Like girls go for mink

Just like girls go for mink, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town. W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.
Serendipity reaches Eastern Iowa

When BAB told the story of the white elephant that radio put in the black—and the radio station involved turned out to be WMT—we inhaled a little.

It looked as if we were beginning to get the range when BAB's 1952 "Radio Gets Results" Honorable Mention came our way.

And when the smoke of the 1952 Purina Bowl Contest cleared away, there was a plaque for "best promotion" for the boys in the back room. Perhaps a few of us modestly polished a fingernail on our blue serge.

★★★★ ★“Editorial” decided to get into the act, winning second place in the Northwest Radio News Association's annual shindig. Was this the beginning of a trend?

It was. The Alfred I. du Pont Foundation singled out WMT for "its notably comprehensive and intensive effort in political education at all levels.” The Station Award for 1952 included a check for $1,000. This, we confess, was heady stuff on a nationwide basis.

Now Sigma Delta Chi, the professional journalistic fraternity, has selected a series of WMT broadcasts titled "Politics Is Your Business" as the outstanding example of public service in radio journalism during 1952.

Serendipity is the gift of finding agreeable or valuable things not sought for. Want some?

WMT Cedar Rapids
5,000 watts
600 kc
Basic CBS Network
Represented Nationally by The Katz Agency
fishing for MORE SALES?

try
ERIE'S
WICU TV
CHANNEL 12, ERIE, PA.

Fish are like sales—the more you get the happier you are . . . and you'll be real happy with your sales in the great Erie area (Northwestern Pa., Eastern Ohio and Western N. Y.) when you advertise on WICU—Erie's only TV Station—the 4 networks—top local programs, and Sales Success stories galore.

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.—WHOO AM-FM
Avery-Knodel, Inc.

Although mail comes consistently to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn’t draw the map... its viewers from Harrisburg, York, Reading, Lebanon and Lancaster did! For larger coverage, bigger audience, greater sales potential, buy WGAL-TV, Channel 8.

Mr. Channel 8
BEING WRAPPED up last week was nearly $2 million package covering National Football League (professional) schedule over DuMont Network under Westinghouse Electric Corp. sponsorship. With 70 to 100 stations participating, schedule covers both Saturday night and Sunday afternoon games, with deals made directly with individual teams. It was these negotiations, carried on by Chris Welting, DuMont director, with Westinghouse top brass, that gave rise to reported negotiations for acquisition by Westinghouse of DuMont’s WDTV (TV) Pittsburgh. Westinghouse agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

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Talk about radio-activity...

Man alive! Galen Drake* (blur, above) is so supercharged with it he clicks wherever he goes. And he goes practically everywhere, with the speed of sound.

Just recently, for example, he broke all records by making personal appearances at seven Long Island supermarkets in a single afternoon. (He would've done better, too, except that he spent the morning helping out at a cooking school over in New Jersey.)

Between times, he's on the air seven days out of seven—5 hours and 35 minutes a week—on WCBS Radio and on the CBS Radio Network.
In addition, he runs a full-scale Housewives' Protective League merchandising program which whisks him up, down and across the WCBS area at a breathtaking pace.

Air time or spare time, Galen Drake's trade is talk. Day in and day out...in neighborhood stores and supermarkets, at club groups and luncheons...he's talking and selling for his 21 current sponsors with a friendly, fluent ease that attracts people and causes them to buy at his word.

As American Trailways puts it: "Galen Drake's commercials are the best we ever heard."

Burnham & Morrill (B&M Baked Beans) says: "He's our star salesman!" Another advertiser goes further: "The proof is in dollars and cents. Galen is the biggest bargain we ever had!"

An average of 2,000 fan letters a week proves his popularity, too. And so does his total of 2,212,670 listener-impressions per week in the WCBS intense service area alone.

Like to put some zip in your advertising? Give us a buzz about Galen Drake—man alive!

NEW YORK - CBS OWNED - 880 KC WCBS

*Wondering how he really looks? It took high-speed photography to catch Galen, but here he is!
All It Took was a Sure Thing...

...To act as security for a bank loan. Turned down by the cashier, a poker player received a loan on his hand from the bank president—who later admonished the cashier, "In the future, Suh, consider four kings and an ace as ample security for the entire assets of this bank!"

If you want to take the "audience and sales pot" in the Omaha, Council Bluffs area—put your dough on a sure thing—KOWH! With the big Hooper averaged below for the 17-month period from Oct., 1951, to March, 1953, KOWH is a winner hands down... and you can bank on that!

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

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

KOWH OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
ABC Announces New Programming Projects

SEVERAL NEW programming projects being launched by ABC radio, according to word reaching affiliates. These are 8-8:15 a.m. news strip from Chicago and Hollywood, to get under way about July 1, new morning show slated for Aug. 1, and reprogramming of entire afternoon schedule by Labor Day. These tie into plans for reprogramming entire night-time schedule, announced following ABC-UPT merger last February.

Affiliates last week received from ABC President Robert E. Kinsey message advising them of determination to "add new programming . . . to end slide-down of radio." Following is gist of message:

"We propose to continue to add new programming to the ABC radio network in a determined attempt to end the slide-down of radio. With the merger, I instructed Charles Ayers, as vice president in charge of the radio network, that we would expend sufficient money to obtain radio programming, sales and research efforts comparable to that of NBC and CBS. I firmly believe that a saleable program structure can be developed in radio that will not only attract listeners but will bring back to radio many advertisers who are temporarily being overwhelmed by television. The ABC radio network—programming, sales, etc.—is completely separated from the ABC television network and operates with independent program and sales personnel.

Hyde Pleads More Time On Protests; Bills Reported

EFFECT of McFarland Act's protest rule re-reviewed before House Commerce Committee Friday when FCC Chairman Rosel H. Hyde appeared in behalf of bill (HR 4558) to extend time Commission has to act on protest from present 15 days to 30 days. Committee voted bill out favorably.

Chmn. Hyde said Commission had received 18 protests since provision went into effect last July. Of these, 14 were denied and four appealed to courts. Discussion centered on reasons for protests, with Mr. Hyde and several members of committee attributing them to competitive factors. Mr. Hyde also referred to legal problems raised by some protests, most recently by KAMD Camden, Ark., against FCC approval of assignment of CP for KPLN in same city.

If Commission gets more time to consider protests, it will be able better to weigh each case, may enable many protests to be answered without need for hearing, Mr. Hyde said. He also revealed Commission was considering holding some protest hearings on oral argument basis, rather than going through regular hearing procedure.

Committee also approved two other FCC-sponsored bills (HR 4557 and 4559). First would permit FCC to waive CP requirements for government, mobile and other non-broadcast CP holders. Second would reduce penalty provisions for violating Communications Act from felony to misdemeanor for first offense [B.T., April 20].

at deadline

* BUSINESS BRIEFLY

MIDGET SPOTS DROPPED • Lever Bros.' Rinso campaign of "midget" spots (four and eight seconds) was so unsuccessful, it's understood, that advertiser now plans to switch to regular daytime announcements, starting May 25 for 19 weeks in large number of markets, beginning on West Coast and gradually moving East. Researchers checking with stores reportedly found Rinso's radio shorts generally had no sales effect. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

EXPAND SWAN SPOTS • Lever Bros.' Swan Soap, on behalf of its new five-cent Swan toilet bleaching powder, is adding radio and television spots, adding radio spots, adding radio advertising, expanding radio and television activity for Swan.

LIPTON WANTS SPOTS • Ruthrauff & Ryan, N. Y., asking for high-rated chainbreaks and one-minute-woman's show participation available for Lipton's Frozen Tea, which will launch its new annual radio campaign on June 8 for six weeks.

PROMOTE OXYDOL • Procter & Gamble's Oxydol, previously soap, has switched to detergent. To announce and promote new product, firm will use radio spot announcement campaign, starting today, and TV spots, starting July 1. Campaign will be for seven weeks, using daytime minutes in TV markets and day and night minutes in non-TV areas. Agency: Dancer-Fitzgerald-Sample, N. Y.

LORETTA REPLACES RED • Benton & Bowles, N. Y., has signed for film series, featuring Loretta Young, called Letter To Lorettia, to replace Red Skelton. Series to be shown on NBC-TV, Sunday, 10-10:30 p.m., sponsored by Procter & Gamble. Series starts Aug. 30. Tom Lewis will produce new series in Hollywood.

SUNKIST NETWORK TV • Sunkist Growers, Los Angeles (frozen orangeade, lemonade), schedules first TV network programming with second half-hour segment of ABC-TV Super Circus (Sun., 5-6 p.m.) for 13 weeks from June 7. Agency: Foote, Cone & Belding, L. A.

Ziv Seeks California Headquarters Site

REAL ESTATE representatives of Frederic W. Ziv Co. reportedly negotiating for acquisition of 30 to 40 acres in California's San Fernando Valley for construction of studios and administrative headquarters for Ziv Co. and its Ziv Television Programs Inc. and World Broadcasting System. Though sales, production and administrative headquarters would remain in Century City, it was understood, present Cincinnati and New York operations of Ziv and World would not be changed substantially, if at all. Ziv authorities said to be hopeful of starting construction this fall. Plans reportedly call for inclusion of latest advances in facilities for both film and transcription, all of which would be handled at new center.

TEXAS MINUTE

RATE cuts have become so commonplace they have to be gimmicked to get a tumble from blase timebuyers. Hence comes "The Texas Minute," 90-second instead of conventional 60—which WCBS New York is offering to summer sponsors of John Henry Faulk Show, Mon.-Fri., 5:05-5:55 p.m. Advertiser gets regular 60-second show plus 30-second bonus later in show. Mr. Faulk hails from—where else?—Texas.

Fellows' Statement Hit; McLendon on Stand Today


Senator said Mr. Fellows' assertion that promoters of other sports and motion picture industry might seek similar anti-trust exemption as baseball "very badly distorted . . . absurd." Mr. Rickey saw present radio-TV practice of big leagues as "compulsory suicide" for game, and doubted whether radio-TV industry would "oppose to bill because 'when a fanciful radio melodrama will pay a little more money we are dropped immediately.'

Letter from FCC Chairman Rosel H. Hyde declined comment because of "policy" matter involved but noted bill would not "aid nor affect" Communications Act. Gordon McLendon, operator of now defunct Liberty Broadcasting System which he says was forced out of business because of inability to get major league contracts, wired Sen. Johnson contesting bill and asked for hearing. Mr. McLendon has $13 million suit pending against major leagues. Sen. Johnson said Mr. McLendon has been invited to testify today (Monday), along with additional baseball people.

WLEV-TV Starts Programming

AFTER delays which held up start of programming several weeks, WLEV-TV Bethlehem-Easton, Pa., began regular commercial operation 6 p.m. Friday. New outlet is NBC-TV affiliate and is represented by Meeker TV Inc. station, one of Steinman stations, operates on uhf Ch. 51. (Also see story page 50.)
10 out of the top 15 once-a-week shows

16% more viewers week days and nights than station "A" — 199% more than station "B"
(Monday through Friday — 9 a.m. — 11:30 p.m.)

More quarter-hour firsts than both other stations combined
(Sunday through Saturday — 9 a.m. — 11:30 p.m.)

3 out of 4 top local or spot shows

Plus the top Sports Show... top News Show... top Kitchen Show

FOR TOP RESULTS CHOOSE:

waga-tv
CHANNEL 5 CBS-TV IN ATLANTA, GA.

Represented Nationally by the KATZ AGENCY, Inc.
TOM HARKER, V. P. & Nat’l Sales Director, 188 E. 57th St., New York 22
BOB WOOD, Midwest Nat’l Sales Manager, 230 N. Michigan Ave., Chicago
Second TV Permit Returned, Other FCC Friday Activity

SECOND TV grant to turn back permit to FCC is Parmian Basin TV Co., surrendering vhf Ch. 2 at Midland, Tex. Earlier turn-back was vhf Ch. 3 at San Angelo, by licensee KGKL San Angelo, Tex. Parmian Basin told FCC: "Programming sources and potential advertising revenue...have failed to materialize."

Two new uhf tv bids tendered Friday, one by Miles Lab. and Conn music executives for Ch. 52 at Elkhart, Ind. They are:

Elkhart, Ind.—Truth Pub. Co. (WTRC), uhf Ch. 52, ERP 316 kw visual, 116 kw audio, antenna 468 ft. Principals: A. Alfred Francis (50%), retail doohies; Rudolph and Justin Wysser (each 25%), textile manufacturer.

Two TV application dismissals reported Friday. Rockford, III. Inc. drop bid for vhf Ch. 13 at Rockford, Ill., gets 10% option in Greater Rockford TV Inc., remaining applicant.

Trans-American TV Corp., permittee WMTV-TV (TV) Flint, Mich., petitioned for dismissal of its uhf Ch. 62 application at Evansville, Ind., now set for hearing with bids of W. R. Tuley and Premier TV Inc.

Granted power changes and STAs:

KGO-TV San Francisco—Granted ERP boost on vhf Ch. 5 from 25.4 kw visual and 12.6 kw audio to 216 kw visual and 260 kw audio.

WKBZ-TV Battle Creek—Issued special temporary authority to commence commercial operations Ch. 24 May 5-Nov. 15.

KVOS-TV Bellingham, Wash.—Issued STA to commence commercial operation on vhf Ch. 12, effective May 5-Aug. 8.

WKU-TV Paducah, Ky.—Issued STA to commence commercial operation on vhf Ch. 13, effective May 5.

Formal transfer papers tendered at FCC Friday for sale of WSGN-AM-FM Birmingham, Ala., from Birmingham News Co. for $375,000 to local investor banker John S. Jimison Jr. and associates [B&T, April 27]. Application for transfer of uhf Ch. 42 permit to same group to be tendered later. Birmingham News Co. has bought WAPI, WAFM (FM) and WAFM-TV there for $24 million from Ed Norton and Thad Holt [B&T, April 13].

Exceptions filed Friday by FCC Broadcast Bureau and WABC New York to initial decision of Board of Communications, John D. Cummiskey, which recommended extension of KOB Albuquerque on special service authorization on 770 kc with 50 kw day, 25 kw night [B&T, March 30]. KOB filed brief supporting ruling.

Miscellaneous Proposals, Actions

Proposed rule-making to add uhf Ch. 55 to Porterville, Calif., announced by FCC. Channel is sought by KTIP there. Noncommercial educational Ch. 79 would be added to Bowling Green, Ohio, by another proposed rule-making notice. FCC finalized educational allocations of uhf Ch. 82 at Amherst, Mass., and uhf Ch. 80 at North Adams, Mass. Latter both to the state.

Oral argument May 22 will constitute Sec. 309(c) economic protest hearing on uhf Ch. 46 grant at Durham, N. C., assigned T. E. Allen

ASCAP TV LETTERS

INDICATIONS that ASCAP is willing to keep negotiations for its TV licenses separated from those for radio were seen last week when Society wrote members asking for four-year extensions in their assignments of TV licensing rights to ASCAP. This makes it impossible for new TV blanket licenses, current licenses like members' assignments expiring end of this year, to run beyond Dec. 31, 1957, full year before terminal date of ASCAP's radio licenses. In its letters, ASCAP agreed to hold all new TV license right assignments in escrow. It has received them from members accounting for 80% of ASCAP royalty payments to both writer and publisher groups.

Nielsen Promises Booklet To End NCS 'Misuse'

AFTER two hours of questioning Thursday afternoon by buyers and sellers of broadcast time, Arthur C. Nielsen, president, A. C. Nielsen Co., agreed to prepare booklet explaining Nielsen Coverage Service survey of station and network audiences and detailing accurate and improper uses of coverage data contained in NCS reports. Meeting of Mr. Nielsen with number of agency licensees and station representatives arranged by Ward Dorrell, John Blair & Co. research director and chairman of Committee on Audience Measurements of Station Representatives Assn., which had become alarmed over "flagrant misuse" of NCS data [B&T, April 20]. Similar meeting at which Dr. Kenneth Baker, president, Standard Audit & Measurement Services, will discuss SAMs audience survey, will be held in near future.

Vice Panel Stirs New Orleans

PANEL program involving figures concerned in New Orleans vice investigation, which has created local furor, was simulcast by WDSU-AM-TV New Orleans, drawing page 1 display stories in all local newspapers. Program included filled interview made at Parish Prison with Jack Richter, principal in case. Open telephone line gave public chance to phone questions directly to panel.

& Sons Inc., FCC ruled Friday. Parties to argument are WSSB Durham, protestant, and FCC Broadcast Bureau.

FCC Broadcast Bureau filed brief supporting ruling by Hearing Examiner Gifford Irion "interpreting" scope of Sec. 309(c) protest hearing involving uhf Ch. 35 grant at Muskegon, Mich., to Versal R foul Radio & TV Corp. Protestant is WGRD Grand Rapids.

WHIS Bluefield, W. Va., was asked to indicate within 30 days whether it proposes to prosecute its pending vhf Ch. 6 application at Beckley, W. Va., to file statement "regarding apparent conflict between that application and applicant's expressed intention to request rule-making to assign Ch. 6 to Bluefield."

PEOPLE

DON McCULLE, for last three years manager of radio-TV production for McCann-Erickson, N. Y., and previously head of TV department of N. W. Ayer & Son, has joined Owen Murphy Productions, N. Y., as associate producer of TV commercials, industrial films and package programs for TV, live or film.

WALTER HOLT, account executive for Mussertone, Pentzino, Inerot and Sanitarial Products Corp. for Erwin, Wasey & Co., N. Y., elected to board of directors.

JACK BRICKHOUSE, WGN-AM-TV Chicago, signed to new five-year contract, Frank Schreiber, treasurer of WGN Inc. and manager of station, announced. Mr. Schreiber represents Mr. Brickhouse, who handles Golden Gloves, All-Star Game and other top network events, one of highest paid radio-TV sportscasters in country, Mr. Schreiber said.

EVELYN F. EPPLEY, Philadelphia attorney, named attorney-advisor to FCC Comr. John C. Doering.

FUNERAL services held Saturday (May 9) in Beverly Hills for EDMARD M. SEDGWICK, 60, senior officer of Desilu Productions, Hollywood, who died Thursday of heart attack. For past year he served in advisory capacity on CBS-TV's Love, Lucy series.

HENRY P. JOHNSTON, managing director of WSGN Birmingham, shortly will receive from his country high school of 30 years ago degree he passed when he transferred to prep school.

AFTPA, AFM in Los Angeles Feuding Over Singers

MEMBERS of Los Angeles AFM local ordered by union to refuse all AFTPA attempts to enroll singing musicians. Phil Fischer, AFM Local 47 vice president, termed AFTPA attempt "invasion" and said it crosses union jurisdictional lines. He claimed AFTPA has threatened to pull members off shows on which singing AFM members are not also AFTPA members.

Claude McCue, AFTPA executive secretary, said his union's dispute is with producers, not AFM, because AFM scale in most cases is lower. As to possible walkouts by AFTPA members, he said, "We'll examine each case. If the board determines there have been violations then we will order our people off the program."

Union Terms Cause Film Cuts

CUT of 90% in TV film commercial production in Hollywood has resulted from terms laid down by Screen Actors Guild and Screen Extras Guild in contracts with video film producers, causing heavy unemployment for actors, extras and cameramen, according to Herbert Aller, business agent for IATSE International Photographers Local 659. Cameramen's union executive board said to be considering organizing all other crafts in Hollywood in unified protest against SAG-SEG contract demands. Cameramen and producers are making commercials instead of regular TV film commercials.

WKOW-TV on CBS-TV

WKOW-TV Madison, Wis., will join CBS-TV on June 21 as network's 113th affiliate, Herbert V. Akervig, president in charge of station relations, announced Friday.

May 11, 1953 • Page 11

Broadcasting • Telecasting
Nine out of the Top Ten multi-weekly shows are on Channel 5 where over 1,250,000 people view KSTP-TV regularly.

Executive and Publication Headquarters
870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, Editor and Publisher

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Duane McKenna, Art and Layout.

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

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

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


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00. TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING TELECASTING, 870 National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

In Washington D.C....

Here's how they watch TV in Washington....

39.3%  33.3  14.3  13.1

WTOP-TV  STATION B  STATION C  STATION D

Average 1/4 hour, homes using TV, sign-on to 12 midnight... 25.2%

* Share of total TV mentions, Washington, D.C., Telepulse, April, 1953.

Month after month... more people watch WTOP-TV than any other television station*

WTOP-TV
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION REPRESENTED BY CBS TELEVISION SPOT SALES
some spots are better

For the best spot, at the right time, at the right place
Team up with Spot TV to catch a bigger share of summer sales.

The 9 television stations represented by NBC Spot Sales are in Big League TV markets (11,500,000 TV homes) ... and the audience will be bigger by mid-summer (12,000,000 TV homes). And since TV set sales are on the increase, summer TV advertisers will actually average larger audiences than they did last winter!

To cover the field, ask your NBC Spot Television Salesman to help you plan a sales-stimulating summer schedule now.

A few summer boom products: Soft drink sales are up 47% ... cake soap up 14% ... tea up 22% ... dry cereal up 17% ... air conditioners up 44% ... freezers up 11% ... refrigerators up 91% ... portable fans up 500%.

representing television stations:

- WNBW Washington
- KPTV Portland, Ora.
- WRGB Schenectady-Albany-Troy
- WNBQ New York
- WNBQ Chicago
- KNSH Los Angeles
- WPTZ Philadelphia
- WZTV Boston
- WNBK Cleveland

representing radio stations:

- WNBC New York
- WMAQ Chicago
- WTAM Cleveland
- KNBC San Francisco
- WRC Washington

than others
in cities...

in villages...

on farms...

**WBZ-TV is the New England station they watch most!**

When you study Dr. Forrest L. Whan's report of TV viewing in the Boston Trade and Distribution area, you can't miss the overwhelming preference for WBZ-TV. Of urban TV families, 28.0% named WBZ-TV as the station they watched most (compared to 13.8% for the next best station). Among village TV families, preference for WBZ-TV is 34.3% (compared to 13.9%). And on farms, the WBZ-TV figure rises to 34.9% (compared to 13.9%).

If you haven't a copy of the Whan report, write for one now. It will help you select the programs, the times and the station that will make your New England television budget most effective. Write to WBZ-TV or NBC Spot Sales.

**WBZ-TV • Boston • Channel 4**

*WESTINGHOUSE RADIO STATIONS Inc*

WBZ • WBZA • KYW • KDKA • WOWO • KEZ • WBZ-TV

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

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**IN REVIEW**

**ETHEL AND ALBERT**

**NBC-TV, Saturdays, 7:30-8 p.m. EDT.**

Writer: Peg Lynch.

Producer: Thomas Loeb.

Director: Walter Hart.

Cast: Peg Lynch and Alan Bunce.

Beginning May 5, programs will be sponsored by the Sunbeam Corp., Chicago.

ONE of radio's most ingratiating couples has permanently joined television's husband-and-wife set in the persons of Peg Lynch and Alan Bunce, stars of the *Ethel and Albert* show, a new weekly half-hour production on NBC-TV. Judging from the series' second episode on May 2, Saturday evening audiences may look forward to some light, whimsical entertainment engendered by an amusing treatment of incidents familiar to everyone. For the next eight weeks, the show will be sponsored by The Sunbeam Corp. (electrical appliances), which plan a summer hiatus returning to TV Aug. 29 for the fall season.

Both Miss Lynch and Mr. Bunce have a charming way with domestic comedy. They have been supplied with a homey, attractive set depicting the typical-American-home concept in its every design. It was used expertly by the director, not as a backdrop, but as a real house where honest-to-gosh people lived.

Peg Lynch, who writes as well as stars in the show as Ethel, is capable of extracting humor from the plainest of ordinary, commonplace situations. The thoroughly natural characters around whom she builds her equally natural stories prompt that "haven't-we-met-before?" feeling—a most desirable illusion in programs of this type. She has a great aptitude for creating simple, average people everyone has known for years. Still, the climax of her second TV script wasn't strong enough to match the activity which preceded it nor did it do the players justice. After considerable fuss and bother over two old (and all but forgotten) friends who came to pay an untimely visit, our gracious hostess found out that her guests had slipped off leaving only a thank you note "because we don't want to cause anyone any trouble." Ethel, of course, had already had her "troubles" slaving over breakfast before this sad turn of events came to light.

Uneven phases of the second show can be attributed to the newness of working in TV in a half-hour format. The problem of adjusting to being seen as well as heard has been somewhat minimized for Miss Lynch and Mr. Bunce through former video appearances in skit versions of the now 30-minute *Ethel and Albert* show. The adjustment, however, is not yet complete. The second program...

COMBINATION textbook-workbook (an affair having pages with punched holes and perforated edges for tearing off and handing in to the instructor) is not a recent educational development. However, such a manual—(or was) new to television classrooms. Now the authors of a radio workbook (and various textbooks, too), Professors Ewbank and Lawton, have come up with a TV manual containing many different kinds of projects which a student, or a group of students, may undertake to do. The workbook has five sections: Program projects; listening and viewing projects; writing projects; radio scripts, continuity and commercial copy projects, and survey projects (measuring the audience). The workbook appears to be a sound contribution to radio-TV classrooms where the instructor wants to give students a broad background on programming and production. It will probably be most useful for introductory courses in radio and TV.

HOW TO BE A SUCCESSFUL EMCEE, by Leroy Stahl, T. S. Denison & Co., 321 Fifth Ave., So., Minneapolis 15, Minn. 200 pp. $2.75.

LeROY STAHL is afraid that if you had to be a master of ceremonies tonight, you might not do such a good job. Even if you know some of the essentials of good speech-making or dramatic acting, he says you still might not pass his final examination on what every m.c. should know unless you've read his book. As he says, "The job of a master of ceremonies is to present a show, not to be one." After discussing the more or less routine jobs an m.c. is called upon to do (before garden clubs and businessmen's lunches, for example), Mr. Stahl covers many other types of situations, and also includes such points as physical deportment. Several pages of illustrative material complete the handbook.


HOW can college students, trained perhaps with an emphasis on drama or with a bit of radio thrown in, learn about the basics of television production? One way, outside of actually working in a TV station, is through the latest book by Howard Tooley, no novice in either the theatre or in TV, but new to TV textbook writing. (His earlier radio texts include Radio Guild Plays and The Radio Handbook, which are found in nearly all school libraries and in many radio classrooms.) In The Television Workshop, Mr. Tooley explains TV production in simple terms and plain language, yet he somehow manages to cover all the highlights in about 35 pages—and about 24 pages of pictures, no small aid in themselves. The last two thirds of the book includes three TV plays, introduced with notes on their production and surrounded with many helpful ideas and suggestions for presentation. At the end of the book, of course, is the usual glossary of TV lingo.

In Which Algy writes to . . .

Mr. Chet Slaybaugh
Morse International
122 East 42nd St.
New York City 17

Dare Chet:
We just had a spell of late winter here in W.Va. and that Vicks stuff you've had
our announcers tellin' about certainly
fixed me up real good. Now I'm startin'
the summer in fine shape here at 'watchin'
the baseball team beatin' Toledo, In-
dianapolis and Columbus. We play in a
sales bigtime league just like our
people reelie workin'. Most of them
listen to WCHS 'cause th' boss sez we
got more W.Va. listeners than any other
station. That's why in th' winter time
they're buyin' Vicks cause they hear
about it on WCHS with 5,000 on 580.
Yrs. fer more Vicks and less sniffles,

Algy

WCHS
CHARLESTON
THE TIERNEY COMPANY
CBS Radio • The Branham Company
West Virginia's Leading Advertising Medium

May 11, 1953 • Page 17
A CAPSULE of the experiences during Jack Simpson's career invites a review of some of the more popular radio and television shows over a score of years for a closer look at the guiding hand of the creator, producer or director.

Mr. Simpson, a Chicago agency-network veteran, has been associated in each of these capacities through tenures at NBC, Russel M. Seeds Co. and, more recently, Foote, Cone & Belding, Chicago, where he currently is radio-TV director in charge of production.

At FC&B, he is responsible for the radio and TV activities of Armour Co.; for recommendations bearing on broadcast media from all of the agency's product groups; for personnel (traffic and secretarial), and to account management for all radio-TV supervision and operations.

Mr. Simpson was born Oct. 15, 1909, in Chicago. In his early years he moved to Ohio and attended Cleveland Heights High School and, later, the U. of Missouri. He finally settled in New Orleans.

There he sold dictaphones, reported on the New Orleans Item, and headed the WPA writers' project, and New Orleans' "Little Theatre."

Mr. Simpson really cut his creative-production teeth in New Orleans. In 1937 he joined Stone-Stevens Inc. where he created and produced a number of programs—14 per week at one time—among them Quality Game and The Assistant Housewife, Ann Baker (Mary Alyce Buist, who later became Mrs. Simpson). He left the agency in 1942 and went to Hollywood with his close friend, author Erle Stanley Gardner, to help develop a radio show.

In the late '30s, he also freelanced as a writer and sold radio scripts (including one to First Nighter). Back from Hollywood in August 1942, he returned to Stone-Stevens and, in 1942, joined WWL New Orleans as production manager. He created Down South, a vehicle which unmasked the talents of one Margaret Luft (Piazza).

Mr. Simpson came to NBC in Chicago as producer-director in May 1943.

He moved to the Seeds agency in March 1944 but was still responsible for production on NBC and other programs. His most notable associations: Raleigh Room, Gay Mrs. Featherstone, Carmen Cavallero Show, Red Skelton's radio series and People are Funny. Mr. Simpson also helped build the Dave Rose Show, Padded Cell, Adventure Club and Is It Fact or Fiction?

Mr. Simpson joined FC&B in January 1952 as radio-TV supervisor. He lives in Wilmette, Chicago suburb, with his wife and two daughters Carol 9 and Jann 6.
YEAR AFTER YEAR, men and women who know the Carolinas place Charlotte higher on their market lists than the city population (73rd in U. S.) justifies. They know that Charlotte is completely ringed by a heavily populated, dependent area, studded with highly industrialized satellite cities. Among these cities, mark Hickory (Catawba County) which employs in its 200 textile, hosiery, furniture and porcelain plants a labor force almost equal to the town population*. It's an important part of the Charlotte market and for coverage to match this market, there are no media to match WBT and WBTV.

*Hickory, N. C., population 14,961, industrial workers, 13,000.
Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW
RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw...and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27
RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt
The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity
With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements
Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments
The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in
High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line
No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies specially designed lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available
RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all specifically designed to work with the UHF Pylon.

REMEMBER! Only by having everything matched from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.
Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.

Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).
Table Talk
EDITOR:
I have a question in regard to [Peter] Levin's article, "How Many TV Outlets Can the U. S. Support," [B*T, April 27].

In one part Mr. Levin has a table showing "city retail sales necessary" and "county retail sales necessary." My question is: Do the county retail sales figures also include the city retail sales, or is the total retail sales necessary a combination of both the city and county figures shown?

Thanks for a fine article....
H. J. Newcomb
Station Manager
WRJN-AM-FM Racine, Wis.

[EDITOR'S NOTE: The county figures include the city sales.]

Primer's Praises
EDITOR:
For some time now I have intended to write you a note of thanks for the splendid article you had in your March 30 issue on the "ABC's of Radio and Television." This was done in a most excellent way, and we would like very much to get you six additional copies of this story.

You are to be commended for the many splendid features you publish in B*T. Especially during the past several weeks you have had some wonderful material....

Dupree Jordan
Acting Director
Baptist Radio Center
Atlanta, Ga.

EDITOR:
Thanks a million for the tremendous service in sending us the copies of the "ABC's of Radio and Television." It was such a terrific article we were sure you had made reprints.

We gave them to a group of teachers visiting our station in connection with a Chamber of Commerce "Business-Education Day.

Foster H. Brown
Director, Sales Promotion
KXOK St. Louis

For the Birds
EDITOR:
This "news" story appeared in the regular news pages of the Honolulu Star-Bulletin, the island's largest daily, Saturday, April 11. I thought it quite choice. What do you think?

How to be Happy Without Television

Don't be disgusted and tired of life if you happen to live in a "fringe area." You can be happy without television. A cheery canary will brighten your home with his melodious song and his abundant vitality...."

So help me, that's just the way the yarn appeared. How unflattering can they be to TV? A canary for a substitute. If you'll excuse the pun, it's for the birds.

Vic Rowland
Public Relations Director
KONA-TV Honolulu

Squaring Accounts
EDITOR:
I have seen today, for the first time, the column run in your April 20 issue of Broad-
Engineering Perfection, Adequate Power and Quality Programming make the right combination that continues to build prestige for WREC—It’s the right combination for advertisers too. WREC delivers the “Better Half” of both Metropolitan and Rural listeners with a single schedule. Check with your Katz man. He has the latest Standard Audit & Measurement Reports and Hooper Ratings to prove it . . . and, here’s the best news of all . . . the cost is 10% LESS per thousand listeners than in 1946.
Want to catch the big ones, year-'round, with RADIO?

Winter or Summer, your best Kentucky radio buy is always WAVE—the 5000-watt station that covers the Louisville Trading Area thoroughly, with no waste.

This area alone accounts for 53.3% of the State's total retail sales—51.3% of its food sales—59.6% of its drug sales! It also accounts for more than a quarter million car and portable radios to keep people "radio-active", whether they're at home or on the go!

Any way you look at it, radio is your best bet in Kentucky, and WAVE radio is the cream of the crop.

5000 WATTS
NBC AFFILIATE • LOUISVILLE
Free & Peters, Inc., Exclusive National Representatives
No. 4 of a series
Anonymous people who add up to well known buying power in the area of
WCCO-TV

Public Opinion

Measured in calls to or calls from?

The young ladies who man our switchboard—have their own Audience measurement system.

Our pulse ratings... high as they may be... are based upon telephoning viewers. At the end of 30 days the calls are translated into ratings.

In 30 minutes any girl at our switchboard rates public opinion of any given program by the way her board suddenly comes to life.

We're a forthright people in the Northwest: If we like your program we phone or write to say so.

If we believe in your message about your product... we go to the store and buy it!

RADIO...830 kc...50 kw and TELEVISION...ch 4...100 kw...
For dominant coverage of the Northwest Market
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2 "Choice of Stations—Your Own Choice!"

by JOHN A. CORY
V. P. and Midwest Manager

When you "buy stations" on any other basis than personal selection, station by station, you automatically get some top outlets, some medium ones, and some that are downright puny. Whatever network you buy, and whether you want farmers or flappers, housewives or Hopalongs, you'll get a lot of what you don't want.

The answer, of course, is Spot Radio. With this most flexible, economical, effective medium, you can buy the best station or stations (for your needs) in any market you choose. You can buy "farm stations" only—or stations that concentrate on urban and suburban families. You can choose stations that appeal most to your best prospects, whatever their age, sex, race, economic or cultural status may be. You can use any stations you want, regardless of network affiliations.

Look now at the stations on the opposite page. All of them are top buys for Spot Radio—very probably the best choices for you.

FREE & PETERS INC.
Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
our respects
to FRED WOODWARD ALBERTSON

“AL-BERTSON”
Everyone in Washington who has had occasion to call Fred W. (for Woodward) Albertson knows that vocal signature when the junior partner of the Washington law firm of Dow, Lohnes & Albertson answers a telephone call.

And, as the new president of the Federal Communications Bar Assn., the group of lawyers who specialize in practice before the FCC, many more will come to know that hearty and welcoming telephone hail.

There are in every industry a small group of selfless individuals who quietly and unassuming work for the betterment of their profession or their business. Such a one in the field of broadcasting administrative practice is Fred Albertson.

Fred Albertson is both a lawyer and an engineer. It is in this relationship of communications law and engineering that Mr. Albertson brings his talents to bear. Having the confidence of both groups, he has served as a connecting bridge in many a situation which saw both professions initially at odds with each other. The results have been good for broadcasting.

Mr. Albertson’s communications engineering background comes to him naturally. His father was a railroad telegrapher and station master at the Pere Marquette’s stop at Fairgrove, Mich. His mother, too, was a Western Union telegrapher. Mr. Albertson doesn’t recall a time that he did not know the Morse Code. He laughingly says that as an infant he cried in dit-dah’s.

Fred W. Albertson was born in Fairgrove in 1908. During his high school days there he pursued his communications background by helping in the construction of WBCM (then WSKC) Bay City, and WMPC Lapeer, Mich. He received his amateur license in 1924, commercial operator’s license in 1925, and used it to earn a part-time salary as relief operator at WBCM and at WMPC. He worked on yacht radio installations at shipyards in Bay City, 16 miles from Fairgrove.

Following his graduation from Fairgrove High School, young Albertson went to the U. of Michigan from which he received an A.B. in 1931 and a law degree in 1934.

Although not in the collegiate sense, Fred Albertson was something of a “big wheel” at Ann Arbor. With his communications background, he worked on radio systems and equipment for a number of U. of Michigan expeditions. At the time Mr. Albertson was a student, Michigan scientists were active in Mesopotamia (archaeology), South Africa (astronomy) and Greenland (meteorology). In fact, the first direct intercommunication of expeditions between the Arctic and the Antarctic was the result of young Albertson’s work—at Ann Arbor in 1929 he interconnected the Michigan meteorological expedition in Greenland with Admiral Richard Byrd’s South Pole group.

Engineer Albertson is vested with law courses for Mr. Albertson’s interest as an undergraduate, and although law won out, a few more credits would have given him an engineering degree too. Nowadays it doesn’t mean that much to him—he is a registered Professional Electrical-Communications Engineer in the District of Columbia.

A year after Mr. Albertson received his LL.A., he joined the Dow, Lohnes law firm of Dow & Lohnes, where fraternity brother Horace Lohnes (Delta Theta Phi) was already established. In 1944, the firm became Dow, Lohnes & Albertson.

It is considered the third largest, in number of legal associates, in the capital, and one of the most active not only in practice before the FCC, but also before the Federal Trade Commission, Civil Aeronautics Board, Securities & Exchange Commission, Interstate Commerce Commission and in tax and other administrative legal activity.

Mr. Albertson’s engineering background has led him to be a member of many technical societies, and it is through this means that he has kept abreast of the developments in electronics which have benefited not only his clients, but also the industry as a whole.

He is a senior member of the Institute of Radio Engineers and is a member of the board of editors of the Proceedings of the IRE. He is a trustee of the Washington (D. C.) Society of the IRE, and was chairman in 1946-47. He was a co-founder of the U. of Michigan Radio Club (first president, 1928-32); of the Washington Radio Club (president, 1939), and the Engineers Club of Washington (a director). He is a member of the Academy of Television Arts & Sciences, Radio Pioneers and the Philosophical Society of Washington.

On the legal side, Mr. Albertson is a life member of Delta Theta Phi legal fraternity. He was a charter member of the Federal Communications Bar Assn., was chairman of various committees, and occupied offices which culminated this year in his election as president. He is a member of the American Bar Assn., American Judicature Society, and on the executive council of the Administrative Law Section, District of Columbia Bar Assn.

As can be surmised, Mr. Albertson’s overriding hobby is radio. He is an active “ham” and has what he calls a “basement laboratory” at home. Although he does not actively follow ham; at time prestidigitation caught his interest. He still is a member of the Society of American Magicians.

In 1942 he married an office colleague, fellow attorney Catherine Frances Dolan. The Albertsons have two children, Fred Jr., and Helen Dolan, 5.

Broadcasting - Telecasting
When people have money to spend ... they'll spend it. And, people in the rich Roanoke area have a per-family income 20% above the national average and 34% above the average in Virginia. In actual figures that means an income of $5,867 per year.*

If your product has distribution in Virginia ... if you are interested in tapping a significant source of revenue ... you can't afford to overlook Roanoke ... one of the nation's fastest growing industrial markets.

For the most complete and effective TV and Radio coverage of this rich market, call your Avery-Knodel man. He will give you the eye-opening story about WSLS and WSLS-TV.

*Sales Management, 1953 Survey of Buying Power
KWKH delivers 22.3% more listeners than all other Shreveport stations combined—for 55.8% of their cost!

Compare KWKH's total Average Daily Audience with that of Shreveport's four other stations combined, and you find KWKH is still out in front by more than 22%! Yet KWKH costs 44.2% less!

These audience figures were compiled from the new Standard Station Audience Report—the more conservative of the two audience studies made in this area in recent years.

You know the reasons for this superiority—balanced programming, nationally-famous local shows, outstanding public service, big, experienced staff, 50,000-watt, Clear-Channel reception.

Write direct or ask your Branham Company man for the whole KWKH story.

50,000 Watts · CBS Radio ·
VITAPIX CORP. SPREADS; 40 TV OUTLETS IS GOAL

Expansion of Vitapix Corp. into a nationwide film distributing syndicate, to serve an anticipated 40 owner TV outlets in as many top markets, is in the works, announces new Board Chairman John Fetzer, who reveals that 20 stations are virtually committed. Former NBC executive Frank Mullen is named president, with Robert Wormhoudt to serve as executive vice president and William Broidy to become vice president.

EXPANSION of Vitapix Corp. into a nationwide, TV station-owned film distributing syndicate—with Frank E. Mullen, former NBC executive vice president, as president—was announced last week by John E. Fetzer (WKZO-TV Kalamazoo, Mich.), new chairman of the board.

Organized three years ago and beginning operations last year [B&T, Nov. 3, 1952], the $1 million Vitapix Corp. will engage in rental and distribution of film features for the benefit of its cooperative owners.

Plans call for the stock participation of TV stations in the top 40 U. S. markets. Already committed, or having been invited to participate, are 20 television stations.

Vitapix activities are scheduled to move into high gear after a stockholders and directors meeting June 3 in Chicago.

Mullen at Helm

Mr. Mullen takes over the helm of Vitapix after having served as NBC executive, as president of the late G. A. Richards stations (W GAR Cleveland, WJR Detroit and until recently KMPC Los Angeles), as an officer of Jerry Fairbanks Inc., and as a broadcast management consultant.

Mr. Fetzer is chairman of the NARTB's TV Code Review Board and owner of WJEF Grand Rapids and part owner of WMBD Peoria.

Robert H. Wormhoudt, formerly Vitapix president, was elected executive vice president. Mr. Wormhoudt was sales manager of Unity Television Corp. before joining Vitapix.

William F. Broidy, president of William F. Broidy Productions Inc., was re-elected vice president of the cooperative distribution company. Don G. Campbell, owner of the D. C. Electric Co., Hollywood, electrical equipment supplier to the film industry, was re-elected treasurer and Horace L. Lohnes of the Washington law firm of Dow, Lohnes & Albertson, was re-elected secretary.

The new officers were chosen at a meeting in Los Angeles during the NARTB convention two weeks ago. The following board also was elected at that time:

Messrs. Fetzer, Mullen and Lohnes and J. Leonard Reinsch (WSB-TV Atlanta and WHIO-TV Dayton, Ohio), J. E. Baudino (WBZ-TV Boston, Mass.), and Howard Lane (TV applicant for Westinghouse Radio Stations Inc., of which he is executive vice president), G. Richard Shafo (WIS-TV Columbia, S.C.), R. A. Borel (WBNS-TV Columbus, Ohio), G. L. (Ted) Taylor (station representative and TV applicant at Wichita, Kan., where he owns KANS), and Edward Lane (TV applicant for Portland, Ore., and Seattle, Wash., where he is one of the principal owners of KOIN and KJR, respectively).

Original Stockholders

Vitapix now includes original stockholders Fetzer Broadcasting Co. (WKZO-TV Kalamazoo), RadioOhio Inc. (WBNS-TV Columbus, Ohio), Dow, Lohnes & Albertson, William F. Broidy and Don G. Campbell.

The following stations have indicated they intend to become stockholders: WBZ-TV Boston, WSB-TV Atlanta, WHIO-TV Dayton, WIS-TV Columbia, S. C., WPIX (TV) New York and WDSU-TV New Orleans.

Invitations to become members have been extended to stations in Philadelphia, Chicago, Los Angeles, Seattle, Louisville, Detroit, San Francisco, Omaha, Syracuse, Phoenix, Denver, Minneapolis, Portland, Ore., and other markets.

Vitapix owns 27 Johnny Mack Brown western features, now being run in 32 markets. It also owns an Easter feature film, station slides, a group of filler shorts and film loops (rain, snow and other scenes).

In addition to acting as a buying agent for its member-stockholders in securing film and distributing it to member stations and others, Vitapix is organized to engage in other film operations, such as production. It is engaged in recruiting and selling production aids for local station use.

Corporately, Vitapix consists of 10,000 shares of preferred stock at $100 par, and 10,000 shares of common stock with a declared value of $100.

Statements Issued

These statements were issued after the announcement last week of the expansion of Vitapix Corp. and the election of Mr. Mullen as president:

Board Chairman Fetzer said:

"After three formative years our organization has evolved a successful working formula. As part of that plan I am delighted and pleased to welcome Mr. Frank Mullen as president of Vitapix Corp. and the election of Mr. Mullen but consider it an honor to be associated with a board of directors consisting of men whose outstanding leadership in the industry is recognized by all. Our group is looking forward to a vital role in the development of television affairs." Mr. Mullen said:

"I have accepted the presidency of Vitapix with great pleasure, first because of the opportunity to become associated with the outstanding men and organizations that constitute its strength and guarantee its success; and secondly, because of the obvious need for the type of services Vitapix can render the public through its member television stations. I believe that film syndication is a necessity to meet the service needs of the television audience, the station and the advertiser. Vitapix, now a station-owned film distribution syndicate, will become increasingly successful as it operates to meet the triple requirements of licensee responsibility, program quality and economic stability. I welcome this opportunity to serve and to renew active association with my friends of many years' standing."
ADVERTISERS & AGENCIES

RADIO CITED TO EXPORT ADVERTISERS

Martinez calls the AM medium ‘backbone of any advertising campaign’ in Latin America. He warns American advertisers of competition from abroad.

RADIO was pictured as "the backbone of any advertising campaign" in Latin America at a session Thursday of the Fifth International Convention of the Export Advertising Assn. at the Hotel Plaza in New York.

In a speech titled "Radio & Television in a Competitive Market Today," A. M. Martinez, vice president of Melchor Guzman Co., Inter-American station-representation firm, declared that radio's pre-eminence in Latin America rested on its ability to give "mass coverage for mass sales."

Pointing out that there are more than 1,001 commercial radio stations in Latin America, he said that "the largest portion of the budgets for advertising is allocated to radio and now a good share is diverted to television."

He stated that this was "particularly true" in Cuba and Mexico and added that the same pattern is developing in Argentina, Brazil, the Dominican Republic and Venezuela.

Mr. Martinez sounded a warning to American advertisers on the competition they are facing from British, German, Japanese and Latin American manufacturers. He declared that these competitors have learned how to advertise profitably by using American methods, particularly "the value of radio broadcasting as a means to create mass sales."

In connection with raising of standards, Mr. Martinez made mention of a round-table discussion at the Inter-American Assn. of Broadcasters convention at which recommendations were formulated for approval by the board of directors of the association. He summarized them as follows:

1. Standardization of spot announcements with respect to length;
2. Standardization of the minimum program length of program time;
3. Standard maximum for program commercial copy;
4. Issuance of new rate cards three months in advance of date of application;
5. Rate increase proportional to advertisers of three months from the date the increase becomes effective;
6. Stations and advertisers to consider as bad practice and lack of good ethics the offering or soliciting of rates other than the printed rate card, and that no station to accept commercial programs unless it is fully agreed that payments is in accord with the printed rate card in effect.

In evaluating television's impact on the Latin American market, Mr. Martinez pointed out that television is in the growing stage, adding: "To get an idea of the progress made by television in the last two years, let us look at recent reports. Today there are 20 television stations in full operation, 41 under construction, plus 17 applications for new stations. Before this year is over, there should be 30 television stations in operation."

He declared that the cost of producing films in the U.S. "alters the export manager whose budget is somewhat limited," and recommended that many TV commercial films produced in the U.S. for domestic use be adapted for use abroad as one means of lowering costs and that others be made abroad "from start to finish."

Mr. Martinez conducted a demonstration of TV filmed commercial spots produced for the Spanish-speaking market in this country and in Cuba.


Fitzugh Granger, manager of merchandising service in foreign operations for International Harvester Co., Chicago, was presented with the Export Advertising Assn.'s annual award in the field of international advertising and marketing.

Kenyon & Eckhardt Plans Merchandising Canvass

KENYON & ECKHARDT, New York, is mailing questionnaires to every broadcasting station and network—both radio and TV—on the air in the U.S., asking for a detailed report on merchandising services available to the station's advertisers. Results of the survey will be published in B&T after the study.

Prepared by the agency's promotion and research department, questionnaires cover all types of merchandising services offered by stations, from on-the-air support to personal calls on retailers carrying the sponsor's product. When completed, the study is expected to present a definitive picture of merchandising services available to advertisers buying time on the nation's radio and TV stations and networks.

Survey was prompted, the agency says in its covering letter, by "the keen interest clients and agencies are showing in station merchandising and promotion."

Kushins Elected Hoge V. P.

EDWARD L. KUSHINS, vice president and general manager, Huber Hoge & Sont, has been elected executive vice president and assistant to the president, Cecil Hoge. Leon Appel succeeds Mr. Kushins as vice president and general manager, and Philip Steinberg becomes vice president and controller.

PATTI PAGE, star of Scott Music Hall, chats with Harry C. Pardee (L), vice president and advertising manager of the Scott Paper Co., and D. A. Prouty, Scott's retail sales manager. Miss Page is star of Scott's musical program seen on NBC-TV alternate Wednesdays. Mr. Prouty was in New York prior to leaving on an eight-week European tour with seven other American businessmen, to give European businessmen a picture of American selling and marketing techniques.

BROADCASTING • TELECASTING
CAPELLE ATTESTS RADIO STRENGTH

IS RADIO on its last legs? O. B. Capelle, advertising manager of Miles Labs, Elkhart, Ind., doesn't think so — and he said as much to the Grand Rapids (Mich.) Advertising Club in a speech May 1.

Mr. Capelle feels he has a "pretty good answer to those who think radio has lost her bounce."

He described Miles' five-week offer last year on One Man's Family of "Mother Barbour's Recipe Book" to listeners who sent in a Bactine (antiseptic, cleanser and deodorant) box top and 25 cents.

"This show, of course, is on the complete NBC network, but even so, we were greatly surprised and gratified when we received a total of 234,000 requests for the book."

This year, Mr. Capelle said, the firm's advertising agency advised a similar plan, and "Father Barbour's Memory Book," containing nostalgic items about the radio family, which has been on the air 25 years, was offered for five weeks ending April 23. The same box top and 25 cents were required.

"So what happened? . . . Well, when we counted requests yesterday, the total for the Memory Book was over 255,000—and the mail is still coming in strong. In other words, we are getting better results this year than we did last."

Thurman Barnard Dies

O. HURMAN L. BARNARD, 55 former advertising agency executive and a consultant in the international Information Administration of the State Dept., which he joined in March 1951, died in Washington last Monday. Mr. Barnard in 1920 joined N. W. Ayer & Son and was vice president and manager of the Detroit office until 1943. He served in an executive capacity with the Office of Air Information during World War II and from 1946 to 1951 was with Compton Advertising Inc., New York, as executive vice president, board member and director of the firm's plant board.

Direct Mail Volume Up

DIRECT MAIL Assn. reported last week that the estimated dollar volume of direct mail advertising used by U. S. business during the first three months of 1953 was $313,925,404, representing a gain of approximately 6% over the first quarter figures for 1952. The March 1953 estimated dollar volume was given as $113,955,380, as against $100,214,245 for March 1952.

Pearson Sells Weekly Show

DREW PEARSON's transcribed weekly radio show has been purchased by 173 stations and 165 local sponsors, the news commentator has announced. The sales are said to give Mr. Pearson nearly as large a coverage as he had while on ABC.

NEW BUSINESS

Spot


Network

George A. Hormel & Co., Austin, Minn. (meats and meat products), renewed Music with the Hormel Girls on CBS Radio (Sat., 2-2:30 p.m. EDT) for 52 weeks, effective May 16. Agency: BBDO, Minneapolis.


Lever Bros. Co., N. Y. (Lux), starts Lux Summer Theatre on CBS Radio, Mon., 9-10 p.m. (EDT), June 1 for 14 weeks. Series, based on famous novels and stories, is summer replacement for Lux Radio Theatre which returns to network Sept. 7 to start 20th year. Agency: J. Walter Thompson Co., L. A.

Continental Baking Co., N. Y. (Wonder bread and Hostess cake) effective May 6 for 52 weeks will sponsor entire Wednesday program of Howdy Doody on NBC-TV (Mon.-Fri., 5-6 p.m. EDT). Previously advertiser sponsored only 5:45-6 p.m. Wednesday segment. Agency: Ted Bates & Co., N. Y.

Bristol-Myers Co., N. Y. (Sal Hepatica, Mum), extended Hollywood Barn Dance on 10 Columbia Pacific Radio Network stations, Sat., 8-8:30 p.m. PDT, for 10 weeks from May 9. Agency: Young & Rubicam Inc., N. Y.

Pabst Brewing Co., Chicago, begin 15-minute news show on Alaskan Broadcasting System to supplement its TV coverage of Wed. evening CBS-TV flight telecasts. Thrice-weekly news program, Alaska News for Alaskans, is being aired for 26 weeks over KFQD Anchorage, KFRB Fairbanks, KIBJ Seward, KINY Juneau, KTKK Ketchikan and KIFW Sitka.

General Products Corp., L. A. (Lozy dietary supplement), renewed Stuart Craig Show on 22 Columbia Pacific Radio Network stations, Sat., 9:30-9:45 p.m. PST, for 52 weeks from April 25. Agency: Dean Simmons Adv., L. A.

Agency Appointments

Home Products International appoints Dillion-Cousins & Assoc., N. Y., for Anacin, effective July 1, in Latin-America.


Karl's Shoe Stores Ltd., L. A. (retail chain in Calif., Ore., Wash., Ariz. and Tex.), appoints

Douglass Joins Ted Bates As Radio-TV Director

JAMES C. DOUGLASS, vice president in charge of radio and television, Erwin, Wasey & Co., New York, effective May 15 joins Ted Bates & Co., also New York, in the newly created post of director of radio and television.

Before joining Erwin, Wasey, Mr. Douglass had been with Colgate-Palmolive-Peet Co. as radio and television coordinator. Prior to that he served in the U.S. Navy with lieutenant commander rank. He formerly was production manager for CBS in St. Louis and program director of Central States Broadcasting System.

His successor at Erwin, Wasey has not been named.

Walter McCreery Inc., Beverly Hills, Calif. Radio-TV will be used.

British Commonwealth Pacific Airlines, Sydney, Australia, appoints Brsicular, Wheeler & Staff, S. F.

Wellworth Pickle Co., Paterson, N. J. (Bar-B-Q relish), names Fred Gardner Co., N.Y. Radio and TV will be used.

A. Wunder Ltd., Peterborough, Ont. (Ovaltine), appoints McConnell, Eastman & Co., Ltd., Toronto.


Hill Packing Co., Topeka, Kan., appoints Comer & Reames Inc., Kansas City, Mo. Radio and TV will be used.

SHORTS

Brooke, Smith, French & Dorrance of the Pacific Coast Inc., S. F., opens new office, 1250 Wilshire Blvd., L. A., under direction of Harvey West, former account executive in S. F. office.

Hicks & Greist Inc., N. Y., acquires additional space in Graybar Bldg. Radio-TV dept. will be located in Suite 400.

Ruthruff & Ryan Inc., Hollywood offices, has consolidated with Los Angeles offices at 3440 Wilshire Blvd. Telephone is Dunkirk B-6771.

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Western Division Growth Cited by Ziv TV's Rifkin

INCREASE in Ziv TV sales in the 11-state western division to 167 current contracts and the growth of personnel in that area from one to five were reported last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs Inc.

He noted that Walt Kingsley, currently western division sales manager, opened Ziv TV's office in Los Angeles 18 months ago, and the staff presently includes: Jack Gregory, Washington and Oregon, with headquarters in Seattle; Jack Brumbach, northern California and Nevada, headquarters in San Francisco; George Dietrich, southern California, Arizona, and New Mexico, headquarters in Los Angeles; and Leon Wray, Utah, Idaho, Montana, and Wyoming, headquarters in Denver.

Study Shows Beverage Firms Buy 36% of CTI Films

RESULTS of a study made by Consolidated Television Sales to determine the classification of advertisers who have bought the firm's TV filmed programming at the local level in the past eight months has been announced by Peter M. Robeck, CTI general manager.

Breakdown on classification of local and regional advertisers who have bought Consolidated programs is as follows:

- Beverage, 36%: food, 26%; appliances, 12%; automotive, 10%; dry goods, 8%; banks and utilities, 3%, and miscellaneous, 5%.

The programs distributed by Consolidated, upon which the study was based, included Front Page Detective, Public Prosecutor, Hollywood Playhouse, Tama, Idaho, and Jill, Ringside With the Rascals, Going Places With Uncle George, and several seasonal sport series.

Mr. Robeck noted that Consolidated has completed more than 500 sales during its first eight months of operation.

KTYL-TV Buys 7 UTP Shows

UNITED Television Programs announced Thursday at Los Angeles it had sold seven shows to KTYL-TV Mesa, Ariz. The shows are Heart of the City, Royal Playhouse, Counterpoint, Sleepy Joe, Hollywood Off Beat, Double Play and American Barn Dance. UTP said it sold a total of 15 shows at the NARTB Convention.

Amos 'n' Andy Sales

TOTAL of $500,000 in sales of the Amos 'n' Andy TV film series was made in one day following CBS-TV's NARTB Convention announcement that the show, heretofore a CBS-TV network feature, had been made available for syndication, Wilbur S. Edwards, general sales manager for CBS Television Film Sales, reported last week. He said stations which had bought the series for local or regional sales included outlets in New York, Chicago, Houston, Los Angeles, Lubbock and Phoenix. First release of the series on a market-by-market basis is set for July 1.

PRODUCER and advertising representatives visit the sponsor as these men concerned with production of Foreign Intrigue, filmed TV series sponsored by P. Ballantine & Sons (Ballantine ale), tour the Newark, N. J. brewery.

Consolidated Sells 10

COMPLETION of 10 sales of its "Station Starter Plan" during the NARTB convention, raising the total number of subscribers to 36, was announced last week by Consolidated Television Sales.

Under the plan, Consolidated supplies new TV stations with a package of nine filmed program series at a cost to the station of a weekly fee equal to the station's Class A hourly rate.

Two Usury Suits Filed

TWO SUITS charging usury and asking treble damages were filed last Monday in Los Angeles Superior Court by Marty Martyn and Ted Kneeland, producers of quarter-hour syndicated TV film series, Double Play. Named in the first suit for $24,106 are Jacques Leslie, plaintiffs' former attorney; Richard Hugnate, his law partner; Philip Wain, accountant, and Joseph Shane, financier. Defendants in the second suit are Misses Leslie and Hugnate. Both suits were alleged to be based on two different sums which the plaintiffs said they borrowed from the defendants.

Dual Theatre-TV Release

KAY FILMS Exchanges, Atlanta, is circulating a letter among Hollywood agencies requesting information on the possibility of tying together TV film episodes for theatrical feature release in several major cities.

DeAllu Productions, Hollywood, has completed an integrated three-episode feature film based on the CBS-TV I Love Lucy series. Its success may prompt other TV film producers to do likewise with episodic products, agency executives predict.

MCA TV Adds Two Offices

ADDITION of two sales offices by MCA TV Ltd., raising total number of offices throughout the country to 10, was announced by the company last week. The firm is the film division of the Music Corp. of America. Robert Canavan, sales promotion director of KROD El Paso, has been appointed manager of the new Atlanta office, and David Abbott, TV sales representative for WBZ-TV Boston, manager of the Boston office.

Enjoying what they sell are: (1 to r) James Clarkson, J. Walter Thompson Co.; Sheldon Reynolds, show's producer; Henry Gorski, Ballantine advertising manager, and Howard Reilly, J. Walter Thompson Co.

Film Sales

NBC Film Div.'s Hopalong Cassidy program has been sold to KROC-TV Rochester, Minn., KITV Yakima, and KFTL-TV Ft. Lauderdale, raising total markets to 105. John B. Cross, national sales manager of the division, reported last week. He said recent sales have increased total markets on Dangerous Assignment to 103; Douglas Fairbanks Presents to 67, and The Lilli Palmer Show to 19.

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:


- KNXT (TV) Hollywood has acquired exclusive rights for a period of 15 months to 29 British motion pictures. Contract was negotiated by Don Hine, KNXT (TV) program director, with Nathan Kramer, president of American-British TV Movies Inc.

Availabilities

What to Do, a first-aid film series of six programs produced by the American Medical Assn., will be released June 15 to local stations for public service showings through local medical societies. Directed by Mitchell Grayson and under medical supervision of Dr. W. W. Bauer, AMA director of the Bureau of Health Education, the series will star Nancy Craig, WABC-TV New York personality.

- Preview of "Deeds and Dreams," 12-16-minute film produced for the United Jewish Appeal, Broadcasting • Telecasting
IOWA PEOPLE
Work-Play-Live
BY RADIO!

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

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

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

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

Write for your copy of the Survey, today. It's authentic, reliable, valuable and amazing. . .
Perfect climate for
Like the weather, sales in Southern California conform to a steady year-round pattern, rather than fluctuating with the seasons. And KNX provides the perfect atmosphere for sales—Fall, Winter, Spring…and good old Summertime.

BRISK SUMMER TRADE!
Take Summer as a year-round sales barometer: Your customers in Southern California make exactly one-quarter of their total annual purchases in July, August and September, in perfect balance with the other three quarters of the year. These Summer sales alone amount to almost two billion dollars—more than the people of Toledo, Omaha, Fort Worth, Tampa, and Jersey City combined spend in a whole year!

CONTINUOUS CASH-INFLUX!
Year-round, free-spending vacationers (with thousands upon thousands of portables and car radios) flood Southern California resorts. Last year these visitors numbered three and a half million. And 38% of them arrived in the three Summer months.

STEADY AIR ACTIVITY!
Through all the seasons, too, radio listening stays at the same high level. In Los Angeles and Orange counties alone 379,020 families have their radios tuned in during the average Summertime quarter-hour, compared with 368,370 families in the Fall.

And KNX—any month, any season—reaches more of your potential customers than any other station in Southern California!

SALES FORECAST:
For Los Angeles and vicinity, moving masses of your product to be followed by rising profits...when you use 50,000-watt KNX year-round.
Distribution

Snader Releases Inc., Beverly Hills, has acquired TV distribution rights to "Let's Find Gold," a 54-minute western shot in color especially for TV by Tabbie Pictures. The film is first in a proposed series of TV features.

Production

Return of Smlin' Ed McComn and His Gang this fall to network radio and television, presumably ABC and CBS-TV, was announced by Leo Burnett Co., advertising agency, in Chicago. The program is filmed on the West Coast by Frank Ferrin Production Agency, with Leo Burnett as the agency handling the Brown Shoe Account. The agency said the series of stations to carry the program will be announced shortly.

Dynamic Films Inc., New York, has begun shooting dramatic reading series, On Stage With Monte Wooley, starring the actor. Poe's "The Cask of Amontillado" and Chekov's "The Boor" are the first programs completed. The series will be handled through the William Morris Agency.

Screen Gems Inc. has begun production of The Big Playback, a 15-minute filmed sports show. The program, which will be produced in cooperation with Telemovers Productions, already has been sold to the Ethyl Corp. for showing on some 40 TV stations, according to Ralph Cohn, vice president and general manager, Screen Gems.


Pilot film in NBC-TV's Letter to Lorelita, proposed series starring Loretta Young, is being completed at RKO Pathe Studios, Culver City. Packaged by William Morris Agency, the film is directed by Robert Florey and produced by Tom Lews.

John W. Lovetton & Bernard Schubert Productions, Hollywood, headquartered at Goldwyn Studios, are producing a pilot film for the Topper half-hour TV series. NBC-TV is reported interested in five pilot films for possible syndication of the series.

Robert Maxwell Assocs., Hollywood, has acquired all rights to "Lastie," a motion picture dog series by MGM, and plans summer production on half-hour color TV film version. Location tentatively scheduled for Wisconsin.

Paramount Television Productions, New York, has given its new half-hour dramatic series the title of Mayfair Mystery House. It is being produced in London by Edward J. and Harry Lee Damnger.

Random Shots

Filmmack Studios, Chicago (TV film commercial), is offering free to clients a newly-designed storyboard laid out in three sections—allowing space for audio and video, and additional space for background and action. The board is designed to provide aid to the producer and agency in explaining story and picture content to the client. Storyboards may be obtained by clients and others in advertising trade by writing to Filmmack, 1324 S. Wabash Ave., Chicago 5.

Screen Gems, Hollywood, is moving its offices to 1354 N. Beachwood Drive.

Film Art-Service, animated art service for TV production companies, has moved to 1357 Broadway, New York 36. Telephone: Circle 6-2426.

Sol Lesser Productions, Culver City, Calif., moves office to 411 N. La Cienega Blvd., Los Angeles. Units making the shift are Roadshow Attractions, Thalia Productions, Odyssey Productions, Sequoia Productions, Principal Pictures Corp., Real Adventure Films Inc., and Jungle Adventure Films.

Television is a 10-minute film designed specifically for use in new TV market areas, has been produced by RCA Victor and is being shipped to the company's distributors. The purpose of the film is to point up the quality and diversity of today's TV programs. To give a quick cross-section of the many different programs being offered, the firm incorporates scenes from You Bet Your Life, telecasts of Toscanini and the NBC Symphony Orchestra, Dangerous Assignment and Hapalong Cassidy. Continuity is provided by the comments of Dave Garroway, narrator.

National Assn. of Manufacturers reports that its weekly TV film series, Industry on Parade, currently is presented in 85 TV markets. The series is now in its 131st week.

Film People

Warren Glintert of the Blumford Corp., New York, has been appointed Ohio Valley area sales representative of Consolidated Television Sales, filmed TV program firm, covering Ohio, Kentucky, West Virginia and Indiana.

Cecil B. deMille will be chief consultant on matters relating to the International Motion Picture Service, a branch of the International Information Administration, according to Dr. Robert L. Johnson, IIA administrator.

FACTS & FIGURES

'LUCY' Heads Nielsen TV List

CBS-TV received top rating in A. C. Nielsen Co.'s report on television viewing the first week of April but six of the seven programs were on NBC-TV. Ratings, figured on both the basis of number of homes reached and percentage of homes reached, follows:

NIELENS-RATING

Per Cent of TV Homes Reached in Program Station Areas

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Stations (000)</th>
<th>Homes Reached</th>
<th>Ratings</th>
<th>Percentage &amp; Number of TV Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>53</td>
<td>13,914</td>
<td>47.4</td>
<td>67.1% &amp; 67.1%</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey &amp; Friends (NBC)</td>
<td>15</td>
<td>10,866</td>
<td>38.0</td>
<td>59.1% &amp; 59.1%</td>
</tr>
<tr>
<td>3</td>
<td>Texaco Star Theatre (NBC)</td>
<td>7</td>
<td>10,524</td>
<td>37.5</td>
<td>57.6% &amp; 57.6%</td>
</tr>
<tr>
<td>4</td>
<td>Goodyear TV Playhouse (NBC)</td>
<td>14</td>
<td>9,932</td>
<td>36.2</td>
<td>51.7% &amp; 51.7%</td>
</tr>
<tr>
<td>5</td>
<td>Dropet (NBC)</td>
<td>12</td>
<td>9,576</td>
<td>35.7</td>
<td>50.9% &amp; 50.9%</td>
</tr>
<tr>
<td>6</td>
<td>You Bet Your Life (NBC)</td>
<td>12</td>
<td>9,688</td>
<td>37.9</td>
<td>58.1% &amp; 58.1%</td>
</tr>
<tr>
<td>7</td>
<td>Polat Blue Ribbon Scouts (CBS)</td>
<td>7</td>
<td>9,608</td>
<td>37.9</td>
<td>57.5% &amp; 57.5%</td>
</tr>
<tr>
<td>8</td>
<td>Fireside Theatre (NBC)</td>
<td>8</td>
<td>9,370</td>
<td>37.3</td>
<td>51.8% &amp; 51.8%</td>
</tr>
<tr>
<td>9</td>
<td>Godfrey &amp; Friends (NBC)</td>
<td>14</td>
<td>9,334</td>
<td>37.1</td>
<td>54.7% &amp; 54.7%</td>
</tr>
</tbody>
</table>

Nielsen "Number of TV Homes Reached" provides estimate of audience obtained by each program's average telecast. It is based on all electronic measurement of performance of virtually fixed cross-section sample of all TV homes.

CBS Leads In Extra-Week

JACK BENNY led the list of top Nielsen-rated radio programs for the extra week of March 29 to April 4. All but one of the programs was

Broadcasting • Telecasting
YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT...

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

WKZO-TV in television, WKZO-WJEF in radio—that’s the record-scoring line-up for winning the Western Michigan market.

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—America’s 25th television market! WKZO-TV’s brilliant Channel 3 picture is received perfectly by more than a quarter million TV sets in 28 Western Michigan and Northern Indiana counties. And here’s the payoff: The December 1952 Videodex Report shows that WKZO-TV gets a far greater share of audience than Western Michigan’s other television station—86.9% more afternoon viewers, 129.3% more evening viewers!

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, cost only 92.9% as much as the next best two-station combination in these two cities, yet deliver 62.6% more city listeners! February-March, 1952 Hoopers credit WJEF with 15.4% more listeners than the next station, for Total Rated Time Periods. And the February, 1952 Pulse credits WKZO with as many or more listeners—morning, noon and night—as all other stations combined!

It will pay you to get all the Fetzer facts. Write direct or ask Avery-Knode.

*Maury McDermott of the Louisville Colonels set this American Association record in a 1949 game with St. Paul.

WJEF with top 4 in Grand Rapids and Kent County (CBS RADIO)

WKZO-TV with top 4 in Western Michigan and Northern Indiana (CBS RADIO)

WKZO with top 4 in Kalamazoo and Greater Western Michigan (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
a CBS feature. The ratings are:

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>vhf</th>
<th>uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>WRGB-TV</td>
<td>3,500</td>
<td>2,937</td>
<td>567</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>1,200</td>
<td>800</td>
<td>400</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV</td>
<td>1,400</td>
<td>1,000</td>
<td>400</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN-TV</td>
<td>1,500</td>
<td>1,200</td>
<td>300</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WLW-TV</td>
<td>1,300</td>
<td>1,000</td>
<td>300</td>
</tr>
<tr>
<td>Dallas</td>
<td>WBAP-TV</td>
<td>1,800</td>
<td>1,200</td>
<td>600</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>1,300</td>
<td>1,000</td>
<td>300</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>1,700</td>
<td>1,200</td>
<td>500</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA-TV</td>
<td>2,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV</td>
<td>2,500</td>
<td>1,500</td>
<td>1,000</td>
</tr>
</tbody>
</table>

27 Network Shows Also Spot
OF 176 network TV commercially sponsored programs on the air during the first three months of 1953, 27 also were sponsored on a spot basis in one or more cities in addition to their network telecasts, the Rorabaugh Report on Spot Television for the quarter reports. The breakdown:

Eight of the TV network programs were placed on a spot basis in one additional city: five programs in two additional cities: three programs in three cities; and programs in four cities. The breakdown:

- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.
- New York, Chicago, and Los Angeles.

**FACTS & FIGURES**

**TELESTATUS®**

**Weekly TV Set Survey—May 11, 1953—TELECASTING SURVEY**

**Editor's Note:** Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figure in some markets may remain unchanged in successive weeks. Evidences of station market overlap are underlined. Ties of different markets overlap, set counts in those areas may be partially duplicated. Total sets in U. S. however, is unduplicated estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>vhf</th>
<th>uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>WJZ-TV</td>
<td>1,300</td>
<td>1,000</td>
<td>300</td>
</tr>
<tr>
<td>Boston</td>
<td>WOBM-TV</td>
<td>1,300</td>
<td>1,000</td>
<td>300</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN-TV</td>
<td>1,500</td>
<td>1,200</td>
<td>300</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW-TV</td>
<td>1,800</td>
<td>1,200</td>
<td>600</td>
</tr>
<tr>
<td>Dallas</td>
<td>KDFW-TV</td>
<td>2,000</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>1,500</td>
<td>1,000</td>
<td>500</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>1,900</td>
<td>1,200</td>
<td>700</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA-TV</td>
<td>2,200</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV</td>
<td>3,100</td>
<td>2,400</td>
<td>700</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>2,500</td>
<td>1,500</td>
<td>1,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WPXV</td>
<td>1,700</td>
<td>1,100</td>
<td>600</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-TV</td>
<td>2,000</td>
<td>1,200</td>
<td>800</td>
</tr>
<tr>
<td>Seattle</td>
<td>KITV</td>
<td>1,500</td>
<td>1,000</td>
<td>500</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
<td>1,800</td>
<td>1,000</td>
<td>800</td>
</tr>
<tr>
<td>St. Paul</td>
<td>KMSP-TV</td>
<td>1,300</td>
<td>1,000</td>
<td>300</td>
</tr>
<tr>
<td>Washington</td>
<td>WTOP-TV</td>
<td>2,200</td>
<td>1,100</td>
<td>1,100</td>
</tr>
</tbody>
</table>

**Broadcasting • Telecasting**

**May 11, 1953 • Page 41**

**What a line up!**

**332,000 STRONG!**

**WFBM-TV's audience** growing every day. That means more and more people are waiting for your sales message.

**there are 332,000 sets in use in the rich market covered by WFBM-TV Indianapolis**

Represented nationally by the Katz Agency
PROCTER & GAMBLE IS TOP SPENDER
IN TELEVISION NETWORK TIME BUYS

Firm again tops list in February with gross time purchases of $1,237,970. In total gross TV network time purchases, figures for February and for January-February compared to like periods last year show over-all time sales rise.

PROCTER & GAMBLE Co. again in February was the top spender for TV network time, with gross time purchases of $1,237,970 for the month. This is slightly ahead of the P&G total TV network billings for February 1952 of $1,153,070. In both months, and also for those in between, P&G was the only advertiser to spend more than $1 million monthly for TV network time (before discounts).

Analysis of figures on advertisers’ use of time on the four TV networks compiled by Publishers Information Bureau, from which the P&G data were derived, shows also that the top 10 TV network clients in February (Table I) are the same 10 that headed the roster in February 1952, although not in the same order.

More change is indicated by Table II, list of top TV network clients for each class of business advertised in this medium during February. Of the 21 categories shown, 13 are led by the same company which was listed in that position for February 1952.

Table III, listing the total gross TV network time purchases of all advertisers using the medium, tabulated by product classes, with figures for this February and January-February compared to those for the like periods of last year, shows an over-all rise in time sales from $14.8 million in February 1952 to $15.9 million in February 1953.

When the number of advertisers using network television in the two months is compared, PIB records show 29 food clients to 36 the year before, nine advertisers of smoking materials to 10 last February, 21 to 19 toiletries advertisers, seven to eight advertisers of soaps and cleansers, 14 to 11 household equipment advertisers and, in the automotive category which ranked fifth in February 1952, the change was from 12 companies then to 10 in February 1953.

Over all, were 167 TV network advertisers in February 1952 and 152 in February 1953.

**TABLE I**

| Date       | Procter & Gamble Co. | Colgate-Palmolive Co. | Reynolds Tobacco Co. | General Foods Corp. | General Motors Corp.
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>February 1953</td>
<td>$1,237,970</td>
<td>$1,137,549</td>
<td>$1,091,793</td>
<td>$1,089,070</td>
<td>$1,069,113</td>
</tr>
<tr>
<td>January-February</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FIGS & FIGURES**

PROCTER'S 'FBI' 1953 Sales
May Top 1952 Record

GROWING sales of I Was a Communist for the FBI radio series indicate that 1953 may top its billings in 1952 (when the program was heard on 718 stations), the Frederic W. Ziv Co. reported last week. Authorities said they already had received renewals in about 75% of the cases, and that around 50 new sales have been made.

The second year’s sales effort, it was pointed out, will be highlighted by an expanded promotion, advertising and merchandising campaign, including a $50,000 essay contest conducted in cooperation with the national headquarters of Disabled American Veterans.

ALTON WHITEHOUSE (s), district representative of Frederic W. Ziv Co. in Philadelphia, shows Edward Rogers, Ziv New York representative, some of the features in promotion material which helped Ziv’s radio program, I Was a Communist for the FBI reach the point where second-year sales may exceed the first year’s.

NAEB Offers New Series

NATIONAL Assn. of Educational Broadcasters’ new four-week series titled “The People Talk Back,” has been made available to the 127 NAEB member stations. It began May 2 on WNYC-AM-FM New York. Programs run an hour and a half with exception of the second series in which the cast is run an hour. Recorded series features opinions of private citizens in opposition to or agreement with noted political figures on such issues as the controversial 1952 Immigration Act, corruption in government, radio-TV coverage of Congressional hearings, and peace with the Soviet Union.

UP Names Johns, Thornton

APPOINTMENTS of Dale M. Johns and Howard C. Thornton to UP as Central Div. business manager and business representative, respectively, have been announced by S. Edmund Steeves, Central Div. manager. Mr. Johns has been a UP regional business representative and has been with the organization since 1941 with time out for military service. Mr. Thornton, formerly Minneapolis bureau manager, joined UP in 1946.

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Broadcasting  •  Telecasting
KDUB-TV signed on the air
November 13, 1952, "FIRST IN WEST
TEXAS-FIRST ON THE SOUTH-PLAINS!"

KDUB is the South Plains station with
experience. This smooth running team
of top-notch personnel, working with
the best of equipment, assures you of
the best telecasting in your South
Plains market.

The CBS and Dumont network shows are
strong on KDUB. The South Plains is
a booming, entertainment-hungry mar-
et channeled on the experienced
station-KDUB-TV.

AVERY KNODEL, Inc.
National Representative

EFFECTIVE POWER 35,000 WATTS VISUAL
17,500 WATTS AURAL

W. D. "Dub" Rogers
President
Mike Shapiro
Commercial Mgr.
ROSS-DANZIG, CBS Inc. Sued by Moore

SUIT for $1 million damages was filed April 29 in Los Angeles Superior Court against CBS Inc., Bart Ross, Frank Danzig, program packagers, and Ross-Danzig Productions by William H. Moore, disc m.c. personality known professionally as Peter Potter. Mr. Moore, who conducts the weekly 90-minute "Juke Box Jury" on KNXT (TV) Hollywood, charges defendants, who produce a weekly hour "Flatterpanel" on the same station, with infringement and imitation and seeks an injunction to halt further telects.

Former program features six guest panelists who vote new record releases a "hit" or "miss," while the latter has a permanent panel of four men who vote on favorite all-time recordings submitted by three guest stars. Both programs are sold out on a participation basis.

KNXT (TV) reportedly bought "Flatterpanel" to prevent any other station from scheduling it opposite "Juke Box Jury."

Complaint was filed through Hollywood attorneys Fendler, Weber & Lerner and Marvin Freeman of Freeman & Taub.

General Films Signs

NEW DAILY television column, "Inside TV," described as the "first and only exclusive TV column covering all the TV centers of America," has been signed for 10 years by General Features Corp., according to Eve Starr, author of the vidoe feature.

Miss Starr, former Hollywood correspondent for European and Latin American magazines, said the feature already has been accepted by 11 newspapers. Each column on television contains editorials, criticism, developments, gossip and brief biographies of stars. The column began April 27.

Vanderpoel-Hauser Artists

Neil Vanderpoel, staff announcer for WSNJ St. Petersburg, Fla., and Al Hauser, publicity director of Hotel Taft, New York, have formed Vanderpoel-Hauser Artists Corp., specializing in local radio-TV production and promotion in the Tampa Bay area. Headquarters have been opened in Room 610, Florida Theater Bldg., St. Petersburg. Telephone: 5-3072.

Record Turnout at AWRt Meet

Workshop panels, presentation of "Mike" awards highlighted sessions at Atlanta's Hotel Biltmore.

RECORD attendance of more than 300 delegates to the American Women in Radio & Television annual convention at Atlanta's Hotel Biltmore April 30-May 3 was reported last week by the AWRT convention reports committee.

During the four-day conference, which included seven workshop panels and business meetings conducted by active members, five new directors-at-large were elected to serve through the coming year. New directors are: Nena Badenoch, radio-TV relations director, National Society for Crippled Children, Chicago; Betty Barnett, TV director-producer, KSD-TV St. Louis; Jane Barton, program director, New York State Radio-Motion Picture Bureau; Betty Ross, NBC Chicago assistant director of public affairs and education, and Gertrude Tobe, women's director, WBYP Beaver Falls, Pa.

Highlights of the banquet, held May 2, were presentation of the McColl's Magazine gold "Mike" awards to eight AWRT members, and an address by NARTB President Harold E. Fellows. "Mike" awards, presented by Daniel D. Mich, editorial director of McColl's, were won by the following:

- Ann Holland, WBAL-TV Baltimore; Christine Spindel, WDIA Memphis; Phyllis Adams, NBC-TV New York; Miss Badenoch; Mary Morgan, CKLW Windsor, Ont. (Detroit), and Madeline Long, WCCO-TV Minneapolis. Audience awards were also given to radio-Television-star Jos Stafford and Evaquina Hammersley of KOA Denver, who were unable to be present.

Harold E. Fellows, NARTB president, traced the transition of broadcasting into a sight-sound medium. Experience has shown, he said, that those who have sold radio time can sell TV; those who have programmed radio can also program TV. The most important element in broadcasting, he said, is the public.

Mr. Fellows urged AWRT members to work sympathetically and constructively with all educational endeavors. He vigorously denied the charge that NARTB opposes educational telecasting, explaining that the association feels educators should not be given an unfair competitive advantage over commercial outlets.

Among highlights of the seven daytime work-shop-panel sessions, dealing with various phases of radio-TV operation and management, the following were listed:

What's Ahead for Women's Programs?—Dorothy Fuller, WKBW Depew, N.Y., chairman; Duncan MacDonald, DuMont TV director of women's programs and president of AWRt New York chapter, moderator. Speakers: Miss Holland; Barbara Welles, MBS; Mrs. New York; Endicott, Fern Melrose, WXWZ, Detroit, and Norma Young, KHI Los Angeles. Participants agreed that although sponsored women's programs sometimes have low average ratings because of the specialized content, the commercials carry a strong impact, and that "it takes a woman to sell women."

"A Show Is Born"—Doris Conwell, NBC New York, chairman; D. Mitchell Cox, vice president, Pepsi-Cola Co., moderator. Speakers: Robin Chandler, TV staff; Martin Manulis, producer-director; Arnold Shulman, radio-TV-motion picture writer, and Richard Uhl of Sullivan, Stauffer, Colwell & Bayes, New York. How a TV show is developed was re-vised at the last minute, how a performer copes with last-minute production problems, and the "headaches" which result in each phase of TV production, were described.

"The Its and Bits of Television"—Bess Wright, WKMH Dearborn, Mich., chairman; Miss Barnett, moderator. Speakers: Elizabeth Bain, WGN-TV Chicago; George Heine man, NBC Chicago; Babette Doniger, WOR New York; Edythe M. Reich, ABC New York, and Sherman & Marquette, New York. Even though the live-versus-film controversy is dying out, according to the panel, stress was laid on the importance of live programming.

Other Sessions

"Effective Public Service Programming"—Jane Dalton, WSPA Spartanburg, S. C., chairman; Henriette K. Harrison, radio-TV consultant, New York, and KIT Fox, special service director, WLW Cincinnati; Gertrude Grover, WHCU Ithaca commentator, and Miss Barton.


"Operational Activities Behind the Scenes"—Elizabeth Marshall, WBEZ Chicago, chairman; Glenn C. Jackson, managing director of WAGA-AM-TV Atlanta, moderator. Panelists: Betty Brocklage, WLAM-TV Rochester; Dorothy Kemble, MBS New York; Edith Ford, WLWA (TV) Atlanta; Fern Hawks, WBHF Rock Island, Ill., and Para Lee Brock, WAGA-TV. It was stressed that a central clearing point around which programming, continuity, and other departments revolve, is a "must" in station operation.

DON'T JUDGE OUR WOOL
BY OUR MINK

Every so often someone buys a 24-page special section in The New York Times. Costs a lot of money, but, we're told, it pays off.

Four-page, full-color inserts in Life magazine don't go for peanuts either. But people buy them and, chances are, they get value received.

Does this mean that all newspaper and magazine advertising is expensive? Of course not. You don't have to buy 24-page sections or 4-page inserts; you can buy small space too. You, the advertiser, decide whether you are going small or going big. The advertising medium itself isn't expensive, unless you want to dominate the space. Then it does cost money, and... it's worth it.

Same way with television.

A full-hour, star-studded show in choice evening time will dominate the TV schedule. Like those four-page inserts, it costs money, but... it's worth it.

On the other hand, you can buy a six-minute daytime TV segment on NBC-TV for $3,400. And three million people will see your commercial.

Network Television, like newspapers and magazines, lets you decide how much “space” you need or can afford. $3,400 on NBC-TV is a good investment, and not a costly one. If you spend more than $3,400 you'll get a proportionally greater value. So, if you want to advertise your product on television, don't let all this talk about high costs scare you away. If you'll give us a call today, we'll be glad to develop with you a schedule on NBC Television that fits your advertising budget.

NBC
a service of Radio Corporation of America
"FOLLOW THAT MAN!"

He's RALPH BELLAMY...
whose exciting "Man Against Crime" adventures—retitled "Follow That Man"—are now available FIRST-RUN in many television markets.

Ralph Bellamy—the "Man Against Crime"—already has a vast following that numbers millions of TV families every week!

Now, these same swiftly-paced films, made expressly for television, are being offered to local or regional advertisers for first-run sponsorship in many important TV cities. These are the same half-hour programs—featuring the same unique outdoor locations and realistic action—that have earned "Man Against Crime" an average nationwide rating of 35.7.*

Another MCA-TV Advertising Showcase, "Follow That Man" brings a ready-built audience acceptance and a can't-miss sales formula to local and regional television. Your customers will follow that man! For all details, contact your nearest MCA-TV office.

*Nielsen national ratings, Oct. '52—March '53
TV CODE BOARD STAYS INTACT

THE five-member board that has carried the TV-code regulations into effect March 1, 1952, will continue the policing of commercial and program standards as a result of action taken last week by NARTB President Harold E. Fellows.

John E. Fetzer, W2K-TV, Kalamazoo, Mich., was persuaded to remain in office for a two-year term, continuing as chairman of the board. Mr. Fetzer had indicated repeatedly he wanted to give up the chairmanship because of business pressures, but the field still lacks an operating Fetzer radio and TV properties.

J. Leonard Reinseh, W6R-TV Atlanta, was reappointed for a two-year term and continues as vice chairman. Mrs. A. Scott Bullitt, KING-TV Seattle, also was reappointed for a two-year term as a board member. The other two members—Walter J. Dunn, WTMJ-TV Milwaukee, and M. S. Jett, WB/link-TV Baltimore—were reappointed for one-year terms.

Edward H. Bronson continues as NARTB’s director of television code affairs, serving as operating head of the TV industry’s “conscience.”

Eiges on NARTB TV Group

SYDNEY EIGES, NBC vice president in charge of press, has been named as the network’s representative on the NARTB Television Information Committee. He succeeds Edward D. Madden, former NBC-TV vice president. The committee is collecting and distributing basic information on TV’s contributions to the national welfare.

Cecil, Sussman Talk

AN open discussion on advertising agency duties and conflicts was held Thursday by the League of Advertising Agencies at the Advertising Club of New York.

James M. Cecil, president, Cecil & Presbrey, New York, represented the agency which services various types of clients. Aaron Sussman, president, Sussman & Sugar Inc., New York, spoke for the specialized agency. His agency handles at least 20 book publishers.

Contract Plans Exchange Urged for NARTB Members

GREATER exchange of information on union wage contracts among radio-TV broadcasters was recommended during concluding hours of the NARTB Los Angeles convention [B&T, May 4].

Richard P. Doherty, NARTB employee-employer relations vice president, urged broadcasters to avoid union jurisdictional conflicts, become more familiar with NLRB actions, not give away concessions in labor negotiations, and strengthen morale among station employees as a foundation of good employee-employer relations.

Mr. Doherty spoke at a panel session presided over by Leslie C. Johnson, WHBF Rock Island, Ill., with other members including Victor C. Diehm, WAEL Hazleton, Pa.; Joseph McGold, NBC; Robert Purcell, KTTV (TV) Los Angeles, and Victor A. Sholis, WHAS-AM-TV Louisville.

Kobak Cites Greater Need for Good Research

NEED for objective and impartial research in advertising and marketing is greater today than ever before, Edgar Kobak, president, Advertising Research Foundation, said Thursday in an address to the Eastern Industrial Advertisers, Philadelphia chapter of National Industrial Advertisers Assn. No matter how expensive good research may seem at first glance, in the long run it will prove much more economical than slipshod research which costs less but does not stand up, he said.

"Millions are spent every year for advertising research, but the field still lacks the research standards and uniform methods required in any field for scientific study," Mr. Kobak stated. "One of the Foundation’s goals is to remedy this situation. Today we have more than 100 experts serving on various ARF committees and on our board of directors. These are volunteers among our agency, advertiser and media subscribers. They are giving generously... in a united effort to establish and maintain sound research standards. This job won’t be done overnight. But it will be done and done well."

Radio-TV Panel Set For AFA Convention

"RADIO-TV, or How to Live on a Small Fortune" will be the subject of the final morning radio and television session of the Advertising Federation of America’s 49th annual convention June 14-17 at Cleveland’s Hotel Statler, John Thomas, radio and TV director of Ewell & Thurber Assoc., who will preside at the session, has announced.

The program will be a panel discussion featuring the following speakers: John Karol, vice president in charge of sales, CBS Radio; Hugh M. Beville Jr., director of plans and research, NBC; Jack Denove, president, Jack Denove Productions, Los Angeles; Charles N. Newton, television account executive, BBDO, New York, and Ben Webster, president, Videom Corp., New York.

New York Film Producers Elect Pincus President

DAVID PINCUS of Caravel Films April 30 was elected president of the Film Producers Assn. of New York. He succeeds Peter Mooney of Audio Productions.

Other officers named are Walter Lowendahl of Transfilm, vice president; Leslie Roush of Leslie Roush Productions, secretary, and Edward Lamm of Pathoscope, treasurer. Mr. Mooney, Ralph Cohen of Screen Gems and Herbert Kerkow of Herbert Kerkow Inc. were elected directors of FPA.

NCTA Sets Meet June 8

SECOND annual convention of the National Community Television Assn. will be held at the Park Sheraton Hotel in New York June 8, it was announced last week. The program includes a technical clinic to be moderated by Dr. Frank G. Kear of the Washington consulting engineering firm of Kear & Kearney, and an operations panel moderated by NCTA President Martin F. Malarkey Jr., and including Donald Thornburgh, WCAU-TV Philadelphia; Edward Maillen, William E. Howe & Co., tax expert, and Thomas Egan, Pennsylvania Public Utilities Commissioner. Headquarters of NCTA is in the Thompson Bldg., Pottsville, Pa.

May 11, 1953 • Page 47
POTENTIAL sponsors were introduced to the value of radio advertising at a recent clinic held by the National Assn. of Radio Farm Directors in Kansas City, Mo., N. C. Wright (r), assistant manager of consumer relations for International Harvester, here is in discussion with Phil Evans (l), director of KMBC-KPRM Kansas City's service farms, and Maury Johnson, Staley Milling Co.

Radio Farm Directors Boosted at Clinic

RADIO farm directors meeting in Kansas City, Mo., recently heard Leo B. Olson, advertising manager for DeKalb Agricultural Assn., say: "DeKalb was a one-horse outfit 16 years ago when we started using radio . . . today . . . we're the biggest hybrid corn seller. We see radio as the only real mass medium for the farm advertiser."

Mr. Olson's statement came at a clinic of the National Assn. of Radio Farm Directors, designed to show what the director can do for the advertiser.

A number of speakers outlined the role the farm director can play in selling farmers on their advertisers' products. Among them were:

- Charley Smith, research representative, WCCO Minneapolis; Chuck Calkins, radio-TV director, Conklin-Mann & Son, New York; B. S. Graham, manager, Central Oklahoma Milk Producers Assn., Oklahoma City; Maurice Johnson, vice president and sales manager, Shelley Milling Co., Kansas City, Mo; Gale Block Jr., director of midwest sales, BAB, Chicago; George Higbee, vice president and managing director, KXKC Kansas City, Mo.; and Chuck Worree, radio farm director, WMT Cedar Rapids, Iowa.

Pennsylvania Broadcasters Schedule Top Speakers

PROMENENT speakers will highlight the annual meeting of the Pennsylvania Assn. of Broadcasters in sessions at the Bedford Springs Hotel, Bedford, May 20-21.

Heading the list are: Harold Fellows, NARTB president; Pennsylvania's Gov. John S. Fine; Milton Eisenhower, president of Pennsylvania State College, and Arthur Pryor, BBDO.

Roy Thompson, WRTA Altoona, is in charge of the convention. Joe Connolly, WCAU Philadelphia, is program chairman. PAB president is Roger Clipp, WFIL, Philadelphia.

AAAAA Regional Meets Set

DETAILS of the Eastern, Central and Pacific fall regional conventions of the American Assn. of Advertising Agencies have been announced. Pacific Council convention will be held Sept. 20-23 at the Empress Hotel, Victoria, B. C.; Central Council, Oct. 9-10, Drake Hotel, Chicago, and Eastern Council, Nov. 10-11, Hotel Roosevelt, New York.

Editor Isaacs Praises TV, Tells Newsmen to Cover It

"I THINK a newspaper owes its readers good, constructive television news coverage . . . television should be praised to the skies for some of its achievements." This belief was asserted by Norman E. Isaacs, managing editor of The Louisville (Ky.) Times (WHAS-AM-TV), in a speech before the Annual Conference of News Executives at the U. of Minnesota, Minneapolis, May 8.

Speaking on "The Challenge of the 50's to Newspaper," Mr. Isaacs admonished his fellow newspaper executives to "quit acting like ostriches about television and radio. They are two of the great media of the world," he observed, and "people are going to continue to listen and watch. Let's be adult about it. Let's cover radio and TV for what they are worth, for the real attention our readers give them.

"The impact of the sound and picture age on the daily newspaper thus far has been one of quivering, quavering and sheer terror . . . Let's get up and fight with our own tools—words and pictures—that carry the dramatic story of the day's events."

"The challenge of the 50's," said Editor Isaacs, "is an old one: It is progress."

Catholic Broadcasters Meet

PREPARATION of Catholic news programs formed the basis of discussions last Saturday during the Catholic Broadcasters Assn. annual meeting at Atlantic City. The CBA meeting followed the Catholic Press Assn. convention there last week.

Members of CBA, which exchanges radio and TV scripts and gives assistance to Catholic broadcasters, Saturday heard lectures on religious broadcasting.

Sportscasters Name Hasel

JOE HASEL of NBC was elected president of the Sports Broadcasters Assn. at a meeting in New York last week, succeeding Don Dunphy of ABC. Other new officers are Sam Taub, WMMG New York, and Guy Lebow, WPIX (TV) New York, vice presidents; Len Dillon, WFAS White Plains, N. Y., treasurer, and Bob Allison, Voice of America, treasurer.

RTNDA To Repeat Seminar; Inter-Station Unit Formed

RADIO-TELEVISION News Directors Assn. has voted to continue co-sponsorship of the National Television News Seminar with Northwestern U's Medill School of Journalism on an annual basis. RTNDA's board of directors met May 2-3 at the Orrington Hotel, Evanston, Ill., immediately following the TV news seminar [B&T, May 4]. Tom Eaton, WTC Hartford, Conn., is president of the association.

Benten Named

Another RTNDA development is the naming of Monroe Benten, WNYC New York, as chairman of the organization's inter-station cooperation committee. Appointed to serve with him are Parker Hoy, WLAM Lewiston, Me.; Dick Smith, WHB Kansas City, Mo.; Jack Morris, KTUL Tulsa, Okla. and Glenn Flint, WDAY Fargo, N. D.

Reynolds Joins RTMA

WILLIAM L. REYNOLDS, of the Washington law firm of Covington & Burling, has joined the Radio-Television Manufacturers Assn. headquarters office as staff attorney. James D. Secrest, RTMA executive vice president, said Mr. Reynolds replaces Ray S. Donaldson, who will work under direction of Glen McDaniel, RTMA general counsel.

BAB Reports Home Listening

HOME radio listening, not counting post-midnight or out-of-home audiences, is the subject of the fifth in a BAB series of reports on radio's cumulative audience. Report points out that better than 94 out of every 100 families who own radios listen to them at home in a single week, including nine out of every 10 radio-TV families. Titled "The Total Cumulative Audience of Radio," report is a four-page folder dealing with the number of families listening to all radio advertising each week.
These top KDYL personalities can boost YOUR sales in the Greater Salt Lake City Market

These four top personalities are four good reasons why you can be sure your spots on KDYL will be delivered on the air in a manner that really gets results.

LOOKING FOR PROOF? Here's what typical KDYL sponsors say about results from advertising on KDYL:

- A garden tiller company enjoys 350% increase in sales in less than 4 months. The local dealer stated: "We can definitely attribute more than 500 sales to KDYL because we sold that many as a direct result of leads furnished by the station. We would like to give credit where credit is due and thank KDYL for the good work."

- Home appliance dealer increases volume sales of food freezer plan more than 400% in one month. Said the manager: "During August our sales on the home freezers and food plan, as a direct result of our radio advertising on KDYL increased more than 400 per cent."

- Health insurance company builds business from radio advertising. Reported the owner: "The first spot by Will Wright drew six leads; subsequent announcements since that time have totaled more than nine per day. Leads 1952 totaled more than 2,500."

Top Showmanship . . . Smart Programming
Planned Merchandising

Bill Manning’s established shows boast audiences that bring results. A spot delivered by Bill is loaded with sales appeal for any advertiser.
SEVEN MORE REPORT TV STARTS

The total commercial outlets stands at 168 with prospects of nine more getting under way this month.

SEVEN new television stations began commercial operations within the last fortnight, but none started on the day originally set as a target commencement date. (The stations had been counted by BPT in its weekly totals of operating stations. Even though not on the air with anything but a test pattern, commercial operation of the stations was due to begin momentarily.)

For the third week in a row, the number of stations counted as operating on a commercial basis is 168. These include 60 post-season stations, 32 vhf and 28 uhf.

Between now and July 1, 33 more stations should start programming. They are (in chronological order):

On the Air

KZYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knedol Co., affiliated with NBC-TV (began May 3). Already on the air in Phoenix: KPHO-TV, vhf Ch. 5 (a pre-freeze station).

WCGS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs (began May 1). It is the first Columbia TV station to go on the air. Due on the air between June 10 and July 1 is WNOX-TV, uhf Ch. 67.

WTWL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television (began May 1). It is the first Fort Lauderdale TV station to go on the air. WFTV (TV), uhf Ch. 17, plans to begin next October.

WBLC-TV Muncie, Ind., uhf Ch. 49, represented by Wallace Representations Co., affiliated with CBS-TV and DuMont (began May 8). It is the first Muncie TV station.

WXNN-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perma (began May 4). It is the first Saginaw-Bay City-Midland TV station.

WPAG-TV Ann Arbor, Mich., uhf Ch. 20, represented by Joseph Hershey McIllvair Inc., affiliated with DuMont (began April 27). It is the first Ann Arbor TV station.

WTDO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television, affiliated with NBC-TV (began May 3). It is the first Rockford TV station.

May 13

KVO'S-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co. It will be the first Bellingham (Wash.-Vancouver-Victoria (B.C.), TV station.

WCBS-TV Charleston, S. C., vhf Ch. 5, represented by Fox & Faye Inc., affiliated with all four TV networks. It will be the first Charleston TV station.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William G. Rambeau Co. It will be the first Lafayette TV station.

WTVE (TV) Elmiro, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. It will be the first Elmira TV station.

WTVI (TV) St. Louis (Mo.)-Belleville (III.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSDK-TV, vhf Ch. 5 (a pre-freeze station).

May 17

WIZZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc. It will be the first Zanesville TV station.

May 22

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV. It will be the first Fargo TV station.

May 25

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks. It will be the first Duluth TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knedol Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

June 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with

LOUISIANA'S Gov. Robert F. Kennon is greeted by Tom E. Gibbons, WAFB-TV Baton Rouge vice president and general manager, as that state's Chief Executive reviews a parade celebrating opening of the new Ch. 28 outlet [BPT, April 27], all four TV networks. It will be the first Bakersfield TV station.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knedol Inc. Already on the air in Pueblo: KDEA-TV, vhf Ch. 3.

KPEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV. It will be the first St. Joseph TV station.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John L. Pearson TV Inc. It will be the first Fort Smith TV station.

KWSF-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc. It will be the first Roswell TV station.

WATR-TV Waterbury, Conn., uhf Ch. 59, represented by the William G. Rambeau Co. It will be the first Waterbury TV station.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by the Bolling Co. WGBJ-TV Scranton, uhf Ch. 52, plans to start June 7.

June 7

WGBK-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV. WTVU (TV) Scranton, uhf Ch. 73, plans to start June 1.

June 1-15

KIDO-TV Boise, Idaho, uhf Ch. 7, represented by Blain TV Inc., affiliated with NBC-TV. It will be the first Boise TV station.

KROC-TV Rochester, Minn., uhf Ch. 10, represented by Robert Meeker TV Inc. It will be the first Rochester TV station.

WHUP-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television. Already in Buf- falo: WBEN-TV, vhf Ch. 4 (a pre-freeze station).

June 15

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul H. Raymer Co., affiliated with ABC-TV. Already in Lincoln: KOLN-TV, vhf Ch. 12.

June 15-July 1

KBJC-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co. It will be the first Fresno TV station.

KTCH (TV) Hutchinson-Wichita, Kan., uhf Ch. 12, represented by H-R Television Inc. It will be the first Hutchinson-Wichita TV station.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont. Already in Columbia: WCO5-TV, uhf Ch. 25.

June 21

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont. It will be the first Madison TV station.

June 1-20

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc. It will be the first Lake Charles TV station.

Saginaw Operation

* WXNN-TV in Saginaw began telecasting its regular program schedule last Monday (see above). William J. Edwards, president and general manager, said the station is carrying programs from all four networks. Howard H. Wolfe, secretary-treasurer and station manager, added that the program schedule starts at 7 p.m. The station is operating with an effective radii of 20 kw visual, and claims reception in communities 60-65 airline miles from Saginaw.

Other TV construction developments last week:

* WNNY-TV Watertown, N. Y., uhf Ch. 48, has set its target date for November 15. The station, which will begin operation with a 12 kw uhf GE transmitter, will utilize one studio camera and a film camera. James W. Wollery, assistant station manager, said Lois Saff Jr. is the overall head of WNNY-AM-TV. Mr. Higgins added that there are no firm commitments with either networks or national representatives.

* WTV (TV) Fort Lauderdale, Fla., uhf Ch. 17, will begin construction of a 762-foot tower nine miles south of Fort Lauderdale, near the Dade-Broward County line, Cmdr. Mortimer W. Loewi, president of the station, has announced. Commander Loewi, who also is assistant to the president of Allen B. DuMont Labs, said the tower will be made by Ideco, is designed to withstand 200-mile-per-hour winds and will be the highest structure in Florida. Transmission is planning to begin testing September 30 and will operate with 286 kw visual effective radiated power. Robert W. Standard, general manager of WTV (TV), said construction is scheduled to start next month on the tower and building foundations.
Stations Advised to Seek Dept. Store Radio Drives

MAY, a home furnishings promotion month with department stores, is a good time for radio stations to solicit business from the home furnishing divisions of local stores, according to Department Store Studies, which provides a number of case studies, including copy used and sales results, indicating that radio at the retail level is most successful in selling home furnishings and appliances.

DSS also reports on two independent surveys of retail advertising, one made in the East, the other in the West, one covering newspaper advertising, the other radio, which showed the total percentage selling cost for all items—good sale, poor sale, no sale—was about 17% for newspapers and about 7% for radio.

Both studies showed that about 10% of the advertised articles did not sell at all. Poor selling items amounted to about 21% of all newspaper-advertised merchandise, about 26% of items advertised on the air. But, the selling cost of these poor items in newspapers was over 80%, while in radio it was under 5%.

Analytical comparison of the two surveys confirmed the DSS findings that radio’s best selling items were in the home furnishing divisions, and revealed newspapers to be most effective in selling apparel.

KWNO Headlines Musical

A NEW programming concept for KWNO Winona, Minn., is its Show Time series. The program is broadcast in Class A five nights weekly with five different sponsors, but uses the same format for all.

Featured is music from Broadway and Hollywood musicals. The 30-minute show has no script. It contains three one-minute internal commercials; music is not announced, but is recapped at the program’s close.

Show Time represents one of the largest single sales in KWNO history, station said.

In-Store Broadcasts

GROCERLAND Co-Operative Stores has signed a 52-week contract with WJJD Chicago for some 4,000 every-hour, on-the-hour news broadcasts promoting products in its 160 area stores. The contract, effective today (Monday), rounds out the station’s block programming schedule, it was explained.

Under the contract WJJD is to install amplifiers and loudspeakers in the stores, capitalizing on the in-store audience. Among firms whose products will be plugged are Royal Crown, Sawyer Biscuit Co., Salerno-Megowan and Canfield Beverages.

WBEM Buys Films

PURCHASE of 104 films worth over $260,000 from Republic Pictures by WBBM-TV Chicago has been announced by H. Leslie Atlass, vice president of CBS Central Division and general manager of the station.

Stations Make Quick Use Of Remote-Transmitter Rule

BROADCAST stations lost no time taking advantage of FCC’s go-ahead on remote operation of transmitters (B&T, April 6).

The Commission’s authorization, effective April 15, applied to stations with power of 10 kw or less. One week later about 30 applications had been received at FCC.

The Commission has expedited handling them and, as of Thursday, had granted authority for remote transmitter operation to 33 AM and 13 FM outlets.

It has been reported that certain TV stations are preparing to ask FCC for similar permission.

WSAZ Inc. Sets TV Clinic

WSAZ Inc., Huntington, W. Va., will sponsor a television clinic Saturday at the Frederick Hotel there, Lawrence H. Rogers, WSAZ-TV vice president-general manager, has announced. The sessions include discussions on programming, engineering, and “AM Living with TV,” plus tours through the WSAZ-TV facilities.

WHLI Spots Plug WHLI

AS PART of its spring audience promotion campaign, WHLI-AM-FM Hempstead, L. I., is broadcasting a series of spot announcements by station advertisers, which not only plug their own programs but also point up the ability of WHLI to produce sales results.

Weather Boxscore

WTAM Cleveland reports that its baseball weather bulletin service is proving of value to Cleveland Indians’ baseball fans. Broadcast every half hour, starting two hours before game time, directly from Cleveland Stadium, the report, according to WTAM, has persuaded fans to show up for games when bad weather threatened but did not materialize.
NO SALE OF WGMG, SCHENCK DECLARES

ASSERTING his faith in "radio broadcasting and its future," Nicholas M. Schenck, president of Loews Inc., announced last week that Loews' WGMG New York is "not for sale." His announcement officially signaled the termination of negotiations in which Bertram Lebhar Jr., director of WGMG, proposed to acquire the prominent independent outlet, a 50 kw operation on 1050 kc, in an estimated $2 million deal [B* T, Jan. 12].

Mr. Schenck's statement, released in New York Friday, said WGMG "is one of America's foremost independent stations and the best known sports broadcasting station in the country," and that "no negotiations for its sale are under consideration." He continued:

"I believe in radio broadcasting and its future. It is an integral factor in the American way of life in which WGMG plays its part."

Prior to Mr. Schenck's announcement it was disclosed that some 35 to 40 employees of WGMG had been released or assigned to other duties in the Loews Inc. organization.

The move was attributed primarily to a decision to stop production of MGM Radio Attractions, transcribed programs which have found a rather receptive audience for a year but did not renew. Distribution of these shows is continuing, however, although production has stopped.

Some clerical workers in the programming and sales departments, publicity, and production were among those released, in addition to a substantial number of engineers.

The announcement that WGMG is not on the market, while not mentioning personnel released from WGMG's recording division, which records MGM Records as well as those for outside customers, will continue operations without change of ownership.

KIVA-TV, Dealers Confer On Pre-Operation Plans

PREPARING for its opening in mid-July, KIVA-TV Yuma has inaugurated a dealer conference, held at the meetings of retail TV set dealers in Yuma and neighboring communities to discuss sales, installation and service policies that will work to the mutual advantage of dealers and the station. Meetings have recently concluded cooperation, with advance displays and TV set sales at a high level, KIVA-TV reported. Its CP was received in April, and station executives expect to break ground about the middle of May.

KIVA-TV, which has no radio affiliate, is headed by Park Dunford, chief owner, and Walter Stiles, station manager. Station will be engineered by Mr. Stiles, who previously built KPHO-TV Phoenix and KOPO-TV Tucson. Studios and transmitting facilities will be located at Pilot's Knob in California, just across the Colorado River from Yuma. A sales office has been opened in downtown Yuma; another will be located in East Centro. KIVA-TV will operate on vhf Ch. 11 with authorized power of 30 kw visual, 15 kw aural. It will have Dumont transmitter and studio equipment and an RCA antenna.

WCLF to Air Grid Games

WCLF Chicago, 50 kw outlet owned by the AFL, has secured exclusive rights for broadcasts of all Chicago Cardinals 1953 professional football games, the station announced. Joe Boland will describe the games and Bob Elson, White Sox baseball announcer, will handle color.

Evans, Others Promoted in WSSB Reorganization

BOB EVANS, chief announcer and supervisor of continuity, production and publicity at WSSB Durham, N. C., has been appointed program manager of the station effective May 2. Harry Brown, former program director, goes to WNAO-TV Raleigh.

Leslie Carroll, WSSB continuity, has been named copy chief and assigned to public relations and publicity. Joe Carroll, WSSB office manager, becomes accountant-cashier manager.

WBKB (TV) Takes Duggan

TOM DUGGAN, controversial sportscaster, has been signed by WBKB (TV) Chicago to handle two programs weekly after his dismissal from NBC's odo WNBQ (TV) that city. He will do a chatter-discussion program each Sunday, 12:12-30 p.m. CDT and a sports show each Saturday, 8:45-9:15 p.m. CDT. Mr. Duggan was dismissed by the NBC station the past fortnight for the second time in recent months for allegedly refusing to comply with standard operating procedures of the network. The dismissal involved advance submission of his television scripts.

KEAR to Test New Power

CONSTRUCTION will get underway immediately for the newly-authorized 10 kw power of KEAR San Mateo, Calif., with expectation by station officials that work and testing of new equipment will be effected within the next 90 days. Construction permit to increase from 1 kw to 10 kw, operating fulltime on 1550 kc with directional antenna day and night, was issued April 1 by the FCC [B* T, April 13]. An addition to the transmitter building already has been finished and one more tower will be constructed at the KEAR transmitter site on Bayshore Highway, near Belmont, Calif., according to KEAR.

WOR-McCans Sign New Pact

WOR New York has signed its McLanets at Home stars, Alfred and Dora McCann food and nutrition authorities, to a new five-year, $500,000 contract. James M. Gaines General Televising vice president in charge of WOR and WOR-TV, announced last week. Mr. Gaines also reported that an afternoon version of The McCanns at Home would start May 11 (12:45-1 p.m. four days weekly), discussing all types of household programs, in addition to their present food and nutrition series and a weekly quarter-hour McCann's Food Guide.

All Stay Till 1959

ALL SEVEN New York area television stations will use the Empire State Bldg. tower as their transmitting headquarters, at least until April 30, 1959, officials of the building said last week. They reported that WABC-TV WNBT (TV) WCBS-TV and WPIX (TV) New York all have exercised their options to continue to use the tower until that date, which was the one already specified in the contracts of WABC (TV) and WOR-TV New York and WATV (TV) Newark.

WDKO's 45-Minute Time Sale

WDKO Cleveland, Ohio, reports "one of the largest sales of radio time to be made in Cleveland in recent months." Contract, with Miles Auto Stores, signed the local auto parts chain stores to 45 minutes broadcast time daily. Included are a 15-minute test show, noon, Monday through Friday as well as five regularly scheduled programs as well as the block news and Philo Vance.
WICU's New Rate Card

WICU Erie, Pa., has issued rate card No. 8 which prescribes a reduction for daytime hours and an increase for nighttime schedules. One-hour "Class A" rate on a one-time basis is raised from $500 to $600, while "Class C" is lowered from $375 to $300.

KYW Co-sponsors Conference

KYW Philadelphia May 21 will co-sponsor the sixth annual organization conference on human rights of the Philadelphia Fellowship Commission. Delegates to the conference will be presented on a series of radio reports.

WDAY (FARGO, N. D.)
IS ONE OF THE NATION'S MOST POPULAR STATIONS!

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the next station—is a 3%-to-1 favor over all other stations combined!

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

WILK Adds to Baseball

SERIES of 24 weekend and holiday games of the Wilkes-Barre Barons baseball team will be broadcast by WILK Wilkes-Barre, Pa., under sponsorship of the Luzerne County Gas & Electric Div. and Coca-Cola bottlers, according to Roy E. Morgan, WILK executive vice president. Station also is carrying Phillies and Athletics games for Atlantic Refining, Valley Forge beer and Chesterfield cigarettes.

KUDL Begins Operation

KUDL Kansas City, Mo., began commercial operation last Monday, broadcasting with 1 kw daytime on 1380 kc., according to owner David M. Segal. Peter Tripp is studio manager. The Kansas City outlet is the sixth to be owned by Mr. Segal. His other stations are KTF S Texarkana, Ark.; WGVM Greenville, Miss.; KDMS El Dorado, Ark.; KDKD Clinton, Mo., and KDA S Malvern, Ark. Construction is underway on a seventh station — KOKO Warrensburg, Mo.
KDUB-TV Educational Fare
Meets 'Enthusiastic' Response
KDUB-TV Lubbock is sounding out some 750 high schools in Texas on their responses to a series of in-school programs put on last month by Texas Technological College.
Five programs were produced and directed by W. Ferron Halvorson, assistant professor of speech in charge of radio-TV at the school, and beamed to high-school audiences and the general public. With cooperation of local dealers, schools in signal range equipped assembly rooms with TV receivers for the benefit of senior students.
Early reports from schools and the public indicated "enthusiastic" response to reception of the series, according to the college. On-lookers also gathered to watch programs in hotel lobbies, recreation centers and other public places.

New WABC-TV Contract
WABC-TV New York has announced signing a 52-week contract with Ludwig Bauman & Spears, New York, for what it described as "the greatest amount of television time ever purchased by a home furnishings company."
The contract calls for sponsorship of The Television Newspaper, presenting a format with front page, feature stories, business news, sports and letters to editors, on WABC-TV 5:30-5:45 p.m. EDT, and 12 midnight-12:15 a.m., starting May 11. Getschal Co., New York, is the agency handling the account.

Sells Target Date
WASK Lafayette, Ind., says it sold all available time to Lafayette Radio Supply for a full day broadcast when WFAM-TV (WASK WFAM [PM] television affiliate) introduces its TV pattern. Unusual aspect is that no definite target date has been set for the pattern. Lafayette purchased the time to inform dealers of converters, antennas, strips and other equipment of the WFAM-TV start on uhf Ch. 59.

WKBS Petitions County Boards
For Legal Ads on Sales, Bids
RADIO stations should be used as well as newspapers for legal advertising regarding property sale and construction project bids, according to a petition filed with the Nassau and Suffolk Counties' Boards of Supervisors by WKBS Oyster Bay, Long Island, N. Y.
The petition, copies of which were sent to all village and city boards and Long Island radio stations and newspapers, requested that the radio announcements should name the newspaper where the complete legal announcements are printed. It was suggested that notices such as legal business newspaper announcements would be excluded from the broadcast stations.
Lee Hollingsworth, president of WKBS, pointed out that the public often was uninformed when certain property was for sale, and noted that many persons were not even aware of parcels of Long Island Railroad property being offered for sale. Mr. Hollingsworth said that adoption of his petition would increase public interest in legal matters as well as to provide a more equitable distribution of legal advertising funds.

WCBS-TV New Business Up
NEW business booked by WCBS-TV New York during the first quarter of 1953 was 86% over the same period last year, George R. Dunham, general manager, has reported. He attributed the upswing to longer contracts by advertisers, heavier weekly schedules, and business contracted by firms not previously on WCBS-TV. He estimated that about 20% of the new business came from clients in the latter category.

WPIX (TV) Airs Benefit Game
WPIX (TV) New York will telecast an exhibition game between the New York Giants and the Boston Red Sox at the Polo Grounds tonight (Monday), starting at 8 p.m. EDT, for the benefit of the National Amputee Foundation Inc. Game will be sponsored by Chesterfield cigarettes, sponsor of telecasts of all Giant home games on WPIX.

Birth Control Debate
Loses Sponsors for WNLK
A DEBATE on birth control, broadcast April 26 by WNLK Norwalk, Conn., on its Sunday Connecticut Forum of the Air series, lost the program four of its regular sponsors, a group of merchants and industrialists, but brought the station a deluge of letters and telephone calls, James Stolzer, general manager, reported.
Connecticut, one of the two states which forbid contraception and consider doctors and others giving advice or aid as law violators, has a measure to repeal the old law and enact a new one awaiting action by the state legislature. Ralph DellaSella, director of the 10-year-old forum series, selected the subject for the Sunday hour-long (4-5 p.m.) broadcast.
The subject, "Should Connecticut Change Its Birth Control Law?" was debated by a physician and a representative of the Planned Parenthood Assn. who favored repeal of the present law, and a university professor and a Catholic lay leader, who argued for its retention.

New Billings for WABD (TV)
NEW BUSINESS and renewals representing more than $350,000 in billings have been signed within two weeks by WABD (TV) New York, key station of the DuMont TV Network, it was reported by Richard E. Jones, station's general manager and director of DuMont's owned-and-operated stations in New York, Washington and Pittsburgh. Among the advertisers signed are Salada Tea Co., Procter & Gamble Co., Bosco Co., Best Foods Inc., Dale Dance Studios, Good Humor Corp., Radio City Music Hall and Revlon Products Corp.

KBBB Goes on Air
KBBB Benton, Ark., began operating last Tuesday, general manager Richard Tuck reports. The central Arkansas outlet is on 690 kw with 250 w daytime. Lavelle Langley is the commercial manager and program director and Preston Bridges the chief engineer.

Rates With Chuckles
A RATE card with a sense of humor has been put out by WTVU (TV) Scranton, Pa. It's a booklet of about 52 pages, only one of which deals with rates ($200 gross for one Class A hour on less than 26-time contracts). Other pages are filled with cartoons, quips, limericks. The Ch. 73 station is owned by Appalachian Co., and Jan King is general manager. It is represented by The Balling Co.

REPRESENTATIVE SHORTS
Headley-Reed, N. Y., appointed national representative for WORL Boston.
Niagara Television Ltd., Hamilton, Ont., which starts telecasting late this year on channel 13, appoints All-Canada Radio Facilites Ltd., Toronto, as national representatives.

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ALL NEW, ALL IMPROVED

It’s the exclusive

SCOTCH

BRAND

"V" SLOT
7" PLASTIC REEL

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

Check these exclusive features:

1. "V" SLOT. Say goodbye to threading problems with the easiest, quickest threading device yet perfected.
2. LARGE 2¼" HUB. The only reel that accommodates standard lengths of all magnetic tapes and minimizes timing errors. Eliminates tape spillage in rewound.
3. WIDE SPOKES. 45% more plastic has been added for extra rigidity. Runs true, balanced to a whisper.
4. TAPERED FLANGES eliminate frayed tape edges. Get a smoother wind with this precision feature.
5. EASIER LABELING. Extra large unobstructed writing and labeling surface for added convenience.

Your electronic parts distributor has it!
Order today!

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

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BASEBALL SWINGS HARD FOR RULE 1 (d) COMEBACK

Spokesmen of both major and minor leagues appear before Sen. Johnson's Commerce subcommittee in fight to win say-so on radio-TV coverage. Solid support is indicated. NARTB presents only opposition.

WAVING a big legislative stick, baseball spokesmen, confident of victory, went to bat last week for the game's now dormant Rule 1 (d) which would give the big leagues the say on broadcast and telecast coverage. Baseball magnates, major and minor league, testified solidly before a Senate Commerce subcommittee of the John Mo, bill (S 1396). Sen. Edwin C. Johnson (D-Colo.), president of the Western Baseball League (minor) and author of the legislation, is chairman of the subcommittee.

Sen. Johnson's measure, if it becomes law, will penalize (but not enforce) the major leagues to reinstate their rule. That rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the "home" game park. Significance in dollars and cents was pointed out by one of baseball's own witnesses, Tommy Richardson, president of the Eastern League.

Mr. Richardson predicted that baseball would reap $10 million in revenue from the radio-TV industry this season, as compared to about $4 million in the 1952 season.

At stake are network programs such as Game of the Day broadcast nationwide by MBS, rebroadcasts of games in minor league territories, recreations and package baseball networks which have sprung up in the last few years.

Gist of Argument

Gist of baseball's argument developed at the hearings, which started Wednesday and are slated to continue today (Monday) and tomorrow, was this:

So-called major league radio saturation of minor league territory threatens to hasten the downfall of the minor league structure, already weakened by a steady decline in attendance which is attributable to a number of factors—breakdown in audience, television, and drop in ticket sales.

Television, it was argued, is worsening the situation. As more stations take the air and more TV games are made available, the less willingness there is to patronize the ball park, witnesses declared.

Opposition to the bill by late Thursday came from only one quarter—the NARTB. Its president, Harold E. Fellows, in a statement filed with the subcommittee, warned that broadcasters and sponsors should not be denied an opportunity to "purchase programs from their lawful owners in an unrestricted market."

The measure as written would exempt baseball from government prosecution under antitrust laws; it would prohibit unreasonable restraints or so-called "conspiracy"—that is, agreements entered into by clubs or leagues. Rule 1 (d) was put into force by the major leagues but with minor league consent.

NARTB's Mr. Fellows claimed effect of the rule is to "put stations within 50-mile radius to a "competitive disadvantage" since stations outside this limit would be able to put the broadcast into the restricted area.

He cautioned that this bill, if made law, would set a "dangerous" precedent because it would open the way to similar treatment. At present, individual club owners can make agreements or contracts with sponsors and stations as they see fit.

Other developments:

- It was revealed that a decision is not expected in the National Football League case in Philadelphia until this fall. In that action, the Justice Dept. brought suit against NFL for restraint because of actions in radio and TV coverage alleged to be restrictive. (In football, Rule 10 prohibits broadcasts or telecasts of games by the player and member of the league within a 75-mile radius of the "home" game in play.

- The Justice Dept. refused to comment on the Johnson bill because of the current litigation in Philadelphia which has indirect bearing on the legislation.

League Attendance Drops

- George M. Trautman, president of the National Assn. of Professional Baseball Leagues (minor), said league attendance has dropped between 16 and 17 million since 1949. The baseball rule was modified in 1949 and later repealed (1951) at the insistence of the Justice Dept.

- Mr. Trautman said radio sponsors in minor league cities can get a wire account of a major league game for less than it would cost to sponsor the games of the local team.

- Agreement was quite unanimous among the subcommittee members present—Sens. Johnson, Andrew F. Schoeppel (R-Kan.) and John W. Ranker (R-Ohio)—that baseball witnesses, prompting late-comer and visiting solon, Sen. Warren Magnuson (D-Wash.), to ask: "Who's opposing this bill?" He had no takers and he made it plain he was in opposition.

- Sen. Johnson went so far as to accuse the Justice Dept. of "forcing the issue."

- Baseball, "in the ball park," was worried about some eager beaver in the antitrust division of the Justice Dept. throwing his weight around.

- A study is being made by an outside firm for baseball which will study radio-TV's effect on gate receipts. It is expected to be completed by June 6.

Baseball 'Eats Its Young'

Baseball Commissioner Ford Frick and National League President Warren Giles echoed Louis Carroll, National League attorney, that major league baseball has been put into the position by the Justice Dept. of "eating its young."

Also testifying the first two days of the hearings were Frank Shaughnessy, president, International League; Joe Cronin, general manager, Boston Red Sox; George Preston Marshall, owner of the professional Washington Redskins football club; former U. S. Sen. Francis Myers, counsel of football National League, and Al Haraway, president, Cotton States League.

Still other sports executives were expected to testify. Many filed statements with the subcommittee.

They Traded Ladders

IT LOOKS as though FCC Chairman Rosel H. Hyde and newly appointed Civil Service Commr. George M. Moore traded ladders at an early stage in their Horatio Alger climbs from the janitorial to the top of government service. FCC Chairman Hyde, while continuing schooling, began government service in 1924 as a clerk-typist for the Civil Service Commission. Civil Service Commr. Moore, while still in college, entered government service in the mid-1930s as a messenger-clerk for FCC during summer vacation.

COTTONE RESIGNS POST AT FCC

General Counsel of the Commission since 1946, Mr. Cottone joins the law office of ex-Sen. Lucas. No one indicated as successor.

Mr. Cottone

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Similarly, Chairman Hyde indicated there probably would be no immediate announcements concerning the designation of top department heads and other key employees in the personnel reorganization generally is expected following the change in the Administration [B&T, April 27].

From other sources in the Commission last week it was reported that staff morale is fairly good in spite of the uncertainty respecting top staff posts. Speculation on changes centered chiefly upon those staff officials identified in past years with controversial broadcast legal issues, but even here there was evidenced an expectation that reorganization would be a considered change instead of rash action.

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How and where to find the facts of Life Insurance

The Institute of Life Insurance makes life insurance information available to all who want to learn

People look to libraries for information. The Institute of Life Insurance, central source of information about life insurance, is constantly making available to libraries throughout the country good and useful information about life insurance.

The Institute publishes "A List of Worthwhile Life Insurance Books" that is used by librarians and others as a practical list for bibliographic and reference purposes. It sends to these libraries its annual "Life Insurance Fact Book." It also lists in the library journals the other special publications it puts out from time to time.

Co-operating with local life underwriters associations, the Institute helps in the selection and purchase of book collections which these associations present as gifts to local libraries. It distributes a pamphlet "A Life Insurance Library For Your Community" describing how these projects can be undertaken.

In addition, the Institute has its own working research library which is available to editors, writers, and students. If its own collection of material does not have the exact publication needed to answer a certain question, it can, through contact with other libraries, furnish the publication or information.

Through these services, the Institute is helping to broaden the understanding of a subject that is of vital interest to 88 million American families.
FCC Budget is Unmarked

Senate Appropriations Subcommittee would give FCC $7.1 million for fiscal '54. That's what House passed. Senate group, however, hints that if TV processing load can be lifted more money for period will be forthcoming.

The funds group, in effect, last week passed the ball to FCC, telling the Commission that if it can score enough touchdowns, more players will be forthcoming.

The Senate Independent Offices Appropriations Subcommittee came up last Wednesday with the same figure—$7.1 million budget for fiscal '54—that was passed by the House last month (B+T, April 20). The Senate Appropriations Committee is expected to approve its subcommittee's recommendation today.

The $7.1 figure to be inserted in the bill is in line with the budget Bureau revision. The House Appropriations Committee upped figures for TV processing alone to $550,000, or $200,000 more than the budget submitted by President Truman or by the Eisenhower Administration.

But here is how the Senate group would pass the ball to FCC:

The Senate group took away the earmarking of funds for TV or for Safety and Special Radio Services and in effect said to FCC: Take this money, which is an increase, and apply it for whatever need you have.

The Subcommittee, in a report being prepared last week, also will tell FCC that it is up to the Commission to show that it can process more applications at a faster rate with about 11 additional examiner teams it would get (FCC now has 12 examiner teams). The 11 prediction was made by FCC Chairman Rosel H. Hyde last month (B+T, April 23).

If FCC can get more done with the additional examiners, the Senate committee is inviting the agency to come to Capitol Hill for more funds. FCC would do this by submitting a request for a so-called "supplemental" appropriation. The supplemental, if approved, would provide additional funds for FCC's fiscal '54.

The $7.1 million, if approved by the Senate committee, also must be passed by the Senate. Senators may ask for more money on the floor. Senate comment is anticipated.

The figure okayed by the Senate group is $600,000 more than the 1953 fiscal appropriation under which FCC now is operating.

A number of Senators have expressed concern about the processing of TV applications. Sen. Edwin C. Johnson (D-Colo.), ranking minority member of the Senate Interstate & Foreign Commerce Committee, had written every Senator to urge another $1 million be tacked on to the FCC budget. He also testified before the appropriations group on the subject.

FCC Grants 2 New AMs

FCC last week authorized two new AM stations, four FM power reductions and modified facilities for two AM outlets.

New station grants were for:

Columbus, Miss.—J. W. Purry, 1540 kc, 10 kw daytime. Mr. Purry operates a auto supply store.

Ville Platte, La.—Ville Platte Broadcasting Co., 1550 kc, 250 w daytime. Major stockholders are Thomas and Dan Decloet, 50% each, part owners of KFLY Lafayette and KKEU Eunice, La.

Permission to decrease effective radiated power went to:

NEWX-FM Mazon, from 41 to 4.1 kc on 96.8 mc.

WLBW (FM) Dayton, Ohio, from 18 to 10 kw on 97.5 mc, antenna height changed from 408 to 410 ft.

WOR-FM New York, from 3.4 to 1.3 kw on 98 mc, antenna height increased from 800 ft to 1280 ft.

WMPA-FM Charleston, S. C., from 49 to 15 kw on 93.1 mc.

A power boost was awarded KMBL Junction, Tex., from 100 to 250 w on 1450 kc.

KXOC Chico, Calif., was authorized to move from 1150 kc, 5 kw unlimited to 1000 kc, 10 kw day, 5 kw night.

Budget & Speed

FCC appropriations may be discussed at the May 15 meeting between the Senate Commerce Committee and FCC. That meeting has been called on ways and means of speeding up TV application processing (B+T, May 4).

David Stevens Leaves FCC, Joins McKenna & Wilkinson

DAVID S. STEVENS, chief of the FCC's New and Changed Facilities Branch, Aural Facilities Div., Broadcast Bureau, resigned last week to join the Washington law firm of McKenna & Wilkinson.

Mr. Stevens was born in Leon, N. H., in 1917, attended the American School in Kodaikanal, India, from 1926 to 1932, when his father was adviser on foreign affairs to the government of Siam (now Thailand). He was graduated from Phillips Exeter in 1935, from Harvard U. in 1939 and from Harvard Law School cum laude in 1942.

During World War II, Mr. Stevens was an Air Corps radar officer, with the rank of first lieutenant. He joined the FCC in 1945 and was served as an attorney in the AM, FM and TV branches of the old Legal Department. When the FCC was reorganized into bureaus in 1951, he was named chief of the Aural Division's branch handling applications for new stations and changes in facilities.

Mr. Stevens is married to the former Rosemary Burton. They have one son, David Michael, four-and-a-half months old.

In joining McKenna & Wilkinson, Mr. Stevens resumes his association with Vernon Wilkinson, former FCC Assistant General Counsel in charge of broadcasting.

FCC to See RCA Color

MEMBERS of FCC and key staff officials will witness RCA's improvements in compatible color TV at an informal demonstration May 19 at RCA Laboratories, Princeton, N. J. Host will be RCA's board chairman, Brig. Gen. David Sar- noff, who tendered the invitation.

Three New TVS Authorized by FCC

THREE NEW television stations, including an educational outlet at St. Louis, were authorized by FCC last week to boost the post-thaw total of new TV grants to 335.

Harold C. Burke, former manager of WBAL-AM-FM-TV Baltimore, was granted a construction permit for uhf Ch. 21 at Lancaster, Pa. Plains Radio Broadcasting Co., licensee of KFYO Lubbock, Tex., received vhf Ch. 5 following withdrawal a fortnight ago of the competitive bid of Lindsey TV Co. (B+T, May 4).

Reserved vhf Ch. 9 at St. Louis went to the St. Louis Educational Television Commission, raising the total of noncommercial educational grants to 16. Nine applications are pending.

Details of last week's TV grants follow:

ST. LOUIS—St. Louis Educational TV Commission, vhf Ch. 9: ERP 54 kw visual, 27 kw audio; antenna height above average terrain 640 ft. Lancaster, Pa.—Harold C. Burke, uhf Ch. 21: ERP 18 kw visual; 10 kw audio; antenna height above average terrain 610 ft. (Cathy priority group B-2, No. 150).

Lubbock, Tex.—Phillips Besta Co., vhf Ch. 5: ERP 100 kw visual, 50 kw audio; antenna height above average terrain 1110 ft. Ownership is with Sams' Globe Co., Ltd., owner of Globe and Siam News Co., Ltd. and Globe Employees Pool Inc. (A-2, No. 0).

Three more consolidated TV hearings were scheduled by FCC last week, to commence June 9 in Washington. They are: Allenstown, Pa.—Contestants for vhf Ch. 39: B. Bryan Mussemel and others (WSAN and Queen City TV Co.); Allenstown, Pa.—Contestants for vhf Ch. 67: Penn-Allen Besta Co. (WPME-FM and Allenstown TV Co. (WHOL)); West Mifflin, Pa.—Contestants for ch. 20: Wilson Enterprises Inc. (WAAB) and WTAG Inc. (WGSE).

In other TV actions, the Commission dismissed the application of WTVH-TV Peoria, Ill., new vhf Ch. 19, for modification of its permit to change transmitter location (Coeur, Ill. FCC found it would violate minimum channel separations.

The Commission denied petition of WTV Battle Creek, Mich., which requested cation of the call letters WBKZ-TV assigned Bureau Radio & TV Stations there because of alleged possible confusion.

FCC turned down the petition of WGRD Grand Rapids, Mich., which sought amendment of the TV rules to preclude applications for new stations where the proposed outlet would render a signal of greater intensity to a city other than that intended to be served, except upon a showing that the proposed site provides optimum coverage in which the station studio would be located.

The issue is involved in the WGRD protest hearing before Examiner Gifford Irion on the vhf Ch. 35 grant at Muskegon to Versiivs Radio & Television (B+T, April 27).

Joint Petition Denied

Joint petition of WTPP Charleston and WMON Montgomery, W. Va., seeking allocation of vhf Ch. 2 to Montgomery-Handley, W. Va., was denied by the Commission. The stations had proposed a joint application for the channel.

FCC also denied request of Jefferson Amusement Co., Beaumont, Tex., for a stay of the Port Arthur vhf Ch. 4 hearing. Jefferson group had denied a request to file a written proceeding slated between Smith Radio Co. and Port Arthur College (KPAC) (B+T, April 27).

Broadcasting • Telecasting
Earl Lewis (right) and operations manager Jack Shay study the film camera chain that was designed and developed at WTVJ. This camera chain incorporates all the best characteristics of other circuits, and reproduces film with real "live show" quality.

EARL LEWIS, Chief Engineer
WTVJ, Miami, Florida

Says,

"OUR REPLACEMENT COSTS ARE ONLY 52 CENTS AN HOUR, THANKS TO G-E TUBES!"

WTVJ uses a three-camera mobile squad to telescast the spectacular "King Orange" Bowl parade along Miami's palm-fringed Biscayne Boulevard. Audience for this event last New Year's Eve was nationwide. By carrying the network programs of ABC, CBS, DuMont, and NBC, Station WTVJ, in turn, brings to Miami viewers the best in television from leading studios all over the country.

• We're proud of that figure on tubes, and it covers four years' telescasting—ever since we started. A record to match it is our 7 minutes' total transmitter time off the air from tube trouble, for the same four years. I'll stack those low WTVJ figures up against the best anywhere!

"It's our policy not to wait for tubes to give out, but replace them when tests show they're near the end of useful life. Even with that precaution, our off-the-air time wouldn't be as low as it is, except for G-E tube reliability. A pair of GL-7D21's has been operating 13,000 hours, while WTVJ's spares collect dust. That's top performance!

"When we need new tubes, they're delivered to us "on the double". Efficient Miami tube distribution sees to that!"

Your station can have the same benefits of low tube cost... minimum time off the air from tube trouble... fast delivery of needed replacements. Phone your G-E tube distributor! He's equipped and ready to serve you well. Tube Department, General Electric Co., Schenectady 5, N.Y.
**SEEK FCC APPROVAL FOR WLAW SALE**

APPLICATION for approval of the sale of 30-kw WLAW Boston (on 680 kc) from Hildreth & Rogers Co. to General Teleradio Inc. for $126,000 (on 670 kc) was filed with the FCC last week.

As part of the purchase, FCC approval was also sought for the sale of the facilities of General Teleradio-owned 31-year-old WNAC Boston (5 kw on 1260 kc) to Vic Diehm Associates Inc. for $120,000. Mr. Diehm and his partners own WAZL-AM-FM-TV Hazelton, Pa.; WIDE Biddeford, Me., and hold the controlling interest in WHOL Altoona, Pa.

Application indicated that General Teleradio, owned 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co., will retain the WNAC call letters for the 680 kc facility and continue to use present studios. Pennsylvania group will take over 1260 kc transmitter and present studios of WLAW in Hotel Radford in Boston, and intend to change call letters, it was explained.

Purchase of ABC-affiliated WLAW by General Teleradio had to be contingent on the sale of WNAC facilities because of the FM duopoly rule which forbids the same license from owning more than one station of the same class in the same city.

**Sale Includes FM**

Acquisition of WLAW by General Teleradio also includes WLAW-FM. This license will be surrendered, the application declared, since General Teleradio already owns WNAC-FM.

Balance sheet as of Feb. 28, 1953, showed that WLAW had total current assets of $126,187.86, of which $71,873.47 was in cash. Total current liabilities with that date were $52,466.69. Surplus was $250,157.41.

WLAW license is owned by Irving E. Rogers, who also is owner of the Lawrence (Mass.) Eagle and Tribune. Originally, WLAW was a Lawrence-Lowell, Mass., station, but it was moved to Boston a few years ago.

General Teleradio, which owns the Yankee and Don Lee network and WOR-AM-FM-TV New York, and is the principal owner of MBS, showed total current assets as of March 31, 1953, of $4,294,692, of which $1,116,524 was in cash. Total current liabilities were $3,231,647. Surplus of $2,511,208 was indicated. Long term debt totaled $4,126,000.

Yankee Network Division comprises key MBS-affiliated WNAC-AM-FM-TV Boston, WONS Hartford, WEAN Providence and WGTR (FM) Worcester. Don Lee Network Division includes KHI-AM-FM-TV Los Angeles, KPFC San Francisco and KGB San Diego.

A overlap problem between prospective 50-kw WNAC on 680 kc and 5-kw WEAN on 790 kc was considered insignificant, according to the transfer application. Engineering estimates showed that there would be primary daytime duplication of 143,165 persons (3.96% of the total population served), and nighttime duplication of 48,800 people (1.56% of the total served) between the two General Tele- radio-owned stations.

Vic Diehm Associates was organized in the last two weeks to take over the 1260 kc facilities of the present WNAC. It comprises the same principals who own WAZL, WIDE and control WHOL. They are, in addition to Mr. Diehm, Hilda Deisroth, E. H. Witney, George

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**PROMOTION TO AID CONELRAD'S START**

RADIO defense plan—Conelrad (control of electromagnetic radiation)—goes into effect this Friday. In support, the Civil Defense Administration is planning a nationwide promotion campaign to tell people about it.

The system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "hom ing" on broadcast radiation.

Script kits for all AM, FM and TV stations are on their way from Washington, D. C. They are of various lengths.

Transcriptions being sent are 20-second and one-minute in length. One side of the disc features a "neutral" announcer while the other highlights a network commentator. Also being included are leaflets on Conelrad which stations can distribute for the layman.

Flip cards are being prepared for TV stations and also 20-second and one-minute film. Other ideas yet to be put into effect: Stickers for radio sets giving the Conelrad frequencies (640 and 1240 kc); exhibits on the East and West Coasts for the public, and mention of the frequencies in newspaper program logs. Some manufacturers are considering marking of radio sets at the 640 and 1240 frequencies.

FM and TV stations are being urged to promote Conelrad and are being told they are not promoting standard radio as against their media but providing public service.

NARTB during its convention a fortnight ago adopted a resolution to fully support Conelrad, for which the broadcasting industry has provided $2 million of its own funds to provide facilities.

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**’Operation Stampede’**

WATCH out for “Operation Stampede!” That’s the warning from Federal Civil Defense Administrator Val Peterson. He told the Economic Club of New York April 28 that an enemy could conceivably fake radio broadcasts causing “workers leaving their machines, gathering up their families in panic and heading for the hills.”

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**FTC Probes Alleged Advertising Violations**

THE FTC is investigating “five or six” complaints that food processors, manufacturers or marketers might be violating the Robinson Patman Act by extending benefits to some of their customers to the detriment of others in co-op radio and television advertising.

An FTC staff member said the possible violations were “primarily on television.” The complaints are about a month old, he said, and some were sent to bring FTC offices for investigation “a week or ten days ago.”

The possible violations involve Sec. 2 (d) and (e) of the Act. In the first instance the manufacturer subsidized a local program sponsored by a television station to advertise the manufacturer’s products, while not extending the same benefits to other distributors. Under Sec. 2 (e), in nationwide programs sponsored by the manufacturer, local commercials in conjunction with the program benefited the local distributor to the detriment of other distributors. The Act requires advertising allowances be furnished to customers on a proportionately equal basis.
In 1938 average hourly wage was $0.63. It bought 44% gallons of gas.

In 1953 average hourly wage is $1.67. It buys 88% gallons of gas.

In 1938 average hourly wage was $0.63. It bought 44% gallons of gas.

In 1953 average hourly wage is $1.67. It buys 88% gallons of gas.

Today's Union Oil "76" gasoline is superior to the 1938 variety, too.

Our free, competitive American system has stimulated great advances in petroleum research by offering an incentive for the introduction of new and better products.

So when your friends complain about the high cost of living, remind them that one hour's work today buys 80% more "76" gasoline—and better quality gasoline—at a Union Oil station than it did in 1938.

Average-wage indices from U.S. Dept. of Labor statistics. Union "76" gasoline prices are Los Angeles posted prices, excluding Federal and State taxes.

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

UNION OIL COMPANY OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

Manufacturers of Royal Triton, the amazing purple motor }
SENATE PROBE UNIT TO STUDY GLOBAL TV

Hickenlooper subcommittee schedules so-called "trans-oceanic TV" as next on its agenda as it continues probe of Voice of America.

TRANS-OCEANIC television will be explored in New York by Sen. Burke B. Hickenlooper's (R-Iowa) Foreign Relations subcommittee this week. The subcommittee has been investigating U.S. overseas information programs. Sen. Hickenlooper said the subcommittee would consider "potentialities of international television" and that demonstrations had been arranged by Maj. Henry F. Holthausen, a special consultant to and counsel of the subcommittee.

Maj. Holthausen told B&T in New York last week that the demonstration would be put on by William S. Halstead, president of the engineering firm, Unitel Inc., and a radio-TV consultant.

The TV system is called "Narcom" (North Atlantic Relay Communications System). It calls for relays from U.S. to London (via Canada, Greenland, Iceland, etc.). Provision would be made for communications in this relay, which would include a TV channel, and at least one high-quality radio channel, it was said.

The subcommittee will hold two or three days of open hearings on the Voice of America in New York. Hearings begin today (Monday) at the International Broadcasting Service headquarters.

In addition to Maj. Holthausen's demonstration, various VOA officials will be heard, among them Robert J. Francis, acting head of the IBS, and Alfred Puhah, VOA's program manager.

Chairman Hickenlooper said the group will "try to determine what the trouble is [with Voice] and what can be done about it."

In anticipation of a change in VOA status, neither the Administration nor the Congress has asked for specific appropriations for the agency's fiscal 1954 operation.

Roads open for VOA's future include these: Elimination of Voice entirely. Set up a new agency, including Voice. Act by Congress extending present operating funds to as many months desired in 1953. (Current operating funds give out June 30.) Other Voice developments: State Dept. public affairs officers told the Senate subcommittee May 1 that the overseas information program would be safe if established as a separate agency. It is now in the State Dept.

Sen. Karl E. Mundt (R-S.D.) introduced a bill ($1802) which would split the International Information Administration, retaining the exchange program in the State Dept. but separately all other functions (including Voice). Cut in Voice personnel and programming—foreshadowing possible elimination of all broadcasts except those aimed beyond the Iron Curtain—have been announced by Dr. Robert L. Johnson, IIA's administrator.

Speaking before the Senate Foreign Relations subcommittee, Dr. Johnson advocated separation of IIA from the State Dept. B&T, April 13. Other reports indicate the White House is thinking of establishing a new overseas information and propaganda agency.

Preceding Dr. Johnson, VOA officials had their say when Mr. Francis and Program Director Alfred Puhah defended VOA activities. 

SCOTUS to Review WBTV (TV) Labor Dispute

THE U. S. Supreme Court will review an appellate court decision holding that TV station technicians, who passed out scurrilous leaflets condemning programs of WBTV (TV) Charlotte, N. C., were protected by the Taft-Hartley Act.

Involved in the case is a ruling by the National Labor Relations Board that distribution of the leaflets was not within the scope of the Taft Hartley guarantee that employees may engage in concerted activities for bargaining or other mutual protection.

The board had ruled discharge of the employees was lawful. The U. S. Court of Appeals (4th C.) had reversed board ruling on the ground all concerted activities in a labor dispute come under protection of the act if no federal or state law is violated.

An appeal was taken to the Supreme Court by the government, noting the technicians deliberately undertook to alienate WBTV's customers by disparaging the quality of its product. WBTV and Jefferson Standard Broadcasting Co. are not formal parties in the review.

This statement was made by Charles H. Crutchfield WBTV executive vice president and general manager:

"We have received notification from the Clerk of the U.S. Supreme Court that the Court has decided to review the ruling which was made by the Court of Appeals of the District of Columbia in favor of the Union in our case some months ago. We are indeed glad to hear that the Supreme Court is going to review the case, as we have requested. We are confident that the Court will overturn the lower Court's ruling and decide the entire matter in our favor."

Although we have not been so notified, we understand from news reports that the formal parties to the case will be the Federal Communications Commission and the unions.:

We feel sure that the ultimate burden of an adverse decision will fall on our company and that it may well sink our arguments in the matter. At any rate, we are glad to learn that the high Court is going to review the lower Courts decision, which is the main thing we are interested in..."
Old woodcut, made in 1876, shows the young aerialist Maria Spelterini tightropeing across the great gorge below the Falls with baskets strapped to her feet. (She made it!)

YOU are in the next event at Niagara Falls

No matter where you live, you are involved in the next big event at Niagara Falls. It could be dangerous to your pocketbook, because it's going to cost somebody $390 million. Here, briefly, are the facts:

A big new hydroelectric power plant is going to be built on the Niagara River. Congress must decide who will build it—some agency of the government or the electric light and power companies now serving the area.

A group of five companies is ready to do the big job. They have asked Congress for the approval they need to start immediately. They have the plans, complete in every detail. They have the experience—fifty-eight years of power development at Niagara Falls. They have the lines to take the power where it will be needed. They can finance the project so there will be no need to burden taxpayers. Electric rates, of course, will continue low under normal public regulation.

But there are those who say the government should build the new plant—even if it takes longer, costs more, and moves America one step closer to the threat of socialized electricity.

HERE'S HOW THE CHOICE SHAPES UP ...

If electric companies build the plant
- The companies and their investors will pay for it.
- Power produced will be shared by all, with rates regulated by state commissions.
- The project will pay about $23 million a year in additional local, state and federal taxes.
- Defense plants and others will begin to get the power in about 3 years.

If the federal government, for example, builds the plant
- The cost will come out of taxes or be added to the national debt.
- Specially favored groups will have first call on all power. Rates won't be state regulated.
- Little, if any, local, state or federal taxes will be paid from the sale of power.
- Government estimators have said it would take them 5 years.

NOTE: The Niagara River project will not affect the beauty of the Falls—nor has it any connection with the St. Lawrence Seaway on another river.

WHO DO YOU THINK SHOULD BUILD THIS NEW PLANT? Let your readers and listeners know how you feel. Congress is discussing it now. The plan proposed by those who want government to do the job is a long step toward socialized electricity—because only power production is involved, with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine
HOUSE ELIMINATES BUSINESS CENSUS

People in media who look to business figures may be without the rule of thumb to guide them.

A STATISTICIAN in advertising, marketing, and similar business fields closely allied to the broadcast media may find a prop knocked from under him as a result of a House action last week.

The House passed an appropriations bill last Tuesday with funds for the business censuses specifically eliminated.

The business censuses, taken by the Dept. of Commerce's Bureau of the Census in the "4" and "9" years for the preceding 12-month periods, was set up by law in 1948.

The censuses are of business, manufacturing, mineral industries, transportation and agriculture. It is the first in this list which interests the broadcaster and his researcher.

NARTB President Harold E. Fellows, voicing regret at the House action, told B&T:

"Much of the material on which we relied, for example, in putting together NARTB's recent study of profitable radio operation (B&T, May 4), came from statistics gathered in the last Census of Business.

"This and other instances provide examples where unassailable research is essential. We have found this material extremely valuable for members of the association as well as for clients of broadcasters. We believe that, particularly in view of the fact that the Census Bureau has tried to reduce the cost of conducting the Census of Business, it should be restored."

The bill now goes to the Senate, where it will be up to that body to consider the House effected economy cut. The budget had estimated $21 million for the special censuses excepting agriculture which had a separate appropriation request.

Robert W. Burgess, director of the Census Bureau, when questioned by B&T last week, admitted the importance of the special censuses in advertising media because "population figures are often combined with our business figures."

From this data, he said, advertisers can better tell how well off people are in a given area. Commerce Dept. spokesmen said communications have been received from advertising, market research, statistical and other groups urging funds be provided for the business census.

Heller Introduces Bill To Protect News Sources

RADIO and television news people could refuse to reveal their sources of information and get away with it legally, if a bill introduced last week by Rep. Louis Heller (D-N.Y.) becomes law.

The measure (HR 3003), which has been referred to the House Judiciary Committee, would protect all newsmen—newspaper, magazine, radio, television, wire service, press syndicate—before Federal grand juries, Federal courts and committees of Congress.

Only exception made in the bill is for special circumstances involving national security or concealment of a crime.

Tampa-St. Petersburg Ch. 8 Case Goes to Examiner

With filing of proposed findings of fact and conclusions by contestants in the vhf Ch. 8 hearing for Tampa-St. Petersburg, Fla., the case is now before FCC Hearing Examiner Basil P. Cooper for his initial decision. Competitors are WTSP St. Petersburg, WFLA Tampa and Tampa Bay Area Telecasting Corp.

WTSP, in the brief filed by its Washington counsel, Neville Miller, charges its competitors with absentee control, multiple broadcast interests and lack of attention to local affairs.

WFLA's pleading, filed by Philip J. Hennessey Jr., Washington attorney, questions opponents' financing and claims superior program plans and greater familiarity with the coverage area.

Tampa Bay, filing through Washington counsel Frank U. Fletcher, argues it should be preferred because of technical superiority, lack of identification with other media and diversified ownership.

The Chief of FCC's Broadcast Bureau concludes the engineering proposals of all three applicants meet FCC's rules and standards, hence none should be preferred on engineering grounds.

NEDA Given Until June 12 To Answer Charges of FTC

THE National Electronic Distributors Assn., Chicago, reported last Thursday it has been given an extension of time to June 12 for answering charges by the Federal Trade Commission that NEDA and 37 association members adopted practices tending to hinder competition and create a monopoly in the sale of electronic supplies and equipment.

The FTC had filed the complaint April 14 and had given NEDA 20 days to reply. Hearing on the complaint has been rescheduled from May 26 to Aug. 3, an NEDA spokesman said.

One FTC charge is that NEDA has arbitrarily kept certain wholesale distributors from becoming members. This was categorically denied by L. B. Calamaras, NEDA executive vice president, who said the charge is "hardly consistent" with NEDA's "aggressive campaign" for membership for several years.

FTC charged NEDA and members with forcing sales by manufacturers only through members or those recognized by NEDA as "established" and "legitimate," urging manufacturers to protect these firms on purchases of tubes made 60 days before a price drop and urging a uniform cash discount and fixed resale prices reflecting a uniform mark-up from distributors' costs, both on goods bought from manufacturers.

NEDA also was charged by the FTC with acting to enforce the policies. The FTC said members "in a number of instances" agreed on quantity discounts, resale prices, rate of trade discounts for goods and on identical price lists for radio tubes sold in the same area. NEDA and members were charged with threatening or carrying out boycott against manufacturers who sold to non-NEDA-recognized distributors, and with giving preference to those who co-operated.

Mr. Calamaras expressed doubt that, even if the charges could be proved, they would constitute violations, because they are not unfair methods of competition, he said. He said there were no precedents to support the FTC's charges and promised NEDA would "resist" the complaint.

Come On In... BUSINESS IS FINE!

This great Dixie Key Market is just bustin' at the seams with new business every month!

Believe you me... we never had it so good! So, come on in—business is fine here in Miami. But remember...your "In" is WIOD. The Local Boys have proved that's the best way to get RESULTS.

Just ask our Rep... Your Hollingbery Man!

James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George F. Hollingbery Co.
NBC CONTROL DENIED BY KOA

DISCLAIMER that NBC has any "shred of control, either directly or indirectly" in the management of KOA. Mr. Grant was issued last week by William Grant, president of Metropolitan Television Co., owners of KOA. Mr. Grant's statement was issued at the same time that KOA filed a 63-page reply to the proposed findings and conclusions of the FCC's Broadcast Bureau [B*F, April 27].

Broadcast Bureau held that because Hope Productions Inc. owed NBC $1,250,000, NBC retained an interest in KOA. This would preclude NBC from the network to Metropolitan last year; (3) Hope Productions filed a "shred of ownership" in the acquisition of KOA from NBC by Metropolitan last year. KOA is half-owned by Hope group and a Denver group.

In a similar reply to the allegations, NBC declared that the clauses in the Hope note which the Broadcast Bureau found suspicious were only the normal rights retained by a creditor. It bolstered this examples of a score of other agreements including some by broadcast companies, from the files of the Securities & Exchange Commission. NBC also held that NBC already had possession of KOA, and that it had approved the sale of KOA from NBC to the Metropolitan group.

Examining the sale of KOA, Mr. Grant stated the following points in answer to the Broadcast Bureau's allegations of NBC control: (1) NBC is a creditor of one of the stockholders of KOA, and not of the licensee of the station; (2) FCC decided issue of NBC control when it approved the sale of KOA from NBC to the Metropolitan group; (3) Hope Productions is "willing and able" to pay off its obligation immediately if the FCC so requires, without a television permit. Mr. Grant called the failure of the Broadcast Bureau to cite that latter information an "incredible omission."

Competing with KOA for the Denver vhf channel is KMYR.

Military Tubes

THE MILITARY, which traditionally has a taste for standardization, plans to carry its desire for conformity into its choice and use of electron tubes. The Dept. of Defense has announced that future designs of electronics devices for the armed forces "will incorporate only the 192 types of tubes prescribed by a new military standard." This new standard eventually will mean use of an estimated 10% of the number of tubes now carried, said the defense planners. The standard tube list can be found in a document called "MIL-STD 200" which is mandatory for all military departments. There now are more than 5,000 different types of electron tubes in military supply systems—1,000 of which are covered by military specification sheets, the Pentagon notes.

Renewals by FCC

Include WABD (TV)

SEVERAL score AM, FM and TV stations were granted renewal of license by FCC last week, including WRGB (TV) Schenectady, WABD (TV) New York and WMGM-AM-FM New York. Comr. Frieda Hennock dis- sented in the WRGB and WMGM renewals, indicating "anti-trust activities" should be explored.

In the WABD action, Miss Hennock said that since FCC considered the Paramount control issue "and the majority having found DuMont qualified..." despite my dissent, I now go along with the Commission in voting for a renewal of license." FCC also renewed the license of WDLP Panama City, Fl., with Comr. E. M. Webster issuing a concurring opinion reviewing technical violations in 1949 which resulted in putting the station on temporary license. The station for a period was operated without directional antenna at night, FCC said. "While the Communications Act places the responsi-

FM Hours Plan Dropped

PLAN to set minimum operating hours for FM stations was discarded by FCC last week—three and a half hours after it was proposed.

Under the scheme, new stations would have had to be on the air at least three hours both day and night during their first year. The floor would have been raised to four hours each the next year to eight hours, day, and four hours, night thereafter.

FM stations operated in conjunction with AMs would have had to operate at least as long as the standard outlet.

California Radio-TV Bill

PROVISIONS banning false, deceptive or misleading advertising in newspapers also would apply to radio and TV stations in a bill introduced in the California State Assembly by Assemblyman Thomas J. Doyle (D-Los Angeles). He said his bill (AB 3493) is designed to make radio-TV advertising conform with newspaper advertising standards.
AM, FM, TV Ownership Changes Okayed by FCC

OWNERSHIP changes involving two TV outlets, five AMs and a block of five FM stations got FCC approval last week.

These were:
Northeast Radio Corp., Ithaca, N. Y., acquired the five FM stations owned by insolvent Rural Radio Network for $225,475. They are: WYCN at De Ruyter, WVCV Cherry Valley, WVBT Binghamton, WPIN and WHVA Poughkeepsie, all in New York. Northeast is a wholly owned subsidiary of Cooperative Orange League Federation Exchange, chief creditor of the network. Northeast has absorbed RRN, which feeds programs to about 10 other stations.
Lake Superior Broadcast. Co. (WREX Duluth) purchased WDSM Superior, Wis., from Bidlon Co., paving the way for their merger to obtain Ch. 6 Duluth-Superior. Lake Superior, which paid $88,186 for WDSM, must sell WREX before purchase can be finalized.

FP for WTVU (TV) Scranton, Pa. (ch. 73) was approved for Appalachian Co., wholly owned by Mr. and Mrs. Frank J. Collins who paid $22,314 for holdings of their former partners.

Richard Davis, general manager of WELI and WBIB (FM) New Haven, and other station personnel purchased control of the stations from Col. Harry Wilder. Consideration $182,580.

James H. Gibbs became sole owner of WIVY Crockett, Tex., through purchase of 50% interest held by the estate of Hamilton Callen, deceased, his former partner. Consideration $240,000.

Control of WJDX-AM-FM Jackson, Miss., passed to Murchison Bros., Dallas, who increased their holding from 49.5% to 50.7% by purchasing 284 shares from Wiley P. Harris for $24,670.

James M. Cox Jr. relinquished control of WSAB-AM-FM-TV Atlanta through conversion of some preferred stock to common and issuance of new stock. His holding was reduced from 60.5% to 59.5%. No consideration.

Control of WPHP Ponce, Puerto Rico, passed to Francisco M. and Antonio Susoni, Julio M. Conea, Luis A. Ferre, Arturo Valdecue, Cello Garcia as a Radio Americas Corp. in a stock transaction.

Sylvania, Philco Hearing Continued by FTC

HEARING was continued to May 20 by Hearing Examiner Webster Ballinger on FTC's antitrust action against Sylvania Electric Products Inc. and Philco Corp. to give attorneys for two firms time to study the case for their justification of charges. Sylvania is charged with discriminating against its own distributors in sale of radio tubes at lower prices to Philco, and latter firm is charged with inducing such sales and receiving tubes at discriminatory prices.

Humphreys to GOP Post

APPOINTMENT of Robert Humphreys, formerly public relation director of the Republican National Committee, to the $10,000-a-year post of publicity director for the Republican National Committee was announced last week by Chairman Leonard W. Hall. He also announced appointment of A. D. Baumgartner Jr. as executive director.

Serving under Mr. Humphreys is Edward T. Ingle, radio-TV director of the RNC.

TV Studio Bill

BILL to provide for a television studio in the Senate Radio-TV Gallery has been introduced by Sens. Homer Ferguson (R-Mich.) and Burnet R. Maybank (D-S.C.). Bill (S 1648) was referred to the Senate Rules Committee. If approved by the committee and the Senate, the studio would be constructed next to the present Radio-TV Gallery. At present, according to D. Harold McGrath, gallery superintendent, at least four TV interviews are conducted each day.

Florida Anti-Station Bill

On Political Libel Fail

FLORIDA House Civil Judiciary Committee has rejected a state bill that would have made radio and TV stations responsible for libelous statements broadcast on their facilities. The measure was introduced by Rep. Morgan Duval (B-St., April 20).

The Duval bill would have repealed a section of the state's libel laws which relieves radio and TV stations of responsibility for statements made by other than station personnel if the statements exercise due care to prevent slanderous statements. Rep. Kenneth Ballinger noted that FCC does not permit such stations to censor political broadcasts. Mr. Ballinger in previous sessions represented the Florida Assn. of Broadcasters.

In the Florida Senate, there were indications of vigorous opposition growing to a Judiciary committee-approved bill prohibiting the broad-casting, televising or filming of official investigations where witnesses are questioned under compulsory summons.

George W. Throps, WVCG Coral Cables, FAB president, asked FAB members to work toward the defeat of the broadcast bar bill.

Newton Attacked Bill

Last Tuesday, V. M. Newton Jr., managing editor, The Times Tribune, and chairman, committee of freedom of information, Sigma Delta Chi, national professional journalistic fraternity, attacked the bill in a letter to Senate Senator John Branch. He warned that when a legislative body "proceeds in secret, errors accumulate throughout deliberation and may be carried into a finished proposal where they may be discovered too late for the pressure of public opinion to rectify them." He urged Sen. Branch, who said publicly "the bill goes too far," to oppose the legislation and "thereby extend the principle of free, open government...to Florida through the new media of communication, radio and television."

Miles Returns to FCC

CAPT. PAUL D. MILES (USN Ret.), U. S. member of International Frequency Registration Board, International Telecommunications Union, Geneva, Switzerland, is due to return to the U. S. in July to resume his old position as chief of FCC's Frequency Allocation & Treaty Div. Present incumbent A. L. McIntosh is scheduled to succeed Capt. Miles in Geneva.

Deadline for Comments on Clear Channel Pact Extended

FOLLOWING protests by daytime Class II stations, and requests for extension of the May 1 deadline, FCC last week extended the final date for comments on the proposed U.S.-Canadian agreement covering a formula for the protection of Canadian Class I-A stations [See FOR THE RECORD, B-ST, May 4] to May 29.

Gist of several dozen protests was that the U. S. should decide the six-year-old Daytime Skywave case before entering into a pact with Canada. A number of objectors claimed that the protection afforded Canadian Class I-A's was "ridiculously high." Others, including the Clear Channel Broadcasting Service, urged that the international understanding be expanded to protect both Class I-A and I-B stations in the U.S. as well as in Canada.

Frequencies Listed

Canadian Class I-A frequencies are 540, 690, 740, 860, 990, 1010 and 1350 kc. FCC said that the proposed pact, with one exception not identified, would require no modification of any existing Canadian station. The U.S. has 140 assignments on Canadian Class I-A wave-lengths, and about 40 applications pending.

Under the terms of the proposed agreement, applications not meeting the proposed criteria would be referred to the Canadian Government for comment.

The unilateral agreement was the result of conferences between U.S. and Canadian officials last February. It is designed to eliminate complaints of interference by Canadian Class I-A stations, FCC said.

Under terms of the 1937 North American Regional Broadcast Agreement, Class II stations with powers up to 50 kw may be assigned in the U. S. on Canadian Class I-A channels provided they do not produce more than 1 microvolts-per-meter groundwave or more than 25 uv/m 10% skywave on the Canadian border.

Provisions of the 1951 NARBA, still awaiting U. S. Senate ratification, are identical in this respect.

Illinois Senate Passes TV Libel Bill; House Next

TV BROADCASTERS in Illinois will be subject to the same libel laws as radio operators if the lower chamber of the State Legislature in Springfield goes along with a bill passed by the Senate last week.

A proposal sponsored by Sen. William J. Connors (D-Chicago) was unanimously approved by the Senate and sent on to the House. If approved there and signed by Illinois Gov. William Stratton, the measure will amend libel laws revised in 1945 to cover radio as well as press.

The measure would render TV station operators not guilty of libel where they had "no advance knowledge or opportunity or right to prevent it." TV libel is described as 'malici- ous defamation.' As in radio and press cases, "truth would be sufficient defense." The bill does not apply to political utterances on TV.

Penalties provide for a maximum of one year imprisonment and a $300 fine.

Sen. Connors told the Senate that the Chi- cago Tribune and others supported his proposal. The Tribune has taken an editorial stand in favor of the bill, introduced last month [B-ST, April 6].
Skywave Signal Computation Changes Proposed by FCC

PROVISIONS of FCC's AM engineering standards which allow the intensity of skywave signals to be computed on the basis of individual measurements and which set forth the method for making such measurements, would be deleted according to a proposal issued by the Commission last week.

Instead, FCC would require use of the skywave curves already continued in the standards. The extent of skywave radiation is important in the assigning of standard stations because of interference to existing stations. Deadline for comments in the proposed rule-making proceeding is May 29.

In its order, FCC said that "on the basis of our experience, it appears that the application of these provisions for the case by case consideration of propagation by measurement of skywave signals is wholly unsatisfactory. It appears that the use of the limited amount of data available in individual cases cannot be relied upon to refute the validity and application to particular situations of the skywave curves contained in the standards."

FCC explained that these curves "are based upon relatively large amounts of data secured over a considerable period of time and indicate average skywave fields of broadcast stations much more reliably than the measurements provided for in the existing rules. Nor are there any other types of individual measurements which it is believed would be practicable to prescribe."

The order pointed out, however, "the Commission is not proposing to preclude any person from submitting such skywave recordings as may be taken from time to time and which, considered together with the existing data, may lead to the formulation of revised skywave curves or allocation rules. On the contrary, where data indicates the necessity or advisability of revising the existing rules and standards relating to the proper determination of skywave service or interference, the Commission will institute an appropriate rule making proceeding to accomplish this result."

Florida Bill Would Ban Airing of Some Hearings

BILL to ban broadcasts and telecasts of legislative hearings and other procedures where witnesses appear under process was passed 22-15 on May 3, by the Florida State Senate. The bill, introduced by Sen. Wallace Sturgis of Ocala, follows the measure authored by Gov. Thomas A. Dewey of New York.

In debate, Sen. Sturgis said persons involved in a hearing were subject to "human fallibilities that make us anxious to please the press and radio and television." Sen. Verle A. Pope of St. Augustine contended the public has a constitutional right to freedom of information.

Sen. Wayne Ripley of Jacksonville said the bill was "a subterfuge" to stop inquiries such as those of the Kefauver committee. He argued Gov. Dewey had drafted the measure merely "to take a slap at a Democrat, Rudolph Halley, former chief counsel for the Kefauver committee," after Mr. Halley had been elected chairman of the New York City Council.

Pennsylvania Libel Bill

LEGISLATION (H-343) to protect radio and TV stations from slander and libel suits in the case of political and other broadcasts not subject to station review was passed last week by the Pennsylvania Assembly. The bill has gone to the State Senate.
Bill Would Deny Educ. TV Money to State-Aided Outlets

A MOVE to prohibit educational TV outlets operated by state-subsidized institutions from receiving financial aid won favor of a House committee in the Illinois legislature last week.

A House appropriations group recommended a ban on educational television stations obtaining monetary support where the institution is state-financed. The recommendation followed hearings on that measure and another to channel $1 million each for outlets in Chicago and at the U. of Illinois at Champaign-Urbana.

Would Ban Construction

Denial of financial aid would have the practical effect of banning the construction and operation of an educational outlet at the U. of Illinois, whose budget already has been cut by the state.

State broadcasters' groups and other organizations have scored the money-siphoning measure as a means of "putting a vehicle of propaganda in the hands of a government agency" [B*1, March 23, 16, 9].

AM Processing Plan Scrapped

PROPOSAL to set up two processing lines for AM applications was withdrawn by FCC last week because of a decrease in number of pending bids. The plan, which would have given priority to applicants in communities receiving less than 25% coverage from primary AM outlets, was proposed April 17, 1952, but never put into effect.

Here's how!...

to sell more listeners per dollar invested than with any other major station in the Detroit area... use CKLW... the station which produces greater low cost results for radio advertising dollar!

Write for our story.

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS 800 KC.

Adams J. Young, Jr., Inc.,
National Representative
J. E. Cappareo, President
Guardian Building • Detroit 26

Page 68 • May 11, 1953

NETWORKS

NBC Shifts Speculated; CBS-TV Claims Sales Lead

Brig. Gen. Sarnoff's references to NBC in his NABT keynote speech, temporary shift of John K. West to New York and reports that several TV affiliates are re-studying their network tie-ins have raised questions about NBC plans for the future.

Reports of unrest and impending shifts in the sphere of executive influence at NBC circulated persistently last week—despite repeated denials—in an atmosphere made tense by CBS-TV's announced claim that it had taken the network television sales lead which NBC has held to date.

CBS-TV's announcement, which also claimed first place in program popularity, cited $44 million in gross annual billings signed within a week to bring the network's April-signed new business total to $834 million, came in the wake of rumblings that a number of major NBC radio-TV affiliates might switch to CBS (Closed Circuit, May 4), plus entirely independent—and unconfirmed—reports that at least one major NBC executive is apt to leave as a forerunner to executive realignment.

The NABT convention keynote speech by Brig. Gen. David Sarnoff, board chairman of both RCA and NBC, meanwhile heightened industry speculation—especially with his call for "sympathetic understanding and cooperation between networks and stations" and that he intends to take, if indeed he had not already started to take, a more direct active role in guiding NBC affairs.

It also was noted that John K. West, NBC vice president in charge of West Coast operations, who also is the newest member of the NBC board, has been assigned to New York headquarters on a mission whose purpose and probable duration were not announced. Indeed, not even the fact of the assignment was announced.

But authorities said the assignment indicated President Frank White on special projects and serving as a coordinator between NBC and RCA officialdom, and that the mission was expected to last about two months.

NBC officially appeared to discount the spate of reports that were circulating. Stories that several TV affiliates in important single-station markets were in negotiations looking toward the possibility of switching to CBS, both radio and TV, were denied as having been "inspired" and "spread" by CBS authorities.

This charge was denied by CBS officials as sharply as NBC officials had made it. CBS-TV authorities maintained that several NBC affiliates had talked with them about "problems," and insisted that NBC had "cause for concern," although they conceded that CBS had not "firmed up any "switches." Such problems as may exist between NBC and its television affiliates may be clarified in the forthcoming meeting, scheduled May 25 in New York, between the NBC-TV affiliates Committee, an independent organization headed by Walter Damm of WTMJ-TV Milwaukee, and officials of the network.

This meeting was called by the committee. One of the chief questions, it was reported, will be NBC's daytime TV programming, long a matter over which affiliates have expressed concern.

On this subject, CBS-TV did not fail to point out—in a presentation coincident with its claim of sales leadership in TV—that as of April 1, it had 19¾ hours a week of sponsored daytime programming as against 7¾ hours for NBC-TV. Counting both morning and evening, CBS-TV claimed its weekly total of sponsored hours stood at 47 as compared to 36.5 for NBC-TV.

If there was any question about CBS-TV having acquired network television sales leadership, there has been none—for some time—about CBS Radio's sales dominance over the other radio networks. Publishers Information Bureau figures for the first quarter of 1953, just released, show that in combined gross billings CBS Radio and CBS-TV outdistanced NBC Radio and NBC-TV by more than $2,275,000—$37,008,436 in the case of the two CBS networks and $34,732,111 in the case of those of NBC [B*1, May 4].

Breaking these totals down, it is shown that
A big job...well in hand

(Highlights from the Annual Report for 1952)

People needed more oil in 1952 than ever before, but once again ample supplies were available to meet the demand. An important part of this big job was done by companies in which Standard Oil Company (New Jersey) has investments. These companies expanded their facilities to provide people of many nations with oil to heat and light their homes, fuel their ships, and power and lubricate their factories. They harvested their crops, and ran their cars and trucks.

Jersey's Annual Report for 1952 shows how the big job was done by companies which had to meet requirements that had been expanded and became even bigger. It shows, too, how well this kind of American enterprise handles it.

During 1952, Jersey's affiliated companies produced, refined, and sold oil in any previous year. This meant more oil wells, more miles of pipe line, new tankers, additional refining capacity, and expanded distribution facilities.

It also meant large investments. During the year, new equipment and replacements cost $498,000,000. Since 1945, almost three billion dollars have been spent for this purpose.

The increased business brought to Jersey and its consolidated affiliates a record gross income for the year, but because of the higher costs of doing business, net income was $8,480,000 less than 1951's record high. About half of this net income of $520,000,000 was paid in dividends to the 269,000 persons who own Jersey.

These pictures give some idea of the scope and scale of Jersey affiliates' activities during 1952:

When Geologists Find a Likely Spot, or when known fields are being developed, new oil wells must be sunk, often at great cost. Here is a drilling rig in a project which expanded the known boundaries of an oil field in Saudi Arabia.

Many New Wells, such as this opening a Texas field, must be placed in operation yearly to meet demands. In 1952, although production of Jersey affiliates was 4 times that of 20 years ago, their proved reserves were at an all time high.

New Refining Capacity helps to meet the need for more and better products. The units shown above, for example, represented an important part of a recent modernization and expansion program at a Jersey affiliate's refinery.

Pipe Lines are costly, but provide the most efficient overland transportation of petroleum. This means cheaper, more abundant products. The pipe shown above went into line delivering crude oil to a Venezuelan refinery.

FINANCIAL SUMMARY—1952

Standard Oil Company (New Jersey) and Consolidated Affiliates

Taxes charged to income ...... $371,600,000

Other taxes, collected for governments ...... $384,500,000

Spent for new plants and facilities ...... $498,051,000

Number of shareholder-owners ...... 269,000

Number of employees ...... 120,000

The Annual Report tells the story in detail. We will be pleased to send a copy to anyone wishing it. Write Room 1625, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES
CBS Radio's first-quarter gross billings totaled $15,339,508 as compared to NBC radio's $12,414,385, while NBC-TV led CBS-TV by $22,317,728 to $21,668,928.

The decline of NBC sales and Gen. Sarnoff's participation was raised at the annual meeting of the stockholders of RCA (separate story page 73), which by coincidence was held at the same time CBS-TV was claiming acquisition of NBC's sales dominance. Questioned by a stockholder about network sales, Gen. Sarnoff expressed the belief that NBC was first in TV network business although CBS had forged ahead on the radio front.

"It's a fluctuating affair," he said.

Wyola Sos, president of the Federation of Woman Shareholders in American Business, who had raised the question about network sales, then suggested that a reorganization of the NBC sales department on a more aggressive basis might be a good idea.

"This looks like just the place for your fine Italian hand, General," she commented. Gen. Sarnoff smiled noncommittally.

CBS-TV's announcement that it had "taken the business leadership among all TV networks", according to a trade news luncheon where network officials unveiled a presentation refuting nine of the "top 10 cliches" about television. Only one of the 10 "cliches" which has been proved true, according to Network Sales Vice President William H. Hylan and Network Sales Development Manager Edward P. Shumrick, is the one that says the advertisers "can't afford to stay out of television." Mr. Hylan said CBS-TV signed up $4,750,000 in gross annual billings during the month of April April 22-28, which he called one of the largest sales weeks in the network's history, and also cited an additional $4 million in new business signed earlier in April.

April 22-28 signings, he said, included: Prudential Insurance Co. of America for alternate-week sponsorship, starting early in September, of You Are There, now seen Sun., 6-8 p.m., EDT and co-sponsored by Electric Companies Adv. program through Callinski & Holdren, Carlfock, McClintick & Smith, New York 1B-T; May 41; Chrysler Motors for half-hour dramatic show, Saturdays at 10:00-10:30 p.m., starting mid-July, through BBDO, New York 1B-T, April 201; Purex Corp. for a quarter-hour of the Wendsaday Garry Moore Show starting June 3, through Footes, Cone & Beling, San Francisco, and General Electric's Small Appliances and Electronics Divisions for the half-hour Meet Mr. McVay show, starting May 1, through the TV Mirror Sept. 17 (Thurs.), 8:30-8:30 p.m., EDT, through Young & Rubleam and Mason Inc., both New York 1B-T, April 201.

Earlier April sales previously announced, were listed as including P. Lorillard's decline, 7 1/2 an ounce cigarine week says for the Money, to CBS-TV in August; Simonoff Co. and International Silver Co.'s purchase of My Favorite Husband for alternating sponsorship starting in October, and Singer Sewing Machine's sponsorship of Four Star Playhouse on a weekly rather than alternate week basis.

Mr. Hyland predicted that "time is coming when manufacturers will set up a sales quota for advertising media, and expect them to meet it.

"More and more," he continued, "a medium will be judged not only on its ability to deliver advertising but on its performance in moving merchandise. This trend will be an increasing challenge to every medium because retail sales forces today are thinning out. More than 80 million shoppers go to self-service stores every week.

Television's "exclusive" combination of sound, sight and motion, he declared, make it "the medium best adapted to present needs" and the one "that best fills the reduced ranks of retail salesmen.

CBS-TV's announcement claimed that its "programming popularity has kept pace with its sales leadership," asserting that during the past October -April season the network "routinely beat all the other networks in the top ten Trendex than any other network, maintaining an average of six for the entire season.

"All the rating services," the announcement continued, "show CBS-TV's I Love Lucy in first place, followed by Arthur Godfrey's Talent Scouts, with Godfrey's Friends in third place in two services and fourth in the other.

CBS-TV's "full formal presentation," detailed to the luncheon-goers by Mr. Shumrick and slated for extensive showings to agencies and advertisers, claimed for CBS-TV the biggest network growth, the highest average rating, the greatest single audience, the most sponsored time, the largest network budget, the most sponsored daytime hours, the highest rated package shows, and the lowest cost-per-thousand viewers.

['Can't Stay Out of TV']

Of the 10 "cliches" spelled out and answered in the announcement also noted that, for instance, Singer Sewing Machine, sponsor of Four Star Playhouse, is set to spend, during the coming year, almost as much on CBS-TV as the approximately $1.2 million which represented the overall advertising budget in 1951. In answer to the "cliche" that TV's cost-per-thousand is getting lower but its overall price is "getting too high," CBS-TV asserted that "there's a right outlet for price for any advertiser, large or small," with television available "in all combinations of programs, time and coverage.

It was noted, for instance, that CBS-TV is offering five-minute segments in its 11-11:30 daytime period, occupied by There's One In Every Family, at less than $2,500 weekly per participation.

To the "cliche" that television is pricing itself out of the market, it was noted that CBS-TV's previous attempt at simultaneous selling both television and radio (using both talent and time) is steadily going down, while those of printed media are steadily rising. And on the "cliche" that television will price itself out of the market, the reply was that, "although, not yet used, network's time cost per thousand homes in 1955 will be what it is today ($1.59). This, the presentation noted, assumes continuation of the present rate of TV growth which in 1955, would bring 90 per cent saturation in 100 leading markets.

Other "cliches" answered by research data in the presentation included those which maintained that "television will not become a mass medium"; that "television will never cover the country"; that "people won't watch television after the novelty wears off"; that "housewives will never have time for television during the day"; that "in summer, viewers will take a vacation from television," and that "when the glamour wears off, advertisers will drop out of television.

Adrian Samish Joins NBC Program Dept.

ADRIAN SAMISH, vice president and radio-TV director of Dancer-Fitzgerald-Sample for six years prior to his resignation a few weeks ago, joined the NBC program department, effective May 1, as a member of the creative production group and as a general executive in the department, Programs. Vice President Charles Barry announced last week.

Before his association with the D-F-S Agency, Mr. Samish served with ABC from 1944 to 1947 as vice president in charge of radio and television programming and production.

Don Lee Network Announces Sales

SALES totalling more than 115 hours on Don Lee Broadcasting System were announced last week by Norman Boggs, network vice-president in charge of sales.

Television: Don Lee Co., San Francisco, starts three weekly, five-minute Something to Think About on Don Lee Network, for 62 weeks from today (Monday), Santa Rosa Shoe Co., Santa Rosa (Calif.), starts weekly 10-minute new program on 24 stations, for 62 weeks from June 6. Hoefer, Dieterich & Brown Inc., S. F., services both accounts.

Dormin Inc., New York (sleeping tablets), starts twice weekly, five-minute Names and Places in the News on the network for 26 weeks from tomorrow (Tuesday). Agency is Dowd, Redfield & Johnstone Inc., N. Y.


NBC Co-op Sales Reach 100 Affiliate Stations

SPONSORSHIP of NBC radio co-op programs by 280 advertisers on more than 100 NBC-affiliated stations was reported last week by Lud Simmel, manager of NBC co-op sales.

He also announced renewal of the Howdy Doody Show (Sat., 8:30-9:30 a.m. EDT) for the complete Dominion Network by Kraft Foods Ltd., through J. Walter Thompson Ltd., Montreal, and the St. Lawrence Starch Co., through Harold F. Stanfield Co., through 15-16 minute periods each through June 27, plus renewal of a half-hour of the program by Ogilvie Flour Co., through Stanfield Ltd., starting October 3.

Mr. Simmel also reported that NBC-TV's Who Said That? co-op show (Monday, 10:30-
CBS East-West Switch
Transfers Jencks, Woodward

APPOINTMENT of Richard W. Jencks of the CBS-TV New York legal department as resident attorney of CBS Inc.'s west coast legal department, effective immediately, was announced Thursday by CBS Secretary and General Attorney Julius F. Brauner.

At the same time the designation of Charles C. Woodard Jr. of the CBS Hollywood legal staff to assume operating charge of the CBS-TV legal department in New York was announced by W. Spencer Harrison, CBS-TV vice president in charge of legal and business affairs. Mr. Woodard's new assignment becomes effective today (Monday).

McBride Radio Project

ABC radio reported last week that 350 women from 279 localities in the U.S. and Alaska have been nominated as possible winners in the Mary Margaret McBride Radio Project, which is designed to show what women on the local level have accomplished in the interests of Democracy and peace. Winners of the project, which is conducted by ABC radio, will be chosen by a board of judges representing the United Church Women, the National Council of Catholic Women and the National Council of Jewish Women.

ABC-Friendly Network
To Carry Braves Games

ALL stations of United Broadcasting Co.-Friendly Network have contracted with World News Service to carry Milwaukee Braves baseball games fed by WEMP Milwaukee to a network in that area. Richard Eaton, UBC president, said WNS, of which he also is president, has the concession for the team's home park in 14 Mid-Atlantic and Southern states and the District of Columbia.

Miller's High Life beer is sponsoring games on the network on a participating basis. Sinclair Oil Co. is co-sponsor on WOAK Washington, D.C.; WFXN Rockville, Md.; and WANT Richmond, Va. Other stations on the special network are WFAN (FM) Washington; WSID Baltimore; WARK Hagerstown, Md.; and WJMO Cleveland.

NBC Plans Talent Search

PLANS for a weekly two-hour program to discover and showcase talent new to network radio have been revealed by NBC, which said it would conduct the project in collaboration with station affiliates. The series will be heard Saturdays, 7:30 to 9:30 p.m. EDT, starting June 13. Four stations will participate in each broadcast in the series, to be known as New Talent, USA. Teams of talent scouts will go on the road several weeks in advance of each broadcast, to help the stations in arrangements.

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

- Wide range of models—12 ½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.

DETROIT DIESEL ENGINE DIVISION

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

Pay to Standardize on
Write for Generator Set Catalog 6 SA 20.
BBDO-Miner Disassociate

BREAK-DOWN of negotiations between BBDO, New York, and Worthington Miner with respect to production of the new Chrysler program, slated to go on CBS-TV [BT, May 4] was revealed last week. The agency and Mr. Miner made a joint statement in which it was announced "that it will be impossible for him to go forward with the production of the new Chrysler TV program. The reason for this is solely the fact that complications arose in working out details as to the ownership of the program itself as well as the title. Both BBDO and Chrysler felt strongly that the program as well as the title must be the property of the Chrysler Corp." Mr. Miner is under contract to NBC.

Leaves Buenos Aires

GEORGE NATANSON, NBC Buenos Aires correspondent, planned to leave Argentina last week because he had overstayed his tourist's visa but said that his associations with the Argentine Immigration Dept. had been amicable and that he would seek a residence visa to continue his work in that country, according to reports reaching New York.

NBC Team to Indo-China

ASSIGNMENT of Joseph Michels, NBC-TV news writer and editor, and Edgar Hatrick, NBC Newfilm cameraman, as a reporter and cameraman team to cover the war in Indo-China was announced last week by William R. McAndrew, manager of NBC news and special events. They left New York for Saigon May 6.

CBS INC. PROFITS SOAR 58% IN '53

First quarter net profits of CBS and its subsidiaries exceed $2.4 million, reports Board Chairman Paley—record first-quarter earnings for the company.

NET PROFITS of CBS Inc. and its domestic subsidiaries reached a total of $2,404,935 for the first quarter of 1953—approximately 58% above the same period of 1952—Board Chairman William S. Paley announced last week.

The $2.4 million figure was described as record first-quarter earnings for the company, which included not only the CBS Radio and Television networks and Labs Div., but Columbia Records Inc., CBS-Columbia Inc., and Hytron Radio & Electronics Co.

"Operations of the various companies and divisions of the corporations have shown gratifying progress during this period," Mr. Paley said in his announcement, which was made at a board meeting Wednesday. "We have every hope that our operations will show continued growth."

The $2.4 million net income figure for the 1953 first quarter compares with $1,522,796 for 1952, and represents $1.03 per share as against $.65 per share for last year's first quarter.

The CBS board at its meeting declared a cash dividend of $.40 per Class A and Class B share, payable June 5 to stockholders of record at the close of business May 22.

The consolidated income statement follows:

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES
Consolidated Income Statements

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Gross Income</th>
<th>Depreciation</th>
<th>Provision for amortization of leasehold improvements</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 4, 1953</td>
<td>$36,379,090</td>
<td>7,616,538</td>
<td>120,350</td>
<td>$28,146,255</td>
</tr>
<tr>
<td>May 29, 1953</td>
<td>$17,775,180</td>
<td>12,977,174</td>
<td>120,350</td>
<td>$4,797,961</td>
</tr>
<tr>
<td>June 29, 1953</td>
<td>$58,679,635</td>
<td>48,401,916</td>
<td>120,350</td>
<td>$10,277,718</td>
</tr>
</tbody>
</table>

Notes:

1. In 1952 the Company discontinued the practice of netting related operating expenses against certain related revenues. Accordingly, the 'incoinc' and "operating expenses and cost of goods sold" have each been increased $6,413,048 over the amounts previously reported for the three months ended March 31, 1953, in order to reflect these amounts on the new basis. This change in accounting treatment does not affect net income.

2. In November 1952, the Bureau of Internal Revenue published certain proposed regulations under which the Company would be denied the tax benefits of the last broadcasting relief provision for each of these periods. The Company is of the opinion that the Bureau has no authority to deny the tax benefits of this relief. If, however, the last broadcasting relief provisions prevail, the Company would be liable for approximately $210,000 of additional tax for each of the 13 week periods ended April 4, 1953, and March 29, 1953, for which no provisions have been made in the above income statements.

3. The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

SACRAMENTO TELECASTING...
MANUFACTURING

'53 FIRST QUARTER AT RCA
HIGHEST IN COMPANY HISTORY

Report lists profits for period at more than $20 million (before taxes)
and in excess of $9 million (after tax provision). Gen. Sarnoff also

tells board color TV for public is at least two years away.

RCA did the largest volume of business of
any first quarter in company history in the
first three months of 1953, with sales amount-
ting to $208,007,333, Brig. Gen. David Sarnoff,
RCA board chairman, reported Tuesday to
the annual meeting of RCA stockholders,
which filled NBC Studio 8-H in New York's
RCA Bldg. to overflowing.

Gen. Sarnoff, John Hays Hammond Jr.,
Mrs. Douglas Horton and Harry C. Ingles
were re-elected directors for three-year terms
by the stockholders, who also named Arthur
Young & Co. to certify the company's fi-
nancial statements for the year of 1953. Stock-
holders rejected a proposal of Lewis D. Gil-
bert, John J. Gilbert, and John Campbell
Henry for cumulative voting in election of
directors.

Profits for the first quarter of this year
amounted to $20,456,141 before taxes and to
$9,293,141 after provision for taxes. Gen.
Sarnoff said, the net earnings being 31%
ahead of the first quarter of 1952. After pro-
vision for preferred dividends, he said, earn-
ings for the quarter were 61 cents a share,
compared to 45 cents a share for the same
period of last year.

"This excellent record," Gen. Sarnoff said,
"resulted from increased sales of television re-
ceivers and transmitters and government
equipment, as well as the new business of
home appliances which the corporation has
added to its line of merchandise." In response
to a question, he said that TV equipment ac-
counted for about 75% of the total volume
of business of RCA-Victor Div. Government
business, he said, amounted to $37 million or
about 18% of the RCA total, up from 13% in
the first quarter of 1952, with RCA "bill-
ings to the government this year expected to
exceed last year's billings by a substantial
amount."

Color TV for the public is at least two
years away, Gen. Sarnoff replied to a question
following his report on the state of compatible
color. "And that two years begins when the
FCC approves it for commercial use," he
commented, explaining that it will take nine
months to a year to tool up to produce col-
or sets and another year to get production go-
at normal speed. RCA's Lancaster plant, he
said, already has a pilot operation underway
for the production of tri-color tubes, which he
said "can reach a monthly output of 2,000
color tubes within nine months to a year after
it tools up for commercial production."

Looking to the future, the RCA board
chairman estimated that by mid-1956 there
will be 38 million TV sets in U.S. homes, 15
million more than at present. Radios at that

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MANUFACTURING

TV NEWSREEL

DuMONT TV Network presents a Norman
Rockwell poster to the Community Chest cam-
paign for tall fund raising campaigns. Du-
MONT's Gen. Mgr. Chris Witting (l) admires
the poster with the artist (c) and Joseph Allen,
radio-TV director, Assn. of National Adver-
tisers and vice chairman of the United Com-
munity Campaigns.

SAYING hello are Jack Brickhouse, WGN-TY
spts, dir., and Odd E. Moe, gen. s.ts. mgr.,
Theo. Hamm Brewing Co., as they meet at a
Chicago sales conference. Mr. Brickhouse
broadcasts baseball on WGN-TV under Hamm
cosponsorship.

TV PACKAGE set at $100,000 has been
bought by Courtesy Motors, Plymouth-Dodge
dealers, on KSL-TV Salt Lake City. Conclud-
ing terms are 11 to r: Sam Hill Jr., KSL-TV
acct. exec.; Clifford O. Gledhill, Courtesy own-
er; Bud Collins, Courtesy s.ts. mgr. Package
includes one full-length feature film, partici-
pation in another, and two wrestling features.

CBS Television City's "cross patch" board is
discussed by NARTB conventioners Donald
W. Thornsburg (r), pres.; John Leitch (l), engi-
neering v.p., and Charles Vanda, TV v.p., all
WCAU-TV Philadelphia. Each plug on
the board contains control circuit for projectors
and intercom circuits, plus video and audio
outputs to each studio.

WSAZ-TV
HUNTINGTON • CHARLESTON

1. You can SELL this rich... growing
growing prosperos market with only ONE
TV Station... The Only TV Station
in the area...

2. Exclusively covered... in 103 Coun-
ties of West Virginia, Ohio, Kentucky
and Virginia... Retail Sales:
$1,808,557,000; Effective Buying
Power: $2,873,118,000...

3. Your product will receive a fine re-
ception with the excellent promotion
and sales-wise departments of WSAZ-
TV at your service... INVEST your
advertising budget where your return
will be assured.

---

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
represented by THE KATZ AGENCY.

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channel
WSAZ-TV

100,000 watts
time will total 130 million, he said, including 26 million auto radios.

Acceptance of RCA room air conditioners and room dehumidifiers, introduced last year, "made it possible to sell all available models," he said, with production being expanded this year. The new line of RCA Estate ranges also has found consumer acceptance "most gratifying," he said. When Lewis Gilbert, a persistently critical stockholder, asked the price RCA had paid the stover company and RCA officials declined to answer for "competitive reasons," Mr. Gilbert answered his own question and announced that the sum was $2 million.

After a number of stockholders had praised the achievements of RCA under Gen. Sarnoff's leadership and expressed regret that in three years, when he will be 65, the corporation may lose his services, a motion was made for an amendment to the bylaws to permit him and other valued employees to be retained beyond the stipulated retirement age. Gen. Sarnoff then revealed that the board already has that authority and pointed out that he himself had made no announcement of any plans to retire. "That's up to the board," he said.

Asked how much insurance RCA has on its $100 million, Gen. Sarnoff answered none, causing Wyima Sos, president, Federation of American Shareholders in American Business, to urge the board to follow the example of "many other companies" in insuring its top executives, "beginning with the founder."

Among new developments "in the offing," Gen. Sarnoff listed a compact, light-weight pushes button sound tape recorder to be put on the market within the next few months; "splendid progress" toward perfecting a TV tape recorder; miniaturization of all types of equipment speeded, since transistors can be used to replace vacuum tubes in many operations; closed-circuit TV for industry, school and home, and microwave communications systems and improved high fidelity record reproducing equipment.

Meeting opened with the stockholders standing for a moment in silent tribute to the late Ciano Dunn, RCA board member for many years.

Report figures are:

<table>
<thead>
<tr>
<th>RCA and Domestic Subsidiaries</th>
<th>Consolidated Statement of Income (For the Quarter Ended June 30)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1953</td>
</tr>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Products and Services, sold</td>
<td>208,007,533</td>
</tr>
<tr>
<td>Cost of Products and Services</td>
<td>167,519,392</td>
</tr>
<tr>
<td>Gross profit</td>
<td>40,488,141</td>
</tr>
<tr>
<td>Federal taxes</td>
<td>11,163,000</td>
</tr>
<tr>
<td>Net profit for the quarter</td>
<td>29,325,141</td>
</tr>
<tr>
<td>Preferred dividend</td>
<td>798,238</td>
</tr>
<tr>
<td>Balance for common stock</td>
<td>6,504,903</td>
</tr>
</tbody>
</table>

DuMont Refutes Fears Of TV Threat to Press

BELIEF that newspapers and television can live together, be financially successful and contribute to America's progress was expressed in a statement released yesterday (Sunday) by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, and DuMont TV Network.

Dr. DuMont made his observation following a study of reports issued at the 67th annual convention of the American Newspaper Publishers Assn. in New York April 21-23 (B+T, April 27). Some publishers at the convention expressed concern over the growing competition and inroads by television.

Voicing the opinion that "newspaper publishers and broadcasters will enjoy increased revenues," Dr. DuMont cited figures showing that both newspapers and television had registered peak national advertising revenues in 1952. He added that "more daily newspapers were published in the U. S. last year than in the past decade" and that the "all-time circulation" of 1951 had declined only one-tenth of one per cent last year.

Dr. DuMont said that TV and the press would work to each other's advantage in coming years and pointed to paid advertisements in newspapers by TV stations and television receivers as a method of increasing newspaper revenue. He offered the opinion that viewers would rely on newspapers for complete news and background information and that television, as did radio, would stimulate newspaper reading that will be "translated into increased circulation."

ITC To Put 'Pay-As-You-See' TV Plan Before FCC

INTERNATIONAL TELEMETER Corp., currently testing its subscription TV plan in Palm Springs, Calif., this year expects to apply for FCC permission to operate its "pay-as-you-see" system on a national basis. Cost of installation of the unscrambling device is estimated at $6, according to the firm's officials. Programs are then arranged upon deposit of a coin in the coin box attached to the receiver set.

Experiments, delayed by Palm Springs electric power strike, now in its 12th week, will be resumed next fall, according to Carl Leerman, executive vice-president.
DuMONT DEVELOPING COMPATIBLE 3-D

DuMont Labs may demonstrate a compatible 3-D color TV system by year's end, President Allen B. DuMont tells stockholders at meeting. He predicts the firm's 1953 sales will top $100 million. Officers, directors re-elected.

A COMPATIBLE 3-D system of color television is in the process of development by Allen B. DuMont Labs and may be demonstrated by the end of this year, President Allen B. DuMont told stockholders at their annual meeting last Monday at Clifton, N. J.

On the subject of color TV—not 3-D color—he said DuMont engineers are not satisfied the system being developed by the National Television System Committee is "right" for the public, and reported it is his opinion that a long time will pass before a commercially practical system is approved by FCC. He said the NTSC system is too complex and the cost of the cathode-ray color tube too high.

Although optimistic about prospect of early successful developments in DuMont's 3-D system, he stressed the company is not preparing to put this system forward now.

Dr. DuMont said TV pictures could be received in four ways in the DuMont 3-D system: in black-and-white, in color, in 3-D color, and in 3-D black-and-white. He estimated the retail cost of a 17-inch color receiver at $600 to $700, and predicted a 3-D black-and-white set would be less expensive.

In a summary of the company's overall business outlook, he said DuMont expects good business with record-breaking sales exceeding $100 million for the year. He cited the lifting of the freeze especially as giving impetus to DuMont transmitter, receiver, and cathode-ray tube sales.

More than 20% of DuMont's total production this year will be in defense work, he estimated.

In a board meeting, Dr. DuMont was re-elected president of the company, along with Stanley F. Patten as vice president; Paul Rai- bourn, treasurer; Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Owners of Class A stock re-elected, as directors, Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont, while holders of Class B stock (Paramount Pictures) re-elected Edwin L. Weisl, Barney Balaban, and Mr. Rai-bourn.

After the board meeting, a regular quarterly dividend was announced. It is 25 cents per share on outstanding shares of 5% cumulative convertible preferred stock and is payable July 1 to preferred stockholders of record at the close of business on June 15.

Mfr. Earnings Reported Up

SURVEY of 1953 first quarter earnings of 411 corporations in 27 categories by the Wall Street Journal indicates four radio and television manufacturing corporations earned 178.6% more for this year's first quarter than for the similar 1952 period.

While earnings for the 411 corporations increased an average 10%, the four radio and television manufacturers showed an increase from $1,329,000 in the 1952 quarter to $3,706,000 in 1953.

AT&T Intercity Network Adds WLVA-TV; Total 134

ADDITION of WLVA-TV Lynchburg, Va., to AT&T intercity TV network facilities makes network programs available to 134 stations in 88 U.S. cities, AT&T reported last Monday.

The company also said it was placing an additional southbound TV channel into service between Omaha and Dallas Tuesday, making possible two sources of networks programs to Tulsa and Oklahoma City. This 763-mile link also means the two TV stations in Dallas and outlets on side legs out of Dallas now have three program services available, since they can also receive one program from Jackson, Miss., it was pointed out.

Hi-Fi Demonstrations Set

DEMONSTRATION of high fidelity equipment will be conducted jointly by McIntosh Lab. Inc. and Weathers Industries during a three-day showing in Chicago May 17-19. Demonstration will include a complete home sound reproduction setup in a typical living room setting. Audio engineers will discuss problems in connection with hi-fi system and answer questions on sound equipment. Showings will be held at the Graemere Hotel, and invitations have been mailed out by Frank McIntosh, McIntosh Lab., and Paul Weathers, Weathers Industries.

A 4000 Per Cent Increase!

A local Chicago advertiser has advertised on WGN-TV exclusively for two years, and his business volume has increased more than 4000 Per Cent!

Whether you're big or small, here is a success story that's hard to beat. Another example of the pulling power of WGN-TV—and another reason for making WGN-TV your Best Buy in Chicago.

May 11, 1953 • Page 75
RCA MASS-PRODUCES PRINTED CIRCUITS

PRINTED-CIRCUIT transformers and coils, made through a photo-etching process by which a virtually unlimited number of parts can be produced from a single photographic negative, now are being mass-produced for general use. L. S. Thees, general sales manager of the RCA Tube Dept., Camden, N. J., says that the printed circuits now being manufactured are intended for home TV sets, but that the same photo-etching process can be used to print circuits for parts used in a wide range of radio and communications equipment.

The photo-etch process is so precise that it will faithfully reproduce a circuit pattern having a line width of as little as one-hundredth of an inch. Mr. Thees reports the photographic printing of electronic circuits makes possible unprecedented accuracy in the production and assembly of components and gives precision control of such vital factors as the coefficient of coupling. The printed circuit technique is cheaper than old methods, Mr. Thees added, and, by using the photo-etch process, circuit arrangements can be arranged that are impossible with the usual kind of parts.

In order to make the printed-circuit parts, a photograph is taken of the pattern of the required circuit. Then a contact print is made on a copper-clad plastic strip which has been coated with light-sensitive material. Next the strip is developed and put into an etching solution. The unexposed parts of the copper are eaten away, leaving an accurate, sharply defined reproduction of the copper circuit. After the strip goes through a little more processing, it is put in a small metal case.

RCA now is making six 40-mc intermediate-frequency transformers, coils and traps for TV receivers. The conventional inductors depend upon coils of hand-wound or machine-wound copper wire. Exact values are determined by the number of turns of wire, its spacing and the diameter of the coil form. In the printed circuit method, both the copper wire and the wire-winding operations are eliminated. Inductances are provided by flat inductors having rectangular windings which are photographically printed on copper-clad strips. Mr. Thees says RCA is a pioneer on the printed-circuit field but heretofore had been producing the parts on a "custom order" basis.

DuMont Says Convention Sales 'Record Breaking'

"RECORD-BREAKING" sales or television broadcasting equipment during a four-day period at the NARTB Convention in Los Angeles were announced Wednesday by Herbert E. Taylor Jr., manager of the Television Transmitter Div., Allen B. DuMont Labs. Mr. Taylor said the equipment was sold to TV station owners and to uhf and vhf station applicants during the convention period, April 28-May 1. Sales included more than 50 of the new DuMont "Film-Scanners," plus uhf and vhf television transmitters, uhf antennas, micro-wave relay units, cameras and camera chains, camera dollies, studio monitors, master control consoles, and associated station and studio broadcast equipment.

The "Film-Scanner," according to Mr. Taylor, was shown publicly for the first time at the NARTB meeting. He added that it was not shown in "carefully staged, limited-time demonstrations but was turned on at the opening of each day's session and ran continuously until the session closed each night."

New ACA Portable Recorder

AMPLIFIER Corp. of America has announced production of its new 110 volt AC portable tape recorder, the Magnematic, which weighs 19 pounds and attains a frequency response of 50 to 15,000 cycles at 7½ inches per second. Operated by push-button with a solenoid-operated, clutch-controlled sprocket drive which starts and stops tape travel in 1/20 of a second, the Magnematic, according to ACA, has a relay-operated modified Geneva movement to control high speed rewind and 60 inches per second fast-forward functions.

Color TV 'Good Way Off'

MANY problems must be overcome before color television becomes a reality, a top manufacturing executive said last Monday. Paul V. Galvin, president, Motorola Inc., told a news conference at the Austin Fine Arts Club in Chicago that color TV is "a good way off." He said that present color tubes are expensive to manufacture, and added that color TV, when it finally arrives commercially, will probably involve use of a 15-inch color tube.

Contracts for Sound Device

AMPX Electric Corp. has contracted with Magna Theatres and Todd-Ao Corp. to develop and manufacture a special stereophonic sound device for use with the new Todd-Ao system of wide-screen motion pictures, according to an announcement by Alexander M. Poniatoff, Ampex president. The system will employ 35mm magnetic film and is being developed under the direction of Ampex engineer Dr. Cal Becker.
URGES CAUTION ON COLOR TV

COLOR TV could be set back for years if the industry moves "prematurely"—before the picture tube problem is resolved and home receivers are able to provide trouble-free service—a leading manufacturer declared last week.

Addressing a United Jewish Appeal dinner at the Hotel Plaza in New York, Ross D. Siragusa, president of Admiral Corp., warned that tooling up for color set production before development of a satisfactory picture tube would be a serious "mistake." He said "the right tube simply doesn't exist at present," and that tubes now are only laboratory devices. He said speculation on the cost of a color tube is "guessing" because it has not yet been designed.

Mr. Siragusa predicted that when the tube problem is solved, manufacturers will be able to turn out reasonably-priced sets and that "sponsors will be willing to absorb the additional cost for color when they see the public is willing to buy the receivers."

Color broadcasting will follow the pattern of radio on multiple-set ownership and replacement of obsolete models with new receivers, he said, referring to small screen models. Less than 1% of TV homes have more than one set, he noted. Demands from present markets, plus the inception of new TV stations, will "keep TV production at a very high level for several years to come," he predicted.

First Quarter TV Sales Up

RETAIL sales of TV receivers exceeded 1.7 million units in the first quarter of 1953, according to Radio-Television Manufacturers Assn. The figure of 1,780,899 TV sets compared to 1,279,783 in the same quarter of 1952. By months the retail sales were: January, 640,073 sets; February, 537,122; March, 603,704.

Retail sales of radios, excluding auto sets, were estimated by RTMA at 1,438,871 units for the quarter compared to 1,505,883 a year ago. This figure by months was broken down as follows: January, 414,726 radios; February, 507,527; March, 516,618.

DuMont Opens New Plant

OFFICIAL opening of Allen B. DuMont Labs, Inc. cathode-ray instrument plant at 760 Bloomfield Ave., Clifton, N. J., will take place tomorrow (Tuesday) at ceremonies to be attended by high-ranking officers of the armed forces and prominent local officials. The instrument plant is said to be the fifth major manufacturing installation of DuMont Labs. The company maintains two other plants in Clifton and one each in Passaic and East Paterson.

Minne. Mining Sales Up

SALES of Minnesota Mining & Manufacturing Co. (sound recording tapes) during the first quarter of 1953 reached an all-time high for that period in the company's history—$51,062,122. It was reported Friday. Previous first-quarter high was $44,338,535 in 1951. Net income before taxes this past quarter was $13,304,8592. R. P. Carlton, president, cited substantial sales growth of new and improved products as one factor in the 16% sales jump.

MANUFACTURING SHORTS

Ampex Electric Corp., Redwood City, Calif., opens district sales offices at 252 North Ave., N. W., Atlanta (ATwood 8402); 401 Lexington Ave., N. Y. (Murray Hill 4-4437), and 7338 Baltimore Ave., College Park, Md. (APleton 7-9276).

Hytron Radio & Electronics Co., Danvers, Mass., changes name to CBS Hytron.


Electronic Devices Inc., Brooklyn, announces development of new device, "saw-a-battery," to convert battery-type portable radios to AC operation on ordinary 110-volt house current.

Emerson Radio & Phonograph Corp. has taken title to 10-story building at 524 W. 23rd St., N. Y., to be used exclusively as administrative and engineering headquarters.

SPOKEN WITH THE VOICE OF Authority!

The judge ... from his exalted position ... speaks words of judgment clothed with the echo of authority. In Western North Carolina ... over a rich 11 county area ... WWNC broadcasts with the quarter-century prestige that also is recognized as the voice of authority.

Western Carolina's pioneer radio station has long been the preference of listeners over this rich area ... S.A.M.

gives it an 82.4% penetration in its 11 county 50%-100% coverage blanket.

Isn't it logical then that many advertisers, national and local, are on its 20-year Honor Roll. The measure of advertising is the ring of the cash register ... and the rapid development of the WWNC area proves the effectiveness of the station. In Western North Carolina ... vest your message with the "voice of authority."

"May 11, 1953 • Page 27
Television and radio audiences in the millions ... record-breaking personal appearances ... a tremendous following of fans from coast to coast — that's the Sammy Kaye story!

And with that story, Thesaurus subscribers are clipping sponsor sales with 'The Sammy Kaye Show' — the newest addition to RCA's Thesaurus Library. The sales power of this show is proved by the time charges and talent fees already made by Thesaurus subscribers across the country.

If you're not a subscriber, then be sure to get the facts. Mail coupon today for full details on "The Sammy Kaye Show" — only one of 31 big-name, easy-to-sell shows available to you as a Thesaurus subscriber. Clip and mail coupon now!

Non-Network L. A. Announcers Reject 5% Raise, Vote Strike

TURNING down a 5% wage increase offered by 12 Los Angeles area independent radio stations, announcers met with AFTRA negotiators last week and voted against a recommendation for strike action. AFTRA Hollywood local board of directors meets today (Monday) to determine future action.

AFTRA negotiators for a new contract, is asking the independents for a flat $2.50 per week wage increase for staff announcers. Stations have agreed to sick leave of ten days per year cumulative, but refused a request that discharge for cause be subject to arbitration. The union also is asking limitation for use of part-time announcers.

- STATION OR AGENCY ____________________________ TITLE ____________________________ NAME ____________________________

Address...

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PERSONNEL RELATIONS

AFTRA-DE MILLE QUARREL ERUPTS

PLANNED appearance of Film Producer Cecil B. De Mille on CBS-TV's 'Toast of the Town' has been disapproved by the American Federation of Television & Radio Artists (AFTRA) because Mr. De Mille is "not a member in good standing." George Heller, national executive secretary of AFTRA, revealed last week.

Mr. Heller told B T Thursday that since Mr. De Mille has not paid union dues since 1944, he is not qualified to appear on a TV program over which AFTRA holds jurisdiction. Mr. De Mille is not eligible upon application of 'Toast of the Town' to participate in a program that was to describe his career in show business, according to Mr. Heller.

"We have no objections to Mr. De Mille appearing as a guest star," Mr. Heller explained. "But we were given to understand that he would be used as a narrator in connection with film clips of his life and of his motion pictures. We consider a narrator a performer and Mr. De Mille is not eligible under AFTRA regulations."

Mr. De Mille has quarreled with the union since 1944, when he objected to a special $1 assessment levied on membership to fight labor legislation submitted to California voters in a state election. Mr. Heller confirmed that the union had disqualified him from continuing in his post at that time as narrator on the Lux Radio Theatre, for which Mr. De Mille earned a reported $92,800 a year.

In reply to a question, Mr. Heller said that, so far as he knew, Mr. De Mille had made no effort to become an AFTRA member by going to the Lux Radio Theatre, for which Mr. De Mille earned a reported $92,800 a year.

AWARDS

Radio-TV Safety Aid Cited

COOPERATION of radio and television has been acknowledged by the National Committee for Traffic Safety in handing out its annual citation awards for outstanding contributions to highway safety in 1952. Six organizations and six individuals were recipients of citations, which called attention to public information programs carried on radio and use of tape recordings for radio and TV appearances in the cause of highway safety. Winning organizations were the U. S. Junior Chamber of Commerce and the Atlantic Refining Co., Philadelphia.

Murrow Wins $1,000 Award

EDWARD R. MURROW, CBS newscaster, last Monday was presented with a $1,000 award by Lord & Taylor, New York department and specialty store, for his contributions toward building "the first world-wide corps of radio newsmen" and for his CBS-TV series, See It Now.

AMA Honor to 'Christian'

CBS RADIO's Dr. Christian program, starring Jean Hersholt, will be presented before an audience attending the annual meeting of the American Medical Assn. at the Commodore Hotel in New York June 2. At the conclusion of the drama, Dr. Edward J. McCormick, president-elect of the AMA, will cite both the program and Mr. Hersholt for the contributions they have made toward "a better understanding of the American doctor."
Fables of the leopard and the hippo — 9

ON GAINING PRESTIGE

THE HIPPO: “Alas, how I’ve thrown my weight around ‘most everywhere, just to be folks’ favorite.”

THE LEOPARD: “But subtle tactics used just right—in the right place, at the right time, I mean—is really all it takes.”

THE MORAL:

Wily TV advertisers know, too (like the Spotted Leopard) that prestige is most easily built by subtlety. And locally-produced Spot TV programs, they find, have a special subtlety. Which builds local customer acceptance. Which dealers know makes more sales. Which quickly opens up better shelf and floor display space. And so builds product prestige. Easily. Economically.

In just the markets wanted. Just when needed. Spot TV news, variety, women’s, children’s and sports programs on these thirteen leading stations sell their markets well. They will get results for your product.

WSB-TV ............. Atlanta
WBAL-TV ............. Baltimore
WFAA-TV ............. Dallas
KPRC-TV ............. Houston
KECA-TV ............. Los Angeles
KSTP-TV ... M’p’l’s-St. Paul
WSM-TV ............. Nashville
WABC-TV ............. New York
WTAR-TV ............. Norfolk
KMTV ............. Omaha
WOAI-TV ....... San Antonio
KGO-TV ....... San Francisco
KOTV ............. Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
TOP ANTENNA AUTHORITY REPORTS ON CONTOURING TV PATTERNS

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

High-gain antennas for television have caused a need to insert adequate signal in those-called “null regions” of every broadcaster’s market area. Generally, four factors—antenna height, location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

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 advanced ERP through higher gain antennas 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 design. 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

considerable amount of effort has gone into analyzing basic requirements and designing antennas to meet these requirements. Even so, new and special applications continue to arise and may require different patterns from those offered. By working with a consultant and manufacturer in whom you have complete confidence and applying either standard, standard contoured, or a specially contoured antenna pattern, the best overall coverage is assured for the broadcaster.

EDITOR’S NOTE: Due to space limitations this article has been condensed. It should be remembered that the same general principles and procedures apply also to UHF contouring. For additional information please write: Section 524-11, General Electric Co., Electronics Park, Syracuse, New York.

FIG. 1 6-Bay antenna application in Brazil. Dotted line shows pattern without contouring; solid line denotes solution for this installation.

VHF 6-BAY CONTORURED TO COVER PRINCIPAL CITY

0 One of the nation’s leading authorities on antenna design and construction, Lloyd O. Krause has been in charge of antenna design for General Electric Co., Electronics Park, Syracuse for the past three years. A graduate of Rose Polytechnic Institute and GE’s 3-year advanced engineering course, Mr. Krause has devoted the past six years to antenna research and development.

He recently received the Coffin Award “for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band.” Mr. Krause is the author of several TV antenna articles published nationally by leading trade publications, and last month he delivered an address before NABIT in Los Angeles on the subject of “Contouring Television Antenna Patterns.”

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Published by the General Electric Company, Electronics Park, Syracuse, N. Y.
SHOULD MUSIC BE HEARD AND NOT SEEN?

By Dr. Frank Black

I THINK that at this point I am entitled to be called a radio veteran, because for 30 summers and 30 winters, man and boy, I've worked in the medium and I happen to love it. When Broadcasting • Telecasting asked me to compare music on radio and television today, I started to look back on some of the changes which have come about since my first broadcast. That was in 1923, on station WOO in Philadelphia, and I presented a piano recital. No one bothered to time the program, and I must have played for about an hour and a half. No one asked for advance program information. I just played what I felt like playing.

A few years later, I was again on the air, this time as the conductor of a 65-man orchestra from the Fox moving picture theatre in Philadelphia. We used to go on the air once a week, from the projection room of the theatre. Our soloists were members of the orchestra and sometimes a singer who happened to be on the theatre's stage show. The announcer ad libbed the musical facts as he went along. Maybe "facts" is the wrong word. Our announcer, for instance, believed that every march we played was composed by Sousa!

The next step was the beginning of the networks, in the middle twenties. The first "network" over which I broadcast consisted of just two stations, WJZ in New York and the General Electric station in Schenectady. Our orchestra, advertised as "the largest orchestra on the air," consisted of only 22 men, but even these had difficulty crowding in to play in the regular broadcast studio. It was around that time that we also started recording programs for future broadcasts, and building up the kind of music library of recordings which is basic equipment for every station today.

Now, a quarter of a century later, I'm still presenting music, as conductor of the CBS Radio Cadillac Choral Symphony. In these years, I would say that we've learned a great deal about putting musical broadcasts on the radio. Now we are presented with similar problems on television. In this new medium, full of creative opportunities, I question whether good music has really been presented as it should be. When one listens to music, one's own imagination should be able to roam freely; each one makes his own interpretation of what the music means to him. Radio allows this freedom; television, with all good intent, too often suggests the meaning, through special background effects and other visual devices. No one likes to have thrust on him what someone else thinks the music suggests; his own conception of the music is what brings the sparkle to his eye, the pleasure to his ear.

Also, I think that we must admit that most musicians are not actors, nor should they try to be, because they are more convincing speaking through their instruments. What they produce is for the ear, not for the eye. It has been customary in musical movies and on television to concentrate the camera on various sections of the orchestra in action. But after all, how many trombone players do you want to see in a closeup, unless you are studying the trombone yourself? The important thing is to hear them.

Which brings us, I think, to the crux of the question: music is not a visual art any more than painting is an audible one. The experience of going to a concert is basically to listen. Thus, to "view" music on television as it is offered at present seems to me a distraction. The emphasis is apt to be on staging, on choreography, on closeups of the players—all taking away from the impact of the sound.

I do think that music can and will be better presented on television. In the early days of moving pictures, when they were experimenting with a new medium that actually showed people in motion, they exaggerated that motion in their zeal, and made the actors move too fast. They've learned better now; they know that slower motion is more realistic, less distracting. In the same way, because TV can produce visual effects with music, the proportion of emphasis at present tends to be 80% visual, 20% aural. Eventually, I believe that television will achieve a more realistic as well as a more artistic proportion, just as the motion pictures did.

I am not trying to make a plea for radio today. It certainly doesn't need any support from me. The people know what they want; and if they wish to hear good music—and I believe they do—they will turn to their radios. Millions of people are doing just that, every week. Radio is a medium complete in itself, with special fields in which it can be particularly effective. Television is a completely different medium; it too has an important, but a different contribution to make. Both should continue to serve the American people.

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ONE DAY last year a communication from a station executive passed over the desk of Ed Fitzgerald, timebuyer at J. Walter Thompson Co.

"... I'm not an ABC affiliate but I'd like to carry the Breakfast Club ... I'll gladly pay you $10 for each day we carry it ... Please see if you can arrange it," the station official wrote.

A small-market, midwest outlet wanted to take the show on a "bonus or pay" basis. Still another wished to schedule it with the proviso that the station be permitted to sell spot adjacencies or participations.

Agency, network and advertiser officials connected with the Don McNeill earlymorning eye-opener frequently receive such queries, many of them from non-basic ABC affiliates. It seemed a commercial as well as a general tribute to the popular Breakfast Club (aired Monday through Friday, 8-9 a.m., on the full ABC network) which celebrates its 20th anniversary June 23.

The program is a number of things—one of network radio's most durable and established institutions, a rousing success story for at least two advertisers (Swift & Co. and Philco Corp.), a heavily merchandised vehicle that has stood the test of time and TV penetration and unquestionably ABC's most valuable commercial daytime radio property.

Perhaps the most persuasive argument for its success through the years lies in the obvious satisfaction of Swift (currently on Mon.-Fri., 8:15-45 a.m.) which boasts 12 years of sponsorship, and Philco (Mon.-Fri., 8:45-9 a.m.) which has picked up the tab for seven. Toni Co. (Tues., Thurs.) and O-Cedar (Mon., Wed., Fri.) share the first quarter hour segment.

Both Swift and Philco are reluctant to quote sales results—indeed, they say it's impossible to break down any sales directly—but evidence of sales pull, listener fan mail, program attendance and consistently high ratings speak for themselves.

The underlying philosophy is simple. A place in Don McNeill's family of advertisers is a valuable piece of network radio property—and a prestige-builder. An advertiser (even Toni and O-Cedar, which have been on a relatively short time) knows he is getting a franchise for the ears of some 10 million weekly listeners tuned to 352 ABC stations (317 U. S., 32 Canadian, 2 Alaskan, 1 Hawaiian) able to reach perhaps 98% of all U. S. radio homes.

The Network

ABC is reluctant to comment on gross revenue for the McNeill stanza—now near the 6,000th broadcast mark—but a conservative estimate would be about $5 million annually for gross facilities alone. Swift reportedly spends about $2.25 million and Philco some $1.5 million for gross facilities each year.

This $5 million is exclusive of talent (sponsors buy it and facilities together). ABC owns the Breakfast Club as a package—not to forget a 20-year pact for McNeill's services through 1970—and its officials are wont to minimize the sum of billings when measured alongside more expensive evening network shows. The fact remains that the program has been a veritable gold mine to ABC since it got its first sponsor (Swift) in 1941.

Don Roberts, manager of ABC's radio network in Chicago, explains it this way: "Commercially, Don McNeill's reputation with his listeners, the love and respect for him, gives the sponsor's message an impact it could get no place else. After all, you pay off on the score that Swift & Co. has sponsored him for 12 years and Philco for seven. This is direct evidence of the program's selling power."

The Breakfast Club did not come into its own commercially until Feb. 8, 1941, when Swift bought 15 minutes, thrice weekly, on 75 stations—claimed to be the largest daytime commercial hookup at the time. Nine days later Acme Paint picked up a segment. In time the list was extended by other advertisers (Cream of Wheat, 1941-42; Kellogg Co., 1943; Kay Daumit, 1946; Toni Co., 1947; General Mills, 1948; General Foods, 1951).

Basically, save for occasional cast changes, McNeill's Breakfast Club has not changed discernibly through the years, a fact which contrasts sharply with the mushrooming increase of personnel who are intimately connected with the show.

An avowed claimant to the title, "king of corn," Mr. McNeill has acquired a reputation for salesmanship that invites comparison (and contrast) with CBS supersalesman Arthur Godfrey. To listeners Mr. McNeill offers generous helpings of corn, music and sentiment, seasoned with family fun and prayer.

Commercially, the program fans out into...
The people lined up outside the auditorium at left are waiting to get in to see an in-the-flesh production of a radio network phenomenon pictured at right. Now nearing its 20th anniversary, the "Breakfast Club" is an apparently indestructible institution.

baby clubs, contests, premium offers, dealer displays and other gimmicks which Swift and Philco have carefully nurtured to pay off for a variety of products used by the average American family.

These are diligently merchandised, particularly in advance of Mr. McNeill's road trips, which are little short of phenomenal in their drawing power. A ticket to a Breakfast Club broadcast on tour—or even in Chicago's Morrison Hotel, where the program originates locally—is a prized possession.

The tribute to Mr. McNeill's loyal following—and thus his commercial success—is that when the program emanates from Chicago, visitors from all over the country flood the network with ticket requests. Ironically, he is considered a stronger draw, and a better commercial property, while on tour. This is because of the role merchandising plays in selling the consumer. His trips also seem to have demonstrated that radio is far from dead if aggressively promoted, especially in TV markets.

That's where merchandising efforts come into full play as Swift and Philco (and to a lesser degree, O-Cedar) pull out all the stops. Executives at Swift & Co. work closely with the principal agency, J. Walter Thompson Co. (Swift is careful in its merchandising, Pard dog food, ham and bacon, table-ready meats, All-Sweet murgarine, peanut butter) and two others—McCann-Erickson (canned meats, Premium chicken) and Needham, Louis & Broby (cleanser, meats for babies).

Philco works through its own agency, Hutchins Advertising Co.; Toni (Bobbi, White Rain) through Tatham-Laird, and O-Cedar through Turner Advertising Co.

Planning on sales and promotion usually takes place weeks in advance of the McNeill crew invasion.

Advertisers and Agencies

Swift operates on earnings of eight-tenths of a cent per each dollar of sales. (Estimated 1952 sales, $2.6 billion; earnings, $211.6 million.) It reckons its advertising dollar coolly but merchandises lavishly. A road trip usually calls for a round of conferences involving executives from the meat packing firm, the agencies, the network and Don McNeill Enterprises.

Little is left to chance. The proposed itinerary takes into account the type of market, the show's rating in each market, transportation facilities, the strength of Swift products and population. Basis for this planning is J. Walter Thompson Co. report on 162 "Cream Markets," which Swift uses as a bible.

Once Don McNeill Enterprises (set up to handle the star's affairs) sets up the tour, a Swift merchandising man (usually Henry Schumacher) is off for the road. The project may call for a Don McNeill Week in retail stores and groceries and dealer contests for best product displays, best retail ads and overall promotion. (Some 20,000 dealers took part last year.) Kits of materials are distributed. Breakfasts or luncheons are held in various cities.

More than 1,500 communities participated in Don McNeill Weeks last year.

Ray Weber, advertising manager of Swift & Co., told B+T:

"Swift has found over the years that this type of radio show is ideally suited to promote a variety of products. It appeals also to the homemaker who is the principal buyer of our products. Furthermore, the broad coverage of the ABC network ties in well with our national distribution."

Says Ross Littig, account executive at J. Walter Thompson Co.:

"Swift has found that radio is a low-cost medium reaching all markets."

Sam Morgan, assistant manager for radio who works on Breakfast Club products, explains Swift's affinity for Mr. McNeill as one of listener loyalty, his appeal to women and the flexibility of demonstrating Swift products. He reported numerous instances where the McNeill personality had drawn customers to food stores during Don McNeill Weeks.

Philco Corp. is no less vigorous in using the show but its methods differ, Savington Crampton, radio director of Hutchins Advertising Co., pointed out. It's one thing to sell bacon and chicken (repeat items)
WHAS' Hot Tip

WHAS Louisville recently helped the Louisville Herald-dealer find a “hot” fire. The station’s program director, Sam Gifford, was looking out of his office window and saw a fire truck, apparently speeding to a fire, stop at a service station. Assuming that the firemen had stopped to call in for a more exact location of the fire, Mr. Gifford, who could see the blaze from his window, called the service station and described the fire’s location. Mr. Gifford—still holding the phone in his hand watched as the fireman ran back to his fire truck and sped away.

O-Cedar has a wide appeal—a whole-some appeal. It’s a family group of sponsors he says, and should be a part of it. It’s a family group of sponsors he says, and should be a part of it.

O-Cedar sold six million mops last year, and attributes the results to aggressive selling and the fact that salesmen continually talk about Mr. McNeill with enthusiasm. It spends roughly $2 million a year in advertising, with the Breakfast Club drawing down perhaps a third (an estimated $730,000 for time and talent). It is satisfied with Mr. McNeill because he is a “salesman” himself and because it can integrate commercials with the program.

O-Cedar doesn’t merchandise as expansively as Swift and Philco, but its 150,000 dealers and salesmen do play a vital role. They are encouraged to build up Mr. McNeill’s arrival locally if the cast is to be in town.

As one of the co-holders of the 8:45 a.m. segment, O-Cedar is not disturbed by the admission that this is the lowest-rated (roughly 3.3%) portion of the four quarters. McNeill feels that it is essentially good and cites multi-set listening. The important thing, as he sees it, is "impact" from use of network radio.

“O-Cedar has a substantial investment in McNeill and wouldn’t have bought the program unless it was prepared to stay with it,” he says.

Toni Co., which is in the process of re-assessing its network properties in the light of new products, also has expressed satisfaction with the McNeill show, though it represents only a small part of its overall radio-TV budget.

Richard Neisen Harris, president of the firm, sums it up in this statement: "Toni believes in the Breakfast Club as a home selling medium, and is confident Don McNeill’s format of interviewing women from the audience is an excellent way of presenting testimonial commercials that have been so successful in putting across our products. His sincerity produces a great deal of believability.”

From a newspaper report of the Bobbi account in a four-way agency split last January. It originally had General Mills’ Kix, which Mr. McNeill advertised from 1948 to 1951—and successfully, too, according to Paul Schlesinger, T-L radio-TV manager. Toni, which had stayed with Mr. McNeill for 10 months from September 1947, decided to bring Bobbi back on the market. It bought the first 15 minutes of the Breakfast Club twice a week, to push Bobbi and White Rain shampoo.

There are no sales figures available but Toni figures it reaches about 1.5 million listeners each week. It’s estimated that the McNeill show costs about $4,000 per broadcast to reach a selective audience, with allowances for network contiguous rates earned by its use of other shows like Break the Bank. It also likes the turnover audience, which is a major factor in the program’s listenership, and network impact.

The Ratings

Sponsors of the Breakfast Club, their agencies and network sales are disposed to shrug off the relatively low ratings of a program that has demonstrated its audience and sales pull and received bulges of national magazine and newspaper publicity. They know that the show delivers where it counts—at the cash register.

A Nielsen national rating for January gauges the Toni-Cedar segment 3.3, the Swift middle section 4.9 and Philco’s period 4.7. Hooper city ratings aren’t much higher (18 months ago, Hooper city ratings gave the program a range from 4.3 to 6.3. The first quarter hour is traditionally lowered because of station clearance problems). Officials point out, however, that the Breakfast Club pulls largely in rural areas (with an estimated 27% of its audience) that are not as rich in marketing as the midwestern market areas.

Don McNeill Enterprises estimates the daily listening audience at two million (comprised 65% women, 20% children and 15% men), and notes that more than 150,000 people attend Chicago broadcasts each year. The mail pull is just as substantial (100,000 unsolicited letters of praise, another 750,000 for Breakfast Club yearbooks each year).

As toastmaster, Mr. McNeill mushroomed in stature and popularity and became more valuable to ABC. Don McNeill Enterprises was established to handle a multitude of his activities. It works closely, under General Manager Ralph Bergsten and Promotion Director Fred Montiegel, with ABC.
KNBC's 50,000 watt non-directional transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California. The narrow ellipse represents the coverage pattern of the other two dominant 50,000 watt, directional transmitters. Tiny circle represents Northern California's TV coverage.

**wide circle coverage plus greater audience**

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

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

**make KNBC San Francisco northern California's No. 1 advertising medium**

Represented by NBC Spot Sales. In the Southern States, by Bomar Lawrance and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia.
and the agencies involved, particularly on road trips.

When Mr. McNeill was given a 20-year contract, he also got a clause inserted that permits him to take the show on the road. Like Mr. McNeill, Don McNeill Enterprises has grown, too, until now it handles a variety of activities (preparation of the yearbooks, Memory Time poem books, and publicity). It also plays a vital role in the road trips. Says Mr. Montiegel:

"The policy of advertisers is not to advertise advertising. But Swift advertises McNeill in its newspaper ads as do local dealers. Don McNeill also was one of the first radio personalities to realize that radio had to be merchandised." And Mr. McNeill has been in radio through the Red and Blue network regimes. He was hired by NBC in 1933, became the property of the Blue Network in 1942 and changed to ABC in 1944.

The Television Experience

When McNeill signed his 20-year contract in June 1950, Mark Woods, then ABC vice chairman, expressed gratification with the performer and noted that "during the past 17 years he has served to build a firm foundation for our AM daytime programming activities." The continued affiliation, Mr. Woods observed, also meant the introduction of Mr. McNeill to television.

Network and advertising executives—not to mention Mr. McNeill himself and Philco Corp. who are inclined to write off the performer's initial TV appearance in September 1950 on the Don McNeill TV Club as "one of those things." It was not an especially memorable experience. There are divergent views on Mr. McNeill's lack of success which prompted Philco to cancel him (after one renewal in 1951) within 18 months. The most common lack of format, too much glamour on the show, too much nightime TV competition, etc. Best guess: Mr. McNeill was out of his element.

It would be premature to write off a personality who has attained a firm grip on the listening habits of millions of early-rising Americans. In fact, there have been discussions under way for months looking toward a possible simulcast series—providing the advertisers fall in line and other problems can be resolved. A pilot film already has been completed. It would not, in any event, be surprising if ABC came off with a simulcast of the 20th anniversary program June 23.

ABC radio affiliates carrying the network's Breakfast Club have been swamped with ticket requests, and the S.R.O. sign is out in six eastern cities that are playing host to the Don McNeil early-morning program starting May 4.

ABC affiliates have mapped special plans along the itinerary route to honor the McNeill cast on its tour, which winds up in New York May 11-15. Three of the four participating sponsors—Swift & Co., Philco Corp. and O-Cedar Corp.—have arranged luncheons in New York City for the cast May 9, 11 and 14.

About 18,000 seats were made available to Breakfast Club fans in advance of the swing through Detroit (May 4), Cleveland (May 5), Youngstown (May 6), Pittsburgh (May 7) and Rochester (May 8).

FIVE YEARS TO SPAN A CONTINENT

ON May 1, 1948, AT&T opened for commercial use 196 miles of television channels, providing network service to 12 TV stations in five cities—New York, Boston, Philadelphia, Washington and Baltimore.

Now, just five years later, the AT&T inter-city TV network comprises 34,000 channel miles of coaxial cable and radio relay connections, bringing "live" network TV shows to more than 130 stations in 87 cities, according to A. F. Jacobson, Long Lines Director of Operations, who said that before the end of 1953 another 13,000 channel miles will have been added.

"To meet the anticipated increased requirements of broadcasters, Bell System people are engaged in an extensive and progressive program designed to expand network facilities," Mr. Jacobson said. Present plans of AT&T call for construction this year almost double of that of any previous year.

Major milestones in network television since May 1, 1948, were listed by AT&T as follows:

1. The national political conventions were telecast to 18 stations in nine eastern cities (Schenectady, Boston, New Haven, New York, Newark, Philadelphia, Baltimore, Washington, Richmond) in July, 1948.

2. A section of TV facilities was opened in the midwest in September, 1948. It served seven major cities (Buffalo, Cleveland, Detroit, Toledo, Milwaukee, Chicago, St. Louis) from Buffalo to St. Louis.

3. The east and midwest networks were linked in January, 1949.

4. Coast-to-coast television was inaugurated in September, 1951, with the opening of a microwave radio-relay system that carried telecasts of the Japanese Peace Treaty Conference.

5. Telecast of political conventions in July of 1952 to 107 stations in 65 cities.

6. In September, 1952, 50 theatres in 30 cities were linked on a closed circuit for the Walcott-Marciano heavyweight title fight. It is estimated that 125,000 persons witnessed the match.

7. First coast-to-coast telecast of election return programs, November, 1952. The Bell System facilities made it possible for these programs to be transmitted "live" to 110 stations in 67 cities.

8. January, 1953, another first—coast to coast telecast of the Presidential Inaugural ceremonies. An estimated potential audience of 75,000,000 witnessed historic event, which was transmitte, 118 stations in 74 cities.

9. Also in January, 1953, Bell System network facilities were extended to Toronto, Canada, establishing the first regular video link between the two countries.
ANNOUNCING THE NEW

RAYTHEON 7000MC AUDIO-VİDEO

Microlink

KTR-100

FOUR COMPACT, HIGHLY PORTABLE UNITS PROVIDE THE ULTIMATE IN SIMPLICITY, UTILITY, DEPENDABILITY AND SERVICEABILITY

Raytheon Microlink provides in almost unbelievably light and compact form complete equipment for multiplex wide band video and high quality audio transmission and reception.

Highly portable yet ideally adapted for permanent installation, it is extremely easy to set up and operate in any location — with installation, control and servicing features never before available.

From unit packaging to IF strips, RE plumbing and audio circuits, the Raytheon Microlink is entirely new. Introduced only after long research and development, it combines the best efforts of Raytheon specialists in every phase of electronics with the advice of television engineers, industry professionals and consulting engineers.

Before you buy microwave equipment for remote pick-up, STL or network interconnection, by all means look into the Raytheon Microlink. You will be richly repaid in economy, operating convenience and reliable performance.

Write for complete information

21 BIG FEATURES you want most in Microwave Equipment

1. Multiplex audio-video; range to 2.5 miles
2. Up to 500 ft. of camera cable may be used between control units and RF heads
3. Cable length compensation by capacity switch
4. Provisions for frequency, modulation and klystron power monitoring
5. Temperature-controlled fused quartz cavity
6. Simplified AFC with improved limiter using same discriminator as video
7. Entire system operates over — 30°C, to +50°C ambient temperature range

8. Transmitter klystron voltages regulated for 7000 mc frequency stability
9. Klystrons housed in temperature controlled ovens
10. Only 4 light compact units with all components accessible
11. 2, 4 and 6 ft. dishes available with simplified antenna feed
12. Meter jack in Receiver Control for peaking dish with Simpson meter
13. Vertical or horizontal antenna feed
14. Test switch meter and test points for checking system during operation

15. All caps and covers attached to units
16. Intercom between control units and RF heads
17. 110 volt outlet in completely waterproofed RF heads
18. Standard tubes and circuitry with proven dependability
19. Embodies every technique of simplified, ruggedized, miniaturized design
20. No FM broadcast interference in interconnecting cables
21. Convenient luggage-style aluminum cases with rugged baked finish

RAYTHEON MANUFACTURING CO.
Equipment Sales Division
Dept. 6270-BT WALTHAM 54, MASSACHUSETTS

RAYTHEON MANUFACTURING CO.
Equipment Sales Division
Dept. 6270-BT WALTHAM 54, MASSACHUSETTS

BROADCASTING • TELECASTING • May 11, 1953 • Page 87
Compared with radio, a TV station is big business. With bigger staffs, more equipment, more expense—and more revenue—TV station management needs up-to-the-minute accounting systems that will keep it thoroughly informed.

Walter J. Damm, vice president and general manager of radio and television (WTMJ-AM-TV), The (Milwaukee) Journal Co., is celebrated among broadcasters for his sharp managerial eye. In this article he tells how he keeps it on WTMJ-TV operations.

WHEN the editor of this worthy journal said:

“\text{A lot of broadcasters have run their radio properties without paying serious attention to keeping books. In some cases I know of, accounting systems have been pretty primitive. Because of the larger sums of money involved telecasters are going to have to maintain much tighter accounting systems than radio broadcasters have had to maintain,}”

he never spoke truer words.

When this same editor asked me to describe our accounting system I told him I was not an accountant or a bookkeeper. And when the same persuasive individual insisted that notwithstanding I take a crack at explaining our system, I finally agreed with the proviso that I be permitted to explain what we found we needed in the way of facts and figures from the accounting department in order to keep abreast of day-to-day operations, costs and revenues, and then the accountants could figure out the way to set up the books to produce them.

What we, as management of WTMJ-TV, want to know about our operation is not much different from what we have wanted to know all along about our radio and newspaper operations except that some of the account classifications are different. We have never been satisfied with any standard classification of accounts. Whenever it has been deemed desirable, sub-classifications have been added. The biggest bugaboos are the “sundry” accounts which can hide many important expenses that should be analyzed separately.

I will admit that we have not been welcomed with open arms by our accounting department whenever our curiosity for further detailed information has resulted in additional account breakdowns.

Based on our radio experience and five years of television operation here is a list of what we feel we need in the way of information in order to know what our costs consist of and where the money comes from to pay those costs and still leave a profit:

1. Weekly profit and loss estimate.
3. Daily net time service sales divided so as to show announcement and program sales by the national reps and for all business other than that sold by the national reps, the report showing comparisons for the same day of the previous month and the previous year together with accumulated totals for the year.
4. Monthly detail of expenses and revenue by various classifications and comparisons for the previous year and accumulated totals for the year.
5. Monthly summary of time on the air, showing hours of network and non-network, with a breakdown showing commercial, participating and sustaining and with further divisions as to live, kinescope or film.
6. Monthly report showing the percentage of gross network billings received by the station as compensation.
7. Monthly report showing total commercial hours carried from each network with relation to total hours offered by each network.
8. Semi-annual report on per hour cost of transmitter tubes and camera tubes.
9. Monthly report showing earnings of each staff member over and above regular weekly salary and overtime, which earnings are the result of the sale of the staff member’s time to commercial sponsors.
12. Cost of each participating program and revenue produced by each.
13. Percentage of total spot sales at old rate and new rate for each of six months during which old rate is guaranteed following announcement of new rate.
14. Per hour over-all operating cost.
15. Per hour over-all revenue.
16. Monthly net revenue from non-national rep spot sales, and percentage of such sales to total spot sales.
17. Monthly revenue from the sale of national rep spot sales, and percentage of such sales to total spot sales.

To us the weekly profit and loss estimate is one of the most vital parts of our operation. It lets us know how things are going without waiting for monthly and semi-annual statements. It is based on the previous month’s overhead with estimated expendi-
tures and revenues for the current week.

The monthly profit and loss statement is corrected to the actual overhead, expenses and revenues for the current month.

PROFIT & LOSS STATEMENT

REVENUE

Time Service (spot sales net after time discount and agency commission)
Talent Sales
Sundry
Network
Gross Revenue
Less—Credits & Allowances
Bonus Discounts
Net Revenue

COST

Operating Expense
Selling Expense (Salesmen-Commission—Promotion-Publicity)
Gen. Administrative Expense
Pension Contribution

INCOME BEFORE TAXES

Federal Taxes
State Taxes

NET INCOME

Week’s Acc. before Taxes
Week’s Acc. after Taxes
% Increase or Decrease this week over same week last year

NET INCOME (WEEK)

ACC. BEFORE TAXES

ACC. AFTER TAXES

The daily time service revenue report (lower right) gives us all of the information we need regarding spot sales, where they come from, of what nature they are (whether announcements or programs), how today compares with the same day of last month and the same day of last year by date as well as by day of the week. It also gives us the accumulations for the various classifications since the first of the calendar year.

Several of the other reports are not entirely accounting department reports. They are a combination of records kept by the various station departments and correlated with the figures supplied by the accounting department. Among the most important of these reports are the breakdown of time on the air as between network and local-commercial, participating and sustaining; a report showing the per cent of gross network billing received by the station as compensation; and the report showing the per hour operating cost and per hour average revenue.

The most detailed report of all is the monthly expense and revenue analysis by classifications. It is in this report that we are constantly adding new classifications and it is these classifications which are used in setting up the annual budgets.

A careful study of the classifications of expenses and revenue gives every department head a knowledge of how his department is functioning. The classifications of expense are grouped into General Operating, Sales Administrative, etc. I will admit that at first glance this whole system seems very complicated and burdensome but I know that in our case the value to management fully justifies the work and expense involved.

ACCOUNT CLASSIFICATIONS

Salaries
Administrative*—Total—(Gen. Mgr., Asst. Mgr., Manager, Asst. to Manager, Office Mgr., and other administrative personnel but not including department heads)
Newswriters*—Total—(including department head)
Salaries
Overtime
Temporary
Continuity Writers*—Total—(including department head)
Salaries
Overtime
Temporary
Library Staff*—Total—(including department head)
Salaries
Overtime
Temporary
Engineers*—Total—(including department head)
Salaries
Overtime
Temporary
Announcers*—Total—(including department head)—(Does not include fees charged back to advertisers)
Salaries
Overtime
Temporary

Musical Staff*—Total—(including department head)—(only musicians paid regular weekly salary)
Salaries
Overtime
Make-up & TV Appearance Fees
Temporary
Production Department—Grand Total
Managers & Assistants*—Total
Producers-Directors*—Total
Salaries
Overtime
Temporary
Floor Managers*—Total
Salaries
Overtime
Temporary
Floormen*—Total
Salaries
Overtime
Temporary
Art Dept.*—Total
Salaries
Overtime
Temporary
Drafting*—Total—(including department head)
Salaries
Overtime
Temporary
Sponsors’ Programs—Total
Regular Staff
Staff Musicians
Non-Staff Musicians
Participating Programs—Total
Talent
Staff Musicians
Non-Staff Musicians
Staff other than Musicians
Sustaining Programs—Total
Talent
Staff Musicians
Non-Staff Musicians
Staff other than Musicians
Sales Staff*—Total—(including department head)
Salaries Staff
Commissions
Promotion*—Total—(including department head)
Salaries
Overtime
Temporary
Publicity*—Total—(including department head)
Salaries

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the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS

Duplicating on 50,000 Watts FM
ON THE AIR REPORT
Total Hours on the Air
Month

COMMERCIAL
Live
Kine
Film
Network Co-op—Live
Network Co-op—Film
TOTAL

PARTICIPATING
Live
Kine
Film
Network Co-op—Live
Network Co-op—Film
TOTAL

SUSTAINING
Live
Kine
Film
Network Co-op—Live
Network Co-op—Film
TOTAL

GRAND TOTAL
Live
Kine
Film
Network Co-op—Live
Network Co-op—Film

SPOT SALES BREAKDOWN
Non-
National
Rep.
Rep.
Total

ANNOUNCEMENTS
$ $ $ $
% Total Announcements % % 100%
% Total Class % %

PROGRAMS
$ $ $ $
% Total Programs % % 100%
% Total Class % %

TOTAL
$ $ $
% Class 100% 100%

Of course, all of these statistics wouldn’t mean much if when they are received they were put aside to be looked at at a more convenient time. In our case, as they are received, other work waits until they have been analyzed. For instance, when the monthly analysis of expenses and revenue by classifications is received the writer personally transfers the figures to a set of cards (1 for each classification) which dates back to 1927. The same is true of other data such as the accumulated figures at the end of each month from the Daily Time Service Revenue report. In other words we do not just look at the reports and then file them. Posting to our accumulated cards impresses them upon us far more than just looking at them and gives us an opportunity to make immediate comparisons with the last month, the last year, and even if necessary the past several years. Sure it is a lot of work. I could have my secretary do it for me but, from experience, if that were done we would not know what we do about our operation.

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WINDOW DISPLAY CONTEST
A $10,000 window display contest for RCA Victor dealers from coast to coast was announced last week by Jack M. Williams, advertising and sales promotion manager of the Home Instrument Department, RCA Victor Division of RCA. The contest, which will run from May 15 through June 15, is tied in with the company's promotion of portable radios.

RECORD-MAKING CHEMICAL
MONSANTO Chemical Co.'s advertising took a musical turn recently with the distribution of a recording of two specially composed pieces, combining chemistry and music. The 10-inch 78 rpm record, in a handsome jacket, was sent to a selected list of customers and prospects for products of the company's Organic Chemical Div. Featured on the record is the "ONB Samba," ONB being a flow aid in the manufacture of unbreakable plastic records. On the flip side is the "Monsanto March." Both songs feature the composer, Russ Davie, musical director of KSD-AM-TV St. Louis. Information on ONB and related products, as well as facts about the record, composer and performers are found on the back of the record jacket.

DISTRIBUTED PERSONALITIES
NBC-TV will present Frank Lloyd Wright, noted architect, on a filmed program Sunday, 3:30-4 p.m. EDT, as part of the network's continuing series of filmed conversations with distinguished personalities. The series previously has featured philosopher Bertrand Russell, poet Carl Sandburg and Dr. Louis Finkelstein, theologian.

ON THE SCENE
IN LINE with its technique of presenting human interest dramatizations in the actual production buildings of some of New York's large industrial organizations, the entire Dark of Night program camera crew and production staff moved into the East Paterson, N. J., plant of Allen B. DuMont Labs. to present an "on location" story in the TV set assembly section. The program, seen Fridays on DuMont, 8:30-9 p.m. EDT, uses no scenery and props, beyond what is "legitimately on the scene."

THE KEY STORY
KEYY Provo, Utah recently released a promotion booklet entitled "The KEYY Story." The booklet gives statistics showing KEYY to be the second most listened-to station in the greater Provo area, followed by questions and answers illustrating why KEYY "delivers more listeners per dollar in the greater Provo trade area." Following this are statistics on some of the other stations in Provo and the KEYY program schedule.

MARY MARGARET ABRAD
SPECIAL series of five pre-Coronation broadcasts featuring Mary Margaret McBride will be transmitted direct from London and heard on ABC radio at 10:45-11 p.m. EDT May 25-29. The programs will be a series of interviews with guests including British nobility describing traditions of Coronation ceremonies. Miss McBride also will be heard in a special Coronation eve broadcast June 1 in the same time period.

WESTERN WEEK
IN CONNECTION with MBS' celebration of Western Week May 11-16, several selected short dramas of American Indian stories were broadcast on Friday, May 8 on the network's Heroes of the West program (Mon.-Fri., 3:45-4 p.m. EDT). The stories are award-winners which were broadcast originally three years ago. Five special programs were broadcast on Heroes of the West during the week of May 4-8.

YOGI BERRA TO SELL BIKES
THE SHELBY CYCLE Co. announces that it has signed Yogi Berra, slugging star of the New York Yankees, to act as "The Shelby Salesman." The Yankee catcher will lend his endorsement and approval to the Shelby bicycle in a series of TV commercials, especially designed to be shown on children's programs in eight major marketing areas. Shelby dealers will offer free autographed pictures of Mr. Berra as a tie-in promotion. Agency is Fletcher D. Richards Inc., N. Y.

'COLLECTOR'S ITEM'
A NEW program, Collector's Item, designed to interpret the happenings of the first half of the Twentieth Century through the arts of the period, began on May 7 on WOI-TV Ames, Iowa. Films taken at Chicago's Museum of Science and Industry, old films from commercial sources, pictures from the Library of Congress and reproductions of famous art works throughout the country are being incorporated into the 13 week series. Each of the 13 programs will be built around a specific collector's...
Varsity debaters from Taft and Hotchkiss schools opened the series on May 3 with a discussion of the McCarran-Walter Immigration and Nationalization Act. The series, featuring public and private schools in the Waterbury area, is in its fifth year.

NEW NETWORK SERIES

GERALD W. JOHNSON, WAAM (TV) Baltimore, will begin a new series of comment programs for ABC-TV, beginning Sunday, May 31, 8:45 p.m. EDT, originating from WAAM (TV). Mr. Johnson is the current winner of the Alfred I. DuPont Foundation Commentator Award for "pointed, witty and wise analysis and comment." The station reports that it will thus become the only TV station in the nation originating regular programs for two networks.

Mr. Johnson is joining Johns Hopkins Science Review, DuMont, as a WAAM (TV) network production.

Q FOR QUANTUM

ROBERT LEWISES in St. Louis were interviewed by Robert Q. Lewis on disc jockey Cert Ray's program on KMOL St. Louis recently. Of the 22 Lewis namestales, there wasn't one duplicate Robert Q. However, Robert F. Lewis won two dinners at the Hotel Chase, where Robert Q. is appearing in a night club act, for his winning suggestion as to what the "Q" in Lewis' name should stand for. His suggestion was "Quantum" because "as a unit of atomic energy, it represents to science the spark and newness that you have for show business."

AMPEX brings you these cost-saving operating advantages:

- UNINTERRUPTED SERVICE
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

- MINIMUM "DOWN TIME"
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

- ACCURATE TIMING
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

- HIGHEST FIDELITY
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

- LONG LIFE
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.
E. C. Quinn, vice president and general manager of Chrysler Div. of Chrysler Corp., Detroit, elected president of same, succeeding David A. Wallace, retired. J. T. O'Brien appointed to executive staff, Chrysler Corp., and Fred J. Lamborn appointed special consultant to president in addition to present duties as vice president and general manager of Dodge Div.

James L. Rankin, division vice president in charge of grocer products sales, Pillsbury Mills Inc., Minneapolis, elected vice president, and R. J. Keith, corporate vice president in charge of advertising and marketing policies, elected to board of directors. James F. Brownlee, director, has resigned.

James L. Wichert, Detroit regional manager of De Soto Div. of Chrysler Corp., Detroit, appointed director of advertising and sales promotion.

A. E. Foord named advertising manager of Thomas J. Lipton Ltd., Toronto.

Agencies


LeRoy H. Keeler Jr., establishes own agency, Lee Keeler Inc., with offices in Fox Theater Bldg., Phila.


Kenneth (Larry) Lowenstein, Benton & Bowles, N. Y., appointed assistant publicity director of agency.

Craig Ramsey, KFEL-TV Denver, named TV director for Ball & Davidson Adv. Inc., Denver.

Leonard Carlton, Rockhill Productions, rejoins Kenyon & Eckhardt, N. Y., as account executive.

E. D. Geoffrey Gath, consultant in pharmaceutical advertising field, to Lee Ramsdell & Co., as account executive.

Louis Meisel, Hilton & Riggs, N. Y., to Duane Lyon Inc., that city, as account executive.

Thomas P. Reilly, Ted Bates Inc., N. Y., to media department, Foote, Cone & Belding, same city, as space buyer.

Charles H. Brennaun Jr., copywriter with Armstrong Cork Co., Lancaster, Pa., to Gray & Rogers, Phila.

Scribner C. Dailey returns to N. W. Ayer & Son, Phila., as Air Force duty.

Bob Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto, elected a director of Advertising & Sales Club of Toronto for 1953-54.


Stations

Louis E. Mahla, assistant manager of WLEC Sandusky, Ohio, elected vice president of Lake Erie Bestg. Co., station licensee. Other WLEC officers re-elected are: Jay E. Wagner Jr., president; Elmer A. Piusner, secretary, and John H. Kahler, treasurer. Marce R. Dean to continuity staff and James A. Radcliffe returns to engineering staff.

Howard O. Peterson appointed general manager, KTVP Hutchinson, Kan. Robert B. Mamey appointed chief engineer, Herbert Hoff, assistant engineer, Harold P. Means, promotion and traffic, John Frankenstein, program director, and Douglas Hough, regional sales.

Paul Edward Moore, sales manager of KJR Seattle, to Union Central Life Insurance Co., Seattle, as production manager. J. Archie Morton, KJR general manager, will take over duties of sales manager.

Russell Purse, general manager, program department, CBS-TV New York, to KEYT (TV) Santa Barbara, Calif., as director of program operations, effective June 15.

Charles P. Wright, manager of CBO Ottawa, appointed manager of CBOT (TV) Ottawa.

Mort Rosenman named program director of WCAN Milwaukee.

Carl D. Setterberg, announcer at KOMO Seattle, to KRSC Seattle, as account executive.

William Garry, newsman at WBBM-AM-TV Chicago, appointed general manager of news department.

Edward A. W. Smith, Edward Lamb Enterprises, Erie, Pa., and Columbus, Ohio, to sales staff of WIP Philadelphia.

Dana Marble, program-news director, KVEN Ventura, Calif., to KTTV (TV) Hollywood as announcer.

Herbert O. Morrison, radio newsman, and William E. Babcock appointed news director and program manager, respectively, of WIAS Pittsburgh.

Mr. Morrison Mr. Babcock

Al Gordon, director of news and special events, KFWB Hollywood, has resigned.

Richard Rendell, news reporter for NBC, named news director of WMAL-AM-TV Washington.

George Skinner, newscaster and TV personality at WPTZ (TV) Philadelphia, appointed NBC news editor in Philadelphia.

William Sadler, KRON-TV San Francisco, to KSTP-TV Minneapolis-St. Paul, as chief engineer.

William H. Hadley Jr., radio-TV newsman, appointed administrative assistant for plans and operations, KXLR North Little Rock.

Charley Stookey appointed farm editor of WEW (TV) Columbus, Ohio, to WTVN Columbus, Ohio, as sports director.

Joseph Hill to WTVN (TV) Columbus, Ohio, as sports director.

Herb Carneal, sports director at WTVN Springs...
field, Mass., to staff of KYW Philadelphia, as sports announcer.

Althea Wheeler appointed to direct women’s programs for WKNB-TV New Britain, Conn.

Grady Edney, program director at KCBO San Diego, to production staff of KYW Philadelphia.

Bill Sanderfer to staff of WFAM-TV Dallas, as studio operator.

John Ragin to announcing staff of WCAE Pittsburgh.

Ellwood Lippincott Jr. to staff of KISW-FM Seattle, as announcer.

Joseph J. Kender to announcing staff of WEW St. Louis.

Barbara Turner named assistant to Dorothy Lyons, record librarian, KNBC San Francisco.

Art Roberts to staff of KXLW St. Louis, as disc jockey.

Johnny Argo, KJAY Topeka, Kan., to KVLC Little Rock as disc jockey.

Dick Wesson, head of mailroom, KECA Los Angeles, promoted to summer replacement announcer.

Networks

Daniel L. Schorr and Lee Coney appointed radio correspondent and morning editor, respectively, for CBS Washington.

Jack F. Christie, assistant producer of American Forum of the Air and Youth Wants to Know, NBC and NBC-TV, has resigned.

Stephen Krausell, Paul Sales Co. advertising and merchandising staff, to NBC Chicago, as senior promotion writer.

Joyce Gray, comedian-dancer-singer, signed long-term contract with ABC; George Jessel, Ray Bolger, Danny Thomas and Martin Block also signed by ABC recently.

Dunn B. Tatum, director of television, ABC Western Div., elected second vice-president of Hollywood Coordinating Committee for 1953-54.

Manufacturing


Arthur L. Boschem, comptroller of Vick Chemical Co., N. Y., and H. Smith Richardson Jr., member of board of directors of same, elected vice presidents.

Walter R. Selbert and Leon C. Guest Jr. elected treasurer and controller, respectively, of Sylvania Electric Products Inc., N. Y.

L. Whitney Siebert and George I. Long appointed director of personnel and general manager, respectively, of Ampex Electric Corp., Redwood City, Calif.

J. P. McCarthy, Newark branch manager for Graybar Electric Co., appointed district sales manager of company, with headquarters in N. Y. F. C. Sweeney, Graybar’s Albany branch manager, named to similar post in Newark, and H. J. Fitzpatrick, Graybar salesman, named Albany branch manager.

D. W. Gunn, manager of sales to equipment ac-

counts, Sylvania Electric Products Inc., N. Y., named assistant general sales manager, radio tube and TV picture tube sales.


Frederic L. Ohmer and Gilson Sanderson appointed to represent H. H. Buggie & Co., Toledo.

Frank Felzmann, RCA president, received citation from Record Industry Assn. of America, commemorating 50th anniversary of RCA Victor “Red Seal” label.

Program Services

Al Hamilton, radio director of Labor League for Political Action, to Sound Studios, Washington, as director of operations.

Kenneth D. Clapp appointed sales manager of All-Star Sports Assn., producer of sports films and package programs for TV use.

Services

Lt. Robert Mackall, chief of radio-TV Div., First Army Information Section, to Public Relations Management Corp., N. Y., as account executive, following release from active military duty.

“It helps known prospects recall the gist of the sales story your representatives and your promotion are telling. They like that sort of thing. It helps unknown prospects to decide to call in your representatives. It goes to agency-client conferences. It remains instantly accessible to the SRDS user who is working nights or weekends. It provides liftable material for inclusion in media proposals. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations right then. It provides a "fast chance" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

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BROADCASTING • TELECASTING
'SEPARATE REGULATION' PLEA VOICED BY CAB BEFORE PARLIAMENT GROUP

Canadian Broadcasters Assn.'s presentation praises the government's policy change on TV ownership, but contends an independent body should be set up to govern broadcasting.

REPRESENTATIONS for a separate broadcasting regulatory body and commendation on the government's change in its telecasting policy to allow privately-owned TV stations, featured the presentation of the Canadian Assn. of Broadcasters before the Parliamentary Radio Committee at Ottawa April 29. CAB, in commending the government on its new TV policy, stated that in addition to the seven private enterprise stations which were recently licensed, 17 more AM stations have applications for TV licenses at Ottawa, eight more intend to apply late this year or early in 1954, another 11 have plans well underway for applications, and 14 will submit applications as soon as more than one station is allowed in any one city.

Questioned about their TV plans in major markets, CAB President F. H. Elphicke, CKWX Vancouver; CAB director Wm. Rea Jr., CKNW New Westminster; and Harry Sedgwick, CFRB Toronto, told members of Parliament how much they planned to put into TV station equipment and operation when granted licenses, and how many live programs they planned to use. They told committee members that expensive live shows could not be telecast consistently by private enterprise stations. "They all agreed they were prepared to lose considerable money the first year or two before advertising revenue would begin to pay the operating costs."

Joseph Sedgwick, Toronto, former CAB counsel, pointed to the present Canadian Broadcasting Act, which permits the government's Canadian Broadcasting Corp. to expropriate any private station at a fair depreciated value of its equipment. He stated that this would be most unfair in TV, as private enterprise would not be compensated for the loss of hundreds of thousands of dollars on programming to build audience, and suggested that the law be changed in this connection.

The CAB brief, presented by T. J. Allard, CAB general manager, reviewed the development of broadcasting and Canadian broadcasting legislation to date. He showed that the original broadcasting legislation of 1932 setting up a nationalized service, was still basic, despite the great changes which had been made in broadcasting.

The brief also pointed to other communication services in which the government was represented with an operating organization, such as the airlines and railways. It showed that there were separate regulatory bodies, ruling over both the government and private communication systems.

"The situation we suggest," the CAB brief stated, "visualizes the continued existence of both the CBC and the non-government stations in an atmosphere which would encourage each to continue and improve its respective services to the community... The establishment of an independent regulatory body would provide for better distribution of labor and would relieve the CBC of the heavy regulatory responsibilities it is forced to assume under existing legislation.

"At present the board of governors of the CBC is called upon to administer a very large, complex and far-flung organization. These duties will grow more arduous as television develops. Left free to concentrate on the provision of a programming service—the job it was originally set up to perform—CBC could do an even better job of providing that specific service. An independent regulatory body would assist the full and free development of the CBC, just as management is required to do in broadcasting generally. The independent regulatory body we suggest exists in several similar or parallel situations where a state corporation competes with privately owned businesses."
AID TO EDUCATIONAL TV PRaised

First National Conference on Educational TV, sponsored in Washington by J CET-NCCET, lauds broadcasters for their aid to educational TV efforts. Some 50 educational TV outlets by 1955 seen possible by one speaker.

COOPERATION of commercial broadcasters in helping to organize, finance and equip proposed noncommercial TV stations was reported by delegates to the first National Conference on Educational Television, held Monday in Washington.

The reports also showed that in many cities and states educational TV groups are soliciting private money rather than public tax funds in an effort to stay clear of "politics." The conference was told that, according to present progress, there should be at least 50 educational TV stations operating in the U. S. by the end of 1955.

The conference, sponsored by the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, was attended by some 250 representatives of civic, educational, business and governmental organizations from coast to coast.

At the Wardman Park Hotel, the dinner session was attended by FCC Chairman Rosel H. Hyde and Comrs. Paul A. Walker, Frieda B. Hennock, E. M. Webster and John C. Doerfer. Also present were Sen. Charles W. Tolvey (R. -N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, and committee members Sens. Andrew F. Schoepell (R-Kant.) and John Sherman Cooper (R-Ky.).

FCC to date has granted construction permits for 16 noncommercial, educational TV stations, two expected to begin operation shortly. These are KUHT (TV) Houston, Tex., and KUSC-TV Los Angeles. KUHT (TV) had planned to start last Monday, but was delayed by water in its coaxial transmission line [B'Y T, May 4, April 20]. There are 10 applications for reserved channels pending.

The Commission also has issued permits to educational institutions for five stations on commercial channels, several to be operated on a commercial basis. Four educational bids pend for commercial channels.

Reports to the conference showed that in 76 cities where channels are reserved, besides those where permits or applications pend, "citizens and educators are active and raising funds." In 51 other cities, citizens and educators are showing "some activity." In the remaining 90 cities, "formal, organized campaigns" are not yet underway.

A number of commercial TV stations are offering educators free time and, in some cases, financial and production assistance to present their programs on the commercial outlet.

Reports to the conference also showed many commercial broadcasters are cooperating in helping to establish noncommercial educational stations in their communities.

Larry Walker, vice president and assistant general manager of WBT (TV) Charlotte, N. C., attended the educational TV meeting as chairman of the local educational TV group. He and Jefferson Standard Broadcasting Co., operator of WBT and WBT (TV), were commended for their extensive financial assistance and cooperation.

"As a commercial operator, I think there is a great big need for educational television, so let's have it," Mr. Walker told the conference. KING-TV Seattle has given $182,000 worth of equipment to the educational TV group there.

Substantial donation of equipment, including a mobile unit, has been given by WMIR-TV Jacksonville, Fla., to the educational group in that city.

Crosley Broadcasting Corp., licensee of WLTV (TV) Cincinnati, has granted financial assistance and facilities to the educational group there, which plans to file its application with FCC soon.

At Miami, WTVJ (TV) has given local educators its present transmitter and tower, to be transferred as soon as WTVJ completes a new installation.

KPIX (TV) San Francisco is "selling" two old studios to the local educational TV group for $40,000, payable over a long period, but before the "sale" the station is spending $32,000 to recondition the facilities, it was reported.

Educational spokesmen also said that in a number of other cities (unidentified), commercial broadcasters are offering to share their transmitter site and tower with the proposed educational TV outlets.

Morning meeting of the conference was devoted to a general session on TV equipment, with Arthur Hungerford, engineering consultant to J CET; presiding. Washington consulting engineer George Adair discussed problems of transmitters and sites while consulting engineer Robin Compton outlined studio designs.

George A. Mayoral, TV project engineer for General Electric Co., Syracuse, highlighted the new GE "one-man operation" unveiled the previous week at the NARTB convention at Los Angeles. He indicated the GE transmitter package would be particularly suited to educational TV outlets.

George W. Stoddard, U. of Illinois president and chairman of the newly established Educational Television & Radio Center at Chicago, spoke at a luncheon. Raymond Witcoff, NCCET chairman and president of the St. Louis Adult Education Commission, presided at the luncheon.

At the afternoon session, Robert R. Mullen, NCCET executive director, introduced premiere of a new film, "New Vision for Television," designed for educational TV promotion before community organizations.

George Overton, Chicago attorney, outlined principles for fund raising on a community-wide scale. Special instruction manual for organizing and conducting such campaigns was distributed. Mr. Overton announced that tax
exemption provisions have been arranged with the Bureau of Internal Revenue for new non-profit corporations seeking to enter educational television. He said JCET will present exemption applications to the bureau for such groups.

The afternoon meeting concluded with progress reports from various areas, with Ralph Steele, JCET executive director, presiding.

Arthur S. Adams, president of the American Council on Education, told the evening dinner meeting, "I frankly have been overwhelmed with the public interest shown in educational TV." He termed the conference "a punctuation mark in the story of educational television."

"As of this date," Mr. Adams said, "meetings to consider the use of educational channels have taken place in 42 states and in 35 of these, conferences have been held on both local and state levels. ... It is fair to say that in a majority of the 242 communities where assignments have been made interest has been clearly shown."

The speaker noted reports indicate that "32 governors and as many state legislatures have given active consideration to the potentialities of educational television in their states."

"If the present trend of interest continues," Mr. Adams stated, "there is good reason to believe that we may have as many as 50 educational television stations or more in actual operation by 1955."

Dr. Stoddard in an AP interview Tuesday decried "very low" standards of TV programming today, adding, "we may be able to push commercial programs into better programs." He also charged that commercial stations airing educational programs assign such shows to the poorest hours and the programs are subject to cancellation when a sponsor is found for the time.

New York Educ. TV Group Names Karelson President
FRANK E. KARELSON Jr., New York attorny, was elected chairman of the Metropolitan New York coordinating Council for Educational Television last week, succeeding Winthrop Rockefeller, who had served as temporary chairman.

Other officers chosen were Mrs. Katrina McCormick Barnes of the American Civil Liberties Union, vice chairman, and Harold Schiff, educational director of the New York office of the Anti-Defamation League, secretary.

The council announced that it plans a public fund-raising campaign to finance construction and operation of an educational TV station in New York City.

Chicago Educ. TV Groups Set Quota at $275,000
A DRIVE to raise money for an educational TV outlet in Chicago was scheduled to get underway yesterday (Sunday), with a quota of $275,000 reportedly set for corporate contributions.

The goal was recently upped by the Chicago Educational Television Assn., which would operate the station, from Ch. 11, from $500,000 to $800,000. The sum covers construction of the station and two years' operation.

The plan to solicit funds from corporations was outlined by Edward Ryerson, chairman of a money-raising unit, at a luncheon in Chicago last Monday. Fairfax Cone, president of Foote, Cone & Belding, heads one promotion committee, while George Jennings, radio director of the Chicago Board of Education, is directing community activity.

WHDH Panel Discusses Massachusetts Educ. TV
PANEL discussion on prospects of a statewide network of vhf and uhf educational television stations in Massachusetts was broadcast May 3 over WHDH Boston on the eve of the first national conference on educational television in Washington.

State Sen. Christopher H. Phillips, chairman of the State Legislature's special commission on educational television, claimed that costs would not be prohibitive, asserting that the cost of erecting a TV station "to reach tens of thousands of Massachusetts viewers would be no greater than that for a modern high school building for one community." Linus Travers, vice president and general manager of the Yankee Network, urged proponents of educational TV to give the public and legislators the "operational blueprint" of a proposed station, indicating day-to-day cost of operation and programming.

Other panelists were Donald Anderson, Massachusetts Dept. of Education; David E. Place, chairman of educational Citizens' Committee Educational TV, and state Sen. John E. Powers, who voiced opposition to public support of educational TV.

WCAN-TV Offers Free Time
WCAN-TV Milwaukee, uhf Ch. 25 outlet which expects to begin broadcasting in a few months, last week offered 5 hours in time weekly to the Wisconsin Assn. for Vocational Education. The association plans to construct an educational TV outlet there in the future.

MCLELLAN: "It's best to be in the... MIDDLE...
...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial. J ackson, Mis sissippi

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FOR THE RECORD

New Grantees' Commencement Target Dates

* Educational permitsལ BR—Shares Time

LISTED BY CITY ALPHABET

Location & Channel Data Granted & Target Dates Start Representative

KRB-C-TV Abilene, Tex. 10/13/53 4/16/53 F. Baker

WTOA-TV Albany 11/1/53 4/16/53 A. B. Sewell

KWRX-TV Anchorage, Alas. 11/1/53 3/24/53 H. D. Means

KMTV-TV Austin, Minn. 6/12/53 3/24/53 H. D. Means


WVIN-TV Bloomington, Ind. 12/1/53 3/24/53 H. D. Means


WTV-V-TV Boston 1/1/53 2/26/53 H. D. Means


WCJ-A-TV Champaign, Ill. (23) 1/1/53 2/26/53 H. D. Means


WTVW-TV Chillicothe, Ohio (10) 1/1/53 12/1/53 H. D. Means

TKTV-TV Columbus, Ga. 12/1/53 3/26/53 H. D. Means


KGLY-TV Dallas, Tex. (29) 1/1/53 3/26/53 H. D. Means

WTVW-TV Des Moines, Iowa (36) 11/1/53 3/26/53 H. D. Means


WJAM-TV Des Moines, Iowa (38) 11/1/53 3/26/53 H. D. Means

Belling, B. B. N. B.

WTVW-TV Done, Ohio 1/1/53 8/12/53 N. B. Frez

WTVV-IV-Dunham, N. C. (45) 11/1/53 8/12/53 N. B. Frez

THE SCOPE OF THIS LIST

B'Ts New Grantees' Commencement Target Date table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. CONSTRUCTION PERMITS issued prior to that time are included in this volume.

Where there have been changes in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically placed up in the Commencement Date Table. Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.
Western Network Station 
$175,000.00
Located in one of the most desirable markets in the west, this fulltime network facility is showing consistent profits. Station has an excellent TV potential. Working capital included. Financing arranged.

Appraisals

Applications Dismissed


Lanham, Mrs. --Lindsay TV Co. Dismissed application for vhf ch. 5. Leaves bid of Plains Radio Bestc. co. unopposed. Granted May 1.

Existing TV Stations......

Decisions


KRGV-TV San Antonio, Texas--Granted ERP boost on vhf ch. 12 from 115 kw visual and 15 kw to 165 kw visual and 21 kw. Granted April 25.

KWTX-TV Waco, Texas--Granted ERP boost on vhf ch. 3 from 20 kw visual and 8 kw auroral to 30 kw visual and 10 kw auroral. Granted April 25.


KELO-TV Sioux Falls, S. D.--Midcontinent Broadcasting Co. Granted ERP boost on vhf ch. 12 from 75 kw visual and 6 kw auroral to 140 kw visual and 10 kw auroral. Granted April 25.

WTVT (TV) Chattanooga, Tenn.--Tom Potter. Granted ERP change from ch. 4 on vhf ch. 12 from 22 kw visual and 6 kw auroral to 44 kw visual and 16 kw auroral. Granted April 25.


Applications Amended


KOKY-TV Des Moines, Iowa--Granted ERP on vhf ch. 2 from 18 kw visual and 8 kw auroral to 17 kw visual and 9 kw auroral and 5 kw auroral, increase antenna height above average terrain from 505 ft. to 567 ft. Filed April 25.


McCook, Neb.--McCook Independent. Seeks to amend application for vhf ch. 12 to change ERP from 5 kw visual and 1 kw auroral to 5 kw visual and 1 kw auroral, increase antenna height above average terrain from 505 ft. to 567 ft. and change address. Granted April 20.

KTVH (TV) Yakima, Wash.--Granted ERP change on vhf ch. 6 from 3 kw visual and 1 kw auroral to 3 kw visual and 1 kw auroral and relocate transmitter from 1330 Baltimore Ave. to new location.
and 125 kw aural and studio-transmitter relocation from stop Lookout Mtn. to 948 E. 3rd St., Chattanooga, effectively above average terrain 80 ft. Granted April 27.

WIBB-TV Memphis—Harding College. Granted ERP boost on uhf Ch. 51 from 1 kw visual and 120 kw audio to 120 kw visual and 100 kw audio on hill west of town. From Bannerman Ave., Memphis, to Raleigh LeGrande Rd., 1 mi. E. Granted April 29. SE of Bartlett, Tenn. Geographic coordinates 34° 10' 32" N., Lat. 90° 15' 4" W. Long. 1013. Granted April 30.

KNUZ-TV Houston—KNUZ-TV Inc. Granted ERP change on uhf Ch. 34 from 1 kw visual and 60 kw audio to 85 kw visual and 80 kw audio on hill west of town. From T.G. Austin St. to Cullen Blvd. at Blodgett Ave. Houston, Granted April 29.

KGBH-TV Lubbock, Tex.—Bryant Radio & TV Inc. Issued STA to commence commercial operation on uff Ch. 11, effective April 26-May 8. Issued April 28.

Applications

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. Requests ERP change on uhf Ch. 21 from 22 kw visual and 13.9 kw aural to 34 kw visual and 12.9 kw aural; studio and transmitter relocation from Flagler Dr., N. of Lakeview Ave., to 254 Dway St. Palm Beach. Geographic coordinates 26° 42' 43" N., Lat. 80° 3' 7" W. Long. Antenna base height above average terrain 285 ft. Filed April 25.

KLAS-TV Las Vegas—Las Vegas TV Inc. Requests ERP boost on uhf Ch. 11 from 11 kw visual and 16.5 kw aural to 21.7 kw visual and 14.2 kw aural; relocate transmitter from 0.3 mi. N. of Las Vegas Blvd. and studio from "to be determined," both to Wilbur Clark's Desert Inn, Illwy Rd., 1 mi. S. of Las Vegas city limits. Filed April 30.

WIFE (TV) Dayton, Ohio—Skyland Bests. Corp. Requests approval of studio from W. transmitter from W. transmitter from W. 1390, SW of Cincinnati, to 2864 W. 3rd St., Columbus, Geographic coordinates 39° 36' 12" N., Lat. 83° 26' 12" W. Long. Filed May 4.

WTUV (TV) Steubenville, Pa.—Appalachian Coal Co. Requests ERP boost on uhf Ch. 73 from 23 kw visual and 12 kw aural to 12.8 kw visual and 6.4 kw aural. Filed April 30.

WNLC-TV New London, Conn.—Thames Bests. Co. Uhf Ch. 28 granted seeks to change transmitter location at Gay Hill on Sharps Hill Rd., 6.9 Mi. N. of New London, Geographic coordinates 41° 40' 52" N., Lat. 72° 9' 2" W. Long. Filed April 30.

WDEL-TV Wilmington, Del.—WDEL Inc. Requests amendment correcting studio location from Shipleys Rd. to 19th and Xing Sts. Wilmington. Filed May 4.

WTVP (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. Requests ERP boost on uhf Ch. 17 from 18.5 kw visual and 11 kw aural to 20 kw visual and 13 kw aural; relocate transmitter at Hallendale Beach Rd. and NE 4th Ave., W. of Hallendale Beach Blvd., from Ft. Lauderdale to 2550 NE 28th St., NE 1/2 of NE 5th Av. Filed April 30.


New AM Stations ...

Decision

Tucson, Ariz.—Tucson Radio Inc. Granted new AM station, 650 kc, 250 w unlimited. Estimated construction cost $37,552, first year operating cost $37,552, first year revenue $65,000. Officers: President, Dan世界上; Vice President, Gerald King (50%), radio engineer; Vice President DeWitt Wray (30%), marketing manager; Secretary-Manager, Ben H. McPherson. Granted April 19. (Correction of item in April 27 issue.)

Applications

Wilmingt. Del.—Rolins Bests. Inc. (WAVW, Georgetown, Del.) Seeks new AM, 500 kc, 1 kw daytime. Estimated construction cost $48,600; first year operating cost $60,000; first year revenue $60,000. FO address: Moore Blvd., Georgetown, Del. Application contingent on request for WJWVL frequency change. (See Existing AM Stations, Applications.) Filed April 29.

Jacksonville, Fla.—B. F. J. Timm. Requests new AM, 1280 kw 1 kw day. Applicant has all necessary equipment. Estimates $2,500 for incidental construction costs. First year operating cost $48,000; first year revenue $60,000. FO address: Box 558, Jacksonville, Fla. Application filed with George Gifford, rice farmer. Filed May 4.

WMIC Richlands, Va.—Clayton Valley Bests. Corp. Requests facility change from 1500 kw, 1 kw daytime, to 540, kw. Filed May 4.

WNNP Evanston, Ill.—Evanston Bests. Co. Seeks power increase on 1390 kc, daytime, 1 kw to 6 kw. Filed May 4.

Application Amended

Lebanon, Ky.—Lebanon-Springfield Bests. Co. Seeks to amend application on 1410 kc, 500 w daytime to 1300 kc, Filed April 30.

Existing AM Stations ...

Decisions


WYAW Two Rivers, Wis.—Two Rivers Bests. Co. Granted power boost on 1500 kc, daytime, from 500 w to 1 kw. (BP-6753). Granted April 29.

Applications

WJWI Georgetown, Del.—Rollins Bests. Inc. Seeks to change operation from 500 kc, 1 kw daytime, to 540 kc, 5 kw daytime. Filed April 29.

KYAK Yakima, Wash.—Yakima Bests. Corp. Requests amendment to request for 1300 kc, 5 kw, unlimited with directional antenna to change nighttime power from 5 kw to 1 kw and directional antenna only night. Filed April 30.

Deletions


New FM Stations ...

Application

Zarephath, N. J.—Pillar of Fire Inc. (WAWZ). Requests new noncommercial FM, Ch. 256 (91.1 mc.), ERP 4.6 kw. Equipment on hand. Filed April 29.

Existing FM Stations ...

Applications

WVEU-FM New York—Debs Memorial Radio Fund. Seeks frequency change from 107.5 mc to 97.3 mc, ERP 100 kw, Filed April 30.

WWFL-FM Woodside, N. Y.—Long Island Bests. Co. Seeks to change operation from 18.5 kw to 20 kw on 101.1 mc. Filed April 29.

Deletions

WCAL-FM Northfield, Minn.—St. Olaf College. Granted cancellation of license for non commercial station on 89.7 mc and deletion of station. Granted April 29.


Ownership Changes ...

Decisions

KYNO Fresno, Calif.—Radio KYNO, the Voice of Fresno (Robert Schuler, Lester Chenuall and Bert Williams). Repairs and involuntary assignment of license to same partners, replacing Mr. Schuler, deceased, by Amelia Schuler, executrix of his estate. Granted April 29.

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MOBILE FREQUENCY MEASUREMENT TOWERS

FOR THE RECORD

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**FOR THE RECORD**

KPAL Palm Springs, Calif.—Desert Radio & Testg. Co. Granted voluntary assignment of CP from John Hamlin and Melvin Sullivan to Florence Realty. Consideration $4,887. Assignee has applied for new AM CP at Corona del Mar-Newport Beach, Calif. (900 kc) and Riverside, Calif. April 29.

WBML-AM-FM Macon, Ga.—Middle Ga. Bestg. Co. Granted voluntary acquisition of negative control by Allen Woodall (18.7%), part owner WDAK Columbus, Ga., and his associates, and Howard Pll (16.1%), vegetable oil processor, from executors of estate of Ernest D. Black, deceased. Estate sells to Woodall 42% of interests to Middle Ga. Bestg. for $10,000. Granted April 29.


WOBX Eugene, Ore.—Lane Bestg. Co. Granted voluntary transfer of control from Glenn E. McCormick (KBLM Salem, Ore.), to Lee F. Bishop, Mr. McCormick transfers his 70% interest to Mr. Bishop (formerly 30%) now 41% and minority stockholders. Total consideration $32,500. Granted April 29.

KUGN-AM-FM Eugene, Ore.—KUGN Inc. Granted acquisition of 100% control by C. H. Fisher (60%), and E. L. Berke. Consideration $60,000. Mr. Fisher is interested in Eugene TV, Rt. 10, answering as WCH Eugene [B/T, May 4]. Granted April 29.

WARM Allegheny, Pa.—Aiken Electronics Adv. Corp. Granted relinquishment of control by John May (90%) to Mr. Aiken as stockholder and Mr. Mare reduces his holding to 30% for consideration of $12,500. Granted April 29.

Applications

KDBS Paragould, Ark.—Daily Press Inc. Requests reassignment of T. M. Self and G. T. Rand d/b as Progressive Bestg. Co. Parties, in reassignment of control, will turn in less than 10% in negative control. In Daily Press Inc. and cancel a $6,000 debt to them from Daily Press Inc. will pay off $4,000 mortgage. Filed April 30.

KAFY-AM-FTV Bakersfield, Calif.—Bakersfield Bestg. Co. Requests voluntary transfer of control from George Crome and H. F. Harlow (3½ each) to Sheldon Anderson (now 19½), to be 43½. John P. Hearne (20%) and Charles A. Thieriot (15%). Consideration $120,000. Mr. Sheldon's mother owns 10% and Mr. Thieriot is general manager of KRON-FTV-San Francisco, Mr. Anderson is legal counsel of Bakersfield Bestg.Filed April 28.

WKKO Cocoa, Fla.—Brevard Bestg. Co. (W. D. Wilson, Kelley, Bodenhamer, Emmer Brown and Sarah Browne) request assignment of CP to same principals, deleting W. D. Wilson and adding Carl Collins Jr. d/b as Brevard Bestg. Co. Mr. Wilson's 28% interest transferred to Mr. Collins for consideration of $5,500. Filed April 30.

WINT Tallahassee, Fla.—Tallahassee Appliance Corp. Requests reassignment of negative control to Emmanuel Joano (15.4%) by Frank W. Peckham, who transferred his stock to Mr. Joano for $30,000. Negative control also is to be maintained and Mr. Peckham. Granted April 30.

WSPN-AM-FM Springfield, Mass.—WSPR Inc. Requests voluntary transfer of control from Mrs. Ruth Brackett, executrix of estate of Quincy Brackett, deceased (23%), and Mrs. Alma Breed, executrix of estate of L. B. Breed, deceased (25%), to those principles individually. Filed April 29.


WLBX Lebanon, Pa.—Aiken News and Commercial Company, to be 50% owned and controlled by H. paj A. Robinson (currently 30% each, to be 10% each). The remaining 19% transferred to C. J. S. Alexander to consideration of $10,000. Filed April 29.

WRBS Palatka, Tenn.—Fred Fleming and Third National Bank in Nashville, executor of estate of W. R. Jones deceased, d/b as Robert Wilson Bestg. Co. Requests assignment of license to


KRCH Hot Springs, Ark.—Robert L. Harrison and W. H. Meidendorff, d/b as Hot Springs Bestg. Co. Requests assignment of license to Garland Radio & TV Co., Consideration $39,000. President Leonard Frantek (48%) owns Hawthorn Advertising Agency, St. Louis, Secretary-Treasurer Auguste Thieriot (52%) is St. Louis insurance broker. Filed May 4.


WCBM-AM-FM Chicago, Ill.—Western Carolina Radio Corp. Requests voluntary acquisition of control of hold Mr. McGough (47%) through purchase of 10% from Mrs. John G. Greene, who retains 15%. Consideration $7,950. Filed May 1.

KDAV Lubbock, Texas—David R. Worley and Bruce C. Zoras 4/5 as Prosperity Land Bestg. Co. Requests assignment of negative control by Mr. Worley (80%) to Mr. Zoras (20%) of his stockholders and Mr. Mar reduces his holding to 30% for consideration of $12,500. Granted April 29.

Hearing Cases...

Decision

Flinn, Mich. New TV, v/h Ch. 12. WJR The Goodwill Stations Inc. (WJR Detroit); Trebit Corp. (WYDP); and W. R. Smiley, Inc.—FCC Examiner Benito Gugino issued initial decision recommending grant of Trebit application. Issued April 30.

New Petitions...

April 29

Shreveport, La. New TV, v/h Ch. 3. KTBS Inc. (KTBS) (Docket 10476) and International Bestg. Co. (WJR Detroit)—KTBS petitioned to amend its application. Submitted.

Muskogon, Mich. New TV, v/h Ch. 33. Versus Radio & TV Inc. (MKM) (Docket 10477)—Music Bestg. Co. (WGRD Grand Rapids), Petitioned, petition for reversal of Examiner Gifford Irwin's ruling excluding as issues whether community needs would be met; whether station would be located in Muskegon; whether programming would be designed primarily for Grand Rapids, and whether grantee's use of facility would be fair and efficient.

Pl. v. D. Ind. New TV, v/h Ch. 69. Radio F/T Wayne Inc. (WANE) (Docket 10424) and Anthony Wayne Bestg. (Docket 10425)—Chief of FCC Broadcasting Division to Anthony Wayne's petition to enlarge issues to include whether station would be needed. Wayne's proposed TV operation would adversely affect WANE's AM signal.

Bachora, Tenn. New TV, Ch. 2. WDBD Bestg. Corp. (WDBD) (Docket 10383) and Mountain City TV Inc. (Docket 10439)—Chief of FCC Broadcasting Division to oppose WDBD's filed opposition to WDBD's petition to amend its application by specifying new studio location, arguing that inaudibility is not good cause for amending an application in hearing. WDBD filed reply to include opposition to application. Upon instant petition, contending that FCC has never declared whether inexperience and lack of financial resources is good cause for amending an application in hearing. On April 30 WDBD filed notice that they
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>1239 Wisconsin Ave., N. W. Washington, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C. Telephone District 7-1205</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Radio Engineer</td>
<td>501-514 Munsey Bldg. Sterling 3-0111 Washington 4, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>CRAYTON L. PILSBY</td>
<td>Consulting Radio Engineer</td>
<td>501-514 Munsey Bldg. Sterling 3-0111 Washington 4, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>Consulting Radio Engineer</td>
<td>MUNSEY BLDG. REPUBLIC 7-2547 WASHINGTON 4, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Radio Engineer</td>
<td>711 14th St., N. W. Sheraton Bldg. Washington 5, D. C. Republic 7-3984</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>ROBERT H. CLARK</td>
<td>Consulting Radio Engineer</td>
<td>1302 18th St., N. W. Hudson 3-9000 Washington 5, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineer</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 6108</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>ROBERT M. SILLIMAN</td>
<td>Consulting Radio Engineer</td>
<td>1405 G St., N. W. Republic 7-6646 Washington 5, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>Consulting Radio Engineer</td>
<td>1311 G St., N. W. EX 3-8073 Washington 5, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Consulting Radio Engineers</td>
<td>927 15th St. N.W. Republic 7-3883 Washington 5, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Radio Engineer</td>
<td>1420 New York Ave., N. W. Washington 5, D. C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3738 Kanawha St., N.W. Wash., D. C. Phone 8071 Box 2468 Birmingham, Ala. Phone 8-2252</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>230 BANKERS INVESTMENT BLDG. SAN FRANCISCO 2, CALIFORNIA SUTTER 1-7545</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Radio Engineer</td>
<td>815 E. 83rd St. Hiland 7016 KANSAS CITY, MISSOURI</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>H. W. HOLT</td>
<td>Consulting Radio Engineer</td>
<td>33-2129 TV</td>
<td>41 Four Mile Road West Hartford, Connecticut</td>
</tr>
</tbody>
</table>

**Consulting Radio & Television Engineers**

**Craven, Lohnes & Culver**

**McINTOSH & INGLIS**

**Page, Creutz, Garrison & Waldschmitt**

**GUY C. HUTCHESON**

**WALTER F. KEAN**

**WILLIAM E. BENNS, JR.**

**ROBERT L. HAMMETT**

**Vandivere, Cohen & Wearn**

**H. W. HOLT**

**Fred O. Grimwood & Co., Inc.**

**These Engineers...**

**Qualification Engineering**

**IF YOU DESIRE TO JOIN THESE ENGINEERS in Professional card advertising**

**Broadcasting • Telecasting**

**May 11, 1953 • Page 103**
CLASSIFIED ADVERTISEMENTS

Available in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 204 per word—$8.00 minimum • Help Wanted 25¢ per word—$8.00 minimum
All other classifications 30¢ per word—$1.00 minimum • Display ads. $1.50 per inch
No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Alert, aggressive independent outfit constructing market in southeast Florida needs good man. Good background, pleasant—pleasant conditions. An- noncer to have sales experience—voices—sparkling continuers writers. State salary, resume all details first letter. Confidential. Box 368W, B.T.

Conscientious manager who can sell needed immediately at a New York station. Must be completely familiar with the particular station and salary expected first letter. Box 369W, B.T.

Immediate opening for aggressive, experienced successful manager, strong on sales, 1600 watt Michigan AM network station, $450 monthly plus 10% net profit. Great opportunity for top man. Box 372W, B.T.

Manager

Manager wanted: Man with seven years minimum experience. Good small market, good station. Salary open. Good living conditions for young family. Must have experience in small market. 7548 all first letter, photo, Address inquiries to Manager, Independent. Box 375W, B.T.

Assistant manager-program director. Must have knowledge of programming and managerial experience. Mature, sober, real pro- ducer desired permanent location. Salary open. Full particulars with resume first letter. WLSI, Pikeville, Kentucky.

Salesmen

Salesman-announcer, Florida. Mostly selling but good announced required. Salary plus commission. Box 400W, B.T.

Salesmen wanted: 870, 1070, plus 15% commission, all billing over $1500. Net affiliate, upper midwest. Box 377W, B.T.

Wonderful opportunity for energetic young radio sales manager. Salary plus commission. Has operated stations in large market, 5000 watts CBS New York. Box 111W, B.T.

Salesman who is also good announcer. No "hot shot" but experienced man, good steady worker who will work for a good price, no need to buy, will sell for top wages. Permanent position, good to excellent market. WEDG network in southwest. Box 369W, B.T.

Salesman—very good draw against commission for real salesman who is a plugger, can close contact. Good calling voice and appearance. New England area. Box 380W, B.T.

Hawaii: Excellent opportunity experienced time salesman; steady reliable, permanent. Air mail full details: P. O. Box 692, Honolulu, Hawaii.

Have you had at least three years selling experience? Do you want to earn $5000 yearly—call collect and on WLCB in New York L. A. man, age 45, 10 years in business. Box 125W, B.T.

Immediate opening for ambitious radio salesman. Excellent future in expanding market. Salary and TV pay plus 25%. WBCB AM and TV, Battle Creek, Michigan.

Salesman—$50.00 salary plus 15% commission and incentive commission. Real opportunity for workman in New York. Box 381W, B.T.


Newman experienced on beats wanted by 1000 weekly. Dependable day or evening. Response upon interview required. WKAQ, Kaneville, Ill.

Experienced announcer immediately. Good starting salary for five day week. Send disc, photo and references to WPEZ, Washington, D.C.

Experienced announcer. Must be versatile. $70. up. interview necessary. WVSC, Somerset, Pa.

HELP WANTED—Continued

Help Wanted—Continued

Announcers

Announcer-disc jockey with proven successful D.J. record in competitive large market operation. $800.00 start with regularly updated increases to $1000.00. Vacation allowed. Excellent opening (4) south market. TV future. Send audition, photo and complete background. Confidential. Box 369W, B.T.


Exceptional opportunity for dependable music-minded announcer for Progressive Michigan independent with VFH application. Good pay, pleasant staff, new studios. Send audition, recent photo, job history and first letter to Box 362W, B.T.

Staff announcer for kilowatt independent, Small Eastern station. Must have voice with a future for conscientious worker. Forward audition and resume to Box 377W, B.T.

Good opportunity for experienced announcer. Salesman, 202, Fullerton, Pennsylvania. Send qualifications, photo and sample copy to Box 600W, B.T.

Announcer, central south, large market. TV future. Good pay and commission. Send details (mainly about top station, TV future). Box 391W, B.T.

Good announcer, willing to work and learn enough to take over programming. Network. $220 month start. Beautiful, diversified mountain town in Carolina. Send photo, audition, reference. Box 614W, B.T.

Southern Minnesota radio station now building VFH television station seeks two announcers. Send tape, picture to Program Director, KAUS, Austin, Minnesota. No phone calls.

KCFH, Cuero, Texas, independent, needs an- nouncer. Good salary, two advancements in a year.

Staff announcer for south Texas full-time independent. Brother of Owner. Applicant must be an experienced announcer. Begin preferred. Frank Wilson, Jr., KCTH, Galveston, Texas.

Comes with man with emphasis on announcing. NBC affiliate, located close to Yellowstone Park in the heart of ideal hunting and fishing country. Send all details and audition first letter. KXLM, Bozeman, Montana.

Immediate opening for two good announcers who will work for WDLJ, Port Jervis, New York.

Combination announcer—engineer wanted for 1 kw independent station. Send disc or tape and pictures at NBC Station, Port Valley, Georgia.

Immediate opening for experienced announcer, must be good on commercials, voice must be good to use on commercials. Will have voice and be able to get along with people. No flots- terners, drinkers or prima donnas. We have an opening for a good man. Send complete resume with this first letter. Jim Arm- steed, WJSF, Augusta, Ga.

Announcer with good voice. Must have first class license or restricted ticket. Position now open for a full-time announcer to work with top network station. Salary will be in line with experience and voice. If you can qualify, send full details first letter to Lester L. W. Bogert, NBC, Jacksonville, N. C.

Eastern Pennsylvania network station has permanent position opening. Must have opera- tion but first class ticket not required. 40 hour week, excellent working conditions. Rush disc tape, full particulars to Manager, WPAM, Potts- ville, Pennsylvania.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B.T.

Engineer, small station experience, with or with- out first class ticket, near Chicago. Box 384W, B.T.

Class A operator, willing to relocate New Or- leans, give FM experience, minimum salary, date available. Box 385W, B.T.

Commercial engineers, television transmitter, (1) broadcast transmitter and audio, (1) equipment for foreign markets. Assistant to manager N. Y. office. State design and operating experience, languages and salary in reply. Box 356W, B.T.


Men with at least 10 years of electronic experi- ence, preferably audio, with good mechanical knowledge of interchangeable audio devices; will be traveling continually. Must have Vivant drives in- aplied. Good salary plus expenses. Send com- plete information, references, and enclose a personal snapshot. Photo will not be returned. Box 610W, B.T.

Wanted—Engineer with 1st class license for radio network. Experience with medium and large stations. Good salary and working conditions. Contact Legislative, Inc., Engine- ering Manager in Charge, KCGB-TV, Minot, North Dakota.

Chief engineer. This is one of the better jobs. A moving to allied ownership station. Would like to locate man take my place. Modern plant, excellent engineering and management interested your welfare. Company will pay $5000 annually. Need able maintenance man, ex- perience, etc. Send full particulars with references and enclose first letter. Manage- r. WPFO, Fairmont, N. C., Box 25, B.T.

First class engineer with both AM and FM ex- perience—plus orderly maintenance. Announc- ing ability necessary. Prefer first ticket man, drawing on ability. Prefer married man. WPZM, Martinsburg, West Va.

Combination engineer-announcer, capable being Chief Engineer. Needs engineer for small town, excellent living conditions, pleasant hours. Send all experience, references and enclose first letter. Reply Manager, WFMO, Fairmont, N. C., Box 125, B.T.

First class operator for WPNC, Fayetteville, N. C. 5 kw AM, 14 kw FM. Television application. Must be able to work evenings and hours. Apply by letter only. Include references and telephone numbers.

Immediate opening, engineer 1st class license. Salary $5000—40 hours. WHDL- WHDL-FM, Olean, N. Y.

Opening for engineer in AM and television— WKO2-TV, Kalamazoo, Mich.


Immediate opening transmitter operator, kw di- rect and FM. Al Scott, WNDY, Daytona Beach, Florida.

Transmitter engineers needed immediately. 5000 watt network station with TV in near future. Must be good voice, good with people and have good voice. Call or write for all applications. Write Chief Engineer, WTAD, Quincy, Illinois.

WUSJ Lockport, N. Y., has immediate opening for 1st class operator. Location Lockport. Permanent, no announcing. Contact Jack Gel- son, Station Manager. Box 135W, B.T.

Wanted 1st class operator. $50 for 40 hours. Time and one-half for all over forty hours. Write WUSJ, Lockport, N. Y. See ad in Contact Radio Station WVOT, Wilson, N. C.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Must send all and send audition first reply. Confidential. Box 386W, B.T.
Help Wanted—(Cont'd.)

Anonymous

Situations Wanted—(Cont’d.)

Radio announcer—have top afternoon music rating in midwestern market of 250,000 on 5000 watt network affiliate. Write 3661 Herman Avenue, Cleveland. Express 1-8560.

Technical

Chief engineer desires position in Great Lakes area. Thirteen years experience, up to 50 kilowatts. Box 554W, B-T.

Transmitter engineer. Experienced. Vacation relief or permanent. No announcing. Prefer Michigan, Ohio or south. Box 615W, B-T.

Transporter—5 years experience console, transmitter, remote stations. Box 625W, B-T.

First phone, no experience, married, 28, prefer New England location. Four years radio-TV servicing. Box 629W, B-T.

Engineer—slightly experienced. Slight in AM-FM, studio, remote and ext. First phone. Prefer position as chief engineer at small station in eastern states. Box 636W, B-T.


Chief engineer or transmitter maintenance. 25 years experience. Prefer academic, laboratory and government engineering. Married. J. B. A-38 Riverview Manor, Riverside, N. J.

Transmitter operator. Specify requirements. Lewis Sherick, Box 861, Denver, Colorado.

Production-Programming, Others

Desire change. What have you? Presently PD 12 years experience. Box 390W, B-T.


Newscaster, editor, writer. Top shows, half-million market. Large operation, features, special events. College graduate, married. East preferred. 100 minimum. Box 585W, B-T.


Program director—chief announcer. College graduate, 10, 12 years experience. Excellent record and references! Contact Box 615W, B-T.

Salesmen

Toplight salesman. Six years successful advertising space, new eastern coast. Anxious to sell television time. College graduate. Veteran. Highest references. Box 625W, B-T.

Announcers

Radio announcer-salesman earning $6500 seeks first television opportunity. Stage presence, exposure, sports and sound background. Prefer midwest or south. Box 588W, B-T.

Technical


(Continued on next page)
Situation Wanted—(Cont'd.)

Production, Programming, Others
To TV applicants and licensees—Experienced advice in planning practical balanced program schedule and all phases of station operation. For FCC hearing and station opening. Also available to make your phone contacts. Per diem rate or salary. Box 582W, B-T.

Reporter-cameraman. Experience and training. Young. Will locate anywhere with family for $5,000. Box 618W, B-T.

For Sale

Stations
Rocky Mountain state, Ind. 250 watt. Well accepted. Only $10,000 down. Box 576W, B-T.

Progressive southwest 250 watt clear channel daytime station in one of nation's richest small markets. Bargain priced for quick sale. Reasonable price and terms. Box 576W, B-T.

Profitable exclusive 500 watt midwest daytime independent. Ill. health. Cash only. Box 638W, B-T.

Equipment, etc.

Used International Derrick tower, 150 feet high, self-supporting, insulated, complete with obstruction lights, plus used Western Electric FM transmitter, 10 kw. Used for 10 years. Excellent condition. Many years left due to careful maintenance. Used for 10 years for functional purpose. New England. $2,900. FOIL. Box 591W, B-T.

WE 238 Bonita, WE 119A automatic program amplifier and limiter. GR 96A broadcast frequency monitor. GR 73A modulation monitor. Completely rebuilt and reconditioned broadcast transmitter has a new Johnson Co. 818 class "C" final amplifier, 965 class "B" modulator, tubes and crystal. Price: $800 all for the lot. Box 633W, B-T.

Western Electric transmitter, 1000 watts, 304-A, limiter, 1864A, frequency monitor, rack, steel. 2 Fairchild playback arms with heads, Presto turntable, Dumont oscillograph. Type 274 new, 4 Jensen base reflex speakers with cabinet. Model B-81. All for $2000. Cash. Box 1384, B-T.


New #10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2100 11th Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Lapel buttons, car plates, microphone plates, banjo plugs, etc. Composite type, heavy gauge, wood grain, copper, plastic, etc. Send for listings. James & James, Inc., 201 East Street, Huntsville, Alabama.

Wanted to Buy

Stations
Station wanted in Boston area by a bonafide buyer. Box 588W, B-T.

Kilowatt daytime or 250 watt station in southwest. Prefer combination set-up. Must be reasonable. Box 589W, B-T.

WANTED

To Manufacture and Sell—New Electronic Accessory Items
For FACSIMILE—RADIO—TELEVISION
URGENT—We have a special immediate need of Facsimile Equipment for Intra-Office and Plant use.
URGENT—To Locate Doctors in Need Selective Radio Signal Receivers—Weight under 100 pounds to be carried in pocket.

Will furnish capital if necessary to complete desirable developments.

What have you to offer?

RADIO ENGINEERING CO.
INQUIRER BLDG.
PHILADELPHIA 30, PA.

WANTED (Cont'd.)

To Buy

Station
Buyer for middletown 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B-T.

Equipment, etc.
1 kw AM transmitter, antenna couple unit, modulation and frequency monitors in good condition. Box 592W, B-T.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 515W, B-T.

DcS recorder. Presto 6N or equivalent. Describe condition; give best price. Chief Engineer, WHOF, South Bend, Indiana.

Miscellaneous


Situation Wanted

Television

Managerial

TV STATION OWNERS—MANAGERS
PROTECT YOUR PROPERTY'S FUTURE
WITH A NEW YORK SALES MANAGER

Today much of your station's financial success lies in national sales and network sales. Sales executives with national representative sales and network sales (familiarity with networks can be a plus for you). Inquiries will be held in complete confidence. Further details available by mail, but urgent personal interview at your convenience. Box 637W, B-T.

For Sale

TV FILM
FRANCHISES
AVAILABLE

Exclusive distribution franchises available to individuals or organizations for selling TV film programs. Should be financially able to set up your own regional selling organization as part of national advertising. For details write Box 856W, B-T.

Equipment, etc.

BIG BARGAIN... WFMY FM, Greensboro, N. C., ceasing operation. All technical equipment in excellent condition for sale at low price. List of equipment and prices submitted upon request. Contact Wm. E. Neill, Chief Engineer, WFMY.

3 TV TRANSMITTING ANTENNAS

RCA 5-Boy, Channel 4 to 6 (tuned LW17, Ch. 4)
RCA 5-Boy, Channel 4 to 6 (tuned LW-D, Ch. 5)
RCA 3-Boy, Channel 2 & 3 (tuned LW-C, Ch. 3)

Pylon mount with pylon
Also RCA FM triplexers for 5-boy antennas
Box 498W, B-T.

FOR SALE

1 kw WE 50382 FM xmtr
WE 8 bay clover leaf
Doolittle FD 11 fm-mod monitor
700 feet 1 1/4 line

NOW ON THE AIR
CAN BE INSPECTED
MAKE AN OFFER
Box 648W, B-T

RECORDING EQUIPMENT

Pronto 360 opto-mechanical control equipment, in cabinets. Fastakt, cutters, Pitman arms and carriages. French, Franchises 15 and 17, coaxial speakers, pre-amps, line tanks. Gates 3-speed turntable, micromo, limiter, mikes & balancing grand plates. Variety of other equipment. Excellent condition, working order. Illustrated spec. 3 p.m. Monday through Friday at J. J. Kopisky, 2nd floor, 1226 Sixth Avenue, N.Y.C.

FOR SALE

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

tions would be taken, commencing May 6, and requested that Phil B. Whittaker be permitted to take depositions May 11.

April 30

Spokane, Wash. New TV vhf Ch. 2. Louis Wasmer (RKEW) (Docket 10418) and TV Spok- down Inc. (Docket 10423)—Mr. Wasmer filed reply to TV Spokane's answer to his opposition to TV Spokane's motion to enlarge issues to include coverage among hearing issues. Pontiac, Mich. New TV station, 1660 kc, 590 w unlimited. James Gerity Jr. (Docket 10446)—Mr. Gerity filed reply to WKMP Dearborn opposition to his petition for reconsideration and grant, claiming that WKMP's opposition was not timely filed. Amendment of table of TV assignments, al- locating vhf Ch. 4 to Fayetteville, W. Va. (Docket 10381)—Daily Telegraph Printing Co. (WHEB) supplemented its petition for reconsideration and request for stay of allocation and peti-
tioned FCC to defer consideration on the application of Robert R. Thomas Jr. for the channel in Monterey, Calif.

Duluth, Minn.—Superior, Wis., New TV, ch. 7, WSVG-DT (Docket 305) and WSVG (Docket 306) and western service stations (Docket 307).—WSVG-DT applied for reconsideration and denial of the renewal application.

June 15

Santiago, Calif.—New TV, ch. 10, the station.New examiner, Herbert B. Hutchison.

Salinas—Monterey, Cali.-Sec. 306(c) protest proceeding. The petition for the grant of license to KBVT-TV (TV) in Salinas, Calif., is withdrawn. (Docket 10468).-Station is KRCU (TV) there.

Wichita, Kan.—New TV, ch. 3. Further hearing. Examiner Hugh B. Hutchison.

15. Lancaster, Pa.—New TV, ch. 8. Pre-hearing conference. WGBY, Springfield, Mass., and WGBY-TV, Springfield, Mass.—WGBY and WGBY-TV petitioned for reconsideration of the order, amendment to permit to change daytime power from 1 to 5 kW, operating on 1230 kHz full time, directional night power of 1 kW, and to raise the antenna above ground level to 1,500 feet. (Docket 10469).—Stekel and Slis, Newspapers Inc. (Docket 10460).—Evansville, Ind.—New TV, ch. 7. Contestants: South Central Bestg. Corp. (WIKY) (Docket 10468) and the Air Inc. (WGBP) (Docket 10465).—Examiner James A. Donahue.
Routine Roundup...

April 30 Decisions

BY COMMISSION BOARD

Advised of Hearing

WHLW Bloomington, Pa., Bloom Radio; WCHR Buffalo, N. Y., WGR Bestc. Corp., are being advised that WHER asks to change facilities from 880 kc, 1 kw, DA, D, to 550 kc, 500 w, DA-D, for change in time and location of station, change to DA-DN and change trans., to change type trans. (BMP-8396).

WJAG-TV York, Pa., WDRG Bestc. Corp.,--Mod. CP (BPTC-303) as mod. which authorized change in facilities for extension of completion date (BMP-1096). License Renewal

WITU (TV) Erie, Pa., Bestc. Corp.--Application filed for renewal of license (BRC-42).

Install Auxiliary Transmitter


WENT Gloversville, N. Y., Sacandaga Bestc., Corp.--Application filed for renewal of license (BRC-42).

APPLICATION RETURNED

CP for New AM

Charles W. Bullimore, Washington, Kan. (P to WSSB, WSSB, WJAG) for New AM to be operated on 1320 kc with 500 w-D.

May 4 Applications

APPLICATIONS ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: WOBN-FM, Philadelphia, Pa., The Wheeling News Inc. (BRC-16), WFMZ (TV), Memphis, Tenn., Associated Press Corp. (BRC-30); WWAP-TV (AM) Fort Worth, Tex., Carter Publications Inc. (BRC-23); KEYL (TV), San Antonio, Tex., San Antonio Television Co. (BRC-44).

Extension of Completion Date

WBRC-TV Birmingham, Ala., WBBG-TV (CH-17), WMIA New York, N. Y. (BRC-41); WATE Knoxville, Tenn., New York, N. Y. (BRC-85); WTTM San Antonio, Tex., Texas, San Antonio Television Co. (BRC-44).

May 5 Decisions

BY BROADCAST BUREAU

MCM Augusta, Ga., Gulf Radio--Grant. CP for approval of new facility and change type of trans.; condition (BMP-3160).

WLMW Columbus, Ohio, Midwest Broadcasting Co., Inc.--Grant. CP for approval of new facility and change type of trans.; condition (BMP-4116).

WNVY Narrows, Va., Giles Bestc. Co.--Grant. CP for approval of change in facilities and change type of trans.; condition (BMP-3156).


Following stations file 201-A applications for remote control operation:

WFMP-AM Columbus, Ohio, Mutual Broadcasting Co. (BRC-19); WQXR-AM New York, Interstate Bestc. Co. (BRC-39).

License Renewal

Following stations request renewal of license:


Modification of CP

KLIM Denver, Colo., Denver Bestc. Co.--Mod. CP (BMP-3155) as mod. which authorized new AM for change in time, trans. make changes in antenna system and studio location (BMP-3156).
May 6 Decisions

**ACTIONS ON MOTIONS**

**By Commissioner E. M. Webster**

National Broadcasting Co.—Granted request for dismissal of Pet. 2, 1953, protest to action granting of Schedules for Federal Communications Commission, application for modification of license of WYMM, Chicago, Ill., to operate at Willow, Ill. (BML-485).

Grant R. B. Allail, San Francisco, Calif.— Granted petition for dismissal without prejudice of amendment to application for construction of television station in the Domestic Public Land Mobile Radio Service (BML-485).

By Hearing Examiner H. Gifford Iron

The Mobile Television Corp., Mobile, Ala.— Granted motion for reconsideration of prehearing conference in proceeding re application for CP for new TV station on Ch. 6 and of WQAG, Inc. (WGAL-TV), for CP to change site, increase power and antenna height, make needed changes, and for regular operation of WGAL-TV on Ch. 6, both at Lancaster, Pa., from May 8 to May 15, 1953.

WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn., — Granted motion to amend order and deny petition of WDOC to amend application for new TV station on Ch. 6 (Docket 10638; BPTC-796) to specify new location for main studio; to delete complete facility list of Ch. 6, both at Lancaster, Pa., from May 8 to May 15, 1953.

WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn.— Granted motion that amendment be made to application for new TV station on Ch. 6 to return to original site in Chattanooga, Tenn., and to show that station will be necessary to operate, four weeks after grant, TV station with less power, and with different studio location than are proposed in application (BPTC-10638).

WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn.— Granted motion to delay processing, pending resolution of questions raised in Chapter 6 proceeding re application for license of Mountain City Television Inc. (Dockets 10458; 10459).

**By Hearing Examiner F. D. Bond**

People Bestg., Care Lancaster, Pa.— Granted motion for continuance of pre-hearing conference in proceeding re application for CP for new TV station on Ch. 8, and that of WQAG, Inc. (WGAL-TV), for CP to change site, increase power and antenna height, make needed changes, and for regular operation of WGAL-TV on Ch. 8, both at Lancaster, Pa., from May 8 to May 15, 1953.

**WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn.— Grant**

By memorandum order and deny petition of WDOC to amend application for new TV station on Ch. 6 (Docket 10638; BPTC-796) to specify new location for main studio; to delete complete facility list of Ch. 6, both at Lancaster, Pa., from May 8 to May 15, 1953.

WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—Grant

**By Hearing Examiner J. R. Bond**

American Colonial Bestg. Corp., San Juan, P. R.— By memorandum order and deny petition to amend application for CP for new TV station on Ch. 6 to delete complete facility list of Ch. 6, both at Lancaster, Pa., from May 8 to May 15, 1953.

Additional Corrections

**To 1953 Broadcasting Yearbook**

(Also see Addenda B'T March 16) Page 185—Under Station Directory, Missouri, WOC, Davenport, Iowa, shown: on May 7, 1949, on air July 14, 1949; 250 w.; l. to R. (Docket 10437; BPTC-796).

Page 192—Under Station Directory, Missouri, KFBR, Sedalia, Mo., shown: on May 7, 1949, on air July 14, 1949; 110 w.; l. to R. (Docket 10437; BPTC-796).

**By Hearing Examiner H. Gifford Iron**

American Colonial Bestg. Corp., San Juan, P. R.—By memorandum order and deny petition to amend application for CP for new TV station on Ch. 6—said petition and amendment to CP for new TV station on Ch. 6 (Docket 10458; BPTC-796) to specify new location for main studio; to delete complete facility list of Ch. 6, both at Lancaster, Pa., from May 8 to May 15, 1953.

**By Hearing Examiner F. D. Bond**

People Bestg., Care Lancaster, Pa.—Grant motion for continuance of pre-hearing conference in proceeding re application for CP for new TV station on Ch. 8, and that of WQAG, Inc. (WGAL-TV), for CP to change site, increase power and antenna height, make needed changes, and for regular operation of WGAL-TV on Ch. 8, both at Lancaster, Pa., from May 8 to May 15, 1953.

WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn. —Grant motion that amendment be made to application for new TV station on Ch. 6 to return to original site in Chattanooga, Tenn., and to show that station will be necessary to operate, four weeks after grant, TV station with less power, and with different studio location than are proposed in application (BPTC-10638).

WDOC Bestg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—Grant motion to delay processing, pending resolution of questions raised in Chapter 6 proceeding re application for license of Mountain City Television Inc. (Dockets 10458; 10459).
Merchandising Merits

IN RADIO and to a somewhat lesser extent in TV there is a growing trend among stations to provide their advertisers with merchandising services ranging from the simple and inexpensive to the complicated and costly.

The addition of these extras is a natural consequence of the intensified competition in the media field. Natural or otherwise, the development needs investigation.

All merchandising plans should be examined with a view to determining whether they are legitimate extensions of a station's effort to help move its customers' goods and as such fully compensated for in the price charged or whether they are inducements to attract more time sales and are, in effect, rate cuts. Suspicion points to many plans fall into the latter category.

The near anarchy of the present merchandising situation was described by John M. Outler, Jr., general manager of WSB Atlanta, at an NARTB convention panel [B*T, May 4]. Mr. Outler said stations were using merchandising extras to bid for clients against other stations, a devious way of undercutting the competition's prices. He favored uniform merchandising plans that would eliminate the bidding aspects of current practices.

We go along with Mr. Outler's views.

Ignoring for the moment the interesting philosophical question of whether merchandising is really the function of media, we must admit that it has been adopted as such by a great many stations, newspapers and magazines. That being so, this service must be fitted into the business practices—and the published rates and fees—of those radio and TV stations that provide it.

The best way to introduce uniformity into any kind of business practice is first to find out just what form the practice takes among the various enterprises using it. As reported elsewhere in this issue, Kenyon & Eckhardt has undertaken a basic exploration of the merchandising practices of radio and TV.

Results of the Kenyon & Eckhardt survey will be published by Broadcasting • Televesting. They ought to constitute a base point from which some kind of standardization may be undertaken.

Sweet and Lower

SETTLEMENT of the more than 10-year-old dispute between radio broadcasters and ASCAP over co-op programs is more than a victory of one side over the other. It is a victory of calm consideration over stubborn facts. It is an outstanding example of reason triumphing where table-thumping oratory had notably failed. It is the best possible omen that could be asked for an equally happy outcome of negotiations now underway between TV broadcasters and ASCAP for a renewal of blanket licenses. It might indicate the chance of settling the per-program TV license problem.

The underlying causes have been vexatious problems than that of determining whether network programs are network or local programs, and, to get to the important part of it, whether they should pay ASCAP 2 1/4% or 2 1/4% for the right to use the music of ASCAP members. ASCAP contended that these programs are produced by the networks and broadcast over the networks. The broadcasters maintained that while those contents may be true, the dispute was essentially one of economics, over the percentage of sales, and since all co-op sales are made by individual stations on the local level any revenue from these sales must necessarily be calculated on the same local level.

The broadcasters' view won and its acceptance by ASCAP after all the years of argument is in part another tribute to BMI and to the competitive situation in the music licensing field created by BMI, the best possible insurance against a return of the erstwhile ASCAP monopoly. But the settlement of the long-pending dispute is the best possible incentive to patient determination of future details. Joseph A. McDonald, NBC treasurer and a leading legal expert on broadcast matters, and Herman Finkelstein, general attorney of ASCAP—that the issue was a straight business proposition of buying and selling and was therefore subject to a straight business solution without recourse to boycotts or to legal action. The prompt acceptance of the McDonald-Finkelstein agreement by the broadcasters as well as NARTB indicates a new spirit of tolerant understanding that augurs well for future music purchases of radio and TV broadcasters.

Not Miracles, But Action

MIRACLES should not be expected overnight, now that the FCC is under Republican control. It's going to take time to get the right men in the important jobs. Until that is done, there probably won't be any significant changes in the FCC's methods, because the Commissioners are and have been, to a great degree, dependent upon staff-level work.

A new General Counsel soon will be named. The secretary's office will be restaffed, and the Broadcast Bureau, which has exerted almost alarming influence, is due for an overhauling.

Chairman Hyde and his colleagues realize the Commission has to act swiftly. Congress is interested in seeing the TV hearing bottleneck broken. They want service in "white areas" and they want competition in the one-station big cities. Next Monday's hearing before the Senate Commerce Committee is obviously a pressure session to get the FCC moving.

Confusing the whole issue has been the table-thumping of the organized educators, battling an imaginary June 2 cut-off date on non-commercial educational reservations. They have been knocking down straw-men to arouse support and entice new money from the foundations. Last week they hit a new high at a so-called First National Conference on Educational Television, using Ford Foundation funds to throw the party as a national sounding board.

Madame Comr. Frieda B. Hennock triggered the educational-TV campaign. Former Chairman Paul A. Walker, who retires next June 30 as an FCC member, got into the act. Both have been hitting the hushings drumming up support—a strange activity for impartial public servants.

In Milwaukee, one of the one-station markets, there has been a hot campaign to preserve VHF Ch. 10 for non-commercial educational use. Before the freeze it was earmarked commercial. A vocational school is the only applicant against WISN, which originally sought the channel, and then was caught in the freeze.

Matt E. Connor, who heads the Matte Engineering Co. of Milwaukee, wrote Rep. Charles J. Kersten (R. Wis.) a fortnight ago that "a well organized, carefully planned and deliberately carried out pressure campaign" had been instituted against commercial use of Ch. 10. He named the two FCC members and asked the Congressman to "make every effort to curtail the peculiar activities of these FCC board members . . . . We don't want a Socialistic Monster in our Community," he wrote.

The educational storm will blow itself out, we predict, after that imaginary June 2 deadline. Then the FCC must deal with this question as its rules prescribe—on a case-to-case basis.

And by then, the FCC must come to grips with its processing problem. Congress and the public won't stand by indefinitely with monopoly situations existing in many major markets, and with no service at all in others.
IF YOU are among the many wise advertisers who "ride" under the colors of The KMBC-KFRM Team in the great Kansas City Primary Trade Area, your chances of being "on the nose" any hour of any weekday are 52 to 19. What's more, if you're not among the 52 firsts, you can be sure of "place" money, because The KMBC-KFRM Team just isn't running to "show"!

IT'S A FACT! According to the latest Kansas City Pulse survey (January-February, 1953), from 6:00 A.M. to Midnight, Monday through Friday, KMBC programs rate first in 52 of the quarter hours and second in 19—and NOT ONE SINGLE KMBC PROGRAM RATES BELOW SECOND IN LISTENERSHIP!

JUST AS IMPORTANT is the fact that of the top ten daytime programs listed, FOUR are locally-produced KMBC features!

Yes, indeed, it's easy to pick the winner in the Heart of America, but you owe it to yourself to get the complete story. Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters colonel for

THE TICKET THAT WILL GET YOU BOTH WIN AND PLACE MONEY FOR YOUR PRODUCT OR SERVICE!

The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
WHB MUSICAL CLOCK

You can reach the family audience with Kansas City’s original Musical Clock program, on WHB Mondays through Saturdays—6-30 a.m. to 9 a.m. 21½ hours of tuneful wake-up music—the correct time and temperature announcement every five minutes...and a five-state and local weather forecast. A daily feature on WHB since July 12, 1931. Bruce Grant is the Timekeeper, and saleswoman extraordinary! At 7 a.m. Charles Gray presents a 15-minute news report, and at 8 a.m. a 10-minute news summary. The Weatherman-in-Person is heard at 8:10 a.m. At 8:15 a.m. Reuben Corbin gives housewives a report on the fruit and vegetable market. Available: participating spots, “live” or transcribed minutes. Ask your John Blair Man.

WHB NEIGHBORIN’ TIME

9½ hours of noon-time Saddle Soap Opera from Triangle D Ranch, the Cow Country Club—with music by Don Sullivan and his Western Band. Bruce Grant is master of ceremonies, assisted by his ranch hand, Pokie Red. Charles Gray gives the AP and local 15-minute news report at noon. From 11:30 a.m. to 2 p.m., Neighborin’ Time carries participating spots “live” or minute transcriptions), and sponsored quarter-hours. If you sell to the masses, ride hard with this dinner-winner...and get your share of results when the payola chuck wagon comes around!

K. C. “BLUES” BASEBALL—PLAY-BY-PLAY

BY LARRY RAY—154 NIGHT AND DAY GAMES

For the fourth consecutive season, WHB exclusively broadcasts all games, at home and away, on the New York Yankees’ No. 1 farm team, the K.C. Blues. Day games are played Saturday and Sunday, and an twelve mid-week days during the season. One hundred and one games are at night. McPhee’s and Kroesen’s Beer, for the fourth straight year, sponsor the play-by-play. John Blair for minute spot availability before and after the games; and for Larry Ray’s 5-minute “Scoreboard” immediately following each game, presenting scenes from both major leagues and the American Association, sponsored by your product.

CLUB 710 With “Oil” Wells as Master of Ceremonies

His name is really Earl Wells—but a voice as smooth as oil, modulated to perfection, earned him the nickname “Oil.” Monday through Friday, 2 a.m. to 4 a.m., with the Top Twenty Tunes and standard favorites, recorded by the nation’s leading bands and pop singers.

WHB NIGHT CLUB OF THE AIR

Mondays through Fridays, 11 p.m. to 1 a.m.—with Roch Ulmer as disc jockey. Request tunes by telegram—plus the critic’s selection of popular Roch Ulmer!