAB board of directors. Conf. Rm. 3.
2 p.m. Annual BAB radio sales clinic. Biltmore Theatre.
3 p.m. Tea party for wires of CBS-TV affiliates. CBS Television City, Studio 43.
4 p.m. All-Industry Affairs Committee.
5-7 p.m. Southern California Broadcasters Assn. and Television Broadcasters of Southern California reception. Hotel Ambassador, Embassy Room.

**WEDNESDAY**
8:30 a.m. BAB state membership chairmen. Conf. Rm. 8.
9:15 a.m. Engineering Conference opens. Burdette Hall.
10 a.m. Formal opening of NARTB general sessions, Biltmore Theatre.
12:30 p.m. NARTB luncheon, address by President Harold E. Fellows, Biltmore Bowl.
2:15 p.m. NARTB general session, Five-Cities Market Report, Biltmore Theatre.
6:30 p.m. BMI dinner.
6:30 p.m. NARTB Engineering reception. Music Room.
7:30 p.m. SMPTE dinner, Hotel Statler.

**THURSDAY**
8:30 a.m. ASCAP Per-Program Committee. Conf. Rm. 4.
9:15 a.m. Engineering Conference. Burdette Hall.
10 a.m. NARTB general session on television. Biltmore Theatre.
12:30 p.m. Luncheon address by FCC Chairman Rosel H. Hyde. Biltmore Bowl.
2:15 p.m. Small Market TV Panel. Biltmore Theatre.
2:15 p.m. Labor workshop (radio and TV). Biltmore Theatre.
3:15 p.m. Radio program workshop. Biltmore Music Room.
3:30 p.m. Clear Channel Broadcasters Service.

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**THE WHITE HOUSE**

**WASHINGTON**

April 8, 1953

Dear Mr. Fellows:

I am glad to extend to the delegation attending the Thirty-first Annual Convention of the National Association of Radio and Television Broadcasters my warm greetings and good wishes.

Our Nation's vast broadcasting system, developed over a period of only three decades, testifies again to the extraordinary achievements that are possible in a free and competitive economy. Today radio reaches into ninety-eight per cent of the homes of America. Television soon may match that record.

This vast coverage imposes an impressive responsibility upon those operating our broadcasting stations and directing network activities.

To inform the people fully, fairly and freely, to hearten their spirit with healthy entertainment, to encourage in every possible way aspiration toward a better state for all mankind -- these are the high purposes to which you are dedicated.

I am confident that the Nation's broadcasters will continue to meet this extraordinary responsibility.

Sincerely,

[Signature]

Dr. Harold E. Fellows
President
National Association of Radio and Television Broadcasters
2771 N Street, N. W.
Washington, D. C.

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**BAB Briefing Plans**
**Showman's Format**

DRAMATIC format will be used Tuesday afternoon by Broadcast Advertising Bureau in presenting NARTB convention delegates with an up-to-the-minute briefing on radio sales objectives for 1953-54. The session will be held in the Biltmore Theatre, Los Angeles. Titled "BAB's Operation Sales Weapon," the 2-4 p.m. briefing will utilize costume and prop facilities of the theatre.

Charles C. Caley, WMWD Peoria, Ill., BAB board chairman, will report on BAB accomplishments. William B. Ryan, BAB president, will cover general objectives for the coming year. Kevin B. Sweeney, BAB vice president and John F. Hardesty, director of local promotion, will present the specific objectives.

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**B•T Delegation**

CONVENTION headquarters of Broadcasters TELECASTING's delegation will be found in Rooms 4311-4312-4314 of the Biltmore Hotel. Representing B•T at the Los Angeles sessions are Sol Taishoff, Mauiy Long, Winfield R. Levi, William H. Shaw, Kenneth Cowan, Art King, J. Frank Beaty, Rufus Crater, David Glickman, John Osbon and Marjorie Thomas.

**BAB Briefing Plans**
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**Page 36 • April 27, 1953**
REVAMPED FCC IN VIEW; HYDE BECOMES CHAIRMAN

Chairman Hyde is first Republican to head FCC since its creation. He succeeds Walker who remains as Commissioner. Appointment is for one year—a precedent. Hyde may disclose his philosophy of administration at NARTB convention.

A NEW ERA of better understanding in government-industry relations is foreshadowed with the assumption of the FCC chairmanship last Monday by Rosel H. Hyde, first Republican to head the agency since its creation in 1934 and first “career man” to move to the top.

Mr. Hyde, who succeeded Paul A. Walker, will make his first public pronouncement as to his philosophy of administration this Thursday in Los Angeles. He will be the principal speaker at the NARTB Thursday luncheon session, and, based on his past record, it is expected his term will be free, private enterprise.

President Eisenhower announced Mr. Hyde’s appointment from Augusta, Ga., where he was vacationing, on Saturday, April 18. He said the appointment would be for a one-year term—establishing another FCC precedent. He also disclosed that Mr. Walker had tendered his resignation, as Chairman, on March 13, but that he would remain a member of the Commissioners Mr. Walker, the only charter member still serving on the FCC, presumably will serve until June 30, when his term expires.

While Mr. Hyde’s elevation to the chairmanship had been widely predicted and strongly endorsed both by Republican political leaders and by industry, there had developed opposition to the promotion of any “hold-over” Republican. It was not until the week of April 13, however, that the situation began to crystallize—after the swearing in of John C. Doerfer of Michigan, as a new Republican member, and after the White House had been besieged with strong endorsements of Mr. Hyde. There had been an insistent demand from some politicians that a newcomer be named to the chairmanship to “clean house” because of wide-spread criticism of the agency almost during its entire two-decade tenure under Democratic control.

Appointment Thought Compromise

The one-year appointment, it was thought, was a compromise between the pro-Hyde forces and the “clean sweep” advocates. It is reasoned that if Mr. Hyde did not reorganize the agency, cleaning out the Left-wingers and New Dealers in policy posts, within the allotted year, the President will be free to select a new Chairman. Heretofore the President has selected the Chairman without specifying the length of his tenures. Mr. Hyde’s term as a Commissioner runs until June 30, 1959.

A consistent advocate of cooperation between license and licensor, Mr. Hyde is expected promptly to set in motion machinery for overall reorganization of the FCC. His initial efforts will be to replace department heads, probably leaving to them the matter of filling subordinate posts. All such appointments, however, are subject to Commission approval and Mr. Hyde, certainly at the outset, will have the support of his two Republican colleagues (Messrs. Doerfer and George E. Steiner), and that of E. M. Webster (independent) and perhaps one or two of the hold-over Democratic members (Walker, Robert T. Bartley and Frieda B. Hennock).

Among those department heads and key employees in the patronage category, are Secretary T. J. Sowie, Iowa Democrat; Benedict F. Cotive, general counsel, and his three assistants, Curtis B. Plummer, former chief engineer and now chief of the Broadcast Bureau, and Joseph M. Kitter, assistant chief of the Bureau and an attorney. All of these posts are in the upper grades, ranging from $10,800 to $11,500 per year.

Another Vacancy June 30

Mr. Walker has served as Chairman since the resignation on Feb. 21, 1932 of Wayne Coy. Upon expiration of his term on June 30, President Eisenhower is expected to name a fourth Republican to the Commission, giving the Republicans control for the first time. The balance then will be four Republicans, two Democrats and one Independent.

While many names have been mentioned for the remaining vacancy, those in the forefront reportedly are Charles Garland, general manager of KOOL, Phoenix, who has strong industry and political endorsement, and William Speare, former AT&T attorney, now practicing law in Fremont, Neb. Another candidate reportedly is Mary Jane Morris, attorney in the FCC Litigation Division, a Michigan Republican who for several years worked in the offices of Rep. Leonard W. Hall, new chairman of the Republican National Committee. Miss Morris reportedly also is interested in other executive staff posts in the event the commissionership does not go to a woman. Among these are Broadcast Bureau chief, general counsel and secretary.

It was thought, in some quarters, that President Eisenhower might announce the new Republican Commissioner by mid-May. This would permit the nominee to have his hearing before the Senate Interstate & Foreign Commerce Committee well in advance of the vacancy and enable him, with Senate confirmation, to assume office the day Mr. Walker’s term expires.

It appeared that Mr. Hyde would be named a fortnight ago, neither the Republican committee nor the White House secretariat was willing flatly to predict this. The alternative, apparently, was to name Mr. Doerfer, who resigned as chairman of the Pennsylvania Public Service Commission to accept the FCC assignment as successor to Eugene H. Merrill, Utah Democrat.

It was watched with great interest will be Mr. Hyde’s policy views on a number of important issues. These include educational television reservations (he has contended that nothing happens automatically on June 2), color television ("pay-as-you-go" TV, large screen theatre television and perhaps most important, questions of diversification of ownership of more than one class of station by newspapers or others identified with media for the dissemination of information.

Strike Applications Concern Hyde

Of immediate concern to Mr. Hyde has been the question of strike applications in TV, wherein a newcomer applicant files for the same facility sought by a qualified applicant just prior to scheduled Commission consideration. This automatically throws the contested applications into hearing.

There are a half-dozen such cases now pending before the Commission but under Democratic direction, the staff has contended it has not had sufficient time to develop the cases. Even while the Democrats were in policy control, Mr. Hyde pressed for action on strike applications. Hence he is expected to move at once to have the staff complete consideration on one or more pending cases which will serve as examples and show the Commission’s intent to crack down.

Mr. Hyde will move into the Chairman’s suite at the New Post Office Bldg., upon his return from Los Angeles on May 4. Talk of a rotating chairmanship has been heard for several weeks [B&T, April 13]. Mr. Hyde’s appointment for a one-year term does not.

The New Chairman…

ROSEL H. HYDE, a Republican from Idaho, now holds a seven year re-appointment to FCC which was made by former President Truman in May 1952. Vice chairman for two years, Commissioner, he worked on the old Federal Radio Commission in 1928. An assistant general counsel from October 1942 until March 1945, when he became general counsel, Mr. Hyde was appointed a Commissioner for the first time in April 1946, filling an unexpired term which continued until June 1952.

He was born in Dodge, Neb., and attended schools there before enrolling at Utah Agricultural College. In 1924, when he married Mary Henderson, a Downey school teacher, Mr. Hyde worked as manager of the Downey State Bank. The following year, he entered George Washington U.’s law school, gaining admission to the District of Columbia bar in 1929. Before joining the Federal Radio Commission, he was a clerk with the Civil Service Commission and an accountant at the Office of Public Buildings and Parks.

Editor’s Note: The above story has been “on galley” for B&T since the previous administration took office on Jan. 20.
Everywhere You Go . . .

HOW DID Rosel H. Hyde learn of his appointment to the FCC chairmanship? By radio, of course. He was listening to a noon news broadcast when first word came through Saturday, April 18. No one at the White House or at Republican National Committee had called him, nor had he received word from Augusta where President Eisenhower was vacationing. The formal notification came through Monday afternoon (April 20). It read:

"ORDER
Pursuant to the provisions of the Communications Act of 1934, I hereby designate

ROSEL H. HYDE

as chairman of the Federal Communications Commission for a period of ten years.

/s/ Dwight D. Eisenhower
April 18, 1953

The White House"

not necessarily mean that the chairmanship will rotate. Actually the one-year method was used on a "probationary" basis, with Mr. Hyde to succeed himself if he satisfies the White House during the first year. Both Presidents Roosevelt and Truman selected their Democratic chairmen to serve until they completed their terms or resigned. Other independent agencies, like the Interstate Commerce Commission and Federal Trade Commission, have had rotating chairmanships in the past.

Mr. Hyde's elevation to the chairmanship is an Horatio Alger story. He started his career in Washington as a clerk in the Civil Service Commission in 1926. He joined the old Federal Radio Commission, predecessor of the FCC, in 1928 as a docket clerk, attending law school at night. He rose through the ranks, becoming a hearing examiner and then assistant general counsel in 1942. In 1945 he was named general counsel and the following year, President Truman appointed him to the Commission to fill an unexpired term which ended in 1952. He was then renamed for a regular seven year term which he is now serving. Three years ago, Mr. Hyde was elected vice chairman by his fellow commissioners—a post not specified in the statute. The vice chairman automatically serves as acting chairman in the absence of the chairman.

27 NARTB Staffers
Plan Convention Work

TWENTY-SEVEN members of the NARTB headquarters staff are taking part in the 31st annual convention in Los Angeles. Those managing the association's facilities and directing the convention operation are:


Chairman of Board and General Counsel—Justin Miller, Helen A. Frucht, Vincent Wansleben.


Executive-Executive Relations—Richard S. Doherty, Charles H. Tower.


Government Relations—Ralph W. Hahn.

Publications and Publicity—Oscar Elder, Fran Riley.

Research—Richard M. Allerton.


Television—Thad H. Brown Jr., Howard H. Bell, Edward H. Bronson, Helen S. Hamilton.

OFFICIAL NARTB CONVENTION AGENDA

Tuesday, April 28

10 a.m.—Biltmore Theatre


10 a.m.—Biltmore Bowl Foyer

FM Panel—Paul Bartlett, president-general manager, KFRE Fresno, Calif.; Hugh Bolin Jr., general manager, WEMP Milwaukee; Walter J. Brown, president, WDKY Spartanburg, S. C.; Miss Frances Knight, owner-general manager, WORX (FM) Madison, Ind.; Ben Strouse, general manager, WWD-FM Washington; George J. Volger, general manager, WPCF Muscatine, Iowa; John H. Smith Jr., manager of FM, NARTB staff representative.

2 p.m.—Broadcast Advertising Bureau Sales Clinic, Biltmore Theatre

4 p.m.—All-Industry Affiliates Committee

Wednesday, April 29

GENERAL SESSION

10 a.m.—Biltmore Theatre

Opening—Clair H. McCollough, chairman, 1953 NARTB Convention Committee (president, WGAL Lancaster, Pa.).

Invocation—James Francis Cardinal McIntyre of Los Angeles.

BY HAROLD E. FELLOWS

Radio and Television Broadcasters

The members of the Committee are:

Clair R. McCollough, WGAL Lancaster, Pa. (Chairman); Jack Harris, KPRC Houston, Tex.; Howard Lane, KOIN Portland, Ore.; Albert Johnson, KOY Phoenix, Arizona; Henry Slavick, WMCT Memphis, Tenn.; Calvin Smith, KFAC Los Angeles, Calif., and Hugh Terry, KLB Nashville, Tenn.

Floor Discussion, featuring Special Panel (AM Committee and National Association of Broad- casting): Mr. Hyman E. Harman, executive vice-president, WBBM Chicago.

This year, too, we are going to have one of the greatest exhibits in the history of the Association—and I think that's particularly significant since many of the manufacturers have gone to great expense in preparing their exhibit materials all the way from the East Coast to the West.

There is no time during the year when the unity of all elements of broadcasting is more apparent than during the weeks leading up to the annual convention. It's wonderful to know that all one needs to do is dial a telephone or write a letter or send a telegram to get all the help in the world in making the annual sessions a success. And that's what I anticipate that this meeting is going to be: a huge success.

If I may add one more note of "thank you" it would go to the radio and television press and the advertising trade media, which have contributed so much to creating interest in the national meeting through the fine coverage they have given to the various announcements of our plans.
Iowa People
Work-Play-Live
BY RADIO!

Iowa Radio Users Spend More Than Twice
As Much Time With Radio As With
All Other Media Combined!

After all is said and done, you can't watch television, read newspapers, thumb through magazines, or pass billboards—while you push an iron. But you can listen to radio while doing the ironing—and that's exactly what most Iowa women do.

The 1952 Iowa Radio and Television Audience Survey proves that Iowa radio users spend more than twice as much time with radio as with all other media combined. Iowa women reported themselves as using the radio 44.6% of all the weekday time they are at home and awake. (45.9% of the women using radio-equipped automobiles listen while they drive, too.)

And oh yes—68.5% of all Iowa families hear WHO regularly, daytime—as compared with 31.9% for Station B!

Write for your copy of the Survey, today. It's authentic, reliable, valuable and amazing...

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
In Paul Bunyan's time, so the story goes, weather in the Northwest was particularly unpredictable. Often the wind blew straight up and down, and the four seasons were likely to come and go all in a single month!

A more recent but equally fantastic weather myth was the one about Summer in the Northwest being less desirable for sales than other seasons. The fact is, Summertime is just like the rest of the year—wonderful! National retail sales figures show there's less than 1% difference, on the average, between sales in Summer and in other seasons. But the Northwest does far better...because vacationists pour in and spend close to half a billion dollars in our cities and resorts every summer.* Add that to the spending of year-round residents and you've got a real windfall. And remember: WCCO Radio reaches far more people in the Northwest than any other station in the entire area... year-round.

That's why advertisers who know which way the wind blows (62 local and national spot sponsors last year) stay on WCCO Radio all year round!

*(Last year, there were more than 2½ million fishing licenses issued in the Northwest states. There are more than 3,500 resorts in Minnesota alone!) Sources on request.

WCCO RADIO

Minneapolis-St. Paul - 50,000 watts

Represented by CBS Radio Spot Sales
Opening—Robert D. Swezey, general manager, WDSU New Orleans, presiding.
Address—Thad H. Brown Jr., vice president in charge of Television Affairs, NATB.

10:15 a.m.
Panel Discussion—"What About UHF"
Herbert Mayer, president, WXEL (TV) Cleveland (Empire Coil Company Inc., New Rochelle, N.J.); chairman.
Frank F. Barnes, general manager, General Electric Co., Syracuse
Kenyon Brown, president, KFPT Wichita Falls, Tex.
Marvin Silver, manager, Federal Telecommunications Labs. Inc., Nutley, N.J.
James S. Conklin, manager, Television Transmitter Div., Allen B. DuMont Labs., Clifton, N.J.
Alan C. Tindal, vice president, WWLP (TV) Springfield, Mass.
E. C. Tracy, manager, RCA Victor Div., Camden, N.J.

11:15 a.m.
Panel Discussion—"Film's Place in Television"
Paul Adanti, vice president-general manager, WHEN (TV) Syracuse, chairman.
E. E. Ezess, general sales manager, Motion Picture Pictures Inc., New York.
Gerald King, president, United Television Programs Inc., Hollywood.
Ralph W. Nimmons, manager, WFAA-TV Dallas, Tex.
Peter M. Bobek, national sales manager, Consolidated Television Sales, Hollywood.
Lee Rowitch, vice president-general manager, WTVJ (TV) Miami.
Robert W. Sarnoff, vice president, NBC Inc., N Y York.
Harold F. See, manager, KRON-TV San Francisco.

12:15 p.m.
Adjournment for Luncheon
Luncheon—Harold E. Fellows, presiding
Address—FCC Chairman Rosell H. Hyde, with introduction by Comr. Paul A. Walker, retiring FCC chairman.

GENERAL SESSION
2:15 p.m.—Biltmore Theatre
Gaines Kelley, general manager, WFMY-TV Greensboro, N. C.
Robert Lemon, general manager, WTTV (TV) Bloomington, Ind.
Lawrence H. Rogers, general manager, WSAZ-TV Huntington, W. Va.
James D. Donavan, president-general manager, KERO (TV) Colorado Springs, Colo.

WORKSHOP SESSIONS
3:15 p.m.—Labor Workshop (Radio and TV) Biltmore Theatre
Leslie C. Johnson, general manager, WHBF Rock Island, Ill., chairman
Victor C. Dohne, president, WAZL Hazelton, Pa.
Joseph A. McDonald, treasurer, NBC, New York
Richard A. Moore, general manager, KTTV (TV) Los Angeles
Vctor A. Shola, general manager, WHAS-AM-TV Louisville.
Richard F. Doherty, vice president, NATB staff representative.

3:15 p.m.—Radio Programs
Biltmore Music Room
William D. Babat, general manager, KFRC San Francisco, chairman.
Jack L. Pink, general manager, KONO San Antonio.
William B. Quarton, general manager, WMT Cedar Rapids.
Barney Schwartz, partner, KPRP Paso Robles, Calif.

4 p.m.—Radio Merchandising
Biltmore Music Room
John M. Outler Jr., general manager, WSB Atlanta, chairman.
Lee W. Jacobs, president, KBKR Baker, Ore.

BY CLAIRE R. McCOLLOUGH
Chairman, 1953 Convention Committee, National Assn. of Radio and Television Broadcasters
It seems like every National Convention that we have scheduled since the broadcasters organized themselves into an Association has fallen during a critical year; this seems to be the nature of the business. This year's Convention is no exception.

Within our industry this is a critical year because we are now in the midst of the rapid post-freeze development of television broadcasting which really was just getting underway when we met a year ago in Chicago. Reflecting upon the developments within the past twelve months since we gathered together, it seems to me that broadcasters individually and as a group have much for which to be thankful. All of the dire predictions about what might happen to radio, with the advent of full television service, now can be forgotten because there is every evidence—in the strength of the Association, in the income reported by radio broadcasting stations, and in the growth of television stations and network services—that these two media are in many ways complementary and can live together.

Consequently at this year's Convention we are getting down to the business of trying to solve some of the problems that are inherent in both operations—radio and television. We haven't attempted—the Convention Committee—to put together a "high-level" type conference. The agenda, as you will examine it, is replete with workaday sessions having to do with those problems which interest the great mass of broadcasters:

A session on UHF and its future; on films and television; on the unveiling of a great new study of the economic aspects of radio station operation; discussions about labor and sports and public events; a report on the Television Code; panels dealing with radio programs and with radio merchandising. Of course the customary report by our president and our new feature—the Keynote Address, this year by Brigadier General David Sarnoff, Chairman of the Board of the Radio Corporation of America, whose words of wisdom are always heard with great respect by members of the broadcasting profession.

The Convention Committee and the staff of the Association have worked ardently in trying to put together the kind of a program which will send everyone home feeling that he has profited by making the trek to Los Angeles. We trust that the sum total of this annual meeting will be an awareness of the great future that still lies ahead in the electronic mass media within the United States; we have every confidence that the broadcasters will take this from this meeting and use it to pursue that future energetically and confidence in the media to which they have given so much of themselves.
The Proper Care Of A Tower And Installation From A Viewpoint
By: J. Roger Hayden, sales manager, Ideco Towers

Thursday, April 30

MORNING SESSION: 9:15 a.m.-12:30 p.m.

President: Raymond F. Guy, manager WGBH and engineering, NBC Engineering, New York City.

How To Set Up A Television Technical Operation With Two Persons
By: Albert J. Baracket, head of Studio Equipment Design, manager of TV Installation Dept., Federal Telecommunication Laboratories.

The Multi-Scanner—A Versatile Scanner For Films, Photos and Slides
By: George F. Tingley, head, Color and Video Techniques Department, and Jesse H. Hain, intermediate engineer, Color and Video Techniques, Allen Radio Laboratories.

Mechanisms In Transistor Electronics
By: Robert M. Ryder, electronics apparatus development engineer, Bell Telephone Laboratories.

Developments In The Application Of Transistors
By: Allen A. Barco, section head, RCA Laboratories Div.

Television Transmission Test Equipment
By: Roy Moffett, staff engineer, NBC NTSC Color Television.

Luncheon: 12:30-2:30 p.m.

Address by the Chairman of the FCC

Keynoter Award Ceremony Wed.

BRIG. GEN. David Sarnoff, RCA board chairman, will receive NARTB's first annual Keynoter Award at the opening of the formal convention program Wednesday morning. The presentation will be made on the stage of the Biltmore Theatre, Los Angeles.

A new feature of the NARTB convention format, the award creates the setting for delivery of the keynote address by Gen. Sarnoff. A gold plaque and key (see photos) will be presented to him.

Clair R. McCollough, Steinman Stations, chairman of the NARTB Convention Committee, will introduce Gen. Sarnoff to the convention at 10:50 a.m. Wednesday. After the keynote address, NARTB President Harold Fellows will present the plaque and key.

The award will be presented to Gen. Sarnoff for his "vision, industry, leadership and faith." Specific citations include: "For his good citizenship in the quiet hours and in the hours of strife; for the steadfastness which has marked his achievements in modern times, and because he has shared his great dream of communications with the millions whom we serve."
NETWORK AFFILIATES PONDER PROBLEMS

NETWORK affiliates, stirred by recent rate-cutting trends, will take up their problems at a series of early-week meetings at the Biltmore Hotel, Los Angeles (NBC rate story page 80). The NBC Affiliates Committee, headed by Paul W. Morency, WTIC Hartford, meets Tuesday at 4 p.m.

Mr. Morency has flatly indicated he does not wish to be elected as chairman of the committee, formed two years ago during the industry convention when the national networks began a series of radio rate reductions based on the effect of TV. He will submit his report on committee activities.

The program will be informal. Election of a new chairman is scheduled following Mr. Morency's resignation, with the membership itself to decide what form the committee's future program should take. Open discussion of current rate problems is on the program.

NBC radio affiliates are scheduled to hold an organization lunch tomorrow (Tuesday) at the WABC convention (April 13). About 75 stations will be represented, judging by advance reservations. Their first job will be to decide whether they should form an NBC radio committee functioning as opposition to the new ABC/NBC TV Affiliates Committee headed by Walter J. Damm, WTMJ-TV Milwaukee.

The TV group was formed in late 1951 to handle special problems affecting NBC TV outlets.

Active in sponsoring the new NBC radio committee are:


The list of events scheduled for the week includes network reception and business sessions. An MBS affiliates advisory meeting is scheduled at 10 a.m. this (Monday) morning, with luncheon at 12:15.

A CBS affiliate network session is scheduled at 8:30 a.m. tomorrow (Tuesday). ABC and CBS affiliates luncheons are also scheduled that day.

Networks List Executives To Attend NARTB Convention

TOP EXECUTIVES of all the major networks, radio and TV, are slated to be in Los Angeles this week in conjunction with the NARTB convention.

Members of the various delegations, as indicated late last week, include in addition to those stationed on the West Coast:

**NBC**

President Frank White; Vice Presidents—William E. Sargent, in charge of integration of network services; Robert Sarnoff, in charge of Film Div.; Charles R. Bahl, executive vice-president and chief engineer; Harry Bannister, in charge of station relations; John J. McGowan, chief engineer; Frank Russell, in charge of Washington office. Transcriptions: Malcom and DrueWer, in addition to Shelden Hixson, director of station relations; Paul L. Loew, treasurer of station relations; and Donald Mercer, Raymond O'Connell, Frank C. Todd, and Stanley Courtney, station relations representatives.

Fred N. Dodge, director of merchandising, and Fred M. Kelder of merchandising department.

**CBS**

President Adrian Murphy, Station Relations Vice President E. B. Hodgkins Jr., and Sales Vice President John Kariol.

**ABC**

President J. L. Van Volkenburg; Merle S. Jones, vice president of network sales and general services; H. V. Akerberg, vice president in charge of station relations; Robert F. Jamieson, sales service manager; Craig Lawrence; general sales manager; W. New York; William R. Lodge, vice president in charge of engineering; E. R. Geeslin, vice president of station relations; Robert Wood, assistant director of station relations; William R. Green, director of sales representative; Wilbur S. Edwards, general sales manager. CBS Sales: Adolph Krueger, Sales Manager; D. W. Lanigan, merchandising and promotion manager, CBS Sales; Bill A. Dennis, general manager; sales manager, WBBM-TV Chicago, and William R. Ryan, production manager, WBBM-TV.

**Mutual**

Charles T. Ayers, vice president in charge of the radio network; Ernest Lee Jahnscke, vice president and assistant to the president; Alexander S. Bronch, vice president in charge of TV network; Robert H. Hinckley, vice president in charge of advertising and sales relations; R. A. Bell, manager of station relations; and William A. Wyke, manager of station relations.

**GE**

President Thomas O'Neill, president and board chairman of Mutual, president of General Teleradio. General Tire & Rubber, is a subsidiary which operates its radio-TV properties, including Mutual: Glen T. Howes, general manager of General Teleradio; Robert Schmid, Mutual vice president in charge of advertising, public relations and research and also a General Teleradio vice president; E. J. Johnson, Mutual vice president in charge of station relations and engineering and also a vice-president of General Teleradio; James E. Wallin, secretary and treasurer of General Teleradio; Charles Godwin, Mutual director of station relations; Bob Carpenter, eastern manager of station relations; Tony Danko, director, commercial operations department; Dwight Martin, vice president of General Teleradio.

**DuMont**

Chris J. Whiting, merchandise director; Donald H. McGannon, administrative assistant, the director of engineering; Elmore B. Lyford, director of station relations; Robert L. Cust, salesman of station relations, and Robert S. Wolf, manager of Tele-Transcriptions dept.

**FCC**

FCC, the station requires only a single technical operator to prepare and broadcast film and network programs.

Equipment will cost a fourth that of today's average station, which employs up to five stations, according to GE.

Frank P. Barnes, GE broadcast equipment sales manager, said the package station, available in uhf or vhf and in several different power ratings, "is not intended as a cure-all for technical operations of a TV station but rather to provide a means for station owner to get on the air with a minimum investment."

Heart of the unit is a new switching system developed by GE permitting a single operator to control from a central point the transmitter, slide and film projectors, audio and transcription facilities, and network programs. All gear would be in the transmitting device, with the operator setting up slides and films in advance. Additional equipment may be added easily.

Several transmitter-antenna combinations are available.

**Standard Electronics Unveils New All-Purpose TV Camera**

NEW all-purpose TV camera, which can be used for both live and film pick-ups without moving to control room, is cheaper, lighter and smaller than the usual TV camera, was previewed Tuesday at a lunch luncheon in New York by its maker, Standard Electronics Corp. Unit will receive its formal debut this week, when it will be demonstrated and displayed at the NARTB Convention.

Named the "Multi-Con," the camera weighs 72 pounds, compared to 125 pounds for the conventional camera, William Zilliger, Standard vice president, said, and is about one-third smaller. These factors are important when in remote pickup use. Because it can be used for film as well as live programming, he said, two of these cameras, costing approximately $15,000 each, can do the work of three in the usual station set-up—two studio cameras at $17,500 each and a film camera at $11,500—saving the station about a third in its camera expense.

Operating costs with the "Multi-Con" also are less, Mr. Zilliger said, because of its special tube which costs only $1,200 for an Image Orthicon camera tube, and has a "life" of "at least 1,000 or 1,200 hours." He declined to reveal details of the tube's construction, but said it could be used continuously, without rest periods.

With most of the electronic controls removed, the Multi-Con camera has only a single control for lens position and focusing and an electronic viewfinder, Mr. Zilliger said. The lens is a 16mm Zeiss, he said, costing $150 instead of $900 for a 35mm lens.

**NARTB Exhibits Add Six**

Six exhibitors made last-minute arrangements to take part in the NARTB exposition at the Biltmore Hotel, Los Angeles, during convention week. Their applications were approved after the April 28 B & T Headline deadline.

Late exhibitors were announced as follows: Cinetel Products Co., Room 2334; Harriscope Inc., Room 2211; International Business Ma- chines Corp., Room 2313; and Translux Corp., Room 2352.

**April 27, 1953** • Page 43
EISENHOWER AMONG THOSE LAUDING RADIO, TV SERVICE

President lauds broadcasters for their voluntary contributions of time and facilities to public service activities of the government and other private agencies. Joins executives of federal agencies as well as civic agencies in paying respects to stations and networks as well as the Advertising Council.

HIGH officials of government and private organizations, including President Dwight D. Eisenhower, have joined in paying tribute to radio and TV stations and networks, as well as the Advertising Council, for their outstanding role in promoting public service projects.

Letters and telegrams to NARTB President Harold E. Fellows and to Theodore S. Repplier, Advertising Council president, will be dramatically displayed by the council at the NARTB convention in Los Angeles this week.

President Eisenhower wrote Mr. Fellows that the nation's broadcasting system testifies to the "extraordinary achievements that are possible in a free and competitive economy." He noted that radio reaches 98% of U.S. homes and TV "soon may match that record." (See facsimile of letter page 56.)

In a letter to Mr. Repplier, President Eisenhower observed that advertising media have demonstrated the benefits of cooperation in a free society, contributing to the welfare of all Americans.

Mr. Repplier will attend the Los Angeles convention. At the Wednesday convention luncheon he will present to Mr. Fellows the American Heritage Foundation's media award. This award is based on the concededly dominant role played by radio and television in promoting registration and voting during the last Presidential campaign.

Joining President Eisenhower and others in recognizing advertising's role in public welfare, Secretary of the Treasury G. M. Humphrey wrote President Fellows last Wednesday, asking him to extend the Treasury's "deep appreciation for the splendid contribution of the broadcasting industry to the U.S. Savings Bonds program."

Mr. Humphrey continued:

"Through the years, radio and television stations and networks have played a leading part in promoting the Savings Bond thrift habit. Their generous donation of time and service has been one of the key factors in the building of the present $45.9 billion total. This represents both an important measure of security to the citizens who own them, and a powerful stabilizing force in our national economy."

Among nearly two-score letters and telegrams to be displayed by the council are these excerpts from letters from important officials of leading public and private groups:

Henry Cabot Lodge Jr., head of U.S. mission to United Nations: "Let me express my sincere appreciation for the splendid cooperation you gave in bringing to the American people the story of the day-to-day activities of the United Nations."

"Distinguished Public Service" E. Roland Harriman, president, American Red Cross: "A salute from the American Red Cross to your station members and the Advertising Council for their distinguished record of public service."

Paul Comly French, executive director, CARE: "Everyone connected with radio and television has been wonderful to CARE and the results are close to 15 million CARE packages sent to our needy friends abroad."

Basil O'Connor, president, National Foundation for Infantile Paralysis: "I would like to take this opportunity to salute broadcasters and the Advertising Council for their fine cooperation with the work of the foundation and its March of Dimes activities. Without this wholehearted voluntary assistance I sincerely believe the conquest of infantile paralysis would not be as close as it actually is today."

Arthur S. Flemming, Director of Defense Mobilization: "I wish to thank you for willing and generous mobilization in helping us collect血. The increased collections and added public awareness of the real need for blood have been due in large part to the fine work by your members and the Advertising Council."

Commenting on advertising's contribution to public welfare, President Eisenhower has formally voiced the off-record comments he made March 24 at the ninth annual White House Conference on the Council with the council's board chairman, told the council "that its programs have given $414 million in time and space donations for public service causes."

Text of the President's letter follows:

Dear Mr. Repplier:

Thank you for your gracious letter of March twenty-seventh.

The Advertising Council and the business concerns associated with it need no praise from me. The results of your work are obvious. The various governmental departments whose programs you have done so much to forward have reason to be grateful to you. Your combined efforts have been worth many millions of dollars to our government. And I like to think that the public spirit which has motivated you will continue to grow under this administration.

When I spoke to your group on March twenty-fourth, I said I thought the Advertising Council was the most important agencies in the country. In contrast to the controlled totalitarian society, ours flourishes on free cooperation among individuals toward common purposes. So long as individuals do cooperate to get things done, freely instead of under coercion, our kind of society retains its unique system. Your activity fits importantly into this framework. Once appreciating a need, the American people are quick to act. But public education and communication are difficult. Through the Advertising Council complex, people are made aware of the programs in which they can cooperate. Whether the cooperative action be donation of blood or investment in Savings Bonds or the collection of scrap or conservation of natural resources, you have demonstrated the possibility of public response in witness of a free society in action, at its best.

Sincerely,

(Signed) Dwight D. Eisenhower

Radio-TV Media Praised For Defense Bond 'Sales'

ABILITY of radio and TV broadcasting to "sell" Defense Bonds provides a "success story" that has drawn official praise from Elihu E. Harris, director of advertising and promotion, U.S. Savings Bonds Division.

On the eve of the NARTB Los Angeles convention, where the division will have an exhibit, Mr. Harris said, "What people hear on radio, and see on television, has an important bearing on what they do." He described the media as "more than purveyors of entertainment—messengers of service—salesmen of merchandise. They are an integral element of American life, spirit of the very fabric of modern living."

Reminding that 43 million people own $49.5 billion dollars' worth of savings bonds, Mr. Harris added, "Broadcasting is people, too— the millions of families who listen to radio each day, the millions to whom television is opening new vistas of life and experience." His tribute to broadcasting was titled, "Three (hundred) Little Words Which Simply Say—Thanks a 494A Thousand Million!"
It's the exclusive

**Scotch Brand**

"V" SLOT
7" PLASTIC REEL

Now—enjoy the ultimate in easy handling, in smooth performance on all machines with the all new, all improved “Scotch” Brand “V” slot 7" reel. It's the first truly functional plastic reel. 1200 ft. lengths of 111A and the sensational new 120 "High-Output" "Scotch" Brand Magnetic Tape are wound on this new "V" slot 7" reel—splice free.

Check these exclusive features:

1. **"V" SLOT.** Say goodbye to threading problems with the easiest, quickest threading device yet perfected.

2. **LARGE 2¼" HUB.** The only reel that accommodates standard lengths of all magnetic tapes and minimizes timing errors. Eliminates tape spillage in rewound.

3. **WIDE SPOKES.** 45% more plastic has been added for extra rigidity. Runs true, balanced to a whisper.

4. **TAPERED FLANGES** eliminate frayed tape edges. Get a smoother wind with this precision feature.

5. **EASIER LABELING.** Extra large unobstructed writing and labeling surface for added convenience.

Your electronic parts distributor has it! Order today!

111-AP Magnetic Tape also available on the "SCOTCH" Brand professional reel.

Costs no more than ordinary reels

**Scotch** Magnetic Tape

**BRAND**

SOAP COMPANIES FORM FRONT RANK IN BUSY WEEK OF RADIO-TV BUYS

B & T cross-check reports: P & G shows preference for daytime TV; Lever Bros. reaffirms belief in nighttime radio; Colgate takes nighttime video and experiments in color commercials. Drugs, automotives, and one appliance firm add to the impressive week of industry action.

SOAP COMPANIES spearheaded impressive radio-TV action last week, followed strongly by drugs and automotives and one appliance firm—in eight major advertisers representing four large industries.

That was the tally of a B & T business cross check, which showed activity by Procter & Gamble Co., Colgate-Palmolive-Peet Co., Lever Bros., Pearson Pharmacal Co., Bristol-Myers, Pontiac cars, Chrysler cars, and Sunbeam Co.

Procter & Gamble's daytime television activity, starting in June, will include sponsorship of three half-hours of Welcome Travelers per week and three alternating half-hours of another NBC-TV show yet to be set in the same time slot, 3:30-4 p.m. In the fall the firm will expand the Welcome Travelers show to four half-hours per week, still retaining three half-hours for the alternate program. The time of the shows will then be moved 30 minutes to 4-4:30 p.m.

P & G, through Benton & Bowles, New York, also is offering two possibilities as a replacement for its Red Skelton show next season. One of the programs is Oops Misa Dairy, an NBC-TV show which, if purchased, would enable the firm to retain its 10:30 p.m. Sunday time on the NBC-TV network. The other offering being considered is the Ray Bolger show, which ABC-TV is actively pressing for that network's 10 p.m. Sunday time. It is believed the show is approximately $41,000. NBC-TV officials are fairly confident that they will be able to keep the sponsor for the Sunday time, it was understood.

P & G definitely will retain its 7 p.m. Sunday night time on NBC-TV with the new Paul Winchell-Jerry Mahoney Show, slated to start next fall.

P & G plans for Oxydol and Dreyf (through Doniess Fitzgerald-Semple) have not yet been formulated, a company spokesman told B & T. Sponsorship of the Beulah show on ABC-TV will be cancelled, effective in October, and the fate of this budget still is in the balance. The decision will be made early in the month, goes one source, which has started shooting experimental television commercials. The company feels that it should be prepared for the eventual advent of color and that all possible difficulties should be understood and ironed out before its arrival.

Leslie Harris, director of radio-TV for Colgate, told B & T that the firm will experiment with companies' brands of film, such as Kodachrome, Ectachrome, and Ansco.

Lever Bros. (Rayve Crime Shampoo) displayed its faith, in nighttime radio when it placed an order for five MBS evening programs on 480 stations, effective June 1. This will represent the biggest network radio hookups for a single product. The shows were bought under the Mutual Multi-Messaging Plan on a Monday-through-Friday basis, 5-6 p.m. EDT. Programs are Adventures of the Falcon, Mickey Spillane Mysterelles, Crime File, Ellery Queen, Official Detective, and Take A Number. Other sponsors of the programs are General Mills and R. G. & H. Tobacco Co.

Nighttime radio is the only medium to be used for Rayve for its 26-week campaign, which was placed direct by the advertiser. In addition, Lever Bros. Lux, which normally takes its eight-week hiatus for Lux Radio Theatre on CBS radio, has decided to retain the program and has cut the hiatus period to four weeks. Lever also will increase its sponsorship of Art Linkletter's House Party to four days, effective May 1 (CBS-TV 3:30-4 p.m. EDT). Lever is taking over the time normally sponsored by Green Giant (corn and peas). The latter firm asked to be allowed to drop out for 13 weeks while it renews its stock, reportedly depleted as a result of sales for which the program was given a share of credit. Green Giant will be understood, directly after the 13-week breaker.

Another Mutual sale was run up when Bristol-Myers, in behalf of Vitalis, signed to sponsor the five-minute warm-up session, immediately after the two 8.3-9 p.m. casts of Game of the Day, effective last Wednesday. With the addition of the Vitalis sponsorship, the MBS sports feature is completely sold out.

The firm also pulled out of its contract with NBC-TV for sponsorship of the Ethel & Albert show on NBC-TV which was to go on the air last Saturday.

Lester Amster, president of Pearson Pharmacal, New York, for Endras, dropped its alternate-week sponsorship of Eye Witness, which has decided to keep the sponsor for the Sunday time, it was understood. P & G definitely will retain its 7 p.m. Sunday night time on NBC-TV with the new Paul Winchell-Jerry Mahoney Show, slated to start next fall.

MacManus, John & Adams Realigns Executive Staff

REALIGNMENT in account supervision on an executive level was announced last week by MacManus, John & Adams, Detroit. W. A. F. John, agency board chairman, has assumed active supervision of the Pontiac account, with Vice President Paul Foley continuing as account manager. Harvey G. Lucle, executive vice president, has been given additional duties as agency general manager.

Hovey Hagerman, vice president, has been relieved of direct connection with the agency's Bendix Aviation account to become chairman of the plans board. Replacing Mr. Hagerman as supervisor of Bendix is Vice President John R. MacManus. The latter also will continue to supervise the Champion Spark Plug account.

National Biscuit Co. Sets $2.5 Million for Radio-TV

NATIONAL BISCUIT Co.'s radio-TV budget this year will be 30% over last year, marking a total of approximately $2.5 million allocated for the two media, George Oliva, advertising manager, told B & T last week.

National Biscuit will continue to sponsor its Advertising Godfrey series of short programs and to place its local supplementary radio spot campaigns. The company plans to increase its TV spot schedule.

Mccann-Erickson, New York, is the agency.

Gen. Foods Names Three

THREE promotions for marketing personnel in General Foods' Associated Product Div. were announced last week by Robert H. Bennett, general manager. They are: Robert I. Garver, sales and advertising manager for Certo and Sure-Jell fruit jel; noted for his ability to keep the Sunday time, it was understood. P & G definitely will retain its 7 p.m. Sunday night time on NBC-TV with the new Paul Winchell-Jerry Mahoney Show, slated to start next fall.

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Gillette Signs for Derby

GILLETTE Co. last week signed to sponsor the broadcast and telecast of the Kentucky Derby from Louisville May 2 over CBS Radio and CBS-TV, after Red Cross entered discussions and Derby officials reduced the rights price, which now goes to the Red Cross (Closed Circuit, April 13) CBS-TV coverage will extend from 5-5:45 p.m. EDT; CBS Radio's, 5:15-5:45 p.m. EDT. Gillette agency: Maxon line, N. Y.

NEW BUSINESS

Pau American Coffee, New York, N. Y., starts alternating five-minute segment of Jimmy Wakely Show on 22 Columbia Pacific Radio Network stations, Mon. through Fri., 4:10-4:30 p.m. PDT, for 52 weeks from May 4. Agency: Cunningham & Walsh, N. Y.

Sheaffer Pen Co. will co-sponsor Jackie Gleason Show over CBS-TV for 26 weeks starting June 20. The show, with Jackie Gleason, May 9 show. Agency: Russel M. Smith Co., Chicago.

Leslie Salt Co., S. F., starts first quarter-hour segment of Meet the Mussa Varieties on 27 Columbia Pacific Radio Network stations, Sat., 11:30 a.m.-12 noon (PDT), for eight weeks from May 2. Agency: Hornig-Cooper, S. F.
Save time . . . make the network buy and save money. Give your advertiser coverage that equals high power and high priced coverage at less than half the cost to you.

WRITE . . . WIRE . . . FOR AVAILABILITIES.
THIS IS THE Only WAY...

to guarantee
the finest TV film reproduction

Now COMMERCIALY AVAILABLE
REVOLUTIONARY
NEW...

a full year ahead of schedule...

A year ago when the Film-Scanner was first shown, everyone who saw it operating wanted to know, "When?" Deliveries were quoted as being, at the earliest, in 1954. Through a tremendously stepped-up development program, the Film-Scanner is now ready for scheduled production. Some time will elapse before production can possibly catch up to the unprecedented demands for this equipment. Orders are being accepted and deliveries scheduled on a priority basis.

DU MONT HAS CONSTANTLY MAINTAINED LEADERSHIP IN TELEVISION SCANNER PRODUCTION AND DEVELOPMENT

FOR THE COMPLETE STORY ON THE FILM-SCANNER WRITE FOR BROCHURE TR-394

Page 50 • April 27, 1953

Broadcasting • Telecasting
SMOOTH, SIMPLE OPERATION: 16 mm film pickup can be remotely started, stopped, reversed, or operated single frame. Simple switching of video from 16 mm film to opaque pickup.

NO SHADING OPERATOR REQUIRED: Shading controls are not required. Picture inherently free from edge flare and shading—simple, high quality operation.

FILM MOVES CONTINUOUSLY: No noisy, wearing, tearing, intermittent claw mechanisms—extremely quiet, continuous-motion operation.

NEW CATHODE-RAY TUBE: The Heart of the Film-Scanner. The result of years of Du Mont leadership in Cathode-Ray Tube design. The brightest scanner raster yet developed—light intensity many times the output of conventional tubes—extremely long life.

SPECIALY DESIGNED MULTIPLIER PHOTOTUBE: Extremely high gain accomplished by extra-sensitive photocathode averaging 60 ua/lumen—multiplication factor: 700,000 to 2,000,000. High degree of stability. Spectral response predominates in visible region.

FILM AND OPAQUE-SLIDE PICKUP: Finest reproduction of 16 mm movie or 4" x 5" glossy or matte finish prints.

SIMULTANEOUS SIGNALS: Simultaneous video from each of two 16 mm film pickup machines or from each of two opaque pickups.

FILM SHRINKAGE COMPENSATOR: Built-in unit reproduces old or new film alike—smooth operation.

GAMMA CORRECTED: Excellent reproduction of the gray scale.

AUTOMATIC SLIDE CHANGER: Provision made for 2" x 2" glass slide automatic changer—a plus feature of the Film-Scanner.

Here is the film pickup system everyone has been talking about since its first public demonstration at the 1952 N.A.R.T.B. Show. Here is the seemingly magic device that has been hailed as one of the greatest advancements in television ... now as a commercial reality ... ready for you.

The Film-Scanner offers the television broadcaster entirely new standards of film, opaque and slide pickup far superior to any system employing iconoscope or image orthicon tubes. In addition, operating costs of this system are a fraction of the costs of any previous system.

The development of scanner techniques is backed by knowledge gained through years of experience. From the great engineering achievements of the Monochrome and Universal Color Scanners, Du Mont has applied these well learned and proved principles to the ultimate in fine film reproduction equipment—the Film-Scanner. Years of experience in scanner techniques combined with the new continuous motion mechanism has resulted in a film pickup system of extreme simplicity. This is the final solution in answering all television film pickup problems of small and large stations alike.

TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.
You can multiply exposures with strobe light—but not nearly so effectively as you can multiply impressions in the rich Indianapolis market. On WFBM-TV, one picture is worth 332,000 homes. *(number of sets in area April 20, 1953).*
TELESTATUS

Weekly TV Set Summary—April 27, 1953—Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Area</th>
<th>$/Set</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOBR-TV</td>
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<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
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<td>Amarillo</td>
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<td>Ann Arbor</td>
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<td>Detroit</td>
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<td>Jackson</td>
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<td>Jacksonsville</td>
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<td>WGLT-TV</td>
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<td>WJUM-TV</td>
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<td>Lincoln</td>
<td>KOLN-TV</td>
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<td>Little Rock</td>
<td>KRTV</td>
<td>30,000</td>
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<tr>
<td>Los Angeles</td>
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<tr>
<td>Madison</td>
<td>WEEM-TV</td>
<td>148,626</td>
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</table>
| Total Stations On Air: 169, Total Markets on Air: 115


Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on a special, sworn affidavit. Since not all stations report weekly, the figures in some markets may remain unchanged in successive weeks. The set estimates represent the number of sets covered in each market. The range for sets in a market is based on coverage of different markets overlap, so counts in those markets may be partially duplicated. Total sets in use of U.S., however, is not duplicated estimates.
based on rate information for 162 operating stations in 105 cities (for purposes of this study, some closely related cities are counted as a single market), plus a separate study of stations due to start operating this spring.

Most of the operating stations, Weed officials said, have not set up three or more time classifications.

Eight have an AA rate on spots (usually covering prime evening time); 85 have A, B and C classifications; 30 have A, B and D; three also have E classifications; and 34 have only A and B, while in two cases a single rate covers all time periods.

It also was noted that the 162 stations—139 vhf and 23 uhf—a total of 123 listed a combined rate for one-minute or 20-second announcements; 31 have a one-minute spot rate; 39, a 20-second rate, and 149 an ID rate.

Eight stations listed no one-minute rate in Class A time and 13 showed no ID rate, although on IDs, it was pointed out, the general practice is to charge 50% of the minute rate.

The new study also reports that 31 stations are scheduled to commence operations within the next few months. These are located in 29 cities, six of which already have stations on the air, and it was reported that a 20-second spot on each of these 31 outlets will cost $1.14, on an average of $36.90 per station. Total of 18 of these stations listed A and B time classifications; nine have A, B and C, while four showed one rate for all time periods. Several of the stations are offering discounts—usually about 25% of the card rate—for business signed before the stations go on the air, Weed officials said.

Following is the Weed Television analysis, with markets grouped according to set circulation as of April 15. It is based on the Class A, one-time basic rate for film facilities (AA rates are used for stations which have AA rates). In each circulation group, the low to high range is shown, along with the average.

Under 25,000 circulation: 35 stations (29 vhf, 16 uhf), 10 cities—Amarillo; Ann Arbor; Austin; Atlantic City; Bangor; Bethelhem; Bridgeport; Brownsville-Matamoras; Colorado Springs; Columbia, S. C.; El Paso; Jackson; Little Rock; Mishawaka, Ind.; Mobile; Montgomery; Muncie; New Castle, Pa.; Peoria; Pueblo; Ronceverte (vhf count only); Syracuse; Swedesboro; Tallahassee; Toledo; Tuscaloosa; Vicksburg; Wilkesbarre; York, Pa.

One-hour—$50 to $300 (avg. $250) Half-hour—$30 to $180 (avg. $125) Min./sec.—$20 to $110 (avg. $70) Min./sec.—21 stations. $20 to $60 (avg. $27)

Under 50,000: 24 stations. $30 to $60 (avg. $33) 20-minute announcements, $20 to $20 (avg. $24.69) IDs—56 stations. $16 to $30 (avg. $18.58)

25,000 to 50,000: 2 stations (4 vhf, 5 uhf) 8 cities—Albuquerque; Green Bay; Lynn; New Britain; Sioux City; South Bend; Wilkes Barre; Youngstown, Pa.

VISIT
Blackburn-Hamilton Company Headquarters
at the Biltmore Hotel
during the NAB Convention
Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Rd.
Washington Bldg.
Baltimore 3-2424

CHICAGO
Ray V. Hamilton
235 North Wacker Dr.
Chicago 6-7275

SAN FRANCISCO
Lester M. Smith
25 North Main St.
Exeter 2-5672

CBS Sweep Nielsen Poll
On Radio for March 8-14
ALL the top 10 evening once-a-week network programs for the week of March 8-14, 1953, were on CBS, according to the A. C. Nielsen Co. report of homes reached. They are:

Extra-Week
March 8-14
Evening, Once-A-Week

RANK PROGRAM

HOMES REACHED

(000)

1 Jack Benny (CBS) 5.643
2 Lux Radio Theatre (CBS) 5.460
3 Amos 'n Andy (CBS) 5.013
4 The Funnies (CBS) 4.948
5 People Are Funny (CBS) 4.520
6 Our Miss Brooks (CBS) 4.341
7 Little House (CBS) 4.272
8 Dr. Christian (CBS) 4.207
9 Life With Luigi (CBS) 4.162
10 Godfrey's Talent Scouts (CBS) 3.894

Broadcasting • Telecasting
"THEY REALLY WATCH SARRA COMMERCIALS"

SARRA INC.

New York: 200 East 56 Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING
An appeal to every radio station interested in integrity . . . . .

RATES REGISTERED WITH

AMERICAN RADIO
ASSOCIATION

American Radio Association*
60 East 42nd Street
New York, N. Y.

* An Association of radio stations selling time only at their published rates.
WHAT YOU GET:
Advertisers and agencies will immediately recognize that, as a member of the "American Radio Association," you sell time at your published rates. Use the seal on your rate cards, stationery and trade paper ads. Remember, you retain full and complete rights to revise your rates in any way that you see fit. As a member of the "American Radio Association," you agree only that your station will sell time at published rates only—you retain complete rate changing authority.

WHAT YOU MUST DO:
Mail in the below coupon. Because of limited funds we cannot send mailings direct to individual stations, or make personal solicitations for your membership. To become a member, you must reply to this ad. Your inquiry will not obligate you—since you cannot become a member until you have fulfilled all the obligations of membership.

TO BECOME A MEMBER:
1. Send the Association a copy of all your rate material, including local, regional and national rates. The reason for this (and the next provision) is that this organization must have the respect of advertisers and agencies. To gain this respect, all stations must provide actual proof to the Association that they sell time only at their published rates.

2. After you become a member of the Association, send the organization an extra copy of all contracts for the sale of time on your station. These contracts will be spot checked in our offices against your published rate information. In the event of a discrepancy you will be contacted.

3. Pay dues. Although the Association is a non-profit organization, there are certain expenses that are unavoidable. Dues will be one-half of your daytime one minute spot rate per month. At the end of our first year of business our books will be audited, and the balance on hand will be refunded to stations paying dues on a proportionate basis.

It is not the purpose of this organization to "convert" any stations. Rather than that, we want an association of stations already selling time only at their published rates. If the organization works as we anticipate, it will no longer be necessary for you to spend hours saying, "No," to advertisers and agencies asking for "deals." When they see you are a member of the Association they won't even bother to ask for "deals."

---

Yes! We are interested in the American Radio Association.
Please send us all the details.

NAME ........................................................

TITLE .......................... STATION ......................

ADDRESS ................................ STATION ............

CITY ................................. STATE ..................
NCS REPORTS 12-15% NON-HOME AUDIENCE

Nielsen Coverage Service research shows auto listening adds 6.5% to 10.6% to in-home listening.

AUTOMOBILE listening adds about 6.5% to in-home listening on weekdays and 10.6% on weekends while all types of non-home listening represent an addition to in-home listening of about 11.9% on weekdays and 14.8% on weekends.

These figures were given by A. C. Nielsen Co., Chicago, in a report on non-home listening and viewing which it is mailing to all Nielsen Coverage Service subscribers.

The Nielsen company claimed that "this is the first research project which measures non-home listening and TV viewing—nationwide, accurately, quantitatively and in relation to in-home listening." It heralded the report as the first "authoritative, detailed measure" of radio's full dimensions as an advertising medium.

The measure is obtained, according to Nielsen, by adding Nielsen Radio Index (NRI) figures on in-home listening to new Nielsen Coverage Service (NCS) figures on non-home listening.

The market research firm plans to mail a complete edition to all NCS subscribers. Additionally, it will release at the NARTB convention this week a special edition of the report on non-home radio listening and televising. Data on non-home viewing is "similar but somewhat less detailed," it was explained.

Referring to its statistical data, A. C. Nielsen said "authoritative figures as a national average for the hours of 6 a.m. to 12 midnight for both automobile and all non-home listening combined. The firm found that all figures fluctuate by hours of the day and vary by territories. Nielsen also claimed "reliable data" for each hour and audience composition—that is, the percentage of men, women and children.

NCAA TV Stand Backed by NORC

GLOOMY view that live telecasting of college football has a bad effect on attendance, habitually held by the National Collegiate Athletic Assn. and the members of its Television Committee received statistical support from a survey of the 1952 gridiron season made for NCAA by National Opinion Research Center.

Compared to the pre-TV years 1947-48, NCAA reported, paid admissions to college football games during the 1952 season were up 10.7% and TV game ratings were up 4.1% and OT ratings were up 14.2%, whereas there was no TV competition, but were down 16.2% where TV competition was present. NCAA concluded that the controlled telecasting plan administered by NCAA in 1951 and 1952, but not in 1950, cut the loss in attendance by at least 13%.

As set ownership increased from 3 million in 1949 to 20 million last year, the adverse effects on football attendance also have mounted, "though in the most recent season there was evidence of a leveling off in the most heavily saturated areas," NCAA said. However, no evidence was found that TV's impact on attendance at college games was a "novelty effect" which waned off, or that TV has had any strong stimulative effect on the box office, NCAA reported.

Blackouts are not effective in raising attendance, the report commented.

SRCAM to Discuss NCS, SAMS 'Misuse'

MEETING designed to clear up the widespread misunderstanding and misuse of Nielsen Coverage Survey and Standard Audit & Measurement Service reports on station audiences [BT, April 20] probably will be held the week of May 10 in New York, Ward Dorrell, chairman of the Station Representatives Committee on Audience Measurements, said Thursday.

Both A. C. Nielsen, president of A. C. Nielsen Co., and Kenneth Baker, president of SAMS, have accepted invitations by the committee to meet with station representatives and agency timebuyers and to explain their services, Mr. Dorrell said.

HOOPER RATINGS ADD 10 TV MARKETS

TV HOOPER RATINGS will cover 50 cities in stead of the current 40 beginning with October, C. E. Hooper Co. announced today (Monday).

There will be no increase on subscription rates to advertisers, agencies or TV stations, he announced said.


Reports for the new markets will cover all hours of operation from sign-off to sign-on with daily quarter-hour Hooper ratings and share of audience as well as program ratings, Monday-Friday averages, and day-part indexes.

RADIO OUT-OF-HOME AUDIENCE UP

Pulse survey shows more families tuned in away from their home sets than did in 1952.

OUT-OF-HOME listening added 18.6% to midwinter radio audiences of 16 major cities, according to Pulse survey made in January.

The figure represents a new high in out-of-home listening, states Pulse, which in 1952 checked 12 areas and found a plust of 15.2%, and in 1951, in seven areas, found an out-of-home boost of 17.7%.

The level of out-of-home listening also was up this winter, Pulse noted, with an average of 3.5% of families reporting listening to radios outside their homes for each quarter-hour from 6 a.m. to midnight, up from 3.2% the previous winter. Los Angeles had the highest level, 4.2%, followed by New York, 4.0%; San Francisco, 3.9%; Boston 3.8%, and Philadelphia, 3.5%. Philadelphia, however, had the largest total away-from-home audience, 21.7%. Lowest of the 16 cities surveyed was Seattle, with a 12.3% out-of-home listening bonus.

FILM

Antitrust Suit Defendants To File Answers by July 15

DEFENDANTS in the Dept. of Justice antitrust suit to force release of 16mm feature motion pictures to television and other outlets, have waived objections to the government's interrogatories and stipulated they would file answers by July 15.

The 29 detailed questions concern activities of the 12 motion picture and distributing companies back to 1936 [BT, March 23]. Attorneys for the companies originally had been given a time extension to April 15 for filing objections.

The antitrust suit was filed last July 22 [BT, July 28, 1952] and is before Federal Judge William Byrne. Listed as defendants are Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.; Universal Pictures Corp. and its subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Production Units Inc.; Films Inc., and Pictorial Films Inc. Although not a defendant in the suit, Theatre Owners of America (TOA) is named a co-conspirator.

Film Sales

Sale of NBC's syndicated film series, The Visitor, in five new markets was reported last week by John B. Cron, national sales manager for NBC's film division. Latest are to KPRC Houston, KPOA Lincoln, WMTV Madison, KNBH (TV) Hollywood and XETV (TV) Tijuana-San Diego.

Mr. Cron added that the Douglas Fairbanks Presents filmed series has been sold in the Yakima market for stationanship by Rainier Beer Co., San Francisco; on WBAL-Baltimore for National Brewing Co., Baltimore, and also to WMTV (TV), KNBH (TV) Hollywood and WTVP (TV) Decatur, Ill.

Consolidated Television Sales reports that it has sold its "Station Starter Plan" in 22 of the 42 new TV markets and a total of 24 in all. The plan, newly niced Consolidated filmed program series at a total weekly price equal to the station's Class "A" starting one-hour rate [BT, March 16].

Distribution

Snader Releases Inc., 177 S. Beverly Dr., Beverly Hills, has been formed by Louis D. Snader to distribute outside TV films in addition to programs filmed by Snader Productions Inc. Robert Carroll, New York state sales manager for Ziv TV Programs Inc., joins the new firm as national sales manager. Mr. Snader has announced plans to start shooting a new library of 3½-minute color telescriptions for fall release.

In the relinquishment of interest by Mr. Snader and Reub Kornblum, now president of Guild Films Inc., Snader Telescriptions Sales Inc. has become Combined Television Pictures Inc., headquartered at 328 S. Beverly Dr., Beverly Hills. The firm contracts a motion picture package of Alexander Korda productions and Dick Tracy TV film series, now being distributed by United Television Programs. New officers are Alexander Blono, president; Morris Krakowsky, vice-president, and Henry Blono, secretary-treasurer.

Broadcasting • Telecasting
SPONSORSHIP KEEPS CLIMBING . . .
AND CLIMBING!

Year after year, sponsorship of United Press radio news shows keeps climbing and climbing. The latest canvass of U.P. clients shows that it's higher than ever before.

Every kind of U.P. news show is making new records. Time-buyers are hitching their sales wagons to both the year-round scheduled reports and features and to the seasonal and topical specials, those bonus programs United Press is so famous for.

This height and spread of sponsorship is one reason why United Press has more radio news clients than any other service—more than 1350 today in the United States alone.

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
AP Newspaper Members Drop, Radio Clients Up

Net gain of 59 radio stations reported by AP's board of directors at New York meeting, for total radio membership of 1,185.

STEADY growth in the number of radio stations belonging to AP and an accompanying decrease in newspaper membership were highlighted in the 1952 report by the AP board of directors at its annual meeting in New York last Monday.

The report indicated a net gain of 59 radio stations during 1952, bringing total membership to 1,185. Newspaper membership at the close of the year, it was reported, dropped from 1,733 to 1,725 "due chiefly to consolidations and discontinuance of publication." It was reported there are some 3,138 newspapers, radio stations and other publications represented in AP outside the U. S. Total AP membership at the end of 1952 was placed at 6,048.

Touching on television, the report acknowledged "a need for development of specialized picture services for TV stations," but added that a projected AP news service on films had failed to develop. It offered the following reasons for not following through on the project: (1) "Such a service was too expensive for the average station"; (2) "There was no quick delivery method which would make it possible for stations to receive the films while the news was still fresh," and (3) "There were an insufficient number of television stations on the air to allow support of the project on a practical basis."

Six directors were re-elected: Robert McLean, AP president, Philadelphia Bulletin (WCAU-AM-TV); Norman Chandler, Los Angeles Times (KTTV-TV); Paul Miller, Rochester-Democrat & Chronicle (WHEC); Robert B. Choate, Boston Herald-Traveler (WHDH); James M. North Jr., Fort Worth Star Telegram (WBAF-AM-TV), and Harry P. Byrd Jr., Winchester (Va.) Evening Star.

28 New Radio, 57 New TV Stations Signed by INS

Seymour Berksen, INS general manager, reported on new INS clients at annual business meeting. He also stressed importance of INS facsimile service for TV stations.

TOTAL of 28 radio clients and 57 TV stations, along with 50 newspaper and 16 special service clients, were among the new foreign and domestic clients signed by International News Service during last 12 months, General Manager Seymour Berksen reported at the organization's annual business meeting last Tuesday in New York.

In addition, Mr. Berksen said, a large number of radio stations and newspapers in overseas areas are receiving INS dispatches.

The number of U. S. TV stations which currently receive INS' Telenews, newswires, films and associated TV services was placed at 95.

Mr. Berksen stressed INS' recent inaugura-
It's true . . . Big Mike more or less grew up on the farm . . . but now many of his friendly followers have taken up trades in town. They have combined their efforts with their "country cousins" to help build the perfect balanced economy of industry and agriculture. Industry in Nebraska and other "Midwest Empire" states has grown tremendously in the past ten years. Big Mike listeners manufacture everything from toys to boats—from shirts to steel tanks. Brooms, windmills and electric farm water systems, steel buildings, plows and all kinds of farm machinery, structural materials— are only a few of the Internationally distributed Midwest manufactured products. . . . Big Mike will welcome the opportunity to tell your sales story to his followers in industry as well as in agriculture. Free and Peters will be glad to tell you about availabilities . . . or, contact Harry Burke, General Manager.
MINTS NEW SHOW FOR

The Sammy Kaye

a sparkling quarter-hour radio series that will

swing big audiences and sway new sponsors

Music for Millions featuring

THE SAMMY KAYE ORCHESTRA
PEGGY POWERS * JEFFREY CLAY
THE KAYDETS * THE KAYE CHOIR
MORE STATION SALES

HERE's the same Sammy Kaye who's built television and radio audiences in the millions... who's smashed attendance records in hotels, night clubs and theatres across the country... the same Sammy Kaye that every Thesaurus subscriber can now sell to sponsors!

Sammy Kaye makes music for millions—music with solid family appeal. That's why no matter what the product—any sponsor can be sure of a tremendous ready-made audience for his selling message.

It's powerful entertainment—put together in a sparkling quarter-hour program to sell time and make talent fees for you!

It's brand new material, including recordings available only through Thesaurus... complete with Sammy Kaye voice tracks: openings and closings, tie-ins, lead-ins, pre-broadcast and on-the-air audience promotion breaks.

SELL THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY

Phil Spitalny's "Hour Of Charm"
"Date In Hollywood" (Eddie Fisher & Gloria De Haven)
"Music Hall Varieties" (Joe E. Howard & Beatrice Kay)
"Sons Of The Pioneers"
"The Tex Beneke Show"
"The Freddy Martin Show"
"Music By Roth"
"The Wayne King Serenade"

And many, many more — complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disc.

Phone, write, wire today for Thesaurus brochure

recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Dept. BB-40

1907 McKinney Ave., Dallas, Texas
522 Forsyth Bldg., Atlanta, Ga.
1016 N. Sycamore Ave., Hollywood 38, Calif.
108 W. Lake Shore Drive, Chicago 17, Ill.
630 Fifth Avenue, New York 20, N. Y.

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RADIO-TV CAN SHORE UP U.S. ECONOMY, 4A IS TOLD

Lacking at the White Sulphur Springs meeting last week was apprehension over TV costs—a sentiment that pervaded the ANA sessions a few weeks previous. Rather, it was pointed out that savings can accrue to the advertiser using radio and TV.

THE U. S. ECONOMY, and how to bolster it while lifting living standards, filled the opening phase of the annual meeting of the American Assn. of Advertising Agencies last week.

Both the long and short range programs studied entitled the radio-TV media.

The short range program as it was developed at the April 23-25 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was this:

Defense spending faces sharp cuts. This will bring some business curtailment, and certainly will bring a slack. If advertisers step into the breach and spend more on low-cost national media, if not, much of this slack can be taken up.

If this program were followed through, it was acknowledged, radio and television would be important.

Resolution to place AAAA on record in favor of using more advertising as a key to counteract any reduction in the economy failed formal approval by the new board. It may be brought up again at board's June meeting.

At last week's sessions talk was soft on increased TV costs. While the Assn. of National Advertisers in its convention a few weeks ago showed fear of rising TV costs, AAAA spokesmen pointed up savings in dollars for the advertiser whether he uses radio or television. The closest reference to the media cost factor was made Friday by John P. Cunningham, retiring AAAA board chairman and executive vice president of Cunningham & Walsh, New York. In an address at the annual AAAA dinner, he said that advertising has caused an economic miracle—elimination of the middlemen between producer and consumer.

Advertising, Mr. Cunningham stated, "is slowly taking the place of countless numbers of salesmen, counter salesmen, salesmen, demonstrators, and jobbers' salesmen." While only a few salesmen enter the door of the typical home in a month, "When you turn your television on, they will leap into being by the dozen," he said.

Mr. Cunningham advises meeting the problem of advertising costs this way: "Advertisers would do well to re-evaluate their monies budgeted for personal selling versus that budgeted for advertising."

Another speaker, Henry Dreyfuss, industrial designer, noted Friday that both the advertising agency and the designer must have a keen sense of timing in merchandising their individual products, and said "we not only must know what to sell, but also when to sell it."

The long-range problem of raising living standards as expressed by Vergil D. Reed, vice president and associate director of research, J. Walter Thompson Co., had this idea behind it: "It (cultural attainment) not only means greater appreciation of goods and services in itself, but it has a means and the time for raising our non-economic culture, too." Money-wise, he saw this "cultural attainment" as creating "new and varied demands for goods and services." Reed pointed out that the Advertising Council as a good example of how the public can be aided to "market" its creations. He paid particular attention to radio and television, saying that "despite criticism" they have done much to boost cultural attainment.

The opening meeting Thursday morning, restricted to members, was devoted to the election of new officers and directors. It named Frederic R. Gamble to continue as AAAA president and director.

Henry M. Stevens, vice president, J. Walter Thompson Co., New York, was elected chairman of the board. He succeeds Mr. Cunningham.

Earle Ludgin, president, Earle Ludgin & Co., Chicago, won the in-vice chairmanship, and Winthrop Hoyt, chairman of the board, Charles W. Hoyt Co., New York, was elected secretary-treasurer.

Mr. Stevens also is chairman of the board of the National Outdoor Advertising Bureau.

Nestle, a director of the Advertising Research Foundation, Mr. Hoyt has been director-at-large of AAAA from 1949 to 1952.

Others elected were:

Directors-at-large: Kenneth W. Axers, president, the Gritswoold-Fahmyah, Cleveland; Marlon Harper Jr., president, McCann-Erickson, New York, and Victor D. Schwab, president, Schwab & Beatty, New York.

Directors Representing AAAA Sectional Council:


Central Council—Harold H. Webber, vice president, Foot, Cone & Belding, Chicago; Pacific Coast—secretary and treasurer, Devine & Brassard, Spokane.

Continuing in office are the following directors-

William R. Baker Jr., president, Benton & Bowles, Cleveland; Earl Patterson, president, BRIB, New York; Clifford L. Fitzgerald, chairman of the board, Sterne, Agee & Green, New York; Henry G. Little, president, Campbell, Swasey & Company, Cleveland, re-elected; Knox Reaves, Advertising, Minneapolis, and chairman, Mr. Reaves, president, Grey Advertising Agency, New York.

Three speakers were prepared to say Saturday morning that the copywriter must be taken along the creative path. Walter O'Meara, senior vice president, Lennen & Newell, New York, emphasized basic values of "good copy" as "promise, repetition, talent ... that, it seems to me, is about all...all the rest, I have heard that a great agency often says—all the rest is 'plumbing.'"

William D. Tyler, vice president of Leo Burnett Co., Chicago, agreed, saying "we are tending to lean on research findings as a substitute for original thinking." In addition to the over emphasis on research, Mr. Tyler listed several other reasons why "we have a smaller elite of creative people today than a few years ago." The reasons: Higher taxes—"a most sensible motive; easy times," and "the past few years have not been calculated to develop lean and hungry types," TV—"it diverted talents of many 'potential creative' people into specialized channels." Most important, he said, was the factor of agency growth. Agencies are bigger, "three times as big as they were before the war." Mr. Tyler's approach in solving the problem of "creating leaders" in the agency field is this: "Advertising that excites the client excites the sales force, excites the trade, and has twice the chance of success with the consumer."

John H. Tinker Jr., senior vice president and creative director of McCann-Erickson, New York, followed the same theme, adding the observation: "Writers must be prodded into doing more visual thinking and art directors must think about ideas.

Other speakers scheduled were Marlon Harper Jr., president, McCann-Erickson, New York, and vice chairman of the Advertising Research Foundation; Bennett Cerf, publisher and What's My Line? panelist on CBS-TV; Philip L. Graham, publisher, The Washington Post (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and recently elected board chairman, The Advertising Council, and Under-Secretary of Commerce Walter Williams. (For more on AAAA meetings, see AT DEADLINE."

NO DEATH THREAT IN TV, ANPA TOLD

Newspapers can take TV in their stride, says George Biggers, Atlanta 'Journal' and 'Constitution' (which have a video tieup). Other publishers second him at ANPA New York convention.

TELEVISION was pictured as "another means of competition" but in no way an insurmountable challenge to newspapers in talks before the 67th annual convention of the American Newspaper Publishers Assn. in New York last week.

This theme was enunciated at the opening session of the three-day meeting at the Waldorf-Astoria Tuesday by George C. Biggers, new ANPA president and publisher of Atlanta Journal and Constitution (WSB-AM-TV Atlanta), and echoed by subsequent speakers Wednesday and Thursday.

Mr. Biggers told a meeting of executives that "Newspapers years ago took radio in their stride and I think we will do the same with television," but that "they will have to extend themselves to improve their standards.

His talk struck a conciliatory note when he voiced the opinion that "newspapers, radio and TV will get along together—just as newspapers and radio have lived together for several years —each complementing the other.

Charles F. McCaith, ANPA ex-president and general manager of the Cleveland News, maintained that television is not a substitute for newspapers, but was also positive.

"The old order changeth" and newspapers must recognize along with others the new order.

A "grass roots" appraisal of the effects of television on newspaper advertising was offered at meetings Tuesday. It was acknowledged at both sessions that TV results in a loss of national advertising, primarily in the beer and food products classifications.

Methods by which newspapers may capitalize on television's popularity to increase advertising lineage and circulation were described at the 10,000-50,000 circulation session. A study of network programs to learn what products were being advertised in their areas was the suggestion of Albert Spendlove, publisher of the Nashua (N. H.) Telegraph.

J. H. Gorman, circulation director of Gain-
You reach it best with **KBIG**

10,000 watts at 740 kc

**KBIG**—the Catalina Island Station delivers Los Angeles, San Diego and 105 other incorporated cities

**PLUS** vast rural populations in eight big counties.

Ask us now for New KBIG Coverage Map and Market Statistics Brochure.

Represented by

Robert Meeker & Associates, Inc.

**JOHN POOLE**

**BROADCASTING CO.**

**KBIG • KBIF • KPIK**

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Hollywood 28, California

Hempstead 3205
THEFT ASSN.

nett Newspapers (which owns radio stations in New York, Connecticut, and Illinois) cited the experience of the evening newspapers in that chain in moving up its home delivery schedule to 5 p.m. to give subscribers more time to read evening papers and popular evening TV programs begin. He and other publishers also pointed out that publication of a Sunday TV log on Saturday afternoon had increased sale of newspapers on that day.

William H. Dwight, managing editor of the Holyoke (Mass.) Telegram, commented for television its "tireless coverage" of the Oscar awards and noted that circulation of his newspaper "jumped tremendously" the next day.

A report by Stuart M. Chambers, the ANPA advertising bureau's board chairman, showed total newspaper advertising reached an all-time high of $2,309,000 in 1952 and national advertising a record of $526 million. Mr. Chambers commented:

Almost overnight a giant new advertising medium entered the field. Last year, advertisers spent some $80 million on television, and most of this came from the national advertiser. Yet newspapers are today carrying more names and adding, both in lineage and dollars, than a year ago."

An election of officers and directors named Mr. Bigger to succeed Mr. McCaill as presi- dent of ANPA for the 1953-54 year. Richard W. Stadlum, publisher of Philadelphia Bulletin, (WCAU-AM-TV Philadelphia), was named vice president. Among newly-elected directors is Julius Ochs Adler, vice president and general manager of New York Times (WQXR-AM-FM New York).

SMPT Electro-Television Today's Meet; Will Devote Time to 3-D

SOCIETY of Motion Picture and Television Engineers' 73rd semi-annual convention starting today (Monday) will be extended through May 2. Added time is needed to discuss new technical developments in three-dimensional and wide-screen motion picture processes.

With some 1,000 movie and TV technicians expected to attend, this will be the first time that a SMPT convention has gone six days, according to Boyce Nemeck, secretary. The program will include 61 technical papers and demonstrations, with several on TV to accom- modate video engineers attending the NARTB convention at the Los Angeles Biltmore Hotel. Various phases in video development will be discussed tomorrow (April 28) when the SMPT convention devotes the day to television.

Walters Heads Editors

BASIL L. WALTERS, executive editor of the Knight Newspapers (WAKR Akron, WIND Chicago, WQAM Miami), was elected president of American Society of Newspaper Editors at its concluding Washington session April 18 [B'T, April 20]. He succeeds Wright Bryan, Atlanta Journal (WSB-AM-TV). Other officers were also elected following Jamieson S. Pfeifer, Louis- ville Courier-Jou rnal, (WHAS-AM-TV), first vice president; Kenneth MacDonald, Des Moines Register & Tribune (KRTN), second vice president; J. Donald Ferguson, Milwaukee Journal, (WTMJ-AM-TV), secretary, and Viz- gurinus Dabney, Richmond Times-Dispatch (WRNLN), treasurer.

GOVERNMENT

FOUR NEW TV GRANTS MADE

Post-thaw station authorizations reach a total of 349. New Hampshire gets its first TV CP.

FOUR new TV stations, including the first commercial grant to New Hampshire and a noncommercial, educational permit for Ohio State U., were approved by FCC last week.

VHF Ch. 7 was awarded Tri-City Broadcasting Co. at Wheeling, V. Va., following with- drawal of a forfeited application by WJKWBC TV Corp. [B'T, April 20]. Principals in the latter have received option for part in- terest in Tri-City, which is licensee of WFTF Belaie, Ohio.

Post-thaw TV grants now total 349, including 15 non-commercial, educational permits. Total TV authorizations in the U. S. now is 457. Vermont now is the only state without a TV authorization.

Last week's new station grants included:

Keene, N. H.-WKNE Corp. (WKNE), granted uhf Ch. 4, ERP 32 kw visual and 12.5 kw aural; antenna height above average terrain 800 ft. (City priority group A-2, No. 348).

Columbus, Ohio-Ohio State University (WOSU), granted uhf Ch. 34 for noncom- mercial educational station; ERP 205 kw visual and 110 kw aural; antenna height above average terrain 500 ft. Miami, Ohio-Miami TV Co., granted uhf Ch. 58, ERP 1.75 kw visual and 0.87 kw aural; antenna height above average terrain 230 ft. (City priority group A-2, No. 443).

Wheeling, W. Va.-Tri-City Bestco., granted vhf Ch. 7, ERP 316 kw visual and 160 kw aural; antenna height above average ter- rain 580 ft. (City priority group A-2, No. 31). Comr. Frieda B. Hennewick favored request for additional information on the proposal. Comr. John C. Doerfer did not participate.

Two existing Baltimore stations were awarded power boosts. WBAL-TV, on vhf Ch. 11, was granted change from ERP of 27 kw visual and 13 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain is changed from 540 ft. to 1,010 ft. WAAM (TV) on vhf Ch. 13, received change in ERP from 26.1 kw visual and 14 kw aural to 316 kw visual and 158 kw aural. Antenna is changed from 530 ft. to 1,000 ft.

Switches to Empire State

WOR-TV New York, last of the New York area TV stations to gain access to the Empire State Bldg. for its antenna, last week was granted approval to switch its transmission site from North Bergen, N. J., to Empire State. ERP is boosted from 22.5 kw visual and 11 kw aural to 130 kw visual and 65 kw aural. Antenna height above average terrain changes from 975 ft. to 1,240 ft.

In other actions, FCC adopted a notice of proposed rule making to add vhf Ch. 5 to Glenville, W. Va., an application by Polin Indus- tries, permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio. Offset carrier characteristics of Ch. 5 allocations at Washington, D. C., Gainesville, Fla., Raleigh, N. C., and Columbus, Ohio, would be altered.

The Commission advised Sangamon Valley TV Co., vhf Ch. 2 applicant at Springfield, Ill., that its merger application proposal "indicates the necessity of a hearing." Fortnight ago, the Commission denied another application of its Ch. 2, and acquiring part interest in Sangamon Valley [B'T, April 13]. WTXA Springfield and WSOY Decatur, Ill., also hold part interest. WMAY Springfield holds 60% of WMAY-TV Inc.

FCC denied petition of Jacob A. Newborn Jr. for amendment of the TV rules so as to place an educational reservation upon vhf Ch. 7 at Tyler, Tex., and to add another commercial utilization to the reservation. Mr. Newborn is licensee of KETX (TV) Tyler on uhf Ch. 19. Ch. 7 is the only other channel allocated there and it is in contest between KGKB and KTBB, both Tyler.

Nine TV applications were rejected for comparative hearings to begin in Washington in late May. They are:

Chattanooga, Tenn.-Hearing on vhf Ch. 12 set for May 29. Comr. Atkins, Chattanooga, is the only applicant.

Honolulu, T. H.-Hearing on vhf Ch. 2 set for May 29. Comr. Doerfer (City) is the only applicant.

Worcester, Mass.-Hearing on uhf Ch. 14 set for May 29. Comr. Atkins (City) is the only applicant.

In the long-pending Beaumont-Port Arthur, Tex., vhf Ch. 4 hearing, FCC last week dis- missed the Port Arthur application of Jefferson Amusement Co., successor to former Lufkin Amusement Co., Branch, Jefferson County. Lufkin sought to be included in the comparative hearing between Smith Radio Co. and Port Arthur College, both Port Arthur, where the latter operates KPAC.

HYDE SUPPORTS INTERIM TV PLAN

IDEA of trusteeship for TV stations—so com- munities can get TV service while FCC is choosing among competing applicants—won FCC Chairman Rosel Hyde's tentative sup- port last week when queried on the subject by Sen. Charles Tobery (R-N.H.), chairman of Senate Commerce Committee.

Subject came up during FCC's meeting with Senate Commerce Committee on edu- cational TV (see story page 70).

Chairman Hyde called attention to the fact that all applicants would have to agree to the plan. He also referred to a suggestion he made last year the trustee act might work out if non-applicants in a city took over community-sponsored TV station con- struction and operation while opposing ap- plicants fought for that station.

Owner of operating station would then be relinquished to successful applicant.

Idea of interim ownership of a TV station was first broached by Paul R. Bartlett (KFRE Fresno, Calif.) last month [B'T, March 2].

Zenith Appeals FCC Refusal

ZENITH Radio Corp., appealed to the U. S. Court of Appeals in Washington last week to set aside FCC's decision for comparative hearing with WBBM-TV for Ch. 2 in Chicago.

The radio-TV manufacturer, which has had a TV application on file since 1948, asked the courts to order it to test its Ch. 2, abandoning its merger proposal. The Court's decision was recently issued. It has been allowed to test its Ch. 2 for comparative hearing. It has been allowed to test its Ch. 2 for comparative hearing. The court ordered that any attempt to place an educational reservation upon Ch. 7 at Tyler, Tex., would be rejected. Mr. Newborn is licensee of KETX (TV) Tyler on uhf Ch. 19. Ch. 7 is the only other channel allocated there and it is in contest between KGKB and KTBB, both Tyler.

Nine TV applications were rejected for comparative hearings to begin in Washington in late May. They are:
February 10, 1953

Mr. Del Courtney
Del Courtney Television
12th & Clay Streets
Oakland, California

Dear Del:

As you know, we have been advertising our Norge Washers in connection with the give-away of "All" on your program for the past three or four months.

We have also been advertising on . program, as well as .

It is a pleasure to give you our costs per inquiry on all programs concerned. They are as follows:

- cost per inquiry $.22.
- cost per inquiry $.28.
- cost per inquiry $1.25.
- cost per inquiry $.03.

KPIX-TV (Del Courtney) cost per inquiry $.03.

In case Lou Simon ever tries to give you a bad time, Del, you can show him these figures.

As you know, we have increased our schedule with you to five spots per week on Norge, two on James Dishwashers, and intend to go even further.

Best regards.

Cordially,

THOMPSON & HOLMES, LTD.

R. E. Colman, Manager
Adv. & Sales Promotion

REC/4J

__

in words of one sponsor:

here's one of the most dramatic success stories you ever read about

KPIX TELEVISION CHANNEL
SAN FRANCISCO, CALIF. 5

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency.
**Musical Magic by Mantovani**

Mantovani's hypnotic music features themes, waltzes, and popular tunes that draw, charm, and enthral listeners. His music is living melody, fresh and brilliant, suitable for any concert or radio program.

Released to Lang-Worth are over 100 separate selections for the exclusive use of Lang-Worth's affiliated stations. This series contains only his brilliant waltz stylings made nationally popular by London Records, but a preponderance of exclusive pop concert favorites performed in Mantovani's hypnotic style. "Musical Magic by Mantovani" is an outstanding contribution to commercial radio... signed, sealed, and delivered, by Lang-Worth.

**Lang-Worth**

**JOHNSON URGES BIGGER FCC BUDGET**

Sum would mean Commission could clear contested TV applications in two years, he says.

Chairman Rosel Hyde also spoke to the Senate subcommittee. Sum total needed to make ends meet, Mr. Hyde said, would add $1 million to the $7.1 million passed by the House last week. The House bill, same as recommended by the House Appropriations Committee [B*T, April 20], earmarked $935,000 for TV application processing and $809,000 for safety and special radio services.

**TV freeze is off!**

A library of newly recorded music is immediately available on outright sale, with performance rights cleared through your BMI and ASCAP licenses. Re-recording rights (film or tape) to this TV music are available through Lang-Worth on a per-tune basis. TV producers and station directors are invited to drop into our convention headquarters. Learn our plans for the immediate future and hear the new TV music already released!

---

**Lang-Worth FEATURE PROGRAMS, INC.**

113 West 57th St., New York 19, N. Y. 2319-20-21, Hotel Biltmore, Los Angeles.

Page 68 • April 27, 1953
KfAC moves 28 tons of music to Prudential Square

Our new home in Prudential Square in the heart of the Miracle Mile in Los Angeles is filled with wonderful music...and our hearts are full too...full of sincere gratitude to the many fine advertising agencies and to the hundreds of outstanding advertisers who have used KFAC to bring their products or services to hundreds of thousands of Southern Californians who regularly listen to KFAC in their homes and in their cars. These three groups have helped make KFAC famous...famous as the quality music station of Southern California, famous as the station with the lowest cost per thousand listeners, famous for the longevity of its customers...the high calibre of its advertisers.

To the distinguished group of business and service organizations throughout the country who regularly speak to 4,000,000 Southern Californians through KFAC, we say thanks...thanks for listening...thanks for your business.
dispute that WTVM (TV) puts the required signal over Grand Rapids.

WTVM (TV) was to present rebuttal engineering evidence on Friday.

One interesting aspect of the hearing, the proceeding involves issues of whether or not Verstius Radio gave "false information" in balance sheets submitted to the Commission whether the applicants' sale of WOOD-TV Grand Rapids (formerly WLAV-TV) establishes lack of "necessary character qualifications to be a TV licensee" (B&T, March 30). Mr. Verstius denied the allegations.

However, the principal conflict in the case has been the legal question of "party in interest" as set forth by Sec. 309(c) of the Communications Act, the provision which permits protests, within 30 days, of non-hearing grants on grounds of either electrical interference or economic injury.

WGRD protested the UHF Ch. 35 grant to Verstius Radio on grounds that it would be a Grand Rapids rather than Muskegon station since the transmitter site is nearer Grand Rapids. WGRD contended Mr. Verstius thus could retransmit on the WTMV (TV) and his WLAV-AM-FM Grand Rapids thereby afflicting economic injury upon WGRD.

Initially, FCC turned down the WGRD protest holding it not to be a party in interest within the meaning of Sec. 309(c). However, after Justice Dept. indicated it could not support this view of FCC in an answer to WGRD's appeal to the courts, the Commission reversed itself. In a precedent action, FCC called for hearing upon the Ch. 35 application and declared WGRD to be a party in interest under Sec. 309(c). Effective date of the WGRD grant was "postponed" pending outcome of the present hearing.

Since its unique reversal in the Muskegon case, FCC has set aside several other TV grants and called for hearings following the reconsideration of "economic injury" protests pursuant to Sec. 309(c).

**Broadcast Bureau-KMYR:**

*Does NBC Control KOA?*

Does NBC have a "controlling" interest in KOA-AM-FM Denver or does it not?

That seems to be the nub of the question raised by FCC's Broadcast Bureau and KMYR Denver, competing applicant for the Colorado capital's Ch. 4, in proposed findings filed last week with FCC Hearing Examiner James D. Cunningham.

In similar filings, KOA averred that NBC has no interest in KOA. It also stated that should the Commission find that the $11/4 million note held by NBC to secure its loan to comedian Bob Hope and his group constitutes control, the note will be paid off immediately.

Both applicants also propose findings favorable to their case for a TV grant on the basis of qualifications and financial responsibility. Hearing for Denver's Ch. 4 began in October 1952 and the record was closed Feb. 10 of this year.

At issue in the allegations of the Broadcast Bureau and KMYR are the terms of the sale of KOA-AM-FM Denver with the FCC's approval of the station site. KOA was bought from NBC by a Denver group (headed by Mayor Quigg Newton) and Bob Hope and associates on a 50-50 ownership basis. Sales price paid for KOA was $175,000. KOA was given to NBC for $114 million payable in five years at 4.5% interest. For security, Hope group pledged its share of KOA securities.

**NEW TACK TAKEN IN HENNOCK'S STAND**

Commissioner tells senators she is convinced the law does not prohibit commercial TV applicants from filing for reserved educational channels.

Some of the steam behind educational TV enthusiasts' argument that FCC extend non-commercial channel reservations for another two years (B&T, April 20) was lost last week. This development was indicated on Capitol Hill when FCC Commissioner Frieda B. Hennock admitted to the Senate Interstate & Foreign Commerce Committee that petitions interfering with the Commission to change reserved channels to commercial frequencies cannot be legally prohibited from doing so.

Her testimony followed the Senate subcommittee's recommendation last week that the Commission reverse its decision in the case of WGRD, a newcomer to Channel 4, in the Sixth Report and Order (B&T, April 14, 1952); the year runs out June 2.

At that time, petitions may be filed for changes in the allocation table, including deletion of the reserved status for educational channels. Until the Commission acts on each petition, the reservations will continue.

Gist of the Hennock's charges two weeks ago was that there was a conspiracy by broadcasters and trade papers to misinform on the status of the 242 reserved TV channels so that the second channel reservation made the reservations automatically expired if the channels were not granted by June 2.

Last week's session ended with a statement by FCC's new Chairman Ch. H. Hyde that there was no limit to the reserved status of educational channels.

Miss Hennock's about-face caused Sen. John O. Pastore (D-R.I.), who ardently supported her two weeks ago, to angrily declare: "You've destroyed your own case."

Former Chairman Paul A. Walker called on the Senate committee to recommend a joint Congressional resolution favoring the extension of the educational reservations.

**EXCEPTIONS ARGUED ON DENVER CH. 7**

**QUESTION** of diversification of communication media has no place in the Denver Ch. 7 decision, KLZ Denver attorney W. Theodore Pierson told the FCC last week during oral arguments. Commissioner James D. Cinningsham's initial decision favoring the CBS-affiliated Rocky Mountain station.

Nor, emphasized Mr. Pierson, was there any violation of the FCC's chain broadcast regulations in the first TV refusal rights contained in the CBS affiliation contract.

Mr. Pierson attacked contentions by Paul A. Porter, former FCC Chairman, representing unsuccessful applicant Denver Television Co.

Argument was on exceptions to the examiner's initial decision proposing grant of Ch. 7 to KLZ (B&T, Feb. 9). In addition to exceptions by the two contesting, FCC's Broadcast Bureau also presented arguments on the examiner's findings regarding the principle of diversification. This was that the FCC "newspaper" policy—favoring a non-newspaper-owned applicant—had been dropped for zoning purposes.

The ban was included in the Communications Act in 1934 and reversed by the Supreme Court in 1952. In a precedent action, FCC reversed the Ch. 7 grant to KLZ and Denver Television stockholders are involved with the same issues.

Before such a policy be extended, the Commission should study the question, hold hearings, etc. It should not be instituted through a single case.

There is a question of propriety in considering such a policy until Congress has shown its intent in the matter. A prohibition against the FCC's anti-newspaper policy was part of the McCarthism Bill when it passed the House. This amendment was deleted in conference on the ground the FCC did not discriminate against newspapers. It was also felt that if an anti-discrimination amendment to the Communications Act was necessary it should forbid the FCC to penalize an applicant on account of any business connections.

Obverse of this argument was held by Mr. Porter. He argued that both applicants were newcomers therefore the Commission should favor the newcomer.

Broadcast Bureau's argument regarding the issue was scheduled to be made by Assistant Hearing Division Chief Robert J. Rawson. However, Mr. Rawson was excused because of his daughter's illness. Frederick W. Ford, Division chief, stated that the Broadcast Bureau stood on its argument in the exceptions filed with the Commission.

**Sutton Urges FCC Approve 'Booster' Stations**

FCC SHOULD look into booster TV operation—as developed by WSM-TV Nashville (B&T, Jan. 19)—and authorize such "on channel" operation, Rep. Pat Sutton (D-Tenn.) told the House of Representatives last week. Mr. Sutton, who lives a few miles from Lawrenceburg, Tenn., site of the WSM-TV experiments, paid tribute to the station's president, John H. DeWitt, and declared the development had paved the way to bring TV to rural areas beyond the range of stations.

In citing the advantages of the WSM-TV method, Rep. Sutton said it (1) saved spectrum space, (2) delivered a strong signal, (3) could be operated at low cost, (4) eliminated the need for tall towers and attendant hazards, (5) retained under one license the original station and the booster, and (6) fits into the national channel allocation plan.
Motor Vehicle Ownership is Double and Triple in the Keystone Market!

That's a conservative estimate, by the way, of future car, truck and tractor purchases within range of Keystone's Hometown and Rural America stations. This projected figure is based on actual statistics, not just wishful thinking. In the Rural America alone where KBS is a voice of buying authority, there are over five million good prospects for new cars, trucks and tractors in the next year or so! And that's just part of the vast network of almost 650 Keystone stations listened to and believed in by America's biggest segment of "cash" customers.

Whether you're rolling these vehicles off the production line toward this fertile selling ground... manufacture parts, car radios, equipment and accessories or are distributors of the gas, oil and grease it takes to maintain this giant fleet—we think there's no better spot to reach your next 5-million customers than KBS' Hometown and Rural Network!

Are you interested in selling...

TEN MILLION CUSTOMERS ON WHEELS?

Write, wire or phone for complete market information and rates

Keystone Broadcasting System, Inc.

The Voice of Hometown and Rural America

April 27, 1953 • Page 71
| DAY | A/B/C | Saturday | A/B/C | Sunday | A/B/C | Monday | A/B/C | Tuesday | A/B/C | Wednesday | A/B/C | Thursday | A/B/C | Friday | A/B/C | Saturday | A/B/C | Sunday | A/B/C | Monday | A/B/C | Tuesday | A/B/C | Wednesday | A/B/C | Thursday | A/B/C | Friday |
|-----|-------|----------|-------|--------|-------|--------|-------|--------|-------|-------|----------|-------|----------|-------|--------|-------|----------|-------|--------|-------|--------|-------|--------|-------|----------|-------|----------|-------|--------|
THREE NEW VHF TV OUTLETS START; TOTAL STATIONS ON AIR NOW 168

KELO-TV Sioux Falls, S. D., is the only one of the trio beginning operations in an unoccupied video market. KCBD-TV Lubbock, Tex., and KTYL-TV Phoenix-Mesa, Ariz., are the other opening stations.

THREE new vhf television stations were scheduled to begin regular commercial programming yesterday, but only one starts operation in a virgin TV market.

The three which planned to begin are:

**KBCT-TV Lubbock, Tex., uhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV.** The station is on the air in Lubbock.

**KERD-TV on uhf Ch. 12.**

**KELO-TV Sioux Falls, S. D., uhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV.** It is the first Sioux Falls TV station to go on the air.

**KTYL-TV Phoenix-Mesa, Ariz., uhf Ch. 12, represented by Avery-Rodde Co.**

Already on the air in Phoenix: KBPH-TV on uhf Ch. 6 (a pre-freeze station).

The number of post- thaw TV stations listed as operating commercially has risen to an even 60. Of these, 32 are vhf and 28 are uhf.

Total number of stations counted as on the air with commercial programming now is 168. Total vhf stations considered operating on a commercial basis number 140 of which 108 are pre-freeze outlets.

**May 1 Targets**

Between now and May 15, at least eight more permittees expect to get underway with commercial program schedules. Aiming for May 1 are:

**WFMX-TV Lafayette, Ind., uhf Ch. 59, represented by the William Barbee Co.**

**WPTV (TV) Dutilh, Minn., uhf Ch. 58, represented by Adams Young Televison Inc., affiliated with all four networks.**

**WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 58, represented by Weed Television, affiliated with ABC-TV.**

Planning to begin May 15 are:

**WYES-TV, New Orleans, uhf Ch. 15, represented by Forjoe & Co.**

**WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed.**

**WZAW (TV) Waukegan, Ill., uhf Ch. 50, represented by John E. Pearson TV Inc.**

**WTVI (TV) St. Louis (Mo.-Belleville III), uhf Ch. 64, represented by Weed Television, affiliated with DuMont.**

**WCSC-TV Charleston, S. C., uhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks.**

All target dates are subject to change. Sometimes, at the last minute, a particular part of the transmitter fails to function properly, or perhaps the coaxial cable, for the network affiliation, is not put in operation by the telephone company at a promised time. Occasionally a station is requested by the set dealers in its area to continue a test pattern for a few extra days in order to get sets properly adjusted before programming begins.

It was for these and similar reasons that a few stations which have already been counted as going on the air did not begin their commercial programming on the scheduled date.

For example, WLBC-TV Muncie, Ind., uhf Ch. 59, represented by Walker Representation Co. and affiliated with CBS-TV, did not begin April 15 as planned. However, it expects to begin "any day now."

**WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Televison and affiliated with NBC-TV, had its planned April 17 start delayed to April 24.**

**WKNV (TV) Saginaw, Mich., uhf Ch. 57, represented by Gil-Perna, did not start last Monday, but does expect to go on the air April 29.**

**WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and NBC-TV programs, started its test pattern April 20 with reduced power on an intermittent basis. It planned to boost its output to full power last Friday. WCOS-TV which had been aiming for an April 15 start, now expects to begin commercial programming before May 2.**

At last report KUHT (TV) Houston, a non-commercial educational permittee on uhf Ch. 8, still plans a May 1 start after suffering a two-week setback. As soon as the NARTB convention is over, KUSC-TV Los Angeles, uhf Ch. 28, another noncommercial educational grantee, will get into its programming, or display at the convention, and probably will get on the air sometime in May.

**Tri-City Broadcasting Co., Wheeling, W. Va., starts uhf Ch. 7 last week, hopes to start in late fall. Thomas M. Bloch, president of Tri-City and also of WTRF Baillea, Ohio, told B&T that RCA equipment will be used. He said network affiliation and national representation is unknown at this time.**

**Howard Barnett, vice president and general manager of KRBC-TV Abilene, Tex., uhf Ch. 9 (B&T, April 30), told B&T the starting date for his station has been set for Aug. 1, 1954. Representation will be handled by John E. Pearson TV Inc. Type of equipment is undetermined, and he said, network affiliation has not yet been decided upon.**

**Ben K. McKinnon, general manager of WVGL (TV) Greenville, S. C. (B&T, April 13), advised B&T last week that its national sales representation will be H-R Television Inc., with James S. Ayers for representation in the South. The station is assigned uhf Ch. 23.**

**WGVL (TV) Sets Aug. 1**

"Our air date is scheduled for Aug. 1," Mr. McKinnon reported, "and we have signed affiliation with ABC-TV." Offices for the new station are on the second floor of the Calhoun Towers, with studio construction underway on the first floor.

The transmitter location is atop Paris Mt., 1,140 ft. above average terrain. WVGL (TV) will utilize the old WMRC-FM transmitter building and tower. RCA equipment will be installed under the supervision of Emil Sellars, chief engineer.

**James E. Gordon, vice president and general manager of WJMR-TV New Orleans, La., uhf Ch. 36, told B&T that its target date is planned for sometime next September.**

**KSTM-TV St. Louis, uhf Ch. 36, is planning its debut for Sept. 1. It is represented by H-R Television Inc.**

**I. E. O'Neill, holder of a CP for uhf Ch. 47 in Fresno, Calif., said the station's call letters will be KJEV (TV).** Mr. O'Neill former national president of the National Automotive Assn., also will be general manager. Theodore, will assist him with direction of KJEV (TV) and that Gene Chenault will be general manager (B&T, April 13). KJEV (TV) is not affiliated with KYNO (AM) Fresno, Mr. O'Neill pointed out, although Mr. Chenault and Bert Williamson, who will be in technical charge of KJEV (TV), have minority interest in both stations.

**WGOV-TV Valdosta, Ga., uhf Ch. 37, plans a November starting date.** The RCA-equipped station will be represented nationally by STARS National Inc., and in the southeast by STARS Inc. Principals include President E. D. Rivers Jr., Vice President W. H. Kellar Jr. and Station Director A. B. Smith.

Within the last week, five new transmitters have been received by TV stations.

**WGBI-TV Scranton, Pa., has received a General Electric transmitter for its uhf Ch. 22 operation.**

**KPQB, which shipped three transmitters, including its first new 10 kw highband vhf transmitter, sent to KTBQ-TV Austin, Tex., uhf Ch. 7. The new unit is expected to boost KTBQ-TV's effective radiated power from 20 kw to 100 kw.**

Other RCA transmitters were shipped to KCTV (TV) Kansas City, Mo., uhf Ch. 25 outlet owned by the Empire Coil Co., and to WFTV (TV) Duluth, Minn., uhf Ch. 38. Both were 1 kw transmitters, but the associated RCA high-gain antenna and special transmission line are designed to multiply the signal strength more than 20 times.

Allen B. DuMont Labs. Inc. shipped a 5 kw vhf transmitter and associated station and studio equipment to WCSC-TV Charleston, S. C., last week. The station is assigned uhf Ch. 5.

**John L. Booth, president of Booth Radio & Television Stations Inc., advised B&T that WBKZ-TV Battle Creek, Mich., will be on the air with a full schedule of programming May 22. Test pattern for the uhf Ch. 64 station will go the air May 15.**

**Harry E. Travis is WBKZ-TV manager. National representation is being handled by Weed Television.**

**Tom E. Gibbons, vice president and general manager of WAFB-TV Baton Rouge, La., told B&T that the uhf Ch. 28 outlet started programming as planned April 19.**

MOWREY NAMED WABC-TV GEN. MGR.

**PROMOTION of Paul Mowrey from station manager to general manager is effective immediately. New York was announced last week by Siocum Chapin, vice president for ABC-owned TV stations.**

Mr. Mowrey succeeds Mr. Chapin, who had held the title and duties of WABC-TV general manager, in addition to his position as ABC vice president. Mr. Mowrey joined ABC in 1944 as supervisor of television operations and later served as director of sales operations for network package programs and with the networks sales staff.

WMAL on 24-Hour Basis

**WMAL Washington announces its broadcast schedule will be on a 24-hour daily basis, the first such operation in the station's 27-year history.** Peter V. O'Reilly, who programs popular music as "The Stardust," has been assigned to a 54-hour, all-night stint.
The welcome mat is out in the "City of Homes"

In Philadelphia your message always receives a hearty welcome when it goes home on WCAU-TV.

Look at the facts. 2 out of every 3 families turn to WCAU-TV during the weekday daytime hours. Mostly kiddies? Not by a box top! WCAU-TV's superior programe attracts a daytime audience of 55% purse-holding women—nearly twice the average of Philadelphia's other TV stations. And it's a big audience! For Philadelphia has a higher percentage of TV sets (over 90% of the families) than any other major city in the country... and nearly 80% of the families watch daytime TV during the working week.

Conclusion? A timely one. 20% more national spot advertisers use WCAU-TV than any other Philadelphia TV station because experience has shown...


It's the time to buy...

WCAU-TV

The Philadelphia Bulletin Television Station - CBS Affiliate - Represented Nationally by CBS Television Spot Sales
ATLASS, WRIGLEY SELL WIND TITLES

H. LESLIE ATLASS and Philip K. Wrigley have relinquished their interests in WIND-AM-TV Chicago under terms of an agreement transferring 100% control of Johnson-Kennedy Corp., licensee, to WIND Inc. Their considerations will be $564,495 and $1,126,566, respectively.

The Chicago Daily News, third stockholder in Johnson-Kennedy, receives $1,126,566 and has purchased 27.7% interest in WIND Inc. for $12,500. Total consideration of $2,900,000 is to be paid out of current assets and future revenues.

Because Mr. Atllass has "interest" in WBBM-TV, FCC required him to give up his holding in WIND as a condition of its recent TV grant to the station. He is vice president in charge of the CBS Central Division and general manager of the network's o & o WBBM-AM-TV.

Mr. Wrigley is withdrawing in order to provide for his heirs, four of whom hold stock in WIND Inc. Messrs. Wrigley and Atllass bought into WIND in late 1938.

Four members of the Atllass family are stockholders in WIND Inc., including Ralph Atllass (11.1%), president of the new corporation and WIND manager. The tenth party in interest is John Carey (5.5%), WIND Inc.'s vice president and the station's sales manager.

WIND Inc. has issued 9,000 shares of stock at par value of $5. After FCC approval of the transfer of control, WIND Inc. is expected to apply for assignment of license from Johnson-Kennedy.

Arthur Harre Resigns WCFL Director's Post

ARTHUR R. HARRE, managing director of WCFL Chicago for the past two and a half years, has resigned, the station announced last Tuesday. He has been in ill health and relinquished the post on the advice of his physician. Marty Hogan, who has been handling executive duties, will be acting managing director.

WTOP-TV Issues Rate Card

WTOP-TV WASHINGTON last week issued rate card #4, effective April 1, which does not change basic rates but reclassifies the 8 to 10:30 p.m. daily segment as Class A time with a one-time hourly rate of $1,100. Class A Sunday time is from 6 to 10:30 p.m. Station breaks in Class A periods are $165 for 20 seconds and $70 for 10 seconds, figured on the one-time rate.

In announcing the new rate card, George F. Hartford, vice president in charge of sales for WTOP-TV, said Washington circulation will soon pass the million mark.

Sweeney to WPAT Sales

MICHAEL SWEENEY of the O. L. Taylor Co., station representation firm, has been named director of sales of WPAT Paterson, N. J., effective May 1, the station's executive vice president, D. J. Wright, announced last week. Mr. Sweeney will have headquarters at the WPAT offices in the RKO Bldg., New York.

WSGN SALE THIRD BIRMINGHAM DEAL

THIRD major station transaction in Birmingham, Ala., within a fortnight was reported last week as the Birmingham News Co. announced sale of WSGN-AM-FM there for $35,000,000-plus to local investment banker John S. Jemison Jr. and associates. Also, TV permit for uhf Ch. 42 would be transferred, upon FCC consent.

Sale of WSGN properties is necessitated by the News Co.'s purchase of WAPI, WAFM (FM) and WAFM-TV Birmingham from Ed Norton and Thad Holt for gross consideration of $2.4 million [BT, April 13].

Earlier, Storer Broadcasting Co., multiple AM-TV station operator, bought WBRC-AM-TV there for $2.4 million, also subject to FCC approval [BT, April 6]. Since WBRC-TV would give Storer its limit of five TV outlets, Storer has dropped its Ch. 9 bid at Wheeling and Ch. 10 application at Miami. Storer also plans to sell WSAI-AM-FM Cincinnati to comply with the unwritten FCC policy of seven AM-stations' limit.

Sale of WSGN properties was announced by Henry P. Johnston, executive vice president of the Birmingham News and managing director of its broadcast operations for 16 years. He said WSGN would be transferred to a new firm, Jemison Broadcasting Co., with Mr. Jemison as chairman of the board and principal stockholder. Other officers and stockholders include local businessmen William H. and Carl Hulsey, the latter vice president.

President and general manager of Jemison Broadcasting will be Bascom H. Hopson, in Alabama radio for 20 years and son-in-law of Frederick I. Thompson, an FCC Commissioner from 1939-1941. Mr. Hopson, one-time lessee of WAPI, presently owns WBJY Gadsden and WBBB Selma, both Alabama.

The WSGN transaction was handled by Blackburn-Hamilton Co., station broker.

Graybar Claims 'Firsts' In WICC-TV Operation

WICC-TV Bridgeport, Conn., racked up three "firsts" in the equipment field when it commenced operations April 12, Graybar Electric Co. (which handled the equipment) claimed last week.

It was, Graybar officials said, the first installation of Federal Telecommunications Labs.' new uhf equipment; the first erection of Blaw-Knox's new type TG triangular-guyed tower, and the first uhf television installation by Graybar.

Features of "small-station design" incorporated at WICC-TV were stressed by Graybar authorities, who noted that the control-room equipment was so designed by Federal that only two men are required to operate it—one to perform transmitter supervision, audio-switching, changing film reels, and turntable operation, while the other, in charge of master control, can insert slides, programs, check resolution, set levels, and control many special effects all from one position.

WICC-TV, on Ch. 43, has reported excellent reception over a 40-mile radius, fringe reception up to 60 miles and, in some cases, for greater distances. The station is headed by Philip Merryman, president and general manager.

ATTENTION

BROADCASTERS and TELECASTERS:

If you're interested in discussing successful radio and television representation, visit the HEADLEY-REED Convention Headquarters at the Statler.

Sterling B. Beeson—New York
John H. Wrath—Chicago
John Schultz—Chicago
Clark Barnes—Los Angeles

THE HEADLEY-REED COMPANY

NEW YORK          SAN FRANCISCO       PHILADELPHIA
CHICAGO           ATLANTA           HOLLYWOOD

Successfully serving our clients since 1937

Page 76  April 27, 1953
Shooting for more sales in Southern California?

FEB. 1953 RATINGS
Weekly Average
6 PM - MIDNIGHT

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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
WAFB-TV Baton Rouge Begins Operations

A PARADE with 2,000 participants marched through the studios of WAFB-TV Baton Rouge as that station began official operation April 19.

The television outlet is the first in Louisiana's capital city and the second in the state. Tom E. Gibbons, station president and general manager of WAFB-AM-TV, reported that engineers found the station's reception area to contain no dead spots or weak signals. He estimates there are 222,000 TV sets in the area.

Louisiana Gov. and Mrs. Robert F. Kennon reviewed the parade with Mr. Gibbons. It included bands, floats and military drill units, and passed through the main studios.

WAFB-TV, affiliated with all the TV networks, is represented nationally by Adam J. Young Jr., and operates with an effective radiated power of 17.5 kw on uhf Ch. 28.

WNAC-AM Charleston Begins Operation

On Increased ERP of 220 kw

WNAC-TV Boston yesterday (Sunday) began its first day of transmission under its new 220 kw effective radiated power, almost 10 times the previous authorized ERP of 26.6 kw.

A new RCA antenna and power amplifier has been installed by WNAC-TV. It consists of a 12-bay superturnstile radiating structure and a 20 kw amplifier.

The Boston outlet used an intensive radio, TV and newspaper campaign in publicizing the power increase. George W. Steffy, WNAC-TV vice president, Irving Robinson, technical director, and Harry Whittemore, chief engineer, appeared on a special telecast (The Perfect Storm) last Thursday to explain technicalities of the power boost to viewers and dealers.

Morrison to Head F&P's Spot Radio New Business

FREE & PETERS, national representative firm, is establishing a spot radio new business department in its New York offices, Jones Scor- vern, Eastern radio sales manager, reported last week.

The department's sole function will be creation and development of spot radio business for stations represented by Free & Peters, Mr. Scorvern said. Head of the new F & P department will be William A. Morrison, manager of the firm's San Francisco office.

In announcing the appointment of Mr. Morrison, Mr. Scorvern said, "After interviewing many candidates for this assignment we have selected one of the outstanding radio salesmen in our organization," and added: "Bill, with hisaderiser, agency and radio background, is eminently qualified for this assignment."

Mr. Morrison will report to New York July 1, Mr. Scorvern said. His San Francisco replacement to be announced later.

Rhodes Sells KIBE

SALE of KIBE Palo Alto, Calif., for $60,000, to J. F. Rhodes to Sundial Broadcasting Corp., licensees of KDPC (FM) San Francisco, was announced last week. The transaction is subject to usual FCC approval and was negotiated by Blackburn-Hamilton Co., media broker.
Raytheon Magnalink with its high power CW magnetron oscillator gives you 7 to 10 times more power... power to push high quality video and audio programs up to 100 miles or more... power to provide the widest margin of protection against fades.

Raytheon Magnalink is specifically designed for multi-hop intercity television program relaying, studio-transmitter link or long distance remote pickup service. It offers the reliability of 2000 mc transmission, full video bandwidth with audio channel subcarrier equipment available for simultaneous audio relaying, simplified tuning, individually metered circuits, flexible antenna system with 4, 6, 8 and 10 ft. diameter dishes and passive reflectors for use when antennas are ground mounted for maximum radiated power.

Built throughout with the perfection of design, circuitry, assembly and component quality that is the unmistakable mark of Raytheon "Excellence in Electronics", Raytheon Magnalink represents a major step forward in television relay performance and reliability.

Write for complete information.

All units are designed for rack or cabinet mounting. Transmitter comprises a magnetron oscillator, video modulator, regulated power supplies and wavemeter.

Receiver employs a reflex klystron as local oscillator. IF amplifier incorporates low noise input stage, two limiters and AGC for constant video output signal.
SPECIAL NBC Radio Summer Plan, under which an advertiser can buy up to three participations every evening at any network programs at a price for time per participation of one-sixth the network's regular one-hour rate, may or may not be successful in increasing the network's summer revenues, but it drew an immediate and emphatic reaction from Station Representatives Assn.

In a three-pronged attack, Reg Rollinson, SRA director of advertiser relations, charged (1) that stations were being asked to tie up large amounts of time with the possibility of securing minimum revenue; (2) that the potential revenue from the time periods involved would be far greater if the time were sold on a spot basis, and (3) that the value of the plan as an advertising buy was questionable.

Plan, a variant of the Tandum, Pyramid, Checkers, and other network plans whereby an advertiser can buy participations in several programs instead of concentrating his radio dollars into full program sponsorship, was announced to NBC's radio affiliate stations in a letter from Harry Bannister, vice president in charge of station relations.

Stating that "come June or July we are going to have substantial amounts of evening time open," he added that "money is going to be spent on the basis of special summer offers in network, just as summer spot campaigns now are being sought and sold on the basis of special offers," Mr. Bannister outlined the NBC plan as follows:

"To get an early start in the situation, we have planned a plan covering six one-hour and a half hours which will be open during the summer. Each half-hour period would provide for three participations and an advertiser could buy one or more participations in one or more programs. To be realistically competitive, the gross charge for time would be one-sixth of the hour rate per participation. The discount schedule based on the number of participations per week "roughly parallels our regular discount structure," Mr. Bannister said.

Commenting on the rate, Mr. Rollinson noted that a network half-hour normally sells for 60% of the hour rate, or $60 for a station with a base rate of $100. Participations in the announced plan, however, are being offered advertisers at one-sixth of the hour rate ($16.67 for a station with a base rate of $100). This would mean, Mr. Rollinson pointed out, that the maximum sale of three participations would amount to 50% of the hour rate, or $50 for the same station.

Programs and time periods provisionally being considered for the plan are:

<table>
<thead>
<tr>
<th>Period</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon. 10-10:30 p.m.</td>
<td>Musical Preview</td>
</tr>
<tr>
<td>Tues. 9:30-9:15 p.m.</td>
<td>First Nighter</td>
</tr>
<tr>
<td>Wed. 10-10:30 p.m.</td>
<td>Secretly Pimpernel Thruck</td>
</tr>
<tr>
<td>Fri. 10-10:30 p.m.</td>
<td>Hollywood Love Story</td>
</tr>
</tbody>
</table>

In computing station compensation for business which NBC may sign under this plan, Mr. Bannister proposes to separate the time sold under this operation from the gross billings and unit hour totals on which the stations' regular compensation from NBC is based. "In this way," he said, "participations sold under the Summer Plan will not affect the average hour rate on which your other compensation is based.

"Instead, we would compensate stations at the rate of 10% of their gross evening half-hour rate for each participation sold on their facilities," Mr. Bannister stated. "Thus, if we sell out three participations on a program, the station will receive 30% of its gross rate for the program period. Since this business will be segregated in the settlements from all other business, the compensation will not be subject to the 14% reduction otherwise applicable in the matter of station payment.

In this situation, Mr. Rollinson commented, if all the participations on the network programs were sold out, the station with the $100 base rate would receive $18 per half-hour (10% of $60, or $6, times three), which is in the order of the stations would get if the program were sold as a regular network half-hour. However, he called attention to the fact that this payment to stations is predicated on a complete sell-out of all participations.

Minimum Return Possible

"It is perfectly possible," Mr. Rollinson said, "that after inducing stations to commit themselves to carry the programs, only a few participations might be sold and the stations would be in the position of being required to carry the programs for minimum return.

On a strict economic basis, Mr. Bannister stated, a station's compensation for each participation NBC sells "will come pretty close to the net dollars you would keep, after maximum discounts and commissions, from selling outright on a national spot basis under the terms on which national spot money is going to be available this summer."

In direct contradiction to that statement, Mr. Rollinson pointed out that if stations were to hold the time for sale on a spot basis their potential revenue would be from 50% to 300% higher. "The average station with a $100 base rate," he said, "has a base announcement rate of $15. Allowing an arbitrary 10% discount for frequency and deducting the 15% agency and 15% representative's commission, the net return to the station from each spot sold would be $9.75. If three spots were sold in a given half-hour, the total net return would be $29.25 or better than $50 more than the network return. He added that most stations allow six spots to the half-hour, so that the maximum potential revenue from a complete sell-out on a spot basis would be $38.50, more than three times the maximum network potential.

The NBC Summer Plan is not a good buy for an advertiser, Mr. Rollinson stated. He pointed out that advertisers would have no freedom of choice in the selection of good availability, as they are limited to the six periods "arbitrarily set up by NBC, whereas on a spot basis they could choose freely from all time available."

Commenting on NBC's reference to summer "deals," Mr. Rollinson said that NBC's plan seems to be based at least in part on the "assumption that all NBC affiliates are in fact pre- pared to make such deals, an assumption that is far from the truth."

Mr. Bannister pointed out another NBC device in order to give you additional revenue opportunities from the situation in question, we would, as part of the plan for selling them, extend the station breaks immediately preceding them to a full minute." NBC regularly allows 30 seconds of station breaks.

Stations need not fear that by accepting the NBC Summer Plan they will cut into their spot revenue, Mr. Bannister stated. Pointing out that time and talent cost for three participations a week will run to about $1,000 to $3,000 for the 13-week cycle—he explained that "spot advertisers are interested in selected markets and stations. The advertisers who might be attracted by our plan are interested in a block buy that they can get only on a network."

John Karol, CBS Radio vice president in charge of network sales, Thursday told B&T that if Mr. Bannister was referring to CBS Radio he was mistaken. "We have no special summer plans in the works," he said, "and, furthermore, our recently announced plan for computing nighttime gross approached, but did not fully match, the day-night contingency rates set up by other networks last fall."

Mr. Bannister noted that some money will be available for network advertising this summer and "if we don't give advertisers acceptable opportunities to spend it with us they will spend it with the competition—or they will spend it on non-broadcasting media...so we intend to begin scouring the field for summer advertisers under this plan and if we attract business to it we will be coming to you with orders."

Gordon Mills Named DuMont Central Sales Head

GORDON H. MILLS, manager of NBC Radio's Chicago office and a veteran agency network sales executive, has been named manager of the DuMont TV Network's central sales division with headquarters in Chicago, succeeding David Lasley, who has resigned to enter the station management field on the West Coast.

In announcing his appointment Wednesday, Ted Bergmann, DuMont's director of sales, commented that Mr. Mills brings a solid quarter century of radio and television sales advertising and merchandising to his new position with out network.
Protect your Station Income

with the NEW GATES BCA-250 AUXILIARY TRANSMITTER!

- ELIMINATES COSTLY OFF-AIR TIME
- FULFILLS CONELRAD DEMANDS
- SO INEXPENSIVE IT QUICKLY PAYS FOR ITSELF

Without question the number one concern of radio broadcasters is "off-air" time — costly indeed in terms of station revenue and prestige!

You can eliminate this source of worry entirely at a price that's ridiculously low! Yes, the new 250 watt GATES BCA-250 Auxiliary Transmitter is truly an "Insurance Policy" transmitter meeting all FCC standby requirements.

Designed specifically for auxiliary service, the GATES BCA-250 is all transmitter and consists of all basic equipment for total operation from a 600 ohm audio line to a 50-250 ohm output line. Although response, distortion and regulation is only slightly in excess of that for standard broadcasting service, GATES BCA-250 transmission quality and component reliability are beyond reproach.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1932

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec
CBS TO START NTSC TESTS SOON

Three More Interconnect
THREE TV stations—WHYN-TV Holyoke, Mass., WNBX-TV Harrisburg, Pa., and KAGL-TV Galveston—were con-

nected last week to the AT&T nation-

wide TV network facilities, which now make network programs available to 130 TV stations in 85 U.S. cities.

1-Megawatt Transmitter
Called VOA Answer to Reds

Continental Electronics Mfg. Co. reports its million-watt AM transmitter, of which "a num-

ber" are being constructed for the Dept. of State's Voice of America, is world's largest and

will combat Soviet jamming.

A GIANT, one-megawatt AM transmitter, de-

scribed as the world's largest, is under con-

struction for the Dept. of State's Voice of

America by Continental Electronics Mfg. Co.,

Dallas, which reports it is building "a number" of the transmitters on order from the Inter-

national Information Administration for use by the VOA in combating Soviet jamming op-

erations.

The 1,000 kw transmitters will develop a peak power of four megawatts, or 4,000,000 w, Continental Electronics manufacturing firm says the transmitters will operate in the standard broadcast band between 540 and 1600 kc and incorporate the most modern features and equipment.

Known as the Continental Type 105-B, the one-megawatt transmitter also will have these features, according to Continental Electronics:

(1) A higher efficiency, linear power amplifier with a power gain of 33 using triode tubes,

(2) a new high-power triode with a thordiated tungsten filament and a high transconductance and

(3) an overall conversion efficiency of slightly more than 50% from power source to antenna, on the average, 54% with 100% tone modulation.

The big transmitter, according to Continental Electronics, may operate alternately as two separate 500 kw transmitters, each with its own antenna system. All metering, tuning and power controls have been consolidated into a console type unit, the firm reports.

The transmitter, 20 times more powerful than any presently authorized in the U. S., is VOA's answer to geographic and frequency difficulties and Russian jamming counter-

measures, Continental Electronics said.

Shorts

James Vibrapower Co., Chicago, announces pro-

duction of new line of series drive vibrators designed for long service required in commu-

nications equipment.

Plastoid Corp., Long Island City, N. Y., an-
nounces production of new tubular twin-lead for uhf known as Synkote Ultratube.

Hewlett-Packard Co., Palo Alto, Calif., an-
nounces production of Model 6138 signal gen-
erator designed for faster, more accurate meas-
urements of radio relay, radar, TV carrier sys-
tems and similar applications involving super high frequencies.

Illinois Bill Would Forbid State TV Outlets

ILLINOIS Gov. William G. Stratton last week indirectly gave his support to legislation which would forbid any nearby station from siphoning funds into educational television.

The governor's views ostensibly were in-

corporated into a bill introduced in the State

House of Representatives by Rep. F. U. Stransky (R), the house majority leader. The measure would prohibit any government agency from providing "state funds" for ownership or operation of a TV outlet.

If enacted, the bill would not necessarily preclude either the U. of Illinois, at Champaign-Urbana, or Chicago schools from launching video stations. But it would put a serious crimp in plans for raising monies through state-subsidized universities or schools participating in sponsorship of an educational TV station.

Westinghouse Ups Rogers

A. GEORGE ROGERS, assistant manager, has been appointed manager of operations for the Westinghouse Television Radio Div., Me-

tuchen, N. J., succeeding F. M. Sloan, recently named manager of the company's lamp division.

Mr. Rogers, a veteran of 26 years in the electronics industry, formerly directed the division's engineering and manu-

facturing activities and also was responsible for layout, design and equipment at the division's new manufacturing plant at Metuchen, according to the announcement.

Manufacturing

ACT FAST, IERT TOLD AT OSI MEET

IN A PROGRAM devoted to the practicalities of television station operation, educators at the April 16-19 Ohio State U. Institute for Educa-

tion by Radio-Television in Columbus [B*T, April 20] were urged to take up the channels

reserved for them before June 2 when com-

merical interests can petition FCC for reassign-

ment of the channels.

The Joint Committee on Educational Tele-

vision, through its executive director Ralph Steetle, also served notice that it is pushing hard for a time extension on the 242 reserved chan-

nels. And a public official hinted that 242 channels might not be enough.

In a speech written by Earl James McGrath, U. S. Commissioner of Education (who re-

signed suddenly last Wednesday), and delivered by Ward Stewart, assistant commissioner (illness

prevented Mr. McGrath from attending), it was indicated that 50 applications for educational TV will have been filed by the deadline and

"indications are that many more [stations] will be needed and we may find 242 channels not enough."

Mr. Steetle hailed the "respectable list" of educational institutions which have already filed and needed the trade press, especially B*T, which he said was in opposition to channel reservations.

"Don't think Broadcasting * Telecasting's educational policy reflects that of the majority of broadcasters," he said.

He listed testimony of Sens. Charles W. Tobey (R-N. H.) and John W. Bricker (R-Ohio), who are on record in recent public hearings as hoping that the educational channels would be reserved beyond the June 2 deadline [B*T, April 20, 13].

FCC Comm. Paul A. Walker reviewed high-

lights of FCC accomplishments during his 19 years as a member, at the Saturday banquet.

The final session on Sunday featured talks by G. I. Krigs, Zee Entertainment Corp, director of advertising; George E. Craig, board member of Metropolitan Pittsburgh Educational Tele-

vision: Edgar Dale, of Ohio State U.'s Bureau of Educational Research; Charles P. Paterson, radio
director at St. Louis U. (WEW), and

William Hodapp, executive director, Telepro-

grams Inc.
here are the

30 BEST SELLING RECORDS
OF 1952*

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

Like Audiodiscs and Audiotape, this record speaks for itself.

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

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

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

*Trade Mark

Made from Audiodisc Master

Record, Artist & Label
BLUE TANGO (Leroy Anderson-Decca) ...........................................
WHEEL OF FORTUNE (Ray Starr-Capitol) ....................................
CRY (Johnnie Ray-Okeh) ..........................................................
YOU BELONG TO ME (Jo Stafford-Columbia) ............................
I WENT TO YOUR WEDDING (Patti Page-Mercury) ......................
HALF AS MUCH (Rosemary Clooney-Columbia) ..........................
WISH YOU WERE HERE (Eddie Fisher-Hugo Winterhalter-Victor) ...
HERE IN MY HEART (Al Martino-BBS) ......................................
DELICADO (Perry Faith-Columbia) ............................................
KISS OF FIRE (Georgia Gibbs-Mercury) .....................................
ANY TIME (Eddie Fisher-Hugo Winterhalter-Victor) ....................
TELL ME WHY (Four Aces-Decca) ...........................................
BLACKSMITH BLUES (Ella Mae Morse-Capitol) ..........................
JAMBALAYA (Jo Stafford-Columbia) .........................................
BOTH-A-HE (Rosemary Clooney-Columbia) ..............................
GUY IS A GUY (Doris Day-Columbia) .......................................
LITTLE WHITE CLOUD THAT CRIED (Johnnie Ray-Okeh) ...........
HIGH HUOON (Frankie Laine-Columbia) ...................................
I'M YOURS (Eddie Fisher-Hugo Winterhalter-Victor) ..................
GLOW WORM (Mills Brothers-Decca) ........................................
IT'S IN THE BOOK (Johnny Standridge-Capitol) ......................
SLOW POKE (Pee Wee King-Victor) ...........................................
WALKIN' MY BABY BACK HOME (Johnnie Ray-Columbia) ...........
MEET MR. CALLAGHAN (Les Paul-Capitol) ..............................
I'M YOURS (Don Cornell-Coral) .............................................
I'LL WALK ALONE (Don Cornell-Coral) ...................................
TELL ME WHY (Eddie Fisher-Hugo Winterhalter-Victor) ..........
TRYING (Billie Holiday-Dot) .................................................
PLEASE, MR. SON (Johnnie Ray-Columbia) .............................

*According to Retail Sales, as listed in THE BILLBOARD.
Broadcast Advertising Bureau
Branham
American Telephone
Altec Lansing
Allied Record

room, -TV -Knox

-plete

market

20- of

released; one on

Electric

Corp. Space

Co., -Network,

Biltmore Hotel

Blaw-Knox Equipment Div. Space 6, Ballroom

Room, Room 2322

Branham Co., Biltmore Hotel

Broadcast Advertising Bureau 2303, 2304, 2357

Broadcast Music Inc. Space 1, Ballroom Foyer

BROADCASTING • TELECASTING—Biltmore Hotel

Capitol Records Distributing Corp. 2341, 2344

Caterpillar Tractor Co. Space 1, Renaissance Room

CBS Television Film Sales, 2134, 2135

CBS-TV Network Stater Hotel

Century Lighting Inc. Space 3, Ballroom Foyer

Cinetel Products Co., 2334

Cinema Engineering Co. 2223

Henry I. Christal Co. Stater Hotel

George W. Clark Inc. Biltmore Hotel

Collins Radio Co. Space 2, Ballroom Foyer

Commodore Productions & Artists Inc. 2328

Consolidated Television Sales 2107, 2108

Continental Electronics Mfg. Co. Space 6, Ballroom, Rooms 2112, 2115

Dage Electronics Corp. 2116

Allen B. DuMont Labs, Inc. Television Transmitter Div. Space 4, Ballroom Foyer

DuMont TV Network, Biltmore Hotel

Fairchild Recording Equipment Corp. 2110

Federal Telecommunication Labs, Inc. Space 6, Ballroom; Rooms 2112, 2115

Federal Telephone & Radio 2219

Gates Radio Co., Space 6, Ballroom

General Communications Broadcast Div. 2350, 2361

George Electric Co., Galeria Room

General Precision Lab. Inc.—Space 7, Ballroom

Harry S. Goodman Productions, 2300, 2301, 2302

Gray Research & Development, 2190, Space 6, Ballroom

Graybar Electric Co. 2112, 2115

Harriskope Inc., 2211

George P. Hollingbery Co. Biltmore Hotel

The Houston-Fastless Corp. 2337, 2338, 2339

H-R Representatives Inc. Chapman Park Hotel

Highey & Phillips Tower Lighting Div. 2127-2126

Ideco Towers 2225

International Business Machines Corp. 2336

International News Service Television Dept. 2131-2130

The Katz Agency Inc. Biltmore Hotel

Keystone Broadcasting System Inc. 2124, 2125

Klieg Bros. Universal Electric Stage Lighting Co., Space 5, Renaissance Room

Lang-Worth Feature Programs Inc. 2321, 2320, 2319

Machlett Labs., Inc., Space 6, Ballroom, Room 2112, 2115

Magnecord Inc. 2221

The March of Time Inc. 2318, 2317

Hank McCune Show (Video Pictures) 2310

Robert Meeker Assoc. Biltmore Hotel

Motion Pictures for Television Inc. 2118

Musicolor Inc. 2322

MBS Biltmore Hotel

O'Brien Electric Corp. 2323

Official Films Inc. 2356

NARTB Station Relations, Registration Desk

NBC Station Relations, Grove Lounge, Ambassador Hotel

NBC Film Div. 2305, 2306, 2307, 2308

A. C. Nielsen Co. 2105, 2106

Edward Peto & Biltmore Hotel

Phipps Dodge Copper Products Corp. 2355, 2354

Phipps Corp. Government & Industrial Div. 2226, 2227, 2228, 2229

Presto Recording Corp. 2129, 2128

RCA Engineering Products Dept. & Tube Dept. 2200 Wing

RCA Recorded Program Services 2320 Wing

Paul H. Raymer Co. Biltmore Hotel

Raytheon Mfg. Co. Equipment Sales Div. 2236, 2237

Space 2, Renaissance Room

The Rust Industrial Co. 2237

Screen Gems Inc. 2315

Secur Inc. 2102, 2103, 2104

Snader Releases Inc. 2324, 2325

Standard Electronics Corp. Space 8, Ballroom

Standard Rate & Data Service Inc. 2117

Standard Television 2236

The O. L. Taylor Co. Biltmore Hotel

Te-Vee Co. 2129, 2115

Telenews Productions 2131, 2130

Tele-Pictures, 2348

Teleprograms Inc. ("American Inventory") 2340

TelePrompTer Corp. 2326

TV Guide 2111

Television Film Reports Inc. 2348

Television Zoomar Corp. Space 6, Ballroom and Stater Hotel

Trans-Lux Corp. 2352

Tweedé Television Productions Inc.

United Television Programs Inc. 2100, 2101, 2102

Weed & Co. Biltmore Hotel

Winkcharger Corp. 2321

World Broadcasting System Inc. 2352, 2351

Frederic W. Ziv Co. 2216, 2217

BROADCASTING • TELECASTING

Biltmore Locations of Exhibitors and Services

Allied Record Mfg. Co. 2234

Altec Lansing Corp. 2112, 2115, Space 6, Ballroom

ABC-TV Network, A Division of AB-P.

Biltmore Hotel

American Telephone & Telegraph Co.—

Long Lines Dept., Space 18, Ballroom

Ampex Electric Corp. 2122-2123

Andrew Corp. Space 6, Ballroom

Associated Press, Biltmore Hotel

17½ ACRES OF SERVICE

With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service. From scenario preparation through film production, processing and distribution, Alexander is geared to serve...a single source for every film commercial need. For the finest in sales-winning TV film commercials, specify "Alexander"!

ALEXANDER FILM CO.

JUST RELEASED! Two new Alexander "package series" of TV film commercials are now being released; one on bread and one on milk. Both employ a combination of cartoon animations and live action scenes, and both include thirteen 20-second and four 60-second films. Sponsors who order the series receive six months exclusive, unlimited use of the films in the TV market or markets selected...First come, first served. For complete information write ALEXANDER FILM CO., COLORADO SPRINGS, COLO.

Page 84 • April 27, 1953
The ANDREW "Skew" Antenna is the only antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist’s sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.
MARCH ELECTIONS to the NARTB Radio Board of Directors bring nine new members to the association's top policy group. Directors were elected for the nine odd-numbered districts plus one each in the large, medium, small and FM classifications. Directors reflected included Kenyon Brown, KWFT Wichita Falls, Tex., for District 13 (Texas); John H. DeWitt Jr., WSM Nashville, for large stations; Edgar Kobak, WTW A Thomson, Ga., for small stations, and Ben Strouse, WWDCFM Washington, for FM stations.

Following are biographical sketches of the directors assuming office at Los Angeles for two-year terms:

**HUGH K. BOICE JR.**

**District 9**

A MEMBER of the fast-growing ranks of second-generation radio executives, the new District 9 (III, Wis.) director is a son of Kendall Boice, a pioneer broadcaster who once was a CBS vice president. After graduation from Princeton in 1953 he joined American Can Co. as a sales apprentice, moving to Benton & Bowles after a year. In 1953 he moved to WNEW New York as national sales director, transferring in 1957 to Trans-American radio-TV enterprise backed by Warner Brothers. When the Warners withdrew support, Hugh Boice joined Free & Peters in New York. A born midwesterner, he finally abandoned the East to join WMWD Peoria, Ill., in 1941 as commercial manager. Five years later he was named general manager of WEMP Milwaukee. Since that time he has added two WEMP roles—president and stockholder. His list of civic and community activities includes directorship in Travelers Aid Society. His hobbies are mainly athletic, including golf, squash racquets, fishing and hunting.

**RICHARD M. BROWN**

**District 17**

A NATIVE of Portland, "Dick" Brown, new District 17 (Ore., Wash., Alaska) director, has spent most of his life in the Northwest city. After graduation from Oregon State College in 1934, he worked about a year at a bank and then got a job at the Portland Oregon Journal. For 12 years he worked in classified and national advertising as well as circulation. The Journal transferred him in 1947 to its affiliated station, KPOJ. Just 20 days after joining the station, Sam Jackson, station manager, was killed in a helicopter accident. Mr. Brown was given the assignment of general manager, a post he still holds. "It has been a lot of hard work," he says, "somewhat climax ed with a George Foster Peabody Award in 1952 for outstanding local public service programming." KPOJ has a TV application under the corporate name of Columbia Empire Telecasters. Mr. Brown is a director of Oregon Ad Club, Oregon State Broadcasters Assn. and Rotary Club of Portland.

**JOHN FULTON**

**District 7**

EVERY now and then John Fulton, general manager of WGSt-AM-FM Atlanta, likes to do a turn at the mike, where he got his radio start. Mr. Fulton, 42, takes office at the NARTB convention as director for District 7 (Ala., Ga., Fla., P.R.). Southern born, his business career has been concentrated in the Southeast. He entered radio via a Little Theatre group, after seven years with an insurance agency. The group put on weekly plays at WTOC Savannah. Parttime announcing led him to a fulltime job at WTL Atlanta. After three months he moved to WGST Atlanta and rose to program director, associate manager and finally general manager (1945). He likes golf and swimming, is past president of Georgia Assn. of Broadcasters and has a long list of civic activities. A firm believer in public service programs, with the station active in production, Mr. Fulton believes radio should be sold on a circulation basis rather than audience ratings.

**HERBERT L. KRUEGER**

**District 1**

LIKE many other broadcasters, Herbert Krueger, vice president and station manager of WTAG Worcester, Mass., entered electronics via journalism. His pro-radio as well as post-radio interest has been focused on research and promotion. After graduating from the U. of Illinois graduate journalism school in 1931 he was associated with Dr. George Gallup in the early days of reader-interest surveys. He worked on several Chicago dailies and managed a weekly in Lake Geneva, Wis. Joining WTAG in 1943 as commercial manager after six years on the affiliated Worcester Telegram and Gazette, he soon became interested in radio research. He wrote an article in B&T three years ago on radio and TV ratings, a discussion credited with bringing about a change in the Hoover reports. For several terms he was chairman of the NARTB's District 1 Sales Managers Committee, was a member of the All-Radio Presentation Committee and the Special Test Survey Committee that studied evaluation of survey techniques. The new District 1 (New England) director is active in Worcester civic affairs.

**F. ERNEST LACKEY**

**District 7**

TRULY a Kentuckian, suh, is "Dutch" Lackey, owner, president and general manager of WHOP Hopkinsville, newly-elected NARTB director for District 7 (Ky., Ohio). For a considerable time he ventured into other parts of the Mississippi-Ohio valley, getting his engineering degree at U. of Illinois. He followed civil engineering until 1939 when he entered Hopkinsville with his two brothers, H. C. H. and Pierce, having made his radio bow at WPAD Paducah. At WHOP his sports broadcasting work provided a good background and it soon was reinforced by experience on the commercial side. WHOP was one of the 12 stations that founded Kentucky Broadcasters Assn. "Dutch" served as member of the KRA executive committee, was vice president in 1949 and president in 1950. He was mayor of Hopkinsville from 1946 to 1949. He is active in the Chamber of Commerce, Kiwanis, Elks and other civic units. He bought out his brothers in 1948 to become sole owner of WHOP.
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The GPL Model PA-100A 16-mm Studio Projector
with the basic features and performance reliability
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Sharper Pictures . . . Finer Sound
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The importance of 16-mm film in television
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operation with any full-storage type film
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at least 95% of that at center. With a
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JOHN F. MEAGHER  
District 11

IT'S THE second cycle of NARTB board service for John F. Meagher, general manager of KYSM Mankato, Minn. Mr. Meagher was elected to the board in 1947 and served the maximum two two-year consecutive terms as District 11 director. He is a graduate of Notre Dame U. After seven years in the cement business he joined KYSM as salesman, moving up to his present post. He formed Minnesota Broadcasters Assn. and was its first president, following with a second term in 1952. At NARTB he has held a number of key posts, including chairman of the committee that is rewriting the Standards of Practice (he served on the original committee); chairman of Finance Committee two years; served on sales managers and small market committees. He is a BAB director. In Mankato he is a Chamber of Commerce past president and officer of many city and state civic bodies. He is married, has a daughter studying advertising at U. of Minnesota and a son preparing to enter Notre Dame.

G. RICHARD SHAFTO  
Medium Stations

A COMPLETE listing of all the official radio roles “Dick” Shafto has filled would require a column, or more. New general manager of WIS Columbia, S. C., and sparkplug of its related radio-TV interests, he has been in radio three decades. This electronic career started with several juvenile years as a ham and ship “Sparks”; graduation from Radio Institute New Orleans, and then work at Columbia U. and Georgia Tech. Entering radio retailing in the mid-20s, he joined Graybar in Atlanta for four years. In 1932 while helping install transmitters he had sold WIS Columbia, and WCSC Charleston, he was offered—and accepted—general managership of the stations. His industry record includes: BMB director; member, President’s Broadcast Advisory Council since 1950; UNESCO Paris delegate; U. S. Advisory Com. on Information; NARTB director 1943-1950; All-Industry Affiliates Committee; ex-president S. C. Broadcasters Assn.; regional consultant, OWI, World War II. He once again is a medium station at-large director, having served several times in the role as well as District 4 director.

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Everybody has the usual stock shots: we have them, too. But try us for those HARD-TO-FIND STOCK SHOTS.

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Mr. Meagher

Mr. Shafto

WILLIAM D. PABST  
District 15

THE environment will be familiar to William D. Pabst, general manager of KFRC San Francisco, when he assumes NARTB’s District 15 (Calif., T.H., Nev.) directorship. After all, he is a member of the Standards of Practice Committee and is taking a part in revision of this code for broadcasters. Besides, he has been on service on the association’s Employee-Employer Relations Committee. After majoring in Stanford U’s economics and dramatics arts courses, Mr. Pabst joined KFRC’s production staff in 1933. Within three years he was production manager and his regime turned out shows that led many performers to national fame. He was named general manager of KFRC in 1939 and has held that post continuously except for two wartime years in the Navy. He is a vice president of Don Lee Broadcasting System and a director of General Teleradio. He has held high local positions with the Salvation Army, Heart Committee, welfare boards and Boy Scouts. He is keenly interested in solving juvenile delinquency problems.

Mr. Shafto

Mr. Pabst

Mr. Herold

Mr. Towner

Mr. Middlebrooks

Mr. Kilpatrick

Mr. Herold

Mr. Towner

Technical Papers Slated For Presentation at Los Angeles

ELECTRONIC engineers representing radio and TV stations as well as officials of manufacturing and sales agencies will meet Wednesday in NARTB’s seventh annual Broadcast Engineering Conference. Three days of sessions will be held at Burdette Hall, Los Angeles, across from the Biltmore Hotel.

A series of papers providing a cross section of recent electronic progress will be read by outstanding engineers, according to Neal McNaughten, manager of the NARTB Engineering Dept. Final events of the conference will be a tour of Hollywood TV studios on Friday afternoon, last day of the conference, and a Saturday afternoon tour of the Mt. Wilson observatory.

The conference program includes a panel on low budget TV operations, to be moderated by James L. Middlebrooks, engineering director of KING-TV Seattle. Panel members include Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joseph Herold, KBTV (TV) Denver, and Orrin Towner, WHAS-TV Louisville.

Engineering papers will cover such topics as TV magnetic recording, transistor developments, flying-spot scanners for films, color television and the Conelrad civil defense silencing program. FCC Comr. George E. Sterling will discuss Conelrad. Two papers will deal with relaxed FCC rules covering remote transmitters. These rules became effective April 15 and equipment manufacturers have developed gear for such operations.

Prior to the engineering conference the NARTB Recording & Reproducing Standards Committee will consider proposed changes in disc and tape recording. These will be sub-

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COLLINS
26W-1 LIMITING AMPLIFIER

Clearer Signal
Increased Coverage
No Channel Interference

The Collins 26W-1 anticipates modulation peaks before they reach the transmitter, prevents distorting "thumping."

Advanced electrical circuitry of the Collins 26W-1 dependably limits excessive audio impulses to prevent over-modulation and resulting distortion. This limiting action permits a higher average modulation level and consequently a stronger, clearer transmitted signal.

Modulation peaks in excess of the pre-set level are effectually limited by the Collins 26W-1 before they occur in the transmitter. Unlike ordinary limiting amplifiers, the 26W-1 does not "over control", thus the noticeable "thumping" of excessive limiting action is eliminated.

There are no complicated circuits to balance for proper operation — the 26W-1 is ready to go.

Two high quality meters continually show operating conditions. Input and output levels are easily adjusted. Component parts are readily accessible for utmost ease of maintenance. A door in the front panel provides access to all tubes.

The Collins 26W-1 is the result of years of careful experimenting and development. It is proven in actual operation — in fact, demanded by quality-conscious broadcasters everywhere.

The 26W-1 performs with equal satisfaction in recording operations. It regulates the audio level and prevents overloading the cutting head. By raising the average audio level, it improves signal to noise ratio.

Two high quality meters continually show operating conditions. Input and output levels are easily adjusted. Component parts are readily accessible for utmost ease of maintenance. A door in the front panel provides access to all tubes.

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The 26W-1 performs with equal satisfaction in recording operations. It regulates the audio level and prevents overloading the cutting head. By raising the average audio level, it improves signal to noise ratio.

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committed to the NARTB board for ratification.

The program was prepared under direction of a general guidance committee headed by Raymond F. Guy, NBC. Other members were A. James Ebel, WMBD Peoria, Ill.; Rodney D. Chipp, DuMont; William B. Lodge, CBS; O. B. Hanson, NBC; Frank Marx, ABC; E. M. Johnson, MBS; Carl G. Nopper, WMAR-TV Baltimore, and Mr. McNaughten.

A West Coast arrangements committee consists of Les Bowman, CBS Los Angeles, chairman; A. E. Towne, KPIX (TV) San Francisco; R. E. Arne, KHL Los Angeles; C. W. Mason and H. L. Blatterman, KFI Los Angeles, and P. G. Caldwell, ABC Los Angeles.

Summaries of the technical papers follow:

REMOTE CONTROL OF FM 10 KW TRANSMITTER
By: Ben Ackerman, Chief Engineer, WGST Atlanta, Ga.

This paper covers the design, construction and operation of remote control equipment at WGST-FM transmitter. The transmitter is controlled over a STL circuit 55 miles long operating on 949.5 mc. The various circuits are controlled by use of six sub-carrier frequencies between 20 and 30 kc. It is possible to start, stop and raise or lower the power of the transmitter from the studio location.

By means of a step switch and a sub-carrier on the FM channel, it is possible to meter of check 20 circuits at the control location.

The transmitter is monitored at the control location by means of a standard FM monitor with a unique type of RF amplifier.

This setup enables unattended operation of the transmitter with the technician required for maintenance only.

THE STUDIO ZOOMAR FOR TELEVISION CAMERAS
By: Frank G. Back, Secretary, Television Zoomar Corp.

A new Studio Zoomar for television cameras will be demonstrated. It combines the advantages of the standard Television Zoomar with features especially desirable for studio work. Like the standard Television Zoomar it allows the operator to control the speed of the zoom at will. It also has only one common rod for zoom control and distance setting.

It is two stops faster than the standard TV Zoomar, namely F:2.8 and the zoom range is from 2½" to 7½", which corresponds to 9 times areal magnification change. Its perfect color correction makes it suitable for color work.

The weight is only 6 lbs, and the length only 1 ft., so that it does not interfere even in small studio operations. It can be mounted on any TV camera and is interchangeable between cameras of different design. On cameras with centerhole turrets it can be mounted simultaneously with three other lenses so that no camera is tied up by the Studio Zoomar, which is an important feature for small studios. Optically it is so balanced that any zoom setting can be well compared with a standard studio lens, so perfect switching from camera to camera is easily obtainable.

THE NTSC COLOR TELEVISION SYSTEM
By: W. R. G. Baker, Chairman, NTSC and Vice President in Charge of Electronics, General Electric Co.

Alternate: I. J. Kaar, Vice Chairman of Panel 18, NTSC, and Manager of Engineering, General Electric Co.

A review of the basic colorimetry and the general theory of operation of the NTSC Color Television System.

The NTSC Color Television System, at variance with other color television proposals, divides the color picture into its elements of luminance and chroma. The luminance element comprises essentially the monochrome system as it exists today. Two independent chroma signals are arranged as to bandwidth and frequency in such a manner as not to interfere noticeably with the monochrome signals, yet to provide an excellent color picture.

The NTSC system, therefore, is fully compatible with the existing monochrome system, and utilizes the standard television band in an optimum manner for the transmission of color.

HOW TO SET UP A TELEVISION TECHNICAL OPERATION WITH TWO PERSONS
By: Albert J. Baracket, Head of Studio Equipment Department, and James Valentine, Manager of TV Station Installation Department, Federal Telecommunication Labs., Inc.

This paper will describe the latest technical design features included in the FTL station control console which is designed to permit operation of combined transmitter and studio equipment with a minimum of only two technical operators.

A description of the many novel technical design features of this equipment will be given as well as a description of the equipment layout and operation in an actual uhf television station installation.

Mr. Baracket will describe the design features of the equipment and Mr. Valentine will discuss operational features.
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H & P Complete Tower Lighting Kits include every item essential to the completed installation — every bolt and fitting...H & P Complete Lighting Kits, in today’s critical market, will save you on purchasing, erection, and completion time...The H & P 300 MM Code Beacon (shown left) has 10 exclusive features, is CAA approved.

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Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

Lighting for Airports, Bridges, Towers, Buildings and all obstructions hazardous to air commerce.

Complete Kits for CAA specifications A-1 to A-5 towers include every item essential for complete tower lighting installation.

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at an existing transmitter plant will be presented and discussed. Operational tests for spot checking certain important factors at frequent intervals will also be discussed.

Mr. Chipp

Mr. DeWitt

EXPERIMENTAL BOOSTER STATION FOR WSM-TV

By: John H. DeWitt Jr., President, WSM-TV Nashville, Tenn.

An important problem now facing television engineers is how best to bring television service to residents of towns lying within the fringe area of television stations. Ideally, the engineer would like to provide a good service in such towns and at no higher cost than that experienced by viewers within the primary service area of a station. Numerous methods have been proposed to accomplish this, including strato vision, community antenna systems, satellites and boosters. The co-channel booster reported upon here was developed to meet this demand at the lowest possible cost. The experiment is taking place at Lawrenceburg, Tennessee, a town of 7,000 population located at a distance of 68 air-line miles southeast of Nashville. The paper describes the special receiving and transmitting antenna developed to date as well as problems encountered in the suppression of feed-back. A preliminary report will be given on reception in the Lawrenceburg area along with a description of the conditions encountered in regions where the direct station signal and the booster station signals are equal.

Mr. Plot

Mr. Wolf

METHODS OF CONTROL OF THE VERTICAL PATTERN OF UHF AND VHF ANTENNAS

By: O. O. Fiet and L. J. Wolf

RCA Victor Div., RCA

Higher gain antennas are necessary at both uhf and vhf frequencies to achieve the high values of effective radiated power presently authorized. However, one of the problems encountered in their use is the fact that maxima and minima occur in the service area in the proximity of the station. This problem can be solved by varying the magnitude and phase of the currents in the various elements of the array. This paper discusses how these methods are successfully applied to both vhf and uhf antennas and the resultant fill-in that can be achieved. Other special applications of uhf antennas are also discussed.

Mr. Gillett

Mr. Hayden

THE PROPER CARE OF A TOWER AND INSTALLATION FROM A TOWER DESIGNER'S VIEWPOINT

By: J. Roger Hayden, Sales Manager, IDECO Towers

This paper will deal with the necessity and wisdom of periodic inspection of a tower structure to insure the tower meeting a designer's requirements. The details of such an inspection will be given, and suggestions made for a standard procedure which might keep the station on the air during storms. In addition, some detail will be offered concerning inspection of insulators, connections, painting, guy cable tension, guy cables, bolts, anchors and so forth. The need for making such inspections and covering records for the files will be covered.

Mr. Bickel

Mr. Bradley

INSTALLATION PROBLEMS AND OPERATING RESULTS OF DIESEL ELECTRIC STANDBY UNITS IN TELEVISION TRANSMITTERS

By: R. V. Bradley, Sales Development Div., Caterpillar Tractor Co.

1. Experience with AM and FM transmitters, telephone installations and others in the communications field.
2. Station experiences and inquiries indicating the need for diesel electric power in television transmitters.
3. Investigation regarding adequate capacity and proper auxiliary equipment for television transmitters.
4. Installation problems encountered and their solution.
5. Field experience of television transmitters which have employed diesel electric sets over a period of years.
6. Consideration introduced by the advent of UHF transmitters, with greatly increased power requirements, and UHF stations which have increased power output.
7. Summary and conclusion.

PROOF OF PERFORMANCE MEASUREMENTS FOR TELEVISION

By: Rodney D. Chipp, Director of Engineering, DuMont Television Network

The FCC requires that television broadcasters make tests of both visual and aural transmitters to assure that their equipment complies with applicable rules. For visual transmitters these tests include:
(a) overall attenuation characteristic,
(b) field strength of lower sideband,
(c) power output.
Each of these measurements will be described, with emphasis on the method, the equipment required, the equipment set-up, and precautions to be observed. Measurements

(3) commercially standard sizes,
(4) fittings and accessories.

By: Glenn D. Gillett, Senior Partner, Glenn D. Gillett & Associates, Consulting Engineers

This paper calls attention to the fact that it is frequently possible to use the high towers now being specified for television stations to secure very high radiation efficiencies for the associated AM stations. This can be done without any complication of the television operation and frequently with less effort and expense than would be required to isolate the television tower from the AM operation. Also, the use of these antennas with the very low high-angle sky-wave radiation usually simplifies the problem of protecting other stations from interference.

The gain in AM radiation efficiency which can thus be obtained at very moderate additional expense is quite startling. Where this was done at WKY, the AM radiation efficiency obtained with 5 kw input is the equivalent of 15 kw from a 175 mv/m antenna. With the higher television towers now contemplated, the gain in radiation efficiency can be equivalent to even a fourfold or fivefold increase in power.

Details of the WKY antenna system are given as well as discussion of higher gain antennas.

By: Herbert A. Klieg!, Vice President, Klieg! Bros.

This paper covers a brief review of various systems from early installations to present, and includes a comparison of motion picture studio and stage lighting needs and methods with television requirements. It illustrates the need of coordinated lighting facilities from basic power source to individual "light" and selective grouping which enables the lighting director to obtain the needed placement and control of

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We have a unique and dramatic cosmetic. Mail-order sales through national magazines have been tremendous. We want to expand our operations into radio and TV. Have interesting proposition. Please write us for further information. Contempo Cosmetics, 1070 Lexington Ave., N. Y. 21, N.Y.
The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.
Now it can be told. Continental Electronics of Dallas is busy at work helping to keep the Voice of America loud and clear around the globe. Continental engineering skill is working hand in hand with the Department of State to bring unprecedented power and clarity to international broadcasting.

In spreading the word of freedom, the Continental Type 105-B Super Power 1,000 kw AM Transmitter is America’s bold, dramatic answer to the problems of geographic difficulties and Communist jamming operations. This electronic Goliath is the first Megawatt AM Transmitter ever built in the world. Photographs are of the transmitter proper and do not include other
items such as low power drivers, cooling equipment and power supplies.

Continental is proud to take part in this vital American operation, being currently conducted by the Department of State and its International Information Administration, to bring hope and enlightenment to peoples of Communist dominated lands... to assure that the Voice of America is not drowned out in an electronic maze of din and discord.

Features of the Transmitter

★ Unmodulated carrier — 1,000,000 watts. Peak power 100% modulation — 4,000,000 watts.

★ Performance characteristics far surpass FCC requirements for standard broadcast transmitters.

★ High efficiency linear power amplifiers utilizing high gain tubes and most modern techniques in circuitry.

★ Overall efficiency, from power mains to radiated power, better than 50%.

★ All of the metering, tuning controls and power control have been centralized on a console type of control and tuning unit.
"lights" for desired artistic effects and engineering requirements. Autotransformer and thyratron dimmers as intensity controls are discussed and compared. An adequate number of slides are included to illustrate lighting facilities in both large network and local studios.

CONTOURING TELEVISION ANTENNA PATTERNS

By: L. O. Krause, Section Engineer Commercial and Government Equipment Dept., General Electric Co.

The advent of high gain antennas for television has aroused interest in the manner of insuring adequate signal in the so-called "null regions." Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

This paper discusses how much contouring may be needed after considering the four factors above; and how, in a qualitative way, such contouring is practically obtained in some present-day television antennas.

TELEVISION TRANSMISSION TEST EQUIPMENT

By: Roy Moffett, Staff Engineer, NBC

An illustrated discussion of test signal generators producing composite television signal waveforms that are suitable for amplitude, linearity, high-frequency transient response, and low-frequency phase or "streaking" tests on a television system.

Included in this presentation will be a description of a signal-to-noise meter useful in the alignment and maintenance of a studio-transmitter type microwave link, and a 2.5% horizontal marker generator for adjusting sync and blanking to standard width for transmission.

VIDEO TAPE RECORDING

By: John T. Mullin, Chief Engineer, Electronics Div., Bing Crosby Enterprises Inc.

Need exists for a system of recording video signals by some means simpler than the familiar motion picture camera-kinescope tube combination.

Bing Crosby Enterprises, Inc., has under development a system of instantaneous magnetic tape recording specifically designed to fill the needs of the television broadcaster and recorded video program producer.

In an essentially non-technical discussion of the system, the apparatus will be described, and its many desirable features, as well as its present limitations, will be pointed out. An estimate of the date of commercial availability will be given.

NEW DEVELOPMENTS IN TELEVISION

By: Neal McNaughten, Manager of Engineering, NARTB

"The Billion Dollar Volt" may be considered a description of television from the point of almost anyone in the business—especially the engineer. The process of producing this high-priced volt involves so many specialized engineering fields that for one to become expert in them all might well require more than one life time. Broadcast engineers dealing with an overall operating system must, therefore, keep themselves as well informed as time will permit in all technical phases.

This paper will be a summarizing report on the latest in equipment and techniques for television operations.

CBS TELEVISION CITY AUDIO AND VIDEO FACILITIES

By: R. S. O'Brien, R. B. Monroe, P. E. Fish, Senior Engineers, CBS

The recently completed initial unit of CBS Television City includes four of the ultimate twenty-four quarter-acre studios planned for the twenty-five acre site. Consistent with the architectural flexibility designed into the plant, the audio-video facilities have been engineered to provide an initially complete, but easily expandable installation. One resulting innovation is an unprecedented decentralization of video, as well as audio facilities, making each studio an essentially self-contained unit. Other innovations include thermistor volume-limited communications circuits, pantograph-supported audience monitors, signal-actuated pulse circuit indicators, simplex Telecine projection, and single-cable Telecine facilities assignment patching. These and other technical features are described in this paper, together with a brief review of architectural plans related to technical areas.

OPERATION AND INSTALLATION PROBLEMS OF REMOTE CONTROL EQUIPMENT

By: William F. Rust Jr., President, Rust Industrial Corp.

This paper is devoted to the DC wire line type of remote control. It contains a discussion of FCC requirements and other practical limitations for a satisfactory remote control broadcast system, as well as the equipment needed to operate the station's frequency and modulation monitors at the remote control point. Methods of adapting a standard remote control system to operate with many types of AM and FM transmitters are described. Typical installation problems for several types of commercial transmitters are shown. The paper will cover recommended maintenance and operating procedures; telephone line requirements and limitations and advantages in the use of simple DC control systems for many applications.

3-D FOR TELEVISION—A PROGRESS REPORT

By: Alex Quiroga and Glen Atkins, Staff Engineers, ABC Hollywood

Three methods of producing 3-D pictures using conventional television apparatus have been investigated and will be described. All systems may be broadcast over present television transmitters without modifications. Of the three systems described, one will be dem-
Only Eimac Klystrons Offer These Features for UHF-TV...

THREE TUBES that cover the entire spectrum, 470-890 mc. This means simplification of equipment design, economical mass production and a minimum of stock piling problems.

HIGH POWER, HIGH EFFICIENCY AND SMALL SIZE that not only makes top performance possible, but allows easy handling for maintenance and installation.

MASS PRODUCTION that means early delivery and guarantee of klystrons in the future. All three of the series are now coming off the production line.

EXTERNAL TUNING that increases the tuning range; eliminates mechanical distortion of tube structure; permits use of optimum cavity construction and provides design freedom in R-F circuits for equipment engineers.

LOW-LOSS CERAMIC CAVITIES AND COPPER-TO-CERAMIC SEALS that eliminate off-the-air hours caused by heat and thermal shock.

For television transmitting through channel 13, the Eimac 4W20,000A radial-beam power tetrode is outstanding for high power, high efficiency and economy.
MECHANISMS IN TRANSISTOR ELECTRONICS

By: Robert M. Ryder, Electronic Apparatus Development Engineer, Bell Telephone Labs.

This paper is an exposition of the electronic functions which cause transistors to operate, with comparisons to semiconductor diodes and photocells. Diode features include: Contact potential, drift and diffusion currents, and space charge layers, leading to rectification curves, an equivalent circuit, capacitance effects, high frequency behavior and photoeffects. The effects of surface and end conditions on the ideal characteristics are briefly mentioned. Triodes are regarded as particular combinations of interacting diodes. Equivalent circuits, frequency behavior, and collector multiplication are discussed.

PROGRESS IN STUDIO LIGHTING

By: Charles Shevlin, Sales and Development Engineering Staff, Century Lighting Co.

A paper detailing the recent development of two, new lighting instruments which by reason of their unique design and versatility range, can in themselves replace seven or eight of the assorted units now considered to be standard equipment.

One of the two is a compact, lightweight fresnel spotlight which accommodates all sizes of spotlight service lamps from 250 w to 2000 w and delivers an unusually wide flood focus beam of 60° to 65° even with a 2000 w G48 lamp through means of its special fresnel lens. An optical, especially designed spread lens is added to this unit to provide a horizontal beam spread of 140°.

Also discussed is the development of two new stepped lenses which are used singly or in combination in one 6", 500 w ellipsoidal reflector unit. This makes possible five varying beam spreads in one specially equipped instrument. Up to now a minimum of three similar instruments were required for such varied performance.

CONELRAD

By: Commissioner George E. Sterling, Federal Communications Commission

Commissioner Sterling will report on the progress of Project CONELRAD. The present status of the project will be discussed embracing the technical and program aspects as it concerns the FCC. A brief explanation of the proposed CONELRAD Rules and the CONELRAD manual will be given. The legal requirements of the broadcasters as they concern the project will be pointed out. Operator rules and the use of remote control will be touched upon and an overall evaluation of the project from a practical standpoint will be given. An attempt will be made to answer questions that have come up about Project CONELRAD during the past two years and recommendations for further action will be presented.

REQUIREMENTS FOR HIGH QUALITY TV FILM PROJECTORS

By: W. Earl Stewart, Manager, TV Projector Design, RCA Victor Div., RCA

The general technical performance specifications for converting film pictures to television signals are outlined. Some of the practical problems encountered in the design of projectors are discussed.

The operating requirements are then reviewed with special emphasis on the importance of time in a television station. Operator conveniences and preferences are discussed. Some references are made to the new RCA TP-6A and pictures of this machine are shown to illustrate recent advances in meeting present operating requirements.

THE MULTI-SCANNER—A VERSATILE SCANNER FOR FILMS, OPAQUES AND SLIDES


This paper describes a new type of television pick-up equipment for 16 mm motion picture film and 4" x 5" opaques, utilizing the flying spot scanning principle. A light source is provided by an unmodulated raster traced on the screen of a 7" high voltage cathode-ray tube. Light from this raster is focused either onto opaque material, wherein it is reflected to two multiplier photocells for transformation into electrical signals, or through an optical compensating system on to continuously moving film. This optical compensator immobilizes the film relative to the raster and allows light, modulated by transmission through the film, to fall on a multiplier photocell for conversion to electrical signals.

AUTOMATIC STATION OPERATION

By: Russell J. Tinkham, Midwest District Manager, Ampex Electric Corp.

Technological improvements are described which have resulted in the possibility of conducting a broadcasting operation in which program, announcements and station breaks are all pre-taped and automatically released. A system is described in which all verbal announcements and commercial announcements are placed on one tape, while program material is on another, with automatic, positively-timed flip-flop between machines.

Full editing facilities are suggested. Description is made of basic control mechanisms which may be used to extend the usefulness of the automatic apparatus to almost any degree of complexity.

A TELEVISION FILM SCANNER USING CONTINUOUS FILM MOTION

By: Ernest H. Traub, Project Engineer, Philco Corp.

The paper describes the optical arrangement of a new form of continuous motion film projector, and its application to a flying spot type of film scanner. The projector features a novel optical immobilizer, comprising a glass polygon with 24 facets. The polygon has a metal sprocket wheel attached to it, which carries the film close to the polygon faces. The center of the polygon is hollow, and contains additional optical elements, which are stationary, and about which it revolves.

Novel optical means are used for compensating film shrinkage and for retaining focus at the same time.

PROJECTOR MAINTENANCE AND TEST FILMS

By: Fred Whitney, Test Film Engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, Chief Engineer, KPCTV Houston, Tex.

A practical paper outlined to give information as to the type of maintenance on 16 mm film projectors as carried out by the staff of KPCTV Houston, Texas, who have operated with early model projectors for over four years. Integrated in the paper is a description of the use of test films as used in the station with a description of a number of test films offered by the Society of Motion Picture and Television Engineers and the Motion Picture Research Council, and also a 12-minute version of one now in daily use.
Highway to the Skies...

High quality programming keeps listener-interest going up at WREC. Listener confidence and prestige continue to insure a steady sales climb for advertisers. And, WREC delivers the "better half" of both the rural and metropolitan listeners with a single schedule. Yet, the cost per thousand listeners is 10% less than in 1946. Your Katz man will show you latest Standard Audit & Measurement Reports and Hooper Ratings as evidence of WREC's soaring popularity. Without a doubt, Memphis No. 1 Station offers you the shortest route to increased sales at lower cost in this $2 billion market.
GENERAL ELECTRIC'S ONE-MAN TV OPERATION SET-UP
HIGHLIGHTS 1953 NARTB CONVENTION

Designed for Broadcasters Who Want to
Go on the Air at Minimum Investment

General Electric’s secret display plan for the National
Association of Radio and Television Broadcasters Con-
vention, scheduled to open tomorrow at the Hotel Bit-
more in Los Angeles, Calif., is a complete set-up of a
one-man TV operation.

The technical details of this one-man operation were
not designed as a cure-all for technical operation but,
rather, for operators who want to get on the air at a
minimum investment with film plus network program-
manship.

The set-up has been simplified so all programming
originates from the transmitter location. The various
pieces of G-E equipment on display at the Convention
will be operated under actual broadcasting conditions.

This one-man package may include any one of the G-E
UHF or VHF transmitter-antenna combinations. Also,
minimum studio and switching gear requirements. Pro-
jecton facilities in the combination include the G-E
Synchro-Lite projector, a remotely operated Slide Pro-
jector and the simple, two-mirror change-over.

Audio facilities will include a multi-channel control
panel, turntable and microphone. All control facilities
may be grouped together at a single position. They in-
clude a transmitter control panel, a film monitor, a cali-
bration monitor, an audio panel and a program switching panel. A
minimum of three equipment racks
will be used.

General Electric representatives will brief all broadcasters attending
the NARTB Convention on
this one-man operation set-up and
will explain how the operation can
be particularly applicable to their
stations’ individual problems.

This special one-man TV opera-
tion set-up occupies the Galeria
Room at the Biltmore Hotel and
is expected to draw an unprece-
dented number of interested broad-
casters during the 1953 NARTB
Convention.

12-KW Transmitter to be Featured at NARTB Convention

G-E engineers at work on the
installation of the first 12-kw
transmitter built by G-E for WHUM-TV.

Broadcasters from all over the nation will soon have an opportunity to
witness the much-heralded G-E 12-KW Transmitter in action. Already
installed at three TV stations, WHUM-TV (Reading, Pa.), WWLP-TV
(Springfield, Mass.), and WHYN-TV (Holyoke, Mass.), it was recently
announced that G.E. would set-up one of these high-power giants for use
at NARTB. The new famous klystron tube, heart of the 12-kilowatt unit,
will also be exhibited at the Los Angeles Convention.

G. E.'s UHF transmitter is the
answer to ultra high frequency
power requirements. Development
started after World War II and it
wasn’t until resionat, traveling
wave and tetrode tubes were inves-
tigated, that the war-developed
eklystron proved superior to all
others. G. E’s application of the
klystron makes high-power UHF
telecasting a reality.

General Electric engineers will
be on hand to offer detailed infor-
mation about the 12-KW Trans-
mmitter, the klystron and all G-E
broadcasting equipment.

First Public Exhibit
of Portable Equipment

G.E.'s new Portable Camera
Chains will receive its first public
showing at the National Associa-
tion of Radio and Television Broad-
casters Convention.

This newly designed and com-
pleted unit recently underwent ex-
tensive field trial tests at Station
WBZ-TV, Boston. Station engineers
there, as well as those who have
seen the Chain in operation at Elec-
tronics Park, were particularly im-
pressed by its compact design, its
flexibility for programming and its
maintenance simplicity.

It is the only Portable Camera
Chain on the market with a built-in
special effects panel. It also fea-
tures a quick 10 tube change, new
cooling methods and exceptional
ease of adjustment.
A radio success story:

**RADIO REVIVES DOWNTOWN SHOPPING IN GARY**

**IN DOWNTOWN** Gary, Ind., WWCA is living up to its slogan of "Working With Calumet Area."

The streets of Gary have been literally lined with shoppers since last September—largely because of a successful promotion conceived and carried out by WWCA with the aid of the local Gary Downtown Merchants Assn.

The station designed a campaign to (1) promote Northern Indiana's "greatest shopping center" and publicize Gary as the state's second-ranking market; (2) discourage Gary residents from shopping elsewhere and attract shoppers from nearby towns and rural areas; (3) stimulate store traffic, and (4) boost sales during the past seven months, particularly during the Christmas and Easter seasons.

The result is that everybody has prospered accordingly. As more people shopped downtown, retail business jumped; retailers who had not previously been among the station's clients began advertising on WWCA; and the merchants association, acting as a unit, found a valuable new promotion weapon for subsequent promotions.

Joseph R. Fife, WWCA commercial manager, conceived the whole idea last July, after discussions with the town's leading merchants. He was motivated by the fact downtown business groups throughout the country have been hard pressed to meet certain sales quotas. He reasoned this way:

"Consumers are shopping in neighborhood stores where they find almost the same merchandise at the same price and don't have to cope with downtown traffic and parking problems. As a result, although retail sales have continued to go up in this and other communities, downtown merchants have actually in some cases shown sales decreases."

WWCA estimated the total cost of a 15-week campaign (including time, talent, prizes, promotion, publicity, copy writing, etc.) at $500 per week and offered to break down the cost per merchant on the basis of the number of participants.

The merchants agreed to sponsor a sustained campaign, spread over a 15-week period—from Sept. 7 through Dec. 20—the three best shopping months of the year, according to Mr. Fife. In time, when seasonal shopping desires subsided, he reasoned, customers would still continue their buying habits downtown.

Aiming its campaign at all groups of people, WWCA scheduled 25 local high school football broadcasts, a daily newscast and five daily spot announcements (35 per week)—the latter beamed also in Polish, Spanish and Greek. The football and newscast formats were tailored to describe the weekly contest and prizes. The commercials asked listeners to buy specific merchandise at participating stores. Courtesy spots embodying the "shop downtown" theme also were aired.

A maximum of 20 leading retail establishments participated in the commercials. Included were Sears, Roebuck & Co. and Goldblatt's Dept. store, the two largest department stores, and others: Dreyfus Appliances, Gary Office Equipment Co., H. Gordon & Sons, W. T. Grant Co., Packett & Smith (optometrists), Hoosier Hardware, Kirby Distributing Co., Moehr Floor Covering, H. C. Lytton & Co. (men's clothing), Mac & Dewey Tailors, Newberries' Dime Store, Model Clothiers, Radigan Bros. (furniture), Seiffer Lamar (furniture) and Wilson's Electric Appliances.

Entry blanks were distributed to all stores, reading: "You can win $5,000 in prizes—vacation—jackpot. Presented by the Gary Downtown Merchants and WWCA. Nothing to buy—no obligation—just fill out this form and mail to radio station WWCA, Hotel Gary, Gary, Ind. You can win! Weekly prizes worth $200 plus a grand jackpot of prizes worth $1,000 plus an all-expense paid vacation for two to Mexico and the Magic Valley."

Customers were asked to write "in as few words as possible why you like to shop in Downtown Gary," and to tune in the football broadcasts, newscasts and daily announcements.

Since this special promotion last December, the merchants organization has bought spot announcement schedules to publicize every promotional event that followed. This included two dollar days, one special Christmas sales event and another for Easter. The association also purchased two hours daily of Christmas carols on WWCA two weeks prior to Christmas.

Many participating sponsors reported good sales response during the special promotion but no check was made to determine actual results since the primary purpose of the campaign was to publicize downtown Gary as a shopping center. "Actual sales results were, of course, expected but were incidental," Mr. Fife observed. He summed it up this way:

"... This campaign has gone over with great success. Retailers with whom we have never previously been able to do business are now advertising on this station. The entire area has been made conscious of the power of radio. Not only is this campaign a profitable one for us, but we believe that it has opened the door for us to tremendous potential future revenue. We heartily recommend that stations in all communities attempt to work out the same sort of campaign for their downtown retailers."
Much has been written, and more said, in speculation about the eventual size of the American television system. Here is the first serious attempt to analyze realistically just how many TV stations in what markets can make a go of it. The author, a recognized economist who prepared this article on assignment from B & T, has considered all logical sources of revenue—local, regional, and spot—and probable variations in operational costs in arriving at his significant findings.

By Peter R. Levin

AS CONSTRUCTION permits have begun their flow from the FCC like a spring flood and as new TV grantees face the realities of finding revenues to pay for their investments and meet their bills, an inevitable question reasserts itself: Can the U. S. afford all these stations?

Prospective operators, recalling how close you could cut to the bone in radio, shudder as they figure their monthly costs. Advertisers speak or think passionately on rising rates—and, in some instances, regard any new station on the network as something that further throws the budget out of kilter. Optimists and pessimists of all shades riot in argument over what kind of an economic animal TV really is.

All this sound and fury, worry and protest has its justification. Television is not growing naturally and comparatively slowly, as did pre-World War II radio, into the U. S. economy. It is being grafted upon the country at what seems a fearfully rapid rate. In many instances, applications for stations have been made and grants received not so much in the assurance of profit but in the hope that some day the stations will pay their way. With many of the newer telecasters, the motive has clearly been self-protection of existing properties, not the vision of boundless gain.

As present and prospective station men have viewed the FCC's allocations table, they have not seen a promised bounty in the commission's generous sprinkling of uhf. Rather, they have seen the makings of a glut. True, several hundred contests have developed in both vhf and uhf. But there lurks a fear that too many stations are going on the air too fast, that even a winner in some of the hearings is primarily winning the right to an adventure in red ink.

For one thing is very clear. The happy conditions under which most TV stations operated during the last two years of the "freeze" are not likely to repeat themselves in the foreseeable future. The test of recent experience is not in the booming one-station major markets but in those that have been close to the limits of their allocations. And here, the experience has not been altogether a happy one. In 1952, only eight of 108 stations reported losses, but these eight were divided between New York and Los Angeles—certainly two of the nation's richest markets but also areas where the TV spectrum is close to saturation.

Well then, how much TV can a market support? The answer is: It depends. Size of original investment, hours of operation, program balance, financial structures and a multitude of other factors combine in various ways to determine what a station must earn in order to show a profit. On the other side of the coin, potential revenues in a market are a function of station coverage, regional and local competition, network affiliation, national sales representation, the volume of sales in advertiseable goods and services, and the size and number of local business establishments capable of paying TV rates.

In the final analysis, therefore, what a specific market can absorb in TV stations may depend upon a number of circumstances that cannot be measured in a general estimate such as this. Near equality of population or retail sales, by themselves, do not render markets equal in their possibilities for TV stations. This is especially the case in smaller markets where in TV, as in radio, the bulk of station revenues will necessarily...
have to come from local accounts. And so, a city with fewer but larger businesses may actually be able to keep more stations in healthy condition than a city of bigger population and more but smaller stores.

These are local variations that can be determined only on the ground. But overall, a general prognosis can be drawn for the country as a whole. This is based upon the assumption that there is a fairly close relationship between consumer spending and advertising expenditures (out of which come the great bulk of TV revenues).

That such a relationship exists is evident in the tendency of all advertising spending to range at about 4% of retail sales. In recent years, whether consumer preferences have varied so that TV-set purchases cut into automobile sales or whether increased food sales brought a counter-decline in apparel buying, the correlation has held.

Thus, because every U.S. market sells a wide and representative variety of advertis- able goods and services, it is reasonable to assign about 4% of its total retail sales figure to advertising and promotion in all media.

From this, a percentage can be extracted for the support of television—and 10% of advertising spending or 0.4% of retail sales has been taken as the amount available to TV.

**Explanation of Percentage**

On the one hand, this is higher than the 1952 average of 0.35% for the country as a whole. But on the other hand, the percentage is about equal to the actual records of existing TV markets. In 1951, for example, the 11 stations in 10 markets of the 100,000-250,000 population class averaged better than 0.25% in time sales alone; the addition of their pro-rated share of production costs and line or film charges on network programs would run the TV share for these markets to at least 0.4%. (In the same year, revenue reported by radio stations in these same markets averaged 0.62% of retail sales.)

Another substantial reason for settling on the 10% of advertising principle lies in the long-term trend of the national economy. Fundamental in supposing that a new industry like TV can survive and grow is the fact that the U.S. has been increasing its economic power at a compound rate of 2.5% annually. Thus, by average growth, within five years, we will be 15% bigger than we are now—and this growth should more than compensate for any over-optimism in the correlation of advertising spending to retail sales and the proportion of TV revenues in all advertising spending. In fact, assuming a normal rate of increase in the American economy, there will be room for all media to profit.

(Parenthetically, however, if we get into a major war or a moderately severe depression, all bets are off. Many profitable television stations would be added, nevertheless, but at a considerably slower pace than under present conditions.)

Before setting a market-by-market count on economically possible TV stations, it is obvious that some minimum or average figure for costs should be established. For one thing, it must be expected that unless any market has a potential in TV revenue that is equal to minimum operating costs plus depreciation and some profit, there can be neither attraction nor stability for TV in many smaller cities. For another thing, together with allocations, limitations and revenue potential, minimum or average costs are the determinant of how many stations can fit a specific market.

**History Won't Repeat**

The past average of TV stations is not the best guide to setting up costs for future stations. Balances between network, film, and studio origination have varied considerably. So have hours of operation, size of staff, compensation of personnel and rental fees. With added stations in all markets, new variations are bound to appear.

Consequently, three types of station have been projected:

1. A small station, costing between $100,000 and $175,000 in equipment and construction, is definitely feasible. Depending for its programming on network and film, or film exclusively, it can be operated on a budget as low as $150,000 annually and earn a small profit. Programming in such a set-up can amount to as much as 70 hours a week.

2. An average station, costing between $200,000 and $450,000, can engage in simple live studio production as well as network and film. Its operating costs can run as low as $250,000 for 50 hours weekly or as high as $500,000 for 70 hours. These figures include depreciation and a return on investment.

3. A large station, built at a cost of $500,000 or more, is pretty much reserved to larger metropolitan areas. All types of programming are to be anticipated, but the satisfaction of audience demands and the accommodation of different classes of advertisers make unlikely anything less than 90 hours weekly. Costs, therefore, are higher—$750,000 and up.

To fit these stations into the country's markets, an analysis of the retail sales of each city possessing a TV allocation was related to the costs of station operation. Taking $150,000 as a minimum figure and multiplying by 250 (the reciprocal of 0.4%), the smallest possible concentration of retail sales theoretically capable of supporting TV comes to $37,500,000. But this figure is so highly charged with theory that, in drawing the accompanying map and table, $37.5 million was accepted as a possible TV city only where home county sales exceeded $50 million.

Similarly, in working out a scheme for the accommodation of one average station or several stations in a market, some room for play seemed better than rigid adherence to the results of statistical deduction. The following table records the limits:

<table>
<thead>
<tr>
<th>City retail sales necessary</th>
<th>Country retail sales necessary</th>
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<tbody>
<tr>
<td>1 Small station</td>
<td>$37,500,000</td>
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<tr>
<td>1 Average station</td>
<td>$62,400,000</td>
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<tr>
<td>1 Average station or 2 stations at a future date</td>
<td>$85,800,000</td>
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<tr>
<td>2 Average stations or 3 stations at a future date</td>
<td>$100,000,000</td>
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<tr>
<td>3 Stations or more</td>
<td>$150,000,000, 257,350,000</td>
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<tr>
<td>4 Stations or more</td>
<td>257,350,000, 450,000,000</td>
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<tr>
<td>5 Stations or more</td>
<td>450,000,000</td>
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</table>

In a few instances, adjustments were made because of knowledge of a specific market or because of technical allocation problems. For instance, Gary, Indiana—if removed to another location—could support two TV stations; but, under the guns of Chicago and apportioned a single commercial channel, can at best expect one community station. Akron, Ohio, illustrates a somewhat different situation; though well within range of Cleveland, it is a self-contained trade area, capable of sustaining three stations, but currently allocated only two.

**Period of Loss**

In connection with this general estimate, it should be noted that no definite provision has been made for an interim-loss period—particularly during audience-building times in non-TV areas or sections where UHF stations have to contend with a VHF audience. In the calculations, it has been presumed that such losses will occur. But it has also been assumed that station owners will have the wherewithal to finance themselves through a bleak period of as long as three years of losing operations. At the lower limit of feasible TV—the $37,500,000 market—first and second year losses will be recoverable not only by increasing set-saturation but also by economic growth in the market. Other markets should follow the same pattern.

How long it will take to achieve the pro-
portions of the map (see pages 106-107) rests upon the economic condition of the country. At 1951-1952 business levels, plus normal growth, the date of fulfillment is 1955 or early 1956. In fact, it is quite probable that even more stations will enter the picture. Upcoming markets like Aiken, S. C., and Lafayette, La., fall below the minimum requirements as deduced from current statistics. Three years from now, they will certainly qualify.

What counts is the revenue potential in the market and the ability of a station to secure it from local merchants and/or national advertisers. Population in a service area or cost per thousand are of considerably less significance. If a national advertiser is unwilling to buy a market directly, he frequently shows up indirectly by splitting cooperative funds with a local dealer. And if he does not, the local merchant will pick up the slack and advertise his wares on TV—as long as the rate is within his means. This has been the story in radio; in today's few smaller TV markets with stations on the air, that story is beginning to repeat itself.

In the larger markets, station revenues tend to show a heavy preponderance from network and national or regional accounts. The reason, manifestly, is rate; only the bigger advertisers can afford to buy. But as market size decreases—and as rates drop concomitantly—network revenues decline precipitously and national spot business becomes catch-as-catch-can; but local advertisers begin to find TV costs within the size of their budgets. Finally, in the small markets, networks are valuable to the station mainly as a program supply (and stations are valuable to networks as a low-cost method of building audience along a cable route); but local sales will provide virtually all the revenues. And, to look at the bright side, there is plenty of local revenue to be had. At $25 for a spot, a store doing $100,000 gross business can be a sometime advertiser on TV. The merchant who rings up $300,000 each year can come in regularly.

### TV STATIONS: HOW MANY AND WHERE?

Here are Mr. Levin's projections of the number of TV stations each potential market logically can accommodate. His estimates were deliberately conservative. The mature TV system may well be larger than this. He thinks it a safe bet that a minimum of 517 stations will succeed in a minimum of 343 markets. In the following lists, numbers after each city indicate total stations. Abbreviation SS stands for small station, without live studio facilities and costing $100,000-$175,000 to build. LS means local station, without network affiliation, which may or may not have live facilities, depending upon market size.

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<tr>
<th>Alabama</th>
<th>Arkansas</th>
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<td>Birmingham</td>
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<td>Gadsden</td>
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<tr>
<td>Meridian</td>
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</table>

(Continued on page 106)
"The power of AP News in a small market is shown by the fact that our 63 AP weekly newscasts are all sponsored AND in every case spots before and after these 63 newscasts are sold and stay sold... for a total revenue of $2,300 per month. Figure it for yourself: AP news on your station means dollars for you."

Brown Morris, Manager
KADA, Ada, Okla.

"Folger's Coffee, Kimball Motor Co., Campbell's Refrigeration and San Luis Butane have increased their sales and expanded their businesses due to AP news. Even our adjacencies are sold out. This is all made possible by our hard-working AP machine and the always efficient AP reporters who work 'for us'."

Les Hacker, Station Manager,
KVEC, San Luis Obispo, Calif.

Hundreds of the country's finest stations announce with pride,

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."
(Continued from page 104)

Missouri
Joplin 1
Kansas City (Mo.-Kan.) 3 or more
St. Joseph 1
St. Louis 3 or more
Springfield 1

Montana
Billings 1
Butte 1
Great Falls 1

Nebraska
Lincoln 2
Omaha 3

Nevada
Las Vegas 1
Reno 1 or 2

New Hampshire
Manchester 2
Nashua L.S.

New Jersey
Asbury Park L.S.
Atlantic City 2
Newark 1
New Brunswick L.S.
Paterson L.S.
Trenton 1

New Mexico
Albuquerque 2

New York
Albany-Schenectady-Troy 3 or more
Amsterdam L.S.
Auburn 1
Binghamton 2
Buffalo-Niagara Falls 3 or more
Elmira 1
Glens Falls S.S.
Ithaca S.S.
Jamestown 1
Kingston 1
Middletown L.S.
New York City 3 or more
Olean S.S.
Poughkeepsie 1
Rochester 3 or more
Syracuse 2 or 3
Utica-Rome 2 or 3
Watertown 1

North Carolina
Asheville 1 or 2
Burlington L.S.
Charlotte 2 or 3
Durham 1 or 2
Fayetteville 1
Gastonia L.S.
Greensboro-High Point 2
Raleigh 2
Wilmington 1
Winston-Salem 1 or 2

Ohio
Akron 2 or 3
Ashland L.S.

(Continued on page 108)

Page 106 • April 27, 1953

THE MATURE U. S. TELEVISION SYSTEM

The map on these pages shows U.S. communities where TV can comfortably be accommodated and the number of stations that can be supported in each. It illustrates the market-by-market list which begins on page 104, is continued on this page and page 108. Size of circles does not indicate coverage.
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For an agency's concept of how big a TV system national advertising can support, see page 110.
In Detroit, America's 5th Market, this is the proved "success formula":

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

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

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

*The time to sell Detroit is now... the time to buy is...*
AN AGENCY'S CONCEPT OF TELEVISION'S FUTURE

In B&T's Feb. 9 issue, John B. Crandall, media director of Sherman & Marquette, New York, explained his views about TV development—in terms of its usefulness to a national advertiser. Here are the 112 markets, with total homes for each, he felt would be maximum used. Together they contain 83.42% of U.S. homes. Mr. Crandall's approach was necessarily limited to national advertising interest. Mr. Levin's article on preceding pages analyzes potential station population that is possible with all kinds of advertising revenue.

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<th>STATE</th>
<th>CITY</th>
<th>NUMBER</th>
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On page at right:

THE NARTB STAFF

NARTB's headquarters staff has been sharply realigned following the February board meeting. Under revised laws based on the two-year-old structure that brought TV stations into the association's fold, President Harold E. Fellows is the operating head of the entire organization. He functions, of course, under policy mandates laid down by the directors, to whom he reports. At the February board meeting several vice presidencies were created. Department heads, aside from the vice presidents, operate as managers. Judge Justin Miller, chairman of the board and general counsel, is also head of the Legal Dept.

Television stations have an autonomous organization within the new structure but Mr. Fellows has top administrative responsibility. The present structure gives the president more management powers than had heretofore been allocated. Working closely with Mr. Fellows at the helm is Robert K. Richards, administrative vice president.

Page 110 • April 27, 1953
Wherever...

CITY

VILLAGE

FARM

Whenever...

DAYTIME

NIGHTTIME

WBZ is the station "listened to most" in New England!

In this Whan Survey, the most comprehensive audience survey ever attempted in New England, the leadership of WBZ emerges strong and clear. In this Survey, too, you'll find records of listening habits that will help you spend your New England advertising dollar with utmost results. If you haven't a copy, get in touch with Free & Peters or with WBZ Boston

50,000 Watts
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ, WBZA, KXW, KDKA, WOWO, KEK, WBZ-TV

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

Revealed by the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area

RADIO STATIONS "LISTENED TO MOST"

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H

Hadden, R. J., The Pacific Tel. & Tel. Co., L. A.
Haddock, W. O., RCA, Camden, N. J.
Hales, J., Allen B. DuMont Labs., Inc., Clifton, N. J.
Haley, Andrew G., Haley, Doty & Schellenberg, Wash. D. C.
Hall, Floyd, KPOL, L. A.
Hall, Hayon, WHEN Syracuse, N. Y.
Halliday, Eugene M., KSL Salt Lake City.
Hallowell, Nolan, KSUB Sedalia, Calif.
Hamilton, Chas. E., KFI L. A.
Hamilton, G. E., WIMA Lima, Ohio.
Hamlyn, John, KFBK Sacramento, Calif.
Hann, Dierrell, KVOI Lafayette, La.
Hammets, Robert L., Consulting Radio Engineer, San Francisco.
Hamrick, William H., WWNC Asheville, N. C.
Hanna, R. B., WOY Schenectady, N. Y.
Hannan, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hanson, Elmer G., KNOX Grand Forks, N. D.
Hanson, C. B., NBC, N. Y.
Hardesty, John F., BAB, N. Y.
Harker, Glen W., Storer Bestg., Co., N. Y.
Harkins, Dwight, KTYL Mesa, Ariz.
Harlow, Roy, Broadcast Music Inc., N. Y.
Harpole, W. J., KVOP Plainview, Tex.

But this is nothing compared with the swaying power of the mighty WLW Stations. The WLW Stations' reputation for swaying people and smashing sales records is tops in both AM and TV. And here's why!

Because the WLW Stations have the talent.

Because the WLW Stations have radio and television's only Client Service department.

Because the WLW Stations cover a market area bigger and richer than the N. Y. market.

Which all goes to show you that the WLW operation is no small "lean-to"—but rather a giant advertising force that makes sales sway its advertisers' way!

Yes, when it comes to swaying, Crosley knows which way the sales wind blows!
As your ad dollar is spent, so your sales are inclined!

CROSLEY broadcasting corporation
Harris, Charles L., WGRG Louisville, Ky.
Harris, Jack, KFRC Houston.
Harris, Wiley F., WDIX Jackson, Miss.
Harrison, Gerald, WMAS Springfield, Mass.
Hartshower, E. K., KCMO Kansas City, Mo.
Hawery, Don, Standard Rate & Data Service Inc., Evanston, Ill.
Hasbrouck, Richard, The Katz Agency Inc., L. A.
Hassett, D., Vern., KSRO Santa Rosa, Calif.
Hatcher, George, WMCA-Nashville, Tenn.
Hathaway, Donald L., KSFR Casper, Wyo.
Hathaway, Donald L., Mrs. KSFR Casper, Wyo.
Hawser, Carroll E., KUSM-Corpus Christi, Tex.
Haverlin, Carl, Broadcast Music Inc., N. Y.
Hayden, J. R., IDECO Columbus, Ohio.
Hayden, Leon, WJVS Owensboro, Ky.
Hayes, Chester B., Fay Research & Development Co., Manchester, Conn.
Raymond, Carl E., KMO Tacoma, Wash.
Readley, Frank M., H.-R Representatives Inc., N. Y.
Healy, Naum, KAFY Bakersfield, Calif.
Heckene, Al., KASH Las Vegas, Nev.
Heinrichs, Theo. G., KWSO Wasco, Calif.
Hendershot, Al., WXTM Mayfield, Ky.
Henriquez, Bob, J., Walter Thompson Co., L. A.
Herbert, G. R., All Canada Radio Facilities Ltd., Toronto.
Herman, A. M., WBAP Fort Worth.
Herndon, Ray, KTRH Houston.
Herold, Joseph, KBTY De Kalb, Ill.
Heyborne, Robert L., KSUB Cedar City, Utah.
Higbee, Arthur L., KSUB Cedar City, Utah.
Higgins, George J., KMBK Kansas City, Mo.
Higgins, Len, KTMN Tuscaloosa, Ala.
Hill, John B., KOTV Tulsa.
Hina, Donald M., KELX Yakima, Wash.
Hinshaw, Virgil O., KPH Wichita, Kans.
Hodgkinson, Jack, WHIO-TV Dayton, Ohio.
Hogan, Thomas, KFBB Middletown, Ohio.
Hogg, John L., KOV Phoenix, Ariz.
Hollenberg, George F., Geo. F. Hollenberg Co., Chicago.
Holli, W. F., Federal Tele., & Radio Corp., Clifton, N. J.
Holliuster, R. H., Collins Radio Co., Cedar Rapids, Iowa.
Holman, William, WLPO LaSalle, Ill.
Holm, Hal, WLWB Mattoon, Ill.
Holmes, V. V., Radio Corp., Sioux City, Iowa.
Holtsclaw, Ray E., KVOA Tucson.
Holt, Thad, WAPT Birmingham.
Hooper, Richard H., RCA, Camden, N. J.
Hopkins, A. R., RCA, Elgin, Ill.
Hough, Harold, WBAP Fort Worth.
Howard, Rex G., KFXF Grand Junction, Colo.
Howard, Ruth G., KFXF Grand Junction, Colo.
Hughes, Evan H., KVOL Lafayette, La.
Hundorff, Paul, KFBC-TV Houston, Tex.
Hunginger, E. A., Jr., Joint Committee on Educational TV, Wash., D. C.
Husman, Walter, KOMIC Texarkana, Ark.

J
Ing, George, KONO San Antonio.

J
Jackson, A. H., Blaw-Knox Equipment Division, Pittsburgh.
Jackson, Wallace R., KCRS Midland, Tex.
Jacobs, George G., KOTV Tulsa.
Jacobs, Lee W., KEBK Bakersfield, Calif.
Jadassohn, K. A., SESAC, N. Y.
Jannise, Rob, CBS.
Jansky, C. N., Jr., Jansky & Bayley, Wash., D. C.
Jarama, Andrew, WKDP Blueington, N. Y.
Jayne, Dan E., WLLW Battle Creek, Mich.
Jeffrey, John Carl, WIOU Kokomo, Ind.
Jenkins, Eugene, KZL Denver.
Jenkins, Paul A., KXO El Centro, Calif.
Jensen, Ray V., KFXL, Des Moines, Iowa.
Jewett, Carl, Robert Meezer Assoc., Inc., Chicago.
Johnson, Albert D., KOY Phoenix.
Johnson, E. M., MBS, N. Y.
Johnson, G. S., KOB Albuquerque.
Johnson, J. Carter, WOKK Billings, Mont.
Johnson, Les, WHBF Rock Island, Ill.
Johnson, R. C., RCA Harrison, N. J.
Johnson, Henry S., WSBN Birmingham.
Johnson, Robert H., WILL Urbana, Ill.
Johnston, Stoddard P., Channel Two Inc., Oakland, Calif.
Johnstone, G. W., National Association of Manufacturers, N. Y.
Jones, J. L., GE, Syracuse, N. Y.
Jones, Lloyd, KEGY Santa Barbara, Calif.
Jones, Merle, CBS, N. Y.
Jones, Myron, WJET Erie, Pa.

Jorgensen, Norman E., Krieger and Jorgensen, Wash., D. C.
Jonesen, B. J., KCA, Camden, N. J.
Judge, Ralph J., Horace N. Stovin & Co., Toronto, Ontario.

K
Kahle, Douglas D., KCSJ Pueblo, Colo.
Kahn, E., KUSC Los Angeles, Cal.
Kaufman, Julian, KPEO-TV Phoenix.
Kaye, Sydney M., Broadcast Music Inc., N. Y.
Kelly, F. J., WSTP St. Petersburg, Fla.
Kelly, Gaines, WPTV West Palm Beach, N. C.
Kelly, Freeman Y., WBBF Buffalo.
Kendall, John, KORE Eugene, Ore.
Kennedy, J., KSN, N. Y., Men, Chicago.
Kennedy, Vann, MS, XIS Corpus Christi, Tex.
Kennelly, Kay, Olin and Bronner Inc., Chicago.
Kessler, R. E., Allen B. DuMont Labs, Inc., N. Y.
Kettler, Stanton P., Storer Broadcast., Miami, Fla.
Keye, Carla B. (Mrs.), WFLF Farmville, Va.
Killgore, H. Scott, Rust Industrial Co., Manchester, N. H.
Klippatrick, Leroy E., WSAZ Huntington, W. Va.
Kimball, Rollow C., KSL-TV Salt Lake City, Utah.
King, Art, B.T.
King, Harold E., KDBW Hutchinson, Kan.
Kingsley, Agnes, Victor van der Linde Co., N. Y.
King, Ralph J., WBEN Buffalo.
Kingsley, Walt, L. A.
Kirksey, T. W., KJTV Lubbock, Tex.
Kisar, Joseph A., KSL Salt Lake City.
Klueg, Herbert A., Klueg Brothers, N. Y.
Koehne, Robert L., Kansas City.
Knowlton, Ann B., KEDN Salinas, Calif.
Kopak, Edgerton, WTWA Thomson, Ga.
Koekler, Anthony J., KMA Shenandoah, Ia.
Kolat, Carl, KWTW Watertown, Wis.
Koskin, Herman, WCHS Columbus, W. D. C.
Kotera, William J., WQO Omaha.
Kramer, Worth, WJ Detroit.
Krause, J. C., GE, Syracuse, N. Y.
Krieter, Tom, KGNK Amarillo, Tex.

L
Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Lamar, James, WNOB Baton Rouge, La.
LaMarque, J. W., Graybar Electric Co., Inc., N. Y.
Lane, C. Howard, KOIN Portland, Ore.
Lanford, T. B., KRMD Shreveport.
Langlais, C. E., Sr., Lang-Worth Programs Inc., N. Y.
Langlois, John D., Lang-Worth Feature Programs Inc., N. Y.
Larsen, Gerry, KOKY Tyler, Tex.
Lanning, Lucille, EKCO Colorado Springs.
Lasch, Ross A., CE, Fayetteville, N. Y.
Lasky, Philip C., KPIX San Francisco.
Laubengayer, Robert A., KASL, Shreveport, La.
Lawrence, Craig, CBS-TV, N. Y.
Lawrence, Walter L., RGA, Camden, N. J.
Laumann, Mike, WSFC Somerset, Ky.
Leake James C., KYTV Tulsa.
Lee, Cornelius H., KGER L. A.
Leon, Del., KDYL Salt Lake City.
Le Grand, Felix, KFBR Colorado Springs, Colo.
Leitch John G., WCAC Philadelphia.
Lemmon, Robert, WTTV Bloomington.
LeMayne, Joseph, WPBF Middletown, Ohio.
Lensel, Roy W., KBEL McCook, Neb.
Levi, Winfield R., B.T.
Levinson, H. A., ASCAP San Francisco.
Lewin, Richard, KTER Latrobe, Pa.
Lewin, Richard, Jr., WINC Winchester, Va.
Leysor, G. F., WJR Detroit.
Lieser, F. Gilbert, KJUN Redmond, Ore.
Lindberg, Mary V., WFTV Alexandria, Va.
Ginder, H. W., KWLM Willmar, Minn.
Lindsey, William L., KJMA Lima, Ohio.
Lingler, Dean, WFTY Medford, Ore.
Lingner, Louis D., WJMJ Lewiston, Tenn.
Linzer, Thomas C., KWWK Shreveport.
Little, Lee, KRTU Tucson.
Livesay, S., KKUA Kent, Wash.
Lockerd, Lockerd, L., KDFX Lincoln, N. D.
Lockwood, Kenneth B., KKKR Baker, Ore.
Lockwood, Kenneth B. (Mrs.), KKKR Baker, Ore.
Logue, William, CBS-TV, N. Y.
"HOMETOWN, AMERICA"

a hit on WFBR in Baltimore!

BIG, BIG NEWS FOR FOOD ADVERTISERS!

Truly, the most outstanding radio project produced exclusively for the food industry of the nation!

Yes—"Hometown, America", the same great radio project which has proved so phenomenally successful for food advertisers is now on WFBR in Baltimore!

"Hometown, America" on WFBR offers the food advertisers unheard of advantages—guarantees immediate, sustained sales increases! Puts tremendous merchandising weight behind every sponsor—sells your product—improves and freshens store positions, erects banners and shelf talkers, builds displays and distributes leaflets to grocers! Also equipped to handle in-store sampling of your product or products!

All this, plus participation in the "Hometown, America" daily hour on WFBR—and much more—is yours when you buy "Hometown, America"—the most terrific radio merchandising and promotion project in history!

"Hometown, America" will bring to your sales and merchandising efforts in Baltimore a big impact which cannot be duplicated! Be sure you're a part of this tremendous food sales and merchandising effort—write, wire or phone any WFBR account executive or your John Blair man—be a part of "Hometown, America" on WFBR in Baltimore!

"Hometown, America" is presented under the auspices of the Independent Retail Grocers and Meat Dealers Association of Baltimore, Inc.

DIRECT TIE-INS WITH 2765 leading Baltimore Food Stores doing 60% of Baltimore Food Business!

Guarantee
A permanent crew of full-time sales service experts sell your products—increase distribution—handle in-store merchandising!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Madsen, Arch.
MacFarland, Lucy.
Louvau, Norman.
Long, Don.
Loggan, Frank H., KEXD Bend, Ore.
London, H. J., National Foundation for Infantile Paralysis, N. Y.
Long, Mary, Boy.
Lorenz, E. F., WASH Wash., D. C.
Louis, Norman, KRON-TV San Francisco.
Loyet, Paul A., WBO Des Moines.
Lucy, Calvin T., WEGA Richmond, Va.
Ludy, Ben, WHW Topeka, Kan.
Luukinen, Rudy, WIRL Peoria, Ill.
Lyon, John, KFY Shelby, Mont.
Lyon, Don, WHIO Dayton, Ohio.

M

MacFarland, American Tel. & Tel. Co., N. Y.
Mack, R. W., WIMA Lima, Ohio.
MacKinley, Keith, All Canada Radio Facilities Ltd., Toronto.
Madsen, Arch, KOVO Provo, Utah.
Mallet, Charles E., WFLO Farmville, Va.
Mallory, Charles F., KSJO San Jose, Calif.

"From Station Break to Feature... the NEW "BALANCED" TV Tripod is doing a whale of a job every day!

"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible daily illustrated.

WE THROW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revolution in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES... Precision "TT" STOP CALIBRATION of all types lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES... Complete line of 35mm and 16mm equipment available for rental.


Margolin, Sam, KBIG Hollywood.
Marks, Leonard H., Cohn & Marks, Wash., D. C.
Martin, Al, Broadcast Music Inc., N. Y.
Martin, Robert J., WMAR-TV Baltimore, Fla.
Martin, Dwight, General Telecorporat Corp., N. Y.
Martin, Robert T., KPHO Phoenix.
Mason, Robert H., WPTP Raleigh, N. C.
Mason, Robert 1. Jr., WMRR Marion, Ohio.
Mason, Robert 2. Jr., WMRR Marion, Ohio.
McCaw, Robert S., KXAK Yakima, Wash.
McCleary, John, KNOW Austin, Tex.
McCormick, John, KBIG Hollywood.
McCrary, C. L., KMOV Sacramento, Calif.
McCaw, Robert S., KYAK Yakima, Wash.
McCleary, John, KNOW Austin, Tex.
McCormick, John, KBIG Hollywood.
McCrary, C. L., KMOV Sacramento, Calif.
McCaw, Robert S., KYAK Yakima, Wash.

McClung, Hugh (Mrs.), KXOS Merced, Calif.
McCoppaugh, Claris R., WZIL Saginaw, Pa.
McConnell, Thane, SBE Radio Co., Cedar Rapids, Iowa.
McCreesh, Glenn, KORE Eugene, Ore.
McCraken, B. S., KFRC Cheyenne, Wyo.
McDowell, Lawrence W., KFOX Long Beach, Calif.
McEniry, John J., KFEL Denver.
McFadden, Thomas, WBCB, N. Y.
McGrath, William B., WSHD Boston.
McGrew, Jack, KFRC Houston.
McIntosh, Robert J., WPS Evansville, Ind.
McKensie, Frank C., KLIX Twin Falls, Idaho.
McKenna, J. E, KHOW Mitchell, S. Dak.
McKenna, James A., McKenna & Wilkinson, Wash., D. C.
McKenna, John, Philco Corp., Wash., D. C.
McManus, O. G., KNMA Seattle, Calif.
McNally, William J., WFCO Minneapolis, Minn.
McRaney, Bob, WBCB Columbus, Miss.
McReynolds, Robert D., Robert Meeker Associates, Inc., N. Y.
McRae, Frank (Mrs.), WGBI Scranton, Pa.
Meredith, E. T., WHEH Syracuse, N. Y.
Merino, John C., KFSD San Diego.
Metzger, Thomas W., WMRF Lewiston, Pa.
Meyerson, J. L., KOB Albuquerque.
Miller, Cliffdore R., KVOX Phoenix.
Miller, Neville, Miller and Schroeder, Wash., C. C.
Mills, Edwin Claude, KFLI L. A.
Mindel, Morris, KGST Fresno, Calif.
Mitchell, Bert, KPBC-TV Houston.
Mitchell, L. S., WDAH Tampa, Fla.
Mitchell, Maurice B., Associated Program Service, N. Y.
Noffke, Roy, NBC.
Moore, Ken, Possible & Belding Inc., L. A. Moore, Laurens, WPAL Charleston, S. C.
Moore, Richard A., KTV L A.
Morency, Paul W., WZIT Hartford, Conn.
Morrison, William L., SAB, N. Y.
Moroney, James M., WFAA Dallas.
Morris, David R., KNUZ Houston.
Morris, H. S., Alter, C. L, KMOV Sacramento, Calif.
Morrissey, J., Allen B. DuMont Labs, Inc., N. Y.
Mosby, A. J., KGU Visalia, Mont.
Moskowick, George L., KNXT L. A.
Moudy, Dale, KOWH Omaha.
Muchmore, Allan W., WBBB Ponce City, Okla.
Murchinson, Hugh R., KFIL L. A.
Murphy, Dorothy S., WKRC-TV Cincinnati.
Murphy, John T., WWIN-TV Cincinnati.
Murray, W. L., KBTV Denver.
Myers, Frank U., KMCX Texarkana, Tex.
Myers, Hobby H., KNX Phoenix, Tempe.
Myers, R., Allen B. DuMont Labs, Inc., Clifton, N. J.
Myers, W. F., SESAC, N. Y.

N

Nace, Harry L., Jr., KTVL Phoenix.
Nash, Leonard E., WFMJ Youngstown, Ohio.
Neely, Hal G., Allied Record Manufacturing Co., N. Y.
Nebbia, H., Philip, Standard Electronics Corp., Newark, N. J.
Newman, R. J., RCA, Camden, N. J.
Nicolle, Robert W., FNOL L. A.
Nielsen, A. C., Sr., A. C. Nielsen, Chicago.
Nimmons, Ralph W., WFAA-TV Dallas.
Niman, Gerald E., Gerber & Wolf, Philadelphia.
Norman, Donald A., KBNH L. A.
Novik, Morris, S. N.
Norman E., The Birmingham Co., L. A.
Nunn, Gilmore N., The Nunn Stations, Lexington, Ky.
Nybo, Ken, KBBM Billings, Mont.

O

O'Fallon, Gene, KFEL and KFEL-TV Denver.
O'Fallon, Genet, J., Denver.
O'Fallon, Martin J., KFEL and KFEL-TV Denver.
Oglesby, J. M., WMAN Mansfield, Ohio.
Ohrt, Herbert R., KGLO Madison, Iowa.
Olsen, R. W., KWOA Worthington, Minn.
Olson, Bruce W., KNTV-TAC San Diego.
Osborn, John B., T.
Osby, Norman J., JBH Hollywood.
Outler, John M., WSB Atlanta.
Owen, Robert H., KOA Denver.
Owings, Dorsey, Broadcast Music Inc., N. Y.

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The tube that ... puts money in the bank

When it comes to saving money on tube power cost, the RCA-5671 is a real penny pincher. In fact, if you are still using old-style tubes in the modulator and power amplifier circuits of your 50-kw AM transmitter it will pay you to convert to the RCA-5671.

Stations* that have made the conversion are consistently saving over $100 per month on filament power alone — enough to more than pay for the cost of conversion in one year. And these savings continue to mount up because of the long life of the 5671. Reports from stations that have changed to these tubes four to six years ago, show tube life figures of from 35000 to 45000 hours of service — another big saving in actual tube cost per hour of operation.

For economy, performance, and dependability the RCA-5671 is unmatched in the broadcast tube field. Check into the possibility of converting your 50-kw AM transmitter now, and take advantage of the extra bonus that you can expect from these tubes.

*Station names on request.

For quick delivery on RCA Broadcast tubes, call your local RCA Tube Distributor.
Rosenberg, E. L., KWSO Wasco, Calif.
Robertson, Miller D., KEPO El Paso, Texas.
Robinson, King H., KATL Houston, Texas.
Robie, J., RCA, Camden, N. J.
Rosario, Lawrence H., WSAZ Huntington, W. Va.
Rogers, N. L., Ziv, L. A.
Rogers, T. E., Philco Corp., Dallas, Texas.
Rogers, W. D., KDUB-TV Lubbock, Tex.
Rohrer, Joe, KRDO Colorado Springs, Colo.
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Wash., D. C.
Rush, Herman, Official Films Inc., N. Y.
Russell, Frank M., NBC, Wash., D. C.
Russell, James D., KVOR Colorado Springs, Colo.
Rush, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Wash., D. C.
Rutledge, John T., WVJS Owensboro, Ky.
Ryan, William E., BAB, N. Y.
Sadler, Owen L., KMTV Omaha, Neb.
Salk, Charles E., KCQB San Diego, Calif.
Sambrook, A. B., RCA, N. Y.
Sanford, William, KJMJ Fresno, Calif.
Sanders, Ernest C., WOC Davenport, Iowa.
Sanders, Wayne, KCNA Tucson, Ariz.
Sawyer, Roger, KGLO Mason City, Iowa.
Saxe, Edward G., KEGN Oregon City, Ore.
Scarnino, Gertrude, Batten, Barton, Durstine & Osborn, Inc., N. Y.
Schellenberg, Howard J., Jr., Haley, Doty & Schellenberg, Wash., D. C.
Schilling, John T., WHB Kansas City, Mo.
Schmidt, Robert E., KAYS Hays, Kan.
Schroeder, Frank C., Jr., WDZ Decatur, III.
Schroeder, Ray J., KMTV Omaha, Neb.
Schubath, Herbert, KRDQ-TV Colorado Springs, Colo.
Scarlett, Don, KOA Denver, Colo.
Seavey, Hollis M., Clear Channel Broadcast Service, Wash., D. C.
See, Harold P., KRON-TV San Francisco, Calif.
Selns, Leonard, Graybar Electric Co., Inc., Minneapolis, Minn.
Selpin, Colin M., KEET Santa Barbara, Calif.
Selvin, Ben, RCA, N. Y.
Seya, Paul L., WSLI Jackson, Miss.
Shaftel, G. Richard, WIS Columbia, S. C.
Shahab, I. E., KVOC Casper, Wyo.
Shanks, Willis, KKKT Colorado Springs, Colo.
Shapiro, M. H., Broadcast Music Inc., N. Y.
Share, Betty, Batten, Barton, Durstine & Osborn, Inc., San Francisco, Calif.
Sharp, Thomas E., KFSD San Diego, Calif.
Shaw, William H., B-T.

THE BRANHAM COMPANY

WABB
KTHS
KFMB
WGBA
WABY
KWHK
WTBO
WHYN
WRBC
ROB
WCPO
WDEF
WTJS
WNOX
WMC
KDA
KRIC
KBWU
KRLD
KMO
KIT
WCHS
WBEK
WPAR

RADIO
Mobile, Ala.
Hot Springs, Ark.
Los Angeles, Calif.
San Diego, Calif.
Columbus, Ga.
Macon, Ga.
New Orleans, La.
Shreveport, La.
Cumberland, Md.
Springfield-Holyoke, Mass.
Jackson, Miss.
Albuquerque, N. M.
Cincinnati, Ohio
Chattanooga, Tenn.
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Amarillo, Texas
Beaumont, Texas
Corpus Christi, Texas
Dallas, Texas
Tocoma, Wash.
Yakima, Wash.
Charleston, W. Va.
Clarksburg, W. Va.
Parkersburg, W. Va.

TELEVISION

San Diego, Calif.
Springfield-Holyoke, Mass.
Albuquerque, N. M.
Cincinnati, Ohio
Cleveland, Ohio
Memphis, Tenn.
Amarillo, Tex.
Dallas, Tex.
Tocoma, Wash.
Yakima, Wash.

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"Our program never goes off the air!"

"Tens of thousands of component parts ... thousands of suppliers all over the country ... a daily 'hot sheet' of critical items needed within 24 hours or less ... that's just a glimpse of our traffic picture at Motorola!

"Yet our production lines never stop for lack of available parts -- because our production program never goes 'off the air.' We use Air Express! With our tremendous, and steadily growing overall shipping volume, there is daily need for this top-speed, reliable service.

"Many times a day, we specify Air Express -- and exacting production schedules are met. Show models, advertising matter, itinerant displays and penalty contract shipments are always subject to deadlines -- and Air Express gets them there on time.

"Shipping costs are secondary on such shipments. Yet, we find that Air Express costs compare favorably with other air services. In many weights and distances, its rates are lowest of all!

"Day in, day out, Air Express is an integral and important cog in Motorola's overall operation."

Whenever you ship by air, it pays to say -- Air Express! Division of Railway Express Agency.
Shay, Jack, WTVD Miami, Fla.
Sheehy, Thomas, Leibig Structural Steel Co., N. Y.
Shelfer, John P., WJZM Clarksville, Tenn.
Shelton, Aaron, WSM-TV Nashville, Tenn.
Shevelin, Charles, Century Lighting Inc., N. Y.
Shepard, H. W., NBC, N. Y.
Shepard, Ralph, KWOA Worthington, Minn.
Sholinsky, Victor A., WHAS Louisville, Ky.
Shupert, George T., United Artists TV Corp., N. Y.
Silver, Martin, Federal Telecommunications, Lodi, N. J.
Silvernail, Frank, Batten, Barton, Durstine & Osborn, Inc., N. Y.
Sinclear, Jack, KNXT L. A.
Sinnott, Robert J., WHBF Rock Island, Ill.
Slavick, H. W., WMG Memphis, Tenn.
Smiley, David E., WDAT, Tampa, Fla.
Smith, Earl B., WLCB Baton Rouge, La.
Smith, Harry K., Standard Electronics Corp., Newark, N. J.
Smith, J. Porter, WRCR Louisville, Ky.
Smith, Lester M., Blackham-Hamilton Co., San Francisco.
Smith, T. A., RCA, Camden, N. J.
Smith, W. A., WVJS Owensboro, Ky.
Smucker, Ray C., KYVM Yuma, Ariz.
Snider, Robert E., KXTL Tulsa
Snyder, Fritz, CBS, N. Y.
Snyder, Glenn, Chicago.
Soble, Kenneth D., Hamilton, Ontario.
Sommer, Emmitt, Sr., Philco, Philadelphia.
Soulé, O. P., KSFO Emeryville, Calif.
Sourd, Robert, Broadcast Music Inc., N. Y.
Sowell, P. C., WLAC Nashville.
Sparrow, Ken, Broadcast Music Inc., N. Y.
Spence, Harry R., XUXR Aberdeen, Wash.
Sphreis, Andrew M., WEMP Milwaukee.
Spokes, A. E., WJOY Burlington, Vermont.
Sprogoan, Chester C., National Blood Program, Wash., D. C.
Staley, Don, Weed & Co., San Francisco.
Staley, Max F., KJTV Huron, S. D.
Stanhaker, Howard, WHEN Des Moines.
Stanbury, John F., Collins Radio Co., Knoxville, Tenn.
Stapp, Jack, WSM Nashville.
Steere, V. J., WVJS Greensboro, Ky.
Stein, Milton, Philco, Philadelphia.
Stenson, Helen, Foote, Cone & Belding, S. F.
Stern, Edgar B., Jr., WDSU New Orleans.
Stewart, D., Allen B. DuMont Labs. Inc., Clifton, N. J.
Stewart, Elliott A., WBIX Utica, N. Y.
Stewart, E. W., RCA, Camden, N. J.
Stoddard, R. L., KATO Reno, Nev.
Storer, George B., Jr., KEYL San Antonio.
Stors, Todd, KOWH Omaha.
Stors, Todd (Mrs.), KOWH Omaha.
Stowman, Kenneth W., WEIL Philadelphia.
Stowe, Ben, WWDC Washington, D. C.
Stubblefield, Wm. T., Blackburn-Hamilton Co., Wash., D. C.
Sullivan, Donald D., WNaN and KVTV Sioux City, Iowa.
Suter, Bud, KGLO Mason City, Iowa.
Sweeney, Kevin B., BAR, N. Y.
Sweeney, Robert D., WDSU New Orleans.
Swisher, Arden E., KMTV Omaha.
Taft, David G., WKRC Cincinnati.
Taft, Hubert, Jr., WKRC-TV Cincinnati.
Talshoff, Sol, B.T.
Tarvin, Lucy L., Lt. (JG), National Blood Program, Wash., D. C.
Taylor, H. E., Jr., Allen B. DuMont Labs. Inc., Clifton, N. J.
Taylor, J. Glan, MBS, N. Y.
Taylor, J. P., RCA, Camden, N. J.
Taylor, O. L., O. L. Taylor Co., N. Y.
Terry, Hugh B., KLZ Denver.
Tessman, Abbott, KEXO, Grand Junction, Colo.
Tharpe, J. B., Allen B. DuMont Labs. Inc., Clifton, N. J.
Thièriot, Richard Y., KSL-TV Salt Lake City.
Thomas, George R., KOOL Lafayette, La.
Thomas, Marjorie, B.T.
Thompson, Don, KOTV Tulsa.
Thompson, Gordon, KFYO Lubbock, Tex.
Thompson, Roy F., WRTA Altoona, Pa.
Thomas, Edward G., WKJG Ft. Wayne, Ind.
Thornburgh, Donald W., WCAU Philadelphia.
Tidemann, William C., WJBC Bloomington, Ill.
Tilman, J. F., The Branham Co., N. Y.
Tinker, Robert B., WNAX and KVTV Sioux City, Iowa.
Tindal, Alan C., WWLP Springfield, Mass.
Tingley, R., Allen B. DuMont Labs. Inc., Clifton, N. J.
Tisdale, James M., WCVH Chester, Pa.
Toedtemeier, Harold, KIDO Boise, Idaho.
Toelboe, Clifton A., KOVO Provo, Utah.
Tomkins, M. E., Broadcast Music Inc., N. Y.
Torbet, Alan L., KSFQ San Francisco.
Torge, George R., WBEN Buffalo.
Torney, William H., KGNC Amarillo, Tex.
Tewison, H. G., CE, Syracuse, N. Y.
Towne, Alfred E., KSFQ San Francisco.
Towner, Orrin W., WHAS Louisville, Ky.
Trace, Gene, WBBN Youngstown, Ohio.
Tracy, E. C., RCA, Camden, N. J.
Trainer, M. A., RCA, Camden, N. J.
Trimble, H. E., RCA, Camden, N. J.
Trommlitz, L. W., KERG Eugene, Ore.
Trowant, V. E., RCA, Camden, N. J.
Truhan, John, Altru Engineering, Salem, Ore.
Tucker, Durward J., WRR Dallas.
Turpin, George B., KETV Provo, Utah.

Underwood, John C., Jr., KVOA Tucson.

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Vance, H. C., RCA, Harrison, N. J.,
Are the Hartford, Oklahoma City, Fort Worth, Omaha and Syracuse Markets Important to You?

Of course they are! You hit these cities hard in every advertising campaign. But, did you know more Negroes reside in metropolitan St. Louis than the total population in any one of those cities? You can’t overlook the value of the St. Louis Negro market to your product!

And, to enhance that value, to impress the rich Negro St. Louis segment in the most effective, most economical manner, schedule spots or time segments on Radio Station KSTL’s Dave Dixon show. Dave’s not just another d.j. His recommendations, his product endorsements are accepted as law by his countless listeners. For complete details, contact your nearest Forjoe office or

KSTL
ST. LOUIS

1000 watts (d)  690 kc

William Ware, President
... 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 KTSPProduced television show!

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.

COMING SOON

NEW

POWER
200 kw

NEW

COVERAGE
709,648 Sets

NEW

CHANNEL
To 10 from 11

Represented Nationally by WEED TELEVISION
NOW
10 times
more powerful!

MOST POWERFUL
TELEVISION STATION
IN CINCINNATI!
with 250,000 Watts Radiated Power

Top Rated Network
and Local Daytime
and Evening Shows

WKRC-TV
Channel 12

SOON 316,000 WATTS

CINCINNATI'S
BEST BUY

Radio Cincinnati Now Owns and Operates
WTVN, COLUMBUS, OHIO

Kenneth W. Church
Vice President and National Sales Manager
Radio Cincinnati, Ohio

CBS Television Network — Represented by The Katz Agency
**KQV AND A&P SIGN**

KQV Pittsburgh and the A&P grocery chain have signed for a "merCHAIINising" plan similar to those benefitting retailers and stations in other metropolitan areas. In return for purchasing spot announcements or programming over a 13-week period, food advertisers will receive end displays in 130 A&P super markets and regular stores in the KQV service area.

**OUTDOOR ADVERTISING**

NEW addition to the expanding New Orleans skyline is the WDSU New Orleans noon billboard, reported to be the longest in the city. The sign is at an intersection of three of the city’s busiest streets. Every 30 days the sign is changed to promote a different show heard on WDSU.

**EXPANSION CONTROVERSY**

WABB MOBILE acknowledged wide public interest in a proposed governmental expansion of an ammunition depot just south of Mobile, when it aired complete proceedings of a protest meeting between interested citizens and a team of 25 transportation, ordinance and logistic experts who accompanied Special Assistant to the Secretary of the Army T. A. Young to Mobile for the hearing. Previously, when the story broke and protests began to mount, WABB broadcast a discussion of the position of citizens opposing the move, and announced that it would offer similar time to Mr. Young to present the views of the Defense Dept. The record of the proceedings will be used at a meeting of the Senate and House Armed Services Committees as part of the testimony which will be considered in determining disposition of the controversy.

**HOW’S YOUR OIL SUPPLY?**

AMERICAN Petroleum Institute, N. Y., has issued a free booklet titled "Is There Oil Under Your Land?" which may be obtained by writing to the Institute at 50 W. 50th St. Trade publication advertising is being used to point up the distribution of this booklet. Copy stresses that "you and your family will eventually gain, too, for these new oil discoveries promise to make a sizable contribution to U. S. supplies."

**BURNING THE MIDNIGHT OIL**

"WHO SAID the dead of night?" questions a colorful brochure issued by WZ Boston. The station received over 13,000 requests for a picture of "Jerry and Sky," all-night disc jockeys. The offer was made after midnight, every hour for a month.

**PROGRAM PRESENTATION FORMS**

NEW type radio program presentation forms, illustrated and in color, have been put in use by John Blair & Co., national representative. The new forms, which are designed for use by the representative salesmen to provide agencies with quick, accurate, factual data on local programs, employ different illustrations and headlines covering six different program types. It is estimated that the complete series of program presentations will cover approximately 225 individual programs on the Blair stations.

**SALES’ STIMULANT**

A FIFTH of what appears to be Hiram Walker, but is really "Ol’ Wo-Wo Red-Eye" was sent to 150 time buyers and agencies by WOWO Fort Wayne, Ind. The label on the imitation bottle reads, "Distilled especially for sales-starved advertisers. Use consistently for top market coverage." Directions on the bottle are as follows: "To expand market and increase sales, saturate with ol’ Wo-Wo. Take straight for extra potency." Attached to ol’ Wo-Wo are several mixers on which is written, "WOWO stimulates sales."

**RADIO-TV SUPPORT DRIVE**

RADIO and television stations in the New York metropolitan area are helping to promote the 1953 campaign of The Greater New York Fund by use of radio and TV spots, transcriptions and films. The radio-TV drive is pointing up the work of the fund in helping to support a network of 423 hospitals and health and welfare services in the New York area.

**BOOKLET ON EDUCATIONAL TV**

AN ANALYSIS of the estimated equipment and operating costs for typical educational TV stations has been prepared in booklet form by RCA Victor. The booklet is specifically designed for educators and others interested in construction and operation of educational TV stations. In addition to cost estimates, a complete station layout and a sample floor plan for a typical small TV station are presented in the booklet.
WNAC-TV
BOSTON
Channel 7

NOW
220,000 WATTS

Ask the Man from
H-R REPRESENTATIVES, INC.

THE YANKEE NETWORK
DIVISION OF GENERAL TELERADIO, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
Advertisers

James E. McGovern, director of news and special events at WGGY Minneapolis and WISN Milwaukee, appointed advertising and promotion division manager of The Zeo-Ran Corp. (domestic water softeners).

Helen Abrams named advertising manager of The Bon Marche, Seattle affiliate of Allied Stores.

Kenneth E. Gordon named director of public relations, advertising and sales co-ordination of The Borden Co. Ltd., Toronto, succeeding John W. Lawrence who retired from post, and will remain with company in advisory capacity.

Bill Hoard, manager of Wenatchee, Wash., office of Wash. State Fruit Commission, advanced to promotion manager of same.

S. Victor Freston named advertising and public relations director, Woodside Park, Phila.

Joseph Brown, advertising director of Sun Ray Drug Co., received Retailer-of-the-Year award at 10th anniversary dinner of Brand Names Federation, N. Y.

Edmund A. Mirassou, co-owner, Mirassou Vineyards, San Jose, Calif., elected chairman of Wine Advisory Board, S. F. He succeeds S. W. Harkleroad, general manager, Del Rey Cooperative Winery Assn., Fresno, resigned.

Agencies

James Thomas Chirurg, Leo J. Hardiman, Howard G. Sawyer, George A. Frye, J. Norman McKenzie, Wallace L. Shepardson and Robert D. Stuart re-elected president, treasurer, vice president in charge of plans and marketing, vice president and sales development manager, vice president in charge of merchandising, vice president and general manager of Boston and vice president and general manager of N. Y., respectively, of James Thomas Chirurg Co., N. Y. and Boston.

Frederick Goldman, David Kaigler Jr. and David Miller named vice presidents in charge of merchandising, radio-TV and art, respectively, of Adrian Bauer Adv., Phila.


Roger Gross, KWJ Portland, Ore., and Dave Strauss, KGON Oregon City, open Gross & Strauss Adv. at 516 E. Morrison St., Portland.

Louis Benito elected vice president of Griffith-McCarthy Inc., Tampa, Fla.


Robert E. Kennedy to Doyle Dane Bernbach Inc. Adv., N.Y., as account executive.

Phil MacPherson to Shirley Olympus & Staff, Stockton, Calif., as account executive.

William S. Blair, account executive and secretary of plans board of Hewitt, Ogilvy, Benson & Mather, N. Y., named agency director of research.


Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Foote, Cone & Belding, N. Y. [CLOSED CIRCUIT, April 13], as director of broadcasting media.


Dorothy W. Donnelly, N.W. Ayer & Son, to

the NBC station serving greater YOUNGSTOWN, O. 30th population area in U.S. 5,000 WATTS WFMJ Duplicating on 50,000 Watts FM
How they "Call the Signals" on America's Railroads

Railroad signals have come a long way from the time when a colored ball hoisted to the top of a pole signaled that the track ahead was clear. Today, trains run more than 2,000,000 miles every day on American railroads, under the world's most complete, most effective and safest system of traffic control.

On sections of line equipped with Centralized Traffic Control, all trains automatically report their exact positions and movements through lights on a map on a central control board. By moving little levers on this board an operator can set signals and throw switches that govern the movement of trains as far away as 200 miles.

The way trains are directed through great terminals is another modern marvel. Lights on a map tell the operator the position of every train. Through his control board he lines up signals and switches which are so "interlocked" as to make it impossible to set up conflicting routes as trains are guided automatically through the maze of terminal tracks.

On some lines of exceptionally heavy traffic, signals inside the locomotive cab, itself, provide the engineer and fireman with constant information about changing traffic conditions ahead. And, supplementing all these means of automatic signaling is the radio or induction train telephone by which conversations are carried on between trains and stations, and between train and train.

The great improvements in "calling the signals" on America's railroads are typical of the progress from research which benefits not just the railroads, themselves, but all of us in a nation whose production rolls on rails of steel.

Association of American Railroads
Washington 6, D.C.
Ben B. Baylor Jr., formerly assistant general manager and director of sales, WMAL-TV Washington, to KEDD (TV) Wichita, Kan., as general manager.

M. M. Rochester, sales manager, KSEL Lubbock, Tex., named general manager.

Charles H. Gravett named general manager of WBRD Ft. Lauderdale, replacing Robert W. Standart, now general manager of WITV (TV) same city.

Walton Foster, commercial manager KTXL, San Angelo, Tex., becomes commercial manager of KTXL-TV.

Ted Eiland, program director of WSAZ-TV Huntington, W. Va., named general manager of WTAP (TV) Parkersburg, W. Va.

Jack Irvine, account executive with KULA Honolulu, appointed sales manager.

Arthur L. Martin, WIZE Springfield and WING Dayton, to WMRN Marion, Ohio, as commercial manager.

Bob Baldrica appointed publicity director of WXYZ-AM-TV Detroit.

Jay Royen, producer-writer - commentator on WNBW (TV) Washington, named director of publicity for WNBW (TV) and WRC Washington.

Tom Mitchel, sales manager, WIST Charlotte, N. C., appointed sales manager for WPTR Albany.

FOR THE RECORD

New Grantees' Commencement

Target Dates

* Educational permittee
5½-Shares Time

(For list of operating stations, see TELECASTING, in Parts & Personnel section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted</th>
<th>Network</th>
<th>Target for Start Representative</th>
</tr>
</thead>
</table>
| KBRC-TV Abilene, Tex. (9) | 4/16/53 | CBS | W |}
| WBOW-TV Albany | Unknown | Unknown | |}
| KGOV-TV Albuquerque, N. M. (13) | 11/1/53 | ABC | |}
| KALB-TV Alexandria, La. (62) | Unknown | Unknown | |}
| WMMT-TV Austin, Tex. (6) | 3/26/53 | | |}
| WREZ-TV Beloit, Wis. (27) | 11/15/53 | Early Fall '53 | 3/4/53 |}
| WTAP-TV Benton Harbor, Mich. (42) | Unknown | Unknown | |}
| Redman-Rayovac TV Co., Skillings, Mont. (9) | 1/15/53 | Late Summer-Early Fall '53 | 3/4/53 |}
| KFYK-TV Bismarck, N. D. (5) | Unknown | Unknown | |}
| Cecil W. Roberts, Bloomington, Ill. (15) | 3/26/53 | | |}
| E. Anthony & Son, Boston, Mass. (50) | Unknown | Unknown | |}
| TV Mounton, Botha, Mont. (6) | 2/26/53 | Fall '53 | 3/4/53 |}
| Sporten, Kratz, Co., Oak Park, Ill. (13) | 5/1/53 | Fall '53 | 3/4/53 |}
| WOQA-TV Cambridge Mass. (56) | Unknown | Unknown | |}
| KOMO-TV Cape Girardeau, Mo. (18) | 3/11/53 | Late Summer- Early Fall '53 | 3/4/53 |}
| WMV-TV Cedar Rapids, Iowa (5) | 11/15/53 | Early Fall '53 | 3/4/53 |}
| WCHB-TV Chambersburg, Pa. (46) | Unknown | Unknown | |}
| WCIA (TV) | 1/8/53 | Late Summer | 3/4/53 |}
| Champion, Ill. (3) | 2/11/53 | Summer '53 | 3/4/53 |}
| WGBA-TV Charleston, W. Va. (49) | July | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}
| WCIA (TV) | 2/26/53 | | |}

BROADCASTING • TELECASTING
For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and completely self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.

ALTEC = AUDIO

9358 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York
<table>
<thead>
<tr>
<th>WBBW</th>
<th>Network Station</th>
<th>Network Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31.1</td>
<td>14.4</td>
<td>43.6</td>
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<td>13.5</td>
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<td>29.0</td>
<td>20.1</td>
<td>33.8</td>
</tr>
<tr>
<td>21.6</td>
<td>21.4</td>
<td>47.9</td>
</tr>
</tbody>
</table>

Modestly—We deliver more for the money than can be expected.

Serving Ohio’s third largest market.

BLOOD OUT OF A TURNIP!

That's getting more than is expected—
True WBBW is not first with the most listeners in Youngstown, at all times. But when the cost involved is considered—the fact WBBW is first all of the time and LESS THAN SECOND according to Hooper ratings listed below. First or second it delivers the lowest cost per thousand.

Hooper Feb.-March, 1953

<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date &amp; Time</th>
<th>Network</th>
<th>Network</th>
<th>Date &amp; Time</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIND-TV Chicago, Ill. (18)</td>
<td>1/26/53</td>
<td>8 A.M. - Noon</td>
<td>3/30/53</td>
<td>WIND-TV Chicago, Ill. (18)</td>
<td>1/26/53</td>
</tr>
<tr>
<td>KHI-TV Chico, Calif. (12)</td>
<td>5/1/53</td>
<td>8 A.M. - Noon</td>
<td>3/30/53</td>
<td>KHI-TV Chico, Calif. (12)</td>
<td>5/1/53</td>
</tr>
<tr>
<td>WIS-TV Columbus, S. C. O. (22)</td>
<td>9/1/53</td>
<td>8 A.M. - Noon</td>
<td>3/30/53</td>
<td>WIS-TV Columbus, S. C. O. (22)</td>
<td>9/1/53</td>
</tr>
<tr>
<td>WCIL-TV Columbus, Ohio (28)</td>
<td>5/1/53</td>
<td>8 A.M. - Noon</td>
<td>3/30/53</td>
<td>WCIL-TV Columbus, Ohio (28)</td>
<td>5/1/53</td>
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<tr>
<td>KLTV-Tele-Video, Tex. (9)</td>
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<td>8 A.M. - Noon</td>
<td>3/30/53</td>
<td>KLTV-Tele-Video, Tex. (9)</td>
<td>2/15/53</td>
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<tr>
<td>M. W. Heisler &amp; Sons, Indiana (33)</td>
<td>11/15/53</td>
<td>8 A.M. - Noon</td>
<td>3/30/53</td>
<td>M. W. Heisler &amp; Sons, Indiana (33)</td>
<td>11/15/53</td>
</tr>
</tbody>
</table>

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

Dad’s Cookie Company—makers of popular brand of breads and cookies—also make Marshwood’s Sage & Onion Stuffing, a dressing for poultry. To promote this product, the Board of Directors and officers of the WBBW “Shopping With Mary Louise Marshall” program the week before Thanksgiving—the week before Christmas—the week before New Year’s Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price $3 each. Then came the deluge. Firm head Lawrence Kohler says: “Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn’t supply retailers’ wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn’t catch up with demand. We haven’t yet been able to figure out how many packages we sold but we can tell you this—sales were terrific.”

If you are interested in “terrific sales” in the Quint-City Area, ask your nearest F & P man about the “Shopping With Mary Louise Marshall” it’s a real sales winner.
**HERE IS THE REAL TRUTH ABOUT TV STATION PROFITS!**

**THE FULL FACTS ABOUT THE SUBSTANTIAL EXTRA INCOME YOUR TV STATION CAN EARN FOR YOU WITH THE MONEY-SAVING TELEPROMPTER PLAN.**

**FOREWORD: Visitors to the N.A.R.T. Convention are all familiar with the amazing new electronic device called TelePrompter.* This equipment, installed on the new R.C.A. and General Electric cameras unveiled at the Convention, has caused wide comment. A TelePrompter public speaking unit will be used by many speakers addressing the N.A.R.T. Convention. Yet few of those expressing interest realize the profit potential that TelePrompter holds for their stations. This statement tells that amazing story for the first time in print. You owe it to yourself and your station to read every word of the important message below.**

Chairman, TelePrompter Corp.

TelePrompter is a fully patented (U.S. Pat. No. 2633373) electronic prompting mechanism in regular use by programs of all four TV networks and in a growing number of individual TV stations. Its users include Arturo Godfrey, Milton Berle, T.V. Album, Captain Video, Ed Sullivan, The Kate Smith Hour, Gaye Moore, Jack Webb's Dragnet, Welcome Travelers, The Guiding Light and more than 50 other network shows a week.

TelePrompter makes infinitely smoother, more assured performance possible, but its amazingly swift acceptance would never have been achieved for this reason alone. The fact is that TelePrompter users, realized almost instantly, that this completely new device is an economic asset of major importance.

**HOW IT SAVES MONEY**

Let us examine some of the specific ways in which TelePrompter can make the TV station's dollars talk louder.

Use of TelePrompter equipment cuts rehearsal time substantially. Announcers and actors can read at sight (while looking the audience directly in the eye!). Because of cut rehearsal time, your talent can duplicate, triple and even quadruple the number of individual performances they can give each week. Thus, when TelePrompter equipment is installed in your station, in effect you increase your talent pool at no extra cost.

Cost of free-lance performers is drastically reduced as well, for less of their time is required for study and rehearsal. With shorter rehearsals, you have more studio time free for additional shows—provide yourself with at least one extra "studio" for the development of additional profitable business.

TelePrompter helps to "organize" rehearsals. With the script constant before the camera, every member of your production staff can get the full benefit of the TelePrompter rehearsal. No need to waste time trying to synchronize actors, cameramen when you announce their cue in the TelePrompter. They can prepare themselves to read and deliver their lines perfectly.

**ELIMINATES REBATE CLAIMS**

With TelePrompter, not even the greenest announcer makes those simple, human errors that result in demands for rebates and repeats by advertisers. Using TelePrompter, the client's okayed script is always right before the announcer's eyes. He doesn't have to remember—he only has to read—although the audience never knows he's reading.

No chance of fluffing the client's name, address or his pet phrases. No ad-libbing to cover memory lapses and bring distress to the station's auditor. Commercials are delivered as written. For these reasons, lawyers for both stations and clients rest easier when TelePrompter is on the job.

**TELEPROMPTER'S COST**

TelePrompter equipment is provided in different "packages" to accommodate the requirements of specific stations, and is priced according to station rate cards.

Based on these rates, TelePrompter Corporation suggests, to clients, the advantages of fees on TelePrompter equipment. See how quickly these modest charges to clients can become substantial profits to your station. Send a copy of a typical week's schedule of your station to TelePrompter Corporation. From this, we will be happy to work out for you a specific program of ever-increasing TelePrompter profits for your station. No obligation, of course.

And we will also be glad to show you records, with facts and figures, names and dates, of profits actually made on TelePrompter service by TV stations!

**BETTER PRODUCTIONS ALWAYS**

From the viewpoint of production, it is not necessary for your station to stage long or elaborate shows to make TelePrompter worthwhile for you. Instead of the expenditure of money, men and time for scripts, your newscasters, commentators—even your sportscasters—face the camera easily, naturally and pleasantly and talk directly to the audience without hesitation, pauses or embarrassing fluffs. Even last-minute changes in the script are easy—right up to a single minute before air-time! Vocalists quickly gain "big time" assurance with TelePrompter carrying their lyrics for them, and relieving them of the terror of "forgetting the words."

Free from anxiety, these performers—commentators, newscasters, sportscasters and vocalists—can develop to the full the personalities that win wider audiences and attract better and better sponsors! Even your remote's will be vastly improved through the use of lightweight, easily portable TelePrompter equipment! The rankand file amateurs become glib, self-confident and convincing when they can read from the TelePrompter mounted right in front of the camera's lens.

**AMAZINGLY SIMPLE OPERATION**

In spite of the complex electronic system that keeps all TelePrompter units—from 2 to 20—in perfect synchronization at all times, actual operation of the master control is so easy, any member of your production staff can learn to become a competent operator in fifteen minutes!

The actual control unit of the new Model 4 TelePrompter fits right into the palm of the hand. At the flick of the finger, scripts in all PrompTers in operation are electronically moved, in perfect synchronization, forward or backward, fast or slow or stopped altogether, as required.

Each TelePrompter control circuit has engineered into it a 100% safety factor. The PrompTer will continue to operate even should one of its two tubes be removed from its socket!

It is a matter of record that the TelePrompter is built with such precision that it has given perfect service in over 10,000 performances—some 50,000 hours of operation.

**SOME QUICK FACTS**

You require no special power lines to operate TelePrompter. It is extremely light in weight. The TelePrompter will fit paper enough for a full hour of dialogue weighs well under 10 lbs. You can take and operate TelePrompter anywhere you now can take a camera.

The big PromTer viewing area keeps in constant view, up to 9 lines of clear, legible VideoType with letters almost an inch high. A red arrow points to the line "now being read". And because no lenses are used, the script is readable from any angle up to 80° off center. There is no glare—never. TelePrompter's exclusive lighting system and special VideoPrint paper combine to emphasize the black letters and make them easily readable at 21 feet—without eye shifting—by anyone with normal vision.

TelePrompter can be mounted on any TV camera in less than 10 seconds, or can be stand-mounted and moved about at will. Each TelePrompter contains paper sufficient for over a full hour of solid dialogue, or more than the average station's full day of commercials. The specially constructed VideoPrinter and electric typewriter that is part of every TelePrompter "package" is so easy to use that any competent typist can operate at her normal typing speed.

And when your TelePrompter equipment is not busy prompting, it can be used for crawls, titles, credits, weather forecasts, time cards and scores of other day-to-day chores!

**LOOK FOR THESE PLUSES**

Anticipate congratulations from your program director, your news director, from your talent pool and announcing staff; from your production directors, technicians and cameramen when you announce to them that you have got TelePrompter equipment for your station. All of them will find that TelePrompter makes their jobs easier—and makes their work better.

Look for increased interest in your station from clients and prospects, who are always quick to appreciate outstanding quality in your television. Finally, expect greater productivity from your salesmen. For when a salesman can guarantee his prospects that their scripts will go on the air exactly as written, with no stammering, no fluffs, no disastrous ad-libbing—then a major obstacle to any sale is overcome! Only TelePrompter makes such assurances possible.

**SIGN UP NOW**

Production of the new Model 4 all-electronic TelePrompter is now in progress. Your inquiry will receive immediate attention. Write, wire or telephone today for rates for your station. For a breakdown of potential revenue from TelePrompter, send us a typical one week's schedule of your telecasting.

Address:

270 PARK AVENUE, NEW YORK 17, N. Y.

April 27, 1953 • Page 133
If you are the owner of a new TV station....

You have spent a great deal of money. Now you want to make money... fast! There is no faster way than the Consolidated STATION-STARTER PLAN. Nine top television film series sold for a package price that is so low - just 100% of your Class A one-hour rate per week - you can make a profit on programming from the beginning.

Among the films offered your station for unlimited use are "Front Page Detective," "Hollywood Half Hour," "Ringside With the Batters," "Public Prosecutor" and "Crusader Rabbit." All of the films included in the STATION-STARTER PLAN have been made especially for television. All are currently showing in markets across the country.

Consolidated Television Sales

Totalizing the nine series make up the most diversified catalog in television. Comedy, drama, mystery, music, travel, sports, juvenile, variety. A program to fit every type of client. A program to fit any length of time. Each film yours to sell and sell without restrictions. Your profit increases as your station rate increases, but your costs remain the same. There are no escalator clauses.

Ask us for the facts... including ratings histories, sponsorship records, current availabilities and proof that the STATION-STARTER PLAN can start your station toward an early profit. Write or wire our nearest office... Hollywood, Sunset at Van Ness, New York, 25 Vanderbilt Avenue, Chicago, 520 N. Michigan Avenue.
Very few towers are subjected to 144 M.P.H. winds—but it is most comforting to know that your all-important antenna facilities will stand up even in such extreme weather conditions.

Wincharger Towers are specified throughout the world because of their slender, uniform cross-sections that permit highly efficient radiation, combined with surprisingly low initial and maintenance costs. These sleek, streamlined Towers with high safety factors, represent the ultimate in engineering efficiency for TV, AM-FM, or 2-Way Communication Systems. There is a size and type for every job!

WINCHARGER CORPORATION
2103 E. 7th St. SIOUX CITY 2, IOWA

WINCHARGER ENGINEERS are well qualified to advise you on your particular tower problems. A new booklet describing the latest Wincharger Towers is yours for the asking. Our consultation service is readily available without any obligation on your part. Write — wire — Phone 2-1844
PEABODY RADIO-TV AWARDS PRESENTED IN RTES CEREMONY

Three major radio networks, and like number of TV networks, are represented in the awards. Among stations, WAAM (TV) shared in honors with DuMont, while WIS won the regional public service competition and WEWS (TV), local public service.

PRESENTATION of the 13th annual George Foster Peabody Awards for distinguished achievement by radio and TV in 1952 took place Friday at New York's Hotel Roosevelt.

The awards, announced by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, were made at a luncheon session of the Radio & Television Executives Society of New York. The awards are given by the Grady School and the Peabody board.

Edward Weeks, editor of Atlantic Monthly magazine and chairman of the Peabody board, made the presentations. Robert W. Sarnoff, RTES president, presided at the luncheon.

The winners: Radio news, Martin Agronsky, ABC; radio music (double award), New York Philharmonic-Symphony Orchestra (CBS) and The Standard Symphony (NBC); television education, Johns Hopkins Science Review (WAAM (TV) Baltimore-DuMont); television news, Meet the Press (NBC-TV), television entertainment (double award), Mister Peepers and Your Hit Parade (both NBC-TV); television youth and children's programs, Ding Dong School (NBC-TV); television special award, Victory at Sea (NBC-TV); regional public service, WIS Columbia, S. C., and local public service, WEWS (TV) Cleveland.

It was the seventh straight year the awards have been made at RTES (formerly Radio Executives Club) functions. The awards for public service by radio and television are designed to perpetuate the memory of the late George Foster Peabody, nation's first radio celebrity, and New York banker and philanthropist.

Citations as read by Mr. Weeks in making the presentations follow:

Martin Agronsky (ABC) for Outstanding News Coverage during 1952

(His capacity for getting the story behind the story is distinctive. In this uneasy period of insecurity and fear, he has consistently and with rare courage given voice to the preservation of basic values in our democratic system. His penetrating analyses of highly controversial matters reflect an understanding of the fundamentals of freedom and a concern for the rights and dignity of the individual citizen. He has gained the confidence of his listeners as a skillful and competent reporter.)

The Standard Symphony (NBC) for Outstanding Entertainment through Music, Radio and Television

(First, outstanding once-a-week symphonic broadcast over 13 western states, since Oct. 24, 1926, through which Standard Oil of California achieved a priceless public service; secondly, a radio series of highly effective educational features for school children; and, lastly, a schedule of brilliant television presentations over Pacific Coast and Intermountain facilities, which has maintained the highest levels of production excellence.)

New York Philharmonic-Symphony Orchestra, CBS, and James Fassett, for Outstanding Entertainment in Music

(For twenty-three seasons, the Sunday afternoon broadcasts of the Philharmonic from Carnegie Hall in New York have enriched the musical life of the nation, and have become as necessary and familiar a custom in millions of American homes as Sunday dinner itself.)

"The Johns Hopkins Science Review" (WAAM (TV)—DuMont) as the Outstanding Educational Program for 1952

(Directed by Lynn Poole, this series explains in intelligent, mature, and miraculously clear terms much of the work being carried on by outstanding scientists and teachers who, unfeathered, are pursuing truths in laboratories and classrooms. The range of topics is staggering—from cancer to space ships—and the programs are invariably presented with candor, a scientific attitude and a high degree of visual imagination.)

"Meet the Press" (NBC) as the Outstanding News Program of 1952

(Co-produced by Martha Rountree and Lawrence R. Spivak, the television version of Meet the Press is an adaptation of a radio program begun in 1945 and awarded a Peabody Citation in 1946. Adding the visual to the auditory, this television version extends and strengthens the values of Meet the Press in public enlighten-
Now...for the first time...
Spot has a Spokesman!

YES, thanks to the joint efforts of station representatives and the stations they represent, the spot radio industry now has its own voice, and the story of spot radio will be carried on a full-time basis to advertisers and top agency figures everywhere.

The Crusade for Spot Radio, sponsored by the Station Representatives’ Association, has been a success in that enough stations have participated to allow us to take the initial step we promised. The appointment of Reg Rollinson as director of advertiser relations means that spot will have full-time sales effort to secure additional revenue for our industry.

The response of the industry to our call for a Crusade has been heartening. Over 235 stations are already participating in the Crusade. BAB has pledged its support for our effort, and BAB research and sales material will have a prominent place in our presentations. The Chairman of the Board of BAB is a participant in the Crusade, and says, “Frankly, we feel this is a very worthwhile project...”

Other industry leaders have written:

“The Crusade for Spot Radio... is worthy of the support of every broadcaster...”

“I think it is high time that spot radio, as such, has a spokesman for that phase of the radio industry...”

“We are glad to know that there is to be an effective organization exclusively devoted to promoting the use of spot broadcasting...”

“Any association within the industry which undertakes positive action of this nature deserves support...”

Other activities of the Association, of importance to stations, are moving forward at a heightened pace as a result of the stimulus we have gotten from the Crusade. As an example, an Association committee is now actively working with agencies to determine the most effective use of the new coverage research which is now available to the industry. As another example, for the first time, a representative of the spot radio industry has been invited to be present at the convention of the American Association of Advertising Agencies this week. Our Managing Director, Tom Flanagan, will undertake this important assignment.

Advertising agencies have discovered that we can make a contribution to their work. Our New York offices are flooded daily with phone calls from big and little agencies, asking for information on our industry. In many instances this information is to be used by the agencies when attempting to sell their clients a spot radio campaign. We go all-out to supply material. Our Spot Radio Clinics, one of our most productive activities, are moving forward. During the week this advertisement was being written, Clinics were held with N. W. Ayer, McCann-Erickson, and fifteen timebuyers at Young & Rubicam.

We still need additional participants in the Crusade to insure the expansion and continuance of all these important activities. We are anxious to bend our energies to the task, and we need your help if you are not already a contributor. Won’t you join the hundreds of stations which have expressed their enthusiasm and interest in this mushrooming drive to expand the use of spot radio? Now that we have gotten the Crusade moving, we need even more personnel and services to make the effort more effective. But your help and your participation are vital. Will you fill out and mail the coupon below today?

(Rate for participation in the Crusade is one half the one-time daytime minute announcement rate, per month for one year, Payable quarterly or annually.)

STATION REPRESENTATIVES’ ASSOCIATION, INC.
101 PARK AVENUE, NEW YORK 17, N.Y.
MURRAY HILL 5-4141

STATION REPRESENTATIVES’ ASSOCIATION, Inc.
101 Park Avenue, New York 17, New York
I want to join the Crusade. One half my daytime spot announcement rate is

☐ Check Attached    ☐ Bill Me

NAME............................................

STATION...........................................

CITY.............................................
ment. Subjecting the great and the near-great to expert questioning by the best reporters, this excellent program makes reporta it. It is in the best tradition of a basic relationship between a free press and democracy.)

"Mister Peepers" (NBC) for Outstanding Entertainment in 1955

(The portrayal by Wally Cox, a delightfully comic spirit, of Mister Peepers, has brought genuine pleasure to millions of viewers. Mr. Cox achieves his comic effects, not through bombast and commotion, but quietly and subtly. He is a genuinely funny man. His comedy springs from within himself, and it is infectious.)

"Your Hit Parade" (NBC) for Outstanding Entertainment in 1955

(A long merited award for consistent good taste, technical perfection, and unerring choice of performers. When a hit song must be used for as often as 16 consecutive weeks, unusual ingenuity is required to keep the program fresh and original. This is a challenge which has never once defeated Your Hit Parade, a model of warm and good taste, appealing to every age group. A credit to producers, sponsors, and the entire television industry.)

"Ding Dong School" (NBC) as the Outstanding 1955 Children's Program

(Simple, sincere, and unpretentious, this unusual example of the Chicago brand of television has achieved amazing acceptance by the nation's pre-schoolers and their busy mothers. The rapid justification of Judith Waller's faith in the television possibilities of straight-forward teaching by child study expert "Miss Frances Horwich" has not only amazed the industry, but also has raised doubts about accepted notions of "what the public wants".)

"Victory at Sea" (NBC) Television Special Award

(A documentary series dramatizing the heroism and sacrifice in the great Naval engagements of World War II. The sheer labor of selecting and editing these 26 superb programs calls for a tribute to Robert W. Sarnoff, vice president, NBC Film Division, for his unflagging support of this costly project; Henry Solomon for conceiving, writing, and producing this series; Richard Rodgers who composed the original and magnificent musical score of 13 hours; Robert Russell Bennett who converted Mr. Rodgers' score to a full symphony orchestra and who conducted the NBC orchestra through the series; M. Clay Adams for his skillful direction; Isaac Kleinerman for his intelligent editorship; and Capt. Walter Karig, U. S. Navy technical advisor, for steering the production through Naval channels.)

WIS (NBC) Columbia, S. C., for Regional Public Service and Promotion of International Understanding

(A pioneer effort in bringing to its community the remarkably well conceived and accurate series, The United Nations Needs You, interpreting to and by its citizens the basic activities of the United Nations in understandable terms, and thereby providing a pattern for similar radio projects throughout the United States and other U. N. member states.)

George Foster Peabody Award

"For Conspicuous Service in Radio Broadcasting"

WIS is proud to be the recipient of the George Foster Peabody radio award for "REGIONAL PUBLIC SERVICE INCLUDING CONTRIBUTIONS TO INTERNATIONAL UNDERSTANDING", presented for its locally-written, locally-produced series, "The United Nations Needs You".

It is an honor to join the select circle of stations, individuals and the networks who have since 1941 received these awards.

To every member of the WIS staff—especially Jan Cureton, the writer-producer—this award is not only a goal achieved, but an incentive to further in every way the quality and scope of public service programs presented by WIS.

SERVING SOUTH CAROLINA FROM COLUMBIA

A Broadcasting Company of the South Station
WEWS is proud to receive
the George Foster Peabody Award
for outstanding local public service
by a television station

"Give light and the people
will find their own way"

WEWS CLEVELAND
SCRIPPS-HOWARD RADIO, INC.
FOR THE RECORD (AWARDS)

B*T editor and publisher is among six individuals and a newspaper that will be honored with awards for "Distinguished Service in Journalism" Friday at U. of Missouri School of Journalism ceremonies.

B*T EDITOR and Publisher Sol Taishoff will receive one of seven Missouri Honor Awards for Distinguished Service in Journalism at Journalism Week ceremonies Friday at the U. of Missouri, Columbia, Dean Earl F. English of the university's School of Journalism, announced last week.

This publication's editor-president-publisher will receive the award at 2:30 p.m. at Jay H. Neff Hall Auditorium on the Missouri campus and will deliver an address, "From Gutenberg to Television," at the Journalism Banquet at 7 o'clock Friday evening.

Others to receive the Missouri Honor Awards are: Hugh Baille, UP president; Doris Fleeson, Washington columnist; Paul J. Thompson, director, U. of Texas School of Journalism; J. J. Kilpatrick, editor, Richmond (Va.) News Leader (WRNL-AM-FM); E. L. Dale, editor-general manager, Carthage (Mo.) Evening Press, and the Washington (D. C.) Star (WMAL-AM-FM-TV), whose national news editor, Newbold Noyes Jr., will accept the award in behalf of the newspaper.

Mr. Taishoff started his journalistic career as a Russian-born youth of 14, when he became copyboy for the AP in Washington in 1920. In four years he was advanced to the news staff and remained with AP until 1926 when he joined the U. S. News (now U. S. News & World Report) as a reporter, serving five years. He also was radio editor of Consolidated Press.

In 1931 he was co-founder of Broadcasting Publications Inc., which publishes B*T, and served two years as managing editor. He became editor in 1933, was vice president from 1931-44, became general manager in 1943 and president and publisher in 1944.

His citation reads:

"To Sol Joseph Taishoff, in recognition of his brilliant career as co-founder, editor and publisher of Broadcasting * Telecasting magazine, his distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and his inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."

The U. of Missouri is grate of the vhf commercial Ch. 8 (KOMU-TV Columbia) which is expected to be the air by next July.

17 Virginia Stations Win 46 Va. AP Awards

VIRGINIA Associated Press Broadcasters received 46 awards last Wednesday from Virginia Governor John S. Battle during the group's annual meeting in Washington, D. C.'s National Press Club.

Principal speakers at the luncheon were Gov. Battle and Gerald W. Johnson, WAAM (TV) Baltimore, commentator. At the dinner Wednesday night Secretary of the Interior Douglas McKay was the speaker.

Virginia AP Broadcasters made their awards in two divisions: Metropolitan, for cities with two or more stations, and Non-Metropolitan, for cities with one station. The judging was done from recordings by groups of Maryland AP Broadcasters' members.

Those receiving awards were:

COMMENTARY
Metropolitan Division

You are cordially invited to the premier showing of the DAGE "briefcase" television camera, designed for studio and field use.

DAGE ELECTRONICS CORPORATION
69 North Second Street, Beech Grove, Indiana

Page 140 • April 27, 1953
The heart of Philco Microwave is this "Power House" klystron... with it Philco has the highest equipment power output in the 6000-7500 mc band... generating a full watt of output power it provides Philco Microwave systems with a reliability safety margin of 30 decibels (1000 to 1)...
greater assurance of performance under any and all field conditions.

Philco's exclusive feedback design makes possible full use of this powerful klystron... requires the
use of only two of these klystrons for simultaneous two-way transmission and reception... minimizes cumulative distortion and noise with numerous repeater stations. In combination with other Philco features such as custom-sized, high gain, antenna-reflector systems and operation in the preferred and interference free frequency band, the result is reliable, high quality communications.

Look to Philco Microwave for the answer to your communications requirements.

For Complete Information Write to Department BT

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION - PHILADELPHIA  PA.
Professional that delivers Ed. as using "Polished! Next time, get tact and longer frequency uniformity. Microduce finished, my Professional Recording Tape.

Dramatic cleaner sound and longer life. Professional Recording Tape. The only tape that is Micro-Polished*—polished, buffed and polished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft Micro-Polished Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life. Next time, get the best professional tape. Get Soundcraft . . . it's Micro-Polished!

Reeves Soundcraft Corp., Dept. N-4
10 East 52nd Street
New York 22, N. Y.

*Pat. Applied For

For the Record (awards)

Meritorious—Bob Kent, WPVU Pulaski.
Comprehensive News—Metropolitan
Superior—News staff, WTAG Norfolk.
Excellent—Howard Harwick, WRNI Richmond.
Meritorious—Jerry Donovan and Jim Thomas, WCYN Batavia.
Honorable Mention—G. Edward Travis, WGH Newport News.

Non-Metropolitan
Superior—Bob Drill, WVEC Hampton.
Excellent—Bill Peterson, WREL Lexington.
Meritorious—Roy Marsh, WHFL South Boston.
Honorable Mention—Wendell Siler, WRAH Radford.

Sports
Superior—Bill Diehl, WGH Newport News, and Howard Harwick, WRNI Richmond (tie for top honor).
Excellent—Brae Eubanks, WRAD Roanoke.
Meritorious—Don Murray, WDBJ Roanoke.
Honorable Mention—Joe Moffett, WLSL Roanoke.

Non-Metropolitan
Superior—Duff Kliwer, WVEC Hampton.
Excellent—Don Greene, WSSV Crewe.
Meritorious—Bob Sterrett, WTON Staunton.
Honorable Mention—Paul Zimmerman, WMVA Martinsville.

State and Local News
Metropolitan
Superior—Wally Hanks and Bob McBride, WGH Newport News.
Excellent—Howard Harwick, WRNI Richmond.
Meritorious—John Eure, WDBJ Roanoke.
Honorable Mention—News staff, WTAG Norfolk.

Non-Metropolitan
Superior—Earl Handley, WLPM Suffolk.
Excellent—Maynard Dillaber, WMVA Martinsville.
Meritorious—Preston Young, WHLF South Boston.
Honorable Mention—Marty Offmiss, WPVU Pulaski.

Farm News
Metropolitan
Superior—Ira Hull, WRNI Richmond.
Excellent—Dexter Mills, WDBJ Roanoke.
Meritorious—Ron Léa, WWOD Lynchburg.

Non-Metropolitan
Superior—L. E.ペット约翰, WLPM Suffolk.
Excellent—Frank Watkins, WSSV Crewe.
Meritorious—Bob Sterrett, WTON Staunton.
Honorable Mention—H. R. Eller, WMEJ Marion.

Women's News
Metropolitan
Superior—Polly Daffron, WRNI Richmond.
Excellent—Mildred Alexander, WGH Newport News.
Meritorious—Alice Brewer White, WTAG Norfolk.
Honorable Mention—Jean Gannaway, WWOD Lynchburg.

Non-Metropolitan
Superior—Barbara Harding, WMVA Martinsville.
Excellent—Leslie Esgate, WRAH Radford.
Meritorious—Charlene Wall, WPVU Pulaski.

Special Awards
The judges recommended two special awards which went to Joe Mason, WLFE Richmond, for his on-the-spot broadcast of the Virginia William and Mary football game, and to Howard Harwick, WRNI Richmond, for versatility in entering and placing in three different categories. Maynard Dillaber, new director of WMVA Martinsville, and president of VAPA, received the cup donated by WDBJ Roanoke, for the best protection of AF on news by a radio member.

Jet Fire is Sure Fire!

Sure Fire merchandising that is—as WPTR offers its JET-FIRE plan—36 Super Markets in Albany-Schenectady—Troy and Upstate New York.
P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS

Broadcasting • Telecasting

Baker to Get RTMA Honor Medal

General Electric's vice president will be awarded the medal at RTMA's June 15-18 convention in Chicago.

Dr. W. R. G. Baker, vice president of General Electric Co., will be awarded the Medal of Honor by Radio-Television Mfrs. Assn. at the annual RTMA convention in Chicago June 15-18. He will be the second to receive the award, Brig. Gen. David Sarnoff, RCA board chairman, having received the first award last year.

Dr. Baker is chairman of the National Television System Committee, directing the all-industry development of color TV, and has been director of the RTMA Engineering Dept. since 1934.

The award was set up to provide industry recognition of the person, company or organization which has made an outstanding contribution to advancement of the electronic industry. Dr. Baker headed the first NTSC which proposed present black-and-white TV transmission standards to the FCC. He recently testified on color TV before the House Interstate & Foreign Commerce Committee.

Announcement of the award was made by RTMA following an April 17 meeting of its board, which wound up a four-day industry conference at Los Angeles (B&T, April 20).

More than 204 million radio sets, with a factory value of $4 billion, and 23 million TV sets, valued at the same figure, have been turned out by the industry, the RTMA group was told by J. B. Elliot, RCA, who represented RTMA's Set Div. He discounted any claims of saturation in the radio set field. The industry is producing receiving equipment at a record pace, he said.
NEW!
Gray Telojector

— for automatic projection
of 2 x 2 slides in unlimited,
uninterrupted sequence!

You've always needed it—for low-cost, pro-
fessional-quality TV commercials—and
here it is! Gray Research, maker of Telop,
Telop II and other specialized TV equip-
ment, proudly announces the new Gray
TELOJECTOR. This compact, portable unit
gives you remote control projection of
standard 2 x 2 slides in uninterrupted
sequence... with studio effects of fading,
lapping and superimposition.

In the Telojector, projection alternates
between two lens systems. Two loaded
slide turrets give you a sequence of twelve
slides. Additional loaded turrets can be
substituted in seconds, providing an un-
limited sequence. Overall dimensions:
14¾" x 18¾" x 16". Weight: 32 pounds.

This new Gray Telojector solves many
problems for large and small stations alike.
Production is underway. Get all the facts
— now!

At the NARTB Convention, visit
Room 2109, Hotel Biltmore

At the NARTB Convention, visit
Room 2109, Hotel Biltmore


**FOR THE RECORD**

**ACTIONS OF THE FCC**

April 16 through April 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:
- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- STL—studio-transmitter link
- synch—synchronous amplifier
- vis.—vis-a-vis
- kw—kilowatts
- w—watts

**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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</tbody>
</table>

*Does not include noncommercial educational FM and TV stations.

*Authorized to operate commercially.

**AM and FM Summary through April 22**

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<tr>
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<td>9</td>
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<tr>
<td>607</td>
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**Television Station Grants and Applications Since April 14, 1952**

Grants since July 11, 1952:

<table>
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<th>Commercial</th>
<th>Educational</th>
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<tbody>
<tr>
<td>102</td>
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<td>105</td>
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Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
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</thead>
<tbody>
<tr>
<td>760</td>
<td>237</td>
</tr>
<tr>
<td>629</td>
<td>97</td>
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</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>97</td>
<td>7</td>
</tr>
</tbody>
</table>

Total 1047 601 1651 2131

One CP has been returned.

Note: Processing of uncorrected TV applications has been extended through both the Group A-2 and Group B city priority lists.

**New TV Stations . . .**

**Decisions**

Waterloo, Ind.—Tri-State TV Inc. (WDOK Cleveland). Granted Ch. 18 (406-406 mc); ERP 20.5 kw visual, 11 kw ural; antenna height above average terrain 119 ft., above ground 336 ft. Estimated construction cost $198,582, first year operating cost $205,246, revenue $92,200. Post office address 115 Engineers Blvd., Cleveland, Ohio. Studio and transmitter location on Old U. S. 6. Geographic coordinates 41° 28' 39" N., 83° 00' 36" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer R. M. Pierce, Cleveland. Principals include President R. M. Pierce (20.5%), vice-president WDOK Cleveland, Treasurer P. C. Wolf (22.5%), treasurer WDOK Cleveland, Vice-President E. E. Smith (10%), general manager WDOK Cleveland and other minority stockholders. City priority status: Gr. A-2, No. 801 (Ames, Iowa). Granted April 16. St. Paul, Minn.-Minn. TV Public Service Corp. (WPTC). Granted Ch. 11 (186-186 mc); ERP 316 kw visual, 156 kw ural on sharing time basis with WOBM-Baton Rouge, LA. Antenna height above average terrain 551 ft., above ground 537 ft. Estimated construction cost $333,000, first year operating cost $228,600, revenue $275,600. Post office address 50 S. Main, St. Paul, Minnesota. Studio located to be determined. Transmitter location State Rt. 115, 13 mi. N. of intersection with State Rt. 36. Geographic coordinates 49° 01' 22" N., 93° 19' 12" W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Du- val & Southmayd, Washington, D.C. Engineer Rear & Kennedy, Washington. Principals include President Robert Euler (44.5%), shipbuilder, and Vice President Alvin Gluck (10.5%). City priority status: Gr. A-2, No. 807. Granted April 16.

Minneapolis, Minn.—WMMP Bottig, Co. (WFMN). Granted Ch. 11 (138-138 mc); ERP 316 kw visual, 156 kw ural on sharing time basis with Minn. TV Public Service Corp. (WFMN). Antenna height above average terrain 551 ft., above ground 537 ft. Estimated construction cost $253,000, first year operating cost $225,600, revenue $275,600. Post office address 530 Hamlin Blvd., St. Paul. Studio location Frontenac St. and 9th Ave. N. Transmitter location State Rt. 55, 14 mi. N. of intersection with State Rt. 36. Geographic coordinates 45° 07' 22" N. Lat., 93° 19' 12" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohman & Abraham, Washington, Consulting engineer Jansky & Bailey, Washington. Principals include President N. L. Bentsen and Secretary Mort Benton control 87% of stock as trustees of testamentary trust of Edward Hoffman; Executive Vice President Frank M. Devaney (10%), and L. C. Horikawa (3%). Applicant also has interest in WWPL-Eau Claire, Wis., KCPY Bedford, Kan., and KJSL Sioux Falls, S. D. City priority status: Gr. B-5, No. 501. Granted April 15.

Cape Girardeau, Mo.—KGMK Radio & Tele- vision Inc. (KGMK). Granted Ch. 12 (494-494 mc); ERP 11 kw visual, 11 kw ural, antenna height above average terrain 148 ft., above ground 409 ft. Transmitter location State Rt. 36, 1 mi. 140° 00' 45" W. Lat., 93° 45' 47" W. Long. Transmitter and antenna GE. First year operating cost $146,000, revenue $132,000. Post office address 620 W. Broadway, Cape Girardeau. Studio location 221 S. 8th St. Geographic coordinates 38° 09' 22" N. Lat., 93° 49' 01" W. Long. Transmitter location State Rt. 20, 3 mi. 180° 00' 45" W. Long. Antenna Workshop Assoc., Consulting engineer Fred O. Cockerell, Inc. and Co., St. Louis. Principals include President Richard C. Brands (10.7%), William C. Davis (5.7%), William W. Davis (10.7%), John J. Parker (13.7%), Edwin Eibach (19.7%), and Hugh H. Limbaugh (11.7%). City priority status: Gr. A-2, No. 229. Granted April 16.

Keene, N. H.—WKNE Corp. (WKNE). Granted Ch. 46 (606-606 mc); ERP 53 kw visual, 5 kw ural; antenna height above average terrain 690 ft., above ground 757 ft. Estimated construction cost $164,652, first year operating cost $100,000, revenue $125,000. Post office address St. John, N. H. Studio location 17 Dunbar St., Keene. Geographic coordinates 41° 01' 00" N. Lat., 72° 21' 39" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohman & Abraham, Washington. Principals include President Joseph W. VanDyk (41.3%), Treasurer George B. Smith (9%), Lyman Stitzer (9%). City priority status: Gr. A-2, No. 246. Granted April 16.

Albany, N. Y.—Hudson Valley Tele- Co. Inc. (WROW-AM-FM). Granted Ch. 24 (525-525 mc); ERP 22 kw visual, 10 kw ural. Antenna height above average terrain 1,160 ft., above ground 1,160 ft. Estimated construction cost $225,400, first year operating cost $229,000, revenue $225,000. Post office address 1 Forestdale Ave., Albany, N. Y. Studio location 24th St. and Broadway, Albany. Transmitter location 1 mile W. of New Scotland, Geographic coordinates 42° 57' 17" N. Lat., 73° 48' 33" W. Long. Transmitter and antenna GE. Legal counsel D. F. Dunbar, Albany. Consulting engineer William H. Ellis, Jr., and Engineers H. W. Benison and A. J. Jones, New York. Principals include President Woodrow L. Limbaugh, Vice President Louis H. Gross (11.5%), Vice President Hyman Abraham (7.5%), Executive Vice President Harry

**it's best to be in the . . .**

**MIDDLE**

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

Page 144 • April 27, 1953

SELL WITH THE BIG PLUS ON WCKY

THE CINCINNATI OUT OF HOME AUDIENCE IS COMPLETELY DOMINATED BY WCKY

BROADCASTING • TELECASTING
A visit to BMI's Convention Exhibit will give evidence that BMI has fulfilled the principles on which it was established, and will show how it has served the entire field of music.

You will see the results accomplished by BMI and its allied organizations—AMP—BMI Canada, Ltd.—and the large family of publishers and composers whose catalogs are licensed for performance through BMI.

We hope this evidence is apparent in the day to day activities of BMI which come to you in many forms:

- The BMI repertoire of pop music and the outstanding succession of BMI song hits.
- The progress and development of BMI's "Teen Age Book Parade" and "Concert Music" projects.
- The friendly relations that BMI has established with performing rights organizations and publishers in countries throughout the world.
- The series of BMI Program Clinics, now in the third year, with a 1953 schedule covering 43 cities in the U. S. and five in Canada.
- The wide variety of BMI programming aids and helpful data supplied to broadcasters almost daily.

BMI's representatives at the Convention will be looking forward to your visit to "Exhibit A."

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
NOW! No other Winston-Salem Radio Station is more powerful than WTOB

5000 WATTS
SUPER COVERAGE IN A SUPER MARKET

WINSTON-SALEM TRADING AREA

WTOB'S NEW 5000 WATT DAYTIME COVERAGE

Call Letters Assigned
KISJ (TV) Pocatello, Idaho—Tribune-Journal Co., vhf Ch. 7.
WMT-V TV Cedar Rapids, Iowa—American Bestg. Stations, vhf Ch. 2.
WCNO-TV New Orleans, La.—Community TV Corp., vhf Ch. 3.
WNON (TV) Northampton, Mass. — Regional TV Corp., vhf Ch. 3.
KMOW-TV Great Falls, Mont.—Montana Farmer Inc., vhf Ch. 3.
KNOX (TV) Minot, N. D.—Rodman TV Co., vhf Ch. 10.
KDFX (TV) Dallas, Tex.—UTD TV Co., vhf Ch. 23.
WMEX-TV Marion, Va.—Mountain Empire Bestg. Corp., vhf Ch. 50.

Applications
North Miami, Fla.—North Dade Video Inc., vhf Ch. 19 (192-156 ft); ERP 316 kw visual, 160.7 kw aural; antenna height above average terrain 300 ft., above ground 582 ft. Estimated construction cost $186,376, first year operating cost $150,000. Post office address North Dade, Fla. (executed by John B. Reynolds). Has dropped competing bid. Granted April 22.

FOR THE RECORD
L. Goldman (114%) and Secretary Hyman Rosenblum (14%) Gov. Bentley Bestg. Co. (WKOKO) dropped competing bid (4-7, April 22) for option on spectrum interest in Division Valley area. City priority status: B-2, No. 141. Granted April 18.

Columbus, Ohio—The Ohio State University (WOSU). Granted noncommercial educational station on uhf Ch. 8 (784-796 mc); ERP 170 kw visual, 58 kw aural; antenna height above average terrain 90 ft., above ground 350 ft. Estimated construction cost $450,000, first year operating cost $125,000, revenue none. Post office address Columbus 16, Ohio. Studio and transmitter NE corner of N. Staff & W. Lane Ave. Geographic coordinates 40° 20' N. Lat., 82° 49' W. Long. Transmitter and antenna RCA. Legal counsel: George L. Cole (92%). Owner: WOSU Broadcasting Corp., 1801 N. High St., Columbus, Ohio. Granted April 8.

Miami, Okla.—Miami TV Co. Granted uhf Ch. 50 (784-796 mc); ERP 675 kw visual, 116 kw aural; antenna height above average terrain 580 ft., above ground 580 ft. Estimated construction cost $510,000, first year operating cost $150,000, revenue $400,000. Post office address Miami, Okla. (executed by President Howard L. Bestg.); Secretary of the Board Carl E. Stebb; virtual license grantee: WOSU; responsible for construction: WOSU Broadcasting Corp., Columbus. Granted April 8.

Wichita Falls, Tex.—Wichita Falls TV Co. Granted uhf Ch. 11 (796-808 mc); ERP 170 kw visual, 58 kw aural; antenna height above average terrain 776 ft., above ground 247 ft. Estimated construction cost $250,000, first year operating cost $85,000, revenue $250,000. Post office address P. O. Box 567, Wichita Falls, Tex. (executed by President Howard L. Bestg.); Secretary: Higby; virtual license grantee: WOSU Broadcasting Corp., Columbus. Granted April 8.

Kingman, Ariz.—Kingman TV Co. Granted Ch. 11 (796-808 mc); ERP 170 kw visual, 58 kw aural; antenna height above average terrain 796 ft., above ground 247 ft. Estimated construction cost $175,000, first year operating cost $49,000, revenue $250,000. Post office address P. O. Box 56, Kingman, Ariz. (executed by President Robert L. Bestg.); Secretary: Higby; virtual license grantee: WOSU Broadcasting Corp., Columbus. Granted April 8.

5000 WATTS
SUPER COVERAGE IN A SUPER MARKET

WINSTON-SALEM TRADING AREA

WTOB'S NEW 5000 WATT DAYTIME COVERAGE

H-R REPRESENTATIVES

COMING SOON - WTOB-TV

Page 146 • April 27, 1953

Coverage Area Population: 483,766
Coverage Area Retail Sales: $350,778,000
THE PEOPLE SPEAK WINS HONORABLE MENTION

In the recently held 17th American Exhibition of Educational Radio and Television Programs at Ohio State University, sponsored by the Institute for Education by Radio-Television, KOAT’s "The People Speak" was awarded honorable mention.

The citation reads, "KOAT is to be congratulated on originating and carrying out an idea basic to America."

HERE'S WHAT OTHER STATIONS SAY:

"Created more comment than any program that's ever been on the air."

"Our answer to TV competition."

"We agree—it's tremendous."

INEXPENSIVE—WORTH SEVERAL TIMES ITS COST

"The People Speak" is a copyrighted public participating radio program on community, state and national affairs. On one station over 6000 people participated in this program in one year. It's a powerful audience pulling program... is easy to handle... low in cost and only one station licensed for each market.

Write for full information NO OBLIGATION

Alvarado Broadcasting Co., 122 S. Tulane, Albuquerque, N.M.
redistribute stock among present stockholders. News Pub. Co. and John H. Reynolds have dropped their competing bid (WKWK TV Corp.) for uhf Ch. 11. Mr. Reynolds is to acquire 40%. From News Publishing if he sells interest in WKWK within year. Consideration $9,647. Filed April 15.

Shreveport, La.—KTHI Inc. Requests amendment of vhf Ch. 3 bid to change ERP from 62 kw visual to 55 kw, consent to RCA transmitter. Filed April 16.

Knoxville, Tenn.—Tennessee TV Co. Requests amendment of application for vhf Ch. 10 to boost ERP from 318 kw visual and 158 kw visual to 316 kw visual and 150 kw visual and change antenna height above average terrain from 106 ft. to 914 ft. Filed April 21.

Applications Dismissed


Wheeling, W. Va.—WKWK TV Corp. Dismissed application for vhf Ch. 7 at request of attorney. Principals acquire option in uncontested bid of Tri-City Besty, Co. (See New TV Stations, Decisions). Dismissed April 16.

Existing TV Stations...

Decisions

KTVF (TV) Ft. Dodge, Iowa—Northwest TV Co. Granted ERP change on uhf Ch. E1 from 23 kw visual and 12 kw aural to 18 kw visual and 9 kw aural. Granted April 14.

KEDD (TV) Wichita—CW Co. Granted approval for studio and transmitter location at 37th and Hillside Sts., Wichita; change geographic coordinates from 37° 47' N. Lat. 97° 17' W. Long to 37° 47' N. Lat. 97° 18' W. Long. Granted April 14.

WAAAM (TV) Baltimore—WAAAM Inc. Granted ERP boost on uhf Ch. 13 to 316 kw visual and 158 kw visual, antenna height above average terrain 1,006 ft. Granted April 22.

WBAL-TV Baltimore—Heurert Corp. Granted ERP increase on Ch. 11 to 318 kw visual and 169 kw visual. Antenna height above average terrain 1,006 ft. Granted April 22.

WKBK-TV Battle Creek, Mich.—Beoch Radio & TV Stations. Granted ERP drop on uhf Ch. 94 from 123 kw visual and 65 kw aural, to 119 kw visual and 62 kw aural. Granted April 12.

WFTV (TV) Duluth, Minn.—Great Plains TV Properties of Minn. Granted ERP change on uhf Ch. 58 from 17 kw visual and 9.5 kw aural to 14.5 kw visual and 7.5 kw visual and change studio location from "to be determined" to 400 S. 2nd St. and Superior St., Duluth. Granted April 12.

WLEV-TV Akron, Ohio—KSL Station, Inc. Granted ERP boost on uhf Ch. 49 from 145 kw visual and 60 kw visual and 91 kw aural. Granted April 14.

WLEV-TV Easton, Pa.—Associated Broadcasters. Uhf Ch. 46 Granted waiver of FCC policy for commercial operation, effective April 12-Sept. 15. Granted April 13.


Applications


WTVM-TV Miami, Fla.—Southern Radio & TV Equip. Co. Seeks modification of CP for vhf Ch. 4 to decrease ERP from 25 kw visual and 15 kw visual to 3 kw visual transmitter to 3 kw visual aural to 2 kw visual and 1 kw visual aural. Granted April 13.

WTVJ -TV Miami, Fla. Granted change of CP for vhf Ch. 4 to decrease ERP from 25 kw visual and 15 kw visual to 3 kw visual. Granted April 13.

KTVN (TV) Hutchinson, Kan.—Hutchinson TV Co. Seeks modification of its CP for vhf Ch. 7 to change ERP from 115 kw visual and 66 kw aural to 216 kw visual and 169 kw visual; change transmitter and studio locations from 5 mi. N. of Hutchinson to 8.3 mi. E. of Hutchinson and to 11th and Plum Sts., Hutchinson, respectively; change geographic coordinates from 48° 59' 05" N. Lat. 97° 57' 22" W. Long. to 38° 23' 00" N. Lat. 97° 46' 36" W. Long.; increase antenna height above average terrain from 504 ft. to 1708 ft., above ground from 754 ft. to 780 ft. Requests approval of transfer of 20% interest of K. T. Anderson, to be divided among several existing and two new minority stockholders that assume K. T. Anderson's obligations under the CP and the corporation $160,000. No other consideration specified. Filed April 3.

WAFB-TV Baton Rouge, La.—Modern Besty, Co. Requests permit to replace CP for uhf Ch. 28. Filed April 22.

KEDD (TV) Wichita, Kan.—CW Co. Requests relocation of transmitter from 2 mi. E. of Colwich, Kan. on U. S. Rt. 96 to 37th St. at Hillside Ave. Wichita; revision of geographic coordinates from 37° 46' 57" N. Lat. 97° 34' 40" W. Long. to 37° 45' 21" N. Lat. 97° 41' 00" W. Long. Granted April 14. Filed March 23.

KGTV (TV) North Adams, Mass.-Graylock Besty Co. Seeks modification of its CP for Ch. 74 to change ERP from 1 kw visual and 6 kw visual and 3 kw aural; relocate transmitter from Mohawk Trail near Southaim, North Adams, to 200 ft. NE of Graylock, 2.8 mi. NE of Adams. Geographic coordinates 43° 35' 56" N. Lat., 73° 14' 45" W. Long. Antenna height above average terrain 1,060 ft., above ground 300 ft. Granted April 13.

WFTV (TV) Jamestown, N. Y.—James Besty Co. Requests modification of its CP for uhf Ch. 58 in order to change ERP from 12 kw visual and 5 kw visual and 4 kw visual transmitter to 1 kw visual and 4 kw visual transmitter (GE) and antenna (GE). Antenna height above average terrain 1,067 ft., above ground 500 ft. Granted April 10.

WTVJ -TV Miami, Fla.—James Besty Co. Requests modification of its CP for uhf Ch. 4 to increase ERP from 8 kw visual and 4 kw aural to 65 kw visual and 17 kw aural; change studio and transmitter locations to 2.3 mi. WS of Jamestown from 110 W. 3d St. Jamestown, and to 800 Hill Rd., 2.3 mi. E. of Jamestown, respectively. Geographic coordinates 42° 00' 00" N. Lat. 90° 17' 22" W. Long. Antenna height above average terrain 306 ft., above ground 541 ft. Granted April 10.

WGRB (TV) Schenectady, N. Y.—General Electric Co. Requests modification of CP for vhf Ch. 4 to change ERP from 8 kw visual and 4 kw visual and 4 kw aural to 5 kw visual and 2 kw visual and 1 kw visual. Granted April 10.

WUTV (TV) Youngstown, Ohio—Albert Polan et al., owners in Johnstown, Pa. Requests modification of CP for uhf Ch. 21 to boost ERP from 2 kw visual and 1 kw visual and 4 kw aural and transmitter location from "to be determined" to 2,100 ft. NE of Grand Vue Ave at Allys St. Pittsburgh, respectively, to 700 Ivy Ave, Pittsburgh. Geographic coordinates changed from 40° 00' 10" N. Lat. and 80° 2' 40" W. Long. to 40° 29' 37" N. Lat. and 80° 06' 16" W. Long. Antenna height above 1000 ft., above ground 500 ft.

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average terrain 588 ft., above ground 552 ft. Filed April 14.

WTVP (TV) Pittsburgh, Pa.—Golden Triangle TV Corp. Seeks modification of CP for vhf Ch. 47 to locate studio and transmitter at Snioloh St., bounded by Grandview and Wyoming Aves. and Riverside St. Geographic coordinates 40° 19' 32'' N. Lat., 80° 38' 28'' W. Long. Filed April 6.

WDCS-TV Columbia, S. C.—Radio Columbia. Seeks modification of CP for vhf Ch. 12 to change ERP from 74 kw visual and 42 kw audio to 78.4 kw visual and 28.2 kw audio. Filed April 10.

WNMC (TV) Memphis, Tenn.—Memphis Pub. Co. Requests amendment to change ERP on vhf Ch. 3 from 51.6 kw visual and 25.8 kw audio to 76.03 kw visual and 31.17 kw audio and correct geographic coordinates to 35° 18' 12'' N. Lat., 90° 52' 12'' W. Long. Filed April 9.

KCRN-TV Temple, Tex.—Bell Pub. Co. Seeks modification of CP for vhf Ch. 6 to boost ERP from 13 kw visual and 6.8 kw audio to 100 kw visual and 32 kw audio; change transmitter and antenna to relocate from N. lat. and Temple city limits to 1 mi. S. on Hwy 81, Eddy, Tex. Geographic coordinates 31° 17' 06'' N. Lat., 97° 45' 34'' W. Long. Antenna height above average terrain 810 ft. Filed April 22.

KCMC-TV Texarkana, Tex.—KCMC Inc. Requests modification of CP for vhf Ch. 16 to increase ERP from 18.5 kw visual and 9.4 kw audio to 28.2 kw visual and 19.2 kw audio and make equipment changes. Filed April 14.

KVOS-TV Bellingham, Wash.—KVOS Inc. Seeks modification of CP for vhf Ch. 12 to increase ERP from 18.4 kw visual and 8 kw audio to 21.5 kw visual and 14.9 kw visual and change antenna system. Filed April 8.

WTAC-TV Flint, Mich.—Trendle—Campbell Restic Corp. Seeks modification of CP for vhf Ch. 12 to increase ERP from 59 kw visual and 20.5 kw audio to 12.77 kw visual and 6.58 kw audio; change transmitter and studio location from 1234 S. Washington Rd. to Burt Blvd., Flint; correct geographic coordinates from 42° 09' 49'' N. Lat., 83° 40' 36'' W. Long. to 42° 09' 40'' N. Lat., 83° 30' 54'' W. Long.; make equipment changes. Filed April 14.

WNOW-TV York, Pa.—H. J. Williams et al. d/b as Helm Coal Co. Requests ERP change on uhf Ch. 34 to 65 kw visual and 64 kw audio to 83 kw visual and 50.2 kw audio; change studio location from S. Duke St. to 2.9 mi. NE of York city limits; revise geographic coordinates to 39° 29' 59.7'' N. Lat., 76° 41' 32.3'' W. Long.; increase antenna height above average terrain to 660 ft. and make equipment changes. Filed April 21.

New AM Stations . . . Decisions

Tucson, Ariz.—Tucson Radio Inc. Granted new AM station. 1250 kc, 250 w unlimited. Estimated construction cost $17,000, first year operating cost $5,000, first year revenues $50,000. Officers: President Peter Trowbridge (50%); radio engineer: Vice President De Witt Wray (50%); former motel owner. PO address: 2816 E. Ninth St., Tucson. Granted April 15.

Bryan, Tex.—Robert Misehenberger Jr. as Delray Bests. Granted 1620 kc, 500 w daytime. Estimated construction cost $14,000; first year operating cost $7,500; first year revenues $35,000. PO address: 2000 James St., Durham, N. C. Mr. Mischenberger is commercial manager of WNCA, Goldsboro, N. C. Granted April 22.


Evanston, Wyo.—Advertising Enterprises Ltd. Granted 1440 kc, 250 w fulltime, antenna 200 ft. Estimated construction cost $11,000 first year operating cost $25,000, revenue $41,000. Equal (50%) partners include Melvin E. Whitmore and Edwin A. Parker, owners of Bullie Fox Co., Powell, Wyo. Post office address: c/o General Delivery, Evanston, Wyo. Granted April 18.

Call Letters Assigned

WLTS Tallasee, Ala.—Tallasee Bestc. Co., 1300 kc 1 kw daytime.

WNOP Ocala, Fla.—Andrew Letson, 900 kc, 500 w daytime.


KDAV Lubbock, Tex.—Prosperity Land Bestc. Co., 580 kc, 500 w daytime.

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SHURE BROTHERS, INC.

Former Governor Stevenson of Illinois, pictured as he addressed Detroit audience on Labor Day, during the 1952 presidential campaign.

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Applications


Laurel, Miss.—New Laurel Radio Station, $90,000, 250 kw. 250 w daytime. Estimated construction cost $18,750; first year operating cost $25,000; first year revenues $30,000. Principals are President Harold Maltz (21.2%), 5% owner of First Bros. brokers; Secretary-Treasurer D. A. Maltz (21.2%), 25% owner of First Bros. and half owner of WHSY Hattiesburg; Vice President and Treasurer Oscar Allen, clothier, and General Finance Corp. P.O. address: 1200 Willow St., Concordia. Filed April 21.

Amaro, N.—Charles Boren Jr., 1580 kc., 5 kw. 150,000 Spanish listeners, 150,000 Negroes. First year operating cost $14,000; first year revenue $30,000. Mr. Boren is theatre owner. P.O. address: Verona, Miss. Filed April 21.

Applications Amended

Wavelry, Ohio—Alice Hively. AM application modified to specify applicant as Alice Hively, Donald Kline Cooper (26) of Warren Co., Ohio. Mrs. Hively holds notes of $15,000 each for 4 1/2 interests of the other parties. Filed April 13.

Southbridge, Mass.—James W. and Hope N. Mills. Amend application to increase coverage to 970 kc. to 7,000 w. Filed April 17.

Winter Park, Fla.—Orange County Bstt. Seeks modification of application for 1280 kc., 1 kw. daytime to specify 1270 kc. Filed April 17.

Columbus, Miss.—J. W. Farr. Amends bid for new AM station on 1500 kc., 1 kw daytime. To request 1500 kw. Filed April 22.

Application Dismissed

Gulfport, Miss.—Joe Van Sandt. Dismissed application for AM station on 1540 kc. 1 kw daytime. Dismissed April 22.

Existing AM Stations

Call Letters Assigned


Application Amended

WATH Athens, Ohio—H. Kevan and J. D. Snow. Request power increase from 1 kw to 5 kw, operating day and evening. Filed April 16.

Application Dismissed

WITA San Juan, Puerto Rico—Electronic Enterprises. Dismissed application for AM station to change frequency from 1400 kc to 1140 kc; increase power from 2 kw to unlimited to 500 kw and 1 kw day; and other changes. Dismissed April 22.

New FM Stations

Decision

Los Angeles, Calif.—A. A. Crawford. Granted Class B C, 254 (86.7 mc); ERP 50 kw. Estimated construction cost $30,000; first year operating cost $20,000. Mr. Crawford will install complete electronics equipment. P.O. address: 468 N. Rodeo Dr., Beverly Hills. Granted April 22.

Call Letters Assigned

WKEF-FM Griffin, Ga.—Radio Station WKEF, Ch. 271 (101.2 mc), ERP 1.75 kw.

WBLR (FM) Chicago Skyway Bstt. Co., formerly assigned WILM (FM), Ch. 274 (104.3 mc), ERP 30 kw.

WNOS-FM High Point, N. C.—North State Bstt. Co., formerly assigned WNOS (FM), Ch. 282 (100.3 mc), ERP 3.5 kw.

Application

Lenoir, Tenn.—Arthur Wilkerson tv/s Arthur Wilkerson Lumbee Co. (WLL), Ch. 263 (89.5 mc), ERP 9 kw. Estimated construction cost $6,600; first year operating cost $4,000; first year revenues $500. P.O. address: Lenoir. Filed April 17.

Ownership Changes

KTNX-TV San Angelo, Tex.—Armistead D. Rust and R. P. Bloodworth, co-partners in Westex TV Co., have purchased the CP for Ch. 8 (BPCT-1601) to Westex TV Co., a corporation of which Rust is President and Bloodworth (98%), and Secretary-Treasurer Sarah J. Rust (98%). Granted April 16.

Applications

KQNO Pismo, Calf.—Robert Schuler, Lester Chesnutt and Bert Williamson d/b/a Radio KYNO. Request involuntary assignment of lease to same partnership, Robert Schuler, deceased, by Amelia Schuler, executrix of his estate. Filed April 22.

WSB-AM-FM-TV Atlanta, Ga.—Seeks relinquishment of control (37.7 to 41.2%) by James M. Cox Jr., trustee of certain voting stock for mother and two sisters, as result of conversion of preferred stock owned by other stockholders to common and issuance of new stock. No consideration. Corporate reorganization is in accordance with 1966 merger agreement of Atlanta Journal and Constitution. Filed April 3

WHOM-TV Rome, Ga.—Dean Covington, Edward McKay and Colina Radio Valley Radio Co. Requests assignment of CP to WHOM TV Inc., near corporation, and transfer of 1/4 interest from Dean Covington to estate of Lionel Covington, deceased, Dean Covington, executor. Filed April 20.

KONA (TV) Honolulu, Hawaii—Radio Honolulu. Now of air, station requests transfer of control through sale of 85% interest of Herbert M. Richards to KPOA and KUHI. Consideration $60,488, plus assumption of liability. Consideration consists of stock owned by other stockholders at 80% of par. KPOA to be disposed of after TV grant 163-13. March 10. KONA current assets $5,500; current liabilities $6500. Station will be operated from Ch. 11 to Ch. 4, recently filed for by American Bstt. Stations, Inc., wth C. P. 2. In Cedar Rapids, Iowa, where it owns WMT. KPOA and KGRU drop bids for Ch. 4. Filed April 1.

WEMF, Ill.—Bibb TV. Seeks to change stockholders to effect merger. WITX Inc., formerly 38%, now 36%; TAX Inc., 31%; Illinois Bstt. Co. (WOSO Decatur, Ill.) from 27.5 to 37.5% and Lincoln Bstt. Co. (WMAY), a new stockholder. 30%. Consideration: 1% equal $4,000. Lincoln was 90% stockholder in WMAY-TV, which dropped competing bid for Ch. 5. Filed April 6.

KCHA, Iowa—Inland Bstt. Corp. Requests voluntary transfer of control of license to corporation to Radio Inc. Involves transfer of stock (100%) from five principals for consideration of $40,000. Charles E. Ells, president and 89.8% owner of Radio Inc., is manager of agricultural properties. Filed April 17.

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FOR THE RECORD

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Time WDIA B C D E F G H

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MEMPHIS WDIA TENN.

John E. Pearson Co., Representative Dora-Clayton Agency, Southeast

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not directly related to public safety. That portion
of proposal in Docket 8090 which looked toward
providing for assignment of certain microwave
frequencies in this service has been deleted.
Insasmuch as provision has been made in Subpart
M, industrial radiolocation service, for purpose
of making microwave frequencies available for
speed meter devices, amendments are effective
June 8. Decision April 22.

Opinions and Orders

FM Applications—FCC announced proposed rule-
making to delete pending FM Class B Ch. 279
from Rochester, N, N, and add name to Wtaca
in order to facilitate construction of pending
application at Wtaca for new Class B station.
Comments may be filed on or before May 25.
Proposed April 22.

WILLIAM J. B. BUTTS

Opinions and Orders

WILLIAM J. B. BUTTS

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FOR THE RECORD

comments advising that petition of Gerty, asking removal from hearing and grant, should be denied since WRMF (formerly WCLC) filings are entitled to hearing. The Interference Committee, therefore, find the Gerty petition was unreasonably and allegedly interesse would be minor.

April 16

Portsmouth, Ohio. New TV, vhf Ch. 20. Woodruff Inc. (Edward Lamb) (Docket 10259; PCFT-703) and Brush-Moore Newspapers Inc. (WMPX) (Docket 10259; PCFT-703). Woodruff asks Commission to retain its application in hearing status requesting that examiner issue initial decision granting same or that FCC remove from hearing and concurrently grant. Bid of Brush-Moore was dismissed April 4, but disposition of Woodruff bid was referred to Commission.

KVOL, Lakeside, Idaho. Application of permit to change daytime power from 1 kw to 5 kw, operating on 10256 kc at night, directional night (Docket 9139; BMP-3966)—KKZYX Houston and KOLC Port Arthur, Tex. jointly ask extension of time to May 6 to file opposition to KVOL petition for reconsideration and grant without hearing.

Duluth, Minn.—Superior, Wis. New TV, vhf Ch. 4, Riden Inc. (WDSM Superior) (Docket 10258; PCFT-752) and Lakeside Telecasters Inc. (WXEX Duluth) (Docket 10259; BCP-831)—Chief of FCC Broadcast Bureau recommends dismissal of petition by Head of the Lakes, Inc. (WREC Duluth) (Docket 10259) requesting amendment from vhf Ch. 4 to Ch. 5 and admission to Docket 10258, if said committee, if Lakeside should dismiss in merger plan with Riden group. KLCN Blytheville, Ark. Change from 1 kw on 10256 kc to 3 kw at 5011 kc, directional night (Docket 9241; BMP-3966)—Chief of FCC Broadcast Bureau indicates petition is for reinstatement of grant to change assignment “will support a reversal of the Commission’s action of Nov. 26, 1952, rescinding the KLCN grant and designating the KLCN application as for amendment of hearing.” He notes WMMC Metropolitan, Ill., has agreed to minor interference involved.

Porterville, Calif. Amended of TV allocation plan (Docket 10434; PCFT-891) on vhf Ch. 4. Riden Inc. (WDSM) proposal of Sec. 3.436 of rules to add vhf Ch. 55 there, pointing out vhf Ch. 55 is 16 miles away from any present allocation.

Sacramento, Calif. New TV, vhf Ch. 10, McClatchy Bstg. Co. (KFBK) (Docket 9123; PCFT- 756) and Sacramento Telecasters Inc. (Docket 10258; PCFT-396)—McClatchy suggests its plan to take depositions for rebuttal evidence and opposes motion, is asking Chief of FCC to order that depositions not be taken.

Muskogee, Okla. New TV, vhf Ch. 35. Veritas Radio & TV Inc. (grantee) (Docket 10442; PCFT-982).—Veritas Radio & TV Inc. offers to submit a timely and full program of a station to be operated by Music Bstg. Co. (WGRD Grand Rapids) which asks FCC to strike all occurrences that specifically reserved unto grantees the right to question Music’s standing as a party in interest.

Sacramento, Calif. New TV, vhf Ch. 10. McClatchy Bstg. Co. (KFBK) (Docket 9123; PCFT-756) and Sacramento Telecasters Inc. (Docket 10258; PCFT-396).—McClatchy supports its plan to take depositions for rebuttal evidence and opposes motion, is asking Chief of FCC to order that depositions not be taken.

Muskegon, Mich. New TV, vhf Ch. 55. Veritas Radio & TV Inc. (grantee) (Docket 10442; PCFT-982).—Veritas Radio & TV Inc. offers to submit a timely and full program of a station to be operated by Music Bstg. Co. (WGRD Grand Rapids) which asks FCC to strike all occurrences that specifically reserved unto grantees the right to question Music’s standing as a party in interest.

Daneville, Ill. Vermillion Bstg. Co. Final decision to grant new AM station, 900 kc, 1 kw, unlimited (Docket 9438; BP-7114)—Grantee files opposition to petition of WCFL Chicago requesting reconsideration of grant.

Tampa-St. Petersburg, Fla. New TV, vhf Ch. 2, Louis Warner (KREM) (Docket 10425; PCFT-803) and TV-Spokane Inc. (Dock. 10476; BPCT-1097)—Warner opposes motion of TV Spokane to add issue on comparison of engineering proposals. On April 4, TV Spokane filed petition to delete clause concerning comparison of engineering proposals.

MEMBER CO-OP.

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Broadcasting • Telecasting  
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Help Wanted


Immediate opening in southern indiana for an announcer, copyboy, and woman who can write copy and handle traffic. Rush complete resume and salary requirements with disc or tape and copy immediately. Box 458W, B.T.

Managerial

Sales manager to grow with growing 5000 watt upper midwest music-sports station. If you're interested in a career in sales management or if you want a better job potential, let's get together. Box 446W, B.T.

Immediate opening for commercial manager of new, fast-growing independent in upper midwest market. Must do sales himself and have had previous experience as general or commercial manager. No other need apply. Write now, include salary requirements. Box 465W, B.T.

General manager for AM-FM radio station. Must have successful management background. Excellent opportunity in good market—520 watts. Include full details including salary requirement and picture with application. Box 498W, B.T.

If you are in radio management and seeking an excellent management position on meaningful station, send full details including salary requirements and picture with application. Box 498W, B.T.

Immediate opening for experienced saleswoman as co-manager. Liberal draw against commissions. Contact Manager, WAFF, McComb, Mississippi.

Salesmen

Salesman—announcer, Florida. Mostly selling but good opportunity in sales. Salary plus commission. Box 110W, B.T.

Salesman. $70. salary plus 15% commission, all bills paid. Net affiliate, upper midwest. Box 321W, B.T.

Excellent opportunity for medium market salesman in upper midwest market. Good pay. Good location and promotion—third in state. Looking for top caliber man. Along with above commission for good man. If you’re looking for continuous growth, and a good market, this is it. Box 352W, B.T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina’s best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B.T.

Salesman experienced and on the way up wanted for 1050 watt independent in Pennsylvania. Block of accounts to new owner guaranteed. Box 320W, B.T.

Salesman with some knowledge of copying or writing. Prefer all-round man. No Bouters. No high pressure. Excellent opportunity for man with good potential. Must have automobile. Box 462W, B.T.

Wanted—Experienced livewire salesman, must be a producer with no bad habits. No proposition for right man. Write full details to John Greene, Manager, WCKT, Kings Mountain, N. C.

Annonciers


Annoncer-disc Jockey with proven successful DJ record. Good pay. Good opportunity. $80.00 start with regularly scheduled increases to $1000.00 weekly. Station located large central south market. MV future. Send audition, photo and complete background. Confidential. Box 306W, B.T.

Help Wanted—(Cont'd.)

Minnesota network station wants sports and staff announcer. Good salary. Box 396W, B.T.

Staff announcer for network station in midwestern market of 150,000. Must be experienced, versatile, extra-good on commercials, news. Salary open. Good working and living conditions in this progressive community. Send photo, bio, resume, complete background, disc if possible. Box 489W, B.T.

Announcer—engineer immediately, Indiana. Good pay. No floaters. Box 432W, B.T.

Announcer, $60 start, 40 hours, Net affiliate, southern Midwest. Send tape and background. Box 465W, B.T.

Announcer—immediate opening. Accent on news and sports or programming. KSVF, Susannie, California.

Desire experienced announcer who can handle general shifts. KFRD, Longview, Texas.

Will pay $275 per month to start for experienced announcer. Jim Wilson, KTMQ, Mclester, Oklahoma.

Your earnings are unlimited if you know farming and who can sell. Person must be able to interview farm and do some selling. Prefer settled, married man. Send tape or disc, photo and resume in first letter. Bud Pents, General Manager, KWBE, Beatrice, Nebraska.

Wanted early morning man for CBS affiliate, State Network. Must have proven ability to write. Salary $70 weekly plus bonus and paid insurance and vacation. Box 487W, WDBC, Anderson, S. C.

Wanted: Combination Radio, WCMD, Winchester, Pennsylvania.

Announcer with experience. Heavy news, disc, ad-list schedule. Must be good. Sixty to start. Auditions, photo, references. Box 396W, N. Y.

One staff announcer with sports ability needed immediately. Opportunity to sell. Good salary. 1000 watt, time CBS AM-FM affiliate. WFMQ, Fredrick, Md.

Combination announcer-engineer wanted for 1 kw independent station. Send disc or tape and picture to WCOP, York Valley, Georgia.

Experienced DJ-announcer. Sales experience helpful. Station expects TV operations to start in fall. WIDR, Jackson, Michigan.

Announcer, Salary open, more for first ticket. WKEI, Kewanee, Illinois.

Virginia network station needs announcer. Working conditions good. Good pay. Attention to Radio Station WJMP, Pascaguala, Mississippi.

Wanted—Combino man for daytime radio station. Pleasant working conditions, limited experience acceptable. Attention to Radio Station WREM, Sulphur, La.


Experienced announcer. Must be versatile. $70.00 up. Interview necessary. WYWC, Somerset, Pa.

Help Wanted—(Cont'd.)

Experienced announcer who can write copy. Must be stable, sober and congenial. WWPP, Palatka, Florida.

Technical

1st class engineer with car for Ohio 1 kw. Box 428W, B.T.

Wanted, first class transmitter operator. Permanent position. $80 for 40 hours. Time and one week's notice required. Box 428W, B.T.

Wanted: Engineer for Florida 1000 watt directional. FM affiliate. Some experience required. Apply by letter only. Box 428W, B.T.

Experienced engineer for CBS affiliate. Personal interview only. Starting salary $70 weekly plus bonuses and paid insurance and vacation. Box 432W, B.T.

Got a first class ticket? New York State indie with TV future has immediate opening. See details in your box. Box 432W, B.T.

Operating engineer without experience wanted. He must be alert-minded, cooperative and have 1st class license and good opportunity. WFM, Madison, New York.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

WUSJ, Lookport, N. Y., has an immediate opening for $55 start, no announcing. Contact Jack Geizer, manager.

Production, Programming, Others

Young, experienced husband-wife team. Man for 6-AM, 12 noon announcing shift, woman for 9-12 a.m. and 6-9 p.m. Opportunity at $60 Mutual in East North Carolina. Send salary requirements, full data. Box 344W, B.T.

PD for rural Penman, must be versatile. Must be able to write copy both at radio and TV. Must be highly creative. Write for full particulars. Box 487W, B.T.

Copywriter—Excellent opportunity with rapidly expanding advertising agency for good writer. Must be able to write copy both at radio and TV. Must be highly creative. Write for full particulars. Box 463W, B.T.

WANTED—Experienced continuity writer. 1,000 watt NBC affiliate has immediate opening for writer. Must have good ability. Write for full particulars. Send sample copy and photo to WWDF, Flint, Michigan.

Continuity writer needed immediately by well established station located in alert, forward-looking city. Salary open. Mail experience, references and copies to Manager, WFIN, Findlay, Ohio.

Radio news reporter wanted to cover 00,000 dollar newsworthy situation. WCRS, Box 260, Waukegan, Ill.

Television

Technical


Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Must have experience. Contact Lloyd Amo, Engineer in Charge, KJFS-TV, Minot, North Dakota.

Production, Programming, Others

Sales promotions manager for a large Midwestern station. Salary and benefits good. References, history, photo. Box 301W, B.T.

Continuity chief for television station in southwest. References, history, photo. Box 315W, B.T.
**Monday**

**Managerial**

1. **Station owners**—Consider this manager's qualifications before you employ; 13 experience-packed years. Fine references. Box 465W, B.T.

2. **Broad experience** is often the missing element in the job candidate's qualifications. If you're going to bus a news operation, it's wise to offer consultation services to a limited number of stations. A skillful, experienced person can contribute a lot to the success of a station. The value of the knowledge based on their twenty years of hands-on experience and professional study of all phases of broadcasting is recognized by the successful stations that have owned me since 1936. This knowledge can be put to work for you. On a consultative basis, I can offer a fraction of your probable earnings. I'm available for salary or commission. Box 504W, B.T.

3. **Summer announcing. Available June through August. Includes play-by-play football, baseball, basketball, and TV coverage.** Box 507W, B.T.

4. **Announcer, draft exempt. Experience slight. Strong play-by-play, news, DJ control board. Will work part-time.** Box 508W, B.T.

5. **Manager in search of the right job with a challenge. This mature man is mature by heavy experience in the advertising and entertainment fields.** Box 511W, B.T.

6. **Manager**—Familiar with both advertising and entertainment. Will sign contracts on video. Box 514W, B.T.

7. **Manager** with knowledge, over 20 years experience. Strong on sales, some TV experience. Best of reference. Box 475W, B.T.

8. **Manager**—With more than twenty years experience in sales and management. Box 478W, B.T.


10. **Announcer, pianist, novelty DJ, 2 years experience. Top television material. Married, congenial, reliable, excellent references.** Box 413W, B.T.

11. **Summer position sought by announcer-newscaster. Commercial and newspaper experience.** Box 414W, B.T.

12. **Lazily, for nothing announcer, complete failure. Double trouble, building a successful radio station.** Box 415W, B.T.

13. **Announcer-engineer with first phone. Experienced in record shows (request and ad-lib) news and play-by-play baseball.** Box 416W, B.T.

14. **Combination man—41 years experience. Married. Top 18 years west, 6 years northeast.** Box 463W, B.T.

15. **Chief engineer, twenty years experience, even as chief.** Box 464W, B.T.

16. **Transmitter engineer. Experienced.** Box 465W, B.T.

17. **Chief engineer—announcer—announcer—announcer—announcer—announcer.** Box 466W, B.T.

18. **Radio voice-actor. Check resumes.** Box 467W, B.T.


20. **Experienced sportscaster. Three years southern college all media sports. Prefer Philadelphia area but willing to travel south or west.** Box 482W, B.T.


22. **Desire change. What have you? Presently PD 12 years experience.** Box 365W, B.T.

**Miscellaneous**

23. **Miserian with 5 years experience; might re-sell station PD and DJ job, if you pay above $50 weekly.** Box 477W, B.T.


26. **Your gal Friday—writes, does air shows, DJ, radio programs. Also, photo request. Box 505W, B.T.

**Television**

27. **Engineer. Experienced all phases. Works connection with a TV station.** Box 434W, B.T.

28. **Experienced photographer desired locating with TV station. College grad, completed master's degree. Box 435W, B.T.

29. **18 years experience in the 16mm film field, entertainment and TV. Also experienced projectors.** Box 436W, B.T.

30. **Manager in search of the right job with new TV station as firm director or program director. Can do installation of equipment.** Box 437W, B.T.

31. **Combos, 3 years experience, 2 years chief, AM camera, 1 years AM controls. Looking for station going TV, California or upper midwest. State salary and conditions.** Box 471W, B.T.

32. **Chief engineer or studio supervisor for TV station. 15 years in all phases of broadcasting and 2 years experience in television. Presently number two engineer with maintenance responsibility, TV station. Western states preferred. Box 489W, B.T.

33. **Ohio network affiliate has given me experience, camera, video, board, lighting floor manager, some directing.** Box 497W, B.T.

34. **Production, Programming, Others**


37. **Television production man, radio and theatre background. Before a pro. Full time, every day, 365 days. Complete resume. Programming, supervising, director, film editor.** Box 461W, B.T.

38. **TV operation supervisor—Familiar with both producing and engineering. Experienced.** Box 462W, B.T.


40. **Announcer, program director, solid commercial radio experience completing TV studio, camera, board, equipment problems. Capable of training studio crew and program directing. Four years television experience—New York City. Hold first class ticket and New York State teacher's license. Minimum salary $150 per week. Box 464W, B.T.

41. **TV production crew—2 vets—experience radio—cameras—films, see to do all production chores and grow with new all TV station. Available May. Box 478W, B.T.

**For Sale**

42. **Stations**

43. **Southern California 250 watt station in community of 12,000, Collins equipment. Box 262W, B.T.

44. **Stations west of the Mississippi. All prices. Jack L. Stoll & Associates, 4058 Melrose Ave., Los Angeles 20, Calif.**
For Sale—(Cont’d.)

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna, TV-501A. Gain 6, tuned to 106.1 Mc. Will support 8-day TV antennas. Approximately 500 ft., 14" inches rigid transmission line and assorted group elbows, gas stops, etc. Box 356W, B-T.

Attention new TV CP holders! We have 3 surplus RCA TK30A camera chains for sale at reasonable price. These chains are approximately 4 years old, in top condition. Work like new. Write Box 496W, B-T.

Best offer takes new Minimite with all accessories. Box 472W, B-T.

For sale, one RCA-BTP-3B, 3 kw, FM transmitter. Also, one W.E. 358-B1, 10 kw FM transmitter and one G.E. 10-6A, type 9050 frequency and modulation monitor. All in excellent condition with top performance record, Make offer. Write wire phone Art Rekart, Chief Engineer, KOKK, Inc., 15th and Delmar, St. Louis 1, Missouri. (Chesnut 6600).

RCA Channel 13 Diaplexer, complete set Channel 12 crystals and oven for RCA T76A transmitter. Western Electric 253B audio console. WHIO-TV, Dayton, Ohio.


RCA 250G, 250 watt transmitter. WJMC, Rice Lake, Wis.

Lapel buttons, car plates, microphone plates, ban- ners, ties, programs, key chains, log, station logo, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

New #38 bare copper wire for ground systems. Tower Construction Co., Box 108, Sioux City, Iowa. Phone 5-4761.

Wanted to Buy

Equipment, etc.

One or two used field camera chains with sync generators regardless of age, make, condition. Give details. Box 352W, B-T.


Wanted—FM ring antenna—Collins 3TM, whole or sections. Advise details. Call collect T.Throwbridge 6-2800, Mr. Frank Lyman, Jr., Cambridge, Mass.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Hilley, Western Electric, RCA holders, etc., fast service. Also monitor and frequency measuring service. Eldon Electronic Co. Temple, Texas, phone 3-8001.


Help Wanted—Announcers

WANTED: TOP DJ PERSONALITY

Exceptional opportunity for outstanding air personality. Right man will have unlimited earning potential. Must build extended moving show on Northern market's most popular independent. Send full particulars, photo and tape to KGMS, Hotel Sacramento, Sacramento, Calif.

RADIO-TELEVISION

PUBLIC RELATIONS

PERSONALITY

We are looking for a personable blonde young woman with radio-television experience and background for one of the east's outstanding companies. Must be able to conduct radio and TV shows weekly. Must be able to make personal appearances and talk to women's clubs and sales meetings. Substantial salary will be paid to the right career woman. Send complete facts about your experience and why you think you can fill this position. No application considered without accompanying recent photograph. Send all particulars to Box 435W, B-T.

Help Desired—Announcers

VERSATILE ANNOUNCER


EXECUTIVE

for national television enterprise interested in making a change. Sixteen years experience management, sales and engineering. R.C.A. etc. Send organization a factor. Box 499W, B-T.

FOR SALE

TV ANTENNA

RCA TF3A Channels 4, 5 & 6

FM TV TRIPLEXER

FM 96.1 mc TV Ch. 5

KSD-TV

1111 Olive St.
St. Louis 1, Mo.

FOR SALE—(Cont’d.)

Applications accepted. Write Box 459W, B-T.

FOR SALE—(Cont’d.)

FM 96.1 mc TV Ch. 5

KSD-TV

1111 Olive St.
St. Louis 1, Mo.

EXECUTIVE

FOR SALE

TV ANTENNA

RCA TF3A Channels 4, 5 & 6

FM TV TRIPLEXER

FM 96.1 mc TV Ch. 5

KSD-TV

1111 Olive St.
St. Louis 1, Mo.

FOR SALE—(Cont’d.)

Applications accepted. Write Box 459W, B-T.

FOR SALE—(Cont’d.)

Applications accepted. Write Box 459W, B-T.

FOR SALE—(Cont’d.)

Applications accepted. Write Box 459W, B-T.
WANT A GOOD EXECUTIVE? Competent, reliable General, Com- mercial Manager, Chief Engineer, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. DATES are critical.

HOWARD S. FRISKE TV & Radio Consultant 708 Bond Blvd., Washington 5, D.C.

TV STUDIO PERSONNEL Summer replacements available immediately. Two or more weeks required for your training. All men experienced with RCA equipment. Applicants must be of good character and have at least 1000 work hours already employed by TV stations. Write or phone your qualifications. Wire or phone your personal notes. Necessary.

TELEVISION WORKSHOP of N. Y. 1780 Broadway, N. Y. 19 Plaza 7-3721

FOR THE RECORD

10:40 and Anthony Wayne Bestg. (Docket 10435); BPRC-1406.—Anthony Wayne Bestg., yours for further enlargement of issues to add issue to be determined, filed 10:40. Portland Fort Wayne would have improper radiation effect upon its MAB station, WAVE. Sacramento, Calif.—New TV, ch. 30; WCAC Bestg. (CWCAC Burlington) (BPRC-1227) and Colosseum Television (BPRC-1357)—WCAC petitions for early hearing; notice that applicants do not object to the filing of the petition in their TV service area since vhf is needed to cover large part of the state to make TV economically feasible.

Hearing Calendar...

Hearings in Progress

Tampa-St. Petersburg, Fla.—New TV, ch. 13. Further hearing. Examiner Russel F. Cooper, Contestants: Thomas S. McCord, KAKE Bestg. (Docket 10360) and Tampa TV Co. (Docket 10365) and Tampa TV Co. 3rd owner by Walter Tison, operator of WTVT (Docket 10370).

Sacramento, Calif.—New TV, chf. 40. Examiner Thomas D. Donohue, Contestsnt: Ashley L. Robinson and Frances H. Hurst, d/b/a Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10346).


Chattanooga, Tenn.—New TV, ch. 3. Contestsnt: Southern TV Inc. (Docket 10393) of MCTV, Inc. and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

Spokane, Wash.—New TV, ch. 2. Hearing to begin. Examiner Edwin Butts, Contestants: Louis Wamer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10435).


WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on standard frequency, operating in Penn. (Docket 10088). Parties respond: WSBM Baltimore and WGBM Inc. (Docket 10089).

Canton, Ohio—New TV, ch. 29. Hearing to begin. Examiner Greville M. Jeter, Contestants: Brush-Moore Newspapers Inc. (WBIC) (Docket 10411) and WKBK (Docket 10423). Additional uhf channel to be sought after June 2.

Duluth, Minn.—Superior, Wis.—New TV, ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Duluth Community Inc. (Docket 10981) and Lakeside Telecasters Inc. (Docket 10376). Hearing to be wire on Channel 2. May begin to proceed on lakeside seeks dismissal (B-T, March 30). Of the Lakes Best Co. Duluth Ch. 3 applicant seeks amendment to ch. 6.

Lancaster, Pa.—New TV, ch. 8. Examiner D. R. Rose, Contestants: WVLW TV (now on 8, conditionally) (Docket 10066) and Peoples Bestg. Co. (WLAN) (Docket 10065).


Sacramento, Calif.—New TV, ch. 36. Examiner Thomas D. Donohue, Contestants: John Poole Bestg. Co. (Docket 10342) and Jack O. Cross (Docket 10340). Hearing to withdraw if FCC simultaneously issues grant of any of the petitions.

Wichita, Kan.—New TV, ch. 3. Further hearing. Examiner Edwin Butts, Contestants: Radio KFH Co. (KFPH) (Docket 10250), Taylor Radio & TV Corp. (KANS) (Docket 10250) and Wichita Newspapers Inc. (Docket 10250).

Television—Allocation for sharing of exclusive operation. See before Commission en banc. (Docket 9562).

Ponca City, Mich.—New AM station, 1460 kc. 500 w unlimited nighttime (Docket 8988; 8851). Applicant has petitioned for grant without hearing.

Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1320 kc full time, directional night 1800-0600, semi-directive night 0600-1800. Petitioner has petitioned for grant without hearing.

Salinas-Monterey, Calif.—Sec. 306(c) protest hearing on share-time grants on ch. 8 to Salinas Bestg. Corp. (Docket 10445) and Monterey Radio-TV Co. (KBMY Monterey) (Docket 10446). Contestant is KICU (TV) there.

Durham, N. C.—Sec. 306(c) protest hearing on grant of ch. 46 to T. B. Allen & Son (Docket 10451). Protestant is WSSB there.

NARBA Notifications

FCC has issued the following changes, proposed assignments of foreign broadcast stations following notification of its intent to grant permits to the North American Regional Broadcasting Agreement. Listing includes calls, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 156, March 19


XERY Merida, Yucatan, 500 w D/300 m W/N, Univ. III, 6-9-53 (New).

XERK San Andres, Veracruz, 250 w D/100 m W/N, Univ. IV, 6-18-55 (New).

XECA Tampico, Tamaulipas, 1 kw D/150 m W/N, Univ. V, 4-13-55 (Determinant—see 1600 kc).

XECA Tampico, Tamaulipas, 1 kw D/150 m W/N, Univ. VI, 4-13-55 (Determinant—see 1600 kc).

XERJ Cordoba, Veracruz, 1 kw Day, II, 3-25-54, (Change in call letters).

XREX Chiapas, Tijuana, 0.25 kw Day, IV, 7-25-53, (Correction schedule).

XRCI Ciudad del Carmen, Campeche, 0.25 kw Day, IV, 7-26-54, (Correction schedule).

XERJ Ciudad del Carmen, Campeche, 0.25 kw Day, II, 7-26-53, (Change in frequency—previously 1700 kc).

XERJ Guasave, Sinaloa, 0.25 kw Univ., III, 3-25-54, (Change in call letters).

XEUX Villa Hermosa, Tabasco, 0.25 kw Univ., II, 7-25-53, (Correction in classification).

Dominican Republic

Change List No. 15, March 30

RSD San P. de Macorís, 0.5 kw Univ., Unid. non-direct (Change in call letters—unchanged power). (Previously 1300 kc, see change list #14).

XSHB Santiago, 1 kw Univ., Unid. non-direct, III, 3-25-53, (Change in location and power). (Previously 1050 kc, see change list #1).


Routine Roundup...

April 16 Decisions

By COMMISSION EN BANC

Advised of Hearing

KRLW Willsboro, N.Y., South, Baptist College; Tri-State Bestg. Service, Memphis, Tenn.; Southern Home Service Inc. Memphis, Tenn.—Are being advised that application of KRLW, Willsboro, N.Y., for call letter KSOH, 1 kw D to 700 kc, 1 kw D to 1 kw to Wabash, Ind., is probable to operate on 700 kc, 250 w, D, indicates necessity of conditional hearing.

WHUH Wahiawada, Oa., The Joseph F. Biddle Pub. Co.—Is being advised that application of WHUH, Wahiawada, Oa., for call letters KBOT, 0.25 kw Univ., to 1150 kc, 500 w, D, indicates necessity of conditional hearing.

KTOE Mankato, Minn., Minn. Valley Bestg. Corp., DBA—Was advised that application of KTOE, Mankato, Minn., for call letters KSTJ, 0.25 kw Univ., to increase power from 1 kw to 2.5 kw-L, D-A-N, is probable to operate on 1420 kc full time, indicates necessity of hearing.

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FOR THE RECORD

Marvin I. Thompson, Winchester, Ky.—Is being advised that application for a new AM (BP-869) to operate in 1830 hr. with 500-w. di- 

plies necessarily of hearing.

Extended of Authority

Granted applications of Church of Universal
Triumph, The Domination of God Inc.
Detroit, Mich., for extension of authority to transmit programs by wire from church in Detroit to Chicago, Ill., for period of one year ending April 5, 1954 (BPT-294).

Granted Applications

Granted application of The Hampden-Hamp-
shire Co. (WTHN), Holyoke, Mass., and Mary-
land Broadcasting Co. (WTHF), Baltimore, Md.
(BP-299) and WGR Broadcasting Co., Buffalo, N. Y., to transmit play-by-play descriptions of baseball games by wire to Station CFRA Ottawa, Canada, for period of one year. This is first authorizing and extending for WTHN and WTHF.

Advised of Hearing

KWOX-TV Inc., Memphis, Tenn.—Is being ad-
vised that application for a new TV to operate on Ch. 46 indicates necessity of hearing (BPTC-
1386).

AM Actions on Motions

American Broadcasting-Paramount Theatres
Inc.—Granted petition for extension of time to May 6, to file evidence until final decisions released March 26, 1953, re application of Albu-
querque Broadcasting Co. (KOB), Albuquerque, N. M., for extension of special service authorization (Docket 16330; 1953-275). Darrell E. Yates, Jacksonville, Tex.—Granted petition for extension of time to April 15, 1954, to file reply to petition re proposed program for completion of hearing in proceeding for new TV (Docket 10230; BPTC-1023) near Galveston, Texas, until April 15, 1954, for filing proposed findings (Docket 10238; BPTC-941) and that of KMYR Broadcasting Co. Ltd. as hearing examiner, for approval of certain radio interests of W. W. Watson and H. H. Baskin in WLAK Lakeland, Fla., during 1938-39.

By Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted peti-
tion to amend application for CP for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findings in proceeding for new TV (Docket 10341; BPTC-388) to increase height of site nearly 500 feet, and to file proposed findin...
April 20 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WBBS Bloomburg, Ala., WLBW Inc.-Mod. CP (BP-8487), as mod., which authorized change in frequency, for extension of completion date (BMP-8190).

WGBK (TV) Schenectady, N. Y., General Elec- tric Corp.—Licensed change in facilities of existing TV, for extension of completion date to 11-15-53.

License for CP

KWCO Poplar Bluff, Mo., Poplar Bluff Bestg. Co.—Granted CP (BP-8488), as mod., which authorized change in frequency, increase power, install new DA-N and change trans. location and install new trans. (BL-4960).


Modification of CP

WACL Waycross, Ga., Teletronics Inc.—Mod. CP (BP-8493), which authorized change in hours of operation and installation of DA-N to make changes in DA (BMP-8170).

WREY Narrows, Va., Giles Bestg. Co.—Mod. CP (BP-8494), as mod., which authorized new AM to change trans. location (coordinates only) (BMP-8192).

Erect New Antenna

KSPR Casper, Wyo., Donald Lewis Hathaway—Granted license covering new trans. on top and change trans. location (coordinated only). Contingent on grant of TV application (BMP-8193).

License Renewals

Following stations request renewal of license:

WJAN Johnson, Wis., Ben Ludy Assn. Inc. (BRC-39); WBEN-TV Buffalo, N. Y., WBEN Inc. (BRC-11).

April 21 Decisions

BY BROADCAST BUREAU

Granted License

WBBO Forest City, N. C., Rutherford County Radio Co.—Granted license covering installation of new trans. (BL-4958).


WREE Covington, Va., Earl M. Key—Granted license covering change in trans. location and changes in ant. and ground systems (BL-4999).


WRIO Rio Piedras, P. R., The Master Bestg. Corp.—Granted license for CP (BP-8396, replacing expired permit BP-8395) which authorized installation of automatic transmitting, at present site of main trans., to be operated on 1920 kc, 250 w, for auxiliary purposes only (BL-4661).

WKBXFM Youngstown, Ohio, WKBX Bestg. Corp.—Granted license covering changes in FM station; 1900 kc, 250 w., ant. 249 ft. (BMP-8040).

WGAL-FM Lancaster, Pa., WGAL Inc.—Granted license covering changes in FM station—Ch. 287, 3.8 kw, ant. 215 ft. (BL-4851).

Extension of Completion Date

KTV (TV) Austin, Tex., Tom Potter—Granted mod. CP for extension of completion date to 7-20-53 (BMPCT-1041); WOUC (TV) Chattanooga, Tenn., to 10-30-53 (BMPCT-1060); KORP Albuquerque, N. Mex., to 10-30-53 (BMP-8180); WNEW New York, N. Y., to 11-8-53; conditions (BMP-6181).

Granted Remote Control Authority

Following granted mod. CP's for extension of completion dates as shown:

WTVY (TV) Chattanooga, Tenn., to 10-20-53 (BMPCT-1041); WOUIC (TV) Chattanooga, Tenn., to 10-30-53 (BMPCT-1060); KORP Albuquerque, N. Mex., to 11-1-53 (BMP-8180); WNEW New York, N. Y., to 11-8-53; conditions (BMP-6181).

The best way to sell the KANSAS FARM MARKET

April 22 Decisions

BY COMMISSION EN BANC

Designated for Hearing

KYBC Cheyenne, Wyo., Frontier Bestg. Co.—Designated for hearing application (BMP-8384) for additional time to complete construction authorization (BP-8384) and involved change of facilities from 1240 kc, 250 w., Univ., to 710 kc, 1 kw-N, 10 kw-LS, Univ. and facilities.

Advised of Hearing

KPOO Spanish San Diego, Calif., Grant R. Wha- tall; KECC Pittsburgh, Calif., KECC Inc.; KCJF Delano, Calif., Charles Herman Johnson; KLAS Las Vegas, Nev., Las Vegas Bests.—Are advised that applications to change facilities indicate necessity of consolidated hearing.

KPOO seeks to increase power on 1010 kc from 1 kw to 10 kw-D (BMP-8387); KECC to increase power on 990 kc from 1 kw-D, to 5 kw-D, in order to increase power and hours of operation on 1010 kc from 1 kw-D, to 5 kw-D, Univ., 1 kw-D, Univ. (BMP-8391); and KLAS, to change from 1250 kc, 250 w., Univ., to 1000 kc, 1 kw-N, 5 kw-D, Univ., 1 kw-D, Univ., and install new trans. (BP-8389).

Dorsey Eugene Newman, Hartsville, S. C.; WEND Atlanta, Ga., Radio Atlanta Inc.; WDMG, Douglas, Ga., WDMG Inc.—Are being advised that applications indicate necessity of consolidated hearing. Newman seeks CP for new AM on 860 kc, 2 kw-D (BP-8395); WEND seeks to increase power on 860 kc from 1 kw to 10 kw-D (BP-8396); and WDMG to increase power on 860 kc from 1 kw to 5 kw-D (BP-8397).

Sangamon Valley Tele. Corp., Springfield, Ill.—Is being advised that application (BFC-5896) for new FM station to operate on Ch. 2 indicates necessity of hearing. (Comr. Doerr not part-icipating).

Petitions Granted

The officers and executive staff of

GENERAL FILM LABORATORIES CORP.

1546 N. Argyre Ave., Hollywood 28  NO. 9-6391

are pleased to announce that the facilities of the newest and the largest independent film processing organization on the West Coast are now at the disposal of the film and television capital of the world.

General Film Laboratories offer complete services to the industry, including 16 mm Kodachrome printing.

We cordially invite your inquiry and inspection.

G. CARLETON HUNT, President • HANS DE SCHULTHESS, Vice President • ALAN GUNDERFINGER, General Manager • ALTON A. BRODY, Sales Director • WILLIAM GEPHART, Processing Director • HARLAN BAUMBACH, Technical Director

FOR THE RECORD

Designated for Hearing

Designated for consolidated hearing in Washington on May 22, 1953, applications of Southern Television Inc. (BPCT-931); Tri-State Telecast Corp. (BPCT-951); and WDEF Bestg. Co. (BPCT-959), all applicants for TV Ch. 12 in Chattanooga, Tenn.

Designated for consolidated hearing in Washington on May 27, 1953, applications of Royalstar (BPCT-950) and Pacific Frontier Bestg. Co., Ltd. (BPCT-943), both applicants for TV Ch. 2 in Honolulu, T. H.

Designated for consolidated hearing in Washington on May 29, applications of KTRK Inc. (BPCT-954), and International Bestg. Corp. (BPCT-959) both applicants for Ch. 3 in Shreveport, La.


Petition Denied

By memorandum opinion and order, denied petition of Jacob A. Newborn Jr., Tyler, Tex., filed March 20, 1953, requesting that Commission amend Sec. 3.606 of rules to reserve vhf Ch. 7 at Tyler for noncommercial educational use and to add a uhf assignment to that city. The denial is without prejudice to relief at the expiration of the one year waiting period provided in Sec. 3.606 of the Commission's rules.

April 22 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIUL, Garden City, Kan., The Telegram Pub. Co. (BR-848); KIND Independence, Kan., Central Bestg. Inc. (BR-1988); KFRU Lawrence, Kan., The U. of Kansas (BR-903); KSAL Salina, Kan., KSAL Inc. (BR-907); KMER Scottsbluff, Neb., Platinum Valley Bestg. Corp. (BR-1087); KGWA Rapid, N. D., Public Bestg. Service (BR-1648); KGLC Miami, Ohio, Miami Bestg. Co. (BR-2065).

Remote Control Operation

Following stations have filed for 301-A application for remote control operation:


Following applications filed for remote control operation of transmitter:


Extension of Competition Date

WHDF Houghton, Mich., Upper Michigan Bestg. Co.—Mod. CP (BP-2868), which authorized installation of new transmitter for extension of completion date (BMP-1013).

Move Transmitter Location

WHED Havelock, N. C., Beaufort Bestg. Co.—CP to move transmitter and studio location from Washington, N. C., to Havelock and make changes in ant. system (BP-5833).

Change Antenna System

WBEX Chillicothe, Ohio, Shawnee Bestg. Co.—CP to make changes in ant. system (BP-9534).

Modification of CP

WTAY-TV Winchester, Mass., Middlesex Bestg. Corp.—Mod. CP (BP-1489) as amended which authorized new TV, to install new transmitter, and make other equipment changes (BMPCT-1086).

Extension of Completion Date

WPGY (TV) Erie, Pa., Dispatch Inc.—Mod. CP (BPCT-755), as mod., which authorized changes in TV for extension of completion date to 7-24-53 (BMPCT-1086).

D. HOWARD STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. Erieado 5-0405

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"Due to increased volume through your advertising, we are unable to get out the extra work. Please cancel my advertising as soon as possible."

So wrote Stanley Parker, plumbing, heating, electrical contractor of Cicero, N. Y. Mr. Parker explained that he had received over 25 phone calls per day directly traceable to his radio program and was filled up on work orders for four months.

A good sales story to a good audience—that's what produces the sales. And WSYR gives you the audience—up to 250% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or Ask Headley-Reed

WSYR
570 KC

NBC Affiliate in Central New York

April 27, 1953 • Page 161
How Hungry Can You Get?

THE REPORT last week of the Assn. of Better Business Bureaus, accusing radio and television of lending their facilities to "bait and switch" advertising, points up only one of several kinds of commercial abuses that are all too prevalent on today's air.

"Bait and switch" advertising, as a story elsewhere in this issue explains, is that which lures customers to a store on the promise of an extraordinary bargain so that high-pressure salesmen may strong-arm them into buying something else which costs more. It may not be illegal, but it is a moral fraud. It is by no means the only offensive technique in use at the moment.

The truth is that some stations are accepting accounts that ought to be rejected. One has but to turn the radio or TV dial in major cities to encounter commercials that run too long, are too loud, promise too much, and come in excessive quantity.

Unless these broadcasters improve their business practices, they are inviting unpleasant action by organizations like the Better Business Bureaus or, more unfortunately, by the government. There is no guarantee the Federal Trade Commission won't crack down.

It should not, however, be the threat of that sort of action that motivates, a clean-up in radio-TV. The general self-interest of those media is best served by adherence to a set of ethics somewhat above those of the garment district or the New York docks. If radio and television are to carry out their assigned missions of public service, they must earn public respect. They cannot earn it if they presume to treat the public as dupes of shoddy advertisers or as fools to whom the simplest message must be delivered repeatedly and at the top of an announcer's voice.

Fortunately for the future of both radio and television, ethical operators far outnumber those of more primitive tastes. We trust that the ethical ones, who not by coincidence are the leaders of the media, will try to persuade their less enlightened colleagues to advance themselves.

There are at hand NARTB codes for radio and television. Perhaps this week in Los Angeles the leaders of radio and television will discuss means of utilizing both codes more effectively.

Chairman Hyde

IT CAME three months late, but President Eisenhower finally did the obvious in naming Rosel H. Hyde to the FCC chairmanship. The situation at the FCC was beginning to become ludicrous, with a Democratic majority running the show, spoon-fed by the held-over Democratic staff.

With Mr. H. Hyde as chairman, things won't happen automatically. Mr. Hyde knows that he has to act. He probably can count on at least three members to vote with him in making staff changes. By June 30 he will have his fourth Republican member as the replacement for Commissioner and Ex-Chairman Paul A. Walker. It is to be hoped that this man will be a practical broadcaster.

Mr. Hyde's appointment is for one year—an innovation probably deemed expedient to assuage hungry party men who wanted a new face as chairman. If he doesn't achieve the desired result, the President will be free to name his successor a year hence.

With a quarter-century background in communications regulation, Mr. Hyde is richly endowed with the knowledge essential to handle the assignment—admittedly one of the most rigorous in Federal government. He is the only chairman who ever came up through the ranks. He has an affection for the staff worker and the career man. But he realizes that he can't let sentiment interfere with administrative judgment. And, as a good administrator, he knows the existing going concern cannot be destroyed.

The root of the FCC's trouble has been at the executive staff level. This hits the lawyers hardest. The legal staff has always taken its orders from the chairman—always a Democrat. It has exerted uncontrolled use of the FCC, serving up only those matters with which it was in sympathy. This same hard core seems always to have resented the successful broadcasters and has inexorably moved toward clamping more and more restrictions upon operations. The latest thrust is the effort to penalize the licensed broadcaster against the newcomer in evaluating television applicants.

The FCC is operating with a tight budget. But it's an open secret that a lot of people have been retained to perform work that should be done at other staff levels. The Secretary's office is

Crandall to Levin to chance

LAST Feb. 9 B*T published an article by John B. Crandall, media director of Sherman & Marquette, giving his views on the eventual size of TV coverage that national advertisers would find it economically possible to buy. He listed 112 markets as the likely limit.

Obviously television is going to survive in far more than 112 parts of the United States. To find out what kind of sensible guess could be made as to the total station population that the U. S. economy can afford, B*T commissioned Peter Levin, a recognized economist, to do a special study. His work appears in the feature section of this issue.

Mr. Levin's projections probably will not correspond exactly to the actual size or placement of the U. S. television system when it reaches maturity; so far as we know he is simply a good economist and not gifted with occult powers. But we venture that he will not be proved embarrassingly wrong. Give or take a market here or there, or a station here or there, his nationwide analysis of TV probabilities looks sound.

Those Collect Calls

THERE are a lot of ways to make a living. One is the way of the Columbia Press Service of Washington, D. C.—which, by the way, has utterly no connection with the Columbia Broadcasting System.

This organization picks up news scraps around the capital and telephone (collect) to radio stations it thinks might be interested in them. Here's the way it works. Columbia may find a Korean casualty listed with a home town in Two-Sticks, Neb. Columbia places a collect call to the station there. If the call is accepted, Columbia sends the station a bill (usually about $2.50) for providing it with a news item.

Several stations have complained to us about this practice. Our advice is that there is nothing illegal in the Columbia technique and that any station which accepts collect calls from people it doesn't know is apt to find out the call isn't worth the charges, even if the call is from Washington, D. C.
KTNT-TV, South 11th at Grant, Tacoma 6, Washington
Transmitter strategically located at Tacoma in Middle Puget Sound
Represented nationally by WEED TELEVISION
Represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland

A VIBRANT, GROWING PROSPEROUS MARKET

... and you can sell this Two Billion Dollar Market with only one TV station

Six counties bordering on Puget Sound account for more than half of Washington State's population... more than half the state's total retail sales... more than half the state's effective buying income.

These six counties lie within the Puget Sound Area served by KTNT-TV, the new station which went on the air in March with basic CBS and Dumont Television Networks.

The Puget Sound Area is alive... it is growing... it is prosperous. There are 418,100 families; retail sales, $1,316,645,000; effective buying income, $2,416,495,000. Within this area are such cities as Seattle (population, 467,598), Tacoma (143,673), Everett (35,000), Bremerton (29,900), Olympia (16,300). And there are approximately 250,000 TV receivers in this lively area.

You can sell this prosperous market with only one TV station—and that station is KTNT-TV!

KTNT-TV
CHANNEL 11

CBS and Dumont Television for the Puget Sound Area
WEED Television

TELEVISION STATION REPRESENTATIVES

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