There are many reasons why WOR works—but two of them make WOR unique among radio stations.

First, more people—29,439,000* (one-fifth of the total U.S. population)—can hear your sales message over WOR.

Second, 31 years of selling more products for more advertisers than any other station in the country provides active proof that WOR can sell your product in the world’s most competitive market.

Let us give you the specific reasons why WOR will work for you.

IT WORKS!

The New York station where listeners listen and sponsors sell... key station of the Mutual Broadcasting System.

*Estimate based on 1952 Sales Management data.
Our Fifth Anniversary...

a time to say “Thank You” 403 times

We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our 403 wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride in being “The South's First Television Station.” Today we're still Richmond's only TV station. And soon we shall be serving you even more powerfully! We now have under construction a 1,049 foot antenna in the heart of Richmond. Upon completion WTVR will be operating with Maximum Height and Maximum Power—100,000 watts. As always, you can expect maximum results. We hope you will be with us on our next anniversary!

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
TRULY AN AREA TV STATION

WGLV

Located in the Center of the

ALLENTOWN - BETHLEHEM - EASTON METROPOLITAN AREA

Third Largest Market in Pennsylvania — 44th in the United States

WGLV Grade “A” Area
Contains the entire Allentown-Bethlehem-Easton Metropolitan Area plus 1565 square miles of adjoining territory.

POPULATION - 566,197
RETAIL SALES - $722,426,000

The Greater Lehigh Valley’s Most Powerful Television Station

WGLV Business Office—48 North Fourth Street, Easton, Pennsylvania

WLEV-TV, in the center of Pennsylvania’s rich Lehigh Valley, reaches out to capture a king’s share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend $281,832,000 for food — $23,526,000 for drug items.

For bigger sales ... for profitable advertising ... buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

A Steinman Station

Represented by

MEEKER TV, INCORPORATED

New York Chicago
Los Angeles San Francisco
IT TOOK wind-up hours of NARTB convention in Los Angeles last week to erupt into those inevitable reports of impending changes in major network affiliations, both radio and television. As usual, reports were impossible to confirm, although there were some admissions of “conversations.” Cities linked in “negotiations” looking toward switches from NBC to CBS included, alphabetically: Buffalo, Kansas City, Milwaukee, Norfolk, Oklahoma City, Richmond, Rochester.

NEV nhà thay đổi của các đài phát thanh thông qua các cuộc đàm phán. Các thành phố liên quan được liệt kê: Buffalo, Kansas City, Milwaukee, Norfolk, Oklahoma City, Richmond, Rochester.

REALIGNMENT of timebuying staff at Cunningham & Walsh underway. Robert Bauer and Fred Cusick, timebuyers, resigned. Bob Guthrie and Bill White remain under supervision of Newman F. McEvoy, media director.


NBC'S NEWEST board member, John K. West, vice president in charge of West Coast operations, is moving to New York, effective at once, presumably in consulatory capacity to Frank White, NBC president. Mr. West, former public relations vice president of RCA Victor, is expected to return to Los Angeles headquarters after his special mission is completed.

Bộ phận điều hành NBC của John K. West, phó chủ tịch phụ trách hoạt động tại khu vực phía tây, đang chuyển đến New York, từ bây giờ, có thể là trong khả năng tư vấn cho Frank White, chủ tịch NBC. Ông West, trước đây là phó chủ tịch bộ phận公关 của RCA Victor, dự kiến sẽ quay lại văn phòng của Los Angeles sau khi hoàn thành nhiệm vụ đặc biệt của mình.

DESPITE SUCCESS of Los Angeles NARTB convention, next two conventions (1954-55) will be held in Chicago. Palmer House expected to be headquarters for next year's event. Difficulty of coordinating engineering exposition, which really pays convention freight, may result in all future conventions being scheduled for Chicago, or possibly New York.


CLEAR CHANNEL Broadcasting Service, which functions to protect sanctity of Class 1-A channels for rural and remote coverage, has established its position for planned hearings on ratification of NARBA conference treaty of 1949. It opposes Senate ratification at this time because Mexico is not party to treaty, maintaining it isn't obstructing Senate action. Hearings on treaty ratification are due probably this month before subcommittee of Foreign Relations Committee, with Sen. Tobey (R-N.H.) as chairman.

Dịch vụCLEAR CHANNEL Broadcasting, có chức năng bảo vệ tính độc lập của các kênh Class 1-A cho các khu vực nông thôn và xa xôi, đã thiết lập vị thế của mình trong các cuộc điều trần lên kế hoạch cho việc phê chuẩn hiệp định của NARBA về hiệp định năm 1949. Nó phản đối việc phê chuẩn của Thượng viện tại thời điểm này vì Mexico không phải là thành viên của hiệp định, vì vậy nó không ngăn cản Thượng viện thực hiện cuộc điều trần. Cuộc điều trần về việc phê chuẩn hiệp định sẽ được tiến hành khoảng cuối tháng này trước tiểu ban của Quốc hội về Quan hệ Quốc tế, với Sen. Tobey (R-N.H.) là chủ tịch.

FOLLOWING resounding address of Gen. David Sarnoff in keynoting NARTB convention in Los Angeles last week, broadcasters quipped that he had taken over as “chairman of the board in charge of station relations.” In another quarter, with bureaucratic flavor, comment was: “FCC has now heard the oral argument on compatible color.”

Sau bài phát biểu ấn tượng của Gen. David Sarnoff trong hội nghị NARTB ở Los Angeles tuần trước, các nhà phát thanh đã quymiitat he đã thay thế làm “tổng thư ký của ban giám đốc chịu trách nhiệm về mối quan hệ giữa các đài phát thanh.” Trong một khía cạnh khác, với âm thanh chính khách, nhận xét là: “FCC đã nghe được diễn thuyết tiện ngữ về màu sắc tương thích.”

FEDERAL TRADE Commission's experience with "bait" advertising on radio-TV of reconditioned sewing machines and vacuum cleaners comes first-hand as well as through consumer complaints (see story page 74). Wife of one FTC official recently got "burned" in sewing machine deal stemming from TV ad, while another career employee has obtained information to prove a local firm substituted a 1900 Singer in "repairing" her 1923 model.

Trinh thông việc quảng cáo "bait" trên radio TV của các máy may và máy hút bụi đã được hiểu rõ cả qua việc kiểm tra trực tiếp cũng như thông qua khiếu nại của người tiêu dùng (xem câu chuyện trang 74). Vợ của một nhân viên FTC gần đây đã bị "hại" ở giao dịch mua máy may từ quảng cáo TV, trong khi nhân viên công việc khác đã thu thập được thông tin để chứng minh một công ty địa phương đã thay thế một máy may Singer 1900 cho máy may Singer 1923 của bà.

PROCTER & GAMBLE Co., Cincinnati (Crisco), preparing 52-week spot radio campaign of one-minute daytime announcements in number of scattered small markets, through Compton Adv., N. Y.

Công ty PROCTER & GAMBLE ở Cincinnati (Crisco) đang chuẩn bị một chiến dịch quảng cáo trên radio với thời gian 52 tuần, bao gồm các thông báo trong thời gian từ sáng đến trưa trong nhiều thị trường nhỏ lẻ, thông qua Compton Adv., N. Y.

RECORD of some sort was set Wednesday by "board" of FCC while principal entourage attended NARTB Convention. Handling only non-controversial items, Comrs. E. M. Webster and John C. Doerfer, acting as board, handled agenda of 30 items in only 51 minutes. Both broadcast and non-broadcast items were included.

Cuộc ghi nhận bất ngờ được đặt vào thứOOK trên việc "bầu" của FCC khi đoàn đại diện chính của NARTB tham dự hội nghị. Họ chỉ xử lý các vấn đề không gây tranh cãi, với sự giúp đỡ của Comrs. E. M. Webster và John C. Doerfer, họ đã hoàn thành lịch trình 30 nội dung trong vòng 51 phút. Tất cả các nội dung, cả bao gồm phát thanh và không bao gồm phát thanh, đều được bao gồm.

IF, AS and when compatible color is authorized, write off any notion of converters or adapters. They're too complicated and expensive. So manufacturers will stress new sets only.

Nếu, khi và nếu màu sắc tương thích được批准, hãy hủy bỏ mọi ý tưởng về các chuyển đổi hoặc các bộ chuyển đổi. Chúng quá phức tạp và quá đắt. Do đó, các nhà sản xuất chỉ sẽ tập trung vào việc sản xuất các bộ novo mới.

WLOE-AM-FM Leakesville, N. C., considering promotional drive involving use of binaural system of broadcasting. Station expects to install equipment shortly and launch campaign aimed at stimulating listener interest.

WLOE-AM-FM ở Leakesville, N. C., đang xem xét việc triển khai chiến dịch quảng cáo, sử dụng hệ thống binaural trong việc phát thanh. Station hy vọng sẽ sớm cài đặt thiết bị và bắt đầu chiến dịch nhằm khích thích sự quan tâm của người nghe.

CONCURRENT with FCC Chairman Rosel H. Hyde's call to prospective TV station operators to help the Commission cut work-load and TV processing time by limiting hearing evidence to essentials (story page 54), Washington attorneys are watching progress of "paper" comparative hearing for San Juan vhb Ch. 4 now being "heard" by Examiner Benito Gaguine. Contest between WKVM and WAPA San Juan is set for further "session" June 1.

Cùng thời gian với lời kêu gọi của Chủ tịch FCC Rosel H. Hyde đến các nhà quản lý đài phát thanh TV để giúp cho Cơ quan chấp thuận giảm tải công việc và thời gian xử lý, các luật sư tại Washington đang theo dõi tiến trình của cuộc so sánh "mã" tại San Juan vhb Ch. 4 hiện tại đang được "bắt tai" bởi Examiner Benito Gaguine. Cuộc thi đấu giữa WKVM và WAPA San Juan đã được预定 để tiến hành cuộc thi tiếp theo vào ngày 1 tháng 6.
Any Advertiser CAN and most advertisers SHOULD use

SPOT RADIO

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
SPOT RADIO COMES IN MANY SIZES

depending on the emphasis you want on your product, you can buy

★ a one-hour show once a week
★ a 15-minute news show 5 days a week
★ a 5-minute weather report 6 days a week
★ six participations a week in a leading local woman's show
★ selected minute availabilities in top listening high-rated local live programs
★ a saturation of chainbreaks carefully scheduled to hit top listener audiences

First find your market problem and see what you can afford to spend on advertising and sales, then work in one of the combinations (there are many more!) on any of these great stations.
NOW YOU CAN COVER ALMOST
ALL OF ARKANSAS
WITH ONE ULTRA-MODERN STATION—
THE NEW 50,000-WATT
KTHS!
(cbs soon!)

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

Represented by The Branham Co.
Henry B. Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING FROM LITTLE ROCK, ARKANSAS

May 4, 1953
PROGRAM PRaised

NARTB Convention delegates expressed high praise for organizing job done by Convention Committee in arranging week-long program that ended Friday at Los Angeles. Program was arranged under direction of Clair R. McCollough, Steamman Stations, committee chairman. Other committee members were Jack Harris, KPRC Houston; Henry W. Slavick, WMC Memphis; Howard Lane, KEAC Los Angeles; Hugh B. Terry, KLZ Denver, and Albert Johnson, KQX Phoenix, Ariz.

Small Market TV Called Risky Venture

FINANCING TV stations in markets under 100,000 population is risky venture, was conclusion of broadcast engineering conference symposium at NARTB Convention (see story, page 56). Panelists collectively painted black picture pointing out that minimum of $300,000 worth of equipment is necessary for small station, including transmitter, studio equipment and buildings. Operating costs they estimated as from $175,000 to $300,000 yearly, with minimum of 35 to 40 hours weekly costing $18,000. Warning: was given that national advertiser would be reluctant to buy station time for such limited coverage, passing up small market for more heavily populated areas. Local advertisers will be enthused about TV until contract time comes along, it was agreed.

Fellows Praised for Work

FOLLOWING earlier resolutions (see story page 60), NARTB President Harold Fellows was praised for his administration and for staff espirit de corps. Endorsement was given radio and TV codes as self-regulatory measures.

Convention voted thanks to networks and BMI for providing Thursday banquet program. Convention work of Robert K. Richards, administrative vice president, and C. E. Arney Jr., secretary-treasurer, praised. Vote of thanks given Southern California Broadcasters & Telecasters, H Quentin Cox, KGW Portland, Ore., was chairman of resolutions committee.

Westinghouse Sales Rise

SALES of Westinghouse Electric Corp. in first quarter of 1953 were $832,226,000 compared with $223,820,000 in corresponding 1952 quarter, President Gwyllym A. Price reported last week to board in New York. Net income for year's first quarter was $16,858,000 against $13,485,000 and net earnings per share equaled $1.04 on 15,765,116 common shares outstanding vs. $0.96 on 15,549,697 shares same period last year. If excess profits tax expires June 30, as scheduled, Mr. Price said net income would be increased to $19,171,000, or $1.19 per common share.

Radio-TV Set Production Up

MANUFACTURE of TV and radio receivers for first 1953 quarter totaled 2,539,943 TV and 3,834,784 radio sets, Radio-Television Manufacturers Assn. reported Friday. This compares with 1.3 million TV and 2.3 million radio receivers in same 1952 quarter. Television set production was first three months of 1953 attained 9 million annual rate, while radio production was at 15 million yearly rate. Radio receivers with FM totaled 50,701 in first quarter this year. In addition, 23,771 TV receivers contained FM facilities.

RTMA estimates for TV and radio set production for first three months of 1953 follow:

<table>
<thead>
<tr>
<th>TV</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>2,539,943</td>
</tr>
<tr>
<td>Units</td>
<td>2,539,943</td>
</tr>
<tr>
<td>Sales dollars</td>
<td>$329,200,000</td>
</tr>
<tr>
<td>Average cost per set</td>
<td>$129.00</td>
</tr>
<tr>
<td>Average net income per set</td>
<td>$3.75</td>
</tr>
</tbody>
</table>

DOOR PRIZES

EWELL K. JEITT, WMAR (TV) Baltimore, won free RCA TV set at NARTB Convention Friday to add to his collection. Ray Buttonfeld, Westone Bilext, Miss., won General Electric TV set and J. R. Livesay, WLHB Mattoon, Ill., won choice of mountain burro or $50, selecting latter. They were door prizes at closing session.

**Business Briefly**

PINPOINT SPONSOR • Murine Co., Chicago, has signed to participate in Mutual's new "Pinpoint Plan," which permits advertisers to sponsor variety of shows that already are partially sponsored on most of network's stations. Contract, which covers 13-week period starting May 15 and totals 29 broadcasts, calls for sponsorship of Tito Mooney, Van Devanter & The News, Gabriel Heather, Twenty Questions, and Queen For a Day.

BOXING BOUGHT • Admiral Corp., Chicago, has signed for one-time only sponsorship of International Golden Gloves bouts from Chicago over DuMont Television Network June 16, starting at 10:30 p.m., EDT. Agency: Erwin, Wasey & Co. Inc.

AGENCY NAMED • Home Style Food Products Co., Waterloo, N. Y. (Greenwood's line of vegetables in glass), names Paris & Peart, N. Y., to handle advertising. Donald C. Porteous is account executive.

MAZOLA HALF-HOURS • Corn Products Refining Co., N. Y. (Mazola Salad Oil), buying Ziv-transcribed Guy Lombardo half-hour radio programs for use twice weekly, chiefly in daytime, on stations in eight California markets, starting June 1. Agency: C. L. Miller Co., N. Y.

GF SIX-WEEK SHOT • General Foods Corp., N. Y., planning six-week spot radio campaign in selected small markets, using announcements on Wednesday, Thursday, Friday of each week for Maxwell House Coffee. Agency: Be滋on & Bowles, N. Y.

SUMMER SHIFT • American Tobacco Co., through BBDO, N. Y., on June 20 moves Private Secretary, now on CBS-TV, Sun., 7:30-8 p.m. EDT, to NBC-TV as summer replacement for Your Hit Parade (Sat., 10:30-11 p.m.), and puts new film drama series, Your Play Time, into Private Secretary time on CBS-TV.

More TV Station Starts

REPORTS received late Friday from TV stations beginning operation indicate WKNX-TV Saginaw, Mich., uhf Ch. 57, affiliated with all four networks, will start regular programming tonight (Monday). WLBC-TV Muncie, Ind., which started airing test pattern last Friday night, plans to begin regular programming May 8, including features from all four networks (see early story page 78).

TV Network Grows

AT&T Friday connected WCOS-TV Columbia, S. C., with intercity TV network facilities via new video link with Charlotte-Jacksonville section. TV network programs now available "live" to 131 TV stations in 86 U.S. cities according to phone company's count.
“Speedy” keeps steady company with a charming lady who will purchase a billion dollars' worth of merchandise this year. His words of wisdom are listened to attentively and his advice is followed emphatically.

“Speedy” visits with her in the living room during her moments of leisure, amuses her in the kitchen while she prepares lunch, and even accompanies her when she drives to the shopping center.

For years, the advertiser wishing to convey his sales message to rich “Miss Toledo Market”, has learned that, entrusted to “Speedy’s” care, his message will definitely find a receptive audience with this “Billion Dollar Baby”.

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 118 E. 5TH STREET, NEW YORK

AM-TV

TOLEDO, OHIO

Represented Nationally by KATZ
Dismissals Highlight FCC's Friday Activity

Dismissals highlighted FCC TV actions Friday. Two were in cases contested by one another applicant and one was unopposed. Stock control of KAFY-AM-TV Bakersfield, Calif., is gained by Sheldon Anderson and his mother in new transfer, subject to Commission approval. No new TV grants were issued late in week but one new bid, for vhf Ch. 12 at Providence, was filed Friday.

Three TV Dismissals

WNEB Worcester, Mass., petitioned for dismissal without prejudice of its vhf Ch. 14 bid which would leave uncontested pending application of Salisbury Bcstg. Corp. for same channel. WNEB feels uhf would be difficult to develop as market which now is receiving multiple improved vhf signals from nearby Boston and Providence.

FCC Friday dismissed Lindsey TV Co. bid for vhf Ch. 5 at Lubbock, Tex. Move leaves Plainview (KAFY) (TV) application unopposed. Commission also dismissed southwestern Bcstg. Co. (WAPF) uncontested bid for uhf Ch. 31 at McComb, Miss., leaving channel open.

Files for Providence

Greater Providence Bcstg. Co., Providence, R. I., requests vhf Ch. 12 with effective radiated power of 50 kw visual and 26.6 kw aural; antenna height above average terrain 518 ft. Seventeen local principals, all holding less than 10%, include Charles G. Taylor and Robert T. Engles, part owners of WHM Providence and WORC Worcester. Cherry & Webb (WPRO) and Hope Bcstg. Co. also are applicants for Ch. 12 there.

KAFY-AM-TV Stock Sale

KAFY-AM-TV Bakersfield, Calif., transfers control as Sheldon Anderson (16-2/3%) increases holding to 43-1/3%, pending FCC approval. Mr. Anderson’s mother owns 16-2/3%. John P. Hearne, KAFY legal counsel, buys 20% of Charles Thieriot, general manager, KRON-TV San Francisco, buys remaining 15%. Consideration is $60,000 each to George Crome and R. F. harlow, who withdraw.

TV Changes Approved

Following TV stations were granted power changes and STAs:

KTVN (TV) Redmond, Ore.—Granted ERP boost on vhf Ch. 12 from 115 kw visual and 58 kw aural to 170 kw visual and 80 kw aural.

KROC-TV Rochester, Minn.—Issued STA to commence commercial operation on vhf Ch. 10, effective May 28–Sept. 14.

KULI-TV St. Louis—Granted ERP boost on uhf Ch. 42 from 75 kw visual and 46 kw aural to 170 kw visual and 80 kw aural.

KELO-TV Sioux Falls, S. D.—Issued STA to commence commercial operation on vhf Ch. 11, effective May 19–Oct. 15.

WTTS (TV) Chattanooga — Granted ERP change to uhf Ch. 43 from 60 kw visual and 140 kw aural to 240 kw visual and 125 kw aural.

WUSA Washington, D.C.—Granted ERP boost on vhf Ch. 13 from 250 kw visual and 120 kw aural to 325 kw visual and 160 kw aural.

KNMU-TV Houston — Granted ERP change on uhf Ch. 13 from 100 kw visual and 60 kw aural to 80 kw visual and 50 kw aural.

Educational Aid

Minimum offer of $10,000 per year for five years toward operating costs of San Antonio educational TV station was made by Hugh A. L. half, president of WOAI-AM-TV San Antonio, and accepted by San Antonio Council for Educational Television, which plans to file for reserved vhf Ch. 9 in San Antonio this month. Council also received free offer of surplus equipment from Storer-owned KEYL (TV) San Antonio, and free legal services by firm of San Antonio attorneys. Mr. Half offered services of WOAI-TV staff members.

Transmitters Shipped

Three 25 kw vhf transmitters, one 10 kw vhf transmitter and one 1 kw uhf transmitter shipped last week. RCA Victor Div., Camden, N. J., said Friday. WLV1 (TV) Cincinnati, WLWC (TV) Columbus, both in Ohio, and WAGA-TV Atlanta, Ga., will receive 25 kw amplifiers which will boost their effective radiated powers to 100 kw visual. WBEN-TV Buffalo, N. Y., will get 10 kw vhf transmitter which will increase its ERP to 100 kw visual. Uhf transmitter, with output of 1 kw visual, sent to WICA-TV Ashatabula, Ohio, post-thaw grantee.

Mr. President' Honored

ABC radio's Mr. President series (Wed., 9-9:30 p.m.), starring Edward Arnold and depicting incidents in lives of American Presidents, on Friday was presented with Veterans of Foreign Wars' Award of Merit. Award was presented to Raymond Diaz, national program director for ABC radio, by FBI Commander in Chief James W. Cuthran and Vice Admiral Leland P. Lovett, U.S.N. Ret.

AM Ownership Shifts

WKSR Pulaski, Tenn., is sold to James R. Stephens, concrete manufacturer, for $60,000. Seller is Richland Bcstg. Co. (Fred Fleming and Third National Bank). Mr. Stephens is Nashville, executor of estate of W. K. Jones, deceased. Negative control of WTNT Tallahassee, Fla., is acquired by Emmanuel Joanos (13.4%) through purchase of Io. Mo. interest of 36.6% owned by Emmanuel Joanos (13.4%) through purchase of 36.6% interest of Frank W. Pepper. Consideration is $30,066. Frank W. Hazelton retains negative control. Both transmitters are subject to FCC approval.

Two New AM Bids

B, F. J. Timm (WDMG Douglas, Ga., and stockholder in WMPS Chattanooga, WLBS Birmingham and WGAA Cedarhurst, Ga.) applies for 1280 kc, 1 kw day in Jacksonville, Fla. Bid for Wilmington, Del., 900 kc, 1 kw daytime, was filed by Rollins Bcstg. Co. (WWJL Georgetown, Del.).

People

ROBERT K. EDMONDS, vice president and account supervisor with Young & Rubicam, Chicago, named vice president of McCann-Erickson, Detroit, as account supervisor on Chrysler Div. account. Mr. Edmonds' appointment is part of move to strengthen preparation for increased competition in automotive field, according to MARION HARPER Jr., McCann-Erickson president.

H. WARD ZIMMER, executive vice president of Sylvania Electric Products, elected president, succeeding DON G. MITCHELL, who becomes chairman of board. W. BENTON HARRISON, Sylvania treasurer, elected vice president in charge of finance, new post.

HARRY C. ROCKY and LEWIS P. OGLE, art director and account executive, respectively, of H. B. Humphrey, Alley & Richards, N. Y., have been elected vice presidents.

HORACE J. ELIAS, radio-television program producer for last 23 years, joins Kaufman-Strous Advertising, Baltimore, as account executive and radio-TV director.

FCC COMMR. E. M. WEBSTER appointed chair of U. S. delegation to International Telegraph Consultative Committee, Arnhem, Netherlands, May 26-June 13, State Dept. confirmed Friday.

CAB Support of TV Control Blasted by Ex-Director

CANADIAN Assn. of Broadcasters' support of stand taken by parliamentary radio committee on subject of TV station control in that country has been denounced by George C. Chandler, president of CJOR Ltd., Vancouver, and past director of CAB, as strengthening government's monopoly.

Mr. Chandler charges CAB "prevailed upon its own trade association to 'butter up' the government at this time." Adding that "government policy has discriminated against Canadian TV set owners, talent and business by delaying the development of Canadian television at least 15 years behind that of its U. S.," he stated CAB action indicates the strong governmental control of radio-TV.

Declaring he cannot go along with CAB action, Mr. Chandler is prepared to solicit members to oppose the policy he believes "threatens to channel efficiency in the settled areas of Canada and thereby reduces the potential total of television stations in major markets."

KBS Adds Affiliates

KEYSTONE Broadcasting System Inc., Chicago, added 12 new affiliates, bringing total to 652, Blanch Stein, director of station relations, said Friday. Stations are:

WMPM Monroeville, Ala.; KVSA Mc Gee, Ark.; KAFF Petaluma, Calif.; WGLS Decatur, Ga.; KRIC Cedar Rapids, Iowa; KRDH Fairbanks, Alaska; KFAT Ogdensburg, N. Y.; KWSK Kalamazoo, Mich.; KJMV Kansas City, Mo.; Kロン-TV Los Angeles; KICY Oklahoma City, Okla., and KCLW Hamilton, Tex.

GUILD Reports Sales

GUILD Films, N. Y., reported Friday that Liberty, half-hour film series, has been sold in five additional markets, bringing total to 48. Latest sales are to First Federal Savings and Loan Assn., Miami; First National Bank, Mobile; Lee County Bank, Ft. Myers, Fla.; WSUN-TV St. Petersburg, Fla., and Columbus (Ohio) National Bank.
Executive and Publication Headquarters
870 National Press Bldg.; Washington 4, D. C. Telephone METropolitan 8-1022
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Copyright 1953 by Broadcasting Publications Inc.
Here are the facts about . . .

WJTV
Mississippi’s First Television Station

Through-the-day programming?
Yes . . . Three months ago WJTV “hit the air,” and already Mississippi’s enthusiastic viewers watch programming that begins each day at ten o’clock in the morning and goes straight on through to midnight.

Local live programming?
Yes . . . The live programs that WJTV is producing . . . with multiple-camera operation . . . number more than 30 a week, plus regularly scheduled weekly remotes.

Interconnected network programming?
Yes . . . Eight of the nation’s ten most-watched shows, according to Videodex’s March ratings, are carried by WJTV.

Wide circle coverage?
Yes . . . The Product Performance Division of Philco Corporation determined in a survey throughout the area that WJTV is being received . . . and clearly received . . . 50 miles away in all directions from the broadcasting site.

Audience approval?
Yes . . . Proof that viewers are enthusiastic about the entertainment WJTV is bringing them is the continuing large increase in number of sets. From fewer than 5000 just prior to the time WJTV began operations, the number of sets in the area has increased to more than 15,565, according to WJTV’s monthly independent agency survey of distributors and leading dealers.

Industry-wide acceptance?
Unquestionably . . . Reaching most of the viewers most of the time, and all of the viewers much of the time, WJTV’s operation has proved to the industry that it gets results . . . profitable results . . . for foremost national spot, network, regional and local advertisers.

There are the facts . . . and the result they add up to is this: WJTV is giving Mississippi’s viewers and America’s leading national spot and network advertisers UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE.
The sun shines bright on WMCT, Memphis

205,000
TV homes in Memphis area
According to latest distributors' figures WMCT reaches more than 205,000 homes in the 2 billion dollar mid-South market.

Average Hooper 7 AM-12 Noon 13.2%
Cost per thousand homes $1.92*
In the morning, average homes reached are 27,060
*This figure is based on Class "D" minute rate.

Average Hooper 12 Noon-5 P.M. 21.4%
Cost per thousand homes $1.78*
In the afternoon, average number of homes reached is 43,870.
*Based on Class "C" minute rate.

Here's proof that if you are selling the Memphis market, your best advertising buy, dollar for dollar, is WMCT.

IN REVIEW

HAMLET

NBC-TV, Sunday, April 26, 3:30-5:30 p.m. EDT
Sponsored by Hallmark Greeting Cards.
Agency: Foote, Cone & Belding.
Approx. Production Cost: $20,000.
Produced by: Maurice Evans Productions.
TV Adaptation: Mildred Freed Alberg and Tom Hughes Band.
NBC-TV executive producer and director: Albert McCleery.
Production supervisor: George Schaefer.
Cast: Maurice Evans, Ruth Chatterton, Joseph Schildkraut, Sarah Churchill, Barry Jones, Wesley Addy, William Smithers, others.

A RETROSPECTIVE consideration of Maurice Evans' televised Hamlet affirms the original conviction that it was a superb tour de force by Mr. Evans and a generally rewarding adaptation of Shakespeare to the most modern platform. It also emphasizes the pioneering nature of the work which was not so apparent in the immediate spell of the performance.

It is not to profane the memory of an extraordinary event to say that Mr. Evans and his same cast were to undertake another television presentation of Hamlet, as it is to be fervently hoped they will, they would be able to improve upon this first venture into the most daring of dramatic media. The intricacies of a live TV production of such magnitude are appalling. It was inevitable their effects would be felt by the production staff and the cast. The stage hand who wandered through the set during one of Hamlet's speeches may be excused under the taxing circumstances.

One must assume that the technical demands of television were responsible for the uneven playing of Ruth Chatterton and Joseph Schildkraut in the pivotal roles of Queen Gertrude and King Claudius. The professional abilities of both have been repeatedly demonstrated in other media, but neither seemed at ease April 26.

Miss Chatterton's and Mr. Schildkraut's lusterless characterizations suffered additionally by comparison with the uniformly competent performances given by other players. Sarah Churchill was a completely satisfactory Ophelia. (Perhaps it is significant that she is experienced in television drama.)

Needless to say, Mr. Evans had his own job under complete control. Only in one scene, and that unfortunately the last of the play, did he forget the merciless curiosity of the television camera. As the captains carried the dead Hamlet from the court, the camera zoomed in for...
a close-up and found Hamlet blinking under the lights.

The adaptation by Mildred Freed Alberg and Tom Hughes Sand, though leaning heavily on the editing done in World War II when Mr. Evans played a shortened Hamlet to G.I. audiences, was an ingenious work of its own. Despite the excision of entire scenes from the original play, the television Hamlet gave no appearance of a condensation, except perhaps to the Shakespearean student.

The production and direction of Albert McCleary and George Schaefer were imaginative but unobtrusive. Settings, lighting and camera work gave fluidity to the play without straying too far from classical presentation.

To Hallmark Greeting Cards, NBC-TV, Mr. Evans and associates the television audience owes a vote of thanks. Despite the flaws inherent in this pioneer production, it is to be hoped that TV has not said a permanent good bye to the sweet prince or to the many other imperishable characters whom Shakespeare invented and who, it now is proved, can be as lively on a 21-inch screen as they were in the Globe Theatre.

---

**BOB AND RAY SHOW**

NBC-TV, 7:30-8:45 p.m. Mondays, EDT.

**Director:** Grey Lockwood.

**Writers:** Bob Eliot and Ray Goulding with additional material by O. Leo Leahy.

**Background Music:** Paul Taubman.

**Announcer:** Bob Dennett.

**Cast:** Bob Eliot and Ray Goulding with Audrey Meadows.

**Origination:** New York.

---

NOT too long ago, radio audiences and subsequently TV fans took a shine to Bob Eliot and Ray Goulding, a team whose stock-in-trade is serving up double doses of comedy in the dead-pa tradition. Last Monday evening, Bob and Ray started a new sustaining quarter-hour show on NBC-TV. If you like your comedy on the quiet, effortless side, the Bob and Ray Show will be around each Monday to help take care of your entertainment needs.

The format of the new series will be as flexible as Messrs. Eliot and Goulding choose to make it, since they write as well as star in the show. On the first program, viewers got a fair cross-section of their style—a demonstration of a new and designedly confusing parlor game for restless souls at a total loss when the TV set goes on the blink; a parody on a television sportscaster whose current crusade pitted him against alarmists who alleged that water skiing was fixed (!), and a dramatization of a teen-age problem written to the Eliot-Goulding teen-age clinic by a parent in search of a solution for her offspring's momentary crisis.

There was time for a commercial too. An authoritative announcer, obviously sold on what he was selling as successful announcers must be, stressed the urgent need for people in his audience to use wrappers to dispose of chewing gum because it's messy to get out of the rug etc. etc. And so it went.

In the writing and presentation of their material, both performers, who use the underplay technique to its best advantage, show tremendous intuition into the obvious—a comedy trick that accounts in large measure for their appeal. Humor in a show such as this springs from intense, serious treatment of a basically ridiculous situation. If forthcoming programs follow the general pattern of the first telecast, the Bob and Ray Show will continue to have its humorous moments.

---

This is Mr. A. P. Weed

"The Covington County Bank (of Andalusia, Alabama, of which he is president) is in its second year of sponsoring Fulton Lewis, Jr., on WCTA. During the period of our sponsorship, our deposits have practically doubled. We feel that Mr. Lewis has contributed immensely to our increased business. We also believe that in continuing our sponsorship we will continue to create new users of our service."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 759 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
only one can be first and in houston it's kprc-tv

first in time . . . first in know-how . . . first in facilities . . . first in the homes of houstonians! and now, kprc-tv is first to combine with am and fm to give houston a complete, new radio-television center, one of the finest, most modern in the nation.
40,000 square feet of completely air-conditioned floor space

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

COMING SOON!
New 750-ft. tower
100,000 Watts

KPRC-TV is now telecasting at 65,000 watts of power... will complete new 750-foot tower and telecast at maximum 100,000 watts sometime in June.
J. FRANK GILDAY, vice president and radio-television director of Cecil & Presbrey Inc., New York, is no mail room boy-to-vice president agency executive. In fact, he didn't get into the business until he was 32.

He attained his present position by a circuitous route—as a construction engineer for a New York building company, various sales and buyer jobs with Macy's department store in New York, and as an account executive with an agency a colleague at Macy's had formed.

Mr. Gilday brings to the job of supervising a staff of 25, which handles such accounts as the Whitehall Pharmaceutical Co., Sylvania Electric Co. and the Electric Auto-Lite Co., a realistic approach that mirrors his background. He has a deep understanding of costs, ingrained from his engineering training, and an insight into "grassroots" sales approach acquired during his four years at Macy's.

A graduate of the U. S. Naval Academy at Annapolis in 1927, Mr. Gilday was an engineer until 1932 when the depression, as he put it, persuaded "me to seek out a field with a future." That future involved Thomas J. Maloney, whom he met while at Macy's. Mr. Maloney, now executive vice president of Cecil & Presbrey, was a classmate of Mr. Gilday's.

In 1936, Mr. Maloney formed an advertising agency, T. J. Maloney Inc., and hired Mr. Gilday as one of his first employes. His first assignment was not to get new business or service an account but to open a retail paint store in New Rochelle, N. Y., because the agency had the Sherwin-Williams account.

It was during World War II that Mr. Gilday had his first brush with radio. He was called back into the Navy shortly after Pearl Harbor and served until late 1945, principally as an officer in charge of recreation for Navy personnel. He worked closely with the Armed Forces Radio Service.

After his release from the service, he became an account executive with the Newell-Emmett agency, with which T. J. Maloney Inc. had joined forces. In early 1950, together with Mr. Maloney, he became associated with Cecil & Presbrey as Auto-Lite account executive. He was named radio-TV director in 1951 and vice president shortly thereafter.

Mr. Gilday is a true blue New Rochelle citizen, where he was born in 1904. He attended New Rochelle High School and still lives in the city with his wife, the former Genevieve Carberry. They have a daughter, Joan, 17, who will be graduated in June from the Ursuline Academy in New Rochelle.
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.

VISIT OUR EXHIBIT AT THE NARTB CONVENTION LOS ANGELES.
A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

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

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

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

VHF .............. UHF .............. Amplifiers ..............

Name .............. Title ..............

Address ..............

City .............. Zone .............. State ..............
MINIMUM STATION PACKAGE

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

EXPANDABLE

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

TRANSMITTER

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

INCREASED POWER

Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 50KW without scrapping a single piece of equipment.

VERSATILE

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

S-E TRANSMITTERS COST LESS INSTALLED

Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline..."U"..."L".

LOWER TUBE COSTS

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

SELF-CONTAINED

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

ACCESSIBILITY

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

Visit our exhibit at the NARTB Show, Los Angeles
America's Best Buy:

150 years ago this Spring the U. S. closed its biggest real estate deal—the Louisiana Purchase. (Louisiana's mineral products alone, in one year, are worth more than 26 times the price paid for the entire Louisiana Purchase—which included part or all of 13 states.)

Baton Rouge's Best Buy: WJBO

—to reach the market where every index is up—and where population has grown 250% in a decade.

NBC's 3,000 watt affiliate. Associated with the State-Times and Morning Advocate. National reps: George P. Hollingbery Co.

... that's what you like about the South

--- OPEN MIKE ---

Travel Note

EDITOR:

... In my travels throughout the country, I find your magazine on the desks of the executives in the advertising agencies as well as in the television stations. I feel that you are doing a swell job, and the only further suggestion that I can make is that you continue pounding in your editorials for more showmanship in the presentation of TV shows.

Sam Nathanson
Vice President in Chg. of Distribution
Helen Ainsworth Corp.
Beaver Hills, Calif.

Love That Log

EDITOR:

All over town I see [copies] of Broadcast- ing & Telecasting's TV [network] log pinned up on bulletin boards. Obviously these are reprints and we'd dearly like to have some in our publicity and TV departments. Can you fix?

Franklin E. Brill, Director
Public Relations Dept.
Cecil & Freshbrey
New York

[EDITOR'S NOTE: Yes.]

Target Dates

EDITOR:

It has been noticed that for some unknown reason, we have been omitted from your list of new grantee commencement target dates.

KTVE-TV will go on the air July 20... If we may be re-established in this information column, we will appreciate it very much.

William M. Morrow
Commercial Manager
KTVE-TV Longview, Tex.

[EDITOR'S NOTE: All TV construction permits granted up to press time of the TELECASTING YEARBOOK were listed in the YEARBOOK and removed from the target date listing in the weekly magazine, as a measure of reducing the length of the weekly listing which was becoming unmanageably long. KTVE-TV was one of many in that category.]

Seminar for Customers

EDITOR:

... We're in a community where a TV CP has been granted. We place business in quite a few other similar markets. The TV business we have placed in the past has been quite small and quite simple. We realized we know nothing about this medium except what we had gleaned from watching, reading. We could talk the lingo, but we didn't know anything.

My art director and I have just completed an informal three-day seminar in Salt Lake City. We (and two staff members of the Cline Agency, Boise) met the staffs of both KDYL-TV and KSL-TV through the courtesy of R. T. Harris Agency of Salt Lake.

It's probably an old story to many good TV stations, but it opened our eyes. In addition to learning much that was new, we also profited in other ways. We had made some plans already for the advent of TV in our markets. Now these plans have been radically changed or junked. We saved the costs of our three-day junket more than five times over just from equipment we have planned to buy—equipment we now realize we do not need...

We'd like to tell everybody of the wonderful cooperation we got from the people at both Salt Lake City TV stations.

Thomas C. Wilson
Thomas C. Wilson Agency
Reno, Nev.
SPONSOR-TELEPULSE ratings of top spot film shows

Superman.

MPTV R. MAXWELL (K)
Period 1-7 Feb., 1953  22.1

No.1

produced by
ROBERT MAXWELL
renewed for
104 WEEKS by KELLOGG
thru
LEO BURNETT CO., Inc.

Current MAXWELL Productions

In Production
- LASSIE (In color)
  In Association with Clarence Eurist
- EVENING BENEDICTIONS
- ENCYCLOPÆDIA BRITANNICA
  QUIZ LIBRARY

In Preparation
- HOUSE OF MYSTERY
- NATIVE LAND
- THE YOUNG REVEREND

NEW YORK: 480 Lexington • Plaza 9-5700
HOLLYWOOD: Goldwyn Studios • GRonite 5111

ROBERT MAXWELL ASSOCIATES
RADIO and TV PRODUCERS

May 4, 1953 • Page 23
IN THE Upper Midwest...

... 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 KST Produced television show!

our respects to CLINTON BURT OLIVER

FREQUENTLY referred to as the agency's trouble-shooter, Clinton Burt Oliver, vice president in charge of Hollywood operations of Foote, Cone & Belding, entered the advertising business back in 1930 when his knowledge of radio was limited to twisting a dial.

Today his manifold responsibilities include supervising production on such network shows as CBS Radio's Hallmark Radio Hall of Fame, sponsored by Hall Bros.; CBS Radio's Bakers Star Theatre, sponsored by American Bakers Assn., and the Columbia Pacific Regional Network's Rocky Jordan, sponsored by General Foods Corp. In addition, he works on developments of new radio-TV shows for the agency's eastern offices, plus presentations in those media for prospective sponsors. And he'll take on any difficult assignment at the drop of a hat.

Quick to pounce upon anything that might undermine and destroy the public's confidence in advertising, Mr. Oliver is most explosive on the subject of pitch deals.

He declares that agencies and their clients who recognize the value of sound advertising practices reap greater and more permanent benefits than those who depend upon unsavory methods to get a "doubtful fast buck."

Jacksonville Background

Mr. Oliver was born in Webb City, Mo., on Aug. 29, 1908. His family moved to Jacksonville, Ill., where he received his early education, graduating from Duval High School in 1926.

With business administration and finance as majors, Mr. Oliver enrolled at Northwestern U., Evanston, Ill., the following spring. He also went to work for A. W. Shaw Co., Chicago, publishing firm. A merger of that firm with McGraw-Hill a year later resulted in his transfer to New York as assistant circulation manager, handling direct mail campaigns for various publications.

Wishing to continue his education at Northwestern, he returned to Chicago a year later and became office manager for Balaban & Katz Corp. When the theatre chain moved its headquarters to New York a year later, Mr. Oliver elected to remain in Chicago.

With a background which he felt fitted him for the administrative end of the advertising business, he convinced Lord & Thomas executives that he would be a valuable asset to the firm. He joined the agency as assistant to the treasurer. Mr. Oliver also continued his academic education at NU, graduating in 1933.

The next several years found him doing considerable traveling in his agency activities. Shipped to Dayton in 1935 to establish and manage a branch office devoted to servicing cooperative accounts, he remained there three years, getting his indoctrination into local spot and regional radio.

His next move was to Los Angeles as business manager and assistant treasurer of the agency's California offices. When Lord & Thomas became Foote, Cone & Belding in Jan., 1943, Mr. Oliver went along with the change as business manager.

That agency was then the most active on the West Coast handling radio and TV, and Mr. Oliver's administrative duties gradually were enlarged to include supervision of all production for the Los Angeles as well as Hollywood offices. He also negotiated all talent, package and other radio-TV deals made in California for the agency's offices. With his multiple radio-TV responsibilities, he shifted headquarters from downtown Los Angeles to the more convenient Hollywood in July, 1943.

Responsibilities included such NBC radio shows as Lucky Strike Hit Parade, Jack Benny Show and Frank Morgan Show, all sponsored by American Tobacco Co.; Bob Hope Show for Pepsi-cola; CBS Radio's Tony Martin Show sponsored by Bourjois Inc. There also were several West Coast regional network programs for such accounts as Southern Pacific Co., Safeway Stores, Sunkist Growers, Union Oil Co. and others.

When Foote, Cone & Belding acquired the Hughes Tool Co. and Gulf Brewing Co. accounts, which necessitated a Houston office, Mr. Oliver in 1949 was dispatched to that city to head it as co-manager with Steve Wilhelm.

No desk jockey, Mr. Oliver traveled the length and breadth of Texas for the next few years. Meanwhile, in late 1950, the agency elected him vice president. He was transferred back to Hollywood in July, 1951 to become vice president and general manager of the radio-TV production office.

Believing that only a small percentage of today's TV commercials make full use of the visual medium, he points out "too many are just radio commercials with pictures. Instead of using the visual portion of the medium to tell an important part of the sales story, too many advertisers depend upon sound alone."

Mr. Oliver is a founder and past-president of Hollywood Ad Club and vice chairman of the national radio and TV production committee of the American Assn. of Advertising Agencies. He also is the AAAA's chief Hollywood liaison on union negotiations. He holds membership in the Masquers, Delta Sigma Pi, and an honorary membership in Alpha Delta Sigma, national advertising fraternity.

Mr. Oliver is married to the former Marie Robinson of Des Moines. With their daughter Constance, 10, they live in suburban La Canada, 12½ miles from Hollywood and Vine.
The WMAQ Chain-Lightning plan now embraces 771 chain stores, controlling more than 875 million dollars in annual sales volume, plus leading independent grocers.

Write or wire for full details.

Represented by
NBC SPOT SALES
Pulse surveyed the 32-county area indicated above in February-March 1953. With 62 stations competing for listeners in this area WPTF led in every single quarter-hour! Give your sales the impact stimulant of this proven leader: WPTF, the Number One Salesman in North Carolina, the South's Number One State.

North Carolina's
Number 1 Salesman

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager
OPTIMISM SPARKS NARTB 'GOLD RUSH' CONVENTION

News of NARTB convention and related events is presented, in day-by-day sequence, on consecutive pages beginning here. Late coverage appears in "At Deadline," pages 9 and 11. Picture coverage of B'T's annual golf tournament is on page 92.

The question of rates—and the need to stick to published rate cards—came up repeatedly, in corridor conversations as well as formal meetings. It was stressed at a meeting in which a five-cities market report was presented by Richard Allerton, research manager of NARTB.

In television, the question of program ethics and the problem of uhf engineering were highlighted at a meeting Thursday, while four members of the FCC in a virtually unprecendented panel program answered broadcasters' questions at a session Friday.

Methods by which FM stations can become integral parts of their communities—and make money—were outlined in another panel session.

‘Opportunity Ahead’

In the keynote speech, Gen. Sarnoff, board chairman of RCA and NBC, admonished that radio must be operated in ways that recognize that "it is no longer the only broadcast medium" and that television's cost, among other problems, must be solved by the finding of new ways to make its usage available to more and more advertisers.

But in both radio and TV, he stressed, "inspiring opportunities are still ahead of us."

Gen. Sarnoff gave his own forecast of the timetable for color TV, and came out with his view that pay-as-you-see television—or "cash box" TV, as he termed it—would not become a national service.

A prediction that TV in a few years may attract a billion-dollar annual advertising expenditure was another highlight of Gen. Sarnoff's address.

FCC Chairman Hyde, making his first speech in that post, reassured listeners that in his view FCC should not "discriminate" against applicants because of the nature of their business enterprises—whether newspaper, or whatever—and called upon all hands to help FCC with its TV licensing problem by keeping hearing records as short as possible.

He also gave assurances that, when an application is filed for consideration of a compatible color TV system, FCC will act upon it in orderly fashion, "in an objective manner."

The Convention Committee, headed by Clair R. McColough of the Steinman Stations, was roundly complimented for its work in organizing the week-long program.

May 4, 1953

BROADCASTING

Telecasting
PLAN OF BAB TO BOLSTER RADIO'S POSITION UNFOLDED

Military motif was used by BAB in outlining plans for promotion of radio in the year ahead. Major objectives include an even greater selling job on the national advertiser.

PLAN of attack designed to boost radio's advertising position during the year was dramatically presented to NARTB Convention delegates in Los Angeles last Tuesday by Broadcast Advertising Bureau. The plan envisions addition of at least $50 million to next year's radio billings. Using the theme "Operation Sales Weapons," BAB employed army missiles, drill teams, girls and complete military trappings to tell stations what it has done and what it is going to do.

Charles C. Caley, WMBD Peoria, Ill., BAB board chairman, led the attack. Garbed like other panel members in combat gear, Mr. Caley promote their best interests.

Mr. Ryan took shots at profit-and-loss-only station operators, "many of whom have come into the business since 1946." That owner "does great in a seller's market," he said, "but come the buyer's market he will have nothing to offer save the forlorn hope that price cutting will tide him over."

Kevin Sweeney, BAB vice president, said two major sales effectiveness tests will be ready for release next month involving Kroger Co., third largest grocery chain, and Block & Kuhl, midwest department store chain. A major drug

LUNCHEON GROUP of Broadcast Advertising Bureau directors met Tuesday prior to BAB sales clinic at NARTB convention. Seated (1 to r.:) Edgar Kobak, WTWA Thomson, Ga.; Charles C. Caley, WMBD Peoria, Ill., BAB board chairman; A. L. Madsen, KOYO Provo, Utah; Robert said "the job ahead for all of us, and particularly for BAB, is to continue to pile up evidence of the huge radio audience and the selling ability of radio." He recalled the BAB membership increase from 545 to 785 stations in the last year.

He summarized BAB's work, including release of 662 individual sales weapons, 44-city series of sales clinics, 860 presentations (now at the rate of 100 a month), first industry-financed advertising campaign in major business papers and newspapers, sell-radio-on-radio announcement campaign on 1,100 stations, 36 direct mail pieces for advertisers and agencies, and first two of a series of BAB-financed sales effectiveness tests. Ninety percent of member stations reported making sales in the past six months by use of BAB material, he said.

Continuing growth in radio billings can be expected, he said, citing expansion in the last two years of heavy TV competition "from $667 million to $723 million" as proof radio "is very much alive and growing because it does a job no other medium can do."

William B. Ryan, president of BAB, offered a series of four resolutions urging broadcasters "to recognize that radio is and always will be a major advertising medium; to give radio its due—our best efforts in programming and advertising techniques, our greatest selling skill; to unite even more to sell our medium together, not against one another; to do a missionary job to get the 'Goodtime Joes' and 'Summer Soldiers' in radio to join industrywide efforts to

Schmid, MBS. Back row, Ward Ingram, Don Lee Network; Charles Ayres, ABC; William B. McGrath, WHDH Boston; Joseph E. Baudino, Westinghouse Radio Stations; Gene Cogle, KFDA Amarillo, Texas; John F. Meagher, KYSM Mankato, Minn.

Radio Travelers Reunite

EIGHTH annual reunion of the U.S. Radio Mission to the European Theatre of Operations, was held in Los Angeles last Monday in conjunction with the 31st NARTB convention. Winner of the "VIPer of the Year" award was NARTB board chairman Justin Miller, who headed the 1945 mission to Europe as the then president-designate of NARTB. Clair R. McCollough, Steinman stations executive, as last year's award winner made the presentation of the plaque, which will remain in the West for one year. This speech now is celebrated as the "Achtung Address."

Present, in addition to Judge Miller and chairman McCollough, were J. Leonard Reinsch, Cox stations; John E. Fetzer, WKZO - AM - TV Kalamazoo; Morris Novik, WLIL New York; Martin Campbell, WPAA-AM-TV Dallas; William S. Hedges, NBC vice president; Col. Harry S. Wilder, Phoenix, and Sol Taishoff, Broadcasting & Telecasting.

PIONEERS ELECT PAUL MORENCY

PAUL W. MORENCY, WTC Hartford, Conn., was elected president of Radio Pioneers at its annual dinner, held Monday just prior to opening of the NARTB Los Angeles convention.

The pioneers paid tribute to the late Dr. Frank Conrad, Westinghouse inventor "who blazed radio trails with experiments that started the industry and was codeveloper of the establishment of KDKA Pittsburgh, Nov. 20, 1920. Dr. Conrad was selected for the 1953 Radio Hall of Fame Award. Honorary scrolls were presented by William S. Hedges, NBC vice president, to Dr. Conrad's son, Francis, radio director for ABC Western Division, Hollywood, and R. A. Neal, Westinghouse vice president.

Other officers elected by the Pioneers were Albert B. Church, KMKC Kansas City, first vice president; Raymond P. Goy, NBC, vice president; Victor C. Diosan, WAZL Hazelton, Pa., vice president; John W. Paul, New York, secretary; Charles A. Wall, Associated Music Publishers and BMI, treasurer.

Five citations were awarded to outstanding living leaders in the radio industry. They are: Dr. Vladimir K. Zworykin, RCA Labs.; Dr. E. F. W. Alexanderson, General Electric Co.; John V. L. Hogan, Hogan Labs.; Dr. Orestes H. Caldwell, Caldwell-Clements Inc.; Donald Manson, Canadian Broadcasting Co.

Carl Haverlin, BMI president, presided at the annual dinner.

Stanley Kramer, independent Hollywood film producer, in the main address of the evening, humorously referred to television in this way: (1) TV doesn't exist; (2) it has flicker and small screen; (3) "we gotta big screen."

Mr. Kramer said he was not excited about three-dimensional films. He contended outstanding comedians can be "relegated to ordinary comics" in a few weeks of TV appearances.

As to the future of the movies, he thought few, if any, better films will be produced. "TV films must be films made especially for TV," he said. He conceded television's audience impact is powerful, recalling how films have been successfully promoted via TV.

Broadcasting & Telecasting

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Among leaders at the meeting of CBS Radio Affiliates in Los Angeles coincident with the NARTB convention were (1 to r): Seated, Ray Henson, KTRH Houston; John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids; and Saul Haas, KIRO Seattle; standing, Hubert Taft Jr., WKRC Cincinnati, and John F. Pott, the Goodwill Stations. Absent when the picture was made, Kenyon Brown, KWFT Wichita Falls, was elected president of the CBS Radio Affiliates Business Standards Committee, succeeding Mr. Fetzer.

Head Table leaders in the NBC Radio Affiliates' session in Los Angeles included (1 to r): Seated, Clair R. McCollough, Steinman Stations; Robert D. Sweezy, WDSU New Orleans; William Fay, WHAM Rochester, and Harold Essex, WSJS Winston-Salem; standing, Campbell Arnoux, WTAR Norfolk; Wayne Coy, KOB Albuquerque; G. Richard Shafto, WIS Columbia; George W. Norton Jr., WAVE Louisville; E. R. Vandeboone, WSYR Syracuse, and Clair McCollough, The Steinman Stations. In its meeting, the NBC group—approximato.

MOVIE FOR MORE INDEPENDENCE UNDERWAY BY RADIO AFFILIATES

NBC and CBS Radio affiliates take steps to set up autonomous groups. ABC and MBS affiliates seem willing to name representatives to All-Industry Affiliates Committee.

A TREND among radio affiliates to assert greater independence in their organizational relationships with their networks gained momentum during the NARTB Convention last week. In separate moves, stations affiliated with NBC and CBS took steps to set up autonomous organizations, while affiliates of both ABC and Mutual were said to have indicated willingness to join them in naming representatives to a reconstituted All-Industry Affiliates Committee.

NBC affiliates also asserted their independence in another way: Those attending a meeting in Los Angeles on Monday went on record condemning NBC's new summer "Tandem" sales plan (B&T, April 27)—a condemnation which did not appear, however, to have deterred NBC's intention of putting the plan into effect.

In a meeting of the All-Industry Affiliates Committee (AIAC), Paul Morency of WTIC Hartford, who has headed the group since its formation under the shadow of the first round of network radio rate cuts in 1951, agreed to continue at the helm for 30 to 60 days, pending the designation of representatives from the various network groups. He has made clear for some time that the weight of other duties makes it necessary for him to give up the AIAC chairmanship.

Although the AIAC meeting was held in an atmosphere that lacked the pressure of rate-cut threats that had marked earlier meetings, the possibility of another advertiser movement to force rates downward was pointed out. And the affiliates appeared unanimous in their belief that the AIAC framework and its activities should be continued.

The brief AIAC session followed separate meetings of NBC and CBS radio affiliates at which steps were taken to form affiliates' organizations which would replace the current NBC Stations Planning and Advisory Committee and the CBS Radio Affiliates Advisory Board, both of which currently operate under the aegis of their respective networks.

CBS Radio Group

The CBS Radio group, which would set up a successor not only to the CAAB but also to the Business Standards Committee which was formed independently when the 1952 round of rate cuts was imminent, approved by-laws which are to be sent shortly to all CBS Radio affiliates for their approval.

Kenyon Brown of KWFT Wichita Falls, Tex., was named chairman of the CBS Business Standards Committee and in that capacity will lead in the formation of the new CBS group. He succeeds John E. Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, who resigned because of the demands made upon him by his position as chairman of the NARTB Television Code Committee.

Meanwhile, L. R. Lumbryberry of WGR Buffalo has resigned as chairman of the CBS Radio Affiliates Advisory Committee in a move which appeared to be in line with the thinking, disclosed earlier, that that committee should give way to a new one, independent of the network.

Reaction of all CBS Radio affiliates to the proposed by-laws for the new group is expected to be obtained within about 30 days.

The new group would be known as Columbia Radio Affiliates and would be composed of nine districts—same as the present affiliates advisory board—with each district naming one director and the nine thus chosen then selecting three additional members to make a 12-man board.

Under the present plan, the CRA would then designate representatives to serve on the central, radio-wide AIAC.

At the meeting of NBC affiliates, Robert D. Sweezy of WDSU New Orleans was designated temporary chairman of a committee to investigate the possibility of establishing an "informal affiliates group" similar to the independent NBC-TV affiliates organization, headed by Walter Dann of WTMJ-TV Milwaukee, to work with network officials on mutual problems.

The Sweezy committee is slated to make its studies and report back in 30 to 60 days.

The committee is composed of 16 affiliates who signed the letter setting up last week's meeting, plus Dave Gentling of KROC Rochester Minn., and Gene Kelly of KCRA Sacra-
FOUR ELECTED TO TV BOARD

Quaal named as new member, along with re-election of Fay, Arnoux and Carter.

FOUR directors were elected to the NARTB Television Board of directors for two-year terms at the TV membership business meeting held Tuesday morning at Los Angeles. They were:

TV-AM stations: William Fay, WHAM-TV Rochester (re-elected); Campbell Arnoux, WTAR-TV Norfolk, Va., (re-elected); Ward Quaal, WLWT (TV) Cincinnati (new member).

TV-only stations: Kenneth L. Carter, WAAM (TV) Baltimore (re-elected).

Harold Hough, WBAP-TV Fort Worth, in floor discussion suggested elections should not be held on the opening morning of the convention. Clair R. McCollough, WGAL-TV Lancaster, Pa., Convention Committee chairman, said the time was picked at the suggestion of the Election Committee.

Brown's Report

Thead Brown, NARTB TV vice president, in reporting to the membership, urged that program sources be maintained reasonably available to the TV camera without government interference or concerted group action by any interest. This will require industry salesmanship, persuasion and "legalistics," he added, noting that attacks on TV are a popular fad. He promised NARTB will "tell and sell the great and good in the social, economic and cultural contributions of commercial television broadcasting to the nation's welfare."

Listing achievements of the past year, he cited work of the Television Code Review Board, Television Information Committee and Television Circulation Study Committee.

Mr. Brown predicted ever-increasing good-will will develop between the industry and FCC as a result of informal conferences and better understanding of common problems.

At the same time he stabbed deeply at two recent Commission developments. First is the concept "that the licensee of another broadcast medium potentially injured financially by a proposed television operation has standing to file protest in such a case" evolved by the Justice Dept. (in an appeal) to support prior FCC opinion to the contrary. The potential: "A lawyer's delight."

Second, "Triggered by the Broadcast Bureau," he said, "is the concept simply that all other things being equal (on application for CP or, we must assume, for renewal of license), he who also is affiliated with the two powerful media of standard or FM broadcast in such a community is behind an eight-ball. Its short form title is 'diversification.'"

Henry W. Slavick, WMCT (TV) Memphis, retired from board service with the convention. He refused to run for re-election. Named by individual networks as their TV board members were Alexander Storoch Jr., ABC-TV; Merle S. Jones, CBS-TV; Chris J. Witting, DuMont TV Network; Frank M. Russell, NBC-TV.

Continuing on the board until 1954 are Chairman Robert D. Sweazy, WDSU-TV New Orleans, who presided at the Tuesday meeting; Clair R. McCollough, WGAL-TV Lancaster, Pa., vice chairman; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; George B. Storer, Storer Stations.

KNETH BROWN of KWFT Wichita Falls, Tex., as he reported to the industry-wide meeting of radio affiliates on the decision of a group of CBS Radio station executives to set up a new "independent" group of CBS affiliates, who also will be represented on the All-Industry Affiliates Committee.

PAUL MORENCY of WTHC Hartford, chairman of the All-Industry Affiliates Committee (I), and Clair R. McCollough of the Steinman Stations, chairman of the NARTB convention committee, great station officials at the Affiliates Committee session Tuesday afternoon at the NARTB convention in Los Angeles.

EDGAR KOBAK of WTTA Thomson, Ga., told station men of preliminary discussions with network officials looking toward continuation of an All-Industry Affiliates Committee to be composed of representatives designated by the affiliates' groups of the respective networks.
Like ducks take to water

Baltimore merchants take to W-I-T-H just like ducks take to water. W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

For a real good reason! W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results. W-I-T-H can do it for you too! Get all the details from your Forjoe man.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE & COMPANY
FM PAYOFF IS EXPLORED

Methods whereby FM operation is paying off is described at the NARTB panel meeting.

A highlight: Hastings Products tells of its new auto FM converter.

TECHNIQUES of establishing FM stations as an integral part of each community and making them pay off in black ink in the face of AM and TV competition were canvassed thoroughly by practicing FM operators during the NARTB Convention in Los Angeles last week.

Tenor of the FM session last Tuesday was keyed to a concession that there had been a slight numerical station recession in FM ranks last year but that enthusiasm of more avid FM operators had not receded the slightest. It was acknowledged by some panel participants that they had charted a successful course toward more profitable FM operation—with or without AM affiliation.

One highlight of the FM panel meeting was the description of a new automobile FM converter unit as developed by Hastings Products Co. under F. Mitchell Hastings. His company hopes to turn out some 100 finished products at about $99 each in five weeks. The initial production run of 1,000, is expected to reduce the cost to $89 each. Device utilizes most of the mainstays (amplifier, speaker, etc.) of AM sets, with a switch for FM reception. Power was described as better than three microvolts, with reception dependent now upon height of transmitter antenna location. There will be some flutter in its present stage of development.

Presiding over a six-man panel was John H. Smith Jr., manager of NARTB’s FM department and staff representative. Participants included Miss Frances Knight, owner-general manager, WORX (FM) Madison, Ind.; George J. Volger, General manager, KWPC Muncie, Ind.; Walter Brown, president, WDXY (FM), Spartanburg, S. C.; Paul Bartlett, president-general manager, KRKF Fresno, Calif.; Ben Strouse, general manager, WWDC-FM Washington, D. C.; Hugh K. Boice, Jr., general manager, WEMP-FM Milwaukee.

Mr. Smith told delegates that, while there had been a "slight retrogression" in FM stations last year, there has been "an increase in enthusiasm on the part of the broadcasting industry." He
Announcing

the appointment of

H-R TELEVISION, INC.

as

NATIONAL ADVERTISING REPRESENTATIVES

for KSTM-TV

and

THE AFFILIATION OF

KSTM-TV

CHANNEL 36 • ST. LOUIS • 260,000 WATTS

with the

AMERICAN BROADCASTING CO.

BASIC TELEVISION NETWORK

AFFILIATED WITH RADIO STATION KSTL

KSTM-TV

ST. LOUIS FIRST TELEVISION STATION SINCE THE FREEZE

William E. Ware, President

PROGRAMMING BEGINS SEPTEMBER FIRST

William E. Ware, President

PROGRAMMING BEGINS SEPTEMBER FIRST
FOURSOME at SCBA-TBSC joint reception during NARTB convention are (1 to r): Clair McCollough, WGAL Lancaster, Pa.; William Ryan, AT Ambassador Hotel reception of Southern California Broadcasters Assn. and Television Broadcasters of Southern California are guests William Weldon (l), president of Blair-TV Inc., and Richard Moore, manager of KTTV (TV) Los Angeles and vice president of TBSC.

said 10 FM outlets had stopped operation last year and quoted these later figures:
As of March 1953, there were: 611 licensed and CP commercial outlets; 98 operating non-commercial; 20 CPs not yet operated; eight receiving power increases; 15 deletions; and nine CPs granted.
Mr. Smith noted that some major manufacturers have stepped up their production and promotion efforts in recent months and traced the history of a spot announcement campaign, increased from 103 to 127 different markets.
He urged an eight-point program designed to make radio—and particularly FM—"correspond with family habits": A good transcription library; arrangements for complete news coverage; separate FM programming (with certain selective AM duplication); a music-news (and some sports) format; public announcements on community interest; listener promotion; listener surveys; a drive for advertisers on a "premium rate" basis.
Success of the NARTB-RTMA set-selling drive in some cities and states and favorable FM developments (the Supreme Court decision for Transit Radio, FCC rule changes on remote control operation, others) were cited by Mr. Smith.
Miss Knight told how WORX (FM) had circulated local newspaper opposition to win listeners and influence advertisers. Initiative in obtaining tape-recorded news coverage and special programs (sports, etc.) was recounted by Miss Knight. An applicant for an AM station, Miss Knight is thinking of giving AM "as a bonus."
Mr. Volger claimed that "nothing sells FM quite as well as sports" and explained that KWPC also tape-recorded city council meetings. He described how his station had induced local advertisers to join together in joint, more-or-less institutional sponsorship.
Mr. Brown felt "FM will increase rather than decrease" even though some southern stations had lost interest in the medium. WDXY, FM affiliate of WOR, has used "teaser" techniques to stimulate FM set-buying, he said, alluding to his station's baseball package valued at $36,000. Sponsors buy AM programs as part of the FM baseball package "and largely because of sports FM has been a profitable operation," he reported.

Music Format
Mr. Bartlett explained that KRFR had turned from a sports-music-news format to "good music" when three AM stations came into operation. He predicted his station will bill $1,000 a month after a dip from $1,500 to $400 during the AM invasion. He feels KRFR offers a "cultural service to the community," with good music fans not taken away from television.
Mr. Strouse, an NARTB FM director, told how WWDC-FM had switched its attack from largely transit riders (WWDC-FM is a Transit Radio Inc. member) to the home audience. He said the station had lost $100,000 on FM at one time but expects to be in the black by this fall and feels there is a $100,000 potential from this previously "totally disregarded audience." He cited American Research Bureau surveys on WWDC-FM's high listenship and reported the station is preparing a new rate card taking into account the home audience.
Mr. Boice, new NARTB District 9 director, traced the history of WEMP-FM's storecasting operations and its development of a receiver and tuner for IGA Super-Markets and five-and-ten-cent stores. He reported "tremendous acceptance" in stores and extension of FM operation.

CBS-TV's Cocktail Party, Tea
CBS Television City's Studio 43 was the setting of a cocktail party for the network's TV affiliates, Tuesday afternoon (April 28). Over 200 executives accepted the invitation extended by Glenn Marshall, chairman of CBS-TV Affiliates Advisory Board.
The affiliates' wives and daughters were entertained by the network's feminine stars at a tea, Thursday afternoon (April 30), in Studio 43, Gracie Allen, co-star on George Burns and Gracie Allen Show, poured.
NARTB Conventioners Fed COCKTAIL party and reception for NARTB members, held Tuesday evening in the Embassy Room of Hotel Ambassador, Los Angeles, was co-hosted by Southern California Broadcasters Assn. and Television Broadcasters of Southern California. An estimated 1,000 delegates and their wives attended.
CTPN's Welcome Breakfast
GET-ACQUAINTED breakfast was held last Tuesday morning at the Statler Hotel for Co-lumbia Television Pacific Network members, James T. Aubrey Jr., general manager of CTPN and KNXT (TV) Hollywood, and George W. Faust, CTPN director of operations, welcomed some 40 executives, pointing out that the group's purpose is to get good TV across to the public.
“Everyday people and places—they’re news” is the philosophy behind the WGY Traveler’s program. Wandering over the highways and byways of WGY-Land, Enoch Squires encounters many interesting people and places. A veteran radio and newspaper man, Enoch is the kind of a fellow who has a knack at ferreting out stories from complete strangers. And with the rich historical and legendary character of the WGY area (from the Hudson River Valley to the Canadian border and from mid-New England to Central New York) he’s having a field day in gathering human interest material for his 15-minute program on Station WGY at 2:45 p.m. every weekday. Some of his material is fact and some of it is legend, but Enoch Squires has become very real to the people of the 17th State.

An intensive promotional campaign for this new program has made “The WGY Traveler” a household word in Eastern Upstate New York and Western New England. See your Henry L. Christal representative for choice spots on this unique program.

Wherever the story is, Enoch Squires will find it. Walking through fields, visiting general stores, or just knocking on strange doors are the WGY Traveler’s techniques. And they work because the WGY audience is richly rewarded with the little known facts about the everyday people and places in the WGY community. The WGY Traveler is a home-spun show which has taken the 17th State by storm.

*The WGY area is so named because its retail sales is exceeded by only 16 states.

WGY

50,000 watts Studios in Schenectady, New York.

A GENERAL ELECTRIC STATION

Represented by Henry L. Christal Company, New York • Chicago • San Francisco
RADIO-TV'S GROWING ROLE OUTLINED IN FELLOW'S REPORT

NARTB president cites the four major influences on the industry's future: Government, advertising, public and individual conscience. Reports also point to the sharp increase in membership.

NARTB CONVENTION [WEDNESDAY]

AMERICAN radio and television are strong economically as they broaden their influence and improve their service, NARTB President Harold E. Fellows told the Los Angeles NARTB Convention Wednesday in his annual report to the membership.

Mr. Fellows found growing recognition of broadcasting as a part of the American pattern of living, citing the award of the American Heritage Foundation for the industry's contribution to the Register-Vote Campaign last year.

The association itself is stronger, he reported, with a total of 1,760 members compared to 1,435 three years ago. As a going business, he added, the association's net worth has improved 54% in three years.

He listed the four major influences bearing on the future of the broadcasting industry as government, advertising, public and individual conscience. As to government, he said it is now obvious that a change of political administration doesn't necessarily mean a change in government attitude toward broadcasting. He listed such items as proposed laws to fix rates, censorship ideas and other harassing measures. Similar legislative moves occur constantly in the states and provide problems for state associations, he continued.

Mr. Fellows asked rhetorically if broadcasters should be forced "to forego all interest in the freedom enjoyed by our competitive media because the device we use is electronic rather than mechanical?" He claimed broadcasters "have long since established their right to equal competitive and economic and social stature with all other media upon the basis of the record."

He voiced the hope that President Eisenhower, and his chief officer, Sherman Adams, will name a "first-rate" TV advisory board.

Going into the problems of FCC regulations, Mr. Fellows argued that the Commission has been guilty in the past of rubber-stamping staff activities, which he called failure to perform its duty. He pointed to indications that the Commissioners "are beginning to lead the staff" and called this a "sensible and logical arrangement" that will lead to greater efficiency. He lauded the Commission's action relaxing the operator-rule requirements and congratulated William C. Grove, KFBC Cheyenne, Wyo., chairman of the Special Operator Rule Committee, and Bernard Koteen, committee counsel, for their work on the matter.

Mr. Fellows deplored a recent decision indicating the FCC intends to make it difficult, if not impossible, for radio licensees to obtain television facilities. He congratulated Rosel Hyde for his accession to the FCC chairmanship and Comr. John C. Doerfer for his appointment.

But for advertising, he said, every broadcaster would have a civil service classification; every listener and viewer would have to be content with the program selected for him by the government. Advertising is "in the public interest, convenience and necessity," he said. "That portion of our station time which is given over to trading goods and services represents a solid contribution to the welfare of the nation and those we serve as broadcasters. Anything we as broadcasters can do to increase understanding and appreciation of advertising is a contribution to the total welfare of the nation, and thus a contribution to the richness of the individual."

He predicted a downward curve in the cost of television though reminding that while TV is expensive, it is not costly in terms of productivity. "Let's not make the mistake we made in radio," he said. "Let's see to it that the rates bear some reasonable relationship to the cost of doing business, and not suddenly find ourselves in the red and wondering why."

He described the TV and Radio Codes as the industry's "consciences." Failure to meet demands placed on such family media, he warned, "will visit upon us the righteous wrath of the public, whose support is essential to the continuance of free broadcasting."

Mr. Fellows listed a number of things NARTB cannot do as an association. These include rate negotiations, with their legal restrictions; endorsement of a candidate for government office; opposition to educational television; labor negotiations on behalf of members; training of employees in specialized fields.

As to educational TV, he reminded that to oppose it would be "to oppose our own interests since much of what we do in TV properly classifies as education." NARTB's position, he said, is this: "Give the educators an opportunity to get into television on a non-commercial, non-profit basis which will allow no loopholes for subsequent conversion to commercial operation."

He urged fairest process — fairness to the public itself "which in many cases is still waiting for television service six years after the launching of the medium."

Education will gain most through cooperative effort with existing commercial broadcasting facilities, he contended.

In referring to the public's attitude toward radio and TV, Mr. Fellows said: "Good old, funny old American public—that keeps on looking at television and enjoying it; that keeps on listening to radio, and enjoying it; that keeps on buying the products advertised over the broadcast media—just like it doesn't understand the organized critics of the media who frantically turn out reams of copy damning this program and that; berating commercial content; bedeviling and belittling station and network ownership and management. Some of the product of this critical glance is constructive indeed."

BAB Members Hear Plans For Membership Campaign

A MEMBERSHIP campaign designed to bring station enrollment in Broadcast Advertising Bureau to the 1,000 mark by next April 1 was outlined to BAB state chairmen at a breakfast held Wednesday during the NARTB Los Angeles convention. Present membership is 785 stations.

With 34 state chairmen and board members attending, Gene Cagle, KFDA Amarillo, Tex., discussed the campaign plans. William B. Ryan, BAB president, reviewed BAB's financial status and presented a breakdown of BAB membership by station categories.

Jack Hardesty, BAB local promotion director, detailed the campaign strategy. He reviewed a series of presentations for use in selling membership to specific types of stations.

The drive actually got underway April 1. It is organized by states, according to Mr. Hardesty. He listed the campaign steps as follows: Membership activity during NARTB convention; new members brought in by BAB's own member service unit; direct mail; BAB's executive calls; state membership campaigns, and the series of BAB clinics starting May 25.

BAB will hold 44 clinics this spring and summer, ending July 11. Two teams will cover the entire country. BMI is joining with BAB in taking the five-day clinics.

The BMI agenda will be built around programs whereas BAB will concentrate on radio sales.

BMI Dinner Honors Miller

ANNUAL BMI dinner to the NARTB and BMI boards was held Wednesday evening at Dave Chasen's in Hollywood with 120 guests attending. Tribute to Judge Justin Miller, BMI and NARTB board chairman, was paid by Paul W. Morency, WTIC Hartford, a BMI board member. Carl Haverlin, BMI president, presented Judge Miller with a group of rare books on behalf of the BMI board.

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It takes a Giant
to catch a Giant

It's always exciting to watch a little guy challenge a big guy—and win. That's why Jack the Giant Killer has topped the list of popular children's stories for centuries. And that's why we think the oil business is the most thrilling business in the world. It's a contest between Men and a modern Colossus.

Not just any men. It takes men of tremendous initiative and daring—giants in their own right—to stalk the reluctant giant, Petroleum, drag him from his lair, civilize him, and put him to work.

Cities Service is well equipped with such men. Geologists who, at great personal hardship, track down the giant in his native haunts. Production men who risk all to bring him out alive. Refinery operations men, who domesticate and train him. Research men, who think of new ways to utilize his strength.

The mammoth muscles of petroleum have taken over some of mankind's hardest, most back-breaking jobs. We think a lot of credit is due the great-hearted Cities Service "Jacks" who've devoted their lives to finding, catching and domesticating this mightiest of modern "Giants."

CITIES SERVICE
Quality Petroleum Products
We've
an axe to grind!
..and some hefty help in grinding it

Here and now—on Mutual in '53—we're putting a new edge on an old axiom:

“Network radio, in the right hands, is still the most effective mass-sales tool in advertising...night or day!”

Sharpened by proof from some of the sellingest brands in business, the results make kindling out of the notion that radio's strength is limited to non-TV areas or to the daytime.

Lever Bros. is now moving to Mutual to join General Mills and Reynolds Tobacco in a coast-to-coast, evening line-up of 5 half-hours that provides unmatched mass and economy: some 5,000,000 homes every week, for $7,500 in total cost, at $1.50 per thousand homes!

Other sales-productive adaptations of our evening time and talent are hard at work for clients like Admiral, Johns-Manville, Libby, Wildroot—with Coca-Cola just signed, too!

And even the more conventional uses of network broadcasting seem to pay off better on Mutual these nights: at an all-time low in costs, some programs are delivering a 4-year high in audience!

It's not surprising that all this hewing to the line of more effective evening radio should win tangible advertiser endorsement:

**Mutual is now selling 30% more evening time than in 1950—the only nighttime gain in network radio.**

Learn how Mister PLUS and his unique axe can clear a new trail to sales for you...

MUTUAL... the PLUS network of 560 affiliates
GEN. SARNOFF DETAILS
RADIO-TV 'EVOLUTION'  
NARTB convention keynoter sketches the electronic future. His predictions: Color TV is two or three years away; pay-as-you-see video will not become a national service; the next few years will see 1,000 TV stations and a billion dollars expended annually in TV advertising. The RCA Board chairman also envisions the many other new electronic strides ahead.

RADIO and television are going through evolutionary processes which are inevitable for the continued success of both networks and stations, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, declared in a sober but confident keynote address opening the NARTB convention last Wednesday. Radio "must now be operated and used in ways which take cognizance of the fact that it is no longer the only broadcast medium," he asserted, adding that ingenuity is essential and that affiliates must cooperate in arrangements that permit greater flexibility in network sales.

In television, he said, one of the pressing problems is to devise ways of making the medium economically available to more and more advertisers—a problem which, he said, certainly can be solved by networks, stations, advertisers, talent and labor unions working in cooperation.

**Looks to Future**

Gen. Sarnoff, who received NARTB's first annual Keynoter Award at the session, explored a wide range of radio and television potentials in his speech. Among the highlights:

- **Color television** is two to three years away from substantial production, but RCA is convinced that the compatible color system is ready now for submission to FCC for approval.
- **Pay-as-you-see television** will not, in Gen. Sarnoff's opinion, become a "national" service.
- A thousand TV stations will be in operation within a few years, and TV advertising expenditures may exceed a billion dollars a year.
- Many new electronics advances are in the field, including a voting system by which the public can register its opinions by pushing "yes" or "no" buttons on its home TV sets; electronic tape recorders for TV in use within two years; new closed-circuit TV techniques for industry, science, and education; and the development of smaller, more versatile and longer-lived devices through the use of the new, tiny transistors.

Gen. Sarnoff's speech was carefully prepared, in the knowledge—as he pointed out—that it was "for the record." But some of its most spectacular news content—the so-called timetable on color television, and his observations on pay-as-you-see, or "cash box," television—were ad libbed in digressions from the prepared text.

He said RCA is confident that development of the compatible color system has reached a point where the application for FCC approval could be made now. But some of the other companies cooperating in the National Television System Committee's work on it feel that two or three months' more field-testing are needed. Accordingly, he said, RCA is willing to wait that length of time so these companies will be fully satisfied. But if there is any indication of hesitancy among the other firms after field tests are completed, he asserted, RCA will push forward with its own FCC application.

He estimated that "tooling up" for color production will take nine to twelve months from the time FCC gives its go-ahead, and that, overall, it will be two to three years from now before production can reach a pace of 500,000 sets a year.

**Color With Peace**

Gen. Sarnoff voiced the hope that there will be no "quarrel" over color in the future. The quarrel—chiefly between CBS on the one hand and RCA and other manufacturers on the other—"was yesterday," he asserted.

Departing from his prepared talk to discuss pay-as-you-see TV, Gen. Sarnoff said it was the policy belief of RCA, as well as his own personal view, that such a system will not be established on a national scale.

Pay-as-you-see TV is technically feasible, he said, but its adoption on a national basis would be "the negation of the fundamental principle of freedom to listen and freedom to see, and would invite strict regulation by government. He said it is conceivable that some local communities may eventually have pay-as-you-see television. But, he declared, "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

In both radio and television, the convention keynoter declared, "Inspiring opportunities are still ahead of us," all linked to service to the public and to the advertiser. To maintain and enlarge their public service, he continued, the broadcast media "must be kept in sound financial condition."

Nothing that networks and their affiliates are dependent upon each other for mutual success, he said that "as we go through this formative period of television development and the changing circumstances of radio, conditions could arise which might strain these relationships." He said that the profit derived from network operations is "very small indeed" when compared to gross volume, and called for "sympathetic understanding and cooperation between networks and stations."

**No 'Doom-Caller'**

He was never one of those doom-callers who predicted that TV would wipe out radio by this time, Gen. Sarnoff reminded. Since those pessimistic forecasts, he pointed out, "not three but four years have passed, and radio broadcasting is still with us and rendering nation-wide service."

"It plays too vital a role in the life of this nation to be cancelled out by another medium. I have witnessed too many cycles of advance and adaptation to believe that some service so intimately integrated with American life can become extinct."

But it would be "closing our eyes to reality" to fail to see that "radio has been undergoing fundamental changes," he asserted.

"A process of adjustment is necessary, and it is taking place," he continued. "Nevertheless, it has been complicated by the fact that the changes in radio have not been uniform throughout the system. Radio networks have been affected differently from stations, and the effects have also varied widely from station to station."

With rate changes made "in appropriate cases" where TV has cut sharply into radio listening during certain hours, radio now is "an outstanding advertising buy in terms of the cost for what it delivers," comparing favorably with printed media, "whose rates have been going up without equivalent increases in circulation."

Noting that "stations have been able to adjust their own sales patterns to the opportunities of the market," he warned that "unless networks can work out arrangements with their affiliates permitting similar flexibility in network sales, they will not be able to take full advantage of sales opportunities available to them."

He pointed out that radio network time sales have dropped 22% since 1948, while national spot volume has risen 19% and local sales 35%, but emphasized that "the overall increase in time sales is proof that radio has continuing economic opportunities." He continued:

**'Individual Listening'**

"Radio is being used widely and intensively—but it is being used differently. Family listening is giving way to individual listening. There are sets in kitchens, dining rooms and bedrooms, in workrooms and playrooms. They are used to meet individual interests in certain types of programs; and they are also used when the mood calls for something different from the television fare available at the particular time."

"Whether it be the printed word, the spoken word, or the sound picture, the value of their service depends not on their ability to under- mine each other, but on their ingenuity in making the most of their individual appeals.

"Radio, for example, can maintain large and loyal audiences by providing more programs of broad and selected appeal, so that millions will turn to it for the satisfaction of their special interests."

"National advertisers can use radio networks..."
Mr. Frank Matthews

W.O.A.I.
San Antonio, Texas

March 9, 1953

Dear Sir -

I have been a captain on American Airlines for the past twenty-four years. For the past two years, if I am in the air, I always tune in on W.O.A.I. at ten p.m. for your news cast. I have heard your broadcast between New York and Washington D.C.; New York and Chicago; San Francisco and Dallas, over the Grand Canyon; Los Angeles and Dallas, over Palm Springs, Calif.; and Mexico City and Dallas, over Mexico City and Tampa.

It came in clear Saturday night I listened to your news cast over the Grand Canyon, which came in strong and clear. This news is passed back to our passengers.

W.O.A.I. is truly a clear channel station. Hoping I have the pleasure of meeting you personally, I remain yours truly,

Edward Petry
Captain, American Airlines

North, South, East, West and in-between, too

WOAI and its 50,000 watt clear channel voice serve and sell. WOAI is the most powerful advertising influence in the Great Southwest.

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York - Chicago - Los Angeles - St. Louis
Dallas - San Francisco - Detroit

Broadcasting • Telecasting

May 4, 1953 • Page 41
NOW Increased Power for Increased Sales

* MOVED . . . . . . . . to CHANNEL 10
* INCREASED POWER . . . to
  200 kw Video
  100 kw Audio
* REACHING . . . . . . 5,423,000 people*
  with . . . . . . . . 1,016,600 sets . and an
* ANNUAL BUYING POWER of $8,222,224,000.

*All of Rhode Island; Central and Eastern Massachusetts, including Boston, Worcester, Fall River, New Bedford, Cape Cod; Eastern Connecticut, including New London.

Your Persistent Salesman in an Increased Multi-Million Dollar Market . . .

WJAR-TV PROVIDENCE, R. I. CHANNEL 10
Represented Nationally by Weed Television
PREDICTED FIELD INTENSITY CONTOURS
FOR 200 KW OPERATION ON CHANNEL 10

WJAR-TV CHANNEL 10
The Outlet Company
PROVIDENCE RHODE ISLAND
and stations to reach massive audiences at low cost, just as they use selected magazines read by large groups with special interests. Networks have a prime obligation to re-educate the advertiser in line with changes in audience and program.

"We have a solid basis for continuance of a vigorous national radio service that can co-exist with television, however, to build on that base solidly, stations and networks must strive to work out a balance of interests that will enable each to maintain economic health in the period ahead."

Gen. Sarnoff said that while the goal in radio must be "to strengthen the economic base of a nationwide system already in existence," the objective in TV "is to complete the building of a nationwide system now in the process of formation."

"Here, too," he said, "we face serious economic challenge."

The TV industry "is only on the threshold of its destiny," he declared, cautioning that it must be operated as "an instrumentality for public service."

He said advertisers "understandably" are showing concern over TV costs, but he was confident that "these costs must and will be stabilized eventually." Television, he continued, "has become so indispensable to the public and so valuable to the business community that it will of necessity find sensible solutions."

New techniques to make TV available to more advertisers should be immediate objectives, Gen. Sarnoff asserted, calling attention to ways to give participating sponsorships being devised by the networks with this in mind. Also, he added, existing sponsors will learn to use TV more flexibly and efficiently, thus becoming able to control their costs and get greater value from their advertising dollars.

"If stations, networks and advertisers can be as bold and inventive in the use of television as the scientists have been in creating it," he said, "we will see this new medium grow in scope, in influence, and in prosperity."

Networks Will Expand

He foresaw "networks reaching into all parts of the country, supported by many more large and indestructible stations," with their present and their local advertisers presenting strong local programs and the networks providing a national program service "that will maintain present schedules seem primitive."

"The potentials of television and radio are barely sketched," he continued. "They stir the imagination. For all of us connected with the new medium it holds out the vision of a great adventure."

Turning to the relationships between TV and the movies, he observed that "audiences in the home and audiences in the theatre are quite different human entities. They will not long be identical or even similar. They will reflect, and rightly so, a choice in the two forms. And unlike what they can tap at home—and vice versa. This is all to the good, for it means that there is need for both types of offering. To satisfy this dual need calls for imagination, artistic enterprise and open-minded experimentalism in the motion picture theatre and the television home alike."

Gen. Sarnoff called for vigilance in maintaining high standards in programming, for ordination of the importance of the ease of course of programming by formulating "the road to sterility"—and for maintenance of high standards of good taste.

"I believe that the industry has demonstrated that it can arrive at reasonable, commonsense judgments which rule out the vulgar and the offensive without impairing artistic effectiveness," he declared. "Advertisers have recognized that a message presented with tact and in good taste will win more custom and goodwill than blatant commercials or claims exaggerated to the point of irritation."

Television, like radio, must be based on the "solid foundation" of service to the American people. Gen. Sarnoff held out hope for "Get-Rich-Quick Wallingfords, more interested in what they can take than what they can give." Though such operators "may ride high for a time," he cautioned, "they will have no staying power. Sooner or later the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded."

Looking over the technical horizons, he characterized ultr as "the band of the future," declaring that "ults will fill a place of growing significance in television." He cited new techniques in closed-circuit TV, developments in solid-state electronics, "of which the transistor promises to become the master key to new advances in radio and television"; and in video tape, which he called "a true electronic system of program storage which gives advantages of economy and convenience."

TV Voting System

Gen. Sarnoff also reported that Dr. V. K. Zworykin of RCA Labs, is working on an "electronic audience voting system"—a device which, attached to the home TV set, will enable listeners by pushing a button to register an opinion at the TV station.

"The purpose, of course," he explained "is to get from listeners and lookers their reactions to programs during the day. Eventually we may have a national push-button poll, the results of which can be tabulated automatically by electronic computers at a central point. Thus, public opinion throughout the nation could be sampled simultaneously."

On the subject of color TV he recalled that the opportunities of black-and-white TV were recognized at the outset by forward-looking broadcasters, and expressed the view that "with the coming of color "those who are determined to lead in broadcasting will again, I am sure, act promptly."

Overall, Gen. Sarnoff said, broadcasting "is now in the midst of these great cycles of transition to a higher level."

He continued:

"Although the problems of transition are large, the prospects are correspondingly promising. We have in radio a very flexible, inexpensive medium with powers of resilience and adjustment greater than some may realize. We have in television an unparalleled communications system that is an indispensable tool of American salesmanship and a major influence in American life."

"The public wants both radio and television. It will use each of them to the extent that it serves and satisfies the public interest. Our economy needs both mediums, and it is big enough to support both, provided they will conscientiously meet its requirements for effective and economical advertising. . . ."

"In facing the future, the experience we have gained in the first-quarter of the century of broadcasting gives us confidence that American ingenuity and skill can solve problems as they arise. My own confidence in the future rests on the fact that science is our partner, and the broadcasting stations are in the hands of resourceful men and women— the broadcasters of America—who have built a great industry on the tradition of dedicated service to the American people."

After his speech, Gen. Sarnoff was presented with NAB's first annual "Keynoter Award," in the form of a plaque and a key, honoring him as a pioneer "whose vision, industry, leadership, and faith are essential components of broadcasting . . . 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."

Gen. Sarnoff's address came at the initial session of the convention. Clair R. McCol- lom, chairman of the Steinmetz-Stations-Commr. Sterling—of the NARTB—was presented with a plaque and a key 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."

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Sterling Gives<br> CONELRAD REPORT

(For text of CONELRAD report see For The Record, Page 118)

IMPORT of the CONELRAD plan to counter "homing" of enemy bombers on broadcast signals was explained to broadcasters at the NARTB Convention Wednesday by FCC Comr. George E. Sterling. The full plan to "control electronic radiation" goes into effect May 15.

Complimenting broadcasters and industry engineers for their cooperation, the FCC in an unprecedented move, Comr. Sterling reported that more than 1,000 stations now are operating in the CONELRAD system. But, he said, "We need more. More stations mean greater navigational accuracy and a still wider dissemination of information to the public."

Comr. Sterling pointed out it is mandatory that all stations—AM, FM and TV—have radio equipment to receive the radio alert signal when broadcast from CONELRAD stations. This equipment includes a special receiver tuned to the key station in any given area. The FCC spokesman explained differences between a CONELRAD "test" and "drill." The test is conducted during regular experimental hours late at night and during an alert the future will come every three or four months, using the special 640 kc and 1240 kc "cluster sequential" type of intermittent transmission.

The drill, he pointed out, involves direct public participation during regular broadcast hours.

"A full CONELRAD drill will have a tremendous impact on the industry and the public," he said. "The cost of such an operation has been estimated to be $3 million an hour. We have not tried to determine the effect on the public during a drill."

Comr. Sterling advised that a public drill is not contemplated "for the present." He said industry will be consulted before such a drill is scheduled.

Civil defense programming during an "alert" is being worked out, he related, as well as operation of stations in event of an actual enemy attack.

Steve McCormick, Federal Civil Defense Administration, answered broadcasters' questions on programming during an alert and other problems connected with CD. 

Page 44 • May 4, 1953
**Figures don't lie!**

Hooper and Standard Audit

Prove You Need KGLO
to sell this rich, Midwestern Market

**HOOPER RADIO AUDIENCE INDEX**

Mason City, Iowa

**SHARE OF RADIO AUDIENCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>Radio Sets in Use</th>
<th>KGLO</th>
<th>Station &quot;A&quot;</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
<th>Station &quot;E&quot;</th>
<th>Other AM &amp; FM</th>
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</thead>
<tbody>
<tr>
<td>Mon. thru Fri., 8:00 AM — 12:00 Noon</td>
<td>28.4</td>
<td>63.7</td>
<td>0.2</td>
<td>14.0</td>
<td>7.1</td>
<td>3.0</td>
<td>9.7</td>
<td>2.2</td>
</tr>
<tr>
<td>Mon. thru Fri., 12:00 Noon — 6:00 PM</td>
<td>27.9</td>
<td>75.0</td>
<td>0.6</td>
<td>10.5</td>
<td>7.0*</td>
<td>1.4</td>
<td>5.4</td>
<td>1.3</td>
</tr>
<tr>
<td>Sunday, 12:00 Noon — 6:00 PM</td>
<td>25.6</td>
<td>57.3</td>
<td>1.2</td>
<td>28.0</td>
<td>5.3*</td>
<td>1.1</td>
<td>3.0</td>
<td>5.2</td>
</tr>
<tr>
<td>Sun. thru Sat. Eve, 6:00 PM — 10:30 PM</td>
<td>38.1</td>
<td>81.0</td>
<td>0.4</td>
<td>8.1</td>
<td>—</td>
<td>0.5</td>
<td>8.4</td>
<td>1.6</td>
</tr>
</tbody>
</table>

*The above measurements are adjusted to compensate for the fact that Radio Station "C" signs off at local sunset.

**Figures**

from latest Hooper-ratings show the average KGLO audience is more than four times as great as any other station in the Mason City area. Invest your dollars wisely — include KGLO to sell this rich midwestern farm market of northern Iowa and southern Minnesota.

For availabilities, write or call Walter Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

**Lee STATIONS**

**KGLO**

**MASON CITY, IOWA**

1300 KC — 5000 Watts • Full Time, CBS • Affiliated with WTAD, Quincy, Illinois

Represented by Weed & Company
INTERNATIONAL TV EXCHANGE NEXT, McNAUGHTEN TELLS BROADCASTERS

Broadcast Engineering Conference hears NARTB engineering manager predict submarine transistor cables linking the continents.

He cites upcoming Coronation telecast as an example of how "microwaves are turning back the time curtain."

AN EXCHANGE of international TV programs, on a global basis, was predicted for the near future by Neal McNaughten, NARTB manager of engineering, Wednesday, at the 7th annual Broadcast Engineering Conference of the NARTB in Burdette Hall of the Los Angeles Philharmonic Bldg.

"With the entire field of microwaves and the possibility of submarine transistor cables before us, who is to say that global television is impossible?", he told the engineering conference.

Pointing out that long distance TV was possible in 1925 on frequencies used then, he stated that requirements of more intelligence and information required that the system be placed at higher frequencies with far shorter range.

"The answer," Mr. McNaughten added, "lies in a submarine transistor cable using a repeater unit—smaller than a cigarette—to augment microwave relays between the continents of the world.

High Power Tubes

"We have relatively high power tubes in the 6,000 to 8,000 megacycles band; the traveling wave tube holds much promise of higher frequencies; we have multiplexed sound and video signals, and Bell Labs is working in long distance wave guides using frequencies so high I'm also afraid to mention them.

"As an example of how microwaves are augmented in many cases by the coaxial cable, are turning back the time curtain in global TV, it is my understanding that the motion picture of the Coronation will be flown from London to a point in Canada by jet bombers and placed on a microwave system feeding into the U.S., thereby picking up about one hour of time since it would take jets about one hour to fly the additional 400 miles into the TV stations.

Six technical papers on various phases of TV were given during the Wednesday morning opening session of the engineering conference where Frank L. Marx, ABC vice-president in charge of engineering, presided. (See summary of engineering papers, B*7, April 27.)


"A 3-D for Television" progress report was made by Alex Quiroga and Glen Akins, ABC-TV Hollywood staff engineers. (See ABC 3-D demonstration story, page 30). Dr. Frank G. Back, secretary, Television Zoomar Corp., spoke on "Zoomar Lenses in Television."

Royal V. Howard, executive engineer, Committee for Free Asia, president at the Wednesday afternoon session, when six additional technical papers were given.


WSM-TV Experiment

Aaron Shelton, chief engineer, WSM-TV Nashville, read a paper relating to WSM-TV's experimental booster station, prepared by John H. Dewitt and Hurley E. Bass.


The Thursday all-day session included nine technical papers and discussions. Albert J. Barcket, head of studio equipment dept., and James Valentine, manager of TV station installation dept., Federal Telecommunication Labs. Inc., told the engineering conference "How to Set Up a Television Technical Opera- tion With Two Persons."

"The Multi-Scanner—A Versatile Scanner for Film, Opaques and Slides" was jointly discussed by George R. Tingley, head of the color and video technique dept., and Jesse H. Haines, senior engineer, color and video technique dept., Allen B. Du-Mont Labs. Inc.

"The Mechanisms in Transistor Electronics" were explained by Robert M. Ryder, electronic apparatus development engineer, Bell Telephone Labs. A broad description of "Developments in the Application of Transistors" was given by Allen A. Barco, section head, RCA Labs. An illustrated discussion of "Television Test Equipment" was given by Roy Moffett, NBC-TV staff engineer. There was a review of "The NTSC Color Television System" by W. R. G. Baker, chairman, National Television System Committee and vice president in charge of engineering, General Electric Co.

John T. Mullin, chief engineer, electronics dir., Bing Crosby Enterprises Inc., discussed the VTR system now under development by his company.

Low Budget TV

With James L. Middlebrooks, engineering director, KING-TV Seattle, as moderator, Leo E. Kilpatrick, vice president and technical director, WSAT-TV Huntington, W. Va.; Joseph Herald, manager, KBTV (TV) Denver, and Orin Towne, director of engineering, WHAS-TV Louisville, participated in a symposium on "Low Budget Television Operations."

The engineering conference agenda was completed Friday with addresses on "Television Film Scanner" by Ernest H. Traub, project engineer, Philco Corp.; "Development of the Station Camera," by Louis L. Pourciau, head of TV development section, General Precision Laboratory, and "Installation Problems and Operating Results of Diesel Electric Standby Units in Television Transmitters," by R. V. Bradley, sales development dir., Caterpillar Tractor Co.

Feted With Fashion

NARTB wives were entertained at a luncheon and fashion show Wednesday, co-hosted by Southern California Broadcasters Assn. and Television Broadcasters of Southern California in the Crystal Room of the Beverly Hills Hotel.

With Eddie Cantor as m.c. and songs by Lucille Norman and Jimmy Wakely, the fashions and models were provided by Heft's Hotel in Santa Monica. Among the recipients of door prizes were Mmes. G. Richard Shafso, WIS Columbus, S. C.; Louis Bookwalter, KOIN Portland; John Poole, Cliff Gill, Robert McAndrews, KGIL Avalon, Calif.; Roger Sawyer, KGLO Mason City, Iowa; Ralph Shep a r d, KWOA Worthington, Minn., and Benjamin Lockerd, KDXK Dickinson, N. D.

Others Who Spoke

Other talks given were: W. E. Stewart, manager, TV projector design, RCA Victor Div., "Requirements for High Quality TV Film Projectors"; Herbert A. Klegi, vice president, Klegi Bros., "Approved Wiring and Control Methods and Devices for Television Studio Lighting"; Charles Shevlin, sales and development engineering staff, Century Lighting Co., "Progress in Studio Lighting." A joint discussion on "CBS Television City Audio and Video Facilities" was given by R. S. O'Brien, R. B. Monroe and P. E. Fish, senior engineers, CBS, New York. Fred Whitney, test film engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, chief engineer, KPFC-TV Houston, jointly discussed "Projector Maintenance and Test Films."
DEPARTMENT STORE STUDIES have been responsible for the revived interest in the use of radio by department stores.

DEPARTMENT STORE STUDIES themselves are prepared from material gathered in tests conducted in various parts of the country.

DEPARTMENT STORE STUDIES
Make
Not Relate
Radio Success Stories

SAYS HOWARD P. ABRAHAMS, manager, sales promotion division and visual merchandising group, National Retail Dry Goods Association.

"Department Store Studies have pinpointed an effective way for stores to use radio as a selling tool. I have been associated with these studies from the start and I know their use has awakened store interest in this means of promotion."

SAYS GERVASE N. BUTLER, Associate Editor, Department Store Economist.

"Department Store Studies offer the radio station a double advantage...they interpret the store selling message on a wide variety of merchandise in actual copy...they provide ready made, sales tested formulas matched to the needs of local store advertisers."
With pleasure and pride

WBUF-TV
CHANNEL 17 . . . Buffalo

Announces the appointment of

H-R TELEVISION, Inc.
New York Chicago Los Angeles San Francisco
AS ITS EXCLUSIVE NATIONAL REPRESENTATIVES

NATIONALLY REPRESENTING:

WFBG-TVALTOONA, PA.
WNAC-TV BOSTON, MASS.
WBUF-TV BUFFALO, NEW YORK
WJIM-TV LANSING, MICH.
WLOK-TV LIMA, OHIO
KNOE-TV MONROE, LA.
WHUM-TV READING, PA.
KSTM-TV ST. LOUIS, MO.
WOR-TV NEW YORK (West Coast)
WBUF-TV
CHANNEL 17 BUFFALO

will give the
TELE-VIEWERS of the Nation's
14th BUY-INGEST Market
★ the finest programs of

MAJOR NETWORKS
ABC • DUMONT

★ WBUF-TV will give its
ADVERTISERS in the Nation's
14th BUY-INGEST Market
the WBUF-TV 4-POINT GUARANTEED PLAN

★ plus the WBUF-TV MERCHANDISING PROGRAM

H-R TELEVISION, Inc.

New York
Chicago
Los Angeles
San Francisco
ABC SHOWS TV 3-D AT NARTB MEETING

ABC unveils 3-D video system over its KECA-TV Los Angeles in special showing at NARTB convention. The system requires polarized glasses and a special TV receiver.

ARMED with special PCC authority to conduct experimental tests, ABC last Wednesday unveiled its three-dimensional television system, using its o&o KECA-TV Los Angeles as the originating outlet for live telemcasts.

The experimental telemcast was demonstrated at a special press showing during the 31st annual NARTB Convention at the Biltmore Hotel. ABC plans to continue similar tests on a limited basis this week, using a TV projection set that employs two picture tubes and a non-depolarizing screen.

Uses Polarized Glasses

The ABC system requires use of polarized light glasses and a specially designed TV receiver. It utilizes two pictures, each representing an eye of the camera. Pictures are transmitted in fleeting sequences, each for 1/60th of a second. While only one picture appears at a time on the screen, both appear to be seen together, giving three-dimensional effect.

The three-dimensional picture was televised with a conventional TV camera, modified with accessories—rotating plastic disc and a second, front-surface mirror—for the demonstration. The disc rotates in exact synchronism with the TV frame rate of 30 complete pictures per second. Half the time, the camera sees a direct picture through the clear portion of the disc, the other half through a combination of the mirrored portion of the disc and the fixed mirror.

Commenting on the experimental telemcasts, Frank Marx, ABC vice president in charge of engineering, said the demonstration is merely a means of showing one method of possible 3-D TV transmission. He said it should not be regarded as "final or conclusive" for home televiewing.

When the system would be commercially ready was not indicated at Wednesday's press showing. It was explained that there are many factors involved in its perfection and that its availability is some time off yet.

Phil Caldwell, director of engineering and general services for ABC Western Div., said home receivers will require two picture tubes instead of one.

Home Images Blurred

Home viewers receive blurred or scrambled pictures during the tests, with KECA-TV so notifying them before each experiment is held.

Viewers of the ABC 3-D tests last Wednesday were distributed polarized glasses to receive the special effect during the showing, which included a portion of ABC-TV's Space Patrol live and a special 3-D film.

The system was developed experimentally in recent months by Glenn Akins and Alex Quiroga, ABC staff engineers, under direction of Cameron Pierce, KECA-TV chief engineer. The glasses were manufactured by Polaroid Corp. and distributed by Natural Vision Corp.

BROADCASTERS WARNED OF RATE CUTS AT 'PROFITABLE OPERATIONS' SESSION

Allerton, Morency, Kobak join chorus of indignation directed against radio rate-cutting during NARTB general session on profitable station operation. Their refrain adds up to this: The station which doesn't keep to its rate card is undermining itself. NARTB's five-city market report highlights such station.

LIKE an old refrain—but perhaps not as popular—rate-paring practices on an increasing scale upset U. S. broadcasters last week during the 31st annual NARTB convention in Los Angeles.

The setting was an NARTB general session on profitable station operation, highlighted by five-cities market report from Richard Allerton, NARTB manager of research.

Once again, as in the past, admonitions went out that broadcasters had best adhere to their established, polarized rate cards lest they undermine their relationships with advertisers and agencies alike.

The warnings were sounded by Paul W. Morency, vice-president-general manager of WTIC Hartford, and other members of the NARTB AM committee, and in session-ending comments by Edgar Kobak, consultant and owner of WTWA Thomson, Ga.

Mr. Allerton reported on NARTB's five-cities survey embracing the "principles of profitable radio station operation"—programming, sales, personnel, public service and financial factors. (See story on report in Fall Session, this issue.)

Mr. Allerton's report was followed by questions and answers from the floor of the Biltmore Theatre, which drew a substantial number of broadcasters, many of them from small, independent stations throughout the country.

Panel Members

Participating along with Mr. Morency and Mr. Allerton on the panel were John Eesa, vice president and general manager, KTUL Tulsa; William C. Grove, general manager, KFBC Cheyenne, Wyo.; Lee Little, president, KTUC Tucson; John F. Patt, president, WGR Cleveland; G. Richard Shaffo, vice-president-general manager, WIS Columbia, S. C., and F. C. Sowell, general manager, WLAC Nashville.

Aside from rate-cutting, other topics explored were public service programming, sales and rate bundling. In shop advertising billing practices, radio's health as a broadcast medium, music news formats as an antidote to TV competition, and time devoted to religious programs.

Mr. Morency, who was introduced as presiding officer by NARTB President Harold E. Fellows—and who is chairman of the Affiliates Committee—told broadcasters that rate-cutting "undermines the ability of our advertisers and agencies to know they are paying a proper rate. This uncertainty, he noted, defies the principle of "equal treatment to the competition."

Mr. Kobak, who heads the American Research Foundation, described rate-cut solicitations as an "insult to the integrity" of broadcasters. He said that throughout his years in the industry he had never been asked for sub-established rates.

Mr. Allerton told broadcasters that stations indulging in rate cuts "have not been making money, even though their revenue volume may be high."

One irate small station operator told his fellow colleagues that a large number of "major stations—clear channel outlets" have pared their rates and asked: "What can we say when advertisers come to us and tell us that some of the high power stations have cut theirs?" He claimed that "some of the million dollar boys" were not represented at the session.

Robert B. Hanna Jr., manager of WGY Schenectady, N. Y., said "there are still many 50 kw stations which sell at the rate card." Victor Shollis, vice president and director, WHAS-AM-TV Louisville, said "its getting lonesome on the rate card."

One station operator reported that some stations "have been giving away programs" to prevent them from going to other stations. Mr. Patt said he heard "they're cutting rates even in television until each broadcaster realizes he is hurting himself when he departs from established, published rates," rate-cutting practices will continue.

Question of billing advertisers at the local or national rate on co-op programs was raised by A. J. Mobey Jr., president and general manager of KGVO Missoula, Mont. He wanted to know whether a trend had set in within the industry, not with respect to "double billing," but to actual billing procedure. He noted that some stations charge as much as 25% more than local rate for administrative and other costs.

One small independent station operator reported the administrative burden of furnishing affidavits to agencies on time purchased. Mr. Morency felt the industry might well undertake a new study on standardization of rate cards.

Public service programming—with or without a profile—got a considerable airing. Mr. Patt said he felt there has been an "abdication" of responsibility in recent years. He called for more such programs. Mr. Shaffo claimed there is no answer on how to make it...
DOMINATES

COMPARISON OF CINCINNATI NETWORK STATIONS HOOPER SHARE OF AUDIENCE-FEBRUARY-MARCH 1953

MORNING

AFTERNOON

EVENING

And according to the January-February 1953 Local Pulse, WKRC also dominates morning, afternoon and evening.

CINCINNATI'S BEST BUY!

THE CBS NETWORK...REPRESENTED BY THE KATZ AGENCY
NARTB Entertained

ALL-STAR Hollywood cast entertained NARTB banquet guests Thursday night at the annual convention dinner held at the Paladium. Danny Thomas was master of ceremonies. Other entertainers were Celeste Holm, Dennis Day, Abbot & Costello, Basie Trio, Edgar Bergen, Gene Autry and the Cass County Boys. Canal was given the show. Robert Armbruster was musical director, presiding over a 46-piece orchestra and a chorus of 40. Russ Morgan's orchestra played dinner music.

ENGINEERS DISCUSS 'LOW BUDGET' VIDEO

DRAWING from personal experience, a three-man panel gave its views on "low budget operation" of a TV station at Thursday's session of the seventh annual Broadcast Engineering Conference at the NARTB convention, with James L. Middlebrooks, engineering director, KING TV Seattle, as moderator.

Sub-titling the panel session as "Sound Station Planning and Economical Operation," Mr. Middlebrooks reminded the engineers that "station operation on any level is an expensive business" and at the very start management and department heads must be in agreement. He stated that station coverage should be the first concern of those who have ambitions to own a TV outlet to "carefully review your plans before starting construction. It will save many headaches." He said many manpower savings must be installed to facilitate operation.

LeRoy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington, W. Va., advised the engineer delegates that "if you are entering the category of a low budget TV operation, it may be more imperative than ever before, that you plan your operation for minimum expenses consistent with maximum efficiency."

He suggested that for low-budget TV station operations, it be so arranged that each man, when necessary, be able to perform two or more functions.

The chief engineer is assuming more responsibility in the overall operation of a TV station, with the opinion of Joseph Fare, manager, KBTV Denver. He said a TV station's personnel must be versatile in a wide field of operation. He further reminded that at a low-bucket station a deal of responsibility is carried by the technical personnel. Illustrating his talk with slides showing the operation of his station, Orrin Towner, director of engineering, WHAS-TV Louisville, covered eight points in the problems of budgets, and manpower efficiency. He showed various steps through equipment installation to reduce manpower problems.

CCBS Members Approve

MEMBERS of Clear Channel Broadcasting Services approved recent actions by its headquarters staff at a meeting held Thursday afternoon during the NARTB Los Angeles Convention. About 30 station members attended the meeting. Harold Hough, WBAP Fort Worth, presented Hollis Seavey, new CCBS director, to the group and complimented him for his services since assuming the post a few weeks ago.

BACKSTAGE meeting took place at Bilmore Theatre before NARTB general session on profitable radio station operation. Chatting were Paul W. Morency (ll), vice president-general manager, WTCM Traverse City, Mich., and NARTB President Harold E. Fellows. Mr. Morency, who was introduced by Mr. Fellows, presided over panel consisting of members of NARTB AM Committee. Highlight of session was a five-city market report given by Richard M. Allerton, NARTB manager of research, of station salesmen in merchandising drives also was explored.

Mr. Morency noted a "growing opinion" that music-news format should be developed to combat TV competition. Mr. Essau said radio is only the means with the ability to create "word pictures" and suggested "it is cutting its own throat trying to compete with TV" with music-news. He urged operators to build programming and personalities.

Urges Block Programming

Robert Earle, general manager, WIBR Baton Rouge, La., disagreed, claiming that block programming which emphasizes distinctive disc jockey personalities is the answer.

William Lester, production manager, KOY Phoenix, urged broadcasters to urge their colleagues to listen to the radio. Mr. Morency conceded that in many instances "I'm afraid it's true that advertisers have more faith in our medium than our salesmen and others." He suggested a promotion drive looking toward a reinvigoration of radio's confidence in itself—a fresh approach.

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NARTB DELIBERATES ASCAP-TV BATTLE

New Music License group reviews developments for station operators. Authority has been given the committee to "secure a satisfactory agreement" with ASCAP.

STATUS of the TV industry fight with ASCAP over equitable fees for per-program and blanket licenses was reviewed for station operators during the NARTB convention in Los Angeles last week.

Developments in litigation, negotiations and key issues were explored last Thursday for the edification of new TV station operators by the All Industry Television Per-Program Committee under Dwight Martin, WOR New York.

The committee passed a resolution to change its name—to the All-Industry Local TV Music License Committee—and also elected new members in a move to make the unit more representative of geographical districts of the country.

The committee has been given authority to "take steps to secure a satisfactory blanket and per-program agreement" with ASCAP. It also pledged cooperation with network representatives who have been conducting informal discussions with the union in recent months. Current interim agreement with ASCAP expires Dec. 31, 1953.

Judge Miller Urges Support

Judge Justin Miller, NARTB board chairman and general counsel, spoke to the group of TV broadcasters to support the committee and enlarge itself. Judge Miller presided over the initial meeting of the committee in September 1949 and named the first members to the group.

The industry-ASCAP feud has been a bitter one from the outset, carrying through the courts and involving some 36 stations which sued ASCAP under a consent decree. In view of RCA Board Chairman David Sarnoff's prediction of an estimated $1 billion industry gross [see separate story], it's conceded that ASCAP conceivably might realize a $25 million profit from the TV industry if its demands for per-program and license agreements are met. The demands are on the basis of an approximate 2½% rate of gross, minus deductions.

The 36 stations which brought the original legal action have not been siphoning money into ASCAP coffers, while some network stations—mostly o & o—have been operating under a blanket agreement with the group. Fees for non-paying stations will be retroactive to January 1949 when the dispute is finally settled. (For ASCAP concession on radio position on local co-ops, see PROGRAM SERVICES).

ASCAP radio-TV revenue in 1952 was about $14 million and is expected to climb substantially.

New members named to the committee include: W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Campbell Arnoux, WTAQ-TV Norfolk,
One of America's top disc jockeys

WSM'S SMILIN' EDDIE HILL

In their 1953 Disc Jockey popularity and trade aspects surveys, Billboard asked this question:

"Which three disc jockeys, in your opinion, had the best local radio and/or TV jockey shows over the past year?"

When all the ballots were counted, WSM's Smilin' Eddie Hill was in a neck and neck tie for second place in the country and western field.

Not bad, considering the fact that the Eddie Hill Show has been aired by the Central South's Boss Salesmaker for only six months.

For all the facts about WSM's extraordinary ability to sell the Central South Market, just ask Irving Waugh or any Petry Man.

WSM Nashville ... 650
Clear Channel 50,000 Watts
VA; Phil Lasky, KPIX (TV) San Francisco; Gaines Kelley, WFMY-TV Greensboro, N. C.; Wayne Coy, KOB-TV Albuquerque; Jack Harris, KPRC-TV Houston; Hugh Terry, KLZ Denver; and Walter Damm, WMJ-TV Milwaukee.


Also present for the closed session last Thursday were Stuart Sprague, Sprague & Peck, general counsel; Judge Simon Rifkind, special litigation counsel; Joseph McDonald, NBC, and Robert Myers, former NARTB music committee chairman.

CAUTION URGED IN MERCHANDISING

Outler compares broadcasters to Columbus, and says there is too much merchandising on the auction block.

Comparing broadcasters to Columbus, who didn't know where he was going, where he was when he got there, and doing it on someone else's money, John M. Outler Jr., general manager of WSB Atlanta, opened the radio merchandising panel Thursday in the Biltmore Hotel.

He expressed his belief that merchandising is a most powerful and dangerous tool and that broadcasters' obligation is to sell itself to its audience as rate cards are predicated on that group. Decrying the fact that too much merchandising is on the auction block, Mr. Outler came out in favor of a plan uniform to all advertisers that many stations are engaged in bidding for clients with inducements not included in rate cards, he said, reminding that "the station that gives it away fastest goes broke firstest."

Helps Small Markets

Lee W. Jacobs, president of KBKR Baker, Ore., started a discussion of "Uniform Minimum Merchandising Plan," as conceived by Art Moore & Son, Seattle station representatives.

With 45 member stations in Oregon, Washington and Idaho, the plan benefits small market stations who cannot afford to do a thorough and successful job of merchandising at a cost of $150 per year per station.

Declaring WIBW Topeka promotes the station first and the product incidentally, Ben Ludy, general manager, said this formula gains more listeners.

As it is possible to merchandise yourself right out of profits, Gilmore N. Nunn, president of WLAP Lexington, advocates cost accounting, because his station in the past had over-sold itself. WLAP will do anything to merchandise an account, according to Mr. Nunn, but on a cost basis. Cautioning fellow members not to overlook utilities companies, he wound up the discussion by describing success of WLAP in using their monthly statement mailing to include station pieces after convincing firms how many people turn on radio sets.

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FCC NOT DISCRIMINATING HYDE TELLS CONVENTION

The new chairman discounts the idea that applicants might be placed in a disadvantageous position because of their other businesses. Asking industry cooperation on filings, he also stresses his preference for speeding up Commission actions.

In his first speech as FCC Chairman, Rosel H. Hyde assured a crowded audience of broadcasters attending the NARTB Convention last Thursday that he regarded as "untenable" the idea of FCC discriminating against applicants because of the nature of their businesses.

In comparative cases, as well as with un-contested applications, he said, justice and fairness require that FCC's decisions be based on the record—not on any "rule of thumb" against newspaper or other type of applicants—and that the criterion in contested cases is the service potential offered by the competing applicants.

Chairman Hyde said the function of radio station's obligation is as a most powerful and dangerous tool and merchandising panel Thursday that he regarded as "untenable" the idea of FCC discriminating against applicants because of the nature of their businesses.

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FCC Chairmen Hyde introduced to the convention by his immediate predecessor, Comr. Paul A. Walker, and at the speaker's table with him were three other members of the seven-man commission: Miss Frieda B. Henneke, George Steedly, and R. B. Swift.

Comr. Walker recalled that at last year's convention he had announced plans for lifting the freeze on TV licensing, and noted that these 349 grants had been issued. "We're well on the way to having a national television system," he declared.

Earlier at the same luncheon meeting, NARTB President Harold E. Fellows read messages of good wishes to the convention from American Women in Radio & Television, the Canadian Assn. of Broadcasters' board of directors, United Nations Ambassador Henry Cabot Lodge Jr., and the Academy of Television Art & Sciences.

Frank Lemmedee, one of the four high-school winners of the annual Voice of Democracy contest, presented his winning talk as another feature of the Thursday luncheon meeting.

Ways to Improve Programs Discussed by Panel at NARTB

Ways of improving station program services were discussed at a panel meeting Thursday during the NARTB Convention by William D. Pabst, KFRC San Francisco, new District 15 director.

Varying views were expressed on types of announcing techniques. William B. Quarton, WMT Cedar Rapids, Iowa, suggesting executives generally aren't impressed by shouting salesmen, opposed the "boiler" type of announcing as did Carl Garland, KSFO San Francisco. Mr. Quarton noted that some sponsors figure they are getting something special if an announcer shouts.

Jack L. Pink, KONO San Antonio, said the station should build its audience and tunes in heavily for mail and request shows. He favored simple introductions to musical numbers rather than "cute, lengthy dialogue."

Barney Schwartz, KFPL Paso Robles, said announcers on his station are trained to treat commercials as news. Messrs. Quarton, Pink and Schwartz were panel members along with George H. Clinton, WPAR Parkersburg, W. Va., new NARTB District 3 director, who said they operated without SESAC licenses with another indicating intent to do so.

Broadcasting • Telecasting
An hour a week on WLS

PROVES RADIO'S POWER FOR ALKA-SELTZER...

In February, 1933, Miles Laboratories decided to see what an hour's sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles’ fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule every night on the WLS National Barn Dance program. WLS is one of the few individual stations on the Miles’ otherwise network radio schedule... further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.

If you want to put your product over in a big way... see your John Blair man, or contact us, today.

Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.
**40 ASSOCIATIONS FORM FEDERATION**

Ben Laird, WDUZ Green Bay, heads Federation of State Broadcasters, group of 40 state associations formed at Thursday NARTB meeting. The federation will further exchange ideas among state groups and work with NARTB on promoting national broadcast legislation.

FEDERATION of State Broadcasters, a permanent organization of 40 state associations with annual dues of $50, was established Thursday at a meeting in Los Angeles' Biltmore Hotel.

The organization followed a preliminary meeting of state associations executive Tuesday. Ben A. Laird, president and general manager, WDUZ Green Bay, Wis., was elected president with S. John Schille, commercial manager, KUTA Salt Lake City, vice president, and Dan E. Jayne, general manager, WELL Battle Creek, Mich., secretary-treasurer.

In addition to officers, two broadcasters were named to the board of directors: Fred L. Bernstein, general manager, WTTM Trenton, N.J., and Parry Shetkell, commercial manager, WZZM Clarksville, Tenn. These men all were named in a committee, headed by Mr. Jayne, Tuesday to organize the federation. Annual meetings will be held concurrently with the annual NARTB conventions.

"The purpose of the Federation of State Broadcasters is to further an exchange of ideas of broadcasters at the state level," Mr. Laird said in announcing the new organization. "We will also work in conjunction with the NARTB on promotion of national broadcast legislation.

"Our group will serve as the focal point for the collection and dissemination of ideas and problems common to broadcasters. One of our foremost aims will be to foster the development of state legislation in the interest of broadcasters."

Paying tribute to the effective work accomplished in many areas by the station associations, Harold E. Fellows, NARTB president, opened the Tuesday session and welcomed the state representatives. He cited the record vote which radio and television played such a major role in polling in the last Presidential election as an outstanding example of such effort and said that in all such industry undertakings "the final answer to success is in the action taken at the state level by organized broadcasters."

Mr. Fellows said NARTB believes strongly in a schedule of annual meetings of the state association presidents, probably during the NARTB Convention. He assured the group of the full support of the national organization in sending NARTB staff personnel, on request, to the state groups' annual or semi-annual meetings.

Carl Haverlin, BMI president, attending the meeting, added further tribute to the fine industry accomplishments of the state groups.

Mr. Jayne said the state associations, in tentatively planning to organize on a larger scale, have no desire to bring another national organization into the broadcast field. The state associations, he added, are being urged by his committee to cooperate as closely as possible with the NARTB in all industry-wide undertakings.

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**TV FILM PANEL STUDIES ECONOMICS**

Economics of programming TV film catch attention of broadcasters in convention panel.

**Various facets discussed.**

ECONOMICS of TV film programming—full-length motion pictures and film packages created specially for television commanded the attention of station operators in a panel session at the NARTB convention last week.

The subject of "film's place in television" was thoroughly canvassed by a group of experts including television broadcasters and film distributors last Thursday.

Among topics explored were revenue potential from film programming, group-buying plans for film distribution, equipment maintenance, desirability of re-runs and exclusivity and film editing practices.

Presiding over the panel at the Biltmore Theatre was Paul Adanti, vice-president-general manager, WHEN (TV) Syracuse, N. Y.


**Re-runs, Exclusivity**

Problem of re-runs and exclusivity in multi-station TV markets also was aired. Views varied on whether re-runs are desirable, particularly in single-station markets. Jack Harris, KPRC-TV Houston, expressed hope that they would decrease in practice.

Mr. Sarnoff said he could see instances where re-runs would be economically desirable. Advantages of re-running films at different hours beamed to varying audiences also were recounted. Mr. Sarnoff felt economics will largely govern the film picture in the future.

Mr. Ruwitch noted a prediction that 80% of all TV programming eventually would be on film and urged TV stations to fortify themselves with equipment. He said 56% of WTVJ's revenue stemmed from film shows. He suggested adequate equipment maintenance.

Mr. Nimmons felt a combination of film and "live" shows "desirable" and expressed hope that cost of film would anchor at a "reasonable level." WFAA-TV programs 29% live, 37% network and 34% film, he explained.

Mr. See described editing problems and standardized film contracts.

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**SMALL MARKET TV GETS GOING OVER**

SMALL MARKET TV operators can prosper if they realize that television can't be done "half-way" and is not "illustrated radio" or "home movies," television broadcasters were told at the annual NARTB Convention in Los Angeles last week.

TV broadcasters heard case histories from practicing small market operators during a workshop session last Thursday at the Biltmore Hotel. W. D. Rogers Jr., president and general manager, KDUB-TV Lubbock, Tex., presided over a five-man panel.

Robert Lemon, general manager, WTTV (TV) Bloomington, Ind., told broadcasters that "TV is about 90% a visual medium." He felt TV stations should realize about four to eight times the income of their radio operation.

James D. Russell, president-general manager, KKT (TV) Colorado Springs, Colo., noted that mail response on TV programming was "tremendous" alongside that for his AM affiliate, KVO.

It was L. H. Rogers, general manager, WSAZ-TV Huntington, W. Va., who warned broadcasters not to think of TV as "illustrated radio" or "home movies." He urged operators to go all out in their approach to programming on the local level.

Gaines Kelley, general manager, WFMY-TV Greensboro, N. C., called for a creation of ideas and enthusiasm right down to staff level. His outlet programs about 95 hours per week and expects soon to increase its power.

W. D. Rogers Jr. said 80% of KDUB-TV's local commercials are live and stressed the advantages of spontaneity in local operation.
Four years in the making!

"TV's best effort to date"
— Bob Foster, San Mateo California Times

"A work of art"
— Jack Gould, New York Times

"In a class by itself"
— Chicago News

"Magnificent"
— Ted Luizzi, New Orleans Star

"Stirring"
— Time Magazine

"Greatest contribution to television since the switch-off knob was invented"
— Jack Cluett, Woman's Day

"The most exciting film ever made"
— London Daily Graphic

Now available for exclusive local sponsorship at a local market price. Call or wire immediately for complete information.
NARTB DISCUSSES PROGRAM ETHICS,
UHF ENGINEERING AT VIDEO SESSION

Future of TV considered by delegates at Thursday morning session
on TV, with TV Code Review Board Chairman John Petzer reviewing
progress in the code's enforcement and Herbert Mayer, WXEL (TV)
Cleveland, heading a panel on uhf technical and coverage problems.

INSIGHT into television's future, with attention focused on program ethics and uhf
engineering, was given NARTB Convention delegates in Los Angeles last Thursday morning at
a two-ply TV meeting.

John E. Petzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Re-
view Board, reviewed progress of TV code enforcement in the 14 months since the stand-
ards went into effect and unfolded some of the problems confronting the industry.

Herbert Mayer, operator of WXEL (TV)
Cleveland and the first uhf commercial station, KPTV (TV) Portland, Ore., as well as KTCY
(TV) Kansas City, led a panel of broadcast-
er-manufacturer members. They covered a
wide range of show problems, mostly of the
technical and coverage variety. Robert D.
Sweezy, WDSU-TV New Orleans, presided as
NARTB TV Board chairman.

On the Mayer panel were Frank P. Barnes,
General Electric Co.; Kenyon Brown, K WTF-
TV Wichita Falls, Tex.; Martin Silver, Federal
Telecommunication Labs.; James B. Tharpe,
Allen B. DuMont Labs; Alan C. Tindal,
WWLP (TV) Springfield, Mass., and E. C.
Tracy, RCA Victor Div.

Core Needed With Uhf

Care in installation of uhf equipment is re-
quired, Mr. Mayer said, though the problem is
cased because the antenna is small in size.

Adequate transmitting power is not available, he added. As to home problems, he advocated
tubular or ladder lead-ins and said an outdoor
antenna is generally necessary since a person
walking across a room may spoil an indoor
signal.

Man-made interference is generally not a
problem in uhf, Mr. Mayer continued, and most
pictures are ghost-free. He noted special roof-
top problems in home antennas and said the
serviceman often must hunt around for a good
spot.

"If there is no hill problem you are better
off with uhf, assuming equivalent power," he
said. He said dealers in Kansas City were being
advised that uhf receivers need "good conver-
sion" if viewers are to be satisfied, with these
satisfied viewers in turn developing more con-
version business.

"We're sold out in Portland," Mr. Mayer
said. He said a 40% discount was being of-
furred for about seven months in Kansas City.

He has found advertisers interested in local TV
stations because of improved picture and the
very fact that the station has local identity.

Coverage Problem

Mr. Tracy said coverage of the area close to
the transmitter is a more difficult uhf problem
than mere distance. Mr. Barnes advocated use
of high antennas and explained that every sta-
tion installation presents different problems.

Mr. Tharpe pointed out that the uhf antenna
carriers are proving helpful in uhf installa-
tions. Mr. Silver added that shadow and poor
signal areas can be fairly well predicted by en-
gineers.

Mr. Tindal said it is difficult to convert re-
ceivers before a station goes on the air, but Mr.
Mayer said at least 73% of such conversions
will be satisfactory. Mr. Brown said people
wanted programs as soon as the station is able
to get on the air rather than mere test-pattern
to get a relatively long period when the station
is getting underway.

Rotor antennas may be needed where there
is multi-station uhf service, Mr. Tindal said, or
in some cases two antennae will do the job. Mr.
Mayer suggested stations use adjacent trans-
mitter sites where possible.

Foliage Blocks Signals

When Leonard E. Nasman, WMFM-TV
Youngstown, Ohio, asked about ways of ob-
taining accurate conversion data in communi-
ties, Mr. Brown said the utility company did a
study in Little Rock and Mr. Tindal said the
same thing was done in Springfield. Importance of
foliage in blocking a clear signal path in the
warm months was stressed.

As chairman of the TV Code Board, Mr. Mayer
called for "unification" by telecasters
"as a matter of self-interest." He told how code
officials have maintained liaison with govern-
ment agencies, civic organizations and the pub-
lic in general, handling hundreds of decisions
and developing internal criteria. Edward H.
Bronson is NARTB's director of code affairs.

Code Responsibility

Mr. Petzer said TV ownership and manage-
ment must assume full responsibility for code
compliance. If the Code Board becomes "busy-
bodies and snoopers," he said, it might destroy
voluntary compliance. Yielding of a big stick,
he added, might bring about mass resignations
from the code or run into restraint-of-trade
litigation.

He urged stations to file written formal com-
plaints if competitors violate the code, remind-
ing that such complaints are held in strictest
close. While the board tries to solve all cases
promptly, he reminded "it can get tough and
tough with habitual violators. All four
TV networks and over 100 stations are sub-
scribers and are making definite efforts to fol-
low the code by keeping programs within its
provisions and training personnel to adhere, he
said. The board has just completed an industry
survey showing that all stations and networks
responding to a questionnaire either were gen-
erally adhering or in the process of so doing.

Network activities include special monitoring,
indoctrination of program and sales staffs, ad-
vecance clearance of program material and
periodical bulletins to all personnel and stations.

Self-Regulation Preferred

Mr. Petzer observed that federal legislators are
aware of the self-regulator TV document. He
quoted a House subcommittee report that
found substantial progress in enforcement.

"So long as the public interest is served," the
committee reported, self-regulation "is preferable
to government-imposed regulation."

He said further Congressional investigation may come
and urged all stations and networks to display
the TV Code seal.

NTSC COLOR PLEA TO FCC BY SUMMER
IS CHAIRMAN KAAR'S PROMISE TO NARTB

New system now being field tested, I. J. Kaar, reports, with plans for
presentation to Commission this summer with a request that it be
authorized for public use.

NEW system of color television, now being
field tested by the National Television Sys-
tem Committee, will be presented to the FCC
this summer with request that it be author-
ized for public use. That was the promise
made Thursday by I. J. Kaar, NTSC vice
chairman and vice president in charge of
electronics for General Electric as he spoke
at the 7th Annual Broadcast Engineering
Conference of the NARTB Convention.

Standards 'Workable, Practical'

He said that the NTSC now has what it
believes to be a "workable, practical set of
standards for color." Before these can be
said to be foolproof, he stressed that they
must be thoroughly field tested, a process
that is now under way.

"If the field tests are successful, and there
is every reason to believe that they will be,
then the next step is to petition the FCC for
authorization," Mr. Kaar said, adding that
this will be done in keeping programs within its
standards and utilizing the standard television
band for transmission of color. As a result, color
receivers would get a perfect color picture,
and present receivers, tuned to the same
color telecast, would get perfect black-and-
white pictures.

Broadcasting • Telecasting
TOP ANTENNA AUTHORITY REPORTS
ON CONTOURING TV PATTERNS

LOYD O. KRAUSE
Supervisor Antenna and Relay Engineering, General Electric Co.

High-gain antennas for television have caused a need to insure adequate signal in those-called "null regions" of every broadcaster's market area. Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter vertical aperture—are considered for coverage. Adjacent the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

G-E Installed First High-gain VHF TV Antenna at Louisville, Ky.

The current popularity of high-gain antennas is directly traceable to the success of General Electric's first installation at Louisville, Kentucky, in 1950. As a result, these antennas were produced in quantity to greatly increase availability. Then, too, this initial experiment proved it is economically feasible to achieve increased ERP through higher gain antenna rather than with higher power amplifiers. Today, with broadened application, high-gain antennas are almost universally used for UHF-TV.

Pattern Contouring and Nulls

In general, contouring employs two basic techniques—tilt and null fill-in. The amount used of each depends on the particular application. Nulls are fundamental in antenna arrays. An antenna array is comprised of a prime element having its own pattern, multiplied by the array factor. Nulls will exist where either the array factor becomes zero or where the prime pattern has a null. The array factor resulting from a large vertical aperture produces nulls at high angles, or near the horizontal. These may cause difficulty.

Nulls and Transmitter Power

If antenna gain is increased, pattern nulls move farther away from the station. The same is true when antenna height is increased. Nulls move in proportion to the height. The combination of gain and height increases, which is rapidly becoming common practice today, results in nulls fairly distant from the transmitting site. As this distance becomes greater, unfortunately the effective signal level in the null becomes lower. Transmitter power then becomes an important factor. Higher transmitter power means a greater relative depth of null which may be tolerated, since the total level of signal is increased.

Terrain affects enter in that the ground may slope away abruptly on a side and be relatively flat on the other. A combination of electrical and mechanical beam tilting may become necessary. In this way, areas on either side may be covered by an adequate signal.

Beam Tilt Tion

Beam tilt Tion as such usually helps solve a high gain coverage problem in the medium distance range. It may also be desirable for maximum range where the horizon is depressed from the horizontal, depending on antenna height. Without beam tilt, the area at a medium distance from the antenna may have large variations in signal. Tilting a small beam amount can bring this area up to a high level point on the beam without much variation in average signal.

Simple beam tilting is accomplished by the technique known as progressive phase shift. Uniform phase advance is put in each unitary array of the unit antenna of the array bottom to top. Note, however, that phase shift on a two element array will produce beam tilt but never null fill-in.

Number of Array Elements Important

The amount of pattern control obtainable depends on the number of elements in the array. A certain minimum number exists for effects of phase and amplitude. For example, to produce null fill-in on a 12-bay antenna, by phase shift, the antenna must be broken down to at least three elements of 4 bays each.

Practical Application Contouring G-E 6-Bay Antenna in Brazil

An actual application in Brazil called for a 6-bay antenna but with the principal city lying very close to the transmitting site in the range from 2° to 28° below the horizontal. (See Fig. 1.) Simple beam tilting alone could not handle the situation. The only answer was to contour the pattern. For the type of contouring required, phase deviation was found to be the simpler solution. The contoured pattern which was designed for this installation is shown in Fig. 1.

Distant Null Fill-in with 12-Bay Antennas

For most applications of 12-bay antennas, only a small amount of fill-in of the most distant null is required. Ordinarily, a level of 20 db below the nose power is adequate in this null region. A simple solution is 90° phasing of the top or bottom bay of the antenna.

No Mystery in Pattern Shaping

Contouring is not an item over which the broadcaster need be technically concerned. He should be aware of it, however, in order that each installation be reviewed and proper recommendations made.

FIG. 1 6-bay antenna application in Brazil. Dotted line shows pattern without contouring; solid line denotes solution for this installation.
RESOLUTIONS COVER BASIC RIGHTS

NARTB members act to protect basic rights of broadcasters and telecasters and pledge support to public service causes in series of resolutions offered at convention's conclusion.

NARTB last week took a series of steps to protect basic rights of broadcasters and telecasters as the annual convention was concluded in Los Angeles. The convention business session also included a series of resolutions covering freedom of information and pledging support to public service causes.

On the business side, the convention voiced appreciation of ASCAP's agreement to allow the 2% local rate to apply in the case of local commercials on network co-op programs (see story page 71).

The convention adopted a resolution terming freedom of information "a paramount freedom of the American people," and urged cooperation by local and state agencies, along with discriminatory rulings by legislative, executive and judicial bodies. State associations were encouraged to endorse the resolution.

Formation of an NARTB committee to work on the problem was approved and other trade organizations will be invited to cooperate in the move to protect freedom of information.

On the ground the public interest is served when radio and TV are used to maximum efficiency by the Chief Executive of the U. S. President Eisenhower was urged to add to his secretariat an adviser trained in radio and TV. The principal of uniform time in each time zone was endorsed, with reference made to the confusion caused listeners by the present lack of consistency.

Resolutions were adopted praising FCC Chairman Rosel Hyde for his participation in the convention, along with Comrs. Paul A. Walker, Freda Hamecker, George E. Sterling and Robert T. Bartley.

Broadcasting Advertising Bureau was commended for its "valuable services" and active support by stations was recommended.

Other resolutions pledge support to the blood donor campaign, Conelrad civil defense program, the Palladium ball hall and the Biltmore Hotel. RTMA, U. S. Junior Chamber of Commerce and other groups participating in the Voice of Democracy contest were commended along with Frank Lammodee, one of the 1952-53 winners, who addressed the Wednesday luncheon.

An unusual resolution voiced the association's appreciation for the time, money and trouble devoted by NARTB and its member stations in their service on the industry's behalf. BMI was thanked for its "Freedom House" display.

Members of the resolutions committee were H Quenton Cox, KGW Portland, Ore., chairman; Robert R. Thimm, KARL Vankton, S. D., D. Peck, WJS Milwaukee; Irving Rosenhaus, WABC (TV)/WOR (AM), KPRC-A (AM), KHOU, TV Houston. Vincent Waslewski, NARTB chief attorney, was committee adviser.

DuMONT EXHIBITS SPOT SCANNER

NEW flying-spot scanner for 16mm film and video recorder were exhibited at the NARTB convention in Los Angeles last week by Allen B. DuMont, director of engineering for DuMont Labs.

Improved picture quality along with operating simplicity and programming flexibility were claimed for the film scanner, which DuMont calls "Multiscanner." Picture quality is ascribed to greater image sharpness and extended tonal range "and the fact that flying-spot scanners are inherently free from the various spurious shading signals found in the iconoscope."

J. H. Haines and G. R. Tingley of the DuMont Labs, Research Division, described the scanner at the NARTB engineering conference (see conference story page 70). Tingley said it was adapted to opaqucs and slides as well as film. They described the scanner as "one of the most revolutionary advances within the field of television pickup devices to have occurred in the past five years." They voiced the belief that "we stand at the threshold of a new era in television wherein film will gain increasing importance as a means of bringing entertainment of the highest quality into the American home."

The new DuMont video recorder uses a 7-inch picture tube "to provide a clear TV picture on which a standard television recording camera is focused." The 7-inch tube is of a high-voltage, high-definition blue phosphor type. It is aluminized to increase light output and improve tonal graduation in dark areas and eliminate need for an ion trap.

Among features cited by DuMont is the provision for recording the entire field of the picture tube with either positive or negative video signals to produce either a negative or positive picture. Built-in monitoring oscillograph and comprehensive control panel are described as "rudders" that guide the operator from any one of five sources by pressing a button. Easy monitoring of the cathode-ray beam current as well as composite video signal is claimed.

ADVERTISERS & AGENCIES

NETWORK SIGNINGS ARE ACTIVE

Prudential, Chrysler and Pepsi-Cola committed to new TV shows, while U. S. Steel, Willys Overland, Cat's Paw Rubber and Pontiac make plans.

THREE major advertisers signed contracts for network shows last week while four others negotiated for programs likely to be placed in the near future, B+T learned.

The three sponsors committing themselves are Prudential and Chrysler on CBS-TV and Pepsi-Cola on ABC-TV. The quartet of still undecided advertisers are United States Steel, Willys Overland, Cat's Paw Rubber, and Pontiac.

Prudential Life Insurance Co., through Cal-Kin and Holden, Callock, McClinton & Smith, has signed with CBS-TV for alternate-week sponsorship of You Are There, sharing the program with the Electric Companies of America. Currently Prudential underwrites a portion of Your Show of Shows on NBC-TV, but the prospects now of its continuing that outlay are slight.

You Are There will be seen a half-hour later at 6:30 p.m. EDT Sunday. That time has been vacated by Alcoa Aluminum which moves its See It Now program to Tuesday, 10:30-11 p.m.

Chrysler has also put its signature to a CBS-TV contract for a day show, starting Saturday, 10:30-11 p.m. starting in July. Program, whose precise format is still undetermined, will probably be produced by Worthington Minor, under contract now to NBC. It is expected that NBC, which is no producer of its own for Mr. Minor will release him for the CBS assignment.

Pepsi-Cola (Blow Co.) has purchased the 8:30-9 p.m. EDT time on ABC-TV in the period following the Ozzie and Harriet show. The exact nature of the show is as yet unresolved but it is expected that it will be a dramatic feature and star Marlene Dietrich.

Meanwhile, Hotpoint and Listerine, alternate-week sponsors of Ozzie and Harriet, have renewed sponsorship for next season.

The plans, at this stage, of the four uncompromising advertisers are that United States Steel is understood to be considering a television version of Theatre Guild on the Air; Willys Overland reportedly is interested in a program starring Esio Pinza; Pontiac Div. of General Motors is contemplating a nighttime show with Dave Garroway, and Cat's Paw Rubber Co. is looking for a half-hour TV idea.

Pan-American Coffee Bureau, New York, begins another spot radio campaign, similar to last year's, on 150 stations throughout the country. Contract, effective today (Monday) is spread out for 52 weeks, with 36 weeks actually on the air. Electrical transmissions will be used with labels from each radio station. Agency is Cunningham & Walsh, New York.

Citrus Tax Boost Voted

THE FLORIDA Senate's Citrus Committee last Monday approved a two-cent boost in taxes on grapefruit to obtain revenue to underwrite the Florida State Citrus Commission's grapefruit advertising program.

The boost, effective Aug. 1, raises the total tax to six cents. A series of TV films starring Miss America, Neva Jane Langley, was begun earlier this year from a $75,000 appropriation.

Page 60 • May 4, 1953
Alice on Park Avenue...

Tricks of tremendous impact... useful in a limitless variety of dramatic and commercial situations... are accomplished easily, effectively, and at low cost when you...

USE EASTMAN FILM
Low Cost of Advertising Is Cited by Hilyard

Large sales volume, which reduces product cost, is due to advertising, American Tobacco Co.'s treasurer tells Boston group.

"OUR company's cigarette advertising costs only about one-third of a cent per package of twenty cigarettes," Harry L. Hilyard, treasurer of American Tobacco Co., said in a talk before the Boston Security Analysts Society last Monday.

Better earnings and greater sales were predicted by Mr. Hilyard.

"Advertising, as in many if not most industries, has been one of the chief means to create and expand the demand which has made mass production possible," he said. "Advertising is a principal factor in achieving the great volume of cigarette sales, without which the cost of manufacturing cigarettes, and their price to the consumer, would necessarily be much higher than they are today."

"Considerable misinformation exists as to the cost of cigarette advertising. The American Tobacco Company's expenditures, while substantial in total, are small when applied to the individual unit," he continued.

He pointed out that the substantial growth experienced in recent years by the king size brands, Pall Mall and Herbert Tareyton "has come about with very conservative expenditure for advertising."

American Tobacco Co. sponsors The Big Story on NBC radio and TV; CBS-TV news for Pall Mall; Jack Benny and American Way, both on CBS Radio, for Lucky Strikes; Jack Benny and Private Secretary both on CBS-TV, Robert Montgomery Presents and Your Hit Parade, both on NBC-TV, all for Lucky Strike cigarettes.

Spot radio and television campaigns are placed for Pall Mall and Herbert Tareyton throughout the year.

Cincinnati Agencies Merge

TWO Cincinnati agencies merged into a single advertising agency last Friday. The new firm will retain the name of one of the merged agencies, Associated Advertising Agency Inc. Offices are in the First National Bank Bldg.

Announcement of the merger was made by Bruce W. Brown, president of Venable-Brown Co., who becomes chairman of the board of the new agency, and Sam Malcolm Levy, president of the old Associated, who retains that post in the new firm. Other officers are: Templeton Briggs, executive vice president; Bryant Venable, vice president; George L. Service, vice president, and W. Wilson Lang, vice president in charge of radio and television. Personnel of both agencies have been retained, it was said.

Schwartz Opens Agency

MARVIN SCHWARTZ (known professionally as Marvin Gray) has announced the opening of Gray-Schwartz Advertising (agency) at 228 N. La Salle St., Chicago. Agency will handle radio, television and some outdoor and newspaper advertising. Mr. Schwartz previously was Chicago region account man on Dodge for Grant Advertising Inc. and formerly was with WJJD Chicago and WTAQ La Grange, Ill.

Cashin, Cornelius Involved In BBDO's Minneapolis Change

CHANGES in BBDO's Minneapolis office as a result of acquisition by the agency of General Mills' Betty Crocker cake mixes account, were announced last week by Bernard C. Duffy, agency president.

E. A. Cashin, formerly head of BBDO's Minneapolis office, has been transferred to New York as account group head for the new account. John C. Cornelius now is directly in charge of the Minneapolis office and continues to supervise BBDO branches in San Francisco and Los Angeles. Because of increased responsibilities in Minneapolis, Mr. Cornelius will relinquish supervision of BBDO's Chicago office to New York.

Bob Chaney, account executive in Minneapolis, becomes assistant manager of that branch.

On the executive level, John M. Bridges, vice president, will head the Minneapolis Plan Board, with Mr. Cornelius, Mr. Chaney, and Philip F. Kobbe, vice president and creative head, as board members.

C-P-P Re-Elects Heads

E. H. LITTLE was re-elected Palmolive-Peet Co. board chairman and Joseph H. McConnell re-elected president at a board session after the annual stockholders meeting April 22. Mr. Little and Mr. McConnell, who was president of NBC before assuming the Colgate presidency earlier this year, also were named to the executive committee. A report showed Colgate's net income for the 1953 first quarter totaled $3,275,000, as against $2,250,000 for that period of 1952.

P. Lorillard Co. Realigns Staff; Ganger Resigns

REALIGNMENT of the top executive staff of P. Lorillard Co. (Old Gold cigarettes), New York, was announced last week by the board of directors, with the top shift coming at the resignation of R. M. Ganger as president and director.

Mr. Ganger resigned for reasons of ill health, the company announced, and will "relinquish all business connections." William J. Halley, executive vice president, will replace him. In turn, Frank Hopewell, vice president, was elected by the board to succeed Mr. Halley.

Herbert A. Kent, board chairman and former president, has been designated executive officer. All elections are effective immediately.

NEW BUSINESS

Congoleum-Nairn Inc. signs for 12 segments of Today, NBC-TV's early morning show featuring Dave Garwayne (Mon.-Fri., 7-9 a.m. EST and CST), starting May 1 and continuing through June 3 at rate of three segments per week. Agency: McCann-Erickson, N. Y.

Amana Refrigeration Inc. Amana, Iowa (food freezers), will sponsor People Are Funny on CBS radio starting May 19. Agency: Maury, Lee & Marshall, N. Y.

General Mills Inc., Minneapolis, renews The Sta Erwin Show on ABC-TV (Fri., 7:30-8 p.m., EDT) for 52 weeks, effective June 5. Agency: Dancer-Fitzgerald-Sample, N. Y.


AGENCY APPOINTMENTS

Parke Edwards Ltd., N. Y. (imported and domestic silver), names Gibraltar Adv., N. Y. Radio will be used.

S. A. Scholmbrou & Co., N. Y. (medaglia d'Oro coffee) names Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y. TV will be used.

Lo Heet Stainless Steel Co., L. A. (cooking utensils), and House of Carpets, that city, appoint J. E. Cooie Adv., L. A. Radio-TV will be used.


PAGE 62 • MAY 4, 1953

BROADCASTING • TELECASTING
Any way you clock it,

3135 replies from 50 counties is terrific response at 9:45 AM

But that's typical of what happens on KYW. The "Happy Clarks," a popular program of inspiring gospel songs, offered a little booklet of religious poems and thoughts. The offer was made during the Clarks' regular weekday appearances (9:45-10:00 AM). Replies totaled 3135 pieces of mail from 50 counties, stretching from the top to the bottom of Pennsylvania and covering all of South Jersey and all of Delaware. Yes, any way you clock it, you can count on spot action from KYW. For availabilities, check KYW or Free & Peters.
EACH dominates

BOTH saturate

—and a Rich Market’s Yours for the scheduling!

WHIO-TV coverage
1st in Dayton

Six of the top eight once a week shows in the WHIO-TV Service area are seen on WHIO-TV. (March Pulse). As the first step in our long range program of better service we have just moved to Channel 7. About September 1st this new program will be completed when we increase power to 316,000 watts and use the tallest TV tower in the world (1104 feet). This will increase the primary service area from 41 to 65 miles—adding nearly a million new viewers.

WHIO coverage
1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (Hooper average for the past year)

THE DAYTON MARKET

1,665,852 prosperous prospects—488,000 families. Payrolls in Dayton for 1952—$679,959,941. Retail sales for Dayton and Montgomery County—$479,750,000. Average weekly industrial paycheck in Jan.-Dec., 1952, $83.43—highest in Ohio, and one of the highest in the country. Dayton has been designated a "Preferred City" by Sales Management every month for several years.

YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER
WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER,
YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION
RADIO REVENUE HITS $473.1 MILLION; FCC REPORT SHOWS 5% GAIN OVER 1951

AM-FM income totals $62.6 million for 1952, which is above the 1951 figure but still below 1950's peak year. Combined AM-FM-TV revenues amount to $809.4 million.

THE RADIO industry (AM and FM) had total revenues of $473.1 million for 1952, 5% above the previous year, the FCC reported Thursday. Figures are based on preliminary reports submitted to the Commission by networks and stations.

The report noted that seven networks (four nationwide, three regional and including 25 o&o stations) had a 3% drop in their 1952 revenues, which totaled $101 million. The radio gain was by 2,300 other stations, whose $372.1 million revenues were up 7.4% over 1951.

When the estimated revenues for television

TELESTATUS®

Weekly TV Set Summary—May 4, 1953—TELECASTING SURVEY

City           Outlets on Air                          Sets in Area     City           Outlets on Air                          Sets in Area

Albuquerque, N.M.  KOB-TV 6,100                          48,500           Memphis, Tenn.  WMC-TV 17,600
Albuquerque, N.M.  KANW-TV 3,500                        16,949           Minneapolis, Minn.  WCCO-TV 26,700
Amelia, Ohio  KGMG-TV 5,000                            22,341           Milwaukee, Wis.  WTMJ-TV 29,456
Amos, Ind.  WOPI-TV 5,000                             25,781           Miami, Fla.  WTVJ-TV 4,431
Amos, Ind.  WAFV-TV 4,000                             23,846           Miami, Fla.  WTVJ-TV 4,431
Atlantic City, N.J.  WPVI-TV 10,000                    78,000           Miami, Fla.  WTVJ-TV 4,431
Austin, Tex.  KTXI-TV 6,000                            22,283           Miami, Fla.  WTVJ-TV 4,431
Baltimore, Md.  WMAR-TV 9,000                         28,000           Miami, Fla.  WTVJ-TV 4,431
Baton Rouge, La.  WRB-TV 10,000                        15,000           Miami, Fla.  WTVJ-TV 4,431
Bowling Green, Ky.  WBNK-TV 5,000                       10,000           Miami, Fla.  WTVJ-TV 4,431
Bremerton, Wash.  KDEM-TV 5,000                        6,000           Miami, Fla.  WTVJ-TV 4,431

TOTAL STATIONS ON AIR 169*, TOTAL MARKETS ON AIR 113*  

* Includes XELD-TV Matamoros, Mexico and XSTV Tijuana, Mexico.

Editor’s Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn effectiveness. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks.

For each market representative estimated sets within coverage area of station in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S., however, is unduplicated estimate.

Note: These figures are preliminary and based on information from almost 100 of the nation's leading television stations and are not intended to be complete.

Broadcasting • Telecasting

May 4, 1953 • Page 65
**NOW! one station covers 60% of Arizona's population**

**KTYL-TV**

**Serving Metropolitan Phoenix and Central Arizona**

Larger coverage area ... improved reception ... better production ... outstanding availabilities!

That's the story of KTYL-TV, "That Good Looking Channel 12," serving metropolitan Phoenix and Central Arizona. The KTYL-TV antenna is located 1,850 feet above average terrain on top of the South Mountains, a mountain range located only eight miles from the heart of downtown Phoenix. From this strategic antenna site, KTYL-TV will provide improved reception in Phoenix, as well as Grade A primary coverage for the first time to the majority of the outlying towns that make up the thickly populated belt of Central Arizona — an estimated 60% of the state's entire population.

Your Avery-Knodel man has the story—call him today!

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**FACTS & FIGURES**

are added to the AM-FM totals, the entire broadcast industry figure stands at $809.4 million, 18% over 1951. Television revenues for 1952 were $336.3 million.

Radio income (before Federal income tax) was $62.6 million in 1952, up from the $57.5 million income in 1951 but still under the industry's peak income of $68.2 million in 1950. Network income (including o&o outlets), at $11.2 million, was 11% over the previous year, while the other 2,300 stations placed their income at $51.4 million, an 8.4% gain.

AM stations (470 of them) in TV markets reported their 1952 revenue at 2% over 1951; 1,629 AM stations in non-TV markets reported an 11% gain from 1951.

The proportion of AM stations with losing operations is down, the FCC reports said. One out of six (15.9%) of 2,276 stations was unprofitable. This is the smallest proportion since 1946—at that time 11% of 1,015 stations were losing operations.

In the 63 markets with operating TV stations prior to 1952, 108 TV stations reported as much total revenue as did 529 AM operators.

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**TOTAL RADIO AND TELEVISION BROADCAST SERVICES**

<table>
<thead>
<tr>
<th>Service</th>
<th>1952 (Estimated)</th>
<th>1951 in 1952</th>
<th>Percent Increase or (Decrease) in 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Broadcast Revenues</td>
<td>$473.1</td>
<td>$450.4</td>
<td>5.0</td>
</tr>
<tr>
<td>Radio</td>
<td>$473.1</td>
<td>$450.4</td>
<td>5.0</td>
</tr>
<tr>
<td>Television</td>
<td>$230.2</td>
<td>$205.7</td>
<td>12.1</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$603.9</td>
<td>$556.1</td>
<td>8.7</td>
</tr>
<tr>
<td>Total Broadcast Expenses</td>
<td>$281.3</td>
<td>$239.4</td>
<td>16.3</td>
</tr>
<tr>
<td>Radio</td>
<td>$281.3</td>
<td>$239.4</td>
<td>16.3</td>
</tr>
<tr>
<td>Television</td>
<td>$91.9</td>
<td>$59.4</td>
<td>54.4</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$373.2</td>
<td>$298.8</td>
<td>24.6</td>
</tr>
<tr>
<td>Broadcast Income (before Federal Income Tax)</td>
<td>$5 526.5</td>
<td>$575.3</td>
<td>9.1</td>
</tr>
<tr>
<td>Radio</td>
<td>$5 526.5</td>
<td>$575.3</td>
<td>9.1</td>
</tr>
<tr>
<td>Television</td>
<td>$41.6</td>
<td>$31.0</td>
<td>33.5</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$567.7</td>
<td>$88.1</td>
<td>523.1</td>
</tr>
</tbody>
</table>

1 Includes AM and FM broadcasting.
2 Networks engaging in joint radio-television operations have indicated that certain overhead expenses not readily allocable between radio and television have been charged to radio. To the extent that this has occurred, the above figures may understated radio income and overstated television income.

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**BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES**

<table>
<thead>
<tr>
<th>Service</th>
<th>1952 (Estimated)</th>
<th>1951 in 1952</th>
<th>Percent Increase or (Decrease) in 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide networks and 3 regional networks (including owned and operated stations)</td>
<td>$190.0</td>
<td>$91.9</td>
<td>108.9</td>
</tr>
<tr>
<td>Other radio stations</td>
<td>$2.3</td>
<td>$2.3</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>$192.3</td>
<td>$94.2</td>
<td>108.6</td>
</tr>
<tr>
<td>Nationwide networks and 3 regional networks (including owned and operated stations)</td>
<td>$99.8</td>
<td>$99.8</td>
<td>0.0</td>
</tr>
<tr>
<td>Other radio stations</td>
<td>$99.8</td>
<td>$99.8</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>$199.6</td>
<td>$199.6</td>
<td>0.0</td>
</tr>
</tbody>
</table>

1 Includes the operation of 25 network-owned stations in both years. As a result of ownership changes in 1952, however, operation of three such stations are included only for that part of 1952 during which the stations were network-owned and operated. The three stations are included in "Other radio stations" for the remainder of the year.

1,629 AM stations (including AM-FM) in 1952, 1,629 AM stations in 1952.

---

**Serving Metropolitan Phoenix and Central Arizona**

Represented by Avery-Knodel, Inc.
Of course he's using Soundcraft Recording Tape

...it's micro-polished*

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

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

- Lower distortion
- Uniformity of output
- Improved high frequency response
- Better head contact
- Less friction, longer head life

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

- pre-coating to insure better adhesion, prevent curling and cupping — dry lubrication to eliminate squeals.
- The 7" reel has the 2 3/4" hub, eliminating torque problems and resulting in better timing. All this, plus a splice-free guarantee on all 1200' and 2500' reels.

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

*PATENT APPLIED FOR

REEVES SOUNDCAST CORP.

WRITE FOR FREE INFORMATION—DEPT. N-5

10 East 52nd Street, N. Y. 22, N. Y.
MARCH NETWORK TIME SALES UP

Gross sales for both radio and TV media show a gain of 9.7% over the same period of 1952.

MARCH was a good business month for national radio and TV networks which had gross time sales of $33,135,431, a gain of 9.7% over the March, 1952, gross of $30,309,519, according to tabulations of Publishers Information Bureau on advertising expenditures for time on both types of broadcast networks. For the first quarter of 1953, network time sales totaled $93,357,102, up 5.8% over gross of $88,275,086 for the same period of 1952.

Radio and TV networks alike had greater gross time sales this March than last, with radio barely topping the 1952 figure by 0.7%, while TV was a healthy 17.2% ahead of March 1952. For the first quarter, network radio gross time sales were off 3.4% from 1952's first quarter gross; TV network time sales were up 13.2% over last year. PIB's network-by-network breakdown follows:

**Network Radio**

<table>
<thead>
<tr>
<th>Network</th>
<th>March 1952</th>
<th>March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$5,117,187</td>
<td>$5,156,484</td>
</tr>
<tr>
<td>CBS</td>
<td>$4,070,086</td>
<td>$4,070,086</td>
</tr>
<tr>
<td>Total</td>
<td>$9,187,273</td>
<td>$9,226,570</td>
</tr>
</tbody>
</table>

**Network TV**

<table>
<thead>
<tr>
<th>Network</th>
<th>March 1952</th>
<th>March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>DuMont</td>
<td>$7,930,159</td>
<td>$7,938,771</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,577,149</td>
<td>$2,588,383</td>
</tr>
<tr>
<td>Total</td>
<td>$10,507,308</td>
<td>$10,527,154</td>
</tr>
</tbody>
</table>

* Revised 4/12/53

### Facts & Figures

**Network Radio Totals to Date**

<table>
<thead>
<tr>
<th>Network</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,030,055</td>
<td>$1,057,175</td>
</tr>
<tr>
<td>CBS</td>
<td>$1,414,045</td>
<td>$2,003,845</td>
</tr>
<tr>
<td>Total</td>
<td>$4,444,100</td>
<td>$3,061,020</td>
</tr>
</tbody>
</table>

**Network TV Totals to Date**

<table>
<thead>
<tr>
<th>Network</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,357,509</td>
<td>$972,285</td>
</tr>
<tr>
<td>CBS</td>
<td>$4,184,074</td>
<td>$4,260,555</td>
</tr>
<tr>
<td>Total</td>
<td>$5,541,583</td>
<td>$5,232,840</td>
</tr>
</tbody>
</table>

### ARB Notes 'Lucy' Record

**In 10 Months of Ratings**

CBS-TV's *Lucy* was the top rated television program in the nation in April, according to the American Research Bureau. This is *Lucy's* tenth month in the Number One spot on the nation's TV screens, and the show continues to lead by a heavy margin, with 10 points and two and a half million homes over its nearest competitor. Arthur Godfrey's *Talent Scouts* was second on the rating list, and *You Bet Your Life* was third. The ARB figures of the 10 most popular TV programs, based on viewing for the week of March 27 through April 2, are as follows:

**TV RATINGS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Love Lucy</em> (CBS)</td>
<td>66.9</td>
</tr>
<tr>
<td>2</td>
<td><em>Talent Scouts</em> (CBS)</td>
<td>54.0</td>
</tr>
<tr>
<td>3</td>
<td><em>You Bet Your Life</em> (NBC)</td>
<td>52.7</td>
</tr>
<tr>
<td>4</td>
<td><em>Godfrey &amp; Friends</em> (CBS)</td>
<td>49.9</td>
</tr>
<tr>
<td>5</td>
<td><em>Star Theatre</em> (NBC)</td>
<td>49.1</td>
</tr>
<tr>
<td>6</td>
<td><em>Comedy Hour-Hope</em> (NBC)</td>
<td>46.4</td>
</tr>
<tr>
<td>7</td>
<td><em>Dragnet</em> (NBC)</td>
<td>46.0</td>
</tr>
<tr>
<td>8</td>
<td><em>Blue Ribbon Bows</em> (CBS)</td>
<td>42.1</td>
</tr>
<tr>
<td>9</td>
<td><em>Our Miss Brooks</em> (CBS)</td>
<td>40.9</td>
</tr>
<tr>
<td>10</td>
<td><em>Television Playhouse</em> (NBC)</td>
<td>40.5</td>
</tr>
</tbody>
</table>

**Number of TV Homes Reached**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Love Lucy</em> (CBS)</td>
<td>14,800</td>
</tr>
<tr>
<td>2</td>
<td><em>You Bet Your Life</em> (NBC)</td>
<td>12,270</td>
</tr>
<tr>
<td>3</td>
<td><em>Godfrey &amp; Friends</em> (CBS)</td>
<td>11,900</td>
</tr>
<tr>
<td>4</td>
<td><em>Comedy Hour-Hope</em> (NBC)</td>
<td>10,630</td>
</tr>
<tr>
<td>5</td>
<td><em>Dragnet</em> (NBC)</td>
<td>9,730</td>
</tr>
<tr>
<td>6</td>
<td><em>Star Theatre</em> (NBC)</td>
<td>9,740</td>
</tr>
<tr>
<td>7</td>
<td><em>Blue Ribbon Bows</em> (CBS)</td>
<td>9,370</td>
</tr>
<tr>
<td>8</td>
<td><em>Show of Shows</em> (NBC)</td>
<td>8,820</td>
</tr>
<tr>
<td>9</td>
<td><em>Television Playhouse</em> (NBC)</td>
<td>8,750</td>
</tr>
<tr>
<td>10</td>
<td><em>Talent Scouts</em> (CBS)</td>
<td>8,500</td>
</tr>
</tbody>
</table>

### Rorabaugh Report Out

**RORABAUGH ON Spot Television Advertising** for the first quarter of 1953 was released April 25. The report is published by N.C. Rorabaugh Co., New York, and shows where national and regional advertisers used spot TV during January, February, and March.

### Upstairs and Down

More than half of the home radios in the country are located outside the living room, an analysis of Nielsen Coverage Service reveals, showing 42% of radio sets in living rooms, 26% in bedrooms, 20% in kitchen, 5% in dining rooms and the remaining 7% in other parts of the house.

**WTAG**

5000 W WORCESTER BASIC CBS MASSACHUSETTS

represented by Henry I. Cristal Company
Lang-Worth

has been around now for 18 years, which isn't very important in itself, but here

is a

record its owners like to talk about. During those 18 years Lang-Worth never once bit the hand that fed it. We're talking about the

station's

hand—and we can recall a few cantankerous codgers who did rate a full-sized nip. But

best

do we remember the many wonderful fellows who gave Lang-Worth a home when it was only a pup—who supported it and encouraged it—fellows we are privileged to call

friend!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.

BROADCASTING • TELECASTING

NETWORKS

NBC Tandem Schedule Lists Six Radio Shows

New slate includes five 13-week and one 10-week series.

PROGRAM lineup for NBC's new Summer Tandem Plan for radio (B*T, April 27) as announced by George H. Frey, NBC vice president and network sales director, comprises:

Barrie Craig—Sun., 10-10:30 p.m. EDT, May 31 through Aug. 23; Robert Armbruster & His Orchestra—Mon., 10:15-10:30 p.m., June 1 through Aug. 24; First Nighter—Tues., 8:30-9 p.m., June 2 through Aug. 25; Scarlet Pimpernel—Wed., 9:30-10 p.m., June 24 through Aug. 26; Judy Canova—Thurs., 10:10-10:30 p.m., June 4 through Aug. 27; Bob & Ray—Fri., 9:30-10 p.m., June 5 through Aug. 28.

The above schedule, including five 13-week and one 10-week series, differs slightly from that proposed to NBC's affiliate radio stations by Harry Bannister, station relations vice president, in his announcement of the Summer Tandem Plan.

The plan offers advertisers participations in each of the six programs at the base rate of $3,856 for a full minute of commercial plus opening and closing billboards on one program on the full 197-station network, the figure to cover both talent and time charges. The plan allows for three participations per half-hour program.

Six New Affiliates Signed by CBS-TV

AFFILIATION of six new TV stations with CBS-TV raising the total to 111, was announced Tuesday by Herbert V. Akerberg, vice president in charge of station relations. The stations:

WMT-TV Cedar Rapids, owned by American Broadcasting Stations Inc., William B. Quarton, general manager, effective Sept. 27; WCIA-TV Champaign, Ill., owned by Midwest Television Inc., Merrill Lindsay, general manager, Sept. 1; KID-TV Idaho Falls, Idaho, owned by Idaho Radio Corp., C. N. Layne, general manager, June 14.

KBES-TV Medford, Ore., owned by Southern Oregon Broadcasting Co., Everett Faber, general manager, June 1; WDAY-TV Fargo, N. D., owned by WDAY Inc., Tom Barnes, general manager, May 15, and KIEM-TV Eureka, Calif., owned by Redwood Broadcasting Co., W. B. Smulinn, vice president, Sept. 1.

Coronation Coverage Set

RADIO and television networks last week were speeding preparations for the coverage of the Coronation of Queen Elizabeth II on June 2 and formulating plans for special programs preceding the event.

ABC radio reported it will broadcast from London The Story of the Coronation, a feature series of interviews with persons intimately associated with Queen Elizabeth, starting tomorrow (Tuesday), 8:30-9 p.m. EDT. MBS will choose an American "Queen" in connection with its Queen for a Day program this Friday and will fly her to London on May 30. NBC and CBS already have sent personnel to London to prepare pre-Coronation features and to complete arrangements for coverage of the event (B*T, March 30).

Lang-Worth

bright young lad once conceived the idea of putting commercial spot announcements into song. It was a neat twist. He called them jingles. These infectious singing

jingles

sold merchandise and pleased listeners, which all adds up to good radio. Later, some not so bright imitators decided to improve the selling power of the jingle. They applied the psychological approach and caused the jingle to

jingle-

They had the misguided notion that if you annoy a listener, he'll get mad, blow his top, and buy all of the product he can lay his hands on—just to get it off the market! But it doesn't work that way.

Lang-Worth

knows that listeners are more easily sold when they are happy than when mad . . . and that Local advertisers want tailored spots just like National advertisers. That's why our NEW 1953 Customized musical spots are selling like crazy to Local sponsors. They are far more than just

jingles

They are especially tailored to feature the LOCAL SPONSOR'S NAME OR PRODUCT right inside the musical spot. They're brand NEW, chum, and copyrighted. They sell the product and personalize the advertiser—they're super-hypos to local sales. Result—station cash registers with a high-frequency

jingle!

IT'S FOR FREE!

Send today for a recorded demonstration of the newest and hottest sales tool in radio . . . musical spots tailored to your local sponsor or his product—IT'S FREE!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.

May 4, 1953 • Page 69
CBS EXPANDS TELEVISION SALES

Network will syndicate "Amos 'n' Andy" and "Linkletter and the Kids." A half-million dollar dramatic series is in the offing.

AS PART of the overall expansion of CBS Television Film Sales Dept., the network announced Thursday that it would syndicate its "Amos 'n' Andy" series and distribute a new TV quarter-hour film series of 39 children's shows titled "Linkletter and the Kids," featuring Art Linkletter.

In his announcement, Merle S. Jones, CBS-TV vice president in charge of owned stations and general services, said the film sales dept. also is working on "a half-million dollar dramatic series," which is still in the discussion stage.

Mr. Jones also announced that CBS-TV film sales would double its staff, and that two new offices in Dallas and Atlanta would be opened "immediately."

The syndicated "Amos 'n' Andy" series will consist of 52 half-hour programs, 39 of which have been carried on the network plus 13 which have not been previously released. "Linkletter and the Kids," a film series in 39 episodes, will be released for national, local, or regional use as an exclusive nighttime feature.

ABC-Hal Roach Sign TV Film Contract

LONG-TERM contract covering production of network TV programs and subsequent syndication has been signed by ABC and Hal Roach Jr., Robert E. Kintner, ABC president announced Thursday.

First film program slated for production under the agreement will be a comedy series, "White Collar Girl," starring Laraine Day, which will go into production about mid-May in the network's Hollywood studios, according to Robert M. Weitman, network vice president in charge of talent and programming, who also negotiated the contract.

Under the agreement with Mr. Roach, programming will include full range of comedy, drama, mystery and adventure series.

TV Exploitation Names Eight

APPOINTMENTS of Harold Goldman as national sales director of TV Exploitation, New York, TV film production and distribution firm, and of the first seven territorial representatives were announced last week by Oliver A. Unger, general manager. New representatives are: Abe Teitel, Chicago; Sam and Ross Wheeler, Washington; Donald Schwarz, Minneapolis; Al Detel, Detroit; Harold Schwarz, Texas; William Beegle, Pittsburgh, and Bernard Rubin, Cleveland.

Film Sales

Kellogg Co., Battle Creek, Mich., has signed renewal contracts with Superman Inc., Hollywood, for further production of Superman half-hour TV film series. Production starts on the second group of 26 programs June 15th. Kellogg agency is Leo Burnett Co., Chicago.

Nash Dealers of New England will start Little Theatre, a quarter-hour TV series filmed by TeVee Co., Beverly Hills, on WHY-TV Providence, WHYN-TV Holyoke, Mass., and in Boston and Hartford, for 26 weeks from May 4, Agency: Shepherd Adv. Agency, Boston. The series also has been set on KGUL-TV Galveston and WNBW-TV Washington, for 52 weeks from May 6 and April 27, respectively.

Princeton Film Center Inc., Princeton, N. J., announces the completion of three one-minute commercials for duPont paint through BBDO, New York. The commercials feature Norman Brokenshire and will be integrated with the Princeton package, Norman Brokenshire, The Handyman, which duPont has purchased for telecasting on KGUL-TV Galveston, Tex., WMAR-TV Baltimore, Md., WBNV-TV Columbus, Ohio, WNAC-TV Boston and WCAU-TV Philadelphia.

George W. Hayman Adv., Rockville Center, L. I., last week announced completion of a series of 10-minute TV films for Sheddall Awanagas, Girard, Ohio. Written and directed by Robert E. Thompson, and titled Patio Patter, films are scheduled for showing in most major eastern markets, beginning with WPIX (TV) New York.

WHYN-TV Holyoke, Mass., has leased TV Die Jockey Film Library from Screen Gems Inc. for 52 weeks.

Cine-Tele Productions, Hollywood, is completing a 26-minute TV film on safety education for California Highway Patrol. Scenes are

“Pays for Itself

and

Makes Money for You

from the

Day It Arrives!”

DOUBLE-BARRELLED Sales Aids put the SESAC Transcribed Library on a paying basis the day you get it. The network-calibre shows are described in colorful brochures which you take right to the prospective sponsor, with your own rates and call letters filled in. Then, sample commercial shows on audition discs demonstrate exactly how his show will sound. The sponsor sees... hears... and he’s SOLD!

THE SALE of just one 1/4-hour show across-the-board for 13 weeks usually pays for the entire service for more than a year. After the first sale, it’s all profit! That’s why hundreds of broadcasters so enthusiastically endorse the SESAC Transcribed Library.

THE SERVICE includes over 4,500 varied musical selections, salable scripts, program notes, and a catalog of bridges, moods and themes. Every month, subscribers get sparkling new releases. SESAC is a complete transcription service—the lowest-priced in the field.

Drop us a card for samples, discs and data.

SESAC Transcribed Library

475 Fifth Avenue

New York 17, N. Y.

Page 70 • May 4, 1953
being shot in 16mm throughout the state of California. Harry Lehman is the producer.

Farmers Insurance Co. and Siroil Laboratories Inc. (medical salve), both Los Angeles, started weekly quarter-hour Double Play on KHJ-TV Hollywood, for 19 weeks from April 5 and eight weeks from April 26, respectively. The filmed series is distributed by United Television Programs. Agency on both accounts: Factor-Breyer Inc., Hollywood.

Availabilities
American Medical Assn., through Marshall-Hester Productions, New York, is producing six five-minute film programs of a new series titled What to Do, featuring skits on such topics as home treatment of the common cold, headache and abdominal pain. The programs will be released June 15 for loan to local TV stations through local medical societies.

Distribution
Kling Studios, Chicago, named sole distributor for TV film puppet series, King Calico, winner of Chicago Federated Advertising Award in 1952 for best children's show.

Production
Buck Rogers TV Productions Inc., Culver City, scheduled to headquarter at Hal Roach Studios, has been formed by four businessmen after they secured all rights, except for the syndicated cartoon strip, to "Buck Rogers in the 25th Century" from creator John F. Dille. The new firm consists of Bert D'Armand, Hollywood motion picture producer, president and executive producer; Robert S. Howard, Southern Calif. sportsman, first vice-president and associate producer; Louis J. Meunier, Pennsylvania paper mill owner, second vice-president, and Max Gilford, Hollywood motion picture attorney, secretary-treasurer and general counsel. The firm plans immediate production on 26 half-hour films in addition to radio series under negotiation in New York. The same group will also function as Buck Rogers Theatrical Productions and Buck Rogers Merchandising Corp.

Barrington Films Inc., Culver City, with headquarters at Hal Roach Studios, has been formed to film NBC-TV's I and Claudie and Mr. Morby, Dooey Citizen series. Former series deals humorously with two international hitchhiking bums and is based on the magazine short stories by Dillon Anderson. The latter program, from Robert Riley Crutcher short stories, concerns a suburban father and two daughters in a situation comedy format. Richard Johnston, Paramount Pictures executive production manager, serves as production supervisor and general manager of Barrington. Robert Welch is executive producer for NBC-TV.

WTVJ (TV) Miami, Fla., sent Lee Dickens, WTVJ (TV) television personality, Bob Johns, TV producer, and Vernon Fisher, cameraman, to Brazil April 24 where they will film a series of wild-life action episodes. Most of the filming will be done in the jungle and along the Amazon River, and will include Mr. Dickens' adventures with alligators, water-buffaloes and man-eating fish in the area. The filmed programs will be packaged and distributed nationally by WTVJ (TV).

Films for Television Inc., headquartered at Goldwyn Studios, Hollywood, has been formed with Jack Skirball, as president-executive producer, to film World Premiers, a series of half-hour programs based on stories by famous authors. The pilot film being completed is "Lesson in Biology" by Pearl Buck.
Stanley Adams, ASCAP president, late Thursday conveying the NARTB board's gratification "that ASCAP has taken action indicating its willingness to adopt an interpretation of the existing radio licenses which will settle the matter of co-op program payment by ASCAP radio licensees."

His wire said the board was "particularly pleased" that the ASCAP board "has offered to resolve the disputed interpretations arising under the existing radio licenses in this manner and to accept payment during the full term of the radio agreements (from 1941 through 1958) on the basis of the rates specified in the local radio licenses wherever such co-op programs are sponsored locally, such payments to be made to ASCAP by the local stations."

On the basis of their several existing local licenses, we are recommending to our membership that each AM broadcast licensee have his total receipts from the sale of co-op programs re-checked and pay to ASCAP all amounts thus determined to be due under its local license.

The convention adopted a resolution voicing the association's gratification at ASCAP's interpretations arising under joint sponsorship of the Joint Committee on Educational TV and the National Citizens Committee for Educational TV. It is meeting in the Wardman Park Hotel.

A non-technical explanation of TV equipment will occupy the conference's first session. Following that, George W. Stoddard, president, U. of Illinois, and chairman of the new Educational Television and Radio Center, will address a luncheon meeting.

Dr. Arthur S. Adams, president, American Council on Education, will speak at the round-up dinner tonight. Committee reports will feature the meeting.

Congressmen, government leaders, governors and leading industrial figures are expected by conference officials to be on hand for the all-day sessions.

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UP NEWS FEATURES MARK SALES RISE

ADVERTISERS are buying more news feature programs today than they were a year ago, United Press Radio has reported following a survey of nearly 500 client radio stations across the country.

"Sponsorship of scripted programs is definitely up," John J. Madigan, UPN news manager said. "Many stations have all, or nearly all, of the 30 daily and weekly UP features sold across the board."

"Our survey also shows that types of sponsors are expanding. New businesses are coming into radio and old-line sponsors who have restricted their interest to certain kinds of programs are branching out."

The survey also revealed more use of feature scripts for background and integration into locally-written programs, and increased interest in commentaries and documentaries.

---

Bubbles tell the "captive carbonation" story of Hoffman Mixers in these Sara TV commercials: ... bouncy, smiling, animated bubbles ... sparkling, lively, real Hoffman Beverage bubbles rising in glasses set on a handsome silver tray. So lifelike is the reproduction that the bubbles almost tickle your nose. Skilful audio and strong product identification add up to a sales message with powerful impact. Created by SARRA in cooperation with Warwick & Legler Inc., for Hoffman Beverage Company.

SPECIALISTS IN VISUAL SELLING

TRADE ASSN.

TV NEWS OPERATION IS SEMINAR TOPIC

HOW to set up and operate a television newsroom was discussed at last week's First National Television News Seminar held in Evansville, III.

Co-sponsored by the Radio & Television News Directors Assn. and Northwestern U's Medill School of Journalism, the seminar was attended by 50 students from 22 states.

How to make a profit on TV news by trimming materials costs, utilizing manpower to the fullest while producing a desirable product was outlined by Richard Oberlin, news director of WHAS-AM-TV Louisville, Ky. Once the minimum capital expenditure is made, operating costs are the heart of the matter, Mr. Oberlin explained.

Spencer Allen, WGN-TV Chicago news director, estimated equipment budgets and personnel requirements for small, medium and large TV station newsrooms. Minimum equipment—silent 16mm camera and lenses, projector, film editing equipment and camera accessories—will cost at least $1,700. One cameraman, he said, can shoot 300 feet of film, which costs about $4 per hundred feet, plus development, for a total daily cost of around $15.

William Ray, NBC director of news and special events, discussed production of various types of news programs.

Other speakers at the First National Television News Seminar and their subjects were:


Education TV Meet Opens in Capital


The conference is under joint sponsorship of the Joint Committee on Educational TV and the National Citizens Committee for Educational TV. It is meeting in the Wardman Park Hotel.

A non-technical explanation of TV equipment will occupy the conference's first session. Following that, George W. Stoddard, president, U. of Illinois, and chairman of the new Educational Television and Radio Center, will address a luncheon meeting.

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Image-Quality Measurement System Told SMPTE by Schade

UNPRECEDENTED mathematical accuracy in pre-determining the quality of images any given television or photographic system will produce was reported Tuesday (April 28), as the result of progress on a unique measuring system which permits for the first time the scientific grading of picture-producing instruments.

The progress was outlined in a technical paper delivered by Otto H. Schade, RCA Tube Dept. engineer at the Society of Motion Picture and Television Engineers 73rd Semi-Annual Convention at the Los Angeles Statler Hotel.

In an address before the SMPTE 18 months ago, Mr. Schade disclosed his system of universal ratings which can be applied to measure with scientific objectivity the quality of all image-producing instruments—camera and projection lenses, TV camera and picture tubes, and positive and negative motion picture film. His progress report Tuesday outlined the system's use to translate optical properties of images into electrical terms.

The new application is based on the establish-
The importance of the electro-optical equivalents to the TV and motion picture industry, Mr. Schade said, is that they can be applied to accurately grade the quality of the elements of any image-producing system. The gradings, in turn, make it possible to pre-determine mathematically the quality of the picture which the system is capable of producing.

Conversely, knowing the picture quality required, equipment designers can apply the electro-optical equivalents to determine the characteristics required by each element of any image-producing system to produce such quality, he said.

This scientific approach points the way to optimum equipment design, he declared. Herefore, the picture quality of TV and photographic systems has been determined visually. The ratings system will enable the motion picture industry, film processors, lens makers and TV tube manufacturers to quickly and accurately determine with electronic instruments the characteristics of basic elements of television and photographic systems and to apply the measurements against mathematical optimums.

Theatre-TV's Advantages Cited to SMPTE by Wolfson

THAT theatre-television "can and will bring culture to main street and wider knowledge to the citizens of every town in the land" was the prediction made by Mitchell Wolfson, co-owner of the Wometco theatre chain and WTVJ (TV) Miami, Monday as a speaker at the luncheon opening the six day 73rd Semi-Annual Convention of the Society of Motion Picture and Television Engineers at the Los Angeles Statler Hotel. He asserted that the revenue producing potential of theatre video "has not yet begun to be tapped."

Stressing that the American public wants and is willing to pay for better viewing techniques, his talk was devoted primarily to the upheaval in the motion picture industry caused by the rush to embrace 3-D and other new methods of increasing realism.

TV Aid to Better Living, Walter Williams Tells ANA

TELEVISION industry should help boost productivity and provide impetus toward a healthier U. S. economy, according to Under Secretary of Commerce Walter Williams in a talk April 25 before the American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va. [B+T, April 27].

Mr. Williams spoke on "Can We Get America to Live One-Third Better?". Noting that about one-half of the nation has access to TV stations, he said: "Construction of new television stations, eventual introduction of color television on a broad scale, will provide a continuous and growing market for this product."

As an example of "private initiative at work to simplify and lower costs of modern electronics devices," Mr. Williams cited the development of germanium, a grayish semi-conductor metal, "reminiscent of the old crystal set," which he said is replacing vacuum tubes in many electronic devices.

INFORMAL acknowledgement was made by FCC spokesmen last week that the Commission has received complaints against misleading bait advertising, which are considered sufficient to warrant license renewal hearings for the stations involved. The principal cases concern acceptance of questionable "bait" advertising accounts—particularly in the reconditioned vacuum cleaner and sewing machine fields. Trading on the allure of top brand names, "bait" advertisers are doing an annual business estimated at up to $500 million.

Bait advertising, as currently employed on radio and TV, chiefly means phony offers of merchandise at ridiculous prices to gain introduction into the home for salesmen who high pressure the prospect into buying an overpriced or inferior-quality alternative product through the sales techniques called the "switch." Some firms even fire salesmen for permitting prospects to buy more than a limited quota of the advertised item during a week.

Principal objection to bait advertising, aside from its specific deception and harm, is that the practice robs the public mind toward all advertising and the medium through which it is transmitted. In a number of large cities, these questionable accounts represent sizable revenue sources for both radio and TV stations—as much as $1,000 a week or more for individual advertisers.

Effectiveness Prompts Usage

Because of the effectiveness of radio and TV as advertising media, there has been an increasing use of broadcasting indicated, but in some cities stations are refusing such accounts in cooperative campaigns with local Better Business Bureaus to curtail the more flagrant attempts. Meanwhile, the Federal Trade Commission last week reported it has in preparation several test cases against bait advertising of reconditioned vacuum cleaners and sewing machines. In several cities, court suits involving such advertising are pending or in preparation. Radio, TV and newspapers are the chief media used.

FCC for some time has been issuing orders against a score of firms for concealing the Japanese origin of sewing machine heads and for falsely representing such machines as American-made.

While most states have statutes forbidding deceptive or fraudulent advertising, Massachusetts has passed precedent-setting legislation specifically outlawing bait advertising there. Signed by Gov. Christian Herter just a few weeks ago, the new law becomes effective July 15. Massachusetts also has a new law banning fake "going out of business" sales. Stiff penalties and posting of bond are provisions of the law.

A strong resolution against bait advertising and selling practices was adopted by the 39th annual conference of the Assn. of Better Business Bureaus at its closing session April 24 in Palm Beach, Fla. The association has been concentrating on stopping the problem in the reconditioned vacuum cleaner and sewing machine fields.

A special ABBB committee told the conference that "television has been seized upon by many sections as the best method of carrying out bait advertising because of the extra advantage of deceiving the customer, usually to condition and appearance."

"Why has radio and television been the willing way out for baiters when newspapers' censorship and revocation of advertising privileges slowed down baiting?", the committee asked in its report.

In the past, FCC consistently has referred advertising complaints to FTC for review and possible action by the latter agency, rather than the FCC taking action on its own. Several years ago, however, there were strong recommendations at staff level for FCC to institute a test license renewal case against a major New York City station in order to point up the growing problem. Renewal proceedings were never ordered because members of the Commission felt the problem verged on the border line of FCC responsibility and would be difficult to prosecute.

Whether FCC will reconsider this policy and call for a test case of some station, now that FTC and organizations such as Better Business Bureau utilize the problem, is open to speculation. FCC attorneys explained last week that complaints continue to be referred to FTC. They said they considered that some protests now pending contain allegations of sufficient implications to warrant calling of renewal hearings under present Commission rules relating only generally to advertising and program responsibility of stations.

The Commission, at its regular weekly meeting, from time to time is given a box score accounting of complaints currently being mailed to FCC, or even referred to the Commission by the president.

For the past couple of months checked, 40% of the protests received by the Commission have related to advertising. More than half of the advertising complaints, or nearly 25% of the total complaints, currently protest incidents of bait advertising on radio and TV. Another 40% of the total complaints currently relate to protests of programming, chiefly for poor taste or alleged indecency.

In January, several hundred letters were received chiefly from adults protesting withdrawal of a religious show for youth, while a smaller flurry was received from children complaining about dropping of Tom Corbett, Space Cadet.

TAPE results of 1,600 telephone calls to Bryson Rush (r), WMAL-TV Washington news commentator, in his poll of viewers' opinions on whether District of Columbia should switch to Daylight Saving Time this summer, are presented to Rep. Joel T. Bryanhill (R-Va.), House District Committee member. Calls, 70% favoring DST, swamped WMAL-TV switchboard.

TWO TV GRANTS INCLUDE S. F. CP

UHF television facilities in San Francisco and Richmond, Ky., were granted by the FCC last week, and a new construction permit was issued to WAFB-TV Baton Rouge to replace an expired one. The Commission Thursday granted dismissal of an unconsidered application and received a dismissal request in a case otherwise destined for hearing.

The uncontested applications approved were: San Francisco—S. H. Patterson (KSAN San Francisco and KJRH, Topeka, Ch. 52). Effective radiated power 81 kw visual and 46 kw aural; antenna height above average terrain 180 ft. (City Priority: Gr. 212.

Richmond, Ky.—Blue Grass TV Co. (WFTM Mayville, Ky.), uhf Ch. 60. ERP 81 kw visual and 46 kw aural; antenna height 550 ft. (City Priority Group: A-2, No. 516).

Dismissed was the bid of Southwestern Bsttg. Co. of Mississippi, for uhf Ch. 31 at McComb. Bowing out of contention for vhf Ch. 5 in Lubbock, Tex., is Lindsey TV Co., leaving the way clear for Plains Radio Bsttg. Co. (KFYO).

SENATE GROUP TO MEET WITH FCC

Sen. Tobey calls May 21 meeting for his Commerce committee and Commission to discuss speed of TV application processing.

CONGRESSIONAL pressure to speed up TV application processing will be turned on May 18, when the Senate Commerce Committee meets with the FCC. Meeting was called by Sen. Charles W. Tobey (R-N.H.), chairman of the Senate committee, last week.

In an April 25 letter to FCC Chairman Rosel H. Hyde, Sen. Tobey said that members of the committee "are greatly concerned because so many applications for new TV stations are backed up awaiting hearing." He also said that many areas without television service "apparently will be deprived of this service for years to come unless something is done to speed up the processing of applications."

Sen. Tobey's letter spoke of the committee's desire to be helpful "in this emergency" and set the May 18 date to discuss the FCC's work and workload "and in particular its practices and procedures in considering applications for television station licenses."

Same tack was taken by Sen. Homer E. Capehart (R-Ind.) who also wrote Mr. Hyde last week urging that the Commission give priority to cities without TV service.

Offering to sponsor legislation if needed, Sen. Capehart said: "I believe the Commission should consider first those applications from communities not now having television service than continue the present policy which often leads to the granting of licenses to communities already having facilities in operation."

Sen. Capehart referred to similar feelings by
BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems... from foundation to top beacon... the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package... all of them are features that help your tower go up faster and keep your station on the air day in, day out... year in, year out.

**SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION**

The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance... much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

**NO UNDUE STRESS OR STRAIN IN IDECO TOWERS**

Ideco towers are shop-fabricated to a minimum predetermined tolerance... this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower must be true.

**COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING**

Rust, the great enemy of towers, is stopped before it can possibly start... every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members... this gives protection of joints that paint alone can never give.

IDECO

IDECO DIVISION, Dresser-Stacey Company
Dept. T, Columbus, Ohio
Branch: 8903 S. Vermont Ave., Dept. T,
Los Angeles 44, Calif.

**BROADCASTING • TELECASTING**

May 4, 1953 • Page 75
Easy on that hiatus, Hazel

Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers... millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFMB-AM and WFMB-TV — Indianapolis, Ind., WDFP — Flint, Mich.
WEOA — Evansville, Ind.

National Representatives: Katz Agency

GOVERNMENT

WFDF CH. 12
GRANT PROPOSED

WJR Detroit and W. S. Butterfield would be denied Ch. 12 under initial decision.

BETTER antenna site and proposed programming more closely geared to the community to be served won FCC Hearing Examiner Benito Gaguine's approval last week when he issued an initial decision favoring the grant of Flint, Mich., vhf Ch. 12, to WFDF in that city. Decision also recommended denying the applications of WJR Detroit and W. S. Butterfield Theatres Inc. for the same facility in Flint.

Examiner found that WFDF, owned by the Harry M. Bihler interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WEOA Evansville), chose an antenna site which would throw the strongest signal of the three applicants into Flint. It would also minimize Detroit coverage, he pointed out, whereas the other applicants located transmitters to encompass Detroit in coverage area. Whereas WFDF would therefore program for Flint, and areas to north (Bay City and Saginaw), WJR and Butterfield might be tempted to skimp on Flint programming in favor of Detroit coverage, the examiner deduced. Among other reasons in favor of WFDF, the examiner declared that its antenna site permits major network affiliation, while overlap with Detroit TV stations precludes this for other two applicants.

KORE, KUGN Eugene Sales, Three Others, Approved

FIVE shifts in AM station ownership were granted by FCC Thursday—including two involving Eugene, Ore., outlets and principals in the Eugene TV Inc. application for vhf Ch. 13 there.

C. H. Fisher, 30% party in the application, became sole owner of KUGN-AM-FM by purchasing 50% interest from O. E. and P. R. Berke for $56,531. In an April amendment to Eugene TV's application Mr. Fisher agreed to sell his radio holdings should the application be granted.

Glenn McCormick, a 32.3% principal in Eugene TV, transferred his 70% holding in KORE to five parties, including Lee P. Bishop whose interest increased from 30% to 51%. Consideration was $125,500. Under the amendment filed April 24 Mr. McCormick, owner of KSLM Salem, Ore., withdraws from Eugene TV.

Other ownership changes involved:

KDAL Palm Springs, Calif. CP assigned from Jobe Hamman and Melvin Sullivan to Florence Riley for out of pocket expenses of $4,897.

WBML-AM-FM Macon, Allen Woodall and Howard Pili, each 16.5% parties, acquired negative control through purchase of remaining stock, held by executives of the estate of Ernest Black, deceased, by Middle Georgia Co., the licensee corporation. Consideration $69,000.

WARN Aiken, S. C. John Mare gave up control and reduced his holding from 56.6% to 30% by transferring the difference to three new stockholders for $11,355.

KMBC Refiles for TV

KMBC has announced it will amend its application for vhf Ch. 9, Kansas City, to increase its visual ERP to 316 kw—the FCC maximum for that facility. Several years ago KMBC withdrew TV applications for Topeka and St. Joseph, Mo., in order to concentrate on its Kansas City application, the station reported. WHB Kansas City is competing for Ch. 9.

BROADCASTING • TELECASTING
Ike Names Group to Study Lengthy Gov't. Hearings

ANOTHER approach to cutting down the length, expense and volume of cases before FCC and other government agencies—this time with the blessing of the President—officially was begun last week when President Eisenhower appointed a committee to study the problem.

Meanwhile, the Senate Commerce Committee is scheduled to meet May 18 with FCC on the subject of speeding up TV grants (see separate story page 74).

The President's move, made upon the recommendation of Chief Justice Fred M. Vincent, was an outgrowth of a 1951 Judicial Conference Study of Administrative Procedure which had as its purpose the elimination of "unnecessary delay, expense and volume of record." Chairman of the study was U. S. Court of Appeals Judge E. Barrett Prettyman. President Eisenhower last week named Judge Prettyman chairman of the new conference.

Included in the membership of the new committee are Federal judges, Government trial examiners (including J. D. Bond of the FCC), and lay attorneys.

A subcommittee of the 1951 Judicial Conference, which numbered FCC General Counsel Benedict P. Cottone among its members, found that unduly voluminous records and unreasonable delay constituted a hindrance to the success of the administrative process.

In an itemized list of some of the causes of delay and expense, the subcommittee suggested among other things that (1) investigations and adjudications be completely separated, (2) greater use of pre-hearing conference technique, (3) tighter rein by examiners on the reception of irrelevant and immaterial evidence, (4) more adequate preparation and the elimination of dilatory tactics by counsel, (5) more discrimination in incorporating by reference other case records, (6) limitation and greater use of stipulation in technical and scientific evidence presented by expert witnesses.

Pennsylvania Senate Okays Educ. TV Plans

PENNSYLVANIA State Senate initially approved three bills to set up a state educational TV system last week.

The Pennsylvania State Senate Education Committee earlier had endorsed the bills.

One bill would authorize the General State Authority to build TV stations in Philadelphia, Pittsburgh, State College and Erie. Channels for educational TV outlets in these cities have been reserved by FCC.

The second bill would empower the Superintendent of Public Instruction to supervise the educational program on a state-wide basis. The third bill would give school boards the same authority, but at the local level.

NARBA Delay Seen in Senate

SENATE subcommittee hearing on North American Regional Broadcast Agreement (NARBA), tentatively scheduled for May 4 [B+T, April 26, 13], may have to be postponed to late May or early June. Reason is that Senate Foreign Relations Committee expects to have foreign aid bill before it the first week in May. That information was contained in a letter from Sen. Charles W. Hubey (R-N.H.), chairman of subcommittee, to Clear Channel Broadcasting Service last week.

Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.

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Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.

The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market!", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC—Basic; CBS, ABC, DuMont—Supplementary

National Representatives: Katz Agency

Associated with WFBM-AM and WFBM-TV—Indianapolis, Ind., WFDF—Flint, Mich.

WOEA—Evansville, Ind.

May 4, 1953 • Page 77
NEW TV STATIONS SET TARGET PLANS

Some delays in original plans are reported by new stations. Total count of stations operating commercially stands at 168, 60 of them post-thaw, divided 32 vhf, 28 uhf.

NEW postponements in starting dates of television stations have been indicated. None of the four last week expected to begin operating May 1 met that target date. Others, set April 26, were delayed several days.

As this week begins, there are 168 stations counted as operating commercially. Of these, 60 are post-thaw stations, divided into 32 vhf and 28 uhf outlets.

Here is a complete list of all TV stations which were due to begin within the last few days, and are due on the air between now and early summer (arranged chronologically):

WFAM-TV Dade City, Fla., vhf Ch. 39, represented by Life-Perma, at last report began April 29. It was the first Saganaw-Bay City-Midland TV station to go on the air.

WFIV-TV Columbus, S. C., vhf Ch. 25, represented by Headeed-Red TV, affiliated with ABC-TV and carrying some NBC-TV programs, was to have begun commercial operation May 1. Already on the air in Phoenix: KPHO-TV, vhf Ch. 5 (a pre-freeze station).

WTV-7 (TV) Rockford, Ill., vhf Ch. 39, represented by Weat Television and affiliated with NBC-TV, was to have begun early May 1.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by C. L. Taylor Co., affiliated with ABC-TV, was to begin commercial programming this week. It will be the first Sioux Falls station to go on the air.

WSBN-TV St. Petersburg-Tampa-Clearwater, Fla., vhf Ch. 2, represented by Weat Television, affiliated with ABC-TV, expects to start soon. It will be the first St. Petersburg-Clearwater TV station to go on the air.

Reports from other stations:

KROC-TV Rochester, Minn., vhf Ch. 18, represented by Meeker TV Co., plans to begin programming between May 15 and June 1. It will be the first Rochester (Minn.) TV station to go on the air.

KWSM-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., plans to begin commercial operation between May 15 and June 1. It will be the first Roswell TV station to go on the air.

KVOS-TV Bellingham, Wash., vhf Ch. 15, represented by Forjoe & Co., plans to begin commercial programming sometime this month. It will be the first Roswell TV station to go on the air.

WCGC-TV Charleston, S. C., vhf Ch. 6, represented by Meeker Inc., affiliated with all four TV networks, plans to begin programming May 15. It will be the first Charleston TV station to go on the air.

WFAM-TV Lafayette, Ind., vhf Ch. 69, represented by the William Rambeau Co., did not begin programming as planned originally, and now expects to start May 15. It will be the first Lafayette TV station to go on the air.

WFTV (TV) Duluth, Minn., vhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks, did not begin programming as planned originally, and now expects to start between May 15 and May 25. It will be the first Duluth TV station to go on the air.

WGLV (TV) Easton, Pa., vhf Ch. 57, represented by Headeed-Red TV, plans to begin programming May 11. It will be the first Easton TV station to go on the air.

WHIZ-TV Zanesville, Ohio, vhf Ch. 58, represented by John E. Pearson TV Inc., plans to begin programming May 15. It will be the first Zanesville TV station to go on the air.

WYTV (TV) Elmira, N. Y., vhf Ch. 24, represented by Forjoe TV Inc., plans to begin programming May 15. It will be the first Elmira TV station to go on the air.

WYTV (TV) St. Louis (Mo.-Belleville (III.), vhf Ch. 64, represented by Weat Television, affiliated with DuMont, plans to begin programming May 15. Already on the air in St. Louis: KSD-TV, vhf Ch. 5 (a pre-freeze station).

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV, plans to begin programming May 22. It will be the first Fargo TV station to go on the air.

WNAC-TV Raleigh, N. C., vhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV, plans to begin programming May 22. It will be the first Raleigh TV station to go on the air.

KAFY-TV Bakersfield, Calif., vhf Ch. 29, represented by Foerjoe TV Inc., affiliated with all four TV networks, plans to begin programming approximately June 1. It will be the first Bakersfield TV station to go on the air.

KCBJ-TV Pueblo, Colo., vhf Ch. 6, represented by Avery-Knodel Inc., plans to begin programming sometime in June. Already on the air in Pueblo: KDZA-TV, vhf Ch. 3.

KFSA-TV Fort Smith, Ark., vhf Ch. 22, represented by John E. Pearson TV Inc., plans to begin commercial programming sometime this month. It will be the first Fort Smith TV station to go on the air.

KMJ-TV Fresno, Calif., vhf Ch. 24, represented by F. R. E. Co., plans to begin commercial programming sometime in June. It will be the first Fresno TV station to go on the air.

KTAG (TV) Lake Charles, La., vhf Ch. 25, represented by Adam Young Television Inc., plans to begin programming sometime in June. It will be the first Lake Charles TV station to go on the air.

KTVY (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., plans to begin programming between June 15 and July 1. It will be the first Hutchinson-Wichita TV station to go on the air.

WATR-TV Waterbury, Conn., vhf Ch. 53, represented by the William G. Rambeau Co., plans to begin programming approximately June 1. It will be the first Waterbury TV station to go on the air.

WBUF-TV Buffalo, N. Y., vhf Ch. 17, represented by H-R Television Inc., plans to begin programming between June 1 and June 15. Already on the air in Buffalo: WBEN-TV, vhf Ch. 4 (a pre-freeze station).

WNOK-TV Columbus, S. C., vhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont, plans to begin programming June 1. WCOS-TV, vhf Ch. 22, was slated to go on air last Friday (May 1).

WGBI-TV Scranton, Pa., vhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV, plans to begin programming June 1. WTVU (TV) Scranton, vhf Ch. 28, plans to start June 1. Station is represented by The Belling Co.

KIDD-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV, plans to begin programming sometime in early June. It will be the first Boise TV station to go on the air.

WMTV (TV) Madison, Wisc., vhf Ch. 38, rep-...
represented by The Rollco Co., affiliated with ABC-TV, NBC-TV and DuMont, plans to begin programming June 21. It will be the first Madison TV station to go on the air.

KUHT (TV) Houston, Tex., noncommercial educational permittee on vhf Ch. 8, planned to begin programming today (Monday).

KUSC-TV Los Angeles, noncommercial educational permittee on uhf Ch. 28, is expected to go on the air this month.

• KTVE (TV) Longview, Tex., uhf Ch. 32, will go on the air July 20, William M. Morrow, station’s commercial manager, advised B+T. National representative is Forjoe & Co.

• KFQG-TV, St. Joseph, Mo., vhf Ch. 2, reported that its RCA transmitter is due late this month, and that all the other equipment is in storage at St. Joseph. All the concrete piers for the base of the 750-ft. tower have been completed. Lehigh Steel, it was reported, has the contract for the tower. The station’s target date is July. KFQG-TV, represented by Headley-Reed, will be a CBS-TV affiliate.

• WMAZ-TV Macon-Warner Robins, Ga., started general construction on its transmitter building, tower and studios last week, George P. Rankin, president and chief engineer, reported.

Target date for commercial operation of the Georgia station has been set for Sept. 27, with test patterns on the air in late August. WMAZ-TV, primary CBS-TV affiliate and secondary DuMont affiliate, is represented by The Katz Agency.

WMT-TV Sets Sept. 27

• WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 grantee (B+T, April 13), has tentatively set Sept. 27 as its opening date. The station’s building and antenna will be on a ten-acre site on the northeast side of Cedar Rapids.

The tower, 600 ft. high, will be topped with a 100-ft. antenna. The station will operate with maximum power of 100 kw visual. WMT-TV is a CBS-TV affiliate and is represented by The Katz Agency.

• WLOK-TV Lima, Ohio, uhf Ch. 73, ended its first week of commercial telecasting with its first simulcast with WLOK (AM). The simulcast featured all 53 candidates running for nomination in the Lima primary election to be held this month.

• DuMont signed its first West Coast contract for a 5 kw uhf transmitter with Sheldon Anderson of KAFY-TV Bakersfield and KCOK-TV Fresno-Tulare during the NARTB convention last week.

The contract also covered complete studio equipment, cameras and two film scanners of the DuMont line.

• L. T. Matthews, general manager of the Sparton Broadcasting Co., permittee of a vhf Ch. 13 station in Cadillac, Mich., has pointed out that there has been confusion regarding the relationship of the Sparton Broadcasting Co. to The Sparks-Withington Co., home office of which is in Jackson, Mich.

Mr. Matthews, explaining that the vhf Ch. 13 construction permit specified an effective radiated power of 502 kw visual, said legal counsel for the Sparton Broadcasting Co. is Scharfield, Jones & Baron, Washington. Counsel to The Sparks-Withington Co., parent company of Sparton Broadcasting, is Henderson, Quail, Schneider & Peirce, Cleveland. Engineer for Sparton broadcasting is Allen W. Dai-
bendick, who also is technical director of Sparto- 
on Broadcasting. President of both Sparto Broadcasting and The Sparks-Withington Co. is John J. Smith. Harold M. Johnston, secretary-treasurer of Sparton Broadcasting, is treasurer of The Sparks-Withington Co.

Noting that The Sparks-Withington Co. has been referred to as a cabinet manufacturing firm, Mr. Matthews emphasized that The Sparks-Withington Radio-Television Div., Jack- sonville, Fla., manufacturer of Sparton stations, which since 1926 and Sparton TV sets since 1938. Its Sparton Automotive Div., also in Jackson, manufactures Sparton horns and automotive safety equipment. Its wholly-owned subsidiary, thevegetater Manufacturin. Co., Steger, Ill., manufactures radio and TV set cabinets, both for Sparton Radio-Television and for others. Another wholly-owned subsidiary, Sparten of Canada Ltd., London, Ont., manu- factures Sparton radios and TV sets for Canada and also manufactures metal kitchen cabinets and is the franchised manufacturer and dis- tributor for Canada of Columbia Recordings. WOCV-TV Montgomery, Ala., uhf Ch. 20 outlet which began commercial programming April 22, is operating from 4:40 to 10:30 p.m. daily.

Hugh Smith, WCOV-TV general manager, told B&T that the station, affiliated with all four television networks, is getting "solid fifty- mile coverage." National representative is O. L. Taylor Co.

* The St. Petersburg (Fla.) Independent recently published a special 28-page television guide carrying stories and pictures about municipally-owned WSUN-TV St. Petersburg, uhf Ch. 38, which was scheduled to begin programming last Friday.
* The North St. Louis Community News, in a 16-page television supplement, featured WTIV (TV) St. Louis (Mo.-Belleville (Ill.), uhf Ch. 54 outlet scheduled to start May 15. Supplement was devoted primarily to objective stories and articles about television, particularly uhf.

Allegeny Names Wiig To Vice Presidency

GUNNAR O. WIIG, managing director of the Gannett Radio Group, July 1 will become ex- ecutive vice president of the Allegheny Broad- casting Corp., owner of KQV Pittsburgh and applicant for vhf Ch. 4, Earl F. Reed, Allegheny president, announced Thursday. KQV will become an affiliate of CBS Radio on June 15.

Mr. Wiig for 26 years has been associated with WHEC Rochester, head- quarters of the Gannett stations, which include WENY Elmira, N. Y.; WEHDL Olean, N. Y. (minority); WHTI Hartford and WDAN Danville, Ill. He joined WHEC in 1927 as a continuity and publicity writer. In 1928 he became program manager of WHEC and in 1930 was named general man-ager of the station. After Gannett Newspapers acquired ownership of WHEC, Mr. Wiig was made assistant treasurer in 1938 and in 1946 named first chairman of the Gannett radio board. In 1951 he was named manager-director of the five-station Gannett Radio Group.

Jones Succeeds Surrick As V.P.-Gen. Mgr. of WFBF

ROBERT B. JONES JR., vice president and general manager of KRMG Tulsa, has been appointed vice president-general manager of WFBF Baltimore effective July 1. He succeeds John E. Surrick, who resigned that position and a directorship in WFBF effective last Friday.

Frank S. Lane, KRMG station and sales man-ager, will succeed Mr. Jones as general man-ager at Tulsa. A veteran of 28 years in radio, he joined KRMG as sales manager in December 1949 before the station began operations.

Mr. Surrick, immediate past president of the Maryland Radio-Television Broad- casters Assn., says he is not prepared to an-nounce his future plans but that he will remain in the broadcasting field.

KRLD-TV Dallas Boosts Power to Maximum 100 kw

TELECASTING with maximum allowable power was begun yesterday (Sunday) by KRLD-TV Dallas-Fort Worth. The vhf Ch. 4 outlet now is operating with 100 kw visual, more than three and a half times the former power and the maximum allowed by FCC in the vhf low-band (channels 2 through 6). Clyde W. Rembert, president and managing director, has announced.

Roy M. Flynn, manager of KRLD-TV, said the station would have been on the air sooner with its increased power but that delays in the manufacture and delivery of new equipment postponed the power boost.

KRLD-TV began operations Dec. 1, 1949, with an effective radiated power of 15.1 kw visual. Later, it was increased to 27.3 kw visual ERP. The outlet is owned by the Dallas Times Herald.

WOR-TV Plans June 1 Move to Empire State Bldg.

WOR-TV New York's target date is June 1 for transfer of its transmitting site from North Ber- gen, N. J., to New York's Empire State Bldg. The station has FCC permission for the move, where it will join WNBT (TV), WABC-TV, WCBS-TV, WABD (TV) and WPXI (TV). WATV (TV) Newark also will move to this site at a later date.

WOR-TV will increase its radiated power from 88 kw visual, 44 kw aural to 130 kw visual, 65 kw aural, while raising its antenna height from 973 feet to 1,240 feet above the surrounding terrain. Standard Electronics transmitting equipment now is being installed at the Empire State Bldg., a WOR-TV spokesman said.

Butcher's Hartford Interest

HARRY C. BUTCHER, former CBS executive, now owner of KIST Santa Barbara, Calif., and 14% owner of KEYT (TV) there, has joined the principals of Hartford Telecasting Co., Inc., applicant for Ch. 3 in the Connecticut city. Mr. Butcher is a vice president and director of the company. Amount of his stock interest was not available last week. Other principals are Clifford S. Strike, Charles F. Gannon and Franklin Brandt. Amended application is due to be filed with FCC tomorrow (Tuesday). Competing with Hartford Telecasting for Ch. 3 are WDRD and WTIC, both Hartford.

Three Vice Presidents Named by KSL Radio, TV

THREE new vice presidents for KSL Salt Lake City radio and TV divisions have been an-nounced by Iver Sharp, executive vice presi-dent of Radio Service Corp. of Utah, which owns the audio-video outlets. They are: Eugene M. Halliday, vice president in charge of radio; D. Lennox Murdoch, vice president in charge of television, and Dr. Carl J. Chris-tensen, vice president in charge of engineering and development.

In other appointments announced by RSC, Benjamin H. Hollingworth was named assistant secretary and treasurer, Richard L. Evans was appointed to the board of directors, and Vin- cent Clayton became chief engineer for both radio and TV.

Mr. Halliday has been with RSC since 1934, and for the past 18 months has been manager of KSL radio. He became manager of KID Idaho Falls, Idaho, in which RSC held an interest in 1946. Mr. Halliday returned to Salt Lake City in 1950 as sales manager of KSL- TV, a job he held until taking themanship of KSL radio in December, 1951. He will con-tinue in that capacity in addition to his vice presidential duties.

Mr. Murdoch has been with KSL for 22 years, starting as an announcer and going on to work as continuity editor, production manager, sales manager, and director of station relations, FM development, and TV operations. He continues as manager of KSL-TV.

Dr. Christensen is a former dean of the College of Mines and Mineral Industries at the U. of Utah. He began his electronics and communications work in 1927, and was associated with Philo T. Farnsworth at the Crocker Research Laboratory in San Francisco. He later was a research engineer at Bell Telephone Labs. in New York.

Mr. Hollingworth joined KSL radio in 1919 as an accountant. He also has been secretary-treasurer of KSUB Cedar City, Utah. Mr. Evans is known nationally as creator and commentator of The Spoken Word on the CBS Radio Salt Lake Tabernacle Choir broad-casts. He is now a director of the David W. Evans Advertising Agency in Salt Lake City.
NCAA Will Pick Network
Or Sponsor for '53 Football

Proposals, submitted by networks and advertisers, for telecasting college football games next fall to be considered by NCAA's TV committee May 11.

NATIONAL Collegiate Athletic Assn.'s 1953 television committee will meet in New York May 11 to examine proposals submitted by networks and sponsors for telecasting collegiate football games next fall within the framework of NCAA's 1953 program.

The committee announced last Tuesday a plan that will offer viewers a slight increase in the number of games on network TV next fall over 1952. It has been submitted for approval to member universities and colleges, and balloting results are expected to be announced Wednesday, according to TV director Asa S. Bushnell.

Mr. Bushnell told B.T last week that the TV committee will consider all network and sponsor recommendations. He said either a network or a sponsor will be chosen, pointing out that it was NBC-TV in 1952 and Westinghouse Corp. in 1951. The selected business organization, he said, will be permitted to work out other arrangements, subject to NCAA approval. Announcement of the network or sponsor will be made later, Mr. Bushnell added.

In deciding upon a network or sponsor to represent NCAA, Mr. Bushnell said, strong consideration will be given the promotional and publicity effort that will be at NCAA's disposal.

The 1953 plan, which was announced in Kansas City by Walter Byers, NCAA director, calls for 13 dates—12 Saturdays plus Thanksgiving. This amounts to one more than last year. Another point of difference is the introduction of a "panorama experiment," whereby "two or three" of the dates will be devoted to telecasting portions of widely separated games all in one afternoon.

Other salient features of the 1953 program, which needs a two-thirds vote of membership for approval, are:

- On the 10 or 11 full-game programs, at least one of the games shall originate in each of the eight NCAA geographical districts and no more than two shall originate from any one district.
- No member shall appear on network television more than once. Preference will be given to colleges which did not participate in network TV in 1952.
- Small college games may be telecast on a local basis and sell-out games may be carried locally on TV with NCAA approval. (Some 40 such games were telecast last year.)
- Games played on dates other than Saturday afternoon are affected only to the extent that the one network appearance rule shall apply and permission must be obtained for telecasting such games.

Although no dates are fixed, an NCAA spokesman indicated the program will begin Sept. 19 and continue through Dec. 5. NCAA restrictions do not cover post-season competition, such as the bowl games, which may be negotiated on an individual basis.

The 1953 television committee is headed by Robert J. Kane, athletic director of Cornell. Messrs. Byers and Bushnell, TV program directors, are ex-officio committee members.

Broadcasting • Telecasting
WILD Increases Power To 10 kw Day, 1 kw Night

WILD Birmingham switched its operation to 10 kw day, 1 kw night on 850 kc at noon last Monday. General Manager Don D. Campbell reported last week. The station previously had been on 1490 kc with 250 w. The changeover was promoted by WILD, a Mutual outlet, with billboards, newspaper ads, trolley-bus cards, trade paper ads, road signs, movie trailers, direct mail and novelty items. First broad-cast on the new power and frequency was Game of the Day, which that day carried a Birmingham Barons contest.

New Blair Presentations

NEW TYPE radio program presentation forms, illustrated and in color, were placed in use fortight ago by John Blair & Co., national representative of radio stations, according to Wells H. Barnett, manager of the Blair sales development department.

The new forms, which cover six different program types, are designed for salesmen to pro-vide agencies with quick and accurate data on local programs on Blair-represented stations. An estimated 225 individual programs will be covered in the presentations, Mr. Barnett said.

Stromberg-Carlson Election

RE-ELECTION of the following officers and directors was announced after the annual stockholders meeting of Stromberg-Carlson Co., Rochester, N.Y.:

Robert C. Tait, president; Gordon G. Holt, vice president, finance; William Fay, vice presi-dent and general manager, broadcasting divi-sion; Sidney R. Curtis, vice president in charge of government contracts; Arthur F. Gibson, general manager, telephone division; Clifford J. Hunt, general manager, radio-television di-vision; Anthony G. Stulino, general manager, sound equipment division; Edwin C. Bowser, corporate secretary; Wilbur H. Heuel, treas-urer; Daniel G. Schuman, controller; George E. Ever, assistant secretary and manager, indus-trial relations; Charles W. Pritchard, as-sistant treasurer; Theodore L. Bowes, as-sistant secretary and manager, patent department; and George C. Gordon, assistant secretary.


Plamondon Loses Fight For Stockholder Proxies

A. D. PLAMONDON Jr., president of RTMA and former president of Indiana Steel Products Co., Valparaiso, Ind., is reported considering court proceedings against the majority faction of the steel firm's board of directors. By win-ning the greater number of proxies during a stockholders' meeting held last week, the man-agement candidates were re-elected, along with two vice presidents of the steel company. Mr. Plamondon and Fred M. Gillies, vice president of Acme Steel Co., Chicago, were unsuccess-ful in their efforts to stay on the board.
DON'T BE UP THE CREEK WITHOUT A PADDLE...

Specify WICUTV ERIE, PA., TO DO THE JOB FOR YOU

by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHO0 AM-FM
Avery-Knelid, Inc.

Starting a campaign in Erie, one of the nation’s top test markets? Don’t be sorry—Plan now to use WICU-TV, Channel 12, the ONLY TV station in the area. Let it carry your messages to the thousands of viewers in the rich North Western Pennsylvania, Eastern Ohio, and Western New York market.
There is a REASON

Advertisers stay year after year with KTLA

of all advertisers . . . .

62% were on KTLA 1 year ago
54% were on KTLA 2 years ago
39% were on KTLA 3 years ago

RESULTS all the way
That's Why They Stay
on
KTLA
Channel 5

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 18 • Bryant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES
A detailed study directed by NARTB establishes principles of profitable radio station operations. It's the most complete investigation yet made to find out what makes profitable stations profitable. Page 86.

Picture page: BT golf tournament. Page 92.

A radio success story:

BIG, LIVE SHOW ATTRACTS MORNING AUDIENCE

MORNING radio listening in the Cleveland area needed a potent shot in the arm to revive it when Hamilton Shea took over as general manager at WTAM Cleveland last year. A sales check revealed that his station's 7-9 a.m. portion, following a conventional programming pattern, had never been sold out. In a further breakdown, 7-8 a.m. listenership was considered fair; the 8-8:30 a.m. less than fair, and the 8:30-9 a.m. slot consisted of two 15-minute programs which had either been moved off the station or re-scheduled at a later time.

Rating-wise, the above-mentioned data placed WTAM 3d in listenership—a poor standing for a 50 kw clear channel outlet. If the picture were to change, some drastic revisions were in the offing. Mr. Shea was convinced he had the solution in a program idea new to Cleveland and different enough to make friends and influence people.

The solution: a big, live show in a time period that seldom accommodates any kind of programming but disc jockeys. The pay-off: higher ratings and more sponsors.

The first step in winning back an audience, which had noticeably drifted elsewhere, was to completely revamp the morning schedule. From 7-9 a.m., Mr. Shea programmed Morning Bandwagon, a new live show featuring 17 musicians, two vocalists and a singing pianist, Johnny Andrews, as m.c. Henry "Hot Lips" Levine, whose trumpet playing has gained him national popularity, was engaged to lead the WTAM "Clevelandaires." To suit the varied taste of radio listeners, the orchestra was divided and subdivided into groups, each specializing in a particular music style. Unique solos, such as a trombone trio's rendition of a popular ballad, are the rule rather than the exception on Morning Bandwagon. In producing the new show, Mr. Shea avoided the ordinary and concentrated on the unusual. His conviction that imaginative, well-planned radio broadcasting will hold its own in any market has become a reality at WTAM.

The station's 7-9 a.m. story isn't the sad one it was last year before Morning Bandwagon went on the air. The show, boasting a waiting list, is sold out to 38 sponsors. Two months after the program began, ratings showed that no other station headed WTAM in the time period which the show occupied. After seven months, spots, which sold for $39, were raised to $50, a tribute to the show's pulling-power. Morning Bandwagon's effectiveness was further established at a recent annual awards luncheon of AFTRA in Cleveland when it walked off with more "best" awards than any other production in the city.

May 4, 1953
WHY is a profitable AM station profitable?

Answer: It has prestige, adequate capital and management know-how, the latter the prime ingredient.

Know-how is not an occult gift. It can be described and applied by alert and imaginative managers everywhere.

This report is intended to translate that know-how into understandable terms. The advice here can be followed by the management of any station.

A good place to begin is to describe how the management of a station may find out whether it is getting its proper share of local advertising and may set local dollar sales objectives.

This may be done by buying, for the state where the station is located, from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., the (1) "U. S. Census of Business, 1948—Retail Trade" and (2) "U. S. Census of Business, 1948—Service Trades." These bulletins list retail stores and service trades for the metropolitan area or county, giving the number in each classification and the 1948 sales for each class.

After sales for each category are listed, then to each dollar sales figure the 1949 Treasury Department Study of Advertising Expenditures (see Table I next column) is applied, by type of retail and service operation, showing the percentage relationship between sales and advertising expenditures.

The total local advertising figure is projectable to 1952 by use of the McCann-Erickson Annual Studies of Dollar Advertising Volume which appear in Printers' Ink magazine. This study contains a figure showing the growth each year in local advertising. These growths were: In 1949—6.7%, 1950—7.9%, 1951—12.5% and 1952—12.3%.

To the 1948 all-media local advertising dollar expenditures estimated by the station operator should be applied 6.7% to determine the dollar amount to be added to the 1948 figure, then 7.9% to the new 1949 figure, and so on until arrival at the estimate for 1952.

The resulting figure represents overall local advertising expenditures for all local media. In multiple-station markets, radio's share of this has ranged from 5% to 25%, depending upon how well radio has sold itself locally. In 1951 on a national average basis local radio in all markets got 11% of local advertising money, and for 1952, 10.4%.

If a station is the only one in its market selling time to local merchants, it can figure easily what its own share has been and thus set its own dollar sales goal. If there is one other competing station in the market, the station manager must depend upon his own estimate of his competitor's share of local advertising. If there are three or more stations in the market, the manager can get total local time sales for the previous calendar year from FCC.

Thus, the current year's all-media advertising dollar potential for the station's market can be the same as last year's—if business in this market is going to be at about the same level this year as last. In other words, the station operator has formed a basis for all media dollar potential in his market by estimating an expenditure figure for all media in the most recent year.

The station manager now has a means of determining what his market area should or can do in the way of total radio dollar sales. A 15% to 20% figure for radio is not unreasonable for its share of local all-media advertising expenditures and the operator may set his goal by estimating what he can get as his own station's share of this 15-20%.

Some of the limiting factors: All other media competition and the amount of time the station operator has unsold. The rates radio gets in the market also will help determine its share.

Although estimation of national advertising expenditures for any market is comparatively simple, it must be remembered that there is no assurance that the national advertiser, through network or spot advertising, will want or need the particular market in his advertising plans. His product may not be distributed in this market or he may have insufficient money to include this market in his advertising.

In estimating the market's national all-media advertising, the total dollar expenditures for national advertising is taken from the McCann-Erickson Annual Study of Advertising Expenditures. In 1952 this figure was $4,120,900,000. This figure is multiplied by Sales Management's Retail Sales Per Cent of U. S. A. for the particular market.

It must be kept in mind the figure obtained by this method is for all-media advertising in the particular market. Taking again the 9.7% figure from the McCann-Erickson study as the amount of total advertising dollars going to radio in 1952, it may be figured that approximately 10% of the all-media figure estimated for this market will go to radio. Of course, this is an average figure for the whole country and there will be variations among markets—particularly since national advertisers do not spend their expenditures to every market.

In radio too, the national advertiser often advertises his products in a particular market through some outside station. Thus, to estimate the share of local stations, the operator must estimate what they lose because of coverage of this market by non-hometown stations.

In the major markets, too, a much greater share of national advertising dollars is spent. For instance, the FCC 1951 financial report says: "More than four out of every
A painstaking study of radio operations in both TV and non-TV markets points the way to better management and more profitable AM operations.

YOUR RADIO PROFITS

Richard M. Allerton, manager of the NARTB research department, unveiled at the NARTB convention last Tuesday the results of a painstaking study by Stewart Dougall & Assoc., New York, into radio management. Objective of the study: To find out what makes profitable AM stations profitable and to set up principles of good management that AM stations everywhere could use. Stewart Dougall & Assoc., a management and market research firm, thoroughly investigated 20 radio stations in five representative markets, two where TV also operated and three without TV. Here, revised for publication, is Mr. Allerton's summary of the findings. Though none of the conclusions is particularly astonishing, the study emphasizes that profit and sound managing—including adherence to recognized ethics and public service standards—go hand in hand. A more detailed report on this study will be distributed shortly.

Richard Allerton

five dollars spent by national and regional advertisers for radio time was spent on stations located in the nation's 168 metropolitan areas. These stations, numbering about 900, received approximately 84% of the payments to stations for network time sales and approximately 85% of the revenues from national spot business.

Thus, the 1,300 stations in approximately 1,000 communities under 50,000 population receive only 16% of payments by national advertisers for network time sales and only 15% of national spot business. This makes apparent the importance of local business to these smaller-market stations.

This method of estimating national advertising potentials would be fairly reliable in the 162 metropolitan markets listed in the J. Walter Thompson Co. publication, "Population and Its Distribution." In markets with city centers of 25,000 to 50,000, the variation in spending by national advertisers would be much more, and below that, in counties at least 50% urbanized, there would be a still greater variation, many of these markets getting little if any of national advertising dollars.

Dollar Revenues Advance

Data from the five-market study shows radio's share of local all-media spending in radio-only markets averaged 15% in 1947, and went to 15.2% by 1951, a slight rise. Since total revenue dollars increased 91% in the five years and local all-media advertising dollar expenditures rose 89%, local radio dollar revenues advanced slightly more percentagewise than did the expenditure.

In markets where radio had TV competition radio's local dollar revenues were 17.4% of all-media local advertising expenditures in 1947 and 9.6% in 1951. Radio's local dollar revenues rose 9.5% and estimated local all-media advertising dollar expenditure increased 98%. Thus these stations, as well as those without TV competition, increased their dollar revenues one-tenth, by doing the things set forth later in this article in the principles of profitable radio station operation.

For stations in radio-only markets, radio's share of the total all-media national advertising expenditures was 8.8% in 1947 and 8.8% in 1951, making a 27% increase in dollar revenue when all-media national dollar expenditures increased by 27%. Thus, radio held its own in these markets.

But radio's share of the national advertising dollar declined 7% in the five-year period, dropping from 9.9% to the total in 1947 to 5.5% in 1951. This is indicative that TV's effect on radio from national advertising was far greater than its effect on local advertising.

The study shows national advertising dollars received by the five most profitable in the five markets stations in 1947 and in 1951. The two stations in TV markets derived $674,000 from national network advertising in 1947, and $548,000 in 1951, a drop of 18.7%. From national spot they received $576,000 in 1947, and $615,000 in 1951, an increase of 6.8%. The three stations in non-TV markets received $442,000 from network advertising in 1947, and $436,000 in 1951, a drop of only 1.4%.

But their national spot business went from $437,000 in 1947 to $680,000 in 1951, a rise of 55.6%.

Comparative profits indicate that in radio-only markets profits in dollars (before federal income tax) increased 39% from 1947 to 1951, while revenues increased 58% and expenses increased 64%. Profits in 1947 were 23% of revenue and in 1951, 20%.

In radio-TV markets profits (before Federal income taxes) decreased 34% from 1947 to 1951, revenues increased only 0.25% and expenses increased 7%. Profits in 1947 were 17% of revenue and in 1951, 11%.

But it is interesting to note that TV's full impact did not hit radio revenues and profits in TV markets until 1951. In 1950 radio profits in these markets reached their peak for the five-year period, while this peak was reached in radio-only markets in 1951.

FCC final AM and FM financial data for 1951 were used in finding whether the experience of the entire industry might indicate, by size of market and kind of station operation, the minimum revenue below

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which practically all stations operated at a loss.

In unlimited regional station operations, making a profit according to FCC, average expenses in metropolitan area markets with 250,000 to 500,000 population amounted to $247,000 in that year. Expenses of such stations reporting a loss amounted to $189,000. Average revenues of profitable stations were $316,000, or a profit (before Federal income taxes) of 22% of revenues.

Several important questions are raised here:

1. Does the average expense figure on loss stations cut down on usual expense items which are necessary for profitable operation, or are these expenses more realistic than those of the profitable operations?
2. On the other hand, are expenses of the profitable operations realistic or do they contain high administrative salary items which could be trimmed under economic pressures and still not adversely affect the business-producing efforts?

**Minimum Profit**

Assuming that somewhere between one expense average and the other is the reasonable answer, the figure of $233,500 would be the minimum profit a station must make in 250,000-500,000 markets to break even. Thus to make a 10% profit on sales the minimum average revenues in this class must be approximately $260,000.

The thinking just expressed is set up in Tables 2 and 3 (see below), showing estimated average minimum earnings of limited and unlimited radio stations which must be made by regional and local stations before they show profits in the size markets shown.

A comparison of these average figures to the five-market study shows the profitable stations are well exceeding the average figures set up, and the unprofitable stations correlating to a high degree. This adds up to the conclusion that unless a station can step up activities to meet these minimums for its respective size of market, it probably is fighting a lost cause and might as well close up shop.

Going back to the study, it was found that the case histories of the five most profitable stations collectively followed the principles of profitable station operations. These practices are grouped into five headings: Programming, sales, personnel, public service and financial.

**Programming**

Under programming, station management:

1. Developed and promoted distinctive personalities on live shows, farm and women's programs and disc jockey shows.
2. Improved established shows by adding new talent and features.
3. Strengthened news programming by broadcasting news more frequently, rewriting local and national news, extending local coverage and developing news personalities.
4. Intensified public service programming and participation in community affairs, in several instances adding a public service director.
5. Tended to drop network sustaining programs and to develop local programs, either live or recorded, around key personalities.
6. In counter-programming against TV, placed increased emphasis on local programming of "relaxing" music, news and sports—with low-pressure advertising, particularly for Sunday morning and evening shows.
7. Used more care in choosing music for local programs, selecting types of music to appeal to varying types of audiences.
8. Appraised programming by competing stations to find the most promising areas for exploitation on their own stations.

**Sales**

1. Concentrated on local business and obtained business from advertisers not previously using radio. The profitable stations show year by year growth in number of accounts.
2. Intensified advertising and promotion, emphasizing: Frequent on-the-air program announcements, sales presentations to acquaint advertisers with specific programs, signs and posters, movie trailers for station promotion, direct mail and personalized letters to advertisers, specialized direct mail activity of various types, audience promotion, trade magazine and newspaper advertising and publicity, use of studios and facilities by local firms and advertisers and station anniversary publicity stunts.
3. Strengthened sales by adding experienced personnel acquainted with the local area and business men.
4. Studied local advertisers' problems to help them with the sales approach, type of program, and time of day for best results in radio.
5. Analyzed accounts representing local market potential and directed sales effort to those previously weak in radio.
6. Developed case histories of successful radio advertisers for local selling.
7. Collected market data on the metropolitan and trading area for sale of national advertising.
8. Increased direct contact between program personalities and local advertisers to sharpen up commercials, associate personalities with products advertised, and reduce vulnerability in the case of lost sales personnel.
9. Improved account service, but relieved salesmen where possible from routine service functions.
10. Provided sales incentive by salary plus commission or bonus compensation.
11. Maintained closer control of sales by requiring call reports and by meetings with salesmen.
12. Provided new sales personnel with intensive indoctrination and training.
13. Worked closely with local accounts after they were sold.
15. To meet television competition—analyzed local advertisers to determine why they bought TV, how much they spent, and results obtained from television in relation to expenditure. Many later were persuaded to return to radio, or divide appropriations between radio and TV.
16. To meet competition of newspapers—participated in retail surveys to measure the effectiveness of radio versus newspaper advertising in the local market.
17. Increased merchandising activity in giving more sales service to advertisers. Among specific steps: Sent letters to the retail and wholesale trade informing them of a program to be sponsored by a particular product they sell; made personal contacts at the retail level to find the competitive position and retailers' and consumers' opinions on specific clients' products; used car cards.

**TABLE NO. 2**

**AVERAGE ESTIMATED REVENUES NEEDED IN LIMITED (Daytime & Part-time) STATION OPERATIONS**

<table>
<thead>
<tr>
<th>Regional Stations (Limited)</th>
<th>Size of Market</th>
<th>To Show Margin Over Average Expenses</th>
<th>AVERAGE REVENUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Areas</td>
<td></td>
<td>Of 10% Of 15% Of 20% Of 25%</td>
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<tr>
<td>250,000-500,000</td>
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<tr>
<td>50,000-100,000</td>
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<td></td>
<td>108,000 101,000 94,000 87,000</td>
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<tr>
<td>Not In Metro Areas</td>
<td></td>
<td></td>
<td>111,000 104,000 98,000 92,000</td>
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<td>25,000-50,000</td>
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<td>87,000 81,000 77,000 72,000</td>
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<tr>
<td>5,000-10,000</td>
<td></td>
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<td>60,000 56,000 53,000 50,000</td>
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<td>Local Stations (Limited)</td>
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<td>98,000 92,000 87,000 82,000</td>
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<td>Not In Metro Areas</td>
<td></td>
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<td>42,000 40,000 37,000 35,000</td>
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**TABLE NO. 3**

**AVERAGE ESTIMATED REVENUES NEEDED IN UNLIMITED STATION OPERATIONS**

<table>
<thead>
<tr>
<th>Regional Stations (Unlimited)</th>
<th>Size of Market</th>
<th>To Show Margin Over Average Expenses</th>
<th>AVERAGE REVENUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Areas</td>
<td></td>
<td>Of 10% Of 15% Of 20% Of 25%</td>
<td>$260,000 $212,000 $164,000 $146,000</td>
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<tr>
<td>250,000-500,000</td>
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<td>50,000-100,000</td>
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<td>175,000 146,000 118,000 90,000</td>
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<td>50,000-100,000</td>
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<td>149,000 124,000 100,000 72,000</td>
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<td>Less than 5,000</td>
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<td></td>
<td>97,000 81,000 66,000 48,000</td>
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<td>Local Stations (Unlimited)</td>
<td></td>
<td></td>
<td>97,000 91,000 86,000 81,000</td>
</tr>
</tbody>
</table>

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than any other 4 x 5 commercial slide projector

The famous GRAY TELOP I
Makes profits grow—projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America’s best-known, most-used television optical projector!

GRAY TELOP II
Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

GRAY 3A TELOJECTOR
New, compact unit for automatic remote control projection of standard 2 x 2 slides... in uninterrupted sequence... with fading, lapping and superimposition. Solves many problems for both large and small stations.
Get all the facts, now!

WRITE TODAY FOR BULLETIN RD-5

GRAY RESEARCH
and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon-Audograph.
and window displays to advertise products, station and programs; encouraged retailers to build product displays tied in with window displays promoting the station and program.

**Personnel**

1. Obtained salesmen with previous experience in radio, advertising or sales with a definite leaning toward sales of intangibles.
2. Rewarded station personnel for suggestions resulting in improved operations.
3. Paid salaries high enough to obtain and hold high-calibre personnel.
4. Used care in selecting and training continuity personnel, recognizing that copy preparation is a key selling function.
5. Brought in younger people with creative ability and gave them time to prove themselves.
6. Familiarized station personnel with problems and practices in other departments.

**Public Service**

1. Merchandised public service programs to build awareness of the station's interest in the community.
2. Provided staff talent to make public service programs interesting and effective.
3. Gave local groups ideas on raising funds or obtaining constructive action from the public.
4. Adopted selective local service programming to support activities with the widest interest.
5. Encouraged staff members to participate in community affairs as individuals.
6. In one medium market, formed a Radio Council in the community, made up of the program directors of each station, to evaluate requests for support by fund-raising groups.

**Financial**

1. Revised rates periodically, considering operating costs, advertisers' cost per listener, and demand for time.
2. Redesigned rate structures with the trend of charging more for daytime radio and less for evening time in TV markets.
3. Maintained closer control over expenses, realizing operating costs have increased faster than revenue.
4. Adopted a philosophy that radio cannot make its product more attractive by cutting prices, and that rate cutting is not the answer to radio or television competition.
5. Helped maintain a firm rate structure locally by not participating in deals and special arrangements which mean rate cutting.

The study attempted to find whether station management budgeted both overall and departmental expenditures for each ensuing year's operations. It found this not the case in the smaller and medium markets in the cities investigated. But the study did find some attempt to determine the probable costs and revenues of new programs being considered.

Although not speaking from factual data obtained in the survey, the NARTB Research Dept. report expressed a belief that budget and fiscal control policies are well established in the largest station operations in the big metropolitan areas. Whether or not this is so, the report indicates a belief that any sound business operation—including radio—should have an overall and departmental

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**ALTEC MODEL 250A** delivers peak performance...with an added bonus! Specially designed plug-in preamplifiers, line-amplifiers and power supplies add compactness and flexibility. All are accessible for easy service and instant replacement.

This completely self-contained, AC operated unit has nine mixing controls and 18 input channels. Wide range frequency response (± 1 db 20 - 20,000 cycles)...with minimum distortion and noise level. Excellent balance — high attenuation of longitudinal currents for all frequencies up to 20,000 cycles. Flush-mounted illuminated VU meters are equipped with cut-off switches and three-position attenuators. No cross-talk...no talkback to live mikes.

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Choose the right Altec console for the job...

**ALTEC MODEL 250A** delivers peak performance...with an added bonus! Specially designed plug-in preamplifiers, line-amplifiers and power supplies add compactness and flexibility. All are accessible for easy service and instant replacement.

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**ALTEC MODEL 230B** is carefully engineered to do a top-quality job. This compact unit measures 17"x9 3/4"x 36 1/4"...and features eight low level microphone or turntable inputs...and four remote lines of which four microphone or turntable inputs and two remote lines may be mixed simultaneously. The front panel hinges upward to expose all mixing pots, switches and tubes for immediate service. Plug-in power supplies are mounted on the floor of the console. The output channel can be switched to either of two output lines, automatically connecting the control room telephone to the unused line. No program interruption or feedback.

Be sure to get the best in consoles — order your Altec equipment via Graybar. Consult your local Graybar Broadcast Equipment Representative for complete information. Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.

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The ultimate in quality control for larger stations

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![Image of a console](https://via.placeholder.com/150)

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**IN OVER ONE HUNDRED PRINCIPAL CITIES**

*Broadcasting • Telecasting*
EVERYTHING ELECTRICAL
to Keep You on the Air

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are conveniently located in the following 21 cities.

ATLANTA
BOSTON
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DETROIT
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JACKSONVILLE
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BOSTON
BALTIMORE
NEW ORLEANS
SALT LAKE CITY
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Graybar's broadcast equipment is available from

A Few of Our Leading Supplier-Manufacturers:

Altec Lansing • Ampex • Bernt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daves • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kiehl • James Knights • Machlett • Melleton • Minnesota Mining • Mole-Richardson • Presto • Rex-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting • Telecasting

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Graybar

via

Broadcasting • Telecasting

Everyday Electrical

Graybar's broadcast equipment is available from

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...
B'T's Golf Tourney Winners: Aston and Jarema

Californian and New Yorker come in with low gross and net scores to take silver cups in annual golf tournament opening NARTB convention.

Despite a low smog and light rain which Southern Californians explained away as a fog blown down from San Francisco, 56 radio and television divot diggers competed at Wilshire Country Club, Los Angeles, last Monday in the 19th annual Broadcasting • Telecasting-NARTB golf tournament which kicked off convention activities.

When final scores were tabulated, Sil Aston, KNBY Monterey, Calif., and Andy Jarema, WKOP Binghamton, N. Y., were the low gross and low net winners, respectively. Mr. Aston, who also won the NARTB tournament in Chicago in 1949, shot a remarkable 76 for low gross honors to win one of the silver trophies donated by Broadcasting • Telecasting. Mr. Jarema won low net in the blind bogey tournament with a gross 89 aided by a 27 handicap for a 62 tally. He was presented a silver cup by B'T.

Second low gross honors were won by Joe Bernard of KOMA Oklahoma City, with a 79 while Ken Brown, KWFT Wichita Falls,
TOTTALLING their blind bogyo handicaps are (1 to r) Frank Geither, WSB Atlanta; Earl Smith, Edward Petry & Co., San Francisco; Dresser Dahlsted, ABC Radio, Hollywood, and Riley Jackson, Cecil & Presbrey, Hollywood.

was one stroke behind with an 80.

Bob Ferguson of WTRF-TV Wheeling and Howard Schellenberg, Jr., of Haley, Doty Inc., Washington attorneys, each had net 64's to tie for runnerup honors to Mr. Jarema.

The tourney scores:

Handicap

Aston, SL-KMBY Monterey 76 6 70
Basson, Sterling-Headley-Reed, N. Y. 111 30 81
Beall, Frank-NBC, Los Angeles 79 7 76
Boice, Hugh-WENP, Milwaukee 94 18 76
Bowen, W-Johnston & Jorgensen Inc., Los Angeles 86 18 78
Browne, K-WFY, Wichita Full
Brown, Walter-J-WORD
Burrow, Bob-WODA Danville 95 21 74
Borde, Harry-KVMB Omaha 103 30 73
Bottcher, Barry-KXLA Los Angeles 101 30 71
Casby, Charles-WJMO Peoria 88 19 79
Casper, Joe-KTBN Austin 97 57 70
Cobb, Grover-KYGB Great Bend, Kans. 103 28 75
Dolledrow, Dresser-ABC, Hollywood 92 21 71
Ferguson, Bob-WTRF-TV Wheeling 94 30 64
Felderson, Don-KKLA Los Angeles 97 30 67
Fitpatrick, H.-WLSL Roanoke 95 24 71
Fishments, F. E.-KTVB
Ginsberg, Paul-WSB Atlanta 110 30 80
Groves, Frank-WSB Atlanta 99 30 69
Graham, Maury-Peers TV Productions 100 30 70
Guiderlein, Art-Barton A. Shuback, Inc.
Hancock, Paul-NBC, N. Y. 89 18 71
Hoak, John-Douglas Associates, Chicago 112 30 82
Hollinger, Cliff-Milton & Jorgenson Inc., Los Angeles 97 30 67
Jackson, Riley-Cecil & Presbrey, Los Angeles 103 30 73
Johans, Andy-WROCB Bloomington 98 37 62
Kelly, Earl-KCRA Sacramento 95 21 74
King, Frank-ABC, Los Angeles 118 30 88
Meany, Bob-A-KGSD, N. Y. 107 30 70
McGuire, Bill-WGN Chicago 89 21 68
Millikan, Bob & Ray-Thompson, Los Angeles 95 30 65
Moore, Dick-KTNY Hollywood 110 30 80
Murphy, Paul-Mid Continental TV, Wichita

Nybo, Ken-KMBY Billings, Mont.
Palace, Jack-Intercontinental Net,
Salt Lake City 100 30 70
Pitman, Frank-Associated, Louis & Brody
Reynolds, Art-McCann-Brickman, Hollywood 51 only 9 hole
Ring, Andy-Washington 103 30 73
Schiold, John, Salt Lake City 65 out
Schellenberg, Howard Jr.-Hollywood
Doty Inc., Washington 94 30 64
Searcy, James-Free & Peters, N. Y. 93 34 68
Smiley, Howard-KCRA Sacramento 106 30 76
Smith, Earl-Ernest Petry & Co., Los Angeles 99 30 69
Streuse, Ben-WWDC Washington 109 30 79
Spalding, Andy-WEMP Milwaukee 78 30 72
Terry, Hugh-KLZ Denver 90 24 66
Thompson, Bob,-Christian Co., Chicago 101 30 71
Timmons, J.-Avery-Kodak, Chicago 111 30 81
Wells, Fred Jr.-KKWN Sheveport 83 12 71
Whitney, George-Don Lee, Hollywood
Wilson, Tom-Dow, Lubbock & All-America
Washington 106 30 76
Yamabuki, Ralph-Yamam-Prechtown, Inc., Beverly Hills 93 24 69
Young, Bill-WHTF, N. Y. 101 21 80

PROGRAMS & PROMOTIONS

RCA HISTORY

GROSS sales of $2,095,000 in 1920 and $691,940,000 in 1952, and a jump from 500 employees to 64,000 indicate the growth of RCA, whose history is described in a handsome brochure, "33 Years of Peering and Progress" now being distributed by RCA. The 96-page volume is thoroughly illustrated with photographs of personalities and equipment, ranging from Marconi and the apparatus he used to receive the first transatlantic wireless signal in 1901 to the latest types of uhf antennas.

‘THE GREEN BORDER’

CBS RADIO will explore the problems of the influx of Iron Curtain refugees in a full hour broadcast to be presented on May 8, 9-10 p.m. EDT. Titled The Green Border, the broadcast will utilize hundreds of tape recordings made in Free Europe at key points along the Iron Curtain. Edward R. Murrow, who will serve as narrator, will call on political and business leaders in Free Europe and the U.S. to offer their views.

DIRECT PROMOTION

WTTM Trenton, N. J., has sent out 15,000 letters to homes selected from the telephone directory of the Delaware Valley area. The letters, signed by Fred L. Bernstein, general manager of the station, call attention to news, music, special events and public affairs programs of WTTM. Mr. Bernstein plans to continue the direct approach to promotion with smaller batches of letters going out at various intervals throughout 1953.

INTERVIEW BY PROXY

ALASKA's new governor, B. Frank Heintle- man, was interviewed by proxy on May 3 over KXXA Seattle by a panel of nine prominent Seattle citizens. The news director and conductor of the Seattle Speaks program, on which the interview was aired, invited the interviewees to tape-record their questions. The transcript was then sent to Alaska, where Governor Heintle- man taped his replies. It took 33 spliced segments and a full month of preparation to complete the 15-minute program.

CEREBRAL PALSY RALLY

TOP RADIO and TV personalities made personal appearances in Times Square on April 30 as part of the Children's Rally against Cerebral Palsy, marking the opening ceremonies of a month-long drive to raise funds for research. The activity took the form of a challenge by juvenile stars against adult stars. Among the adults were Dennis James, Warren Hull, Jink Falkenberg, Jane Pickens, Margaretta Piazza, John Cameron Swazy, Arlene Francis, Sid Caesar and Gabby Hayes.

AIR FORCE INTERVIEW

U. S. AIR FORCE Ground Operations School in Southern Pines, N. C., April 6-10 was the scene of a symposium for the nation's top ranking fighter pilots of World War II and the present day police action in Korea. The purpose of the top secret event was to pool personal experience and knowledge in an effort to improve tactics and training among present day fighter pilots. On the fifth and final day of the symposium, WEEB Southern Pines was able to obtain permission to conduct a series of interviews with many of the personnel, including Gen. James Ferguson, Deputy Commanding General of the 9th Air Force and originator of this meeting.

STRINGS ATTACHED

WORC Worcester enclosing a red piece of string in its promotion piece for Pappy Howard's New England Barn Dance Jamboree program to serve as a reminder that "your Headley-Reed man can tell you how to buy Pappy Howard, Worcester's top salesman—where he's strongest—on WORC."

STATION BREAK CONTEST

ONE WEEK at Shamrock Village, Fla., and a console TV set are the first two prizes offered by WTAO-TV Boston to the two people who draw the most suitable station identification design. The contest opened April 18 and will

‘Operation Cancer’

"OPERATION CANCER" was WHAS-TV Louisville's title for what it believes to be the first telecast of a cancer operation. The April 22 broadcast provided viewers with an hour-long look over the surgeon's shoulder as he removed the cancer-infected lung of "Patient C."

The telecast was planned to bolster Kentucky's cancer campaign. Dr. Duffy Hancock, president-elect of the Kentucky State Medical Asso., narrated the operation, describing each move by the surgeons, anesthetists, and nurses. Earlier

WHAS-TV technician Bill Howard aims his camera for Operation Cancer. Moni- tor was used by the narrating doctor in describing the operation for television viewers that day that he had received the American Cancer Society's 1952 Gold Medal Award for distinguished service to that state in cancer control.

The patient's suspected cancer had been detected by a free chest X-ray. The diagnosis was confirmed by the operation, and lung removal was indicated. Hospital authorities the next day reported the patient was "doing nicely."

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DISH-RAG HATS

BOB DREPPE RD and Lee Leon ard, who handle the three hour Bob and Lee Show on WLOW Norfolk, Va., on April 15 began their "Dish-Rag Hat Contest." There will be three main prizes for those who can make the most attractive dish-rag chapeaux, and deluxe dish rags as gifts for the runners-up.

STUDENTS’ OPERATION

STUDENTS of Stamford High School took over complete operation of WSTC-AM-FM Stamford, Conn., from 6:30 a.m. to midnight on April 22. Seniors and juniors of the school carried on with special programs which they had written, directed and produced, in addition to the station's regular features. The boys and girls worked with the newsmen, did all the announcing and planned their own programs completely. The object of the event was to familiarize the students with radio operation. They had worked for several weeks in preparation for the event.

OPERA IN REHEARSAL

AN OPERA in rehearsal was seen by WBAL-TV Baltimore viewers on April 12. The opera was Massenet's "Manon," and the rehearsing company, the Baltimore Civic Opera Co. Rosa Ponselle, formerly with the Metropolitan Opera and now coach of the Baltimore Civic Opera, was seen coaching singers in four short scenes from the Massenet opera.

OUT OF THE PAST

TV PRODUCER-director Ivar McLaren found his past catching up with him while directing the WTMJ-TV Milwaukee Schlitz Saturday Night Theatre. The film being shown was "High Fury," which Mr. McLaren produced in England in 1947. During the program Mr. McLaren told how he produced the movie, and as soon as the interview was completed, he went back to the control room to direct the live commercial on the show.

CIVIC RESPONSIBILITY

THE WASHINGTON school system extended its current program of TV lessons over WNBW (TV) Washington to five days a week with the addition of a new series on civic responsibility. Prepared by the elementary schools in cooperation with WNBW, the program is aimed to improve citizenship, instill loyalty to American ideals and to develop responsible and intelligent ways of using resources, both human and material. The series of 10 programs will include such topics as "Our Nation's Flag," "You and Your Home," and "Enjoying Your Neighborhood" and "Respect for Property."

KIWANIS DAY

KLWN Lawrence, Kan., April 12 gave all of its sustaining time to the Lawrence Kiwanis Club. Members sold time, wrote commercial copy and did all air work from sign-on to sign-off. Several special programs were produced especially for the day, such as group singing, a tape recording of a Kiwanis meeting and a greeting from the mayor. It turned out that the commercials for the Ford dealer sponsored newsread were cast by the Studebaker dealer. The Kiwanis Club cleared $420 for their boys and girls work fund.

POPULAR COOKING PROGRAM

FOUR-PAGE brochure issued by KHIJ-TV Los Angeles points out that the Mama Weiss cooking program on the station placed first in 15 out of 18 counties of similar TV programs among viewers in the Los Angeles area. The program was said to pull more than 1,050 letters a week, and in response to a single announcement more than 1,500 requests for discount certificates on a household cleaner.

COVERAGE OF ICE HOCKEY

WSAI Cincinnati reports that it has received letters of appreciation from fans and the press for its coverage of the ice hockey games between the Cincinnati Mohawks and their rivals, as they played for the championship of the national amateur hockey league. The Mohawks emerged victorious. Dick Baker, WSAI's sportscaster, though an experienced football broadcaster, has become the first broadcast hockey games. The number of fan letters received during the series has confirmed the top-notch quality of his work in this field, reports the station.

WINDOW DISPLAY

WLS Chicago is using a window display in a month-long promotion of its National Barn Dance, with pictures of featured entertainers. The display is located at the Chicago Visitor Center, headquarters for travelers' information in the Chicago Loop. One of radio's oldest hillbilly shows, the program is aired each Saturday from 7:30 p.m. to midnight, with such sponsors as Wap Box (Flext-O-Glass), Keystone Steel & Wire Co., Phillips Petroleum Co. and National Stores.

RESPONSE to Safeway Neighbor show on KCRC Enid, Okla., is demonstrated by 80,000 registration slips filled out by customers who may be called by the grocery give-away program. Ella Mae Hyde, KCRC continuity writer, is floored by the deluge of slips. Program is sponsored by Safeway Stores Inc. and has run a year in a 15-minute, Monday through Saturday spot.

'Jim Learning Week'

WIP Philadelphia's sports director, Jim Learning, who has been cited by seven national sports magazines for unbiased sports reporting, has been honored by the station in a series of station events.

Mr. Learning honoring Mr. Learning are Baseball Stars, Who's Who in the Big Leagues, Baseball '53, Dell Baseball Annual, Major League Baseball, Baseball Life Stories and Sports Magazine, according to Mr. Gimbel. He was to receive the awards at a Junior Chamber of Commerce luncheon, appear at Lions and Kiwanis club luncheons and at a Cub Scouts "father and son" night. WIP distributed 4,000 newsletter posters and other promotion.

Mr. Learning, former U. of N. C. athlete, during the week was to appear on WIP's Cheesecake Show, Gagglers, Start the Day Right, Record Room, Lobby Mailer, Mailbag and an afternoon women's show.

Exclusive broadcaster of Villanova College football games, Mr. Learning is heard on MBS' Saturday Sports Parade and week nights on his own WIP program.

NEW QUIZ PROGRAM

WPTZ (TV) Philadelphia is starting a new home-audience participation program. Pat Landon, host of the new program series, will show portions of famous people's faces and give clues as to their identity. He will telephone people in the viewing audience and invite them to guess the identity of the personality. The more he shows of the mystery face, and the more clues he gives the contestant, the less valuable the prize becomes. The program will be seen Monday, Tuesday, Thursday and Friday.

PIN MONEY

NEARLY 8,000 bowlers from five states competed for $26,000, $6,000 in merchandise and $60 prizes in the Fourth Annual WNAX Yankton, S. D. Five-State Bowling Tournament. WNAX reports the regional tournament was the largest in the nation today, and the
New smooth action... new stability... new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.
NAVY and Charlotte radio men get together in presenting Freedom Flee, a documentary produced by the Supreme Allied Command Atlantic for broadcast over CBS Radio. Bob Rierson, former WBT program director now on active duty with the USN (seated c.), discusses a point with WSOC General Manager Earl Gluck, a captain in the Naval Reserve. Looking on are WBT announcers Fletcher Austin (seated) and (standing, l to r) Phil Agresta and Jimmy Patterson.

largest sports promotion ever sponsored by an American radio station. During the four-year history of the tourney, WNAX has paid out more than $100,000 in cash and merchandise awards.

HELP WANTED
WWDC Washington reports that its early morning disc jockey, Jack Rowzie, who runs the Nite Beat show, has been getting S.O.S. calls. A frantic husband called Mr. Rowzie and asked him to broadcast a plea to his wife to let him in the front door, "and it will never happen again." Another call was from a heartbroken wife who complained, "You've made a Nite Beat widow out of me." Her husband sat up all night to listen to Mr. Rowzie's program. Still another plea came from a young girl whose plea was that the disc jockey not play such good music so she could get some sleep.

REPEAT PERFORMANCE
BECAUSE of requests from parents and teachers, the film "Devil On Wheels" has been added to the public service program of the Crosley TV stations, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. The film, dealing with the dangers and damages resulting from reckless driving by youths in "hot rods," was originally shown strictly for the entertainment value. Requests from families with teen-age drivers led to a repeat performance of the film.

THREE VIEWS OF ALCOHOLISM
AN ALCOHOLIC, a physician and an official of the Worcester Committee on Alcoholism gave three different viewpoints on alcoholism, via WTAG Worcester's weekly public affairs forum, What's It to You? The date of the program coincided with the fund drive of the Committee on Alcoholism.

'MOTHER OF THE YEAR'
LEB and Chee, morning husband and wife team, heard every morning over WARN Fi.

Pierce, Fla., are conducting a "Mother of the Year" contest. They are asking for entries from their listeners on mothers in this area with facts about church work, home life, talents and community work. The Rotary Club of Fort Pierce is acting as judges. Besides being the guest at a special Rotary Club meeting to be broadcast over WBN, the winning mother and her husband will receive a 3-day, all expense paid trip to Nassau by air.

EMPLOYES ON THE AIR
COUPLED with the noon news presented by the First National Bank over WFOB Fostoria, Ohio, is a brief sketch of an officer or employee of the bank. The sketch gives the position, title, daily activity and responsibility in the bank of the individual featured, as well as information about his family and outside activities.

TRAINING CLINIC
WHAT is reported to be the first Retail Sales Training Clinic was held recently, co-sponsored by WILS Lansing, Mich., and The Merchants Division of the Lansing Chamber of Commerce. The clinic was conducted by Professor Howard M. Cowee of the lecture staff of New York University's School of Retailing. Over 250 persons representing the supervisory personnel of 65 Lansing retail establishments attended.

'SERVANTS OF MEDICINE'
BIOGRAPHICAL dramas dealing with the lives of men and women contributing to medical progress were presented on Within Our Gates, on WFWI Philadelphia in April. The Philadelphia County Medical Society joined with the Philadelphia Fellowship Commission and WFWI in presenting the stories of four "servants of medicine."

MISS IMPORT AND EXPORT
A CONTEST to select the most beautiful identical twins to represent Miss Import and Miss Export during "World Trade Week" is currently being conducted in conjunction with KTLA (TV) Hollywood's Hollywood Opportunity Teleshow. Judging will be done by private interview, as well as on the TV program.

ON-THE-SPOT QUIZ SHOW
KMOX St. Louis has begun broadcast of a new quiz show, Choose Your Topic. Ollie Raymond conducts the on-the-spot quiz in various St. Louis grocery stores. Prizes are for correct answers to questions submitted by listeners.

PROBLEMS OF THE AGED
A SERIES of four weekly programs outlining the problems of the aged and infirm in Connecticut were broadcast over WDRC Hartford April 11-May 2. The panel discussions, which have been arranged by the Greater Hartford Community Council, were supervised by Hector J. LeMarie, director of training for the Connecticut Commission on the care and treatment of the chronically ill, aged and infirm.

'KNOT HOLE GANG'
HAPPY FELTON, star of Happy Felton's Knot Hole Gang, WOR-TV New York, preceding telecasts of Brooklyn Dodger home games, last year enrolled some 50,000 people in his Knot Hole Gang. Members receive lapel flip pins, are eligible to receive prizes from drawings on the program and appear on the show.

AVIATION DAY
WFOR Hattiesburg, Miss., reports that it has added a new dimension to local radio coverage. Utilizing the station's mobile broadcasting units, WFOR covered the local Chamber of Commerce Aviation Day direct from the Municipal Airport. A feature of the broadcast was the mounting of a mobile transmitter in a private plane, and broadcasting from the air, with stress on the ease and pleasure of private flying. The mobile unit on the ground covered interviews with passengers who had been given free plane rides around the city.

40-MILE DIRECT REMOTE
WHUM-TV Reading, Pa., reports that it has run the longest direct remote in TV history. With its transmitting dish at Bowman's Store in Harrisburg and receiving dish 500 feet high on the station's tower 2,100 feet above sea level, the distance covered was 40 miles. A 7,000-megacycle RCA unit was employed. The station reports that quality was adequate.

NBC-TV BROCHURE
A BROCHURE sent to advertisers by NBC-TV co-op sales, highlights "newsworthiness and salesworthy" features of American Forum of the Air, a co-op TV program featuring Theodore Granik. The brochure cites endorsements of former sponsors, noting that the show often creates news.

PROGRAMS, EXCLUSIVE
WLIB NEW YORK, which emphasizes Negro programming, reported that it had broadcast an "exclusive interview" with Pfc. Courtney L. Stanley, Negro soldier who fought off 15 to 20 Chinese Communists on the Korean front and helped save the life of a wounded colonel. The interview, tape-recorded in Korea in cooperation with the U. S. Army Information Branch, was flown to New York and carried on WLIB.
Special to time buyers:

all summer long

MILLIONS OF AMERICANS

will listen

Only to FM

insist on FM in your schedule
and get complete radio coverage

Again this summer, you'll need FM on your schedules to be sure of complete radio coverage. Typical example: In many localities, baseball broadcasts, particularly night games, will be carried only on FM.

What's more, millions of listeners know from experience how FM cuts through static and interference to give realistic reception of radio programs even during summer storms. With the "summer static season" on its way, many will turn to FM programs exclusively.

Make the most of these seasonal listening habits. Include FM in your summer time buying schedules, and be sure of reaching the whole radio audience more effectively.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION, Chicago 39, Illinois
### COMPARATIVE NETWORK TV SHOWSHEET

**SUNDAY**

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Advertisers

Hugh Hewitt, comptroller and secretary, Colgate-Palmolive-Peretti Co., Jersey City, elected vice-president.

William J. Bird, vice-president of fleet sales div., Dodge Div. of Chrysler Corp., Detroit, promoted to general sales manager of Plymouth Motor Corp.

George F. Lignante becomes advertising and promotional manager of Winchester headquarters of O'Sullivan Rubber Corp.


Harriet Sabin, director of consumer information for Can Manufacturers Institute, to General Foods' products publicity staff, N. Y. 

Agencies

J. Brian van Urk, N. W. Ayer & Son, N. Y., to Dowd, Redfield & Johnstone, that city, as vice-president and business co-ordinator.

Leland G. Frierson, vice-president and director, Ruthrauff & Ryan, N. Y., to Grey Adv., N. Y., as vice-president and member of plans board.

J. Howard Miller, newspaper cameraman, to Southwest Advertisers, Amarillo, Tex., as director of photography.

Sally Reed, editor of industrial internal magazine for Link-Belt, Phila., to Lee Rambold & Co., same city, as copy chief of consumer accounts.

Richard A. Mancini, art director of William Esty Co., Leslie N. Daniels, copy supervisor of Foote, Cone & Belding, Martin P. Dwyer, BBDO, and George Kern, Benton & Bowles to Lennen & Newell, N. Y., as vice president, copy supervisor, account executive and radio-TV media director, respectively.

Edmund G. Maloney, art director with Ruse & Urban Inc., Detroit, named vice-president of organization.

Ted Grunewald, William Esty Co., Inc., to Doyle Dane Berbich Inc. as TV and radio director.


Donald G. Leech Jr. elected vice president in charge of radio and TV, Cornwell Inc. agriculture advertising agency, Washington, D. C.

Arthur P. Livingston, Robert W. Orr & Assoc., N. Y., to McKe & Albright, Phila., as head of merchandising.

Robert O'Rourke, special assistant, Ross Sawyer Adv., Hollywood, to Oakleigh R. French & Assoc., St. Louis, as production manager.

Robert C. Leonard, formerly Ruthrauff & Ryan, to Detroit office of N. W. Ayer & Son as service representative; Albert W. Flor, Meek & Thomas Adv., Youngstown, Ohio, to Ayer's Chicago office as copywriter; Scribner C. Dailey to plants-merchandising staff, Phila.


Winslow Martin to account managers staff, John Falkner Arndt & Co., Phila.

Jim Chilchaster, senior copywriter at McCann-Erickson, N. Y., and Tom Olenchak, Paris &

POST-TELECAST party at the debut of Your Esso Reporter on WPTZ (TV) Philadelphia is attended by (l to r) Curt Peterson, vice-president, Marschalk & Pratt, which handles account; Richard Close, national manager of represented stations, NBC Spot Sales; Alexander W. Donnenbaum Jr., WPTZ commercial manager; L. E. Semons, Marschalk & Pratt, and George Parmenter of NBC Spot Sales. Program is in station's nightly 7 o'clock slot.

Page 100 * May 4, 1955
Peart, N.Y., to Cowan & Dengler, N.Y., as member of creative staff and art director, respectively.

Robert W. Maercklein, partner in Maercklein-Nelson Adv., Milwaukee, presented with Eagle's Club monthly civic service award.


**Stations**

Ralph Klein, station supervisor, WONS Hartford, to WCCC Hartford, as station manager, replacing Alex Buchan.

Kenneth Yeend, program director of KIRO Seattle, elected president of Walla Walla TV Corp., Walla Walla, Wash., replaced by Carroll Foster, assistant to president and director of public affairs at KIRO.

Paul Martin, former manager, WCCC Hartford, Conn., named general manager of WPWA Chester, Pa.

Virginia Bennett, account executive at WING Dayton, appointed station manager of WIZE Springfield, Ohio.

Al Frank, assistant manager of WJCM Sebring, Fla., named manager of same, replacing Jonas Termin, who becomes manager of WAKU Latrobe, Pa. Warren Koerbel, sales staff at WAKU, promoted to assistant manager.

Sydney King appointed production manager of WBAL-TV Baltimore.

Wallace Hutchinson, account executive, NBC Western Div., to KPIK (TV) Los Angeles as promotion manager.


Dody Sheilair, production manager of WJAR-TV Providence, to head promotion, public relations and merchandising departments of same.

Gene P. Loffler, WHO Des Moines, to KAYL Storm Lake, Iowa, as station manager.

Lee Ellis named program director of WINZ Hollywood, Fla.

Marcus Oguna, salesman, KTXL San Angelo, Tex., promoted to commercial manager. Alvia Wood to KTXL as salesman.

Herman P. Hatton, city manager for Ga. Theater Co., appointed director of operations for WMAZ-TV Macon, Ga.

**People**

Jack F. A. Flynn, program administrative assistant of WPIX (TV) New York, named week-end manager of station.

Bill Talbot, general manager of KOIL Omaha, to program staff of KMTV (TV) Omaha.


Arnold Snyder and Wes Hopkins return to WTTM Trenton, N. J., as director of news and special events, and program director, respectively.

Clem Cooper, announcer at KGKO Dallas, promoted to program director.

Elliott Behrens, James Von Striver and Mary Nielsen appointed account executive, video engineer and traffic manager, respectively, at KGMB-AM-TV Honolulu.

Jane Winne, production director for KRES St. Joseph, Mo., to WEEU-TV Reading, Pa., as director of continuity.

Jim Davis, account executive, promoted to sales director; Willis Seaman appointed executive chief engineer, and Les Breck appointed sports director, WBRW Welch, W. Va.

Don Rich, N. Y., representative for WOND Atlantic City-Pleasantville, N. J., has moved to WGST-Atlanta-Peachtree, N. J., to head merchandising department.

Just like the 2428 requests for a picture that poured in from 11 Southern States after two plugs on a WGST-produced show! That’s real local programming, on WGST you get the best in programming, merchandising support, plus 28 years of selling “know how” in the Atlanta market. Get the full story from WGST or our national reps.

**WGST**

ABC · ATLANTA
5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS
offices to 36 East 64th St. Telephone is Butterfield 8-7676. In addition to duties with WOND, Mr. Rich will be associated with Television Publicity Bureau Inc., same address, as special features director.

W. H. Loudermilk promoted to chief engineer of WEAS Decatur, Ga., replacing Les E. Gradick, now technical supervisor of all "Dee" River radio interests. "Texas Bill" Strength now disc jockey and time salesman for WEAS.

Nick Reyes, WFTC Kinston, N. C., to WIRK-AM-TV West Palm Beach, Fla., as film director-producer and staff announcer.

Gay Swankin to staff of WLAB Boston, as director of continuity.

Jack Iverson and Les Keck, engineering staff of KVTV (TV) Sioux City, promoted to transmitter supervisor and studio supervisor, respectively.

William Carl Jorgensen, WDWS Champaign, Ill., to WIBC Indianapolis, as assistant news director.

Charles B. Walsh to accounting department of WBBM Chicago.

Phil Stone, announcer at CHUM Toronto, appointed announcer and assistant program director of CHUM.

Marc Spencer, free-lance TV actor, to announcing staff of WFPA Ft. Payne, Ala. Ted Kirby, WFPA announcer, promoted to sales manager.

Al Williams and Bob Parkhurst to WSYR Syracuse, as properties man and engineer, respectively.

Gordon H. Tuell, TV director, WRGB (TV) Schenectady, N. Y., to KMO-TV Tacoma.

Tom Crossnoe, transmitter staff, KMBC Hollywood, promoted to transmitter supervisor.

William Guy, WPMY-TV Greensboro, N. C., and Jack Everbach to staff of WKLO-TV Louisiaville, Ky., as production manager and promotion manager, respectively.

Roy Parks, KBBS Springdale, Ark., to sales staff of WJTN-AM-FM Jamestown, N. Y.

Donald Wheatley, assistant chief engineer, WJOY Burlington, Vt., named chief engineer.

Gene Osborn, sports director of WQUA Moline, Ill., to KVER Albuquerque in same capacity.

Mel Martin, star of Breakfast Party on WLWT (TV) Cincinnati, has resigned.

Betty Morton to WIRE Indianapolis, Ind., as continuity writer.

Don Hopkins and Ramona Boecker to sales staff and continuity staff, respectively, of KITO San Bernardino, Calif.

Bill Martin O'Donnell, sports director of WIBX Utica, N. Y., to WSYR-TV Syracuse in same capacity.

Charles F. Might to WMRN Marion, Ohio, as farm director.

Joe Ramay, announcer-disc jockey, KLYN Amarillo, Tex., to sales staff of.

Gerry White, Harrington-Richards Adv., S. F., to KCBS San Francisco as sales secretary.

Mike Marrian to announcing staff of WBEN-TV Buffalo.

Evelyn Aron replaces Margaret Frye as music librarian at WIND Chicago.

Barbara Turner named assistant to Dorothy Lyon, record librarian, KNBC San Francisco.

Johnny Argo, KJAY Topeka, Kan., to KVLC Little Rock as disc jockey.

Erwin Steiner, head of sales aids for ABC, to sales staff of WICC-TV Bridgeport.

Dave Niles replaces Don Mitchell as studio announcer, sports director and news editor of KOLO Reno.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, elected to board of directors of Chamber of Commerce of U. S.

C. Richard Evans, vice-president and general manager, KGBM-AM-TV Honolulu, elected to board of directors of Hawaiian Broadcasting System.


W. C. Swartley, station manager at WBRZ-TV Boston, received medal, scroll and $500 on behalf of station from National Board of Fire Underwriters for "outstanding service in fire prevention and fire safety."

Anne Hayes, director of women's activities for KCNO Kansas City, cited by auxiliary of Missouri Osteopathic Assn. as "woman of the year" in field of broadcasting and for her interest in behalf of women and children.

Jack Sterling, WCBS New York, honored by Advertising Men's Post 209, American Legion, for service to post and to organization.

Eitel Grey, women's director, WSBA York, Pa., is heading five-member committee from Adv. Club of York in fund raising campaign for Pennsylvania Assn. for Retarded Children.


Larry Buskett, sales manager, KLAC Hollywood, and Diane Fortier were married April 9.

Stan Rockes, engineer at WSYR Syracuse, and Joan Mary Searing were married on April 25.

Hugh Bowman, sportscaster of CJQ Guelph, and Barbara Kichem, office manager of CJQ, were married April 25.

John G. Flynn, film editor, KJH-TV Holly-

programming.
Regardless of conditions—BLAW-KNOX CAN BUILD YOU A BETTER TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas...in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.
wood, and Madeleine Godard, "Miss France" in Miss Universe beauty contest, were married April 18.

Ed Pendleton, promotion manager, WMAZ Macon, Ga., father of girl, Margaret Curry.

Box Jawer, WPTZ (TV) Philadelphia, father of girl, Judy Lynne, April 15.

Cyrus Ostrup, assistant to head of production expense control department, KECA-TV Los Angeles, father of boy, Richard Cyrus, April 11.


Johnny Wilcox, announcer at WIP Philadelphia, father of girl, Kim, April 18.


Bob Forster, disc jockey on WSRS Cleveland, father of boy, April 21.

Networks

Richard Lewine, CBS-TV producer, appointed supervisor of network daytime programming for CBS-TV.

Roy N. James, sales manager with house furnishings firm, and Charles F. Barton, Vick Chemical Co. sales specialist, appointed merchandise supervisors for NBC in Minneapolis-St. Paul and St. Louis areas, respectively.

William Kreitzer, assistant radio-TV research director, Young & Rubicam, N. Y., named radio research supervisor for NBC Spot Sales.

Richard M. Kaplan named chief, methods and production systems dept., CBS-Columbia Inc.

Jack Burrell, technical operations supervisor, NBC-TV Western Div., placed in charge of all engineers and technical operations for network coverage of Coronation, June 2.

Paul Smith, engineer at KCBS San Francisco, to CBS Hollywood, on engineering staff.

Muriel Joes, sales staff, KGO-TV San Francisco, to NBC-TV that city as administrative assistant to George Fuerst, spot sales manager.

Billee Short, sales staff, KOMO Seattle, to NBC San Francisco as administrative assistant to Heber Smith, spot sales manager.

Sally Benson, author, appointed to CBS-TV creative group to develop new program ideas.

Furth Ullman, art director on NBC-TV Colgate Comedy Hour, will stage "The Great Waltz" for Los Angeles Civic Light Opera Co. in June.

Johnny Dogan, singing comedian, has been signed by NBC for network's talent and comedy development project.

Ethel Kirtner, CBS press information department, to NBC press department.

Frederick DeCordova, director with Universal-International, to CBS-TN Hollywood, as producer-director.


Rex Marshall, TV announcer, signed for CBS-TV's Freedom Rings (Tues. & Thurs., 2-2:30 p.m. EDT), audience-participation series sponsored by Westinghouse Electric Corp.

James Fassett, director of music for CBS Radio, presented with President's Citation of National Federation of Music Clubs, April 12 "in recognition of his sponsorship of good music on the air and his humanizing of musical personalities and events all over the country."

Ernest de la Ossa, NBC personnel director, named chairman of motion picture, radio-TV and music section for Greater New York Fund.

Jon Arthur, star of ABC's No School Today
Thomas Paxton, district
John G. Thompson
ing
northern Florida and southern Georgia terri-

Herbert J. Allerman, management consultant
for Philco Corp., appointed vice-president in
charge of planning.

Henry F. Argenzio, assistant vice president and
assistant manager of power tube div., Raytheon
TV & Radio Corp., Chicago, promoted to vice
president and general manager.

Herbert Riegelman, manager of marketing for
GE radio and TV dept., Syracuse, N. Y., ap-

Pate Jackson appointed sales manager for
northern Florida and southern Georgia terri-
ories of Allen B. DuMont Labs.' Florida' fac-
tory distributing branch.

Charles W. Flinnigan, Sylvania Electric Pro-
ducts, Buffalo, named chief electronics engineer
for Stromberg-Carlson Co., Rochester, replac-
ing Garrard Mountjoy, who resigned to become
assistant to vice president of American Radio-
Television Inc., Little Rock, Ark.

Ray P. McAllister appointed assistant general
manager of H. H. Buggie and Co., Toledo.

John G. Thompson and Franklin P. Hinman
appointed product managers for Westinghouse
at Bath N. Y., and Elmira, N. Y., plants, re-
respectively.

Thomas Paxton, district sales manager for Halli-
crafters Co., named general manager of Halli-
crafters-Chicago Inc.

Leonard L. Rosenfeld, General Instrument
Corp., Joliet, III., named production manager of
Jerrold Electronics Corp., Phila.

Michael Kory, manager of distributing sub-
sidaries for Emerson Radio & Phonograph
Corp., N. Y., appointed administrative director
of sales and advertising departments of com-
pány.

Frank P. DeLay, wage and salary administra-
tor of Zenith Radio Corp., promoted to per-
tsonnel director.

A. George Rogers, assistant manager of West-
inghouse Television Radio Div., Metuchen,
N. J., promoted to manager of operations.

Kenneth Petersen, supervisor of engineering
WPIX (TV) New York, to Allen B. DuMont
Labs., as sales representative for New York
City and state.

C. J. Harrison, sales manager of Tube Div. of

Federal Telephone & Radio Corp., Nutley,
N. J., appointed marketing manager of Trans-
mitter Div. of Allen B. DuMont Labs. Inc.

Frank A. Dunnigan, head of terminal equip-
ment section, Hoffman Laboratories Inc., L. A.,
promoted to chief product design engineer for
TV Mfg. Div. of Hoffman Radio Corp., that
city.

Frank P. Fern, sales manager, Horn & Cox Inc.,
Youngtown Kitchens Div., L. A., to Hoffman
Sales Division, L. A. distributors for Hoffman
Radio Corp., as field sales supervisor. George
S. Gramlich, advertising manager, Admiral Dis-
tributors Inc., L. A., joint firm in same capacity.

Carl F. Guiney appointed insurance director of
National Appliance & Radio-TV Dealers Assn.,
Chicago.

David J. Hopkins, director of sales and adver-
sising of Emerson Radio & Phonograph Corp.,
appointed chairman of Radio-TV Manufac-
turers' & Distributors' Div. for 1953 April
Cancer Crusade.

Manufacturing

Herbert J. Allerman, management consultant
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turers' & Distributors' Div. for 1953 April
Cancer Crusade.

Services

Edward G. Hynes Jr. and Robert B. Rogers
re-elected president-treasurer, and executive
vice president, respectively, of Trendex Inc., N.Y. Mary Smith elected secretary.

Gordon Wenkler appointed account executive, Daniel J. Edelman Assoc., Chicago, public relations firm.

Hal Ackerman appointed radio-television script and production manager of Win Nathan- son & Assoc., N. Y., public relations firm.

Oscar Katz, CBS-SD, and Jay Eliasberg, Foote, Cone & Belding, to working committee on radio-TV methods. Study Advertising Research Foundation; G. S. Brady, General Foods Corp., to committee on printed advertising methods of same.

Program Services

Myron Oppenheimer, staff writer with Berry, Enright & Friendly Productions, N.Y., radio-
TV program production firm, appointed vice president.

Bruce Balcome, head of Rubber Records Corp. (record manufacturers and distributors), opens offices at 37 Madison Ave., New York; 1118 Guaranty Bldg., Hollywood; 620 Sterick Bldg., Memphis, and 410 Guaranty Bldg., Indianapoli.

Charles Mohler, theatre manager, Coffeyville, Kan., to Hallmark Productions Inc., Hollywood

FROM the Virgin Islands comes this fish item: Bill Greer (r), owner and operator, WSTA-Charlotte Amalie, St. Thomas, Virgin Islands, is credited by George C. Davis, Washington, D. C., consulting engineer who supplied this picture, as having caught the eight sailfish

(program packagers), as sales department supervisor.

Albert A. Dorskind, attorney, KTLA (TV) Hollywood and Paramount Television Pro-
ductions Inc., to Music Corp. of America, Beverly Hills, and subsidiary Revue Productions, North Hollywood, in similar capacity.

Representatives

Bernard Howard, radio sales representative, named president of Stars National Inc., state
representative firm.

John S. Stewart, eastern sales manager of George W. Clark Inc., station representation
firm, to N. Y. office of Avery-Knodel Inc., station representatives, as account executive in
radio dept.

Victor W. Williams, district sales manager for RCA, now representing Merit Coil & Trans-
former Corp. in Maryland, Virginia and Washington, D. C.

Pete Harricks, radio dept., Vickers & Benson Ltd., Toronto advertising agency, to All-
Canada Radio Facilities, Toronto, on TV time
sales staff.

Trade Associations

Hal Mobley, field supervisor for KMPC Holly-
wood, joins Western Electronics Show & Conven-
tion as assistant business manager. WES-
CON is functionary of West Coast Electronics
Mfrs. Assn. and the Seventh Region, Institute of
Radio Engineers.

Abiah A. Church, NARTB attorney, father of
boy, April 21.

Government

Maj. Edgar L. Tidwell, USA, chief of logistics
branch, and Capt. Stanley E. Rooby, USAF,
chief of technical production branch, Armed
Forces Radio Service, Hollywood, promoted to
lieutenant colonel and major, respectively.

Personnel Relations

Bernard Cowan re-elected president of Asso-
ciation of Canadian Radio and TV Artists
(AFL), Toronto local; Neil LeRoy elected vice-
president, Stanley Mann secretary, and Ernest
Berry treasurer.
CANADIAN viewers favor American TV stations four to one, according to the April Elliott-Haynes ratings, which gave WBEN-TV Buffalo 78.5% of the Toronto-Hamilton-Niagara area audience, and CBLT (TV) Toronto 20.2% of the audience. The balance of viewers looks at WICU-TV Erie and WHAM-TV Rochester.

Five leading programs seen on CBLT Toronto during April were Junior Hockey finals, rating 39.9, Studio One 31.2, Bell-Singer 29.3, The Big Revue 29.1, and Regal Theatre 27.7. Of these Studio One was a microwave U.S. import, Regal Theatre a film.

Leading shows from U.S. stations were I Love Lucy 76.1, Film 76, Comedy Hour 75.3, Arthur Godfrey 73.2, and Martin Kane 73.2.

On CBFT (TV) Montreal, sports made up the first four rated programs, 81.8 to 73.3, followed by a quiz show, 72.9 and Studio One, 72.6.

Monthly sets-in-use trends show a drop at Toronto from 82.2 in January to 72.7 in April, while in Montreal sets-in-use has been increasing, from 47.2 in January to 60.7 in April.

During the January-March period, the report shows that in the Montreal area 97% of audience has been tuned to CBFT, 2% to WSKY-TV, 1% to WHEN-TV, both Syracuse.

A revised estimate of TV sets-in-use in Canada in the April report shows 324,200 receivers, with 169,600 in the Toronto-Niagara area, 74,700 in the Montreal region, 5,400 in the Kingston-Belleville (Ont.) area, and 5,600 elsewhere.

WTOC SAVANNAH'S NO. 1 STATION

In December 1952, Pulse made a survey in Savannah, covering the hours from 6:00 AM to 6:00 PM

WTOC Received three times as many quarter-hour firsts as the next station, over twice as many as all other stations combined.

The average rating of WTOC was more than 60% higher than that of the second station.

**Here's the box score.**

<table>
<thead>
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<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
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<tr>
<td>1st Place</td>
<td>33</td>
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<tr>
<td>2nd Place</td>
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*Includes one tie for second place between B and C

Average Rating 6:00 AM-6:00 PM

| WTOC | 9.2 | 5.7 | 4.7 | 4.7 |

The day's visit was part of the committee’s investigation into CBC activities and finances.

**BUP Opens News Wire**

A SECOND transcontinental news wire spanning Canada from Montreal to Victoria, B.C., was placed into operation last Monday by British United Press. BUP said this network will speed delivery of news to more than 100 radio stations and 50 newspapers in Canada.

**INTERNATIONAL**

**CBC Building Plans Revealed**

Plans for a new broadcasting center at Toronto to replace the present Canadian Broadcasting Corp., national program and commercial departments were revealed by Dr. J. J. McCann, Canadian Minister of National Revenue, when he accompanied members of the Canadian Parliamentary Radio Committee to Toronto April 20.

Dr. McCann told the committee that the government plans a $7 million broadcasting center on the same site within the next two years, and that two top floors of the Toronto television center have been vacated for executive offices in the new Toronto broadcasting center.

Members of the Parliamentary Radio Committee were taken on a tour of CBC television and broadcasting buildings. They saw CBC’s Big Revue variety show in rehearsal and then telecast in the evening, also the $2 million TV plant and 500-ft. tower in downtown Toronto.
$11.5 Million Capital Outlay Predicted for TV in Canada

CAPITAL outlay of an estimated $11.5 million for seven TV stations in Canada was predicted by A. D. Dunton, chairman of the Canadian Broadcasting Corp. to the Canadian Parliamentary Radio Committee following the committee's visit to CBLT Toronto.

At the April 22 Ottawa hearing, Mr. Dunton said $2.1 million already had been spent for each one of the operation stations—CBLT Toronto and CBFT Montreal. CBOT Ottawa, relay station which officially goes on the air June 2, is to cost $929,000, he said. The Halifax CBC-TV station is to cost $1.1 million, the station at Winnipeg $1.3 million, and the Vancouver station, $1.7 million. It is the hope that these stations will be operating by next January.

A French-language station at Montreal is to be built at a $550,000 cost. This station will use the same tower as CBFT. New TV studios planned at Toronto will cost $350,000 and at Montreal, $125,000. Production facilities at both Toronto and Montreal are to be increased at a cost of $425,000, Mr. Dunton said.

For both sound and sight broadcasting, Mr. Dunton told the members of parliament, CBC expected it would need about $26,750,000 this year. CBC anticipates this much revenue will come from commercial sources, from the 15% excise tax on radio and TV set sales, and from the annual government grant of $6,250,000.

Government loans to CBC for TV development to date total $8 million, of which all but $500,000 has been used, Mr. Dunton reported. Another loan of $437,500 for TV was included in estimates now before parliament. A further loan of $2 million might be required next year.

Independents' Outlook Noted

Mr. Dunton dealt at some length with the high cost of TV programming and with difficulties expected for independent TV stations to carry an effective proportion of live Canadian talent. The economic pressure on the independent operator to use films or other U. S. material would be heavy. But, he said, CBC would feed 10½ hours of national CBC programs weekly to independent operators. He said Canadian advertisers also were faced with the problem of whether to use Canadian material for programs or to adopt the cheaper course of getting the Canadian rights on U. S. films and TV productions.

Mr. Dunton hoped the Bell Telephone microwave relay system would be extended next year to Windsor (opposite Detroit) from Toronto, and eastward from Montreal to Quebec City. He gave 1956 as a possible date for the further extension of the system eastward to Halifax, westward to Winnipeg.

He said that with completion of CBC's stations and the seven independent operators who have been granted construction permits, about 70% of the Canadian population will have TV service next year.

BMM Canada Sets Clinics

BMI CANADA LTD., in conjunction with regional Canadian associations of broadcasters, will operate a series of clinics in Canada this year. First will be held May 18 at the Palliser Hotel, Calgary, followed May 21 at the Saskatchewan Hotel, Regina, and May 23 at the Royal Alexander Hotel, Winnipeg.

The clinics will be held jointly with the Western Assn. of Broadcasters and TV feature talks by Carl Haverlin of BMI, New York. On May 22 at the Fort Cumberland Hotel, Aberdeen, a session under chairmanship of Clyde Moon, BMI Montreal, will be jointly held with the Atlantic Assn. of Broadcasters. A clinic is set June 29 at the Hotel Vancouver, Vancouver, with the British Columbia Assn. of Broadcasters, and another is tentatively set Sept. 21 at Toronto with the Central Canada Assn. of Broadcasters. No dates have been set for French-language clinics at Montreal and Quebec.

Microwave Link Set for May

MICROWAVE LINK between Toronto, Ottawa and Montreal is expected by the Bell Telephone System to be ready for use early in May. Canadian Broadcasting Corp. will begin experimental network TV programming about mid-May for an official inauguration of the system: Showing of films flown to Canada on June 2 of the Coronation of Queen Elizabeth II. Sixteen tower stations have been built by Bell Telephone for the system. CBC buys TV microwave link service on an annual fee basis. The new Toronto-Ottawa-Montreal service will link up with microwave service from Toronto to Buffalo, allowing U.S. TV network shows to be piped directly from Buffalo to Montreal. They currently are being relayed to Toronto.

Dealers Score TV Price War

PRICE WARS in sales of TV receivers brought criticism during the annual meeting of the Ontario Assn. of Radio, Television and Appliance Dealers at Toronto. The association planned to ask the federal government to relax credit curbs and minimum down payments on TV receivers. (Ottawa cabinet sources intimated that the government would not interfere.) Many of the 500 dealers attending the sessions felt that TV set sales were needed medicine for the appliance industry. It was estimated by dealers and manufacturers representatives that only 10% of Ontario homes have TV sets.

The new 1953 Studebaker is featured as "The American car of the year with the European look" in this series of 1-minute TV commercials skillfully presented by Sarra. A catchy musical theme is supplemented by a strong sales message in the audio, while action shots of happy people in glamorous settings give high-style atmosphere to scenes in which the Studebaker stars. Magnificent scenery is the backdrop for the story of the car's road performance. Every element adds up to the final impression: "It's Studebaker for '53." Created by SARRA, Inc., for the Studebaker Corp. through Roche, Williams & Cleary, Inc.

SPECIALISTS IN VISUAL SELLING
WRGB (TV) MAKES OFFER TO EDUCATORS

AN HOUR of time per day, five days per week, was offered last Tuesday to Schenectady area educators by WRGB (TV) Schenectady. The station also announced it would pay $2,500 annually toward the salary of a person to produce educational television programs. The offer was made at a meeting of representatives of area colleges, public and parochial schools and the State Education Dept. The time would double the amount of time used by four educational organizations for the last two years, and would be in addition to the other public service and educational teletext already carried by the station.

Robert B. Hanna, WRGB (TV) manager, said the time—10:30 to 11:30 a.m. Monday through Friday—would be set aside for 52 weeks with the hope that the educational groups would provide programs uninterrupted for at least 39 weeks each year. An area-wide conference of educators will be held May 22 to discuss the proposal.

Kaltenborn Scholarship
APPLICATIONS for the $500 H. V. Kaltenborn radio scholarship at the U. of Wisconsin are being accepted for the 1953-54 term, Prof. H. L. Ewbank, chairman of the UW radio-television committee, has announced.

The scholarship was established by Mr. Kaltenborn, veteran news commentator, to assist students in radio broadcasting, especially those interested in newscasting and news analysis. Applicants must have reached their junior year. Deadline for filing is June 1.

Panel Discussion Ideas
THE IDEA that broadcasters should use the media they promote is forwarded by Dr. Franklin Dunham, chief of radio-TV in the U.S. Office of Education, who recently conducted two experiments to demonstrate a new kind of discussion program.

Dr. Dunham's first test was set up at the National Catholic Educator's Asso. meeting in Atlantic City April 6-10. Four speakers were invited to present a panel discussion on TV. Then, to insure their being familiar with the subject, the four participated in an actual closed-circuit educational show. When they appeared before the convention the next day they talked out their telecast experience.

Another version of the "experience panel" was conducted at the Conference of the Institute for Education by Radio-TV at Ohio State U. April 15-18. The subject was "Broadcasting by Government Agencies." Each participant furnished his own kinescopes, tapes, recordings and pictures. Rather than talking out the entire discussion, each merely introduced his material and then let the audio-visual equipment do the rest.

Dr. Dunham makes these comments on the experiments:
"All the terror of ad-lib presentation . . . is eliminated . . . nothing is read at the audience. . . . We know what we are talking about."

KXOK 'Education Day'
KXOK St. Louis last Wednesday participated in the first Business Education Day sponsored by that city's Chamber of Commerce, playing host to 20 school teachers who visited the KXOK transmitter at Madison, Ill., were guests of the station at a luncheon, watched broadcast operations and heard station executives describe how to run a radio station.

IN HOLLYWOOD
More Stancil-Hoffman S-5 Synchronous Magnetic Film Recorders are in use—more new S-5 installations are being made, than of any other synchronous recorder.

Television and Motion Picture producers the world over agree that for quality, price and versatility their choice is the Stancil-Hoffman S-5.

Complete Recording Systems from Microphone To Release Print

H. J. Gelst & Assoc.
60 E. 42nd Street
New York 17, N.Y.
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1543 N. Beretania
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Los Angeles County Asks FCC To Extend Educ. TV Deadline

A RESOLUTION, introduced by Supervisor John Anson Ford and adopted by Los Angeles County Board of Supervisors Tuesday, urges the FCC to extend the June 2 deadline on educational TV station applications for one year.

Pointing out that while 242 channels have been reserved by the FCC for educational video, only 13 communities have received station building permits with 11 more applications pending. The board believes not enough time has been allowed for communities to become interested in providing the money with which to build and operate such stations.

Los Angeles, with KUSC-TV, financed by Allan Hancock Foundation, USC, is one of the 13 communities. There are six unclaimed education channels in California.

Adult Education Telecast

ABC-TV, in cooperation with Ford Foundation's Fund for Adult Education and the York (Pa.) Council of Community Education, on May 6 will present a special half-hour telecast titled "Adult Education in American Life," 9-9:30 p.m. EDT. Featuring leading educators and university presidents, program is a part of the conference on "The Place and Importance of Adult Education in American Life," to be held at York June 4. Telecast will be moderated by C. Scott Fletcher, president of the Fund for Adult Education, and is a special presentation of the ABC public affairs department.

New Radio-TV Dept.

CITING the "increasing importance of mass communications in education," the Newark, N. J., Board of Education has announced establishment of a new radio and television department to be supervised by Marie C. Scanlon. Previously the board's radio station, WEGO-FM, and its television activities were part of the Dept. of Libraries and Visual Aids.

No Trouble at All

COOPERATION keynoted radio efforts at the recent Hays (experiment station) Sorghum Conference at Kansas State College. The problem: How a number of radio farm directors from midwest stations could cover the conference without getting into each other's way.

Bob Hilgendorf, director, KSAC Kansas State College, who acted as host to the visiting radio men, turned for advice to Lewis Dickensheets, chief engineer, WIBW Topeka. The two solved the problem this way:

Chief Dickensheets installed himself and an amplifier in a hallway at the studios. He set up four miles in one office for the broadcasts, all feeding to his amplifier. From there he connected eight bridges, transformer and sent the programs to eight tape recorders set up in another office. Via this method, nine seven-minute tapes were made on eight machines in two hours.

Embrett Coles, superintendent, Colby Branch Experiment Station, moderated the discussions. Cited with him for work done in producing the broadcasts was Ed Mason of KXXX Colby.

TV Aid on Career Data

USE of closed-circuit theatre television on a national scale to bring information on careers to high school students was reported last week to be under discussion by AB-PE. The National Vocational Guidance Assn. and New York U. The university has pointed out that a closed-circuit theatre telecast on ABC-TV facilities for New York area high school students was "so successful" that the possibilities of conveying career information throughout the country "will be explored in a series of discussions within the next few weeks" [B+T, March 23].

Syracuse U. TV Tests

THE Syracuse U. Radio-Television Center will make a series of about 10 newcasts on WSYR-TV Syracuse, which is cooperating in the program, in tests of TV news presentation techniques. The work will be financed by a research grant from the Twentieth Century Fund, non-profit foundation for scientific research and public education on current economic questions. The center will process stories released simultaneously to all media by the fund, which made a similar grant to the center last year, according to Kenneth G. Bartlett, Syracuse U. Radio-TV Center director. Heading the project will be Edward C. Jones and Lawrence Myers. Both radio-television faculty members, Mr. Bartlett said.

WHBI Not For Sale

AN OFFER to buy WHBI Newark, N. J., made recently by clergyment representing Negro churches in the New York-New Jersey area, prompted station officials to emphasize that WHBI is not for sale. The church leaders had heard rumors that the outlet was up for purchase, and were concerned that a new ownership might change WHBI's policy of religious programming.

The TOP STATION in a TOP MARKET—

will keep favorable TRADE WINDS blowing your way!

Sherman & Marquette thoroughly studied the market and placed Nestle Instant Coffee schedule exclusively on WILK. Now 5000 watts non-directional daytime—

it's a better buy than ever.


- New York - Los Angeles - Chicago - San Francisco - Atlantic - Dallas
First Calif. AP Radio News Awards Winners Announced

WINNERS of the First Annual News Competition of the California AP Radio Assn. have been announced in Los Angeles. Presentation will be made May 16 at the association's annual meeting in Hollywood.

KFMB San Diego won the AP news cooperation award. Three members of the KFMB staff, Ray Wilson, Harold Keen and Paul White, were named for their contributions to the news report and assistance in covering news in the San Diego area.

Other Winners

Other winners and classifications were:


Best Sports Show—KCBS San Francisco, Carroll Hansen—Looking 'Em Over.

Best Feature or Human Interest—KHJ Los Angeles, Lee Wood-Frank Hemingway, first. KFI Los Angeles, Hometown Happenings—Kevin Hoover, second. KPRL Paso Robles, Doggone Department, third.


Best Editorial or Documentary—KCBS San Francisco, Rollingwood US, first. KFI Los Angeles, KFI Calling, second. KFMB San Diego, Editorial Page—Paul White, third.


Awards in all classes were on the basis of work performed and scripts prepared in 1952.

Judges in all classifications, except the News Cooperation Division, were the Radio-TV Editors of the Los Angeles area newspapers. They are Walter Amen, Los Angeles Times; Allen Ich, North Hollywood Valley Times; Jack Lait, Los Angeles Examiner; Zuma Palmer, Hollywood Citizen News; Hal Humphreys, Los Angeles Mirror; Owen Callan, Los Angeles Herald and Express.

NBC Wins Christopher Awards

CHRISTOPHER Awards to radio and television for the first quarter of 1953 were announced Thursday by Father James Keller, director of the Christophers. Winning programs, all on NBC, were the Feb. 15 Victory at Sea and March 30 Voice of Firestone TV shows, and March 28 NBC Symphony Orchestra and Jan. 18 Theatre Guild on the Air radio broadcasts.

WLEC's Jaycee Citation

WLEC Sandusky, Ohio, reports receipt of its 17th public service award in a citation from the U. S. and United Sandusky Junior Chambers of Commerce. The station says it gave an average $10,000 a month in time and effort to local public service announcements, exclusive of network PSAs.

Broadcasters Are Cited In ESU Awards

EIGHT broadcasters and newspapermen have been named by English Speaking Union to receive its Better Understanding Awards for contributions to international cooperation.

Award to Siegel

Distinguished Awards will go to Seymour N. Siegel, director of WNWC-AM-FM New York, city-owned stations, and president of the National Assn. of Educational Broadcasters, and to Carroll Der, editorial director, Minneapolis Tribune. Mr. Siegel's award is for his "contributions to American knowledge of the people of the Commonwealth."

News Reporting Awards will be made to John Thompson, KNBC San Francisco, and Alfred Friendly, Washington Post. Feature Reporting Awards will be made to Margaret Arlen of CBS, and Ted Hallock, formerly of KPOJ Portland and the Oregon Journal, who both recorded series of broadcasts in Great Britain last year.

University Activities

Two awards for university broadcasting activities will be made to Dorothy Greenwood, director of adult education for radio of the U. of Minnesota, KUOM Minneapolis-St. Paul, and Henry Mamet, director of radio of the U. of Kansas City, whose programs are broadcast by KMBC-KFRM Kansas City.

A NEW HEAVY DUTY

600 FOOT - GUYED TYPE

- Heavy Solid Round Legs—Solid Round Diagonal Braces
  Angle Horizontal Bracings
- DOUBLE BRA CING
- Designed for 100 mile per hour wind and 1½" (one-half inch) ice load
- Hot Dipped Galvanized or a shop coat of Primer Undercoat
- To support all types of TELEVISION ANTENNAS and their coaxial feed line or wave guide.
- Complete erection service by our own erection crews

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NTRB Wins Award For Vote Campaign

AWARD to NTRB for its major role in stimulating registration and voting during the last Presidential campaign was presented Wednesday to President Harold E. Fellows on behalf of the National Television Review Board.

Theodore S. Repplier, president of The Advertising Council, made the presentation of an illuminated scroll on behalf of the Foundation. He said broadcasters can be "extremely proud" of their part in bringing about an increase of 15 million votes over 1948. Of the 54 organizations that took part in the Foundation's campaign, he said, NTRB "stood head and shoulders above the rest." He praised NTRB for "a superb organization job," adding it received the first award among the participating groups.

Syracuse U. Awards Made

RECIPIENTS of Syracuse U.'s Outstanding Radio-Television Alumni Award for 1953 were Arnold F. Schoen Jr., general manager of WPRO Providence, and Thomas E. Martin, general manager of WEEU-AM-FM-TV Reading, Pa. The award was presented by Kenneth G. Bartlett, dean of the Syracuse U. School of Radio-Television, at the fifth annual Radio Day award luncheon, sponsored by the Syracuse chapter of Alpha Epsilon Rho, national radio-TV honorary fraternity.

Speaking to more than 100 students and faculty members, Mr. Schoen stressed radio's bright future. Speakers at the luncheon said increases in public service programming and strong management are keys to radio's growing strength.
IN PUBLIC INTEREST

WSUI Tape Show Opens Iowa Cancer Fund Drive

MONTH-LONG cancer fund drive in Iowa was begun by WSUI KSUI (FM) Iowa City, State U. of Iowa outlets, with a two-hour program, "Conquest for April," produced on tape by students under supervision of the station's assistant program director, James P. Wehr.

The students condensed to four some 16 reels featuring special tapes from some of the country's top entertainers and messages from Iowa Gov. William S. Beardsley, Sen. Bourke B. Hickenlooper (R-Iowa) and American Cancer Society officials. Two bands provided music.

Mother of the show's m.c., Allen Hall, died of cancer a few days before it was aired and Mr. Hall, after attending the funeral, made a personal appeal which lent dramatic impact to the presentation.

"Conquest for April" was aired on a 20-station Iowa network including KWBG Boone, KBUR Burlington, KCIM Carroll, KROS Clinton, KSTT Davenport, KWDM Des Moines, KVFD Fort Dodge, KOKX Keokuk, KFJB Marshalltown, KOEL Oelwein, KBIZ Ottumwa, KMA Shenandoah, KCOM Sioux City, KIDC Spencer, KWNL Waterloo, KGNO Mason City, KDHU Dubuque, KWPC Muscatine, KCHA Charles City and KBOE Oskaloosa.

Goldenson Appoints Patsy Unit

SIX EXECUTIVES in the advertising and related fields were appointed to the United Cerebral Palsy national publicity committee Tuesday by Leonard H. Goldenson, president of the organization and of AB-PT Inc. Committee members are: William R. Campbell, J. Walter Thompson Co., chairman; William Boley, Buchanan & Co., vice chairman; Taylor Adams, Young & Rubicam; Sydney H. Eiges, vice president in charge of press, NBC; Iver Kenway, president, Iver Kenway Assoc., Greenwich, Conn., and Sherwin Kane, editor, Motion Picture Daily.

WAFF at Chicago Fire

EYE-WITNESS reports on the disastrous explosion and 5-11 fire at Chicago's Haber Corp. April 16 found WAFF, local independent, on the scene with Vince Garrity, special events chief, and Bill Bauer, program director. They phoned reports to Bob Drews, disc jockey, who was on the air with his "Detour With Drews." Mr. Drews relayed urgent messages to the public from police and fire officials. Both departments credited WAAF with helping to ease traffic and spectator congestion and thus easing rescue work.

WNBK (TV) Receives Cancer Citation

CITATION of merit from the Ohio Cancer Society was awarded to Hamilton Shea, general manager of WNBK (TV) Cleveland, and lapel pins in recognition of help in making the drive successful were given to Mr. Shea and three other members of the NBC Cleveland staff. The awards were presented by Lewis E. Herget, director of the Ohio Cancer Society.

Schedule for Patients

WWVA Wheeling, W. Va., is distributing a pocket-size schedule of its programs to patients of the 10 hospitals in the area.

Baseball Promotion

WAAM (TV) Baltimore reported promotion of the Baltimore Orioles baseball club before the season home opener with a special half-hour show introducing players, a spot campaign on its children's programs, appearances by players on the station's "Tee Vee Waamboree and Shopping for You" and an intensive spot announcement campaign all day last Tuesday.

WIBC Aids Hospital

WIBC Indianapolis employee pledged $1,752, 110% of its quota, in a fund-raising drive for the Indianapolis Hospital Development Assn., the station reported.

WMJM's Safety Week Project

WMJM Cordele, Ga., gave away silver dollars to people of that city who would answer their telephones with "Observe Safety Week," during an extensive campaign waged there April 13-17. The station also: Carried safety messages all around.

Grann Lloyd, chairman, dept. of social sciences and director of research of the National Teachers Research Assn.; Dr. William K. Payne, president of the college; Willton C. Scott, director of public relations, and Mrs. Esther Warrick, principal, East Broad St. school. Standing is Duane Hatch of WSAV staff.

Look! No Fence

Around KOA's Million Square Miles of Range

Nielsen Reports

PROVE 10 to 100% of all radio families in 302 Counties in 12 states listen regularly to KOA.

But this is only part of the story, because "you can't fence KOA in!" These figures do not include KOA's Bonus Coverage!

Bonus Coverage

KOA is the best Outdoor Advertising Medium in the West! With appeal that's alive wherever you drive!...In more locations than you could afford to buy.

KOA is a favorite with as many as 9% of the radio families in thousands of counties in over 34 states (plus Canada and Mexico) who respond by mail!

The unfenced KOA range is the home of millions of buyers with billions of dollars in their jeans...millions of buyers who are BEYOND TV HORIZONS.

The most positive way... the most economical way to reach this rich market is through programs, spots and participations on KOA...the radio station which...

Covers the West...Best!

Write for KOA's The Western Market, Nielsen Coverage Issue.

KOA

DENVER

850 Kilocycles...50,000 Watts

1625 California Street

National Sales Representatives:

Edward Petry & Co.

New York • Chicago • Detroit

San Francisco • Los Angeles • St. Louis • Dallas

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EDUCATORS appear on The Savannah State College Roundtable sponsored by Savannah State College, one of the oldest Negro colleges in the U.S. Program is an WSAY Savannah, Ga. Participants in this broadcast are (1 to r): William J. Holloway, dean of men; Calvin L. Kiah, chairman, dept. of education; Dr. R. J. Mean Lloyd, chairman, dept. of social sciences and director of research of the National Teachers Research Assn.; Dr. William K. Payne, president of the college; Willton C. Scott, director of public relations, and Mrs. Esther Warrick, principal, East Broad St. school. Standing is Duane Hatch of WSAV staff.
during the day; sponsored Mr. Safety Says and The Voice of Safety quiz programs; interviewed tourists on Mr. Safety Welcomes and Breakfast with Mr. Safety, and presented roundtable discussions on the subject. A four-hour broadcast of a parade commemorating the week climax WMJ's project.

KBTV Draws $158,000
KBTV (TV) Denver drew in $158,000 with its Celebrity Parade for Cerebral Palsy April 18-19. The telephone was broadcast from the stage of the Denver City Auditorium and featured 700 volunteer entertainers. It ran 14 hours and netted 66% more than the $90,000 goal. Station officials believe Denver's contributions to the drive are the highest per capita in the U.S.

WMOK Backs Hospital Drive
WMOK Metropolis, Ill., played a major role to get construction of a new (Massac) county hospital approved. In a drive to get out the vote, the station devoted spot time, held live interviews and panel discussions, conducted telephone interviews and gave listeners opportunities to ask questions about the project.

Cancer Crusade Marathon
SHEL HORTON, WHUN Huntington, Pa., disc jockey, broadcast 42½-hour one-man marathon program starting early April 17 and ending April 19 for the Cancer Crusade. Mr. Horton, who broadcast the program from a furniture store window, received congratulatory flowers and telegrams from many entertainers and musical stars.

WRBL Covers Storm
WRBL Columbus, Ga., was the nerve center for emergency communication when a tornado ripped through the area April 18, causing an estimated $10 million damage and disrupting telephone lines and power facilities. The station called on-duty telephone workers, police, firemen, and county workers. After the brunt of the storm had passed WRBL's portable broadcast facilities provided on-the-spot programs from hard-hit areas.

WHAS-TV Aids Blood Drive
WHAS-TV Louisville's schedule April 21 called for an all-out effort to encourage blood donations to Red Cross Blood banks, including telecasting of radio and TV stars giving blood. WHAS-TV cameras picked up portions of the blood donor program, and dramatizations and demonstrations were shown by the station.

Claims Blood Donation Record
CKAK Montreal claimed last week that a Red Cross blood donor clinic held under the station's auspices collected "an all-time North American record" during a 40-hour operation. CKAK reported 2,343 donors contributed 2,551 pints of blood during the period. The station conducted a vigorous promotion campaign the week before the clinic.

KGW Portland, Ore., has begun its 32nd year of broadcasting. Staff members reminisced the "old days" in an afternoon broadcast celebrating the event.

WRBL Week in Columbus, Ga., has been proclaimed May 10-16 to commemorate that station's 25th anniversary. Among events scheduled are: A 5-hour broadcast of 1928 programs with the original stars; an anniversary tabled; open house, and an "Old Timers" banquet feting past staff members.

NBC radio's One Man's Family and creator-writer Carlton E. Morse celebrated their 21st year on the network last Wednesday. Collection of show memorabilia is offered to listeners in a new booklet. Cast members with the program since its inception are J. Anthony Smythe, Minetta Ellen, Michael Raffetto, Bernice Berwin and Page Gilman. Miles Labs, through Geoffrey Wade Ad., has been sponsor since 1950.

George Greaves, assistant general manager and program director, KNBC San Francisco, starts his 26th year with NBC this May. Associated first as an engineer, he supervised the building of the network's first Hollywood studios and had charge of the first commercial broadcast made to U.S. from a ship at sea.

KFI Los Angeles began its 32nd year of operation in April. A quarter-hour program telecast by KNBH (TV) that city, marked the occasion.

NEWSCASTER Duncan Macleod presented the 5,000th edition of Headline News on KOIN Portland, Ore., on April 17. Described by the station as one of Portland's oldest newscasts, the six-a-week morning program has been sponsored 16 straight years by Weiner's clothing store.

NBC-TV's Hawkins Falls noted its second anniversary April 10.

LUNCHEON marked the third anniversary of Western Savings Fund's Western Weatherman show on WCAU-TV Philadelphia. The program is telecast 11:10-11:15 p.m., across the board. Among those attending the luncheon at the Hotel Warwick were Donald W. Thornburgh, president-general manager, WCAU Stations; Norman Geare, president, Geare-Marston Agency, which represents the sponsor; Phil Sheridan, who is featured on the program, and P. Blair Lee, president of the savings institution.
TWA Sides With RWG
In TV Writers Issue

TELEVISION Writers of America has joined the Radio Writers Guild in requesting that the Authors League of America give New York writers in TV the benefits of its minimum basic agreement, pending action by the National Labor Relations Board on the TWA petition for a collective bargaining agency election on a regional basis.

ALA and Screen Writers Guild early last year negotiated a contract with the networks for writers but have contended it is not in effect due to TWA’s intervention.

Dick Powell, TWA president, in his letter of cooperation to RWG, said in part that “TWA is most willing to join the RWG in urging the Authors League to request that the networks put the ALA minimum basic agreement, modified to exclude the West Coast, into effect immediately, such agreement to be effective until such time as the eastern writers are afforded the chance to vote for their collective bargaining representative. TWA will supply the networks any assurance they may request that TWA will not hold them guilty of unfair labor practices should they put such an agreement into effect.”

NSTP Widens Membership

RESOLUTION broadening membership of National Society of Television Producers, Hollywood, to include video stations, networks, advertising agencies and producers for sponsors was approved at a meeting of the group’s executive board April 22. Membership previously was limited to independent live and film producers.

Mike Stokey, Max Gilford and Syd Cassyd were named as a committee to nominate candidates for three NSTP directorships, which expire in May.

ABC-NABET-OEU Spat

ABC-AM-TV Hollywood fortnight ago was requested to recognize National Assn. of Broadcast Engineers & Technicians as bargaining agent for some 150 office workers who gave NABET a majority in an election held after Local 174 of Office Employees International Union (AFL) started an organizational campaign. AFL Film Council, supporting OEIU, has charged NABET with “unwarranted encroachment of jurisdiction” and OEIU reportedly is considering filing for an NLRB election.

NLRB Mobile Ruling

THE IBEW Mobile, Ala., local, and WALA Mobile, have been ordered by National Labor Relations Board to cease action allegedly prejudicial to a technician, John A. Thompson. The station is directed to offer Mr. Thompson full employment and IBEW is ordered to stop attempts to cause WALA to discharge any employees.

‘Uncooperative’ AFTRA
Members Face Board Action

BOARD hearing has been scheduled for May 25 by American Federation of Television & Radio Artists to try charges against four members who refused to testify at House un-American activities committee sessions, held in Los Angeles the week of March 23. Witnesses were Libby Burke, Jody Gilbert, Murray Wagner and Shimen Ruskin.

An AFTRA resolution, effective March 20, ordered all members to testify as to Communist party affiliation under threat of expulsion, fine or suspension.

Following the hearing, accused members have right of appeal to local membership, national board or convention.

New SEG TV Film Pact

SCREEN Extras Guild members voted 1,467-11 for a new contract increasing salary minimums for silent bit players from $40 to $55 per day and improving working conditions for extra players in TV films [B*T, March 30]. Negotiated with Alliance of Television Film Producers, Roland Reed Productions and Hal Roach Productions, the contract also is being signed by all other Hollywood TV film producers, according to SEG President Richard H. Gordon.

Editors Vote for IATSE

KJH-TV Hollywood newsreel editors have named IATSE Motion Picture Editors Local 776 as their bargaining agent in an NLRB election by a 4-1 vote, bypassing IBEW, which contested the former group’s claim last January in a local hearing and in an appeal to the NLRB in Washington. NLRB ruled the IBEW contract for engineers does not bar a separate unit for editors. The IATSE local also has representation in ABC-TV, CBS-TV and KTTV (TV) Hollywood.

L.A. Publicists Organize

ORGANIZATION, as yet unnamed, of local publicists is being spearheaded by Howard Wormser, publicity director of KTLA (TV) Hollywood, to better formulate working relationship with the press. The first meeting April 20 was attended by Bobbe Valentine, KTTV (TV), Robert Pelgram, KNBH (TV), Bud Coulson, KJH-TV, and Leo Guild, KLAC-TV.

Publicists Vote for NABET

NATIONAL Assn. of Broadcast Engineers & Technicians by a unanimous vote (19) last Monday won representation of ABC and NBC Hollywood publicity units in an election ordered by the National Labor Relations Board.
The Answer to Picturing Spot News

For further information ... or a demonstration ... write or wire
You know, viewers know, sponsors know, that nothing on television has greater impact and interest than the picturing of spot news while it is still news.

You know, viewers know, sponsors know, that nothing is more deadly on television than yesterday’s news. Yet, many television stations are still beset with the dilemma of picturing spot news quickly after it occurs, irrespective of where the news may break.

In an effort to solve the dilemma, many stations have tried many methods. They are finding that there is only one practical answer. That answer is concentrated use of a spot photograph service that not only covers the news of each area and of the world, but also delivers that coverage quickly over a nation-wide wire network — often minutes after the event occurs.

For the fastest, most comprehensive visual news coverage in the world, more and more TV stations are turning to Associated Press Wirephoto. They are making it possible for their audiences to receive the full impact and interest of spot news while it is still spot news — and they are doing it dramatically and economically.

Perhaps you can do the same.
Upcoming Events

1953 Telecasting Yearbook Addenda

Changes and additions received after the 1953 TELECASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK sections.

Page 38—Under Television Station Representatives and Stations, Represented: WWBZ—CHANGE: WEED TELEVISION. CHANGE list of offices and personnel only. WWBZ: Manager, John H. Deichert; Staff: H. W. Deibert, manager; W. E. Woodard, manager; Postmaster, 4-88 Post St., Yerba Buena, Calif., 94114.


Page 21—Under Televising Program Production and Related Services, Add: GUILD FILMS CO. INAD 15-96 Madison Ave., New York 22; Tel.: Murray Hill 5-8305; Paul Kaufman, president. SERVICES: Sales, production and distribution of TV films and packages. BRANCH OFFICES: 7566 Sunset Blvd., Hollywood 9, Calif.; Tel.: Hollywood 4-9436; Will Lane, administrative, 544 E. Jackson Blvd., Chicago 8; Tel.: Weslaco 2-4146; Robert C. De Viny, Midwest sales manager.

Page 29—Under Television Station, Representatives and Stations, Represented: WTVS (TV) — Add: 501; Maurice Gresham, general sales manager.

Page 275—Under Educational Television, Representatives and Stations, Add: WMBR— divide to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK sections.

Page 375—Under Televising Program Production and Related Services, Add: PEARL FILMS Co. INAD 4191 N. Formosa Ave., Hollywood 46, Calif.; Tel.: Hillside 1-8472; Maurice Gresham, general sales manager.

Page 12—Under Televising Program Production and Related Services, Add: JONES TELEVISION NETWORK, INC. INAD 15-96 Madison Ave., New York 22; Tel.: Murray Hill 5-8305; Paul Kaufman, president. SERVICES: Sales, production and distribution of TV films and packages. BRANCH OFFICES: 7566 Sunset Blvd., Hollywood 9, Calif.; Tel.: Hollywood 4-9436; Will Lane, administrative, 544 E. Jackson Blvd., Chicago 8; Tel.: Weslaco 2-4146; Robert C. De Viny, Midwest sales manager.

Page 32—Under Televising Program Production and Related Services, Add: WMBR—divide to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK sections.

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Page 38—Under Television Station Representatives and Stations, Represented: WWBZ—CHANGE: WEED TELEVISION. CHANGE list of offices and personnel only. WWBZ: Manager, John H. Deichert; Staff: H. W. Deibert, manager; W. E. Woodard, manager; Postmaster, 4-88 Post St., Yerba Buena, Calif., 94114.


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Page 29—Under Television Station, Representatives and Stations, Represented: WTVS (TV) — Add: 501; Maurice Gresham, general sales manager.

Page 275—Under Educational Television, Representatives and Stations, Add: WMBR— divide to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK sections.

Page 375—Under Televising Program Production and Related Services, Add: PEARL FILMS Co. INAD 4191 N. Formosa Ave., Hollywood 46, Calif.; Tel.: Hillside 1-8472; Maurice Gresham, general sales manager.

Page 12—Under Televising Program Production and Related Services, Add: JONES TELEVISION NETWORK, INC. INAD 15-96 Madison Ave., New York 22; Tel.: Murray Hill 5-8305; Paul Kaufman, president. SERVICES: Sales, production and distribution of TV films and packages. BRANCH OFFICES: 7566 Sunset Blvd., Hollywood 9, Calif.; Tel.: Hollywood 4-9436; Will Lane, administrative, 544 E. Jackson Blvd., Chicago 8; Tel.: Weslaco 2-4146; Robert C. De Viny, Midwest sales manager.

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III ALERT MONITORING

A) Standard, FM, and TV broadcast stations are required to install radio equipment to receive, at the transmitter control location, the radio alert broadcast from key stations. The receiving equipment must be adequate to receive and to monitor during the period of their normal broadcast day.

B) Standard, FM, and TV broadcast stations will take action under subpart G of the Rules only when the Radio Alert or Radio All Clear is issued by the means prescribed in Sections 3.930 through 3.940 of the rules. An Air Defense Warning Red, Yellow, and All Clear may be disseminated to the public by means of Civil Defense facilities. CONELRAD action for broadcast stations should not be initiated or terminated as a result of the receipt of these warnings to the general public.

IV. RADIO ALL CLEAR PROCEDURE

A) All Clear Initiated By:

1) Commanding officer of the Air Division (Defense) or other military authority.

B) All Clear Dissemination:

1) The Commanding Officer at the ADCC concerned will signal the All Clear by giving notice thereof to Basic Key stations by means of private wire or toll terminal telephone. The ADCC will give the warning to the Basic Keys in the form of a telephone message.

2) Basic Keys, Relay Keys, and Skywave Key broadcast stations have been provided with instruction cards for CONELRAD Radio All Clear procedures for the system in use at that station. These instructions must be followed for acknowledgment and further dissemination of the CONELRAD Radio All Clear.

Each Basic Key, Relay Key and Skywave Key station will upon receipt of the ALL CLEAR:

(a) Immediately arrange to broadcast the CONELRAD Radio All Clear message over the cluster with which the station is associated as soon as possible. (If the station is not associated with a cluster this will be disregarded.)

CONEGLRAD RADIO ALL CLEAR MESSAGE

A) Basic Key, Relay Key and Skywave Key broadcast stations will provide for the broadcast of an All Clear message.

B) This CONELRAD Radio All Clear message will be broadcast from the cluster to which the station is associated.

C) This CONELRAD Radio All Clear message will include the name of the station in the cluster.

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CONELRAD RADIO ALL CLEAR MESSAGE

"CONELRAD Radio All Clear Resume normal operation.

NOTE: Each cluster will arrange to broadcast the CONELRAD All Clear message in its regularly assigned frequency.

CONELRAD RADIO ALL CLEAR MESSAGE

"CONELRAD Radio All Clear Resume normal operation.

GENERAL ALERTING INFORMATION

1) If in doubt about a CONELRAD Radio Alert or All Clear monitor other basic, relay or Skywave Key stations. During a Radio Alert broadcast stations in your air division will be broadcasting on 640 kc or 1560 kc only.
2) It is the responsibility of the station licensee to receive the Radio Alert and broadcast it as soon as possible with CONELRAD Rules and Regulations.

VI. CONELRAD OPERATING PROCEDURE

A) Cluster Operation:

Stations so authorized may operate in a sequential manner in clusters during the Radio Alert period.

1) Cluster operation will take place in accordance with the station's CONELRAD authorization, on 640 kc or 1240 kc.

2) In the sequential mode of cluster operation, the stations shall be arranged by the Coordinator into groups or clusters, consisting of two or more stations. Each cluster in turn message priorities, counties or states. All stations of a given cluster will use the same system frequency; i.e., 640 kc or 1240 kc, or both of these frequencies, and all will have power which is properly adjusted throughout the cluster. Each station of the cluster, one at a time, in a non-cyclic sequence, will go on the air for a random period varying generally from 5 to 40 seconds. If one station goes on the air and another goes on, there should be no appreciable "lost-air" time on any of the air operators.

VII. CONELRAD TESTS AND DRILLS

A) Alerting:

1) Line tests will be made at regular intervals.

2) Radio tests involving broadcast station transmission of the 5 second carrier breaks at 1000 cycle tone as in paragraph II B, as a form of test to determine whether the broadcast stations can be heard in the manner specified by the Zone Supervisors.

3) Results of such alert tests will be recorded by each station and sent to the Zone Supervisors in a form specified by the Zone Supervisor.

B) System Operation:

1) Line checks of sequential and program lines (lines supplied by the government for CONELRAD operation) shall be made at least once a week by the stations involved. The result of the alert tests will be recorded by each station and sent to the Zone Supervisors in a form specified by the Zone Supervisor.
FCC Rules Change
On Revocation, Cease and Desist Orders

HERE is the text of FCC's change in Part I of its rules and regulations to establish procedure to be followed in instituting proceedings for revocation of station licenses and construction permits and the issuance of cease and desist orders in accordance with the McFarland amendments to the Communications Act [B+T, April 20]. The revision is effective immediately.

Part I—Rules Relating to Practice and Procedure is amended as follows:

The heading preceding Section 1.401 is amended to read:

PROCEDURE WITH RESPECT TO REVOCATION AND MODIFICATION OF STATION AUTORIZATION, SUSPENSION OF CEASE AND DESIST ORDERS, AND SUSPENSION OF RADIO OPERATORS' LICENSES,

Section 1.402 is amended to read:

Section 1.402. Revocation of Station Licenses and Construction Permits and Issuance of Cease and Desist Orders—

(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons specified in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b)(1) of the Act, the Commission shall order the license, permitting, or person to show cause why an order of revocation of a license or cease and desist order, as the case may be, should not be issued.

(b) Any order of show cause issued in accordance with subsection (a) of this Section will contain a statement of the reasons with respect to which the Commission is inquiring and will call upon the licensee, permitting, or person to appear before the Commission at a time and place stated in the order, and to advise the Commission in no event less than thirty (30) days after the date of such order, and give evidence upon the matter specified therein, except where safety of life or property is involved, the Commission may provide in the order for a shorter period of time.

(c) In order to avail himself of the opportunity to show cause as herein provided, the licensee, permitting, or person shall, within sixty (60) days after the date of the order, or such shorter period as may be specified therein, or in the event such order is not served in connection with the issuance of a cease and desist order, give evidence upon the matter specified in the order.

(d) The hearing on the matter specified in the order to show cause, and the practice and procedure connected therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission.

In case the licensee, permitting, or person does not desist from the practice of such conduct as specified in the order, the said licensee, permitting, or person will be deemed to be in default.

(j) If the licensee, permitting, or person fails timely to respond to an order to show cause or fails to comply therewith, such failure will be deemed a waiver of hearing.

(k) If the licensee, permitting, or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (e) of this Section, the allegations specified in the order to show cause will be deemed admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause.

If a hearing is waived pursuant to subsection (e) of this Section but a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the evidence submitted, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding as the case may be; Provided, that where the writ

Note: See Sections 1.853-1.857 of the Rules.

New Grantees' Commission Awards

FOR LIST OF OPERATING STATIONS, SEE TELECASTING, IN FACETs & PERSPECTIVE, THIS ISSUE. FOR DATA ON OTHER GRANTEES, SEE 1953 TELECASTING YEARBOOK.

LISTED BY CITY ALPHABETICALLY

(For list of operating stations, see Telecasting, in Facets & Perspective, this issue. For data on other grantees, see 1953 Telecasting Yearbook.)

<table>
<thead>
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<td>KGSM-TV Albuquerque, N.M. (12)</td>
<td>3/1/53</td>
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<td>WFTV Austin, Minn. (6)</td>
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* Educational Permittee

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* Employees

AIR/LINE/DECK DISCUS

FILM SYNCHRONIZATION

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<td>WKYU (TV) Greenfield</td>
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<td>WCEC (TV) Columbus</td>
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<td>WBBM (TV) Chicago</td>
<td>June 1, 1953</td>
<td>Ken. Grant (3)</td>
</tr>
<tr>
<td>WITL (TV) Louisville</td>
<td>June 1, 1953</td>
<td>Ken. Grant (3)</td>
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<tr>
<td>WJRT (TV) Milwaukee</td>
<td>June 30, 1953</td>
<td>Ken. Grant (3)</td>
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<tr>
<td>WBBG (TV) Chattanooga</td>
<td>June 1, 1953</td>
<td>Ken. Grant (3)</td>
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**FCC Broadcast Stations Authorization as of March 31, 1953**

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<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
<td>2,485</td>
<td>373</td>
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<tr>
<td>Cpa's on air</td>
<td>19</td>
<td>33</td>
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<tr>
<td>Cpa's not on air</td>
<td>123</td>
<td>215</td>
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<td>Total</td>
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**New AM and FM Summary through April 29**

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<tr>
<th>AM</th>
<th>FM</th>
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<tr>
<td>Licensed</td>
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<tr>
<td>Cpa's licensed</td>
<td>569</td>
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<td>54</td>
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**TV Stations . . . Decisions**

- **San Francisco, Calif.**—S. H. Patterson (KSBN). Grantees for new vhf stations in the area to relocate transmitting antennas to a new vhf channel and to reorient visual and audio antennas to vhf channel 2. The cost of the construction of the new antennas was estimated at $318,136. The construction of the new antenna will be complete by the end of the year.

- **Richmond, Ky.**—Blue Grass TV Co. (WFTM Mayville, Ky.). Granted ufh Ch. 60 (746-752 mc), 2,200 kw visual, 75 kw audio, antenna height average above terrain 1,636.5 ft., above ground 205.8 ft., estimated construction cost $185,975. The construction of the new antenna is expected to be completed by the end of the year.

**Applications Amended**

- **Champaign, Ill.**—Champaign-Urbana TV Inc. Seek to correct geographic coordinates in bid for ufh Ch. 21 to 45° 11' 42" (35° 49') N. Lat. 88° 23' 25" W. Long. Filed April 26.

- **Evansville, Ind.**—WFBM Inc. Seek to amend application for vhf Ch. 41 to relocate transmitting antenna from Lakeview Blvd. and Barker Ave. Evansville, to Lincoln Ave. and Park Ave. near Newburgh. Change antenna height above average terrain from 580 ft. to 1,000 ft. Filed April 29.

- **Fort Wayne, Ind.**—James Fleming and Paul McNutt d/b/a Anthony Wayne Best. Requests amendment of application for new vhf Ch. 38 in South Bend. ERP from 220 kw visual and 132 kw audio to 275 kw visual and 132 kw audio. Estimated antenna height above average terrain from 647 ft. to 1,000 ft. Filed April 29.

- **Bogalusa, La.**—Eugene Ore.—Eugene TV Inc. Request amendment of application for vhf Ch. 35 to relocate transmitting antenna from 883 ft. to 900 ft. Change antenna height above average terrain from 1,000 ft. to 1,200 ft. Filed April 29.

- **Allentown, Pa.**—Allentown TV Corp. Seek to amend application for vhf Ch. 13 (BPCT-1952) to relocate transmitter from 0.3 mi. E. of State Hwy. 1 and 3 mi. E. of Norristown, to 1.5 mi. NW of State Hwy.; studio from 3318 Line Ave. to 1397 Kings Hwy. Change geographic coordinates 34° 10' 58" (176° 55' 50") N. Lat. 24° 0' 9" W. Long. Change antenna height above average terrain from 1207 ft. to 1306 ft. Filed April 29.

- **Worthington, Mass.**—Worthington Television Corp. Seek to change station identification to WORR from WOR. Change antenna height above average terrain from 910 ft. to 950 ft. Filed April 29.

- **New York, N. Y.**—WNYW Inc. Seek to change station call letters from WNYW to WABC. Change antenna height above average terrain from 443 ft. to 505 ft. Filed April 29.
A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket...

ASK YOUR CHIEF ENGINEER WHY

MYCALEX TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products

CLIFTON, NEW JERSEY
New FM Stations

- Call Letters Assigned
  - KFMI (FM) Lookout Mt., Colo.—Everett A. Bauscher, Jr., Class B, Ch. 253 (85.5 mc), ERP 2.5 kw.

Applications

- Granted
  - Independence, Kan.—Central Broadcasting Co., Seeks to amend application for Ch. 228 (861 mc), ERP 35 kw to specify Ch. 228 (93.5 mc). Filed April 27.

Existing FM Stations

- Decisions
  - KITE-FM San Antonio, Tex.—Radio KITE Inc. Granted ERP change from 8.2 kw to 8.3 kw on 97.3 mc. Granted April 21.
  - WPFA (TV) — 100% kw to specify new coverage areas of KIMO-TV and its proposed Quincy outlet. Plans to locate an auxiliary studio in Quincy. WTAD has filed applications to change from Ch. 10 to Quincy, also sought by Quincy Broadcasting Co. Agrees to discontinue this bid should FCC require it to do so. Filed April 21.

- Applications
  - WAGA-FM Atlanta—Slover Broadcasting Co., Requests ERP change from 64 kw to 100 kw on 91.3 mc. Granted April 24.
  - WNEX-FM Machac, Ga.—Macom Broadcasting Co. Seeks ERP change from 41 kw to 41 kw on 96.7 mc. Filed April 27.
  - WKPT-FM Kingsport, Tenn.—Kingsport Broadcasting Co., Seeks ERP drop from 14 kw to 10 kw on 98.5 mc. Filed April 27.

Deletion

- WFMF (FM) Greensboro, N.C.—Greensboro News Co. Granted cancellation of license for Class B FM station on Ch. 247 (97.3 mc), ERP 34 kw, and deletion of call letters. Granted April 27.

Ownership Changes

- Decisions
  - WRMA-TV Rome, Ga.—Dean Covington, Edward W. McKay and Charles Davis Jr. d/b as Cocoa Valley Broadcasting Co., Granted voluntary assignment of CP to WRMA-TV Inc. new corporation, and transfer of interest from Dean Covington to estate of Leon Covington, deceased, Dean Covington, executor, by virtue of decree February 27.

- Applications
  - KDAS Malvern, Ark.—Malvern Broadcasting Co. Requests voluntary transfer of control to Thomas Alford (currently 12.5%), who acquires interest of David M. Segal (3%), consideration $15,930; Edward M. Guss (30%), and Jesse Abrahamson (10%), consideration $3,125 each, and Ernest Hardwick (10%), consideration $1,320 each. Mr. Alford is manager of KTYS Texarkana, Tex. Filed April 24.
  - WSKB McComb, Miss.—Lester Williams. Seeks voluntary assignment of license to WSKB Inc. Mr. Williams holds 9.6% and three local stockholders have 0.5% each. Consideration unspecified. Filed April 21.
  - KHMO-TV Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of CP for vhf Ch. 7 to LHMO-TV Inc. (deceased; son, J. Edward, Quincy, III.). Consideration $7,580. Courier-Post gets option on 20% of stock in WTAD for $100,500 ($1,500 shares authorized but unissued), and will assign KHMO-TV license to third party. WTAD guaranteeing $125,000 price. Lee Loomis, president of Lee Radio (KJJJ Mason City, Iowa), to sell sufficient Lee Broadcasting stock to Lee Radio to enable it to retain control of WTAD. Lee Broadcasting claims overlapping coverage areas of KIMO-TV and its proposed Quincy outlet. Plans to locate an auxiliary studio in Quincy. WTAD has filed applications to change from Ch. 10 to Quincy, also sought by Quincy Broadcasting Co. Agrees to discontinue this bid should FCC require it to do so. Filed April 21.
  - KTAN Sherman, Tex.—Sherman Broadcasting Corp. Requests voluntary assignment of license from Sherman (100% owned by Charles Cain) to How-Radio Inc. Bcstg. in Andrew Air Force Base, Air Force. Consideration $25,000. Mr. Cain is entering the Air Force. Filed April 22.
  - KBUY (TV) Little Rock, Ark.—Little Rock Telecasters Inc. E. H. Rowley (45%) and Kenneth Brown (55%) seek to transfer their interests to Rowley-Brown Broadcasting Co., which they own. Filed April 27.
  - KJJJ Webster City, Iowa—Jack and Gayle Bladine, Charles and Ruth Warren d/b as Land O' Corn Broadcasting Co. Request assignment of license to new partnership of Mr. and Mrs. Warren and Lloyd and Margaret Karr, attorneys. Mr. and Mrs. Bladine sold their half interest to Mr. and Mrs. Karr for $10,978. Filed April 23.
  - WKVY Oklahoma City—Oklahoma County TV & Broadcasting Co. Requests voluntary assignment of CP for vhf Ch. 28 to Republic TV & Radio Co. Phil Tivicker and Charles Davis Jr. assigns, receive 15% interest each for consideration. Additional 25% each to be purchased. Principal include President John Bass (14%), stockholder and manager of KTUL Tulsa and KFPP Ft. Smith, Ark., Vice President Frank E. Brown (14%), oil prospectors; Secretary A. C. Saunders (14%), attorney; Frank G. Smith (14%), oil prospectors. Messrs. Jackson, Robb of the stockholders of KWCO Chickasha, Okla., and KPUP Puyallup, Wash. Filed April 27.
  - WJET Erie, Pa.—Jet Broadcasting Co. (Myron Jones). Requests voluntary assignment of license to Jet Broadcasting Co. Mr. Jones will transfer 35.9% to William Flickenstein in payment of $5,000 loan and 12.5% to John Dieringer to repay $5,000 loan. Filed April 24.
  - WKLY Keyser, W. Va.—Glaccum G. Merrill. Requests voluntary assignment of license to Potomac State Broadcasting Co. Mr. Merrill has 99% and his wife 1% interest. Filed April 27.

Hearing Cases

- Decisions
  - Honolulu—New TV, vhf Ch. 2, Royalal (Docket 10474) and Pacific Frontier Broadcasting Co. (Docket 10475). Designated for hearing May 27.
  - FL Wayne, Ind.—New TV, vhf Ch. 33, Northeastern Ind. Broadcasting Co. (Docket 10299) and News Sentinel Broadcasting Co. (Docket 10000). FCC Hearing Examiner requested initial decision recommending grant to Northeastern. Decision April 22; reported April 24.
  - Shreveport, La.—New TV, vhf Ch. 3, KTBS Inc. (KTBS) (Docket 10476) and International

BROADCASTING • TELECASTING
Bcstg. Corp. (Docket 10471). Designated for hearing May 29.
Worcester, Mass.—New TV, vhf Ch. 14, Fall- 
sbury Bcstg. Corp. (Docket 10478) and New 
Chattanooga, Tenn.—New TV, vhf Ch. 12, 
Southern TV Inc. (Docket 10472; Tri-State Bcstg., 
Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF). (Docket 10473). Designated for hearing May 25.
Port Arthur, Tex.—New TV, vhf Ch. 4. Smith Radio 
Co. (Docket 10338) and Port Arthur 
College (KPAC) (Docket 10285). FCC by memoran- 
dum opinion and order granted petitions of both 
parties to dismiss application of Jefferson Amuse- 
ment Co. (BPTC-1440). Decision and announce- 
ment April 27.
Stuart, Fla.—New AM, 1450 kc, 250 w, mal-
—Miami County Bcstg. Co. (Docket 10417) Com- 
E. M. Webster granted petition for dismissal with prejudice.

New Petitions ...

April 22
Lancaster, Pa.—New TV, vhf Ch. 8. WGAL 
Inc. (WGAL-TELECASTING) now on Ch. 2 conditionally 
(Docket 10366) and Peoples Bcstg. Co. (WLAW) 
(Docket 10368).—Peoples petitions for reconsid- 
eration of FCC denial of its motion to enlarge and 
relocate station to include questions of con- 
centration of control of mass media: legal and 
technical qualifications and interference with Ch. 13 Wilt- 
son Del. Balt.
Chattanooga, Tenn.—New TV, vhf Ch. 3. WDOD 
Bcstg. Corp. (WDOD) (Docket 10438) and Moun- 
tain City TV Inc. (Docket 10439).—WDOD peti- 
tions to amend its application to relocate studio.

April 23
San Juan, Puerto Rico. New TV, vhf Ch. 4. 
Jose Ramon Quinones (Docket 10439) and Ameri- 
can Colonial Bcstg. Corp. (Docket 10437).—Chief 
of FCC Broadcast Bureau opposes American 
Colonial Bcstg. Corp. petition to place trans- 
mitter within 200 ft. of antenna of WKAV-TV 
(CH. 2). Mr. Quinones same day filed opposition 
to American Colonial Bcstg. Corp. (WAPA) (Docket 10435) and American Colonial Bcstg. Corp. (WKVM) 
(Docket 10437) opposition to proposed loca- 
tion of Chief of FCC Broadcast Bureau to peti- 
tion to place transmitter site. Mr. Quinones filed proposed 
responses concerning issues against WAPA.

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YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians— 
operators, AM, FM, television and fac-
Towers, Chase

FOR THE RECORD

Page 126 • May 4, 1953

ic facilities.

Inc. (Docket 10315).—Cascade TV Co. (Docket 
10314) —Cascade petition for reversal of hearing 
Date; Elizabeth C. Smith's denial of its petition for leave to amend its application.

April 23

April 24

KPLN Camden, Ark. Assignment of CP to D. B. 
James JR. (BAP-137). KAMD protests to 
grant of assignment and petitions for hearing 
on application.

FL Wayne, Ind. New TV, vhf Ch. 60. Radio 
Ft. Wayne (WECA-1680) of American 
Wayne Bcstg. Corp. (Docket 10451).—Radio Ft. 
Wayne moves to dismiss petition to enlarge issues 
filed by American Wayne Bcstg. Corp. challenging 
whether Radio Ft. Wayne antenna structure would have improper radiation effect on WANE.

Onondaga, Mich.—Amendment to Sec. 3.566. 
table of channel assignments. Triad TV Assn. 
petitions for assignment of vhf Ch. 10 to 
Onondaga, now without TV allocation.

Steubenville, Ohio. New TV, vhf Ch. 5. WSTV 
Inc. (WSTV) (WPXC-1680)—Mr. Osborne petition 
to strike WSTV's motion to dismiss its application and grant its bid; and files opposition to motion.

WJET Erie, Pa. Application to change from 
1376 kc, 2500 kw, unlimited (B-7937).—WJET files opposition to petition of WBNY 
Albany, N. Y. (WBNY-1680) for hearing. WJET claims WBNY exhausted oppor- 
tunity to participate in application on grounds of interference when it opposed similar bid of 
WPBL Erie (BP-5466) in 1946.

Spartanburg, S. C. New TV, vhf Ch. 17. 
—Birdsong Radio Co. Greenville, S. C. (BPCT-
1979) filed opposition to WSTV's motion to 
relocate studio. Hearing scheduled for April 23. 
Mr. Quinones petition to file evidence concerning interim operation.

Chattanooga, Tenn. New TV, vhf Ch. 12. 
Southern TV Inc. (Docket 10417); Tri-State Test- 
g. Corp. (Docket 10417), and WJEF Bcstg. Co. 
(Docket 10417) simultaneous petition for leave to amend its application to show changes in its priority stockholders.

Spartanburg, S. C. New TV, vhf Ch. 17. 
—Birdsong Radio Co. Greenville, S. C. (BPCT-
1979) petitioned that competing application of 
Sterling Testg. Co. (BPTC-1979) be consolidated with its application and Stereo Testg. 
application be dismissed.

April 24

April 25

Denver, Colo. New TV, vhf Ch. 4. KMRY 
Bcstg. Co. (KMRY-1680) and Metropolitan 
TV Co. (KOMA) (Docket 10238).—Metropolitan 
petition for extension until May 6 of deadline for filing its reply to proposed findings 
of Chief of FCC Broadcast Bureau and KMRY 
for extension of non-commercial educational 
station, 1500 kw, unlimited. James Gerty Jr. (Docket 
10360).—KOMA Inc. of WSMF, Inc.—Mich., claimed 
proposed station would interfere with its sig- 
nal, filed opposition to JDBC's petition for removal from hearing and grant.

Proposed U. S.—Canada agreement respecting 
Class II AM stations in Great Lakes (Docket 
10457).—WGSJ—GWSJ Consulting, N. Y., petitioned for extension of deadline for submitting 
comments from May 1 to May 29.

On April 29 WVOK Birmingham asked that 
attitude of FCC toward proposed TV application (BP-3534) be ascertained before consideration of 
application. Bcstg. Co. Fairfield, Ala., AM applicant (BP-6222), filed similar re- 
quest. WPTF—WPTF-AM, licensee of radio engine, 
filed opposition and requested FCC postpone 
schedule of non-commercial educational stations, which are passed or rejected by Canada and applicants permitted to comment after notification.

Portland, Ore.—New TV, vhf Ch. 8 Westing- 
house Radio Stations (KEX) (Docket 9136); 
Portland TV Inc. (Docket 10048); N. Pacific TV

Broadcasting • Telecasting
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<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>City, State</th>
<th>Telephone Numbers</th>
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<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building</td>
<td>Washington, D.C.</td>
<td>202-221-0566</td>
<td>AFCCE</td>
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<td>GEORGE C. DAVIS</td>
<td></td>
<td>501-514 Munsey Bldg.</td>
<td>Sterling, VA.</td>
<td>703-221-0566</td>
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<td>Craven, Lohne &amp; Culver</td>
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<td>MUNSEY BUILDING DISTRICT</td>
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<td>PAGE, CREUTZ, GARRISON &amp; WALDSCHMITT</td>
<td>Consulting Radio Engineers</td>
<td>的质量线缆 BLDG. EXECUTIVE</td>
<td>Washington, D.C.</td>
<td>202-221-0566</td>
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<td>KEAR &amp; KENNEDY</td>
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<td>1001 W. Abram</td>
<td>Arlington, TX</td>
<td>202-221-0566</td>
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<td>GUY C. HUTCHESON</td>
<td></td>
<td>P. O. Box 32</td>
<td>Washington, D.C.</td>
<td>202-221-0566</td>
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<td>ROBERT M. SILLIMAN</td>
<td></td>
<td>1001 W. Abram</td>
<td>Arlington, TX</td>
<td>202-221-0566</td>
<td>AFCCE</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3738 Kanawha St., N.W.</td>
<td>Washington, D.C.</td>
<td>202-221-0566</td>
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<td>3738 Kanawha St., N.W.</td>
<td>Washington, D.C.</td>
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<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>230 BANKERS INVESTMENT BLDG.</td>
<td>San Francisco, CA</td>
<td>415-221-0566</td>
<td>AFCCE</td>
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<tr>
<td>JOHN B. HEEFFELFINGER</td>
<td></td>
<td>815 E. 83rd St.</td>
<td>Kansas City, MO</td>
<td>816-221-0566</td>
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<tr>
<td>H. W. HOLT</td>
<td>RADIO ENGINEER</td>
<td>32-3219</td>
<td>West Hartford, CT</td>
<td>203-221-0566</td>
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</tr>
</tbody>
</table>

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Qualified Engineering is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there.

If you desire to join these engineers in Professional Card advertising

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May 4, 1953 • Page 127
Help Wanted

Salesman who is also good announcer. No "hot shot" but experienced man, good steady worker who can sell and who prefers to work on salary for top wages. Permanent position, good piece of live and network. Good commission. Box 525W, B.T.

Radio woman with management ability needed by large city radio station. Excellent opportunity for energetic young radio saleswoman as assistant to manager of expansion department. Good salary and bonus arrangement for right person. In addition to salary, will and photo first letter, please. Box 548W, B.T.

Announces—$50 salary plus 15% commission and Incentive Commission. Universal opportunity for opportunity for work. WOAT, Utica, New York.

WANTED—Experienced livewire salesman, must be a prospect with no bad habits. Excellent opportunity for right man. Wide full details to John Greene, Manager, WCMY, Kings Mountain, N.C.


Announcers

Announcer—Disc jockey with proven successful DJ record in competitive large market. $350 weekly with regularly scheduled increases to $600 weekly. Station located in central south market. TV future. Send audition, photo and complete background. Confidential. Box 39025, B.T.


Staff announcer for Texas fulltime independent. Routine announcing—no engineering. Beginner is preferred. Frank Wilson, Jr., KCTI, Gontales, Texas.

Will pay $75 per month to start for experienced announcers. Jim Wilson, KTEC, McAlester, Oklahoma.

Help Wanted—Continued

Technical

First class operator—announcer. Small Midwest market. Box 114W, B.T.

Wanted, first class transmitter operator. Permanente position. $30 per hour. Time and one-half for all over 40 hours. Box 412W, B.T.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 465W, B.T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 218W, B.T.

Class A operator, willing to relocate New Orleans: give FM experience, minimum salary, etc. Box 142W, B.T.

Chief engineer. This is one of the better jobs. Am moving to allied ownership station. Would consider only man who can take my place. Modern plant, excellent equipment and management interested in continuing growth. Company will earn $5000 annually. Need able maintenance man, ex- ample—good experience, license. Send qualifications Walt Lawson, Chief Engineer, Radio Station KLEA, Lovington, N. M.

Combination engineer-announcer, capable being chief engineer. New day time only. Small town, excellent living conditions, pleasant hours. Top salary to right man. Qualifications first letter. Reply Manager, WFMO, Fairmont, N. C. P. O. Box 125.

Applicant for high power UHF-TV needs AM transmitter engineer who is interested in TV. Broadcast experience necessary. WINR, Buffalo, New York.

First phone engineer. Transmitter, remotes, no announcing. Insurance, vacations, pleasant working conditions. Five and one-half hour day. Box 550W, B.T.

OPENING FOR ENGINEER IN AM AND TELEVISION—KOKE-TV, Kalamaoo, Mich.

1st class engineer for radio and television trans- mission and control, room duty. Write Chief En- gineer, WNAM-TV, N. Y. Wisc..

Transmission engineers needed immediately, 5000 watt network station with TV in near future. Positions with excellent benefits. All applications. Write Chief Engineer, WFTAD, Quincy, Illinois.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B.T.

RCA

Needs

Field Salesmen

Broadcast and TV equipment opening for a man with 5 to 10 years technical radio or TV experience. Ability to deal with radio or TV executives and engineers. Should have E. Degree. Willing to relocate. Compensation includes salary, bonus and expenses. Send resume of experience to:

Mr. Robert E. McQuiston, Manager
Specialized Employment Division, Dept. EPD-11
Radio Corporation of America
RCA Building, 30 Rockefeller Plaza
New York 20, New York
Help Wanted—(Con’d.)

Experienced continuity writer 900 watt independent. Wonderful opportunity. Mail experience to date, references, and copy samples. Manager. KOEL, Oelwein, Iowa.

I am having to leave the kind of job an experienced continuity writer looks for. Boss of our office department a modern facilities ... pleasant working conditions ... good salary ... small, progressive station looking for an experienced salesman. Write complete information and resume to yourself, MANET, Portsmouth, Ohio.

Television

Technical

College graduate radio engineer with knowledge and experience in TV for UHF license, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF work. Address Box 548W, New England Television Station. Give step by step story of record, references and starting salary expected. Box 467W, B.T.

Experienced TV engineer for UHF station starting construction soon. Must be thoroughly experienced in the background and expected salary. Box 568W, B.T.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Experience in UHF or VHF conditions. Lloyd Amoo, Engineer in Charge. KCJB-TV, Minot, North Dakota.

Experienced TV engineer for new UHF in Boston. Big chance. Must be ready to get on the ground floor. Contact Station Manager, WTAO-TV, Cambridge, Mass.

Production, Programming, Others

Continuity chief for television station in southwest. References, history. Box 511W, B.T.

Experience sales promotion manager for a television station serving large southwest market. References, history. Photo, Box 510W, B.T.

Situations Wanted

Managerial

Commercial manager (or station manager). Single market station only. Must have complete charge of entire operation for manager who will sell. Not a "hot shot" one time offer. Must have outstanding background in radio, excellent success record, very high level... Box 452W, B.T.

Management doctor—Is your station running down? Drugging sales? Red ink showing? You've tried kid managers, fast talking chops: just about everything! We can't save your station. Call in the "Doctor of Radio Management" and he will make your station healthy, wealthy and satisfying. Box is a mature man of many years experience. Finest reference. Not high priced. Moderate salary with percent on sales increase on a steady basis or 50 day consultant basis. Box 463W, B.T.

Manager with knowhow, over 20 years experience. Strong on sales, some TV experience. Best of references. Will answer all inquiries. Box 459W, B.T.

Medium or small station manager—family man with proven record as profit maker—the right man for the job! Address Box 450W, B.T. With references, know the radio business national and local. Get the most out of your money in the basic Emphasis sales. Reasonable reason for making change. Prefer personal interview. Box 519W, B.T.

Pros for problem stations! I've the knowhow ... have you the station in mid or north Atlantic Station with a problem? I can supply you the family-employed manager. Greater challenge. Minimum salary plus percentage. Box 521W, B.T.

Florida station owners attend—Looking for connection that will utilize my 13 years experience in management, sales and programming. Would consider percentage of earnings $7000 to $16,000. No arm chair executive. Box 525W, B.T.

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 453W, B.T.
Program director's job building quality fare in medium size eastern city or educational broadcast station desired by young woman of rich, diversified experience—programming, directing, producing. Box 559W, B-T.


Secretary—28, to produce or direct. Three years' radio writing experience. Excellent pro- gramming background and experience. Rapid typ- ist. Chicago agency only. Phone evenings, Plaza 2-4654.

I am not Kate Smith but have often been mis- taken for her. I use my qualities in accepting her experience and ability to sing. Am single, mature and unattached. Am willing to go where opportunity beckons. Personal traits: attractive, charming. From southern home, earn my living. To fit myself for a position wherein I can best use my abilities and talents. I have complemented my college degree and newspaper writing experience with formal training in con- tinuity writing and microphone techniques. Am just completing a University course in TV pro- gram planning and production and will be available for a position June First. I possess office skills and can write and sit women's and chil- dren's programs and locality spot routines. Have a backlog of original television show formats to my credit. Can reach my contacts by Miss Cecile Meyer, 5441 Book Building, Detroit 36, Michigan, or by telephone Woodward 1-6133 in Detroit.

Experienced radio bookkeeper available for im- mediate employment. References, Call, wire or write RId White. Radio Station KICA, Clovis, New Mexico.

Television

Managerial

Got a TV permit? Take a proven radio manager who has wide experience—a college degree—an aggressive personality—youthful enthusiasm. A family-woman with world wide exposure to TV. All offers considered. Box 517W, B-T.

New York TV account executive (31) seeks sales position, national sales preferred, with new television station. Ten years experience in related field. Box 504W, B-T.

Production, Programming, Others

New TV station wanted to utilize this experience—ten years women's director radio; three years top network video—1500 hours on camera. Production, programming, casting, newsmanship, writing, produc- tion booking, studio, background in news, theater, education, married, vet. Available May. Box 482W, B-T.

Young "television-trained beater" seeks future—production-directing, theatre production and film experience. N. Y. preferred. Box 522W, B-T.

Married vet, 33 with four years radio and three years television experience as director and supervi- sor of program with progressive station. Box 552W, B-T.

To TV applicants and licensees. Experienced ad- vance man, specialized in personal balanced program schedule and all phases of station operation, for fast growing station opening. Also available to make your New York contacts. Per diem retainer. Box 558W, B-T.

Experienced TV production man. 4 years CBS, ABC, director, stage manager. Married, vet. Desires position with progressive station. Write Arthur Barrant, 176 S. Vista Street, Los Angeles.

For Sale

Stations

51% west coast, local fulltime, network. Trans- mitter—500 watts. Sales offices in one downtown location. Box 530W, B-T.


Attention new TV CP holders! We have 3 sur- plus RCA 1100A camera chains for sale at reason- able price. These chains are approximately 4 years old, in top condition. Work like new. Write Box 548W, B-T.

Best offer takes new Miniatube with all accesso- ries. Box 472W, B-T.

Used International Derrick tower, 150 feet high, self-supporting, installed, complete with obstruction. Plus used Western Electric FM trans- mitter. 1 kw driver has been used; 10 kw ampli- fier has never been used. Desire to move all or part now. Send your bid to Box 530W, B-T.

General Electric transmitting tubes 3-833A—$850, 3-833B—$900, one G.E. Marshall—$1,200. First check for $1000 takes all. Brand new 0-2000 volt meters, either 2% or 3% inches diameter special—$18.25. Box 506W, B-T.

All or any part of 45,000 feet, No. 10, hard-drawn copper wire. Brand new. Offer at undis- current market price. Radio Station KJWT, Globe, Arizona.


2 fixed frequency FM receivers. Excellent condition, reasonably priced. WOAF, Owosoo, Michi- gan.


Lapel buttons, car plates, microphone plates, ban- ners, tie, program logs, engineers logs, continuity sheets, station log sheets for listing, James & James, Inc., 201 Sunset Street, Hunstville, Ala- bama.

360 ft. Milliken (Blaw-Knox) tower, will sell f.o.b. Henderson for $6000. Hecht Lackey, phone 3023, Henderson, Ky.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1826, Sioux City, Iowa. Phone 5-7891.

Wanted to Buy

Equipment, etc.

FM transmitter 250 watts suitable for transmis- sion on 100.5 mc. Also need antenna. Box 551W, B-T.

1 kw AM transmitter, antenna coupling unit, modulation and frequency monitors in good con- dition. Make offer. Box 549W, B-T.

Used equipment for 1 kw station. State age, condition, price in first letter. Box 559W, B-T.

Want 250 or bigger FM transmitter, antenna and monitors. What do you have? Box 567W, B-T.

1 kw AM transmitter. Must be in good condition. Write full details and price to KMAC, San An- tonio, Texas.

Disc recorder, Presto 6N or equivalent. Describe condition, give best price. Chief Engineer, WJBT, Sciblnd, Indiana.

Wanted—FM ring antenna-Collins 27M, whole or sections. Advise details. Call collect 7Row- bridge 6-2800. Mr. Frank Lyman, Jr., Cambridge, Mass.

Miscellaneous

Structural and Plate Fabricator located in south- east desires additional products. Towers of various types could be produced. Will purchase outright or manufacture and sell same on royalty basis. Write for complete information. Box 712W, B-T.

PCC license in a hurry. Correspondence addressed to Grantham Radio License School, 6064 Holly- wood Boulevard, Hollywood, California.
3 TV TRANSMITTING ANTENNAS

RCA 5-Boy, Channel 4 to 6 (tuned WLW-T, Ch. 4)
RCA 5-Boy, Channel 4 to 6 (tuned WLW-D, Ch. 5)
RCA 3-Boy, Channel 2 & 3 (tuned WLW-C, Ch. 3)

Pylon mount with pole
Also RCA FM triplexers for 5-Boy antennas
Box 490W, §T.

FOR THE RECORD

May 11
Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner: Elizabeth G. Smith, Buffalo; Applicants: Mt. Hood Radio & TV Bestg. Corp. (KOID) (Docket 10471), and Pioneer Broadcasting Inc. (KGW) (Docket 1036).


Whether increased power would cause interference. Further hearing. Examiner: J. D. Bond.

May 18

Whether increased power would cause interference. Further hearing. Examiner: J. D. Bond.

May 25
Lebanon, Pa.—New TV, vhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10489) and Stetzer Newspapers Inc. (Docket 10489). Examiner: Beinetti Gaalame.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bestg. Corp. (WKY) (Docket 10491). Evansville TV Inc. (Docket 10492); On the Air Inc. (WGBF) (Docket 10493); WPSM Inc. (WIGA) (Docket 10494). Examiner: Herbert Shurman.

Evansville, Ind.—New TV, vhf Ch. 62. Contestants: Trans-Am TV Corp. (Docket 10495); Premier TV Inc., and W. S. Taylor (Docket 10497). Examiner: Dannye Lavin.

Akron, Ohio—New TV, uhf Ch. 62; Contestants: Matta Enterprises (Docket 10498) and Allen A. Simmons (WADK) (Docket 10499). Examiner: James J. Cuningham.

Evansville, Ind.—New TV, uhf Ch. 62; Contestants: Trans-Am TV Corp. (Docket 10495); Premier TV Inc., and W. S. Taylor (Docket 10497). Examiner: Dannye Lavin.

Mobile, Ala.—New TV, uhf Ch. 62; Contestants: Mobile TV Corp. (Docket 10498). Examiner: R. Gifford Irion. Chattanooga, Tenn.—New TV, uhf Ch. 62; Contestants: Southern TV Inc. (Docket 10492); Tri-State TV Co. (Docket 10493). Examiner: J. D. Bond.

May 27
Honolulu, Hawaii—New TV, uhf Ch. 2. Contestants: Royalstar (Docket 10474) and Pacific Scarlet Broadcasting Co. (Docket 10475). Examiner: Thomas Donahue.

May 29
Shreveport, La.—New TV, uhf Ch. 3. Contestants: KTBS Inc. (KTBS) (Docket 10476), and International Broadcasting Inc. (KWKI) (Docket 10477). Examiner: Bax Cooper.

WANTED TO BUY

Stations

RADIO STATION

MEETING FOLLOWING REQUIREMENTS—

Location: Florida, rest of Gulf Coast, Arizona, New Mexico, California, Oregon, Washington.

City Size: Under 250,000.

Price: Up to $150,000.

 Principals only.

Box 490W, §T.

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

T-V AND RADIO STATIONS

Make those dead "spots" produce a profit. Have quality product you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write Agency. Box 500W, §T.

HAVE YOU A RECORDING PROBLEM?

Let us solve it for you . . . just send your tape . . . we handle everything; all languages, transactions, dub, station spots, master disks and complete pressing runs for L. P. Recordings.

Quality AUDIO-TEXT Service

1733 Broadway, New York 19, N. Y.

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Diary are current... tell us your needs today.

HOWARD S. FRAZIER

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FOR SALE

Equipment, etc.

WANTED

To Manufacture and Sell—Electronic Accessory Items

For—FACSIMILE—RADIO—TELEPHONE—TELEVISION

Note—We have a special immediate need of Facsimile Equipment for Intra-Office and Plant use

Will furnish capital if necessary to complete desirable developments

What have you to offer?

RADIO ENGINEERING CO.

INQUIRER BLDG. PHILADELPHIA 30, PA.


June 1
San Juan, P. R.—New TV, uhf Ch. 4. Further hearing. Contestants: American Colonial Bestg. Corp., Inc. (KEPRK) (Docket 100193) and Sacramento Telecasters Inc. (Docket 10698).

Sacramento, Calif.—New TV, uhf Ch. 38. Examiner: Thomas H. Donohue. Contestants: John Poole Bestg. Co. (Docket 10432) and Jack O. Gross (Docket 10434). Ms. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salina-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on uhf Ch. 8 to KSBM (Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Montery) (Docket 10446). Protestant is KCIC TV (there).

Wichita, Kan.—New TV, uhf Ch. 3. Further hearing. Examiner: Ronald B. Buchanan. Contestants: Radio KFH Co. (KFH) (Docket 10259), and KTVG & TV Corp. (KANS) (Docket 10235) and Wichita TV Corp. (Docket 10281).

Rafaela, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operation on 10 kw full time, directional night (Docket 9726; BMR-3981). Applicant has petitioned for grant without hearing.

Pentagon, Mich.—New AM station 1460 kc, 500 kw unlimited. James Gerty Jr. (Docket 10436); BP-9691. Applicant has petitioned for grant without hearing.

Duluth, Minn.—Superior, Wis.—New TV, uhf Ch. 6. Further hearing. Examiner: Herbert Shurman, Bestg. Co.; Contestants: Radio KFH Co. (KFH) (Docket 10259), and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10261); Merger has been proposed and Lakehead seeks dismissal. March 30. Head of the Lakes Bestg. Co. Duluth D. 3 applicant. seeks amendment to Ch. Ch.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on uhf Ch. 10 to WHERC (Docket 8993) and Veterans Bestg. Co. (WHEC) (Docket 10447). Protestant is WAYS there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10451). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 20. Hearing to begin. Examiner: Raymond Pankonin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10472) and Stark County Bestg. Inc. (WCWW) (Docket 10473). Additional uhf channel to be sought after June.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10466). FCC to decide whether to retain application status after Brush-Moore Newspapers dismissal.

NWCH Chester, Pa.—Existing AM application to increase power from 250 w to 1 kw, operating daytime on 760 kc. Examiner: Giuford Irion.

Routine Roundup... April 23 Decisions ACTIONS ON MOTIONS By Commissioner E. M. Webster

Chief, granted—petition granted for continuance of hearing from April 22 to Aug. 11, 1953, re application of Diamond Hill, Equity Co. (KDKA), Asbury, N. J., for renewal of license (Docket 10465; BR-2544).

By Hearing Examiner Annie Neal Huntting, Radio Hearing Examiner, Annie Neal Huntting, Fort Wayne, Ind.—Ordered that certain actions taken at hearing on April 20 shall control the subsequent course of hearing and all proceedings. Examiner’s ruling (Docket 10442; BRPT-1056), hearing continued (Docket 10490; BRPT-1406).

By Hearing Examiner Howard B. Hutchison, Hearing Examiner, H. B. Hutchison, Mid-Century Television Inc., Wichita, Kan.—Granted verbal request of Mid-Century for continuance of hearing from April 22 to April 29, 1953, re application (Docket 10562, BRPT-2844) for renewal of license for new TV station at Wichita, Kan. (Docket 10565; BRPT-2877).

April 24 Applications ACCEPTED FOR FILING Request CP - WCAM Camden, N. J., City of Camden—CP to install old main trans., as alternate main trans. at N of Erie St. on Delaware River between 6th and 7th St. Camden (present location of main trans.) to be operated on 130 kW, 250 w. ul. (BR-8845).

Change Directional Antenna KCBJ Milwaukee, N. D., North Dakota Bestg. Co.—CP to make changes in DA to accommodate TV station on Certain Lots (associated with grant of TV application). Amended to delete change in studio location (BR-6047 amended).

KGO-TV San Francisco, Calif., American Bestg.—Paramount Theatres Inc.—Amended to correct name to American Bestg.—Paramount Theatres Inc. and amend sec. 1,111. (BPCT-1501 amended).


WNAC-FM Boston, Mass., General Teletroic Inc.—License for CP (BPED-171), as mod., which authorized change in licensed station (BLH-884).

WPsek (FM) Winter Park, Fla., Rollins College—License for CP (BPED-210), which authorized new non-commercial FM (BLED-15).

WAMC Cambridge, Mass., City of Cambridge—License for CP (BP-6056), as mod., which authorized change in trans. location (BLH-693).

Remote Control Operation WVBT-FM Bristol Center, N. Y., Rural Radio Network Inc.—301-A; application to operate by remote control (Docket 10441; BPCT-1056).

WHUM Reading, Pa., Eastern Radio Corp.—Files application for remote control operation of trans. (BRC-34).

Extension of Completion Date KSCU (FM) Chicora, Pa., U. of Santa Clara—Mod. CP (BPED-313) which authorized new non-commercial FM for extension of completion date (BPED-323).

WVTH Buffalo, N. Y., City of Buffalo—Mod. CP (BPED-316), which authorized changes in non-commercial FM for extension of completion date (BPED-201).

License Renewals KCLE-FM Cleburne, Texas, MARTY Inc.—Application filed for renewal license (BR-468).

APPLICATIONS RETURNED CP for New AM Scott County Bestg. Co., Forbes, Minn.—CP for new AM for period April 1 to June 30, 1953, 1 kW-G.

Assignment of License KXLO Lewiston, Mont., William G. Kelly—Voluntary assignment of license to William G. Kelly and Marlin T. Obie 0/b as Montana Bestg. Co.


License for CP WLHH Little Falls, N. Y., Rock City Bests. Co.—License for CP (BR-8642) which authorized increase in power of trans. (BR-8643).

Relinquishment of Control KOGT Orange, Tex., Sabine Area Bests. Corp. —Voluntary relinquishment of license to L. M. Jacobs, Albert B. Tietman, and Happy Jacobs, individually, and as executor of estate of Jacob Jacobs, through sale of 50 shares of stock to Edwin T. Lovelace Jr.

April 27 Decisions THREE-DIMENSION TV TEST FCC through Broadcast Bureau has granted experiment authorization to Southwestern Pay-Paramount Theatres Inc. to use corporation’s KDRA-TV Los Angeles, Calif., for experiment on April 24-May 15. This is first experimental authorization of Broadcast Commission.

By BROADCAST BUREAU


KGO-TV San Francisco, Calif., American Bestg.—Paramount Theatres Inc.—Extension of installation of emergency ant. at site of KGO-TV (BPCT-1501).

Change Type Transmitter KNIM Marysville, Mo., Marysville Radio & Television Co.—Granted CP to change type trans. (BMPD-1496).

Granted License WNMK Kings Mountain, N. C., Southern Radiocasting Co.—Granted license for AM 1560, 1 kW-G, 500 w-D (BR-4686).

KVSP Lubbock, Tex., Hub Bestg. Co.—Grant to license for AM 1460, 500 w-D (BLH-9446).

WPTX Lexington Park, Md., Patuxent Radio Network Inc.—Grant to license for AM 1570, 1 kW-D (BLH-6951).

WCHR Birmingham, Ala., Chapman Radio & Television Inc.—Granted license for AM 1560, 1 kW-D, 500 w-D (BLH-9456).

WTFC Whittier, Calif., Ky. KV-YA Bestg. Corp.—Granted license for AM 920, 1 kW-D (BR-4693).

Remote Control Operation Following granted authority to operate trans. for remote control use. KXLO-10: KGBE-KOEM Salinas, Calif. (BPCT-26); WKOZ Kosciusko, Miss. (BRC-24); WKSH St. Marys, Pa. (BRC-30); WDDO Chattanooga, Tenn. (BRC-20); WCOM Parkersburg, W. Va. (BRC-26); KNIT New Orleans, La. (BRC-20); KASI Omaha, Neb. (BRC-21); KSBI Gladewater, Tex. (BRC-30); KAVK New Westminster B.C. (FRC-23); WJFR Condorfsport, Pa. (BRC-20); WPXK Punxsutawney, Pa. (BRC-21).

Install New Antenna KEO Sioux Falls, S. D., Middleton Bestg. Co.—Granted CP to install new ant. for nondirectic- tion trans. AM and changed location (coordinates only); conditions (BMP-697).

Change Station Location WVAM Altoona, Pa., The General Bestg. Co.—Granted mod. of CP to include radio and trans. locations (same city) (BMP-674).

Grandated STA WFTV Duluth, Minn., Great Lakes Television Properties Inc.— Granted STA to operate commercially, on Ch. 38, for period April 25 to Oct. 22, 1953.

Extension of Completion Date WICU Erie, Pa., Dispatch Inc.—Granted mod. CP for extension of completion date to 1-7-53 (BMPCT-1081).

WGBB Chicago, N. Y., General Electric Co.—Granted mod. CP for extension of completion date to 1-7-53 (BMPCT-1081).

KUSC-TV Los Angeles, Calif., U. of Southern California, Allan Hancock Foundation—Granted mod. CP for extension of completion date to 7-29-53 (BMPCT-1081).

Remote Control Operation Following granted authorization to operate trans. by remote control: WTW-FM Manchester, N. H. (BRC-16); KCLE-FM Cleburne, Texas (BRC-11); WDDO-FM Boston, Mass. (BRC-12); WDDO-FM Chattanooga, Tenn. (BRC-13). Authorized granting of Change Name to Amuse for AM 1200, 1 kW-G, 500 w-D (BLH-4692). Authorized granting of license for AM 1560, 1 kW-D (BLH-4696).
April 27 Applications

ACCEPTED FOR FILING

KSDN Aberdeen, S. D.; Aberdeen News Co. —License for CP (BP-9452) which authorized change in licensed call letters and trans. and studio location; condition: balance sheet (BMP-1057).

License for CP

KWW-FM Canton, Ohio —License for CP (BP-9655) which authorized change in licensed call letters and trans. and studio location; condition: new FM (BMP-1057).

Extension of Completion Date

Following stations have requested extension of completion dates as shown:

KLFY Amarillo, Tex. —5-3-53, condition (BMP-1057); KBEV, Batesville, Ark. —5-3-53, condition (BMP-1057); KKCR, Clareville, Tex. —5-3-53, condition (BMP-1057); WHPB Huntsville, Ala. —6-23-53 (BMP-1057).

April 28 Applications

APPLICATION RETURNED

License for CP

WGWI Greenwood, S. C.; Radio Greenwood Inc. —License for CP (BP-9528), as mod., which authorized new FM (BMP-1057).

April 29 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster


WEPJ Fort Worth, Tex. —Grant petition to amend application for CP for new TV (Docket 8851); conditional, to submit revised engineering data and make changes re proposed programming, staffing, and submit new cost figures and current balance sheet.

By Hearing Examiner Elizabeth C. Smith

KMBV Beaverton, Ore.; KFBY, Portland —Application for comparative hearing with application for new TV on Ch. 8 in Portland, in order to conform to comparative application in support thereof in hearing in this proceeding (Docket 10664; BRC-1295).

By Hearing Examiner Thomas H. Donahue

Sacramento Telecasters Inc., McClatchy Bev Co., Sacramento, Cal. —By memorandum opinion and order denied petition for leave to amend application CP for new TV on Ch. 8 in Portland, to order new TV on Ch. 8 in Portland, to order new TV on Ch. 8 in Portland, to order new TV on Ch. 8 in Portland, to order new TV on Ch. 8 in Portland, to order new TV on Ch. 8 in Portland.

By Hearing Examiner John B. Nash

KMBV Beaverton, Ore.; KFBY, Portland —By memorandum opinion of Commissioners, wherein Petitioner has been granted an extension of time to file said petition.

By Hearing Examiner William G. Butts

Louis W. Managers Inc., Inc. —Askan, Wash. —Upon agreement of parties, ordered that the hearing be continued (Docket 10492; BPCT-295) (Docket 10422; BPCT-287) be continued from May 4 to May 18, 1953, for further hearing.

By Hearing Examiner Herbert Sharmman

KMBV Beaverton, Ore.; KFBY, Portland —Referred, for action by Commissioner, petition of Wilford Riddick Inc. for new TV on Ch. 7 in Superior (Docket 10289; BPCT-621); to amend Ch. 6, instead, and to designate amended application for comparative hearing with application for new TV on Ch. 7 in Superior (Docket 10289; BPCT-728).

By Hearing Examiner J. D. Bond

KWTI Springfield, Mo.; Ozarka Bev Co. —Upon agreement of parties, ordered that the hearing be continued (Docket 10444; BPCT-299) shall commence on Monday, May 15, 1953, at Washington, D. C., for pre-hearing conference at 9 a.m., May 8, 1953, at Washington, D. C., re applications of Peoples Bev Co. for new TV on Ch. 8 and WGLV in (WGLV-TV), for CP for new TV on Ch. 8 in Lancaster, Pa. —Hearing will be in a further order for appropriate use at the hearing.

By Hearing Examiner H. Gifford Irion

Versus Radio & Television Inc., Muskogon Mich. —In statement and order received action and rulings taken at hearing conference on April 22 which shall control subsequent course of said hearing; in this proceeding (Docket 10442; BRC-1295).
An Adult Convention

THE NATION'S broadcasters held an adult convention in Los Angeles last week. There was the usual quota of vexing problems, but they were handled without emotion.

This was no slip-shod, ad lib convention. The whole event, which ran on-time and in fast tempo, was outstanding.

The main speakers outdid themselves. Gen. David Sarnoff, first recipient of NARTB's honor award, proved the ideal keynote speaker. He had a message, and he delivered it with typical brilliance and with the kind of candor that could only come from an outstanding leader whose vision supplied much of the brick and mortar upon which broadcasting is built.

From Rosel Hyde, FCC's new chairman, the convention heard in measured tones the state of the nation in communications. And from NARTB President Hal Fellows they received an accounting of stewardship that showed that their affairs are in good hands—better than ever before.

The broadcasters came in unexpectedly large numbers. They liked what they heard, because the convention dealt in realities, not in empty, high-sounding phrases.

PRESIDENT Eisenhower's letter to the NARTB convention [BeT, April 27] was something more than a pro forma greeting. He expertly appraised the accomplishments of the nation's broadcasters and expressed confidence in their ability to continue to "meet this extraordinary responsibility." Because he did display knowledge of the responsibility of broadcasters, his letter revealed one glaring omission. There was no mention of the necessity of a radio as free as all other media—the press, for example. We hope this was mere oversight.

Network-Affiliate Relationship

THE NETWORK-affiliate relationship, a topic of conversation for several years, became a basic issue subject to renegotiation last week in Los Angeles at the NARTB convention.

Gen. David Sarnoff, RCA-NBC board chairman, made it official in his keynote address. And the affiliates began forming their lines by organizing their advisory committees, entirely divorced from network influence.

There was no effort to conceal the concern over the economics of the network-affiliate relationship. There was the recognition that network service is essential in both radio and television, particularly for the coverage of the spontaneous event. When Gen. Sarnoff brought the issue to the convention floor it removed it from the level of the informal discussion stage.

The economics of network broadcasting emerged as the single big issue. But the trend was evident in other ways. The exhibits underlined it. More and more big names in syndication—both radio and TV, on film, on tape, on transcriptions. More and more high-quality gear for high-quality reproduction. The syndicators talked more flexibility in programming and selling, to fit the advertiser's budget, to give him what he wants without regard to time-zone, option time clearances and wire costs.

These were the auguries of fundamental changes in old concepts. There were in Los Angeles syndicates owned by the networks selling against networks. These are in the pattern pioneered by Ziv. They are selling transcriptions in radio and films in television. They have the big talent names. They sell the opportunity for tailor-made "networks" to fit the client's distribution and his budget. This, as some who saw this transition in the end of commercial network programming after 6 p.m. in a couple of years. This, they said, would leave to the station all of the evening hours in radio for national spot and local programming, except for the occasional special event.

Broadcasting is a business. It looks toward profitable operation. When the network business, as we know it, ceases to be profitable, the networks, as we know them, will cease to function. The networks contend that in radio that point now is being approached. Out.

So, during the next few months, there will be new negotiations among network and their affiliates. There always will be networks. But in the future they may bear only slight resemblance to the structures that haven't changed in basic format since NBC started the first network in 1926.

Profit and Honor

IF IT proved nothing else, the management study presented last week by Richard M. Allerton, research manager of the NARTB, would be valuable in underscoring the fact that profits and high standards are not irreconcilable in radio.

The most profitable AM stations turned up in the study were found to be doing exactly the things that broadcasters say are desirable when broadcasters are talking in public but which are not invariably done in the privacy of their own offices.

The profitable stations in the study refrained from rate cutting, were particular about the kind of advertising they accepted, spent more proportionately on programming than their competitors did. Obviously the management of those stations has a keen awareness of its dependence upon public respect.

Now, of course, there may be equally profitable stations in other markets which did not come under the NARTB project's scrutiny and which may be indulging in less desirable practices. Admitting that, the point here is that it was definitely proved, in those five markets where the study was carried on, that financial success attended the maintenance of high standards.

Adherence to policies of respectability is part of the know-how that Mr. Allerton described as the prime ingredient of successful radio broadcasting. True know-how embraces a higher regard for the long-term return than for the quick buck. It is as concerned with a property's prospect for the future as with its latest quarterly net. It is this kind of know-how that builds enduring enterprises.

Television has been around long enough for everybody to realize that AM radio, as a business institution, is capable of indefinite survival. As Mr. Allerton suggested, some radio stations may fall under the pressure of increased competition. But those with adequate capital and far-sighted management have every prospect of long and fruitful life. It is in recognition of that future that intelligent management is operating today and planning for tomorrow.

The more widely that principle is understood, the more stability there will be in radio. To the degree that stations lower their standards as a concession to the quick buck, to the same degree the structure of the entire radio system will be undermined.

It is quite possible that the management study released last week will be of great importance in stabilizing radio. The lessons it teaches are sound. They should lead toward better business and better radio.
Consistently high quality programming—planned for variety, interest and easy listening—keeps a steady audience tuned to WREC. The “better half” of both the Metropolitan and Rural listeners are assured by a perfect balance in entertainment . . . night and day. Advertisers get the rich 76-county Memphis Market with a single schedule. And, WREC prestige carries weight that adds up to extra sales results. See the latest Standard Audit and Measurement Reports and Hooper Ratings . . . you'll see why we say WREC is Memphis No. 1 Station. Cost? 10% less per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC-5,000 WATTS
more than 10% of the nation's filling station sales takes place in WJR's primary coverage area!

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