Educational programs are the keystone of Storer Stations' public service programming. For instance:

**WMMN, Fairmont**  In West Virginia, children of 88 schools daily “attend” this “School of the Air.” Many rural schools were electrified specifically to receive this program.

**WSPD-TV, Toledo**  This station telecasts adult education courses daily in association with the University of Toledo. Students actually acquire credits via TV. Spring courses obtained responses from 55 Ohio communities and six Michigan communities.

**WAGA-TV, Atlanta**  Six times a week, professors from the University of Georgia conduct TV classes in languages, science, history, speech, art and music.

These are but three examples of the way the four television and seven radio stations of the Storer Broadcasting Company serve their communities.
To Sol Joseph Taishoff, in recognition of his brilliant career as co-founder, editor and publisher of Broadcasting & Telecasting magazine, his distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and his inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting.
WTPA, Harrisburg's new television station, goes on the air June 22, with a complete schedule of programming. Equipment is installed and tested; personnel and program plans are completed; promotion is underway.

A great many claims have been made about television in Central Pennsylvania. We make only one: WTPA was designed, equipped and staffed to do just one thing—to provide a superior television service to the greater Harrisburg market, 61st in the United States.
A recent survey of Television Sales and Service dealers in North-Central Texas, before MAXIMUM POWER, showed KRLD-TV with 2 to 1 more firsts than the second station, and over 8 to 1 more firsts than the third television station.

NOW WITH MAXIMUM POWER . . . A CLEAR AND DEPENDABLE PICTURE . . .
Is bringing hundreds of new TV viewers into KRLD-TV's effective coverage area.

90% of viewers in Greenville, Texas
Thriving City of 15,000 depend on
KRLD-TV

Says Mr. Tilford Collins:
"I have checked with the personnel in our Television department and it is their unanimous opinion, that close to 90% of the viewers in this area use your station because of the superior picture received."

Respectfully,

T. Collins

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

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
RCA will seek FCC approval of its compatible color TV on or before July 1. Production of color TV sets can begin 9-12 months after FCC approval. Sets initially will sell at about $800-1,000. Color tubes initially will cost $175-200. These flat comments were made at closed sessions last Thursday by Brig. Gen. David Sarnoff, RCA board chairman, to some 200 manufacturer-licensors gathering at Princeton. RCA's new color tube plant should have capacity of about 2,000 units per month at start, 4,000 in 12 months.

AS AFTERMATH of FCC's inspection of latest developments in compatible color, as demonstrated by RCA at Princeton and New York last week, it's expected RCA shortly will seek experimental authority from Commission to transmit color on network to get public reaction to color picture as seen on black-and-white screens. This is designed to prove practicability of compatible aspect.

DEMOCRATIC National Committee intends to end its radio "radio TV" "silence" in about 30 days, ask networks for time to answer "political" speeches made by President and GOP bigwigs in recent months. First major topic probably will be Defense Dept. budget cuts.

RUMP sessions preparatory to NBC-TV general meeting were held all over New York during weekend, but there were no signs of further defections prior to joint NBC-affiliates meetings beginning today (Monday). Joint meeting at which David Sarnoff, as NBC chairman, will preside is drawing more NBC station ownership brass than any previous session. (See lead story page 27.)

IF CONGRESS sustains President Eisenhower's proposal for extension of excess profits tax to year's end, advertising media generally are expected to benefit. Plans to curtail some budgets, with scheduled demise of EPT June 30, it was thought, probably will be jettisoned since advertisers get what amounts to free ride in spending profits that would otherwise be taxed. One informed source said June 30 cuts might have amounted to 25% of overall budgets.

WHO WILL BE new vice-chairman of FCC, now that former Vice-Chmn. Rosel H. Hyde has moved into top slot? Expectation is that Commission's only Independent, Commodore E. M. Webster, will move up on seniority basis when Commission acquires its new Republican majority next June 30. Comr. Webster assumed office in 1947—one year after Mr. Hyde was elevated from general counsel to Commission.

SHORTLY TO be announced will be sale of WSAP Portsmouth-Norfolk, Va., by Tom E. Gilman Sr., Dr. L. A. McAlpin, controlling stockholders, and associates, to group headed by Charles Duke of Williamsburg, Va., for gross of $145,000. Station, operating on 1350 kc with 5,000 w, is affiliated with Mutual, was established in 1943. Mr. Duke, architectural firm executive, will have associated with him a dozen stockholders of Tidewater area. Transaction handled through Blackburn-Hamilton, subject to FCC approval, involves payment of $97,300 for 100% of stock plus about $50,000 in liabilities.

AT LEAST three advertisers, it's understood, are contemplating NBC-TV's Mon., 9-9:30 p.m., time for summer sponsorship. Show is opposite highly rated I Love Lucy on CBS-TV, but with summer replacement, Racket Squad, it is figured that competition would not be so keen.

AMONG THOSE actively under consideration for voice of America director, to succeed Albert H. Morton, now consultant, is Charles (Bud) Barry, NBC programming vice president.

ADMINISTRATION is busy overseeing electronics branches of defense agencies. All 17 persons in Electronics Production Coordinating Div. (military, non-military needs) of Office of Defense Mobilization have been given walking papers; lay-offs effective June 10. Electronics Div. of National Production Authority (materials allocations) has reduced from 92 to 18 in past year. Reevaluation of Munitions Board's electronics division (mobilization base studies etc.) also underway.

ACCEPTANCE of Vitapix plan to expand into national, station-owned film distributing syndicate [BT, May 11] encouraging to principals, who are preparing for June 3 board meeting at Chicago's Hotel Drake. In addition to 13 stations in as many cities to which stations to become stockholders, were sent two weeks ago, stations in following additional cities have been invited into the fold: Providence, Baltimore, Dallas, Houston, San Antonio, Wichita Falls, Amarillo, Lubbock, Charlotte and Rock Island.

ALTHOUGH STORER Broadcasting Co. has no present plans for TV in Miami (it has withdrawn its Ch. 10 application because of five station limit) it has petitioned Dade County Zoning Commission for approval of transmitter site. Lee B. Wailes, Storer executive vice president, avers Storer is still "interested in TV in Miami" where it operates WQBS and presumably is following through on site as protective measure.

NO SPECIAL frequencies for theatre TV, but if motion picture interests want to apply for specialized common carrier license, let 'em. That's gist of FCC staff recommenda tion to Commission on theatre TV case, which saw large-screen, closed circuit proponents ask for "limited" common carrier rights if no exclusive frequencies were made available [BT, March 2]. Commission should consider staff recommendations in fortnight.

LEAD STORY
As more evidence indicates a shakeup in NBC television programming and perhaps NBC management, top RCA-NBC policy man Gen. Sarnoff prepares to answer questions at the NBC-TV Affiliates Committee meeting this week in New York. Hanging over expected talks on programming, management, "free hours" and rate-making is WTAR-AM-FM-TV Norfolk's switch last week to a strengthened CBS. Page 27.

ADVERTISERS & AGENCIES
Week's radio-TV timebuying burst sees Hazel Bishop Inc. lead the cosmetics field in TV with $4.5 million in network purchases. Page 29.

FILM
In a move to film its Tom Corbett, Space Cadet for syndication to television, Rockhill Productions plans to offer 149,000 shares of common stock for sale at $2 per share to finance the deal. Page 32.

TRADE ASSNS.
During the next seven weeks some 50 traveling speakers and 79 others will address a series of 43 two-day sales conferences held jointly by Broadcast Music Inc. and Broadcast Advertising Bureau in strategic centers throughout the U. S. Subjects will follow suggestions laid down by broadcasters themselves. Page 48.

GOVERNMENT
Among new names being bruited for FCC Commissionership to be vacated by Demo- crat Paul Walker June 30 are those of Republi cans Robert J. Dean, KOTA Rapid City, S. D., president, and consulting engi neer Glenn D. Gillett of Virginia, who plans to retire from his Washington practice July 1. Page 54.

NETWORKS
Affiliates committee hears assurances from CBS Radio President Adrian Murphy that a boost in daytime rates is being considered, while at the same time the network proposes no lowering of night rates, during a Thursday session in New York. The affiliates go away happy after taking steps to finalize formation of an independent affiliates' organization. Page 77.

FEATURES
WOR New York's way with a woman exploits all her five senses in its Consumer Testing Panel held three times yearly in which some 70 advertisers, after facing the supreme test, have found some new and rediscovered some old slants on selling their products. Page 78.

UPCOMING
May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.
June 7-10: National Ass'n of Radio Farm Directors Spring Meeting, Rice Hotel, Houston.

(For other Upcomings, see page 94.)
TWO YEARS ACHIEVING OUR AIM.... PUBLIC SERVICE AND

**KG2XAZ**

Authorized by the Federal Communications Commission, this station, one of the very few experimental television operations in the country, developed important coverage data for WLEV-TV during the past two years plus information which has proven valuable to the entire television industry.

**NBC TV AFFILIATE**
Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend annually $1,037,542,000 in retail sales—buy WLEV-TV. Write for information today.

A Steinman Station

Represented by

MEEKER TV, Incorporated

New York • Chicago • Los Angeles • San Francisco
... To get Wolfe's forces past the French outposts at Quebec. Slipping downstream under cover at night, the British were challenged by several sentries. Each challenge was answered by a blistering string of cusswords and a, "Hush ... you fools! The English will hear you!" delivered in faultless French. The ruse worked, and the following day Quebec fell to General Wolfe.

KOWH too, talks the right language ... the kind midwestern folks understand. And they show their appreciation by giving KOWH the shopping big HOOPER averaged below for the 18 month period from Oct. 1951, to April, 1953. Use our know-how to infiltrate the Omaha, Council Bluffs area!

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

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

**Kowh Omaha**

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.
CLIMAXING week of efforts to expedite TV grants, FCC late Friday announced amendment "clarifying" TV processing rules and putting on notice all applicants and prospective applicants that Commission henceforth will consider promptly applications which become free for action upon merger with competitor or through withdrawal of competitor for same channel. Change applies to "passed over" bids not formally designated for hearing and includes those sent McFarland letters.

Chairman Rosel H. Hyde on Monday announded revised policy on handling of sole survivors (or merger applicants) which are in hearing status when he testified before Senate Interstate & Foreign Commerce Committee on TV processing problem. He said Commission will proceed to act on such comparative hearing survivors and will no longer return them to processing line which made them vulnerable to new competitive attack (story page 56).

Friday's rule amendment, to which Comr. Frieda B. Hennock dissented in lengthy opinion charging "it represents surrender to haste," becomes effective immediately upon publication in Federal Register. Footnote 10 of Sec. 1.371 of rules is amended by following new subparagraph (M):

Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in lieu of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Miss Hennock charged TV merger could be effected on Tuesday afternoon and receive grant at Wednesday FCC meeting before anyone received due public notice. She alleged handling of amendment was unwise, if not illegal, and called for immediate revision of entire TV hearing procedures. She would require notices in local papers when applicants' conflicts are resolved, 30 days' waiting period before action by FCC.

FCC APPROVES SPEEDIER TV GRANT PLAN

ABC CHEERS GODFREY

WONDERS never cease, Gimbel's recently told Macy's: "You're wonderful." And ABC reported Friday that starting today (Monday), many of its network radio and TV programs this week will carry following ABC-operated radio station in Dallas a warning Arthur Godfrey: "Arthur, ABC loves you. We all miss you, Arthur. Hurry up and get well and back on the job." Idea for tribute was said to have originated with Robert M. Weisman, ABC vice president in charge of talent and programming.

AFTRA Strike Forces WDAF-AM-TV Off Air

WDAF-AM-TV Kansas City shut down beginning at 6 a.m. Friday when 26 announcers struck for special wage demands and engineers refused to cross picket lines. AFTRA-affiliated announcers offered to take $2 cut if stations would pay talent fees for commercials during regular working hours.

Station management said it refused formula. Fees now are paid only when announcers work off-shift. Station offered $4 weekly raise. Announcers' scale now runs $102 to $108 weekly, with weekly average $119, and some as high as $170, station management said. Management claimed fee system would saddle advertisers with thousands of dollars in extra costs.

AFTRA negotiators claimed feed payments now regular part of network and major eastern and Hollywood contracts. AFTRA New York headquarters said strike started after negotiations broke down because "management wants to tear out of contract certain important conditions that have been in all our contracts with them in past."

All of Kansas City stations in middle of negotiations with IBEW. Management and engineers threatened not go out if contract is not renewed by Friday. Only WDAF stations were shut down by AFTRA strike.

Printers Strike in Washington

LAST MONDAY, the Columbia Typographical Union 101, AFL, went on strike at all of Washington's commercial printing plants. The dispute with the members of the Graphic Arts Assn. concerns wages and vacations.

BROADCASTING • TELECASTING is printed by the National Publishing Co., one of the association's members, and work at this plant stopped on Monday. Arrangements had been made, however, to print BTV in Baltimore, 40 miles from Washington.

Field representatives for the printers were made to meet regular deadlines and ensure regular delivery of this week's issues. The Postoffice Dept. and the National Publishing Co. have cooperated wholeheartedly with our staff in the effort to publish on schedule.

A special printer-circuit was set up in Baltimore for direct communication with both the Washington headquarters and the New York Bureau of BTV to expedite news handling. Part of BTV's editorial, advertising and production staffs were assigned to Baltimore.

For the duration of the strike, we will seek to publish BTV in unbridged form. We express our appreciation to our subscribers, advertisers, staff, the Postoffice Dept. and the cooperating trades.

BUSINESS BRIEPLY

LIPTON'S TEA SPOTS • Lipton's Ice Tea, N. Y., preparing television spot announcement campaign in 25 markets in addition to its radio spot schedule, which will be running in about 200 markets. Television starts June 1 in South and June 15 in North, while radio starts June 1. Both radio and television contracts are for six weeks and placed by Young & Rubicam, New York.

SUMMER SUBSTITUTE • Summer replacement for Phil Harris-Alice Faye Show, sponsored by RCA, Sun., 8:45 p.m. on NBC radio, will be Tony Martin in show not yet titled, effective July 5.

WATCHBANDS ON MBS • Jacques Kreisler Mfg. Co., North Bergen, N. J. (watchbands), signs to participate in sponsorship of Crime Files of Flamond, Wednesday, 8-8:30 p.m.; Official Detective, Thursday, 8-8:30 p.m., and Take a Number, Fri., 8-8:30 p.m., all EDT, on MBS under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.


JACK BENNY RENEWED • American Tobacco Co. renews Jack Benny program on CBS Radio for ninth year, Sun. 7-7:30 p.m. EDT, starting Sept. 13. Show goes off air for summer after June 7 broadcast. Agency: BBDO, N. Y.

WEBSTER ON CBS RADIO • Webster-Chicago Corp. (record players), Chicago, to sponsor Robert Q.'s Warworks on CBS Radio, Sun., effective June 7. Agency: Fuller & Smith & Ross, Chicago.

HOWDY DOODY SELLOUT • Howdy Doody show on NBC-TV. (Mon.-Fri., 5:30-6 p.m. EDT) will be completely sold out next fall as result of signing last week of Standard Brands (Blue Bonnet margarine), through Ted Bates, New York, for first half of Monday segment, starting in September.

Skelton Moving to CBS

RED SKELTEN will be on CBS-TV next season under exclusive long-term contract, if legal problems are worked out. Negotiations for move to CBS-TV completed over weekend. Radio not included, since he will not use aural medium for "physical reasons." Spread of taxes claimed included in contract, is understood. Under plan, Freeman Keyes, head of Russel M. Seeds Co., with whom comedian has seven-year personal contract, reportedly will receive around $15,000 weekly over undetermined period with network having absolute control over production of show.

May 25, 1953 • Page 9
NEWEST SUCCESS STORY:

One Weekly WJBK-TV Program

INCREASED SALES 60%

For This Advertiser!

* Only WJBK-TV . . . no other media . . . was used for this Detroit campaign for Brading's Cincinnati Cream Ale and Lager. And here's what the agency reports:

"OUR CLIENT'S BUSINESS IN DETROIT HAS INCREASED NEARLY 60% IN THE PAST 3 MONTHS OF 1953 COMPARED WITH THE SAME MONTHS OF 1952"

Further Proof that CHANNEL 2 IS THE SPOT FOR YOU!

WJBK-TV

Detroit

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY
First Post-Phaw TV
Hearing Decision Issued

FIRST post-phaw authorization to stem from comparative hearing announced by FCC Fri-
day in order making final Examiner Fanney Litvin's initial decision to grant uhf Ch. 33 at Fort Wayne, Ind., to WKJG there and to deny competitive bid of WGL [WBT, April 27]. No exceptions were filed by either party and FCC acted on WKGJ's plea for prompt final ruling.

Examiner had cited greater ownership-manage-
ment integration, more diversified business interests of controlling parties and their lack of connection with either local newspaper or group as determining competitive bid. Examiner held WGL principals "controlled" both papers.

FCC reinstated grant to KLCN Blytheville, Ark., for change from 1 kW daytime on 900 kc to 5 kW daytime on 910 kc, set aside last fall upon protest of alleged interference by WOCO Meridian, Miss. FCC said it erred in setting KLCN's bid for hearing because WOCO charge was vague, hence defective, and since then has not prosecuted its claim.

Honolulu Hearing Postponed

Comparative hearing set Wednesday on vhf Ch. 2 at Honolulu by WOFL and KULA they indefinitely postponed, FCC reported Friday, in view of KULA's purchase by American Bctag. Stations (WMT Cedar Rapids) and KJBS San Francisco [WBT, May 11]. American is new licensee for vhf Ch. 4 at Honolulu.

WSSB Protested Heard

Oral hearing was held Friday before FCC en banc on protest of WSSB Durham, N. C., against uhf Ch. 46 grant there to T. E. Allen & Sons (merger of original Allen bid and compet-
itor WTOB Durham), WSSB claiming argument was not "full and fair" hearing under terms of Sec. 309(c) protest rule of Commu-
nications Act.

FCC overruled claim and WSSB next argued "due process" entitles its Ch. 46 bid to com-
parative hearing with that of Allen, since un-
expected merger of latter did not get reason-
able public notice before "quick" grant by Commission. Serious questions about merger should have been called to FCC's attention by Broadcast Bureau, WSSB claimed.

Allen and Broadcast Bureau both denied WSSB's allegations, pointing out WSSB bid should have been on file days before, not day of, grant to preferring rights. FCC then reconsidered under FCC rules. Allen noted Dur-
ham was passed on priority processing last October and no bid was on file for Ch. 46. Allen argued WSSB could have filed in Novem-
ber and gotten prompt grant, but took risk of waiting too long and lost out.

Dismissals and Applications

Martin & Minard asked for dismissal of Ch. 11 Savannah bid Friday, one week after dis-
agreement with WTCO application for June 15 hearing. M&M cited inability to arrange subsid-
te and additional financing to maintain both proposed TV and recently granted Florida's AM outlet. On heels of Trans-American TV Corp.

**Augusta, Ga., Asks Change In FCC TV Priority Plan**

**STRONG BID, on national defense grounds, for revision of FCC's TV priority system was made Friday by General of Augusta, Ga. Site of Atomic Energy Commission's Savannah River Project, Army's Camp Gordon, and of origi-

inal's golf vacation trips. Augusta is No. 51, Group A-2, on processing list, has three applic-
ants for each of two allocated vhf channels, claims 210,000 population.

Recommended revision is this: Top priority group, to include only cities over 50,000 popu-
lation, beginning with No. 19 in Group A-2 (Baton Rouge, La.) through No. 79 in Group A-
2 (Lima, Ohio). Second group of A-2 cities proposed for those with less than 50,000 popu-
lation.

Dismissal for vhf Ch. 62 Evansville, Ind. (granted Friday), W. R. Tuley requested dismis-
sal from hearing with sole remaining appli-
cant, Premier TV Inc. Consideration out of pocket expenses only.

Two more educational TV bids—making six for week—filed Friday. U. of Florida applied for reserved vhf Ch. 5 in Gainesville, proposing ERP of 5.28 kw visual with antenna of 356 feet. WGGG there indicated last month it would tender commercial application for same facility after June 2 deadline. Denver School District filed for reserved vhf Ch. 6 with ERP 19.85 kw visual and antenna 947 feet.

Two TV bids filed for Alaska by Keith Kig-
gins, former ABC vice president, and Richard R. Rollins, rector at La Jolla, Calif. They seek vhf Ch. 2 at both Fairbanks and Anchorage. Application for Ch. 11 at Anchorage filed earlier in week by Northern TV Inc., including KENI stockholders. Mr. Kiggins' applications specify ERP of 16 kw visual. Filed too late to check details was application of J. Patrick Bea-
com & Assoc. bid for uhf Ch. 22 Clarkburg, Va. W. Va. Mr. Beacom controls Fairmont Broad-

at deadline

**$14 MILLION ON NBC-TV**

NBC-TV announced Friday that during past 10 days it had signed more than $14 million in gross annual billings for fall season, and said other sales for 1953-54 would be announced this week. Presum-
ably last matters will be made during meeting of NBC officials with TV affiliates (see story page 27). Past 10 days' signings, NBC noted, included Col-
gate-Palmolive-Peet for resumption of Colgate Maytime Hour (Sun, 8-9 p.m.) on Oct. 15, another NCAA collegiate football schedule (WBT, May 18); Gulf Oil for resumption of Life of Riley (Fri., 8:30-9 p.m.) on Oct. 25 and Procter & Gamble for Letter to Lorena (Sun., 10-10:30 p.m.) starting Aug. 30 (WBT, May 11).

PEOPLE

WALKER GrahAm, Geyer Adv. vice presi-
dent and co-manager of Detroit office to Mc-
Cann-Erickson, N. Y., named account execu-
tive on Chrysler Div. of Chrysler Corp. ac-
counts.

ROBERT A. BURKE, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant timebuyer.

BEN E. WILBUR, former manager of WOL Washington, appointed director of radio for Broadcast- ing & Film Commission, National Council of Churches of Christ in the U. S. A., it was announced Friday by Dr. Ronald E. Bridges, Commission director. Mr. Wilbur's appointment will permit Albert Crews to serve fulltime as director of television.

MARK FOSTER named by Bozell & Jacobs to Washington office as account executive in charge of advertising.

48 NBC-TV Affiliates Plan Attendance at NBC Meet

SOME 65 broadcasters from 48 NBC-TV affili-
ates had signed by Friday that they intended to attend Monday-Through-Wednesday meet-
ings with NBC officials in New York (see story page 27), according to advance registration list released by network.

Walter Dammon, affiliates committee chairman, and Russ Wmme, WTJ-M TV-Miami: Har-
lord M. Seel, WJMN- TV San Francisco; Alida de Dominicis and Edward Obrist, WBN-C TV New Haven, Conn.; J. C. Gooderham, WOR-
ton, Del.; John M. Gutter Jr., WBBV-TV Atlanta; Barrie Tartarian and Robert Lemmon, WNTN (TV) Bloomington; Ralph Evans, William D. Watson, and Ernst Sanders, WTV-Davenport; George W. Norton Jr. and Nate Lord, WGRS-TV Louisville; D. R. Sturtevant, Robert Swobor, WDSU-TV New Orleans; D. L. Prevost and Leslie H. Peard Jr., WBBJ-TV Balti-
more; Joseph C. and W. D. Hпрей-
ley, WBIZ-TV Boston.

Wheeler, WOBZ-TV Detroit; Willard Schroeder, WOOD-TV Grand Rapids; Willard 
Wray, WOJW-TV Youngstown; E. 
Hubbard, WSTP-TV St. Paul-Minneapolis Dean 
Fitter, WDAF-TV Kansas City; George Bur-
khead, KSD-TV St. Louis; Loy De Mase, WOW-
TV Denver; Fred W. Person, WPPB-TV Atlantic City; R. Thompson, WBEN-TV Buffalo; 
Bill Fry, WHAM-TV Rochester; John 
Hanna Jr., WRGH (TV) Schenectady; E. W. R. 
Babcock, WBNJ-TV Eyevision; W. Macnelly 
and Michael Fusco, WKTU (TV) Utica; E. R. 
Dunville, John Murphy, James Leonard, and 
H. L. Laker from WMMY-TV and WJW-
innati, WLWC (TV) Columbus, and WLWD (TV) 
Dayton.

Lee Walles and Allen H. Laid, WSPD-TV Wheeling; Lee Nasselstrom, 
WKBV-TV Green-
town; P. A. Sugg and Hoyt Andrews, WWK-TV 
Oklahoma City; Alvin Schriff, WJAC-TV John-
town; Clair McCollough, Harold Miller, and 
J. M. Rich, WYOX-TV Scranton; Frank 
Toone, WPTZ (TV) Philadelphia; David 
Stewart, WBWE-TV Wilkes Barre; Norman 
Gillis, WJAR-TV Providence; H. W. Sta-
vick and Zeno Brown, WMCT (TV) Memphis; 
Irving Waugh, WSM-TV Nashville.

Ralph Nimmons, KFWA-TV Dallas; Howard 
Hough, WHAP-TV Fort Worth; Jack Harris, 
KPRC-TV Houston; Ralph Raif and Arden 
H. Fonghaus, WOAI-TV San Antonio; Del 
Leonard, KDYL-TV Salt Lake City; James H. Moore, 
WQAM-AM Miami; Richard Dunfee, WHKL-
TV Spokane; Lawrence H. Rogers, WSAZ-
TV Huntington; R. O. Ginn, Jr., and WADC-
TV Lima, Ohio; Tom Ertiser, KCNC-TV Amarillo; 

Craig Resigns from B&B

RESIGNATION of Walter Craig, for past 10 years vice president in charge of radio and television for Benton & Bowles New 
York, announced Friday by Board Chairman William R. Baker. No reason given, but move was under-
stood to result from "differences of opinion." 
Announcement said Tom McDermott, agency's TV director, and radio director, will continue to head those departments, re-
porting directly to Board Chairman Baker.

casting Co. (WVWW), applicant for uhf Ch. 35 Fairmont.

WFAA Power Increase

WFAA-TX Dallas—Granted power boost on vhf Ch. 8 from 2 kw visual and 13.5 kw aural to 316 kw visual and 169 kw aural.

May 25, 1953 • Page 11
**Executive and Publication Headquarters**

870 National Press Bldg.; Washington 4, D. C. Telephone METropolitan 8-1022

Sol Taishoff, Editor and Publisher

**EDITORIAL**

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

**BUSINESS**

Maury Long, Business Manager; George L. Dani, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Fred Reidy, Doris Kelly, Shirley Harb; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

**CIRCULATION & READERS’ SERVICE**

John P. Cosgrove, Manager; Elwood M. Sicel, Subscription Manager; Betty Jacobs, Loel Miller, Joel H. Johnston, Harold Flynn.

**BUREAUS**

**NEW YORK**

444 Madison Ave., Zone 22, Plaza 5-8355.

**EDITORIAL**: Rufus Crater, New York Editor; Bruce Robertson. Senior Associate Editor: Florence Small, Agency Editor; Rocco Fami-

ghetti, 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, or 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: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

**ADDRESS CHANGE**: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

**BROADCASTING** Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

---

**TOPS in Out-Of-Home Listening!**

You get a big, important bonus in Out-of-Home listening when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's mobile millions! We'll be happy to show you the facts and figures. For regular results plus the big out-of-home bonus audience... give your product the selling power of Southern California's "One-station network." Represented nationally by H-R Representatives Inc.

**KMPC**

LOS ANGELES

50,000 watts days; 10,000 watts nights.
Gene Autry, president
Robert O. Reynolds, vice pres. & general mgr.

**RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM**

Page 12 • May 25, 1953

---

**index**

<table>
<thead>
<tr>
<th>Advertisers &amp; Agencies</th>
<th>29</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Deadline</td>
<td>9</td>
</tr>
<tr>
<td>Awards</td>
<td>91</td>
</tr>
<tr>
<td>Closed Circuit</td>
<td>5</td>
</tr>
<tr>
<td>Editorial</td>
<td>106</td>
</tr>
<tr>
<td>Education</td>
<td>94</td>
</tr>
<tr>
<td>Facts &amp; Figures</td>
<td>36</td>
</tr>
<tr>
<td>Feature Section</td>
<td>75</td>
</tr>
</tbody>
</table>

| Film                     | 32 |
| For the Record           | 95 |
| Government               | 52 |
| In Review                | 14 |
| International            | 93 |
| Lead Story               | 27 |
| Manufacturing            | 74 |
| Networks                 | 71 |

| On All Accounts          | 18 |
| Open Mike                | 20 |
| Our Respects             | 24 |
| People                   | 86 |
| Programs & Promotion     | 80 |
| Program Services         | 42 |
| Stations                 | 70 |
| Trade Associations       | 44 |

---

**SUBSCRIPTION INFORMATION**

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or 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: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

**ADDRESS CHANGE**: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.
The ONLY professional turntable tailored specifically for "fine groove" 33⅓ or 45

- **New, smaller size** ... only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¾ turn
- **Easier cueing** ... through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

**Smaller** than any Professional Broadcast turntable ... yet capable of delivering the same high-quality output as RCA's famous 70 series ... Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." **And Note This Fact:** The price is right!

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.
IN REVIEW

THE LAUGH MAKER
On Studio One, CBS-TV, Mon., May 18, 10-11 p.m. EDT
Original Script: A. J. Russell
Producer: Fletcher Markle
Director: Paul Nickell
Special Music written by Jackie Gleason
Cast: Jackie Gleason, Art Carney, Morton Selden, Rita Morley, Sally Graein and Carl Frank.
Set Designer: Rouben Ter-Arutunian
Editorial Supervisor: Vincent McConnor
Production Cost (Excludes Time): $24,000
Sponsor: Westinghouse
Agency: McCann-Erickson

ALL the cliches generally associated with show business were worked into a one-hour opus appropriately titled "The Laugh Maker" for Jackie Gleason's debut as a straight (if you'll pardon the expression) actor on CBS-TV's Studio One last Monday night. Since the performer, an established TV comedian with his own weekly show, and the series on which he launched his dramatic career are both favorites of the television audience, "The Laugh Maker" merited some attention. One all-around let-down was the reward.

"The Laugh Maker" was a long involved tale of one Jerry Giles, a top banana who almost slippéd on his own skin. Naturally, he came up the hard way with the night club circuit and at last hit the big time—television of course! Here was the clown, the braggart, the full comic-tragic hero who contrary to all behavior was a miserable, lonely man. You would never have guessed it so every now and then there was a scene with his sister who kept telling you so. But that's another story.

Everybody adored Jerry but no one in particular loved him. The "no one in particular" turned out to be the assistant director on his TV show. And why was Jerry so attracted? You guessed it. She didn't think he was funny! Quite a blow to a top comedian who was a sensitive boy at heart. Along came a newspaper man to do a story on the fabulous Mr. Giles. He, it developed, was once in love with the assistant director, and she with him. They were still much taken with each other but she was determined to have that career. The triangle took shape but as fate would have it plots and sub-plots finally blended in a happy ending. Assistant director and newspaper man got together. Jerry and a vocalist friend discovered each other. And Jerry's sister pre-
sumably went on being his greatest admirer and severest critic.

The play was bad—certainly not up to most scripts used on Studio One. There was a lot of talk but little action, a prerequisite for any kind of worthwhile dramatic undertaking. It was tailored for Mr. Gleason right down to the theme music used on his own show. In so doing he was given little opportunity to try his hand at acting. He had no role really, no dramatic situations to encounter that he doesn't meet weekly on The Jackie Gleason Show. He seemed aware that the script wasn't giving him much of a chance. The flaws were all the more apparent because of a sloppy production. Granted the director and supporting players didn't have much to work with but the over-all production looked as though everyone had given up early last week.

**LIVING IN AN ATOMIC AGE**

Presented by the Public Affairs Dept., ABC in cooperation with the British Broadcasting Corp.

Guest Lecturer: Bertrand Russell.

Origination: ABC New York.

A NEW transcribed lecture series titled, Living in an Atomic Age, had its first broadcast on May 17, in cooperation with the British Broadcasting Corp. Before the microphone on the initial program was Bertrand Russell, the English philosopher, sociologist, author and mathematician, regarded as one of the 20th Century’s greatest thinkers. For the next six weeks, Mr. Russell will deliver a quarter-hour talk once a week on the various complexities of contemporary life, their affect on man and man’s reaction to them.

It cannot be disputed that this scholarly gentleman has something to say. But doubt has arisen that he knows how to say it so that all may understand.

No thoughtful person can claim disinterest in a subject as timely as the atom. It is intrinsically bound up with survival and that’s a topic in which everyone shares an interest, background differences withstanding. Because of this limitless appeal, Mr. Russell’s subject matter is excellent radio material if it is presented in a manner intelligible to a varied group that is the American radio audience.

On the basis of his first broadcast, it is not likely that Mr. Russell will be remembered for his ability to communicate his opinions and ideas to any audience other than a highly specialized one.

It is one thing for a brilliant man to inspire a group of, perhaps, philosophy graduate students; it is quite another problem for him to capture a radio listener’s attention with the same material.

Mr. Russell’s first lecture—“Present Perplexities”—was an intended outline of intellectual and ethical problems in today’s world which keep man in a never-ending state of confusion and anxiety. It was heavy material but the much sought-after common denominator could have been found had Mr. Russell been more adept at drawing analogies. Relate an abstract concept to something concrete and familiar to your audience and the idea will come across. But analogies were not drawn. Ideas were lost in complex sentences, technical vocabulary and terms that were never defined.

Production on the broadcast was all but non-existent. There was an announcer who introduced Mr. Russell with proper credit lines. Prior to the introduction and again when the lecture was over someone blows a bugle three or four times. What purpose the musical touch was supposed to serve is still a mystery.
The Du Mont Series 13000 UHF Acorn Transmitter boasts the same performance, dependability, and ability to grow in power as the famous Du Mont VHF Acorn. Du Mont field engineering assures you of a successful start in UHF — from camera to antenna — top efficiency. Moreover, the outstanding Du Mont design results in lower initial and operating costs.

**COMPARE THESE PLUS FEATURES**

**COMPLETELY AIR-COOLED**
- no expensive or troublesome plumbing.

**SIMPLIFIED CIRCUITRY**
- combined visual and aural exciter—employing fewer tubes—assuring easy maintenance.

**FULL 1 KW OUTPUT**
- air-cooled tetrode as the final tube.

**COMPACT**
- two completely accessible cabinets house entire transmitter.
A marked advance in circuit simplification. Fewer tubes, less cabinet space, and better performance result from the use of common circuitry for both visual and aural exciters.

Air-cooled tetrode as final output. Tube operates as Class B and has an output of a level of 1 KW peak. Extra-heavy, well constructed cavity minimizing warpage. Results in greater cavity stability.

The Du Mont UHF Antenna has a power gain of 14 to 25. Vertical beam approaches within 6 db of the ideal cosecant curve for uniform coverage. Will handle up to limit of transmission line power capacity. Rugged, simple, reliable power. 2 bay, 24 wavelength sections.

In addition to the immediate operational advantages of the Du Mont 1 KW UHF transmitter, provision is made for future power expansion. The original driver may be utilized to drive a klystron amplifier for a power output of 100 KW, ERP.

The 1 KW amplifier may be used in turn to drive even higher units up to 1000 KW, ERP. Thus in UHF, as in VHF, the broadcaster can grow from Acorn to Oak power— with Du Mont.

pre-planned for future power growth
They're all saying . . .

“wonderful things are happening at WMAL-TV in Washington!”

Here’s how Variety said “wonderful things” about WMAL-TV’s “Bandstand Matinee,” a local afternoon TV show with real grown-up appeal. The show has pulled 2,000 letters each week and has attracted over 4,000 fan club members since it debuted last month!

Ask Katz.

Represented by The Katz Agency, Inc.
ABC in Washington, D.C.

HENRY GAITHER FOWNES, vigorous young (31) director of the radio and television department at MacManus, John & Adams, is a glimmering example of what can happen to a young man if he is brilliant, energetic, and goes to Yale: He can get a job in practically any advertising agency in town as a mail boy.

Mr. Fownes began this modestly “swift completion of his appointed round” in the mailroom at Benton & Bowles directly from a career in the Air Corps, which he entered as a private and departed as an officer after two years in the European Theatre. That was three years after he left the playing fields of New Haven, where, it is said, advertising battles are really won.

Mr. Fownes rose more rapidly than mail rates in those days, and in a short time became assistant account executive on the Tide account.

He left the agency to join Fenton Productions as a television and radio producer, serving, among others, the Pontiac and Cadillac accounts. The automotive firms were primarily the clients of MacManus, John & Adams, a Detroit agency, and when MJA opened New York offices, they conscripted Mr. Fownes, with whose work they were delightedly familiar, to help build and to head the production staff of the radio-television department.

He was appointed overall director of radio and television for the agency early this year.

The mainstays of Mr. Fownes’ department are still the Cadillac and Pontiac accounts together with the Dow Chemical Co. and Stegmaier Beer. Cadillac sponsors the Cadillac Choraliers with Dr. Frank Bluck on the CBS Radio network and on 187 local stations. Pontiac is considering a half-hour nighttime television show to start in the fall, possibly starring Dave Garaway. Dow Chemical (Saran Wrap, a plastic food wrap) is represented in 12 TV markets with local shows, and Stegmaier (a regional Pennsylvania beer) is on the air with a radio spot campaign and a television schedule in five markets consisting of spots and shows. Ferry Morse Seed Co. is on CBS Radio and Pontiac dealers use radio schedules locally.

The Fownes — she is the former Betty Lewis — have been married seven years and have two children: Christopher, 3, and Lisa, 1. They live in Greenwich, Conn.

Mr. Fownes’ hobbies are acting with a local theatre group (The Connecticut Playmakers) and sailing.

Henry Gaither Fownes

on all accounts
NOW ... with 100 kw. video E.R.P. and 60 kw audio E.R.P., America's FIRST completely postwar equipped television station continues to deliver 100% of the entire VHF audience in the nation's 8th largest market ..., an area with more than 500,000 VHF television homes ..., plus a clearer, stronger, better signal throughout an expanded secondary area.

KSD-TV
THE ST. LOUIS POST-DISPATCH • CHANNEL 5
National Advertising Representative: FREE & PETERS, INC.
NBC, CBS and ABC Television Networks
OPEN MIKE

Bait and Switch

EDITOR:

Mr. Ralph W. Hardy, of the National Assn. of Radio and Television Broadcasters, and an esteemed member of the Board of Governors of the Assn. of Better Business Bureaus, Inc., has furnished me with a reprint of the editorial entitled "How Hungry Can You Get?" that appeared in BROADCASTING • TELECASTING magazine, issue of April 27, 1953. I write to congratulate you and your publication. The editorial is a forward looking, realistic evidence of leadership in an outstanding industry. It points out admirably something which Better Business Bureaus have been saying for years, namely, that private enterprise must eliminate its own abuses through voluntary efforts or the job will be done through governmental regulation. This point needs to be emphasized over and over again in many lines of business affecting the consuming public directly.

We are not unmindful of the fact that other kinds of advertising media which are not subject to any sort or regulation are continuing to carry great volumes of bait advertising of vacuum cleaners and sewing machines. This is to be regretted from every standpoint...

In conclusion, I request permission for the Columbus Bureau to reproduce with appropriate credit, the editorial of April 27 above referred to.

Homer E. Frye
President
Columbus Better Business Bureau Inc.
Columbus, Ohio

EDITOR:

...I think your position is well taken and you have made the point quite explicitly that this whole matter of "Truth in Advertising" is one of equal importance to all parties, the public, the advertisers and the broadcasters.

John R. Buckley
Chairman
Assn. of Better Business Bureaus Inc.
New York

EDITOR:

As a businessman as well as chairman of the board of trustees of the Better Business Bureau and a member of the Board of Governors of the Assn. of BBB's I would like to commend you for your courage and your sound presentation of the serious problems which many of our bureaus are facing.

Evans F. Stearns
Vice President
The Stearns & Foster Co.
Lockland, Cincinnati, Ohio

EDITOR:

Your editorial in the April 27 issue and the story on "bait" advertising in the issue of May 4 were not only outstandingly excellent but showed an amazing comprehension of a difficult subject. Even those of us who, like ourselves, live with such matters could not have told a more compelling, interesting story.

Again, congratulations on an important job superbly executed. With all good wishes.

Kenneth Barnard
President
Chicago Better Business Bureau

EDITOR:

May I express our appreciation for the very...
Ever interview an 80-foot papier-mache Giant . . . and get the RIGHT ANSWERS?

Jack Morris, KTUL's News Chief and head of the United Press bureau in Tulsa did . . . .

And the GIANT "GOLDEN DRILLER" gave a very interesting description of what he "SAW" about him at the World's Greatest Industrial Show — where 100 million dollars worth of equipment was on display from May 14 to May 23.

Above, Morris rides a crane skyward to make "conversation" with the I.P.E. "GOLDEN DRILLER."

(P.S.—KTUL Staffer Roy Pickett gave "voice" to the "Golden Driller" via echo chamber and tape recorder.)

★

The Giant "GOLDEN DRILLER"

Speaks...

with a

KTUL Accent...!

for the

INTERNATIONAL PETROLEUM EXPOSITION

in Tulsa

"OIL CAPITAL of the WORLD"

- The "ACCENT" is on INGENUITY in giving KTUL listeners NEWS with a DIFFERENT SLANT . . . . that holds ATTENTION.
- It's the EXTRA PUNCH" that makes KTUL News Coverage OUTSTANDING in OKLAHOMA RADIO.
- Ask your nearest AVERY-KNODEL Office about KTUL NEWS . . . . and INGENUITY.

• CBS Radio

IN NORTHEASTERN OKLAHOMA

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
fine editorial in the April 27 issue of Broadcasting • Telecasting. This is very helpful particularly in view of the high standing of your publication.

K. B. Buckman
General Manager
Boston Better Business Bureau

EDITOR:

Our mutual friend, Ralph W. Hardy, has thoughtfully sent me a copy of your fine editorial on “bait” advertising in the April 27 issue of Broadcasting • Telecasting. I want to congratulate you on it.

Splendid support such as this is very valuable to our program of assisting media and advertisers to maintain high ethical standards.

C. N. Kemery
General Manager
Better Business Bureau of Oklahoma City, Inc.

EDITOR:

... We in Milwaukee are currently experiencing a situation with sewing machine-vacuum cleaner advertising and your editorial is right "on the button."

Our radio stations and television station have always given us good cooperation and, as soon as the picture is complete, are confident they will be in the present problem.

Richard Jordan
General Manager
Better Business Bureau of Milwaukee

EDITOR:

I have read your splendid editorial "How Hungry Can You Get?" and I would like to express the appreciation of this bureau for this effective blow against bait advertising practices.

Your leadership within the broadcasting industry in condemning bait advertising as a moral fraud and your call to the industry to rid itself of this low practice in the public interest is an inspiration to all of us in the Better Business Bureaus. Although the problem has been a vexing one for us, we feel confident that if all of us who are concerned with the problem join forces we can and will lick it. Your editorial is a forward step in that direction and I am sure that it will prove influential in focusing attention upon this sore spot and its remedy.

K. B. Willson
President
National Better Business Bureau Inc.
New York

EDITOR:

A copy of the editorial "How Hungry Can You Get?", which appeared in the April 27 issue of Broadcasting • Telecasting, has just come to my attention.

This stimulating and thought-provoking editorial is most timely. Your leadership in thus pointing up the responsibility of radio and television in the maintenance of public confidence is appreciated.

I hope your message strikes a responsive spark within the industry.

G. H. Dennison
General Manager
Better Business Bureau of Pittsburgh, Inc.
Ill Wind

EDITOR:
When the awards for outstanding public service are passed around, WACO [Waco, Tex.] should come in for an "Oscar." WACO's coverage of the tornado disaster was superb. The entire broadcasting industry should doff its hat to this fine station. Ditto, to the Texas State Network which sent in a special crew to assist the weary staff of WACO and to feed the disaster coverage to its affiliated stations.

Stan Wilson
Manager
KRIK McAllen, Texas

Editorial Comment

EDITOR:
I was very much impressed with your editorial, "Merchandising Merits," in the May 11 issue of Broadcasting - Telecasting. This is a problem which has been giving me some concern for a long time.

I concur most heartily with your editorial and the views expressed by Johnny Outler. I think it is time that all stations examined their merchandising plans to see if they aren't getting themselves into a position where they are selling merchandising instead of radio.

I would be very much interested in the results of the Kenyon & Eckhardt survey.

J. E. Baudino
Exec. Vice President
Westinghouse Radio Stations Inc.
Washington, D. C.

Useful Yearbook

EDITOR:
While I was in New York week before last, Mike Donovan of McCann-Erickson kindly lent me his copy of the 1953 edition of your Yearbook on the condition that I return it to him. However, his copy has been misplaced and, as a consequence, I owe him an additional copy. Therefore will you please send him your Telecasting Yearbook with my compliments. Was really happy to receive my own 1953 copy which came today. My 1952 copy is really dog-eared from constant use.

Guy E. Yeldell
Sales Manager
KSD-AM-TV St. Louis

Presidential Salmon

WALTER L. DICKSON, operations manager for WABI-AM-TV Bangor, Me., presented his credentials at the White House last Wednesday. The credentials: The season's first salmon caught at the Bangor Salmon Pool.

It is a Maine tradition that the year's first catch goes to the President. Mr. Dickson landed the fish, and President Eisenhower invited him to present it personally in last week's ceremonies. That state's Sen. Frederick Payne and Rep. Clifford McIntire also were on hand for the presentation.

In Which Algy writes to...

Mr. Frank Carvell
Benton & Bowles
New York City

Dere Frank:

When all the kids from Stbrm. W Va.
went to Washington D. C. for a big School Safety Patrol parade, they had a big caravan of 30 buses. Everytime they stopped for a rest, th' head man called WCHS and we put th' news on th' air just where they was. All th' way to and from Washington we carried th' news, evry hour or so just to keep th' parents advised. Th' School Safety Patrol people has bin callin' on WCHS with 5,000 on 850 for a lot of yeres to do that job 'cause they knows WCHS can reach all th' people. A lot of advertisers like Pepto-Bismol has been callin' on WCHS for a long time because we can sure reach th' people and tell them about good products.

Yrs...

Algy

WCHS

CHARLESTON
THE TIERNEY COMPANY

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

May 25, 1953 - Page 23
NORMAN HEYNE's diversified background in the field of entertainment—particularly in the band business and television—may bele his compelling convictions that radio is a healthy medium.

Radio not only is not dying—"it isn't even sick," he claims with forthright assurance.

Mr. Heyne (pronounced HAN-ey) should know whereof he speaks. He is vice president in charge of radio and television production for Ruthrauff & Ryan Inc., Chicago, and has been associated with the aural medium since 1932.

Mr. Heyne was one of the early practitioners in the art of singing commercials and jingles, and still wields a creative hand in behalf of this technique.

A native Chicagoan—he was born there July 5, 1911—young Norm Heyne studied for the ministry at Concordia College for five years. He later went to Northwestern U., impressing the school with his athletic propensities in football and track—but probably not as much as he was impressed with music—despite the fact he was majoring in journalism.

In those college days he found himself working arrangements when touring bands hit the campus. The upshot: He joined the celebrated Hal Kemp orchestra in 1930 as singer and arranger, and later became associated with Harry Sonick's organization. Mr. Heyne played with the two bands for radio network dates on the Pennant Parade of Melodies.

Joins Schwimmer & Scott

Upon graduation from Northwestern in 1932 Mr. Heyne turned from the band business to a related pursuit—the radio-field. He joined WCFL Chicago that year as assistant program director, and later went to Schwimmer & Scott as a copywriter.

That was the beginning of Mr. Heyne's creative skein of catchy jingles and commercials, and his association with Chicago agency personalities. It was then that he used radio and jingles in helping make Salerno, Thomas J. Webb coffee, and Fox Deluxe household bywords.

(Examples: "Mommy, can I have a Salerno butter cookie, please?", "Oh, Mortimer, don't forget the Thomas J. Webb coffee"; "Don't say Fox—Say Fox Deluxe.")

Mr. Heyne became radio director of S&S in 1934, and remained with that agency until 1943. It was then that he went to Ruthrauff & Ryan as a "combination general radio man and timebuyer." He has been headquartered in R&R's Chicago office since then, but now has greater supervisory duties involving a number of radio-TV-minded clients.

As an example of radio's pulling power, Mr. Heyne is quick to cite the success of Morris B. Sachs clothing stores, which have used radio advertising almost exclusively in the Chicago area for years. This is one of his accounts at R&R.

Among the other accounts he handles are Griesedieck Bros. Brewery, Arthur Murray Dancing Studios, Motorola Inc., Palm Beach Co., Lewis-Howe Co., Dr. Pepper Co., and Fehr Baking Co.

Cites Competitive Factor

Mr. Heyne feels that TV definitely is competitive with radio and that the trend in television will reflect a new concept in time usage. He notes that many advertisers already are buying on alternate-week or periodic bases—much as they buy insertions in magazines.

"Just as advertisers buy magazine circulation—say, three or four insertions a year—they will be forced to buy TV on a similar basis to keep their budgets in bounds," Mr. Heyne explains.

Radio still offers advertisers the lowest cost-per-thousand contact medium and has not stopped growing, he insists. Its potential still far exceeds that of TV in terms of U. S. population, he observes.

It should not be construed that Mr. Heyne is opposed to television, for his creative hand shows clearly in video commercials on many of R&R's client productions. One of the more outstanding successes is the television of Down You Go on DuMont TV Network for Helene Curtis (Spray-Net, shampoo, etc.), which only last Wednesday was cited by the Chicago Television Council as one of the top Chicago network originations.

Mr. Heyne is an avid fishing and golf enthusiast. He "go wherever there are fish," belongs to the Edgewater Golf Club, and is a member of Phi Kappa Alpha fraternity.

He is married to the former Mildred Chisholm. They have two children, Norman Jr., 16, and Robert, 12.
This is the program which has been voted the favorite discussion and interview show in Chicago by the viewers themselves . . . has pulled as many as 127,000 pieces of mail in two weeks . . . has sold direct through a single announcement as many as 800 items priced at $1.00 each.

This is the program which prompted Chicago critics to write:

"Every weekday . . . TV viewers have an opportunity to see one of the best arguments for television."

"BOB AND KAY show how good television can be."

The BOB and KAY program is just one of the TV Toppers, champions in entertainment and selling, which add daily proof that . . .

Represented by NBC Spot Sales
Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.
NBC UNREST IS MOUNTING; WTAR CHANGES TO CBS

Major developments are expected from NBC's meeting with its affiliates this week. Brig. Gen. Sarnoff will handle the network's case personally. The Norfolk shift to CBS, which includes AM, FM and TV, brings a round of speculation that others on the 'critical list' might follow suit. Shakeup in top echelon network staff members also is hinted.

A MASS of evidence, much of it circumstantial, was mounting last week to indicate that out of NBC's meetings with its TV affiliates next week may come developments having vital bearing not only on NBC television programming but perhaps on NBC management and on the whole pattern of network-affiliate relationships in television.

While WTAR-AM-FM-TV Norfolk broke off a 19-year association with NBC by signing with CBS, a group of other major NBC affiliates—who like WTAR have been for the past fortnight on the so-called "critical list" of potential transfers to CBS—prepared to lay down their conditions for remaining in the NBC fold. These terms were said to be, in essence, as follows:

(1) Elimination of the requirement that TV affiliates give "free hours" to the network. Under present affiliation contracts, the stations get no payment from the network for the first 24 hours of network commercial time they carry each month, except that these free hours are reduced by five minutes for each network commercial hour in excess of 174 a month.

Network Management

(2) "Positive management" of the network—preferably by someone with practical operating experience. This was taken as no reflection on President Frank White, who has had both previous operating experience and cordial personal relationships with affiliates. Rather it was construed as acceptance of the fact that Mr. White is now on vacation, recuperating from what was variously described as "exhaustion" and "illness" [B&T, May 18], and that active management, for the time being at least, is in other hands. It also reflected mounting speculation about impending changes in the NBC top echelon.

(3) Withdrawal of the network's right to set an affiliate's TV network rates, on the theory that a station should control its own rates and would not price itself out of the competitive market.

...Although NBC officials deny any executive changes were in store, reports persisted that a realignment was in the offing. The name of Niles Trammell, former NBC president and board chairman who resigned the latter part last December and currently heads a firm seeking a TV grant in Miami, figured frequently in the speculation. But he denied that he had been approached about a possible return to the organization he served almost 30 years.

The "no free hours" demand, if the affiliates group succeeds in enforcing it, generally was viewed as one that could bring a new pattern into affiliate-network dealings. For the free hours traditionally have been regarded as a form of payment to the network for line charges, sustaining programs, etc., and it seemed unlikely that NBC would yield on this point, or consent to substantial modifications, without itself making compensatory adjustments.

The affiliates group's three demands, reported in several affiliate quarters, were in addition to what originally was the prime purpose of the affiliates in calling the TV meeting:

To insist again that NBC take positive steps to provide a full schedule of daytime commercial television programming.

The meetings will be held Monday through Wednesday, with a break Tuesday morning to watch a demonstration of RCA color television. Brig. Gen. David Sarnoff, chairman of the board of both RCA and NBC, will head the management group in place of Mr. White, who left last Wednesday to attend the coronation of Queen Elizabeth II as Gen. Sarnoff's representative, and then to take a brief European vacation. NBC authorities said he would return in mid-June.

Officials of the network appeared confident that their plans—which they said include the expenditure of several millions on daytime programs which would start at 9 or 9:30 a.m., on the heels of the two-hour early-morning Today show (Mon.-Fri., 7-9 a.m. EDT and CDT)—would meet with affiliate approval.

They also had in store several cheering business announcements [CLOSED CIRCUIT, May '61]—including assurances that, with recent sales, Today is moving into the black, plus other as yet unannounced time sales, plus disclosure of a new TV discount structure which they say will be more nearly on a par with that of other networks.

Football Coverage

They said they will make plain to their affiliates that NBC intends to be the No. 1 network—a position which CBS, for months the leader in radio, claims now to have captured also in television [B&T, May '61]. This month's sale of next fall's NCAA football coverage, which last year represented more than $1.1 million in billings and this year is expected to represent considerably more, in itself did much to restore any difference that existed between the two networks. NBC officials maintained.

Additionally, NBC station relations vice president Harry Bannister already has notified several important TV affiliates that they are receiving rate increases, some of them amounting to around $200 an hour, effective Aug. 1.

The attitude of many affiliates, however, was that the situation is more critical than NBC has thought. Evidence of this feeling was seen in the nature of the "demands" being prepared by the so-called "critical list" affili-
PURCHASE by Crosley Broadcasting Corp., Atlanta, of 10 acres for a new transmitter and tower site for WLWA (TV) is signed by (I to r): J. W. Zuber, rector; William P. Robinson, gen. mgr.; K. T. Murphy, v.p.-treas., and Harvey Alderhold, chief eng., all WLWA, and John O. Childs, rector.

Cassel, consolidated TV STATION; Stanley Brown, acct. exec., Ring dietary supplement). Freedy sell, m.c., by mgr., network Moore, v.p.-Starter prog.

OF K. for 10 acres a (TV) George producer Arnoux, pres., Encyclopedia pub. Co. (I to r): John Doyle, pres., Arnoux, v.p.- treas., and Har- Robinson pres., Crosley Broadcasting Corp., two years have not pressured concessions "was decided upon only for NBC stations. The Crosley stations have not been among those on the so-called "critical list."

The Crosley statement, asserting that "there have been no conversations held whatsoever with CBS relating to any network affiliation since the trade press stories reported about two years ago," continued: "R. J. W. President, and John T. Murphy, vice president in charge of TV operations of Crosley Broadcasting Corp., on the occasion of their semi-annual sales meeting in New York, told Frank White, president of NBC, who informed them that NBC plans to step up its daytime programming operations.

"Crosley Broadcasting executives understand that in Mr. White's absence Gen. Sarnoff, at the NBC affiliates meeting... will make a presentation revealing NBC plans for the immediate future. What these plans are are not known to Crosley executives at this time."

In the signing of the WTAR stations to switch from NBC to CBS—which includes the AM, TV, and FM stations and becomes effective Sept. 27—terms of the new contract were not revealed. It was understood, however, that the agreement embodies an adjustment of the "free hours" plan for WTAR-TV to be compensated at the rate of 10% of its network rate for the first five hours of network commercial time carried each month; 20% for the next 10 hours and 30% for all others.

The big gain to WTAR-TV under this ar-

nangement, it was said, would come from the fact that CBS-TV has more time sold than does NBC-TV—47 hours a week to 36.5 hours for NBC-TV, according to CBS claims. If CBS-TV's total were the same as NBC-TV's, it was estimated, WTAR-TV's net gain would be less than $20 a week.

Even so, there were reports that CBS-TV was going to be hit by its other affiliates with demands for "the same deal" as that made with WTAR.

CBS has not had an AM affiliate in Norfolk in the past, the area being served by the network's Richard affiliate, 50-kw WRVA, and a WRVA-owned FM station, WVRG, located in Norfolk.

WRVA General Manager C. T. Lucy told Brax, following the WTAR-CBS announcement, that his station will remain "status quo," continuing as a CBS affiliate. The WTAR-CBS pact was signed last Monday night by Campbell Arnoux, president of WTAR Radio Corp. and a prominent figure in NBC-affiliate activities over the years; CBS Television President J. L. Van Volkenburg, and CBS Radio President Adrian Murphy, plus network station relations executives, attorneys, and others.

The Best Interest

Mr. Arnoux said the change in affiliations was "decided upon only after long and careful analysis of the broadcasting situation, both present and for the long-range future as well for radio and television, and we believe that it will be in the best interest not only for our stations but the vital and expanding area they serve."

He said, "We look forward with keen opti-

on to the affiliation arrangement" with the CBS networks.

WTAR, which will mark its 30th anniversary in September, operates with 5 kw on 790 kc. WTAR-TV, established Apr. 2, 1950, currently on Ch. 4 but will move to Ch. 3 coincident with a power boost to 100 kw upon completion of a new transmitter installation now underway in a $500,000 project. With its power increase, officials estimated, WTAR-TV will provide Class A and B service to a market of 1,149,000 persons.

The WTAR stations are owned by Norfolk Newspapers Inc., publishers of the Virginian Pilot and Ledger Dispatch. Mr. Arnoux is a board member of the parent organization.

In the affiliation announcement CBS Radio's President Murphy said his network "is delighted to welcome WTAR, one of the country's outstanding stations, to its radio family."

This station, soon to start its 30th year of broadcasting in the increasingly important Norfolk area, is a strengthening addition to CBS Radio. CBS-TV President Van Volkenburg called the addition "another step in CBS television's leadership from the standpoint of facilities as well as programming and sales."

Weaver Sings Out

WHILE other top NBC executives last week were dodging rumors of impending changes, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, was singled out by Brax. Gen. David Sarnoff, board chairman of NBC and of its parent, RCA, for special mention to the FCC delegation visiting RCA's Princeton labora-

tories for demonstration of compatibility color. "Mr. Weaver," Gen. Sarnoff said, "is the man we're depending on to produce those wonderful color programs for us."


Broadcasting • Telecasting

STATION-Starters Plan is purchased from Consolidated TV Sales by WTVE (TV) Elmo, N.Y. L. to r, seated, Bill Finkeldy, CTS; Tom Cassel, WTVE mngng. ptm.; standing, Jim Patterson, prog. dir., Shawn Murphy, sls. mgr., and Donna Skelly, trf. mgr., all WTVE. Mr. Cassel also bought plan for WCHA-TV Chambersburg, Pa.
NINE ADVERTISERS FIGURE IN BURST OF RADIO-TV TIMEBUYING FOR WEEK

Hazel Bishop Inc. will spend $4.5 million on TV network programming to become the largest TV advertiser in the cosmetics field.

NINE major advertisers figured in a burst of radio and television network timebuying activity last week, while another was in the process of revising its entire radio-TV budget up to 1956.

Hazel Bishop Inc. will spend about $4½ million for its television network programming, the largest in its history and in the cosmetic field, when (1) it starts sponsorship of the Monday, 9-9:30 p.m. EDT time on NBC-TV, (2) alternates with Toni on Your Big Moment on DuMont, Tuesdays, 8-8:30 p.m., and (3) continues to sponsor its This Is Your Life, Wednesdays, 10-10:30 p.m. on NBC-TV.

Effective early in July, Hazel Bishop will present Candid Camera, Tuesdays, 9:30-10 p.m. EDT, on about 50 or 60 NBC-TV stations, opposite Rocket Squad, the summer replacement for I Love Lucy on CBS-TV. Meanwhile, whereas the advertiser had planned to take a summer hiatus with its This Is Your Life show on NBC-TV, it will continue instead through the summer with repeats of the 13 best shows of the year. Raymond Spector Co., New York, is the agency.

Toni Co. and Manhattan Soap Co., effective June 8 will alternate daily on two quarter-hour across-the-board strips on CBS Radio. Advertisers will sponsor the 3:45-4 p.m. strip with Walter O'Keefe in an audience participation show and the 7:15-7:30 p.m. segment with a dramatic program, Family Skeleton, featuring Mercedes McCambridge. Both shows are Carlton E. Morse packages. Leo Burnett Co., Chicago, is the agency for Toni, and Manhattan Soap Co. is serviced by Scheideler, Beck & Werner, New York.

ReaLemon-Puritan Co., Chicago (ReaLemon products), will sponsor Queen for a Day, 11:30-11:45 a.m. on MBS, three times weekly (Mon., Wed., Fri.). Agency is Schwermer & Scott, Chicago.

Campbell Soup Co. switches its Double or Nothing program from NBC radio to ABC radio effective June 22 (CLOSED CIRCUIT, May 18), Monday through Friday, 11:30-11:55 a.m. EDT. Contract for 52 weeks was placed by Campbell's Advertising manager, Bob Scott. The program is an audience participation show and the 7:15-7:30 p.m. segment with a dramatic program, Family Skeleton, featuring Mercedes McCambridge. Both shows are Carlton E. Morse packages. Leo Burnett Co., Chicago, is the agency for Toni, and Manhattan Soap Co. is serviced by Scheideler, Beck & Werner, New York.

R. J. Reynolds Tobacco Co. (Camel and Cavalier cigarettes), through William Esty & Co., currently is going through a revision of its TV setup extending up to 1956, a spokesman told B&T. The peg for its plans in the future will continue to be sponsorship of the quarter-hour news strip cross-the-board featuring John Cameron Swayze on NBC-TV—renewed last week—with variety and other types of programs to supplement it. The firm will drop the My Friend Irma show on CBS Radio and television, but expects to hold the time and put in another show in the end of this season's run. Still undecided is the fate of the half-hour participation on Your Show of Shows, Saturdays on NBC-TV and both the Bob Hawk and Vaughn Monroe shows on CBS Radio.

Gillette Co. States Commercial Time Views

HOW much time on the air does an advertiser sponsoring a boxing match expect?

A spokesman for Gillette Co., which sponsored the 2-min-25 second Marciano-Wolcott battle May 15, told B&T that "there is no guarantee" on the expense of time, but the advertiser goes into the project with his eyes open and gambles on the length of the fight.

In the Marciano-Wolcott fight, for example, Gillette was prepared to run eight commercials, 50 seconds and Jess: At the opening and after the first, fourth, seventh, ninth, twelfth, and fourteenth rounds, as well as at the close. Actually, Gillette managed to present two of the potential eight commercials: The opening and closing.

On the other hand, since the fight attracted many newspaper stories afterwards and comics on radio and television have taken to gagging about it, Gillette did get additional promotion in that way.

Maxon Inc., New York, is the agency.

Rainier Brewery Sets Radio-TV Spot Campaign

RADIO and TV command half the advertising budget for Rainier Brewery's new beer, developed for the 75th anniversary of Sicks' Seattle Brewing & Malting Co. Agencies are Miller & Co., Seattle, and Virgil A. Warren Agency, Spokane.

The 13-week campaign in Washington, Idaho and Alaska includes heavy spot schedules on 70 radio stations and all TV outlets in the area. Stateside radio features a singing commercial recorded by the Four Hites and a Miss in 15-second, 30-second and 1-minute versions. In Alaska, a specially developed 30-second spot is being used on all stations in the Territory.

Rainier also is using a six-week series on KOMO Seattle Monday, Wednesday and Friday, 10:20-10:45 p.m.

On television, the accounts is using special hard-sell announcements ranging from station identification to 75 seconds, plus twenty 20-second food tie-in spots.

Giut Scott, May 29, 1953
FTC, ANA, AAAA Hold 'Exploratory' Meeting

A MEETING described as "exploratory" and which will be followed by other sessions at which "specific subjects" will be discussed was held May 15 in Washington by representatives of the Federal Trade Commission, the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

Those at the FTC-ANA-AAAA session discussed how FTC may consult with advertising men to find how the agency can deal most effectively with prevention of false and misleading advertising, an FTC report said. Dan Murphy, director of FTC's Bureau of Antideceptive Practices, presented in the absence of Comm. Stephen J. Spingarn. The meetings, according to FTC, will consider ways of advancing the close liaison between advertising and FTC.

Main divisions into which future talks would be divided are (1) trends and development in the advertising industry; (2) recent decisions, complaints and stipulations by the FTC, and (3) exaggerated advertising claims, particularly those made for new commodities coming on the market.

ANA was represented by Paul West, president; Ward Maurer, board chairman; Ben Donaldson, vice president; Isaac W. Diggs, vice president and general counsel; Peter Allport secretary, and Gilbert Well, counsel. AAAA representatives were August Nelson, senior counsel, and George Link, secretary. FTC members, besides Mr. Murphy, were James A. Horton, director of FTC's Industry Cooperation Bureau; Joseph W. Powers, chief of Investigations, and William H. King, Charles E. Grady and Charles A. Sweeney, staff members. The first FTC-ANA-AAAA meeting was held last March in New York.

BBB Starts 'Operation Cleanup'

LOS ANGELES Better Business Bureau has started "Operation Cleanup" to eliminate "predatory advertisers" and "reverse advertising to respectability." The bureau charges racketeers are trying to force fraudulent advertising on the public through radio, television and the press. All media are asked to cooperate by Robert Beauer, BBB president, who charges their laxity in policing contributes greatly to the problem.

OPENING telecast of Continental Baking Co.'s quarter-hour segment of NBC-TV's Howdy Doody Show (Wed., 5:30-5:45 p.m. EDT) for Hostess Cup Cakes brought these jovial onlookers together (1 to 1): George H. Frey, NBC vice president and sales director; Ellis C. Baum, NBC vice president; Bob Smith, the "Buffalo Bob" of the show; L. M. Marshall, CBC advertising manager; William J. Fineshriber, vice president and general manager of networks, and John Lanigen, eastern sales division manager, both NBC. CBC also sponsors another segment of the show that day for its Wonder bread.

WGN-Standard Oil Sign For Chicago Bears Games

WGN CHICAGO last week completed negotiations with Standard Oil Co. of Indiana for the exclusive 1953 radio coverage of all home and road games of the Chicago Bears professional football team.

The arrangement marks the return of the Bears to WGN, which originally carried the Bears schedule in 1931. Standard has sponsored Bears radio coverage for seven years.

Cone Joins 'Tribune' Panel

FAIRFAX M. CONE, president of Foote, Cone and Belding, and John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., Chicago, have been added to the list of panelists for the Chicago Tribune's fourth annual Distribution and Advertising Forum in that city May 26-27. They will sit in on a clinic devoted to "Problems and Procedures in Selecting a Sales Theme for a Product." Other participants, including Edgar Kobak, consultant and owner of WTW Amos, Ga., were announced previously [BoT, May 18].

Set 'March of Medicine'

SMITH., KLINE & FRENCH LABS, Philadelphia, will sponsor another March of Medicine telecast from the annual meeting of the American Medical Assn. in New York on NBC-TV, June 4, 8:30-9 p.m. (EDT). Borden Co. relinquished its contract TV time for its Treasury Men in Action show. AMA and Smith, Kline & French disclosed that plans are being formulated for a series of monthly March of Medicine programs to be telecast on a network starting next fall.

NEW BUSINESS

Spot

Braun Baking Co., Pittsburgh, assumes co-sponsorship of all games played by Pittsburgh Pirates for remainder of season, as of May 14, on WWSW Pittsburgh, WBVP Beaver Falls, WHJB Greensburg, WCVI Connellsville, WISR Butler and WITP Washington, all Pennsylvania.

California Farm Bureau Federation, Berkeley, adds five times weekly news program, The Voice of California Agriculture on KFXM San Bernardino, KCBO San Diego and KDB Santa Barbara. Program, now in third year, is heard on seven California radio stations. Agency; West-Marquis Inc., S. F.

Maier Brewing Co., L. A. (Brew 102), renews saturation spot announcement campaign on KNX KHI KECA KFI that city and KBBG Avalon, for 52 weeks from week of April 27. Agency; John I. Edwards & Assoc., Hollywood.


Network

Sperry Div.-General Mills, S. F. (flour, cereal, formula foods), starts Sam Hayes News on 42 ABC Radio Pacific Coast and Mountain stations, Mon. through Fri., 12:30-12:40 p.m., PDT, for 52 weeks from June 1. Agency; Dancer-Fitzgerald-McDougall, S. F.

Frosticks (ice cream on a stick), made by Pionee Ice Cream Div. of Borden Co., N. Y., assumes sponsorship of The Rootie Kootsie Club Mondays, 6:15-6:30 p.m. EDT on ABC-TV, to point out that product is sold only in stores carrying Borden's, Horton's and Reid's ice cream, not by street vendors. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Professional Golfers Assn. and Life Magazine co-sponsored coverage of National Golf Day Tournament from Oakmont Country Club, Pittsburgh, and other golf courses over CBS Radio Saturday (May 23), 5:30-5:30 p.m. EDT, with CBS Radio sports director John Derr as m.c. Agency: Young & Rubicam, N. Y.

Agency Appointments

Jones Sausage Co., Raleigh and Greensboro, N. C., and Danville, Va., South Carolina National Bank, 18 cities in S. C., Tire Distributors Inc., Raleigh, and Heilig-Levine Furniture Co., Raleigh, appoint Walter J. Klein Co., Charlotte, N. C. to handle advertising. TV will be used for all accounts.


Winter-Weiss Co., Denver (transportation and agricultural equipment), appoints Don Clair Adv., that city.

Iowa Packing Co., Div. of Swift & Co., Des Moines, appoints Rockett-Lauritzen, L. A. Don Lauritzen is account executive. National radio-TV spot announcement campaign is being scheduled in addition to local TV programming.

Stineway Drug Co., Chicago, appoints Louis
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!

Gag-writers' humor to the contrary, we all know
that the American housewife is a very hard-
working individual. Much as she might like it,
there's relatively little time for "chaise longues,
bonbons and novels" (or for television, magazines
and newspapers). What a plus this is for adver-
tisers who use radio!

The 1952 Iowa Radio-Television Audience Survey
shows that Iowa women use radio 44.6% of all
the weekday time they are "at home and awake".
48.8% of this time they are also "working in the
home"—cooking, washing dishes, etc., etc. They
average 5.75 hours per day listening, as compared
with 1.56 hours watching TV, thirty-four minutes
reading newspapers, and twenty-three minutes
reading magazines!

WHO is the favorite radio station in Iowa — is
"heard regularly" by 68.5% of all Iowa families,
as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one
of the industry's most highly-respected audience
analyses. You will find it intensely interesting.

FREE & PETERS, INC.
National Representatives
Filt

ROCKHILL OFFERS STOCK, FINANCES FILM

The firm is letting out 149,000 shares at $2 per in a move primarily designed to place the "Tom Corbett, Space Cadet" series on film for syndication.

IN AN UNUSUAL financing move, Rockhill Productions Inc. is planning to offer for public sale 149,000 shares of common stock at $2 per share. A spokesman Thursday filed of proposed financing has been made with Securities & Exchange Commission.

Stanley Wolf, Rockhill president, said funds will be used primarily to place the company's Tom Corbett, Space Cadet series on films for syndication use. He noted that the money raised would represent less than 25% of the company's capitalization. Mr. Wolf expressed confidence in the film project, pointing out that Rockhill's financial position has been strengthened gradually in the past ten years, with gross increase rising from $26,000 in 1943 to approximately $1 million last year. He added that about $10,000 a month accrues to Rockhill from merchandising tie-ups on the Space Cadet series. The investment banking firm of Mortimer B. Burnside & Co., New York, will underwrite the issue.

Starting Aug. 29, Space Cadet will be carried on DuMont TV Network, Sat., 11:30 a.m.-12 noon (EDT), under sponsorship of International Shoe Co., St. Louis. Program was carried on ABC-TV until last October, with Kellogg Co., Battle Creek, as sponsor.

MCA-TV Appoints Three New Regional Mgrs.

APPOINTMENT of three new regional managers by MCA-TV Inc. in line with its expanding TV film operations was announced last week by David Sutton, vice president in charge of sales.

Kirk Torney, MCA San Francisco office executive, has been named eastern sales manager with headquarters in New York. New midwestern sales manager is Raoul Kent, who will operate out of Chicago. Bob Greenberg has been appointed southeastern sales manager with headquarters in Beverly Hills.

MCA-TV properties include the Abbott and Castello series, George Raft's I Am the Law films, Famous Playhouse programs, along with the newly-acquired Men Against Crime shows, starring Ralph Bellamy, which have been retitled Follow That Man. The latter series, according to Mr. Sutton, is being distributed first run in some 40 established and new TV markets.

Films for Stockholders

USE of films by large corporations to present their annual reports to stockholders and to keep them informed of other company activities was recommended last week by George F. Foley, president of George F. Foley Inc., New York, TV and film producing firm. He noted that annual reports also might be shown on television as "an important aid on "plant city" video sets in planning community relations projects.

He added that the films could be distributed to many national and community organizations and to company suppliers, subcontractors, dealers and customers, to describe company plans.
Giant Study!

His pencil was a trimmed pine tree. His slate, the side of a quarry. With these implements, Paul Bunyan (they say) soon became an expert at figures, and also learned “all the history worth knowing.”

Today, practically all the history worth knowing can be found in the recent SAMM study, which reveals that WCCO Radio—the Northwest’s 50,000-watt giant—reaches far more people than any other Northwest station... and does so at a lilliputian cost-per-thousand circulation. As a matter of fact, no other station throughout our entire 109-county primary area can match—few can even approach—WCCO Radio’s low cost-per-thousand, day or night.

Our salesmen aren’t as handy with a pine tree as Bunyan was, but they’re all good at figures. Let us show you how WCCO Radio’s biggest-circulation-at-lowest-cost can add up to giant Northwest sales for you.

Minneapolis-St. Paul

WCCO RADIO
Represented by
CBS Radio Spot Sales

*Standard Audit and Measurement Services, 1952
Film Sales

John Guendel Productions, Hollywood, through CBS-TV Film Sales, announces the sale of "Linkletter and the Kids," quarter-hour TV film series, in nine markets. They are KTTV (TV) Hollywood (Barbara Ann Brand), starting June 1; KPIX (TV) San Francisco (Riverina Foods), June 11; KTYL-TV Phoenix (Goldwater's Dept. Store), June 21; KBTV (TV) Denver (Meadowgold Dairies); KPTV (TV) Portland (Fred Meyer's Stores); WFBM-TV Indianapolis (Rusco Aluminum Siding); KMJ-TV Fresno; KVEC-TV San Luis Obispo, and KAFY-TV Bakersfield. Maxwell Shane was producer on the 39 completed films.

WGN-TV Chicago last week announced it has obtained exclusive first-run TV rights to some 73 full-length motion pictures for showing this summer and fall. The contracts cover pictures obtained from Atlantic Television, Unity Television Corp. and Tele-pictures Inc., according to Elizabeth Bain, WGN-TV film director.

Features from Atlantic have been bought by Jim Moran for showing on his Courtesy Television Theatre next fall. Agency is Malcolm-Howard Adv. The Unity contract includes 21 features and the pact with Tele-pictures covers 46 full-length films. WGN-TV earlier had signed an agreement with the latter for previously released films.

Consolidated Television Sales last week announced it has sold its Public Prosecutor filmed series to WDTV (TV) Pittsburgh, WOAI-TV San Antonio, WKNB-TV New Britain, KDUB-TV Lubbock, KFEL-TV Denver, and KECA-TV Los Angeles.

Other sales completed by the firm were Hollywood Half Hour to WXYZ-TV Detroit, WSBT (TV) South Bend, WOAI-TV San Antonio, and KECA-TV Los Angeles; Ringside With the Rasslers, XETV (TV) Tijuana, Mexico, and WBAAY-TV Green Bay, Wis., and Front Page Detective, to WHAM-TV Rochester and WOAI-TV San Antonio.

KTTV (TV) Hollywood has leased 32 Felix the Cat cartoons from Official Films Inc. for showing throughout time with Shelly John, with options on further strips in the same series. Deal was negotiated by Dale Sheets, station film editor, and Herman Rush, sales manager for Official.

KFMB-TV San Diego and WICU (TV) Erie started second runs of Little Theatre, quarter-hour TV series filmed by TeeVee Co., Beverly Hills, May 26 and June 8, respectively, for 52 weeks.

Production

The pilot film in NBC-TV Carolyn, half-hour series starring Celeste Holm, has been completed at KKO Pathes Studios, Culver City, by producer-director Robert Florey. A situation comedy, the plot deals with a Broadway stage star whose life is complicated by three small children left to her by a friend. George Nader provides romantic interest as the star's agent. Radio writer Jean Holloway is set to write scripts for the series. Print of first program is in New York for viewing by agency executives.

William Boyd Productions is in production on 14 half-hour films in NBC-TV Hopalong Cassidy series, on location at Newhall, Calif. George Archiaibau is directing the programs which star Mr. Boyd and feature Edgar Buchanan.

A half-hour pilot film in Ben Blue, Esq., TV series, packaged by William Morris Agency for probable syndication by NBC-TV, has been completed at KKO Pathes Studios, Culver City. Straight-line comedy, accenting Mr. Blue's pantomime, is scheduled for fall release. Ernest Glueckman, producer on NBC-TV Colgate Comedy Hour, and Leo Goodwin, director on NBC-TV My Hero, are acting in same respective capacities.

Circle Film Labs Inc., New York, will produce a film revealing attempts made by the Pan American Broadcasting Co. on behalf of the Lutheran Church-Missouri Synod to pierce Communist-dominated countries, as well as other missionary efforts of that sect. The film, titled "Bring Christ to the Nations," is supervised by Leo Shore of Pan American Broadcasting. Editing the footage for Circle Film is Joseph Salzberg.

Availables

NBC Film Division is offering for local and regional sponsorship a series of 26 15-minute programs titled "Watch the World" which covers the arts and sciences plus sports and personalities. Produced under the supervision of George Wallach the series will present narrators including Don Goddard, Kenneth Banghart, Bob Wilson and Radcliffe Hall.

WBAP-TV Fort Worth, Tex., is filming its weekly 15-minute Facts Forum and announces that the series is available for telecasting in ten television markets. The Forum moderator, Dan Smoot, a former Harvard and SMU instructor and FBI agent, presents both sides of important social, political and economic issues, according to WBAP-TV. The Farm & Home Savings & Loan Assn. of Fort Worth and Dallas sponsors the program on WBAP-TV.

Random Shots

TV Art Productions, a studio that will specialize in producing special slides for television advertisers and TV stations, has been formed in St. Louis. Principals include Daniel Bishop, editorial cartoonist with St. Louis Star-Times until it ceased publication, who will handle cartooning, animation and musical commercials; William Hunn, commercial artist who will handle visualizing and production, and Evelyn Ortepp, muralist, magazine illustrator and designer who will handle designing and research. Specialty of the new studio will be 35 mm glass slides, balops and art for live cameras, and other TV art. The studio's address is 119 North Seventh St., St. Louis 1, Mo. Telephone: Central 4757.

Wayne-Felows Productions, Hollywood, is including clauses in all new contracts with motion picture actors, covering TV appearances to promote film's motion picture productions. TV campaigns are being scheduled to promote "Island in the Sky," to be released by Warner Bros. in September, and "Plunder of the Sun."--

Olympus Film Productions Inc. (formerly Bert Johnston Productions), Cincinnati, has completed "America Eats Out," a film about dining in restaurants produced for the National Restaurant Assn. and two restaurant trade publications. Olympus is a recently-acquired subsidiary of the Crosley Broadcasting Corp. (WLWT TV) Cincinnati, WLWC (TV) Columbus, Ohio, WLWD (TV) Dayton, WLLA [TV] Atlanta, WLW Cincinnati and WINS New York.

Film People

Martin Stone, general counsel for Houston-Fairless Corp., also has been elected executive vice president of Donley Development Corp., producer of Dangerous Assignment for NBC-TV syndication, which has 9 half-hour films completed in What's in the Bag (TV) and reports it is building TV film library to meet various budget requirements of stations.

Gerald Mayer, director on Ethel Barrymore Theatre for Interstate Television Corp., Hollywood, en route to Tel Aviv to direct a TV film series for Mastro Productions, starring William and Maria Riva.

Maury Baker, radio-TV director, BBDO, San Francisco, to MCA-TV Ltd., that city, as film division representative under manager Don Mulford.


Stacy O'Brien, assistant plant supervisor, Paramount Labs., Hollywood, joins General Film Laboratories Corp., that city, in same capacity.


Harry W. McMahan, president of Five Star Productions, Hollywood, will be in Chicago until June 1 developing special psychological research on television commercials.

Broadcasting • Telecasting
12 MARKETS SOLD
THE FIRST TWO WEEKS
GOING LIKE WILDFIRE
...Hurry, Stake Out Your
Claim Before the Sellout!

Here's The
Sure-Fire Formula:

1. ENTERTAINMENT. Unusual eye-
appeal plus expertly phrased ques-
tions create dramatic suspense and
curiosity that hold all types of viewers.

2. AWARDS. Don't underestimate
the lure of a big money jackpot that
pyramids daily. Everyone loves to win
or see another get a pile of dough.

3. MERCHANDISING HOOK.
Simply announce that answers to this
week's PhotoQuiz are posted in
sponsor's place of business. Then
watch the crowds come in!

4. SPONSOR IDENTIFICATION.
Besides the 3 regular commercials
there are 15 to 20 "painless" men-
tions of sponsor's name throughout the
show.

5. RATINGS. "Can't-miss" elements
above assure "out-of-this-world" rat-
ings. AND our National Exploitation
includes: LOOK Placards on news-
stands, panel posters on LOOK trucks!

Here's the greatest, sure-fire business-
getter ever devised... the only telephone quiz show with
the terrific natural merchandising and exploitation boost of
a promotional tie-in with LOOK Magazine!

LOOK'S PHOTOQUIZ is one of the most widely followed
features in the world. Now the editors of TELENEWS have
faithfully captured its tremendous appeal in this brand new
15-minute, 5-day-a-week TV program.

LOOK'S TV PHOTOQUIZ is the easiest-to-handle show you've
ever seen... completely ready to use, with both voice and
music on film. No complicated synchronization or cueing
problems of any kind! Opening and closing films are made
to order with sponsor's name right on the film.

HERE'S HOW IT WORKS: Film is shown, announcer makes
phone call, asks question. Contestant wins jackpot or another
award is added for the next call.

It all adds up to the most exciting, greatest sales making
telephone quiz yet devised!

IT'S THE BIGGEST BARGAIN IN TELEVISION TODAY!

NEW YORK
444 Madison Ave. PL 3-4620

CHICAGO
360 N. Michigan Ave. CE 6-0041

HOLLYWOOD
California Studios, 650 N. Bronson Ave.
HO. 9-8321

UNITED TELEVISION
PROGRAMS, INC.
MORE ADVERTISERS SPEND LESS IN AM NETWORK

PIB data shows that the first three months of this year are slightly under the totals for the same period in 1952. However, this year's number of advertisers is 184, as against 175 sponsors for the first quarter of '52.

IN the first quarter of 1953 a total of 184 advertisers purchased $41,163,628 worth of national radio network time (at gross rates), according to data compiled by Publishers Information Bureau. On the average, each advertiser spent, before discounts, $223,713.37 for network time during the three months.

During the like period of 1952 the nationwide radio networks sold $42,600,798 worth of time (gross) to 175 sponsors, for an average of $243,433.13 each.

Comparison, then, shows that more advertisers used the national radio networks in the January-March period of this year than of last, but that on the average they spent almost $20,000 less apiece for this radio network time, at gross rates, than a year ago. Network radio's gross for the first quarter of this year was down 3.4% from that of the like period a year ago, but that trend was reversed in March, when the gross time sales totaled $14,626,103, a gain of 0.7% over the March 1952 gross of $14,520,393.

Procter & Gamble in March maintained its leadership among purchasers of radio network time and its solo spot as only advertiser to buy more than $1 million worth during the month. Of the ten leaders (Table I), the first nine were also among the top ten for March 1952, with tenth-place Gillette Co. the only newcomer, replacing Phillip Morris Co., which ranked ninth in March a year ago.

Table II, listing the leading advertiser for each group of products or services advertised on network radio, lists 25 companies, of which 16 were also on the March 1952 list (Radio, June 9, 1952). Table III, reporting gross time purchases of advertisers by product groups, with March and January-March of this year compared with last, shows no change in the five ranking classes, nor in their order, foods standing first, toiletries second, drugs third, bird smoking materials fourth and soaps fifth in March and the first quarter of both years.

### Table I

**Top Ten Radio Network Advertisers in March 1953**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Gross Radio Network Spent ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>1,279,062</td>
</tr>
<tr>
<td>2</td>
<td>General Foods Corp.</td>
<td>636,497</td>
</tr>
<tr>
<td>3</td>
<td>Miles Labs</td>
<td>616,525</td>
</tr>
<tr>
<td>4</td>
<td>General Mills</td>
<td>551,496</td>
</tr>
<tr>
<td>5</td>
<td>Steger-Duck</td>
<td>540,281</td>
</tr>
<tr>
<td>6</td>
<td>Colgate-Palmolive-Post Co.</td>
<td>477,078</td>
</tr>
<tr>
<td>7</td>
<td>American Home Products Corp.</td>
<td>476,284</td>
</tr>
<tr>
<td>8</td>
<td>Lever Brothers Co.</td>
<td>431,960</td>
</tr>
<tr>
<td>9</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>427,277</td>
</tr>
<tr>
<td>10</td>
<td>Gillette Co.</td>
<td>381,052</td>
</tr>
</tbody>
</table>

### Table II

**Gross Radio Network Advertisers by Product Groups for March 1953**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Gross Radio Network Spent ($100,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural, Equip. &amp; Access</td>
<td>111,591</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>136,185</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>519,902</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>178,406</td>
</tr>
<tr>
<td>Bidg. Materials, Equip. &amp; Fixtures</td>
<td>81,777</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>251,480</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>226,125</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>3,028,664</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>3,292,026</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>398,562</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>171,025</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>186,373</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>167,334</td>
</tr>
<tr>
<td>U. S. Steel Corp.</td>
<td>124,280</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>146,279</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>519,902</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>519,902</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>178,406</td>
</tr>
<tr>
<td>Bidg. Materials, Equip. &amp; Fixtures</td>
<td>81,777</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>251,480</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>226,125</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>3,028,664</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>3,292,026</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>398,562</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>171,025</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>186,373</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>167,334</td>
</tr>
<tr>
<td>Office Equip., Stationary &amp; Writing Supplies</td>
<td>83,347</td>
</tr>
<tr>
<td>Pharmaceutical, Equipment &amp; Access.</td>
<td>83,347</td>
</tr>
<tr>
<td>Political</td>
<td>83,347</td>
</tr>
<tr>
<td>Public Relations &amp; Newsletters</td>
<td>83,347</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, etc.</td>
<td>83,347</td>
</tr>
<tr>
<td>Retail &amp; Direct Mail</td>
<td>83,347</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>83,347</td>
</tr>
<tr>
<td>Televisions &amp; Toilet Goods</td>
<td>83,347</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>83,347</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>83,347</td>
</tr>
</tbody>
</table>

**Table III**

Gross Radio Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>March 1953</th>
<th>Jan.-March 1953</th>
<th>March 1952</th>
<th>Jan.-March 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural, Equip. &amp; Access</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bidg. Materials, Equip. &amp; Fixtures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Furnishings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial Materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Equip., Stationary &amp; Writing Supplies</td>
<td>83,347</td>
<td>216,507</td>
<td>65,698</td>
<td>213,098</td>
</tr>
<tr>
<td>Pharmaceutical, Equipment &amp; Access.</td>
<td>83,347</td>
<td>216,507</td>
<td>65,698</td>
<td>213,098</td>
</tr>
<tr>
<td>Political</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Relations &amp; Newsletters</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, etc.</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail &amp; Direct Mail</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Televisions &amp; Toilet Goods</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>83,347</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BAB Releases Auto Study**

A STUDY showing how many people are in use at all times of the day is being released now by Broadcast Advertising Bureau. One conclusion: 78% of all automobiles in metropolitan areas are in use some time every day, Monday through Friday. Entitled "Listeners on Wheels—Pilot Study on Automobile Use," the booklet also notes how many people occupy those cars, by hours of the day.

Scatter Your Spots

IF YOU want to reach the maximum number of homes with your radio spots, scatter them.

A recent Nielsen study in the New York area showed that a strip of five spots reached a cumulative weekly audience of 7.7% of all radio homes. Putting them on at a different time each day increased the total to 12.1% and when they were also scattered among three stations the cumulative total rose to 15.2% (although scattering reduced the number of impacts per home).

"Real starter in the study," comments the Nielsen report, "was that scattered radio schedule brought a higher rating within TV homes (.11%) than the strip did in non-TV homes (.12%)."
POWER
POWER
POWER
POWER

NOW 250,000 WATTS!
SOON 316,000

Power Counts! For full coverage of the Queen City trading area “people in the know” use Cincinnati’s Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Top Ratings because of CBS and Local Programming.

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Kenneth W. Church
Vice President and National Sales Manager Radio Cincinnati

WKRC-TV
Channel 12

CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY
Reflex action is the dependable source of repeat sales. In the billion dollar Greater Indianapolis Market, one tap on WFBM-TV is worth the legwork required to visit 342,000 TV homes.
CBS-TV Researchers Count U. S. TV Sets by Counties

COMBINING data from the U. S. Census of April 1, 1950, and Nielsen Coverage Service study of May 23, 1952, with length of program service in each area, CBS-TV researchers have calculated TV set ownership in each U. S. county of as of May 1, 1953.

Results are presented in a 48-page booklet titled "U. S. Television Ownership by Counties," mailed last week to national advertisers and their agencies, Oscar Katz, CBS-TV director of research, announced Wednesday. This is the first time such information has been presented on a current basis, he said.

### TELESTATUS Weekly TV Set Summary—May 25, 1953—Telecasting Survey

<table>
<thead>
<tr>
<th>Editor's Note: Set estimates appearing here are obtained after adjustments for overlap. Sets in all stations report weekly, so figures in some markets may remain unchanged in successive reports. Totals for each market represent estimated sets within coverage areas of stations, in that market. Where coverage areas of different markets overlap, sets counted in use in U. S., however, is duplicated estimate.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>City</strong></td>
</tr>
<tr>
<td><strong>City</strong></td>
</tr>
<tr>
<td>Albuquerque</td>
</tr>
<tr>
<td>Altona</td>
</tr>
<tr>
<td>Amarillo</td>
</tr>
<tr>
<td>Amersfoort</td>
</tr>
<tr>
<td>Ann Arbor</td>
</tr>
<tr>
<td>Atlanta</td>
</tr>
<tr>
<td>Atlantic City</td>
</tr>
<tr>
<td>Austin</td>
</tr>
<tr>
<td>Baltimore</td>
</tr>
<tr>
<td>Bangor</td>
</tr>
<tr>
<td>Baton Rouge</td>
</tr>
<tr>
<td>Bethlehem</td>
</tr>
<tr>
<td>Binghamton</td>
</tr>
<tr>
<td>Birmingham</td>
</tr>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>Bridgeport</td>
</tr>
<tr>
<td>Buffalo</td>
</tr>
<tr>
<td>Charlotte</td>
</tr>
<tr>
<td>Chicago</td>
</tr>
<tr>
<td>Cincinnati</td>
</tr>
<tr>
<td>Cleveland</td>
</tr>
<tr>
<td>Colorado</td>
</tr>
<tr>
<td>Columbus</td>
</tr>
<tr>
<td>Cincinnati</td>
</tr>
<tr>
<td>Dallas- Ft. Worth</td>
</tr>
<tr>
<td>Denver</td>
</tr>
<tr>
<td>Detroit</td>
</tr>
<tr>
<td>Detroit</td>
</tr>
<tr>
<td>Dayton</td>
</tr>
<tr>
<td>El Paso</td>
</tr>
<tr>
<td>El Paso</td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
</tr>
<tr>
<td>Ft. Worth-</td>
</tr>
<tr>
<td>Galveston</td>
</tr>
<tr>
<td>Grand Rapids</td>
</tr>
<tr>
<td>Gray</td>
</tr>
<tr>
<td>Green Bay</td>
</tr>
<tr>
<td>Harrisburg</td>
</tr>
<tr>
<td>Hattiesburg</td>
</tr>
<tr>
<td>Honolulu</td>
</tr>
<tr>
<td>Honolulu</td>
</tr>
<tr>
<td>Huntington</td>
</tr>
<tr>
<td>Huntington-Charleston</td>
</tr>
<tr>
<td>Indianapolis</td>
</tr>
<tr>
<td>Jackson</td>
</tr>
<tr>
<td>Jacksonville</td>
</tr>
<tr>
<td>Johnstown</td>
</tr>
<tr>
<td>Kansas</td>
</tr>
<tr>
<td>Kansas City</td>
</tr>
<tr>
<td>Lansing</td>
</tr>
<tr>
<td>Lawton</td>
</tr>
<tr>
<td>Lima</td>
</tr>
<tr>
<td>Lincoln</td>
</tr>
<tr>
<td>Little Rock</td>
</tr>
<tr>
<td>Los Angeles</td>
</tr>
<tr>
<td>Louisville</td>
</tr>
<tr>
<td>Lubbock, Tex.</td>
</tr>
<tr>
<td>Lynchburg</td>
</tr>
<tr>
<td>Matamoras (Mexico)</td>
</tr>
</tbody>
</table>

New York State has the greatest set-ownership, with 3,641,400 TV receivers as of May 1, CBS estimates. California ranks second, with 2,542,530, and Pennsylvania third, with 2,048,950.

Breaking the country up into geographic areas, the CBS data show 1,862,450 sets in New England, 7,025,200 in Middle Atlantic States; 5,895,600 in East North Central States; 1,454,350 in West North Central States; 2,287,290 in South Atlantic States; 766,240 in East South Central States; 1,054,550 in West South Central States; 305,100 in Mountain States and 2,931,610 in the Pacific States, to make the national total of more than 23 million.

### FACTS & FIGURES

- FIGURES

#### Broadcasting

- Total Stations on Air 169
- Total Markets on Air 115

- Includes XELD-TV Matamoras, Mexico and KETV Tijuana, Mexico.

Total Sets in Use 23,990,855

---

*Where These National Spot Advertisers Sell Their Products Through Daytime Television*

**American Cyanamid Co.**
- Ritz Dandy Candy

**American Steel**
- Strickland Wheat Germ

**Armour & Company**
- Beef

**Atlantic Sales**
- McCormick & Co.

**Arvin**
- Rollin Laboratories

**B. F. Goodrich**
- Niacin Candies

**B. R. Trapp & Sons**
- Northern Paper Mills

**Best Foods**
- Hybrid

**Blue Plate Foods**
- Outboard

**Brown & Williamson**
- Pecor & Gable

**Burton's Peanut Pedigree**
- Military

**Callgan**
- Cud's Pow

**Cottle Service**
- Rigid

**Cephalin Syringe Co.**
- Johnson

**B. R. Davis Company**
- Raymond's Metals

**Dundee Mills**
- Royal Desserts

**Dunn's**
- Shell Petroleum

**Draper Company**
- S.D. Company

**Drumheller**
- Standard Broads

**Dressen Mills Co.**
- Malt Foods

**Dubois General Foods**
- White Popcorn

**Gordon Perkins Edible**
- Penrose

**Hollman Rubber Co.**
- Uncle Ben's Rice

**Howe Paper & Pulp Co.**
- Yonkers Brothers

**Knebel & Walford Co.**
- Whitehall Indoor Antennas

**McGee Company**
- Wilson & Company

---

**It's an amazing South Florida Stories Story. Call Your Free and Pateron Colton Today.**
Although the PIB first quarter figures show a decrease in total number of TV network sponsors, nevertheless total billings are ahead of the same period for last year.

TIME sales of the TV networks continue to mount, according to the records of Publishers Information Bureau, which show that during the first three months of 1953 a total of 168 advertisers purchased $51,693,476 worth of time on the video networks (at one-time rates, before discounts of any kind). Sum is 13.2% ahead of the $45,721,135 spent for TV network time in the first quarter of 1952, although the number of TV network clients in the opening quarter of 1953 did not come up to the 183 who used this medium in the same period of 1952.

Acceleration of TV network business rose as the year progressed, PIB data show, with March of this year running 16.9% ahead of last March—$18,509,328 against $15,835,973—compared with the 13.2% increase for the quarter. Neither figure, however, can compare with the 73% increase in gross billings occurring between the first quarter of 1951 and that of 1952.

Procter & Gamble Co. was the number one TV network client in March and the only advertiser to buy more than $1 million worth of time in this medium. Other leaders (Table I) are identical with those which comprised the top ten TV network advertisers in March 1952, with one exception—General Motors Corp., in ninth place this March, replaced Kellogg Co., which ranked eighth the year before.

Table I, showing the leading advertiser in each class of business advertised on network television, shows 13 firms heading their groups which were also in that position in March 1952. Table II, reporting total gross time purchases of each group of advertisers for March and the first quarter, 1953 compared with 1952, shows a like consistency from last year to this.

Food advertising ranged first, tobacco second, toilet goods third, soap fourth and household equipment fifth in March and the first quarter of 1953. Food, tobacco, toiletries and soaps likewise stood one-two-three-four in March and January-March, 1952, but in that month and quarter automotive products were the fifth most advertised on the TV networks.

Cosmetics Sales Up

RETAIL sales of perfumes, cosmetics and toiletries, not including toilet soaps, passed the billion-dollar mark in 1952, according to an estimate of Toilet Goods Assn., which calculated the 1952 gross at $1,004 million in 1952 compared with $912.8 million in 1951.

Table II

<table>
<thead>
<tr>
<th>Leading TV Network Advertisers by Product Groups for March 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Auto. Acc. &amp; Equip.</td>
</tr>
<tr>
<td>Beer, Win. &amp; Liquor</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Cosmetics, Lubricants &amp; Other Fuels</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Cat's Paw Rubber Co</td>
</tr>
<tr>
<td>General Motor Corp.</td>
</tr>
<tr>
<td>Pabst Brewing Co.</td>
</tr>
<tr>
<td>Glidden Co.</td>
</tr>
<tr>
<td>Sweats Co. of America</td>
</tr>
<tr>
<td>Electric C. of America</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
</tr>
<tr>
<td>General Foods Corp.</td>
</tr>
<tr>
<td>Texas Co.</td>
</tr>
<tr>
<td>Westinghouse Electric Corp.</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
</tr>
<tr>
<td>Reynolds Metals Co.</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td>Office Equip., Stationary &amp; Writing Supplies</td>
</tr>
<tr>
<td>Mutual Benefit, Health &amp; Accident Ass.</td>
</tr>
<tr>
<td>Grissom Watch Co.</td>
</tr>
<tr>
<td>Hall Brothers</td>
</tr>
<tr>
<td>Curtis Publishing Co.</td>
</tr>
<tr>
<td>RCA</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Colgate-Palmolive.-Feet Co.</td>
</tr>
<tr>
<td>Greyhound Corp.</td>
</tr>
<tr>
<td>Quaker Oats Co.</td>
</tr>
</tbody>
</table>

Table III

<table>
<thead>
<tr>
<th>Gross TV Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1953</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Auto. Acc. &amp; Equip.</td>
</tr>
<tr>
<td>Beer, Win. &amp; Liquor</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Cosmetics, Lubricants &amp; Other Fuels</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td>Office Equip., Stationary &amp; Writing Supplies</td>
</tr>
<tr>
<td>TOTALS</td>
</tr>
</tbody>
</table>

Source: Publisher's Information Bureau

Radio Spot Formula

BAB report distributed recently points out that more than four-fifths of all the families in the top three TV markets—New York, Chicago, and Los Angeles—can be reached three times each by an advertiser using a one week schedule of spot announcements a day on each of two radio stations in those markets. Developed from Audimeter reports of the A. C. Nielsen Co., the four-page presentation in the BAB series is based on the cumulative audience of radio advertising. It is titled "The Cumulative Audience of 21 Radio Spots Per Week . . . in Major TV Markets."

Would Pay to View, Purdue Survey Says

SURVEY conducted by the Purdue U. Opinion Panel showed that 65% of replies to a post card mailing indicated willingness to pay $1 to see a championship fight on home receivers by subscription. The survey was sponsored by Zenith Radio Corp., it was understood (Closed Circuit, May 18), though Zenith was not formally identified with the project.

Dr. H. Remmers, Purdue, said more than 23,000 post cards were received in the first six days of returns from a list of 100,000 TV set owners supplied by TV Guide. Of the replies, 70% said they were fight fans and of this number 76% said they would pay for home viewing. Among those who are not fight fans, 21% said they would pay.

Each post card asked two questions: "Are you a fight fan?" and "If a pay-as-you-see television system were in operation, would you be willing to pay $1 to see a championship fight on television in your home?"
In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ... plus the prestige and network programming of its NBC affiliation. Add the ¾-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

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

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

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

WWJ

AM-FM

Associate Television Station WWJ-TV

AM—500 KILOCYCLES—500 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION.

Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY CO.
**FACTS & FIGURES**

**TV MONEY IS NOT DIVERTED**

Magazine Advertising Bureau figures, covering 160 advertisers spending $25,000 or more in network television during last six months of 1952, are released. MAB says TV advertising is largely new money.

**TELEVISION** advertising is largely new money, appropriated for TV and not diverted from some other medium or media, according to an analysis of expenditures of TV network clients in other media in the final half of 1952 compared with the same period of 1951. This is the fifth in a series of such studies made by Magazine Advertising Bureau.

MAB figures, covering 160 advertisers spending $25,000 or more in network television during the last six months of 1952, show the following changes in advertising appropriations:

<table>
<thead>
<tr>
<th>2nd 6 mos.</th>
<th>2nd 6 mos.</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network TV</td>
<td>$9,10,114</td>
<td>$6,144,580</td>
</tr>
<tr>
<td>Network Radio</td>
<td>61,044,574</td>
<td>63,101,584</td>
</tr>
<tr>
<td>Sunday Newspaper</td>
<td>17,156,125</td>
<td>14,921,602</td>
</tr>
<tr>
<td>Supplements</td>
<td>254,639,284</td>
<td>222,607,372</td>
</tr>
</tbody>
</table>

Of those 160 TV network advertisers, 146 also use magazines, 93 network radio and 98 Sunday supplements in 1951 or 1952, MAB noted. Of the 146 magazine advertisers, 82 increased and 64 decreased their use of magazine space in the second six months of 1952 compared to 1951. Of the 93 network radio clients, 45 increased and 48 decreased their radio network time purchases; of the 98 Sunday supplement users, 46 bought more space, 52 bought less, MAB said.

"With something as fast moving as network advertising, it has been up to now, it's hard to generalize," MAB concluded. "But certainly this new medium would seem to have fitted into the advertising pattern of its users with a minimum of dislocation to the established and tested media."

**Revenue Bureau Releases Radio-TV Income Standings**

INCOME and excess profits figures for over 1,000 radio and television corporations for 1950 are shown in an industry-wide breakdown made public last week by the Bureau of Internal Revenue.

The bureau found that 1,071 active corporations had net income of $57,898,000 for 1950 on which they paid a total tax of $22,249,000. Breaking down this total, it was found that $20,580,000 consisted of income taxes and $1,669,000 of excess profits taxes.

Dividends paid in cash and assets other than stock totaled $19,064,000. The bureau found that 469 corporations showed a 1950 deficit of $6,405,000.

In a breakdown of corporate income tax returns which showed excess profits tax liability, the bureau found that 175 corporate returns showed net income of $33,830,000, excess profits net income of $3,395,000 and excess profits credit of $21,969,000. The bureau study shows adjusted excess profits income of $11,426,000. Total taxes were found to be $14,868,000, of which $13,199,000 was income and $1,669,000 was excess profits.

**Lucy,' Godfrey' Place One-Two in TV Ratings**

TOP TV ratings in April’s second report by A. C. Nielsen Co. went one-two to I Love Lucy and Arthur Godfrey & Friends in both number and percentage of TV homes reached.

The complete ratings:

**TELENEWS** Productions reports it has been formed to handle the public relations and publicity accounts formerly serviced by the late Steve Hannagan. It was announced last Tuesday by Joe Copps, president.

Mr. Copps, 30 years; Larry Smit, vice president, 28 years; Paul Snell, vice president, 20 years; Margaret Ray, secretary, 25 years, and Camille Street, treasurer, 18 years.

Clients for the new firm include the 14 that retained Mr. Hannagan. Among them are Admiral Corp., Coca-Cola Co. and Coca-Cola Export Corp.; Electric Auto-Lite Co., Glassware Institute of America, Pure Oil Co., Olin Industries, Owens-Illinois Glass Co., and the Union Pacific Railroad.

**June 'Guest Star' Shows Set**

**Productions** for June of Guest Star show packages, Treasury Dept. shows promoting sale of U.S. Savings Bonds, will be mailed to 2,900 AM and FM stations, John Koenig, chief of the Savings Bond Div. public liaison section, said last week. The shows will feature singers Georgia Gibbs, Kay Starr, Jack Webb and Rosemary Clooney. Production was handled by Ed Linehan, chief of the Savings Bond Div. advertising section, and his assistant for radio, Harry Gatton.

**Telenews Editing Table**

**AP Sets Coronation Features**

AP radio plans to distribute to clients a special series of five-minute features for use during the week immediately preceding the Coronation of Queen Elizabeth II, June 2. Features will include a general biography of the queen, an account of Capt. Blood and the Crown Jewels, and a review of Coronation traditions.

---

**Hannagan Associates Form Public Relations Firm**

**AP** radio plans to distribute to clients a special series of five-minute features for use during the week immediately preceding the Coronation of Queen Elizabeth II, June 2. Features will include a general biography of the queen, an account of Capt. Blood and the Crown Jewels, and a review of Coronation traditions.

---

**RTMA Reports 2 Million TV Sets Shipped in '53**

SET manufacturers shipped 2,060,016 TV sets to United States dealers in the first quarter of 1953, compared to 1,277,512 in the same 1952 period, according to Radio Television Mr. Assn. The RTMA estimates show that 711,838 TV sets went into the hands of dealers during the month of March, compared to 471,015 in March, 1952. TV set shipments to dealers by states for the first quarter of 1953 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>35,974</td>
</tr>
<tr>
<td>Arizona</td>
<td>14,481</td>
</tr>
<tr>
<td>Arkansas</td>
<td>12,583</td>
</tr>
<tr>
<td>California</td>
<td>130,807</td>
</tr>
<tr>
<td>Colorado</td>
<td>31,172</td>
</tr>
<tr>
<td>Connecticut</td>
<td>52,446</td>
</tr>
<tr>
<td>Delaware</td>
<td>4,991</td>
</tr>
<tr>
<td>D. C.</td>
<td>18,552</td>
</tr>
<tr>
<td>Florida</td>
<td>27,080</td>
</tr>
<tr>
<td>Georgia</td>
<td>34,600</td>
</tr>
<tr>
<td>Idaho</td>
<td>5,607</td>
</tr>
<tr>
<td>Illinois</td>
<td>156,412</td>
</tr>
<tr>
<td>Indiana</td>
<td>73,099</td>
</tr>
<tr>
<td>Iowa</td>
<td>45,358</td>
</tr>
<tr>
<td>Kansas</td>
<td>16,263</td>
</tr>
<tr>
<td>Kentucky</td>
<td>30,660</td>
</tr>
<tr>
<td>Louisiana</td>
<td>75,241</td>
</tr>
<tr>
<td>Maine</td>
<td>14,259</td>
</tr>
<tr>
<td>Maryland</td>
<td>27,159</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>168,456</td>
</tr>
<tr>
<td>Minnesota</td>
<td>55,707</td>
</tr>
<tr>
<td>Mississippi</td>
<td>17,096</td>
</tr>
<tr>
<td>Missouri</td>
<td>56,591</td>
</tr>
<tr>
<td>Montana</td>
<td>25,697</td>
</tr>
<tr>
<td>Nebraska</td>
<td>19,191</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>6,385</td>
</tr>
<tr>
<td>New Jersey</td>
<td>55,670</td>
</tr>
<tr>
<td>New Mexico</td>
<td>4,056</td>
</tr>
<tr>
<td>New York</td>
<td>159,111</td>
</tr>
<tr>
<td>North Carolina</td>
<td>40,864</td>
</tr>
<tr>
<td>North Dakota</td>
<td>2,200</td>
</tr>
<tr>
<td>Ohio</td>
<td>127,835</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>40,728</td>
</tr>
<tr>
<td>Oregon</td>
<td>27,955</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>191,243</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>9,652</td>
</tr>
<tr>
<td>South Carolina</td>
<td>12,478</td>
</tr>
<tr>
<td>South Dakota</td>
<td>5,601</td>
</tr>
<tr>
<td>Tennessee</td>
<td>29,864</td>
</tr>
<tr>
<td>Texas</td>
<td>129,980</td>
</tr>
<tr>
<td>Utah</td>
<td>16,080</td>
</tr>
<tr>
<td>Vermont</td>
<td>3,570</td>
</tr>
<tr>
<td>Virginia</td>
<td>50,871</td>
</tr>
<tr>
<td>Washington</td>
<td>51,461</td>
</tr>
<tr>
<td>West Virginia</td>
<td>29,636</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>40,183</td>
</tr>
<tr>
<td>Wyoming</td>
<td>729</td>
</tr>
</tbody>
</table>

**Grand Total | 2,060,016**
WAVE-TV, LOUISVILLE, CHANNEL 3
NOW SERVES FAR GREATER TV MARKET!

New 914-FT. ANTENNA!
(above average terrain)

New LOW CHANNEL!
(from Channel 5 to Channel 3)

New 100,000 WATT POWER!
(up from 24,000 Watts)

New, ALL-NEW EQUIPMENT!
(the most modern available)

WAVE-TV's television market — always the largest in the Kentucky-Indiana area — is now at least 50% bigger than it used to be.

According to FCC coverage curves, the new WAVE-TV television market has 52.1% additional families ... living in an 85.5% larger area ... spending 54.0% more on Retail Sales ... and representing 51.5% more Effective Buying Income!

Don't neglect the new and vitally important WAVE-TV television market. Ask Free & Peters for all the facts about it — and about WAVE-TV, the only station that can deliver it intact, and with impact!
Vacarro To AP Capital Post

APPOINTMENT of Ernest B. (Tony) Vacarro, AP White House correspondent from 1945 to 1952, as executive representative of AP's radio division in Washington was announced last week. He succeeds Howard L. Kany, who has resigned to direct CBS' Washington News Film Division (closed circuit, April 27; Bott, May 18).

In his new post, Mr. Vacarro will assist radio stations in their contacts with FCC and will supervise the AP Washington city service.

Stark-Layton Names Harris

STARK-LAYTON Inc., program packagers and producers, last week announced the signing of Burt Harris, production manager of KKTU (TV) Colorado Springs, Colo., as executive producer of Lady's Choice, to be carried on NBC-TV, Mon.-Fri., 4:30-5 p.m. EDT, starting June 8. Others to work on the series, which will originate in Hollywood, are: Midge Stark, production assistant; Mrs. Lillian Greene, coordinator of activities with women's organizations, and Ed Sobol of NBC-TV's West Coast staff, who will serve as co-producer.

Radio's GROWING

People listen to radio in cars, kitchens, yachts, bedrooms, trains, canoes, living rooms; on beaches, tractors, mountain-tops and deserts.

And WGN reaches more homes per week than any other Chicago station—in the second largest market in the nation.

A Clear Channel Station Serving the Middle West

Chicago 11 Illinois 50,000 Watts
MBS 720 On Your Dial

Trade Assns.

RADIO STILL IS PROSPEROUS

The medium faces a promising future beside its kin, TV, according to NARTB's Fellows and Richards, who were speakers at separate broadcasters' meetings last week.

Radio continues to be a prosperous industry and faces a promising future living beside television, its electronic kid brother, in the opinion of two top NARTB executives.

Harold E. Fellows, NARTB president, and Robert K. Richards, administrative vice president, told two state associations late last week how broadcasters are successfully meeting TV's competition. Mr. Fellows spoke Thursday to the Pennsylvania Assn. of Broadcasters at Bedford Springs. Mr. Richards was on the Saturday program of Kansas Assn. of Broadcasters at Topeka.

Emphasizing there are half as many radio stations in the U.S. as there were in 1948, Mr. Fellow added that there are at least 65% more receiving sets and the nation's advertising investment has gone up 35%.

At the same time Mr. Fellows sounded a vigorous warning against the two "greatest evils" of aural broadcasting—uncertain rate policies or lack of rate policies, and rate-cutting. The latter he termed "a downright stupid practice."

Mr. Richards pointed out that radio stations are meeting the new competitive factor by renewed efforts to develop new business, with most severe losses found in the area of national advertising.

These radio program trends were noted by Mr. Richards: Tendency to develop and promote radio personalities on live shows, such as farm and women's programs and disc jockey shows; broadening of local news coverage; more local programs developed; more care in selection of music, and better public interest programming.

He found renewed stress on development of local accounts, supported by more market data and better servicing of accounts. Use of persuasive rather than pressure selling methods has occurred in many areas, he said.

SCAAA Annual Conference Set Thursday-Saturday

CARRYING out the theme, "How An Advertising Agency Can Operate Profitably," the third annual conference of Southern California Advertising Agencies Assn. was held Thursday through Saturday at Hotel del Coronado, Coronado, Calif., according to Kai Jorgensen, SCAA president and executive vice president of Hixson & Jorgensen Inc., Los Angeles.

Among speakers were Jim Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., Hollywood, who talked Friday on "Tomorrow—Radio, Motion Pictures and Television." Panel members who discussed "How Media Can Best Serve the Advertising Agencies" on Saturday, included Stan Spero, account executive, KMJIC, and John Vrba, sales manager, KTIV (TV), both Hollywood.
When you ride the road to success with Operation Chain Action, you're traveling with a proven performer on WBAL, Radio Baltimore!

Operation Chain Action . . . a mighty advertising-merchandising plan . . . a chain of hard hitting selling operations all pushing your product in one unified promotion. You get powerful radio advertising with a big merchandising plus . . . 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action means business . . . for you!

And one success story follows another! National Spot advertisers show increased sales and distribution for such products as . . . candy, insecticide, cigarettes, relish, peanut butter, tea, salt! Want to know more about Operation Chain Action . . . the advertising-merchandising plan with the double punch! Contact your Petry man . . . he'll be glad to put you on the right track, the road to success with Operation Chain Action!

WBAL
RADIO BALTIMORE
NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.
If you're looking for landmarks, try the Washington Monument... if you're looking for a landslide in sales, buy "Here's Archer" on WRC... the only local radio program in Washington regularly featuring live music. Now expanded to 90 minutes daily, baritone Gene Archer's show will help you get your share of the $5,698 in retail sales per household spent annually by District of Columbia residents.

**Landmarks in history... and...**

**TRADE ASSNS.**

**TV's Benefits Cited To NRDGA Session**

A panel session arranged by NARTB tells the Cincinnati convention that close working relationships between retailers, television people are essential.

TELEVISION offers retail stores an advertising medium of powerful impact at reasonable cost, the National Retail Dry Goods Assn. was told Tuesday during a TV panel held in connection with the mid-year merchandising meeting at the Netherlands Plaza Hotel, Cincinnati.

The panel was arranged by NARTB at the invitation of Howard P. Abrahams, manager of NRDGA's sales promotion division. Howard Bell, assistant to NARTB's TV vice president, presided at the panel.

Pointing to the need for close working relations between retailers and TV, Mr. Bell said the medium offers an effective sales device. He recalled that retailers sold over $164 billion worth of goods in 1952—11.6% of it through department stores. He said TV advertising is 85% local and 15% national.

Bernard Barth, assistant director of TV operations for the Crosley stations, suggested department stores have specialized TV personnel just as they have newspaper specialists. Retail copy for television should be written by department store people, he said.

Bernice Foley, fashion commentator of WCPO-TV Cincinnati, said fashion shows on TV should be more personal and intimate than store shows, with little need for elaborate ramps and props.

H. P. Lasker, general manager of WLWD (TV) Dayton, a Crosley station, cited case histories of successful TV selling by the Rike-Kumler store in Dayton, now in its third television year. The station and store work together in developing the right formula, he said, and WLWD actually built a television studio in the store. In turn the store maintains an exclusive TV staff, which carefully plans the five weekly half-hours two weeks in advance.

Mr. Lasker said the five periods cost the store about $1,000 a week, not counting the store's own TV personnel.

Paul E. Wagner, commercial production manager of WKRC-TV Cincinnati, recalled that while TV talent and production costs had risen 24% in 1952 over 1951, the number of TV homes was up 45%, bringing the cost-per-thousand down 15%.

Mr. Wagner suggested advertisers should learn more about television. The visual medium is not like radio, on which a store can call the station and get a good selling campaign on the air within minutes or hours, he continued.

Correspondents Group Formed

FORMATION of the Government News Correspondents' Assn. in Washington, D. C., has been announced. The group will draw membership from newspaper, radio and television correspondents who report and edit news about the Government and its employees.
In Atlanta, WSB-TV gives you more for your money...considerably more

The big 10-county "single-station" audience WSB-TV gives you includes the important Macon, Georgia, market. Population of this entire 10-county bonus you get with WSB-TV is 387,600—as many people as live in a city comparable in size to Louisville, Kentucky! Ask a Petry man to tell you more about this first Nielsen report. It's interesting.

WSB-TV coverage area includes 75 counties

Station A coverage area includes 65 counties

Station B coverage area includes 44 counties

According to the first Nielsen Coverage Service Report

w sb - tv

50,000 watts on low channel 2 from a 1062-ft. tower

AFFILIATED WITH THE ATLANTA JOURNAL
AND THE ATLANTA CONSTITUTION
NEEDS THE COMPLETE technical and creative TELEVISION library in two unsurpassed books by RUDY BRETZ and EDWARD STASHEFF

TELEVISION SCRIPTS
For Staging and Study

Just Published. A complete, expert, practical course in Creative Camera Techniques. This new book, by the authors of THE TELEVISION PROGRAM is a production manual covering all the principal types of TV programs. Here is the first book to really come to grips with the problems of television directing. It gives you eight scripts and formats that can be produced on the air without royalty, with full production notes and suggestions from the top flight directors who originally produced the shows. You get a complete glossary of director's marking symbols, diagrams and notes on composition, the staging, and cutting techniques. Every step in the staging and production of virtually every type of TV script is clearly explained. 332 pages. $4.95

THE TELEVISION PROGRAM
Its Writing, Direction, and Production

The foremost book in the field, it has become the "bible" of students and workers in TV, adopted within one year by over 200 colleges, universities and schools of television. Fully illustrated with photos, diagrams, production charts and scripts. "This is it!... A complete book on television. It has my unreserved recommendation." — CHARLES F. HOLDEN, Asst. National Director of Program Production, American Broadcasting Co. 334 pages. $4.95

Essential for daily use and reference by
- Writers
- TV Program Directors
- Advertising Agency Executives
- Students in TV courses
- TV Studio Head, TV Director of good Venues
- Art Directors
- Workshop Groups
- Student Directors and Producers
- School and College TV Course Teachers
- Stage Managers
- Assistant Directors
- Choreographers
- Musical Directors
- Script Assistants

Television is a Billion Dollar Industry!

This two-volume TV library will give you the "know how" needed to make TV successful for YOU! Send for them TODAY

A. A. WYN, Inc.
23 West 47th St., New York 19

BT

Send me a week's FREE examination
☐ TELEVISION SCRIPTS FOR STAGING AND STUDIO, $4.95
☐ THE TELEVISION PROGRAM, $4.95

I will pay postage $4.95 ($9.90, plus postage and handling charge). If not completely satisfied, I will return the book (books) for prompt refund of my remittance.

Name

City Zone State

SAVIE! Enclose $4.95 ($9.90 with this coupon and we will pay all postage charges. Same 7-day guarantee of good service.

Page 48 • May 25, 1953

TRADE ASSNS.

BMI-BAB SALES CONFERENCES
GET UNDERWAY THIS Week

Series of 43 meetings will be held during the next seven weeks. The two associations will share two-day clinics throughout the nation.

SEVEN-WEEK series of 43 program and sales conferences under auspices of Broadcast Music Inc. and Broadcast Advertising Bureau will open today (Monday) in Milwaukee, Wis., and Portland, Me.

The two associations will share two-day clinics that will span the nation, with each having two teams of speakers on the road to permit a schedule of six conferences a week. BMI will program the first day of the conferences, confining its agenda to program matters. BAB will conduct meetings. Convention, network and other industry personnel will deliver specialized talks and participate in panel discussions.

BAB will have a pair of two-man teams on the road during the schedule. Sharing the clinics will be William B. Ryan, president; Kevin B. Sweeney, vice president; John F. Hardesty, director of local promotion; R. David Kimble, director of national promotion, and Gale Block Jr., director of midwestern sales.

Messrs. Ryan and Kimble will take meetings scheduled for the East Coast from Maine to Florida and as far west as Arkansas and Indiana. Messrs. Sweeney and Hardesty will cover the Midwest, Southwest and Pacific Coast. Mr. Block will alternate between both teams in the midwestern area.

BAB announced that its meetings are open to all stations regardless of BAB membership.

A 44th BAB clinic will be scheduled for New York City but the date and hotel have not been selected.

BMI headquarters officials sharing the program clinics are Carl Haverlin, president; Robert J. Burton, vice president in charge of publisher and writer relations; Glenn Dolberg, vice president in charge of station relations; Roy Harlow, vice president in charge of station service; Charles A. Wall, treasurer.

BMI's U. S. series was preceded by a Canadian kickoff this week with clinics in Calgary last Tuesday, Regina on Thursday, Amherst on Friday, and Winnipeg on Saturday.

There are 50 traveling speakers, including those for Canadian sessions, and 79 local speakers excluding the Canadians.

Speakers' subjects and aspects of "bull session" discussions, are selected on basis of suggestions sent in by more than 1,000 broadcasters responding to a BMI questionnaire. These cover all phases of programming—dramas, music, public service, importance and ingredients of good copy, sharpening programming to meet new competition, local programming, etc.

The complete schedule includes:
May 26-28: Plattsburgh, Milwaukee, Eastland, Portland, Me.
May 29-30: St. Clair; Chicago; Sherman Plaza, Boston May 31-30: Chase; St. Louis; Bond, Hartford, Conn.
June 1-2: St. Louis; Des Moines, Des Moines; Wichita, Kansas
June 3-4: Blackstone, Omaha, Neb.; Bellevue-Stratford, Philadelphia
June 7-8: Skirvin, Oklahoma City; William Penn, Pitts-
June 9-10: Rice, Houston; Fort Shelby, Detroit
June 12-15: Roosevelt, New Orleans; Deshler-Wallack, Columbus
June 16-19: Texan, Fort Worth; WIRE Studios, Indiana
June 16-19: Los Angeles:
June 17-18: Los Angeles:
June 19-22: Beverly Wilshire, Los Angeles; Andrew Jackson, Nashville
June 22-23: Clift, San Francisco; Marian, Little Rock, Ark.
June 24-25: Multnomah, Portland, Ore.; Heidelberg, Jackson, Miss.
June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.
June 29-30: Boise, Boise, Idaho; Thomas Jefferson, Birmingham, Ala.
June 30-July 1: Utah Salt Lake City; Auditor, Atlanta
July 2-3: S. U. of Denver, Denver; Wade Hampton, Colorado; S. C.
July 7-8: Northern, Billings, Mont.
July 7-9: Sherman, New York City.
July 8-9: Beverly Hills, Beverly Hills, Calif.
July 8-9: KFRR studios, Bismarck, N. D.
July 10-12: Palm, Beverly Hills, Calif.

BAB Cites Radio Points
At Trade Group Meetings

RADIO advertising effectiveness in several phases was discussed by three BAB executives at a series of special meetings of trade associations last week.

William B. Ryan, president of BAB, pointed up the advantages of radio advertising at the 51st annual convention of the North Carolina Merchants Trade Assn. in Winston-Salem on Tuesday. He described how retailers could use radio effectively by discussing the best time to reach customers, items which can be advertised most profitably and the preferable type of programming or announcement schedules.

John F. Hardesty, BAB director of local promotion, spoke to the Advertising Club of Trenon on Tuesday evening on the general subject of radio's sales effectiveness. That evening he addressed the "Radio Night Dinner" conducted by the York (Pa.) Advertising Club on radio circulation today and the outlook for the next five years.

Rounding out the week's radio promotion was a talk on Friday by Kevin B. Sweeney, BAB vice president, at a meeting of the Mfrs. Representatives Assn. in Philadelphia. He discussed the growth of radio advertising and managers and manufacturers representatives on national advertising in general and national radio advertising in particular.
The Top Banana!

Besides operating the Radio Station with the fabulous personalities and the astronomical Hoopers, we own and operate the largest legitimate Theater in the United States.

THE KRNT THEATER is the "Showplace for All Iowa."

So what happens? Well, the Station promotes the Theater and the Theater promotes the Station, and we learn about Showbusiness from both!

Last year over a half-million people passed through our Theater doors. That's a lot of people—AND a lot of KRNT impressions.

We fill our 4,200-seat house with Guys and Dolls, the Top Bananas, the South Pacifics—and with our own special radio broadcasts. We fill it once a week with wrestling—we fill it once a year with The Metropolitan Opera. From the ridiculous to the sublime.

You've got to be a fool for luck and you've got to know Showbusiness to do the job we do in both Radio and Theater.

When you go on the line for $18,000 against a big percentage for a one-night stand of The Metropolitan Opera performance of "Aida", and you scale the house at $28,000 you've got to have faith in your judgment, to say nothing of confidence in the promotional go-power of your organization.

And we ARE promoters out here. For instance, here's one way we promote our sportscaster, Al Coupee. We just signed up a pro football game for next fall—New York Giants vs. Chicago Bears. Coupee will invite every football coach in Iowa to the game and a special clinic. We guaranteed the teams a big hunk of dough against a percentage, come rain or snow, hell or high water. The sky's the limit—and that's no pun! If you want some extra thrills for your work, try gambling with that unpredictable sky when the stakes run high and Uncle Sam takes 20% off the top yet!

Yes, we're in Showbusiness clear up to our necks out here in Iowa—and we love it. We make lots of plans and no little ones. Something happens—every day—at KRNT. We don't know what mess looks like.

We operate the Station in much the same way as we do the Theater. We know you got to have stars. We have them...we call them personalities. And most of them are known throughout the land.

There's DON BELL, who Hoopers sky-high. He filled the Theater on a couple of occasions at 6 o'clock in the MORNING!

GENE EMERALD, a veteran in Showbusiness who's been with us eight years now and going great guns with his afternoon stint.

SMOKEY SMITH, the most popular country-music (hillbilly) star in this area. What a salesman—and doesn't make any difference whether it's 5:30 in the morning or 5:30 in the evening, HE SELLS!

AL COUPPEE, the most publicized sportscaster in the Middlewest. He's known out here as "Mister Sports" of Radio, and he IS!

BILL RILEY, Iowa's most popular quizmaster, air auction operator, and emcee of the fabulous children's safety show. He appears before thousands and thousands of people every year.

AL ROCKWELL, our late-night man who's recognized by everyone as a "musician's musician" but talks real friendly and down-to-earth on the air and plays the kind of music that entertains the most.

SPECK REDD, our newest addition to the roster. A terrific piano artist who not only "sends you" but "comes and gets you" for an hour every Saturday night.

NEWSCASTERS? We've got the best... Russ Van Dyke, Paul Rhoades, Don Soliday, Gordon Gammack, Dean Naven, Mac Danielson. (Gammack is in Korea covering that story). When we advertise: "You get the news first—and you get it right—when you listen to KRNT!"—IT HAPPENS. Any week-day quarter-hour newscast on KRNT is the highest Hooper-rated newscast in Des Moines—BY FAR. You don't inherit news fans—YOU EARN 'EM!

That's not our total Personality list, but it gives you the idea right off that we're running a real station out here—A LEADER IN THE NATION; THE LEADER IN DES MOINES.

We find out the hard way what people will pay to see and hear at the theater. Then we are better radio people. We learn about Showbusiness from both.

When you place your advertising on this station—KRNT (CBS) —you're buying a piece of Showbusiness that grabs and holds listeners.

Here's a quick audience picture that would open anyone's eyes not familiar with it. The Hooper figures for January, 1953, for Des Moines make it clear again—KRNT with the biggest audience by far, morning, afternoon, evening.

Morning—KRNT is FIRST in all but 2 of 22 rated periods.

Afternoon—KRNT is FIRST in all but 1 of 24 rated periods.

Evening—KRNT is FIRST in 36 out of 63 rated periods.

Sunday afternoon—KRNT is FIRST in all but 2 of 12 rated periods.

Like we say: You're RIGHT when you buy KRNT for your product or for your client's products. You get the BIG-TIME buy on KRNT, the station with the Fabulous Personalities and the Astronomical Hoopers. All Iowa looks to KRNT for entertainment... KRNT is the Showplace for all Iowa!
How Do These 12 Things Affect The Price of MEAT?

Did you know...that all these items help to bring your meat from farm to table at a lower service cost than almost any other food?

1. Hides and skins for leather goods.
2. Rennet for cheese making.
4. Glycerin for explosives used in mining and blasting.
5. Lanolin for cosmetics.
6. Chemicals for tires that run cooler.
7. Medicines such as insulin, pepsin, epinephrine, ACTH, cortisone...and surgical sutures.
8. Drumheads and violin strings.
10. Bone charcoal for high-grade steel, such as ball bearings.
11. Wool for clothing.
12. Special oils and organic chemicals widely used in industry.

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

TRADE ASSNS.

Milton Eisenhower Urges Coml.-Educ. TV Cooperation

Pennsylvania State College president discounts “enthusiastic” claims and charges from both sides of the fence, and maintains that each can benefit from the other.

COMMERCIAL and educational TV interests were urged to work together for their mutual benefit as well as for the general good in an address delivered Wednesday by Milton Eisenhower, president of Pennsylvania State College, in an address at the opening luncheon of the Pennsylvania Assn. of Broadcasters.

Attendance at the meeting, held at Bedford Springs, Pa., exceeded 160.

NARTB President Harold E. Fellows reviewed the progress of aural radio in his Thursday luncheon talk (story page 44).

Roger W. Clipp, WFIL-AM-TV Philadelphia, presided at the Wednesday-Thursday meetings as retiring PAB president. William J. Thomas, WCPA Clearfield, was elected president to succeed Mr. Clipp. Frank Aldoerffer, WLZ Lancaster, was elected first vice president and David Bennett, WTPA(TV) Harrisburg, second vice president. Joseph Connolly, WCAU Philadelphia, was elected secretary. James Murray, KQV Pittsburgh, continues as treasurer.

Added to the board of directors were Wright Mackey, WRAK Williamsport; Charles E. Denny, WERC Erie; Roy F. Thompson, WRTA Altoona; Horace W. Gross, WFMZ (FM) Allentown; James M. Tisdale, WYCH Chester; Harris Lipez, WBPZ Lock Haven; John P. Foster, WJAC Johnstown, and A. Boyd Siegel, WJPA Washington.

In a series of Thursday ufh talks a half-dozen broadcasters went into problems of starting and operating TV stations in the upper band. Sam Booth, WCHA Chambersburg, who is part owner of a new station WTVE (TV) Elmira, N. Y., listed cost of equipment items. Roy E. Morgan, WILK (TV) Wilkes-Barre, said radio’s block-programming techniques are not suitable to TV, where local shows can suffer by comparison with similar types of network productions.

A. K. Redmond, WHP-TV Harrisburg, told how WHP radio kept the area informed on progress of the TV project. He cited a promotion by Bowman’s department store, using a “home fair” theme, in which 300 sets were sold in a week. Harold Lund, WDTV (TV) Pittsburgh, described strip programming using film and live material, and explained the economy of permanent sets. Jack Steck, WFIL-TV Philadelphia, urged simple formats.

Taking part in Wednesday radio panels were Cecil Woodland, WQAN Scranton; Robert White, KDKA Pittsburgh; Lee Stauffer, WAKU Latrobe; Joseph Cleary, WKU Pittsburgh; Murray Goldsborough, WGERT Gettysburg; Allen Saunders, WCHA Chambersburg, Milton Bergstein, WMAS State College; Thomas B. Price, WBVP Beaver Falls; Mr. Thomas; Victor C. Diehm, WAZL Hazleton; Robert Walter, WVAM Art War; Elton Hall, WVPO Stroudsburg; Kathryn Kahler, WAZL Hazleton; Herbert Scott, WPZ Pottstown; Joseph Cavanaugh, WARD Johnstown; George Williams, WCED Dubois; Robert H. Teeter, KYW Philadelphia; Mr. Lipez, Ralph Price, WPPA Pottsville; Herbert Kendrick, WHGB Harrisburg; David Potter, WNAE Warren; Ed Smith, WCBM Harrisburg; J.

more **power** to Salisbury

The city of Charlotte is merely the "home office" of the CHARLOTTE MARKET. Almost 1½ million people live within a 50-mile radius — 31,000 of them in textile- and railroad-rich Salisbury. To power the industry of the Salisbury area, Duke Power Company has located and is now expanding — this massive steam electric generating plant. Salisbury unites with a score of similar towns to validate the Charlotte market story. For coverage to match the market, draw on powerful Jefferson Standard stations, WBT and WBTV.

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N.C.

Represented Nationally By C B S Radio And Television Spot Sales.
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 clinching 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!

*Thesaurus Success Story #3*

---

**TRADE ASSNS.**

Wright Mackey, WRAK, Williamsport, and William S. Halpern, WCOJ, Coatesville.

Sam Cuff, TV-radio consultant, said inflexible schedules of many radio stations keep out department store advertising of the "splash" type. He saw prospects of increasing radio's share of department store advertising budgets from 5% to 20% if stations go after the business by cooperating with stores and making contacts at the buyer level.

In a series of resolutions PAB condemned "bait" advertising as a threat to the medium's integrity; urged passage of state libel protection legislation; opposed a Congressional bill (S1396) proposing to exempt baseball from antitrust laws; commended BAB clinics; supported the new Federation of State Broadcasters Assns.; favored NARTB's radio and TV codes; commended the PAB "radio month" project and urged continuation of the idea, and advocated continued get-out-the-vote campaigning. Mr. Morgan was chairman of the Resolutions Committee.

WFBC-TV Alcoona carried televised versions of the proceedings, using still photographs and descriptions of the meetings to show the public what broadcasters are doing.

**NARTB Explores TV Role in Furthering Education, Culture**

Data gathered will be used to answer TV's critics, particularly assertions that the medium encourages crime, violence and juvenile delinquency.

ROLE played by the commercial television industry in advancing education and culture will be explained to the public in a project now underway at NARTB.

The association is compiling a record of the industry's educational programming as part of a two-pry move to answer the principal charges made by critics. The second charge centers around oat-voiced claims by anti-TV groups that television encourages crime, violence and juvenile delinquency.

In charge of compiling facts is NARTB's TV Information Committee, of which President Harold E. Fellows is chairman. Richard M. Allerton, NARTB research manager, is chairman of the research subcommittee and Richard Borel, WBNS-TV Columbus, is chairman of the implementation subcommittee.

The information group will meet Thursday at the Ambassador Hotel, New York. The session is one of three meetings of association committees scheduled during the week. The NARTB Standards of Practice Committee meets Monday and Tuesday at the Waldorf-Astoria, New York. John F. Meagher, KYSM Mankota, Minn., is chairman. Third session will be that of the NARTB Insurance Committee, meeting Friday in Washington. Roger W. Clipp, WFIL Philadelphia, is chairman.

NARTB's Standards of Practice Committee is working on a rewriting of the original radio standards that went into effect in 1948 after two years of planning. Mr. Meagher has indicated his hope the committee will complete its revision this week, with possibility the meeting will be held over through Wednesday if necessary.

---

**GOVERNMENT**

ONE UP, ONE DOWN IN TEXAS TV BIDS

FCC grants vhf Ch. 4 at Harlingen to KGBS as Tom Potter's CP for uhf Ch. 24 at Austin is returned. Post-thaw grant total now stands at 361, but three (all from Texas) have been returned.

TEXAS again gained and lost one TV authorization last week as the FCC granted vhf Ch. 4 at Harlingen, Tex., to KGBS there while Potter obtained construction permit for uhf Ch. 24 at Austin, where KTBC-TV is operating on vhf Ch. 7.

The Ch. 4 award to KGBS was the only new TV station approved by the Commission during the week. The single grant boosts post-thaw authorizations to a total of 361, but three of these CPs have been returned, all from Texas. Aside from the Potter permit for Austin, the others returned were KGLK's CP for vhf Ch. 3 at San Angelo and Permian Basin TV Co.'s CP for vhf Ch. 2 at Midland [B*T, May 11, April 6].

Mr. Potter, who said he will retain his permit for WTFT (TV) Chattanooga on uhf Ch. 43, told the Commission he was giving up his Austin grant because of difficulty in locating an adequate site and obtaining equipment.

The Ch. 4 grant at Harlingen was issued to Magic Triangle Television Inc., owned by KGBS principals. Effective radiated power of 13 kw visual and 6.9 kw aural is specified, with antenna height above average terrain of 410 ft.

The KGBS grant was made possible by withdrawal of a Fortnight application at Minneapolis for vhf Ch. 3 at Houston Mayor Roy Hofheinz, who owns KSOX Harlingen [B*T, May 18].

In other TV actions, FCC designated for consolidated hearing in Washington on June 19 three competitive applications for vhf Ch. 12 at Shreveport, La. These are KRMD, KCIJ and Shreveport TV Co.

The Commission advised Northwestern Bible College and the RF Commission its application for a new commercial TV station on vhf Ch. 23 "involves considerations which indicate the necessity of a hearing."

Pending for vhf Ch. 13 issued a fortnight ago at Eugene, Ore., to Eugene TV Inc. was modified by FCC last week to include condition that part owner C. H. Fisher must divest himself of all interest in KUGN there, which he acquired earlier in a reshuffle of stockholders in the TV applicant, KUGN and KORE [B*T, May 18, 41].

Oregon Broadcasters Get Political Libel Relief

OREGON state radio and TV station operators are guaranteed immunity from libel suits arising from statements by political candidates on broadcasts or telecasts in a bill signed by Governor Paul Patterson on May 2. It complements existing Oregon laws protecting broadcasters from liability. For defamatory remarks unless it can be proved the station failed to exercise due care.

Sponsored by the Oregon State Broadcasters Assn., and introduced Feb. 20 in the Oregon House of Representatives, the measure was passed in the closing days of the legislative session without a dissenting vote, according to OSBA.

Page 52 • May 25, 1953
QUALITY that ENDURES!
That's the WINCHARGER combination, the reason why more TV, AM and FM stations specify WINCHARGER than any other tower. From coast to coast... and all over the world they have demonstrated their durability, ease and economy of maintenance, and maximum efficiency. Whatever your tower needs may be, you'll find that WINCHARGER will serve you well, too.
ROBERT J. DEAN, GLENN GILLETT
MENTIONED FOR FCC POST

KOTA operator confers at White House and Republican National Committee, under sponsorship of Sen. Case. Mr. Gillett, veteran engineering consultant who plans to retire from practice, urged to seek Commission vacancy. Several others still in running for post to be open June 30 when Comr. Walker's term expires.

LAST WEEK saw two new names crop into speculation for the vacancy on the FCC to be created June 30 with the expiration of the term of the veteran Democrat, Paul A. Walker. Newcomers are:

Robert J. Dean, president of KOTA Rapid City, S. D.

Glenn D. Gillett, consulting engineer of Virginia, who is retiring from his engineering practice on July 1.

Mr. Dean, who has been in radio since 1922 and is a lawyer, was called to Washington at the instance of Sen. Francis D. Case (R. S. D.). He conferred at both the White House and the Republican National Committee but did not see the President.

Contacted by B·T, Mr. Dean was noncommittal. It was learned, however, that the FCC vacancy had been discussed and that Mr. Dean was confronted with the preliminary decision as whether he would be willing to divest himself of his 55% interest in KOTA and KOZY (FM), as well as his ownership of Radio Games Service, which controls five "Service Marks" he is syndicating in the premium-content field on radio.

Presumably, if Mr. Dean decides to dispose of his holdings, he will become an active candidate, and Sen. Case, a close personal friend, evidently already has urged him to seek the appointment which would complete the Republican reorganization of the Commission. The FCC balance then would be four Republicans (Hyde, Chairman; Sterling; Doerfer and the new appointee; Democrats, Hennock and Bartley, and Webster, Independent).

Despite the fact that there have been a number of candidates for the post, word has gone the rounds for some days that the FCC post is still "wide open." Others in the running include Charles Garland, general manager of KOOL Phoenix, controlled by Gene Autry; Edward J. Heffron, former NARTB public relations man and formerly with Johnson & Johnson [Closed Circuit, May 18], and J. Paul Marshall, Washington attorney, who has been prominently identified with the Young Republicans of Maryland.

Mr. Gillett, it was learned, has been urged by friends to seek the FCC post. He is 55 and has decided to retire from consulting practice since he has adequate means. A Republican, he has lived in Virginia since he began his consulting practice in 1936. He was formerly with Bell Telephone Labs in New Jersey and has done considerable government work, having given up his practice during World War II to function as a chief engineering consultant to the Army Signal Corps. He is a native of Colorado but lived in California for many years.

Mr. Dean practiced law in South Dakota following his graduation from the State University. He practiced in Watertown from 1926 until 1929 and for the following three years was special counsel for J. J. Case Co., farm machinery manufacturers.

Mr. Dean, 51, started in radio in 1932. He owns control (55.5%) of KOTA and KOZY (FM), and is an applicant for TV Ch. 7. He has built seven stations in South Dakota.

Although he has not been active in state politics, he did serve on the City Commission from 1949 until 1952. He has been a Republican for 25 years and was active in the Eisenhower campaign. Mr. Dean is married and has two daughters, 20 and 22, now attending college.

Mr. Dean's two visits to the White House ostensibly were to talk over the President's planned trip to Rapid City on June 11 when he will address the Young Republicans National Convention and visit Mt. Rushmore National Park.

Strongest proponent of Mr. Garland, who has been in the running virtually from the start, is Eugene C. Pulliam, Republican National Committeeman, publisher of the Indianapolis News and Star, and owner of WIRE. Mr. Pulliam, a potent political figure, also lives part of the year in Phoenix, where he owns the Republic and Gazette.

Webster Goes Abroad

FCC Comr. E. M. Webster flew to England May 15 in advance of the May 26-June 13 meeting of International Telegraph Consultative Committee at Arnhem, Netherlands. He will head the U. S. delegation. Marion Woodward, chief of FCC's International Division, sailed for Holland May 16. Comr. Webster was to discuss maritime radio matters first at London, then fly last Wednesday to Geneva for conferences on International Telecommunication Union matters. His return to Washington is scheduled for mid-June.

Page 54 • May 25, 1953
KEY TO THE CITY

KPIX consistently wins not only awards such as this for public service, but accolades from sponsors for many a job well done.

"Unusual policies" in public service, coupled with great CBS, DuMont and local programming, have won such faith and following that KPIX is indeed the "key to the city"... and to every television home... throughout Northern California.

KPIX TELEVISION CHANNEL
SAN FRANCISCO, CALIF. 5

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency
Represented by: FIRST Station, No. 1

HYDE TELLS HEARING SPEED-UP PLAN

Three-point plan to accelerate TV hearings involves FCC rules revision, more examiner teams and changes in law.

THREE-POINT plan to speed up handling of TV hearing cases was discussed Monday by FCC Chairman Rosel H. Hyde and the Senate Interstate & Foreign Commerce Committee, the latter giving the Commission some "home work" in the form of additional committee questions.

As discussed, the proposed speed up involves:

* Revision of FCC rules and procedures to shorten hearing records and expedite staff and Commission action on such cases.
* Provision by Congress of supplemental funds to hire more hearing examiner "teams" to clear the backlog of 650 applications.
* Suggested changes in the Communications Act and possibly the Administrative Procedure Act to remove administrative "obstacles" held to be in the way of efficient Commission functioning with respect to TV hearing cases.

At the morning meeting with the committee, Chairman Hyde reported the first time that the Commission at its May 14 meeting decided to revise its policy in the handling of TV applicants which become the sole survivors in a comparative hearing after opposing applicants withdraw from the contest. He told the committee FCC henceforth will retain the sole survivor in hearing status for decision by the examiner and will not, as before, put such survivor back into the regular processing line, making him "vulnerable" to new competitive bids.

Proposals under consideration by FCC to further streamline procedure, according to Chairman Hyde, include:

* Plan for "paper" TV hearings, in which affirmative cases would be made in writing and oral presentation would be limited to cross examination of specific witnesses [Closed Circuit, May 18].
* Extension of the principle of the "cut-off rule" to cases destined for eventual comparative hearing but not yet designated formally. The cut-off rule requires a new applicant to file more than 30 days before a comparative hearing begins if he wishes to be included in the contest.
* Suggestion for local publication of "due notice" by a TV applicant upon filing at FCC, so many days after which he would receive protection from a competitive application and thus be ready for consideration by the Commission.
* Intent of Commission to advise its examiners to "contain" their hearing records to essentials and to cut out needless minute detail. Latter practice drew rebuke of some Committee members who cited "comparative consideration of the number of janitors" a proposed station would have.

Chairman Hyde informed the Committee that bolstering of the Commission's present 12 examiners with the seven new teams provided by the proposed $7.1 million FCC budget would provide "substantial relief" in TV processing.

As to legislative changes, Chairman Hyde discussed:

* Provisions of the McFarland Act amendments which prevent the Commission from talking with its "staff officers" (general counsel, chief engineer, chief accountant) and hearing examiners. He felt these restrictions are beyond the requirements of the Administrative Procedure Act.
* Present interpretation of Sec. 309(c) of the Communications Act which allows "parties in interest" such as local radio stations to protest, on grounds of "economic injury," the permits for new TV stations. Chairman Hyde said Justice Dept. representatives already have indicated a local theatre operator may have rights to protest a TV grant under Sec. 309(c).
* Transfer of FCC hearing examiners from Civil Service status to direct employment by FCC so as to assure more efficient hearings. This point was emphasized by committee member Sen. John W. Bricker (R-Ohio).

Chairman Hyde was accompanied to the Monday morning meeting by all other Commissioners excepting Comr. E. M. Webster, now abroad on telecommunication matters [see story, page 54]. Also attending were FCC Broadcast Bureau Chief Curtis B. Plummer and Assistant Chief Joseph M. Kittner.

In Chairman Charles W. Tobey's (R-N.H.) absence, Sen. Homer E. Capehart (R-Ind.) presided for the Senate Commerce Committee.

The FCC Chairman reported some 169 stations are operating and 630 applications remain to be processed through comparative hearings. A total of 732 communities have channels applied for, he said.

Virtually all non-hearing applications have been "screened and granted" by this time, he reported.

Baseball Could Protest TV

After Chairman Hyde explained that Justice Dept. spokesmen have indicated local theatre operators may have legal right under Sec. 309(c) to cite economic injury and protest TV grants, Sen. George A. Smathers (D-Fla.) asked, "What about baseball?"

"I could see the possibility," the Chairman retorted.

On the newly revised policy for handling of survivors in comparative hearings, Chairman Hyde explained it formerly has been the practice to return the survivor to the non-hearing processing line, despite vulnerability to new attack, because there was no preliminary processing of bids as to legal and technical qualifications as is now done under the revised hearing procedures.

Since, under the new hearing rules, an applicant is found basically qualified and would be granted were it not for the contest, he now will be kept in hearing status for prompt decision should he become a sole survivor.

Sen. Capehart expressed fear that the changed policy might encourage "collusion" and "fake hearings" among applicants in order to prevent competition and gain the cloak of protection afforded by hearing status. He and Sen. Smathers felt the policy, when effected, should be made retroactive to prevent such abuse.

Without a retroactive clause, Sen. Smathers pointed out, he could run around the country and tie up uncontested bids, then wait to be bought out by the legitimate applicants.

For protection of pending bids still awaiting FCC action, Chairman Hyde also suggested a cut-off rule to protect them from competitive attack. He thought local community notice by advertisement of filing with FCC might work, with the cut-off to apply for many days thereafter on filing of competitive bids.

As asked by Sen. Capehart if TV processing efficiency would be helped by cutting out "dead weight" from FCC's staff, Chairman Hyde replied, "I think dead wood would be at a minimum in our agency."
ANOTHER Big Extra Value for K-NUZ advertisers

K-NUZ plugged your product to 70,000 people at the Houston Annual Home Show, April 19-April 21.

An impressive booth display with glittering signs, colorful balloons and a revolving display of K-NUZ's top disk jockey personalities attracted the attention of visitors—thousands of regular K-NUZ listeners—to the products advertised on Houston's leading independent station.

NATIONAL AND REGIONAL ADVERTISERS:

ANAHIST
BAYER ASPIRIN
B. C. POWER
BORDEN'S EVAPORATED MILK
CHASE & SANBORN COFFEE
CHOZU GUM
CRUSTENES
DREFT
FEEN-A-MINT
FROSTIE
GENERAL ELECTRIC
GREENE's CAKES
HADACOL
INSTANT MAXWELL COFFEE
JELLO PUDDING
JELLO PIE FILL
Kaiser-Frazer
LADIES' HOME JOURNAL
LIFE
LONE STAR BEER
MANISCHWITZ WINE
MUSTERBODE
NABISCO MILK BONE
NADHOLA
NOXIDENEO
O. J. BEAUTY LOTION
PHENIX DAIRY
PREAM COFFEE CREAM
PRELL
PULTEX
RAYCO SEAT COVERS
RAYTHEON TV
RCA TV
ROBERT HALL CLOTHES
ROYAL CROWN
SATURDAY EVENING POST
7-MINUTE PIE MIX
SILVER DUST
SILVER SPUR DUDE RANCH
SOUTHERN SELECT BEER
SIS TONIC
STARBACK
SULPHUR B
SWANS DOWN CAKE MIX
TABASCO SAUCE
TENDERLEAF TEA
TRENKO
WILDROOT CREAM OIL

DAVE MORRIS, Manager  •  FORJOE, National Representative

K-NUZ
12-2-3 ON YOUR DIAL
4701 CAROLINE • HOUSTON
TWX - HO - 414
GOVERNMENT

CBS ENTERS FIELD FOR BOSTON CH. 5, REACHES FCC’S LIMIT FOR TV OUTLETS

The network’s application is pitted against those of WHDH Boston and Greater Boston TV Corp. It proposes operations far more extensive than either of the competitors.

CBS filed for Boston’s vhf Ch. 5 Friday and thereby reached for the FCC-imposed ceiling of five on multiple station ownership. WEEI-AM-FM there is CBS owned-and-operated.

The network is a perquisite of WCBS-TV New York; KNXT (TV) Los Angeles, and WBBM-TV Chicago and, as owner of KMOX St. Louis, has filed for Ch. 4 there.

A keen fight is developing for Boston’s only unclaimed vhf outlet with WHDH, owned by the Boston Herald-Tribune, and Greater Boston TV Corp., formed by 21 Hub businessmen including Joseph A. Dunn, president of WORL there, already in the field. Hildreth & Rogers Co., is expected to dismiss its bid, having sold its only outlet, WLAW Boston, to General Teleradio Inc., owner of WNAC-TV there 1B+T, May 113.

The network has proposed a far more extensive operation than either of its competitors. For one thing, its estimated construction cost of $1,907,887 is almost double the combined estimates ($972,763) submitted by WHDH and Greater Boston TV. Also, anticipated first year revenues of $1,276,000 far exceed Greater Boston TV’s expected $700,000 or the $798,130 WHDH figured.

A breakdown of cost items showed $806,000 proposed for buildings, $488,400 for studio equipment and $363,647 for transmitters and antenna. Like its competitors, CBS proposed an effective radiated power of 100 kw visual and 50 kw aural. It plans a 1,000-foot antenna located in Framingham and for a studio will use the Tremont St. building currently housing WEEI.

Extent of Grade A Contour

The Grade A contour would reach from above Nashua, N. H., on the north to below Providence area includes Worcester westward and Scituate, Mass., southeast on the Atlantic Coast.

Northampton, Mass., falls within the Grade B circle as does almost all of Rhode Island and all of Massachusetts except a stretch of Cape Cod between Barnstable and Provincetown and the islands of Martha’s Vineyard and Nantucket.

In addition to broadcast interests already cited, CBS owns WCBS-AM-FM, WBBM-AM-FM, KNX-AM-FM, KCBS-AM-FM San Francisco, is 45% stockholder in WTOP-AM-FM-TV Washington and holds 47% interest in WCCO-AM-TV Minneapolis.

Included with the application is a statement of the network’s balance as of April 4, 1953.

It shows CBS fortified by $63,698,441 in total current assets and $122,525,193 in total assets. Specifically, cash on hand totalled $14,823,551, inventories $13,445,392 and accounts receivable added $29,790,252.

Earned surplus was given as $39,205,305. Among liabilities were listed $5 million in bank loans due within the year and another $30 million to be met between 1957 and 1973. Mortgages totalled $5 million and accounts payable $23,436,898. Current liabilities amounted to $38,539,901.

By far the most significant stockholder is Chairman of the Board William S. Paley, who controls 11.15% between his personal holdings and the interest of Shelter Rock Development Corp., which he owns. Adding the stock held by Samuel Paley, his father, the family equity amounts to about 12%.

FCC OKAYS STORER WBRC-AM-TV BUY

PURCHASE by Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was granted last Thursday by the FCC. Application for approval had been filed last month 1B+T, April 13, March 301.

Storer earlier withdrew its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10) [B+T, March 9]. This action was necessary because approval of the purchase of the Birmingham stations gives the Storer company the maximum of five TV outlets permitted by the FCC.

At the time that Storer filed its application for the WBRt stations, the company told FCC it was negotiating to sell WSAI-AM-FM Cincinnati so it would not have more than seven AM stations. While this maximum is not an FCC regulation, the Commission has frowned on owner having more than seven standard broadcast outlets.

Storer had also noted no intention of changing personnel in the Birmingham stations pending study. G. F. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), its D. Smith III, program director (WBRC-TV). J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

WBRC, established in 1925, operates on 960 kc with 5 kw. WBRC-TV began operating in 1949 and is on Ch. 6 with 35 kw. Both stations are affiliated with NBC.

Mrs. Eloise H. Hanna was owner of Birmingham Broadcasting Co. She held all of the issued stock. Under the contract with Mrs. Hanna, Storer had placed a $100,000 deposit on the sale. Agreement also showed net quick assets of approximately $73,000.


Gerity Granted Pontiac AM

NEW AM station at Pontiac, Mich., on 1460 kc with 500 w fulltime, directional night, has been granted by FCC to James N. Gerity Jr., operator of WIKO Bay City and WABJ Adrian, Mich. Finding that only slight interference would result to WCLC Flint, Mich., FCC approved Mr. Gerity’s petition for removal from hearing. The grantee also is applicant for a new TV station at Bay City on vhf Ch. 5.

Page 58 • May 25, 1953
complete unattended operation by GATES

GATES equipment for unattended operation is complete!

Yes, even the rack cabinets are provided and installation is a
simple procedure. Only negligible alterations are required in trans-
mittin plant and when installation is complete, operation is
efficient and trouble free!

Two models, both very similar, are available. One is for use
with GATES Frequency Monitor and the other for use with
General Radio frequency monitoring equipment.

When you buy GATES equipment for remote control of your
transmitting plant, as usual you receive the extras. Everything
possible has been done to make it unnecessary for the installing
engineer to run out and buy more to complete the installation.
Standard equipment includes motor tune plate rheostat, including
rheostat, all mounted on one chassis and ready to mount in the
transmitter so you will not have to remove the present rheostat
from your transmitter front panel. Also included is a unique radio
frequency amplifier to air operate your modulation monitor. All
equipment is supplied mounted and wired in rack-cabinets. Even
a complete diode type remote reading antenna meter is provided,
elminating alteration or reworking your present remote metering
equipment.

Design is around conventional dialing system with high quality
stepping relays that operate heavier relays, some of which are
part of your transmitting equipment and part of which are supplied
with the remote package. Installations are actually tested on
lengthy telephone lines installed at GATES plant for this purpose.

Whether you are using GATES equipment or that of other
makers, you can't go wrong in selecting the complete remote control
apparatus for unattended operation — GATES of course! The
price? Very reasonable! Is installation service available? If you
want it, but we doubt if it is necessary — simply because it is
complete to begin with. Write, wire or phone any GATES office
for complete information.

Here is the complete remote equipment used at the studio.

This is the complete transmitter installation — a want high
rack cabinet!

PROVIDES FULL CONTROL AND VISUAL
INDICATION OF MAJOR TRANSMITTER
FUNCTIONS — AS DEFINED BY THE FCC

PARTIAL LIST OF FUNCTIONS ARE:
• TURNS TRANSMITTER ON AND OFF
• READS CURRENT OR VOLTAGE OF MAJOR METERS
• PROVIDES AN ADJUSTABLE POWER CONTROL
• PROVIDES TOWER LIGHT INDICATION
• PROVIDES REMOTE READINGS OF FREQUENCY AND
MODULATION MONITORS
• AMPLE STUDIO RACK SPACE FOR OTHER ADDITIONS.

GATES Radio Company
Quincy, Illinois, U. S. A.

Manufacturing Engineers SINCE 1922

2700 Polk Avenue, Houston, Texas
Warner Building, Washington, D. C.
51 E. 48th Street, New York City
International Division,
13 E. 40th St., New York City
Canadian Marconi Co., Montreal, Quebec

May 25, 1953 — Page 59
KOIN, KGW MERGER MAY SPEED PORTLAND VHF CH. 6 GRANT

Pioneer Broadcasters, KGW licensee, would acquire a five-year option on 50% interest in the Mount Hood group, which owns KOIN. The proposal may come under FCC's new "umbrella" protection policy.

PROPOSED merger involving KOIN and KGW Portland, Ore., competitors for vhf Ch. 6 there, may result in that TV hearing becoming the first to receive an expedited decision under the new "umbrella" protection policy reported by FCC Chairman Rosel H. Hyde on Monday for applicants who become sole survivors in such contests (see story page 56).

Under the merger plan, KGW's licensee, Pioneer Broadcasters Inc., acquires a five-year option to purchase 50% interest in Mount Hood Radio & Television Corp., licensee of KOIN. Pioneer's Ch. 6 application is to be "disposed of" in a manner which late last week was undecided, leaving the field free for a grant to Mount Hood. Since the case continues in hearing status, it would be immune to attack by any new competitive bid.

Following the proposed merger, KOIN would be retained but KGW would be sold to a third party to preclude common ownership of two AM stations in the same area, in accord with FCC's duopoly rule.

Negotiations for the sale of KGW already are underway; it is understood, with the prospective purchaser consisting of a group headed by West Coast broadcaster and representative John D. Keating. Consideration is said to be in the neighborhood of $400,000.

The merger plan is significant in that it could mean a prompt second TV service to Portland, now served only by KPTV (TV) on uhf Ch. 27. KPTV (TV), post-harvest grantee owned by Empire Coil Co., began operation only last September.

The KGW-KOIN Ch. 6 contest went before Examiner Elizabeth C. Smith for further hearing last Monday afternoon. It was continued until June 1 in view of the merger proposal and Chairman Hyde's announcement of policy revision before the Senate Interstate and Foreign Commerce Committee last week.

The record of the Ch. 6 hearing was officially opened Oct. 1, 1952, along with the other Portland channel contests, but was continued from time to time because of procedural litigation between KGW and KOIN and the precedence of hearings before the examiner.

Negotiations between KOIN and KGW on the merger plan have been underway about a fortnight, it was reported. Pioneer Broadcasters, upon acquiring 50% of Mount Hood's stock, also would be entitled to elect three of the seven members of the board of directors. Three others would be named by Mount Hood's present principals and the seventh director probably would be an attorney acceptable to both groups.

Theatre operator Ted R. Gamble, now 43-5% owner and board chairman of Mount Hood, following the proposed merger would become president while C. Howard Lane, now president, would become vice president in charge of the television operation. Harry H. Buckendahl, general manager of KOIN, would become vice president in charge of the AM and FM operations.

Principals in Pioneer Broadcasters are Samuel I. Newhouse Jr. and family, owners of the Portland Oregonian. The family also controls WOR AM-AM-FM of New York City.

KOIN is a CBS outlet on 970 kc with 5 kw, directional night. KGW is an affiliate of NBC, assigned 5 kw directional on 620 kc.

There are several methods by which "disposition" of the KGW Ch. 6 television application might be accomplished. Under the new "umbrella" protection policy, the KGTV TV bid could be dismissed, thereby enabling the examiner to enter an immediate decision granting the KOIN Ch. 6 TV outlet. Or, both parties could request the examiner to accept data on the merger plan and close the hearing record, the parties waiving initial decision and asking FCC to issue a prompt final ruling on grant KOIN and deny KGW. The course to be employed is expected to be worked out this week.

Conelrad Program Plans Needed by CD—Sterling

As the nation's first emergency radio system network (Conelrad) went into effect May 15, FCC Chairman Sterling warned that Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

Conm. Sterling, returning from an inspection of Conelrad operations in certain West Coast cities and conferences with air defense officials, said he found the Conelrad project "very efficiently organized and Sterling warned that Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

Conm. Sterling, returning from an inspection of Conelrad operations in certain West Coast cities and conferences with air defense officials, said he found the Conelrad project "very efficiently organized and Sterling warned that Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

Conm. Sterling, returning from an inspection of Conelrad operations in certain West Coast cities and conferences with air defense officials, said he found the Conelrad project "very efficiently organized and Sterling warned that Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

The Conelrad system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations. Most radio stations would go off the air (TV and FM stations would go off completely) and citizens would receive messages only at the 640 and 1240 kc frequencies. (For detailed Conelrad data see FOR THE RECORD, May 4).

The broadcasting industry has provided $2 million of its own funds to provide facilities for the system.

Meanwhile, FCC announced last Thursday that it has modified the license authorizations of about 1,500 AM stations, effective May 15, to enable them to conform their operations to the Conelrad plan.

Three Communications Bills Sent to Senate Last Tuesday

HOUSE last Tuesday passed and sent to the Senate three bills on communications. They were approved by the House Commerce Committee a fortnight ago [AT DEADLINE, May 11].

Bills are HR 4558, which would extend the time the FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

All the bills were sponsored by FCC.
ONLY A FEW WEEKS LEFT TO GET ABOARD THIS HOT WEATHER PROMOTION

"The greatest selling plan ever presented in the Pacific Northwest" — the KEX SUMMER BANDWAGON, is again scheduled for a campaign this year, to start June 15th for 12 weeks through September 5th. The "Bandwagon" is a combination exchange of promotion between KEX and Portland's leading food outlets for the benefit of KEX advertised products who maintain an established minimum required schedule during the 12-week period.

THE BIGGEST Grocer Grossers in the Portland metropolitan area are cooperating with KEX in this second summer of sensational sales promotion.

And ALL-YEAR 'ROUND Merchandising, Too!

KEX-tra Values: A complete merchandising service by an experienced staff, regularly servicing the biggest and best stores in the Portland area. Every week these stores attract 540,000 customers who spend nearly $2 million. (About 60% of the total weekly Portland Food Stores Sales.)

For complete details of BOTH MERCHANDISING SERVICES see KEX Sales or Free & Peters

KEX Oregon's Only 50,000 Watt Station ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc. · KEX · KYW · KDKA · WBZ · WBZA · WOWO · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
**FCC MAY GET $300,000 MORE**

Senate passes Independent Offices Bill, approving funds boost for FCC's fiscal 1954 operation to help Commission process additional TV applications. Total FCC appropriation recommended is $7.4 million.

COMPROMISE was struck in the Senate last Wednesday to give FCC an additional appropriation of $300,000 to take a bigger bite in the TV application load.

Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee, supported by colleagues from TV-hungry states, forced the issue before the Senate.

The funds for FCC's 1954 fiscal operation were voted unanimously Wednesday. Total FCC figure, recommended by the Senate, now stands at $7.4 million, $300,000 more than the House-approved bill that was sent to the President can sign the House-approved bill (Independent Offices Bill).

The $300,000 was agreed upon by the Senate Appropriations Committee and Sen. Johnson, after contact was made with FCC Chairman Rosel H. Hyde. Sen. Johnson said the money was "acceptable" but was "far from adequate."

He predicted the sum would give the FCC an additional seven examiner teams. FCC now has 10 examiner teams working on TV. The House-approved bill would have given FCC another seven examiners. Thus, the overall increase in the Senate version would give FCC a total of 24 examining teams.

Technically the accepted amendment was offered by Senate Majority Whip Leverett Saltonstall (R-Mass.). It reached the sympathetic ears of Sens. Homer F. Capehart (R-Ind.); Burnett R. Maybank (D-S.C.),—he said he would do his "best" in conference to retain the figure; Spessard L. Holland (D-Fla.),—he wanted assurance that FCC would revise its procedures; William Langer (R-N.D.)—he said he would have voted for the entire sum requested by Sen. Johnson; Dennis Chavez (D-N.M.), and Arthur V. Watkins (R-Utah).

Sen. Saltonstall said Chairman Hyde informed him that there were about 600 applications on file and that 250 more were expected before the year was out. One team could handle about 15 applications yearly; 17 could handle 255 applications per year.

He noted that FCC, as indicated in the Senate Appropriations Committee report [BT, May 18], could return to Congress and request an additional appropriation "if the Commission can recruit the men required."

Sen. Johnson originally had proposed an additional $618,440.

Sen. Johnson, in pushing his battle for more FCC funds to process TV, warned colleagues last Monday that Congress would be continuing the TV station freeze by not providing more money to hire additional examiner teams.

Supporting his fight were Democratic Sens. George A. Smathers and Holland, both Florida, and John C. Stennis of Mississippi.

Both Sens. Johnson and Smathers referred to FCC testimony given that day to the Senate Commerce Committee (see story, page 56).

Summary of Sen. Johnson's position:

- He would provide for a total of 40 examiner teams. They could process applications at such a rate as to permit clearing of the backlog in TV cases in one year. Otherwise, he cautioned, there may be as much delay as five years.
- "Dragging out" of hearings would result in higher costs. Therefore, government spending for TV now would mean less cost later.
- Senate Appropriations Committee is "misinformed" in believing the "bottleneck" is in FCC rather than with the number of hearing examiners. (It was precisely on this point that Senate leaders could not agree and which forced postponement of further consideration of the Johnson Amendment to Wednesday).
- By appropriating additional money, Congress "can set in motion a chain reaction which in a few years' time will create billions of dollars in business." It would increase employment, advertising and selling would be stimulated and set sales would be at least doubled.

**Bids for TV Directionals Believed to Be First**

TWO requests for television directional antennas were tendered to FCC last week, believed to be the first to ask such operation. Versluis Radio & TV Inc., permittee of uhf Ch. 35 WTVM Muskegon, Mich., petitioned for modification of its authorization so as to specify slight directionalizing of its antenna to put minimum required signal into a public park just within the city. The technicality was undercut by WGRD Grand Rapids, Mich., during FCC's hearing on the WGRD protest of the TV grant to Versluis [BT, April 27].

The other directional antenna request came from KRIQ-TV McAllen, Tex., permittee for uhf Ch. 20 with effective radiated power of 86 kw visual and 49 kw aural. The antenna would be directionalized to put greater signal over the lower Rio Grande Valley. ERP in the maximum direction would be 566 kw and in the minimum direction 61 kw, it was reported.

**Radio-TV Rates Exemption Voted in 'Controls Standby'**

EXEMPTION of radio-telephone station rates from 90-day emergency "standby controls" was voted in the measure passed by the Senate last Tuesday.

The amendment exempting radio-TV and printed media was offered by Sen. Price Daniel (D-Tex).

"These controls are essentially commodity controls, while the newspaper, radio and television rates, are more like fees for professional services. Authority to control these rates would permit undue government interference with our press and radio," Sen. Daniel said.

The last controls law enacted by Congress similarly exempted radio and TV station rate controls. Rates were frozen, however.

Senate bill was sent to the House for consideration.
"There was a big man from Dubuque"

He weighed 275 pounds. Still does. He used to make his pants from sail cloth. No more. He heard about Yager's*.

Yager's "Mr. Big Department" is to the out-sized man what Brooks Brothers is to no shoulders. The man from Dubuque and lots of other well-er-heeled Eastern Iowans constitute Yager's "large" following, thanks to a consistent advertising program.

*On radio. WMT, in fact.

Moral: They do things in a big way in Eastern Iowa.
Tampa TV Proposes Cooperative Operation

TAMPA TV Co. last week proposed cooperative interim operation of Ch. 13 in Tampa, Fla. by three applicants pending final decision as to which wins the FCC decision and the subsequent court actions that Tampa TV predicts will ensue.

The reaction was frosty, but Tampa TV's proposal is noteworthy in that it is the first application of the suggestion made by Paul R. Bartlett, president of KFRE Fresno, which is pitted against KARM for Ch. 12 there [B+T, March 2].

Tampa TV's adversaries are Tampa Times Co. (WDAE) and Orange TV Broadcasting Co. In a letter postmarked May 15 it suggested that the three applicants join hands in Tampa at the same time they are opposing one another in Washington—for the overriding consideration of bringing "high quality vhf television to the people of Tampa Bay."

A damper was quickly put on the proposal by the Tampa Times, which ran Tuesday full-length texts on both Tampa TV's letter, signed by W. Walter Tison (KALM), vice president, and the newspaper's refusal as expressed by David E. Smiley, president.

The record in the Tampa Ch. 13 hearing is scheduled to close June 3. In his letter, Mr. Tison outlined a timetable of legal maneuvering running through the initial decision, filing of objections, argument, petitions for rehearing, final decision ("well into 1954") and an appeal to the courts, winding up "well into 1955."

While seeing no way to avoid this delay, Mr. Tison felt teletesting could begin if the three applicants formed a corporation, owned equally by each, which would petition FCC for a permit to construct and operate an interim Ch. 13 outlet, pending final disposition of the case.

In his biling reply published in the Tampa Times alongside Mr. Tison's proposal, Mr. Smiley challenged the suggested lengthy chronology leading up to a final decision; cited the imminent operation of WSUN-TV St. Petersburg (uhf Ch. 38) as providing potential TV fare for Tampa; doubted whether FCC would approve the plan, and claimed that the interim station's low power could not offer a picture "either adequate or something of which we could be proud."

Orange TV's reply was in the process of composition at press time, but from remarks of its Washington attorney, Marcus Cohn, the implication is clear that Mr. Tison will be unequivocally rebuffed.

New International Information Plan Seen on Capitol Hill

WASHINGTON officials are of the opinion the time is drawing near when a new U. S. information program, as part of an overall propaganda agency, will be revealed publicly.

Giving credence was the prediction last week by Sen. Bourke B. Hickenlooper (R—Iowa), whose Senate Foreign Relations subcommittee has been investigating the U. S. information program abroad, that a reorganization plan may be offered this week by the Eisenhower Administration.

While changes may be in the wind, Dr. Robert L. Johnson, who heads the IIA, said reports he is resigning "are completely erroneous."

Other Voice developments:

• VOA's Washington Program Center was abolished. At a cost of $10,015 a year and a staff of 17 (to be discontinued by June 15), the center produced an average 175 radio recordings monthly, a daily 15-minute broadcast and a selected radio news file for the central desk New York. Officials have included congressmen, diplomats and government department officials. It was expected the center would be shifted in time to New York—a move disavowed by Sen. Karl E. Mundt (R.S.D.) who thought it better if all VOA New York offices were shifted to the Nation's Capital. He described the center's performance as a "very valuable and useful service."

• Work of the 19-man International Press Service will be transferred to Washington from New York as will the New York administrative office of the information program which will be consolidated with the Voice set-up in Washington.

• State Dept. is consolidating other operations. All the moves are designed to trim 850 persons from the payroll of its information service.

• Raymond Swing, former network radio news commentator, resigned as VOA's chief political analyst, charging VOA had been crippled "by a hostile attack" and accusing State of failing to back up its own staff.

KMYR Asks FCC to Strike NBC's Ch. 4 Case Memo

MOTION to strike the entire NBC memorandum and part of the KOA Denver reply to proposed findings in the Denver Ch. 4 TV case [B+T, May 181 was filed by competing KMYR Denver last week. KMYR also objected to the KOA reply on the ground that the points made constituted a request to change its case after the hearing had been concluded. Both NBC and KOA have filed oppositions.

Hope Relationship

In moving to strike the NBC memorandum—which held that relationship of Hope Productions Inc. (Bob Hope) and NBC was that of a creditor-debtor—KMYR claimed NBC was not a party to the hearing and therefore its document should not be accepted. It also held that the KOA reply included new material which was not the subject of examination during the hearing. This was the resolution passed by Hope Productions late last month to pay off the $1.25 million after KOA received its TV grant.

Even if the Hope group pays off the NBC note, the relationship of the noted radio, TV and screen comedian with NBC would be still too close, the KMYR supplemental proposed findings stated. KMYR also answered the KOA and NBC claim that the Commission had already passed on the Hope-NBC relationship when it approved the sale of KOA to the Denver-Hope group last year by stating that that decision has no bearing on the TV application.

Action on Census Funds Today

SENATE Appropriations Committee is expected to rule today (Monday) on restoring funds for newspaper census studies. The Dept. of Commerce's fiscal 1954 appropriations bill. Subcommittee studied the situation last Monday. Funds for a new business census were knocked out by an economy-minded House [B+T May 11 et seq.].

Mary Louise Marshall

Stuffed 'em With Marshwood Stuffing

In moving to strike the NBC memorandum—which held that relationship of Hope Productions Inc. (Bob Hope) and NBC was that of a creditor-debtor—KMYR claimed NBC was not a party to the hearing and therefore its document should not be accepted. It also held that the KOA reply included new material which was not the subject of examination during the hearing. This was the resolution passed by Hope Productions late last month to pay off the $1.25 million after KOA received its TV grant.
Greater Convenience and Economy in Radio Broadcasting...with new Continental TRANSMITTER REMOTE CONTROL EQUIPMENT

GENERAL DESCRIPTION

The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.

The equipment consists of three main units—a transmitter control unit, a remote control unit, and a high-quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high-quality audio output for aural monitoring.

FEATURES

OPERATIONAL—The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:

1. Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.
2. Provision for raising or lowering output transmitter power by operation of a reversible motor control.
3. Provision for power change to "FULL" or "REDUCED" power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.
4. Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.

METERING—Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:

1. Final Amplifier Plate Current
2. Final Amplifier Plate Voltage
3. Antenna Base or Shunt Feeder Current
4. Spare Position

MONITORING—A high-quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier.

This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station's modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL—The equipment is constructed for installation on standard relay racks and the space requirements are two 8¾" panel widths at the studio or control point and one 8¾" panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS—Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.

Continental Electronics MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

Broadcasting • Telecasting May 25, 1953 • Page 65
HENNOCK OPPOSES WISCONSIN CH. 10 BID


The governor's application, prepared by the state's attorney general and filed through the Washington law office of Dow, Lohnes & Albertson, is the first of several which the new legislation requires the governor to file for all of the state's 11 reserved educational TV channels. Gov. Kohler wired FCC May 12 immediately after the legislature acted and asked the Commission to withhold action on the Vocational School's bid pending receipt of the state's application.

After receiving the governor's wire, FCC passed over the Vocational School's application with Commissioner Hennoch dissenting and favoring prompt action.

The governor's wire was based on legislation which called for a two year study of educational TV, asked FCC to continue reservation of channels pending completion of the study, authorized the governor to file the bids and expressed the "opinion" of the legislature that the channels should be used by the highest educational authority in the state.

Three AM, One FM Approved by FCC
THREE new AM stations and one new FM outlet were approved by FCC last Thursday. Two existing AM and two FM outlets were granted changes in facilities.

New AM construction permits went to:

- Desatur, Ala.—J. B. Fult Jr., 1490 kr, 250 w fulltime.
- Fairfield, Ill.—Wayne County Bstg. Co., 1390 kr, 300 w daytime.

The new FM permit went to:

- Crossville, Tenn.—Arthur Wilderus Lumber Co. (WARE), Class B FM, Ch. 246 (97.1 mc), ERP 9 kw.

Changes in facilities were as follows:

- KUGN Eugene, Ore.—Granted change of 890 kr from 1 kw fulltime to 5 kw day, 1 kw night.
- KSNV Bishopfield, Utah.—Granted change from 3 kw daytime on 690 kc to 1 kw fulltime on 980 kc, directional night.
- WRBN (FM) Warren, Pa.—Granted change of ERP on 92.3 mc from 2.3 kw to 3 kw.
- WKPX (FM) BoonLake Rapids, N. C.—Granted change of ERP on 89.0 mc from 16 kw to 10 kw.

For Fireside Chats
NEW production gimmick in the White House basement—a quilted drop that enables noisy newsmen cameras to work in the broadcast room without disturbing sound tracks of radio and TV—was tried out Tuesday when President Eisenhower delivered his radio report to the nation (story on this page).

The curtain was installed Monday. It contains an adjustable horizontal aperture through which newsmen cameras shoot. Only a minimum amount of noise gets through to the desk microphones used by the President.

A gray backdrop behind the desk provides a satisfactory background for the President. With its quota of receptacles, the room can now be set up on short notice so radio, TV and newsmen facilities can do a good production job simultaneously. The broadcast room has space for two live TV cameras on the flanks and another in front of the apertured curtain.

The President used the facilities for a second time Wednesday evening in making a closed circuit telecast in connection with the 50th anniversary of Ford Motor Co.

IKE MAKES HISTORY IN BOTH RADIO, VIDEO
HAVING made radio history last week by refusing to let TV carry his first report to the nation, President Eisenhower is now preparing to make television history with a visual report to the people in his talk June 3, 9:30-10 p.m., on all four TV networks.

The TV appearance will be informal in nature, judging by present White House planning. It is felt the President's warm personality will be portrayed during a chatty video appearance, in contrast to the more stilted delivery during last Tuesday's radio talk when the Chief Executive closely followed a serious and statistical script.

For the first time last Tuesday, a President of the United States used the new broadcasting room for a report to the nation. The room was built during reconstruction of the White House. Its multi-arched basement ceiling as well as floors and walls are sprinkled with an assortment of plugs, including cables to a series of plugs available to remote trucks outside the building.

While the room was completed during the Truman regime, President Truman preferred to broadcast from his office. The studio was originally the White House kitchen. It is furnished with a desk and a few odd chairs.

Television and newsmen cameras were allowed to pick up part of last Tuesday's radio speech 4:30 p.m., with an 11 p.m. release date. The President made another "first" by opening his film summary with the statement that he was giving the TV audience some highlights of the speech he had just delivered on radio.

It appeared at the weekend that President Eisenhower might bring in some of his top Cabinet officials to share the telecast. This plan was reminiscent of the 1932 campaign when he used informal question and answer formats. In this first TV report, it was believed he might call on Cabinet officers to explain in detail why certain actions have been taken.

Page 66 • May 25, 1953

Broadcasting • Telecasting
He has your name and address!

"We have the names and addresses of forty million people who own automobiles," says R. L. Polk, "—and that's only one of the ways we might have you listed!

"We release up to 2½ million advertising mailings a day to these lists. But kits, catalogs and displays—always subject to last-minute changes—must reach the dealers first.

"That's when we call on Air Express! For one auto manufacturer, we recently made Air Express shipments to 3,000 dealers, not once but three times, just before the new model announcement date. Every one of those shipments had to be on time—and every one was!

"Only Air Express could have done it. Yet their rates are not only reasonable — in many weights and distances they are lower than other air carriers.

"We have made upwards of 35,000 Air Express shipments over the past four years, ranging in weight from a few pounds to more than a thousand. This top-speed, dependable low-cost service helps us give maximum service to our advertisers. Our use of Air Express will increase another 27% this year."

—R. L. Polk, President, R. L. Polk & Co., publishers

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.
DU Mont's petition again denied

DuMont's contention about its connection with Paramount is denied for the second time. The decision means that the network and Paramount can own only five TV stations.

FCC reaffirmed its belief that Paramount Pictures Corp. "controls" Allen B. DuMont Labs., when it denied a DuMont petition last week for reconsideration of its earlier decision on that subject [B&T, Feb. 16].

Whether DuMont will appeal the final decision was uncertain last week. There was some indication that the manufacturer-broadcaster would not pursue the case any further.

Dissenting from last week's opinion, as they did in the original decision, were FCC Chairman Rosel H. Hyde and Comr. George E. Sterling. Comr. John C. Doerfer did not participate. In his initial decision last year, Examiner Leo Renick (now in private practice) recommended that the Commission find Paramount Pictures Does not control DuMont.


Dr. DuMont told B&T last week that DuMont would apply for another station. However, he could not say where or how soon it would apply. Paramount officials were unavailable for comment on their plans to seek another station.

The Commission refused to change its mind on the inference of control enjoyed by Paramount even though DuMont pointed out instances where Dr. DuMont and the Class A directors had voted contrary to Paramount directors' recommendations. DuMont also made the point that there had been no proxy fights to unseat the management of Dr. DuMont.

The Commission also said that another factor which convinced it that Paramount has a favored position in DuMont was the fact that as owner of all Class B stock it elected the secretary, treasurer and assistant treasurer of the firm.

Commission summarized the reasons why it refused to change its mind on the control issue.

They were that Paramount (1) is the largest single stockholder in DuMont, (2) owns all the Class B stock and elects three of the eight directors, (3) has a veto power over various major corporate changes, (4) elects the financial officers of the company, and (5) puts its "best business" on the DuMont board.

In 1948, an examiner ruled that DuMont was controlled by Paramount. This was never decided by the Commission, however, so last week's opinion is the first official FCC ruling on the question.

FCC COUNTERS COURT ON CHICAGO ORDER

FCC moved quickly last Thursday following a Court of Appeals stay order prohibiting CBS from moving to Ch. 2 in Chicago until after it decided the merits of the Zenith Radio Corp. appeal. The Commission asked CBS and Zenith to submit applications regarding the changeover so that Ch. 4 might be deleted from Chicago as quickly as possible.

Although the court stayed the Commission's February order to CBS to move its WBBM-TV from Ch. 4 to Ch. 2, it listed four alternatives which the Commission could take if it wants to clear Ch. 4 in Chicago. These were the conditions referred to by the Commission in Thursday's letter to CBS and Zenith asking for applications not later than May 27. Rebuttals to applications were allowed until June 3.

The four alternatives approved by the court were:

1. Approve CBS' move to Ch. 2 on a temporary basis. This is what the Commission did in the Lancaster, Pa., case when WGAL-TV moved from Ch. 4 to Ch. 8 temporarily, pending the outcome of a hearing on the application of WN Lancaster for Ch. 8.

2. Approve CBS' move to Ch. 2, provided CBS leases Zenith's experimental Ch. 2 facilities.

3. Approve the change of WBBM-TV to Ch. 2, provided it is operated as a joint CBS-Zenith venture.

4. Approve Zenith's operation on Ch. 2.

Time Inc.'s KDYL Buy Includes $720,000 Assets

IN PURCHASING the radio and television properties of KDYL Salt Lake City, Time Inc. receives broadcast station assets of $720,000, it is disclosed in the application filed for FCC approval. Sale price of KDYL-AM-FM-TV is $2.1 million (B&T, May 18, April 61).

KDYL values its net fixed assets at $355,000 and accounts receivable at $129,000. Among liabilities are $135,000 in bank loans, $33,700 marked as accounts payable and TV equipment contracts amounting to $178,774. Time Inc. does not assume $93,681 of that figure, which is owed to RCA Intermountain Radio & TV Corp., KDYL licensee and transferee, showed $91,820 in retained earnings and $13,934 profit for last year.

Time Inc., which is 50% owner of KOB-AM-TV Albuquerque, is dividing the 20,000 shares of Intermountain stock between two wholly owned subsidiaries: TLF Inc. (14,800 shares) and Printing Development Inc. (5,200 shares) which will own all fixed assets, excluding land.

There are three major beneficiaries of the sale. Sidney S. Fox held 10,740 shares of Intermountain and receives $1,127,700. Hazel (3,000 shares) and Fred Peck (1,500; $362,500, and Jessie F. Loeb (4,100 shares), $430,500.

G. Bennett Larson, most recently vice president and general manager of WPIX (TV) New York, will take over as president and general manager of the stations and has been permitted to buy 20% of TLF for $30,000.

FCC Voices Pro Reaction After Viewing RCA Color

MEMBERS of FCC expressed favorable reaction last week to improvements in RCA's compatible color TV system which they witnessed in demonstration at Princeton, N. J., Tuesday. The private, informal showing for FCC, at which RCA's board chairman, Brig. Gen. David Sarnoff, was host, duplicated the open demonstration held earlier at the House Commerce Committee and the press (B&T, April 20).

The Commissioners, excepting Comr. E. M. Webster, now abroad, spent Tuesday morning at RCA's Princeton laboratories where they watched special color TV programs examined RCA's color equipment. In the afternoon, they toured NBC's color studios in New York City.

Chairman Rosel H. Hyde told B&T the demonstration was "impressive" and felt considerable progress has been made. He pointed out, however, that the inspection was informal.

Comr. George E. Sterling thought that definite advances had been made in stability, fidelity and registration.

RCA's color TV system "is greatly improved over what it was in 1949," Comr. Paul A. Walker noted.

Comr. Robert T. Bartley termed the color pictures "very good."

"It was the first time I had seen color television," Comr. John C. Doerfer commented. "I was very favorably impressed and, from what I have heard, I would assume that advances have been made."

Comr. Frieda B. Henneck stated, "There is no question in my mind that very considerable progress has been made since we saw our last demonstration."

The Commission returned to Washington late Tuesday afternoon from New York.
**SPECIFY COLLINS**

for your REMOTE AMPLIFIERS

**COLLINS 12Z Remote Amplifier**

- small, lightweight for easy portability
- four microphone channels
- automatic switchover to batteries if AC power fails

**12Z REMOTE AMPLIFIER SPECIFICATIONS**

*Input:* Four channels, with individual controls and a master control.

*Gain:* Approximately 90 db.

*Noise level:* 60 db below program level or better.

*Power output:* 50 milliwatts (+17 dbm*).

*Distortion:* Less than 1% at typical operating levels.

*Frequency response:* ±1 db 50 to 15,000 cps.

*Input impedance:* Choice of 30/50 or 200/250 ohms.

*Output impedance:* 600 ohms (150 ohms available on special order).

*Weight:* Approximately 40 lbs. with batteries, 28 lbs. without batteries.

Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer's dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z's miniature tubes minimize "ring" if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator's way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier's operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you'll find it's engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or outmoded equipment. It's designed to solve both the operator's and engineer's problems on all remotes.

**COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER**

**212Y SPECIFICATIONS**

*Gain:* 85 db max.

*Input impedance:* 50/50 ohms or 200/250 ohms.

*Output impedance:* 600 ohms.

*Power output:* 50 milliwatts (+17 dbm*).

*Distortion:* Less than 1.0% between 50-15,000 cps.

*Noise level:* 65 db below normal program level.

*Frequency response:* ±1.0 db; 50-15,000 cps.

*Weight:* Approximately 10 lbs.

*dbm, 1 mw into 600 ohms

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 40H mixer unit.

For dependable remote broadcast equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 West Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

May 25, 1953  Page 69
NEW TV STATION STARTS REPORTED

TWO MORE commercial television stations—KBZK-TV San Luis Obispo, Calif., and WBKZ-TV Battle Creek, Mich.—began commercial programming last week, increasing to 173 the total number of commercially operating outlets. One non-commercial educational station, KUHT (TV) Houston, brings up the total stations on air to 174.

The number of post-thaw commercial stations on the air is 65, of which 34 are vhf and 31 uhf.

One more uhf station—WSUN-TV St. Petersburg, Fla.—has to have started yesterday, and WDAY-TV Fargo, N. D., on vhf Ch. 6, is planning to begin today.

The most recent starters and those which contemplate programming between now and next Monday are (in chronological order):

On the Air
WBKZ-TV Battle Creek-Kalamazoo, Mich., uhf Ch. 65, represented by WAVE Television, affiliated with ABC-TV and DuMont, started May 15. Already in Kalamazoo: WKO-VO on vhf Ch. 5. Due on the air this year: WBKZ-TV on uhf Ch. 58 (Battle Creek) and WKM- TV on uhf Ch. 36 (Kalamazoo).

KVEC-TV San Luis Obispo, Calif., uhf Ch. 6, represented by W. S. Grant Co., affiliated with DuMont, started May 18. It is the first San Luis Obispo TV station.

Yesterday (Sunday)
WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by WED Television, affiliated with ABC-TV, was to have started yesterday (Sunday). It is the first St. Petersburg-Tampa-Clearwater TV station.

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

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

May 30
WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by WED Television, affiliated with ABC-TV, was to have started yesterday (Sunday). It will be the first Rome-Chatanooga TV station. Chattanooga permits: WTVT (TV) on uhf Ch. 45 and WOUG (TV) on uhf Ch. 49 (target dates unannounced).

May 25-June 1
WTVI (TV) St. Louis (Mo.)-Belleville (III.), uhf Ch. 56, represented by WED Television, affiliated with DuMont. Already in St. Louis: KSD-TV on vhf Ch. 5 (a pre-freeze station).

DeLaney to Direct Gannett Radio Group

GLOVER DeLANEY, for 12 years manager of WHTT Hartford, a Gannett station, last week was named managing director of the Gannett Radio Group and general manager of WHEC Rochester, N. Y. He succeeds Gunnar O. Wiig, who resigned April 27 to become executive vice president of Allegheny Broadcasting Corp., operating KQV Pittsburgh and applicant for vhf Ch. 4 in that city [BeT, May 4].

John H. Stenger Dies

JOHN H. STENGER Jr., 56, owner of WBAX Wilkes-Barre, Pa., and holder of radio licenses since 1910, died May 18 of a heart attack at his summer home.
BOOSt IN DAYTIME RATES
CONSIDERED BY CBS RADIO

President Adrian Murphy tells affiliates committee network is studying daytime question. He assures committee that no rate reductions are contemplated for either day or evening time. Steps taken to complete creation of completely independent organization of affiliates.

A RAISE in daytime radio network rates will be considered, President Murphy told members of the CBS Radio Affiliates Committee last Thursday, at the same time reassuring them that no rate reductions are contemplated for either day or evening time (B&T, March 30).

Mr. Murphy's statement was in answer to the committee's request for reassurance as to nighttime rates and its proposal that daytime charges be boosted.

He gave no direct answer on the daytime rates question, but committeemen appeared satisfied with his promise that the question of an increase "would be considered." They did not specify how much increase they thought should be made, however, assurance that no changes in the network's nighttime cost structure are contemplated was reiteration of his widely hailed statement on the subject several weeks ago, when the only qualifying clause was "the same situation changes because of competitive moves or other major factors."

Before the session ended late Thursday afternoon, the committee voted to recommend to all CBS Radio affiliates the continuation of last August's cuts, with which rate cuts were made, the network promised to make no rate cuts for at least a year. The committee's recommended continuation of that rate plan was tied to the understanding that CBS Radio will launch immediately a study of the possibility of raising daytime rates.

Meeting Harmonious

The meeting with the affiliates group—unlike the one two weeks earlier when CBS Radio was considering and finally took the lead both in cutting nighttime charges and in raising daytime rates—appeared highly harmonious. "We still have problems," one affiliate observed, "but we're much happier than we were before." The affiliates committee—which meanwhile took steps toward finalizing the establishment of a completely independent organization of affiliates (B&T, May 4)—went on record with a resolution emphasizing approval of CBS' separation of radio and TV operations, and praising President Murphy's "aggressive leadership" of CBS Radio and the activities of the network's sales and program departments "for their selling and maintaining leadership."

Headed by Kenyon Brown of KWFT Wichita Falls, Tex., the eight committee members attending the session voiced agreement that CBS Radio is in a "sound position of leadership" and has "achieved a stability which we have every confidence will continue."

President Murphy, too, appeared impressed by the harmony of the sessions.

Final details of the plan to set up a new radio affiliates committee—completely independent and charged with carrying on the functions of the old network-sponsored Columbia Affiliates Advisory Board and of the autonomous Affiliates Business Standards Committee, which was formed when the threat of a network rate cut arose a year ago—were worked out at a meeting of the committeemen Wednesday night.

Mr. Brown, named chairman of the committee to work out details as a result of a meeting during the NARTB convention in Los Angeles last month, said he would send out to all CBS Radio affiliates this week a copy of the proposed by-laws of the new group.

He and other committee members predicted that the new organization would be established and operating within 30 to 45 days.

Subject to the affiliates' approval, the plans call for a committee of 12 members, nine of them to be selected from nine districts geographically similar to those used under the old CAAB plan and the remaining three to be designated by the nine district representatives. The three members-at-large will be elected for one-year terms. Terms of the nine others will be for three years each, except that in the first election, in order to establish a system of staggered terms, some of the nine will be elected for one year, some for two years, some for three years.

A dues structure has been worked out, also subject to general approval by the affiliates, whereby all CBS Radio stations will contribute toward expenses of the committee.

The elections, Mr. Brown said, will be held immediately upon approval of the by-laws by affiliates generally.

Mr. Murphy volunteered his approval of the plan for a single, independent committee representing affiliates, terming it "more efficient" that having several groups to negotiate with and paying tribute also to past cooperation from affiliates. This cooperation, he said, is "a major factor in reaching our present solid situation."

The committee also approved a resolution commending Louis Hausman, administrative vice president of CBS Radio, for past services and welcoming him as new post as vice president of CBS-Columbia Inc., a CBS subsidiary.

Mr. Hausman assumed his new duties last Friday (B&T, May 18).

Members of the committee on hand for the sessions were Chairman Brown; Victor A. Sholiis, WHAS Louisville; John F. Patt of the Goodwill Stations; I. R. Lounsberry, WGR Buffalo, former CAAB chairman; Ray Hernando, KTRH Houston; Hubert Taft Jr., WKRC Cincinnati; Sam Haas, KIRO Seattle, and Lee Wallest, Storer Broadcasting Co. (substituting for George B. Storer). Members unable to attend were John E. Fetter, WKZO Kalamazoo and WIEF Grand Rapids, and William B. Quanton, WMT Cedar Rapids.

Cleaver Named by NBC

APPOINTMENT of Frank Cleaver, motion picture producer, story editor and administrator, as television program director of NBC's West Coast programs was announced Wednesday by Charlie C. Barry, vice president in charge of network programs for NBC.

TREND IN AM TO DOCUMENTARY

RADIO'S unique flexibility makes it the most effective of all media for telling a documentary story.

This observation was voiced last week by Stuart Novins, CBS Radio director of public affairs, in an interview with B&T of the network's expanded programming in the documentary field. Since March, CBS Radio has presented two hour-long broadcasts, "Bomb Target, U. S. A.," and "The Green Border," which has scored "Class of '53" for May 29 and is in the process of formulating plans that will result in a documentary about once a month for the remainder of the year.

"More than ever before, TV is a more significant force in the world," Mr. Novins said, "and I feel radio is the medium to do the job. What other medium is geared to move in on a story quickly, with a minimum of background and personal information, and get people to talk? We can bring the story of world-significant issues, as we did in 'The Green Border,' in the actual words of the people affected—in this case, refugees."

The upcoming programs include a documentary centering around the "general area of crime," another tentatively titled "39th Parallel," which will examine the effects of the Korean conflict on U. S. citizens, big and small, from all parts of the country.

KIDO-TV, KCMC-TV Bring CBS-TV Affiliates to 115

SIGNING of CBS-TV's 114th and 115th affiliates—KIDO-TV Boise, Idaho, and KCMC-TV Texarkana, Tex.—was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations.

KIDO-TV, on Ch. 7 and owned by KIDO Inc. with Walter E. Wagstaff as general manager, will join CBS-TV effective July 15 as a supplementary, non-interconnected affiliate. KMC-TV, on Ch. 6 and owned by KCMC Inc. with Frank Myers as general manager, becomes a primary, supplementary, non-interconnected affiliate July 15.

Three Affiliates Join NBC Television Roster

ADDITION of three new television stations as NBC-TV affiliates was announced Wednesday by Harry Bannister, vice president in charge of station relations. New affiliates are: WCSC-TV Charleston, S. C., which will operate on vhf Ch. 5, starting on or about June 15, owned by WCSC Inc.; KITV-Pueblo, Colo., vhf Ch. 5, beginning on June 1 and owned by First Star Broadcasting; and WETV (TV) Macon, Ga., uhf Ch. 47, starting on or about Aug. 1, owned by the Macon Television Co.

Cuban Group Acquired

CUBAN syndicate headed by Gaspar Pumarejo, veteran Havana broadcaster, has acquired RHC Cadena Azul (Blue Network) from the American group headed by Edmund Chester, former director of news and public affairs of CBS Radio, which purchased the network about a year ago, B&T learned last week.

WEB Oct. 12, 1953 • Page 11
AB-PT EARNINGS TO GET BOOST FROM MERGER, SAYS GOLDENSON

Reporting progress already by ABC Division, AB-PT President Leonard Goldenson tells enlarged firm's first stockholders' meeting since the merger that the network's talent hunt is succeeding and it expects to gain new radio-TV sponsors for programs being readied for fall. Directors are re-elected.

PROGRESS already made by the ABC Division of American Broadcasting-Paramount Theatres Inc. indicates the merger of this broadcast organization with United Paramount Theatres is going to add substantially to future earnings of AB-PT and returns to stockholders, AB-PT President Leonard Goldenson said Tuesday at the first AB-PT stockholders' meeting since the merger.

"I am pleased with the progress of the ABC Division," Mr. Goldenson said in his formal report to the meeting.

Citing such stars as George Jessel, Ray Bolger, Danny Thomas, and Martin Block, already signed by ABC, and its search for new, young talent for its radio and TV networks, Mr. Goldenson reported that "in conjunction with these moves in the talent and programming field, the ABC organization is making an intensive sales effort to gain new sponsors and increase network radio and television billings."

Although the present scarcity of TV stations, particularly in the larger markets, presents clearance difficulties that "greatly hinder the network's expansion," Mr. Goldenson reported that "ABC is, however, moving in the right direction and while we do not expect results immediately, I believe that current efforts will begin to bear fruit in the fall season." ABC is moving ahead in radio as well as TV, Mr. Goldenson said, reporting "wide and favorable attention" for the new ABC Playhouse, one of a number of new ABC radio programs recently introduced or under development. "Radio continues to show strength and we have confidence that it will continue as an important and profitable operation," he said.

"Asked about pay-as-you-see television, Mr. Goldenson called it impractical for the sociological reason that while people will pay to go out, they won't pay to stay home and for the operating reason that costs of collecting fees dropped into home coin boxes would be excessive under any system yet proposed. Theatre television, he said, will be used chiefly for conventions and sales meetings held via this system in theatres during morning hours until the advent of color, when TV will have theatre entertainment value. That time is not too far off, he commented.

Answering a question about the Zenith action to secure Ch. 2 in Chicago, allotted to CBS for the station it bought from AB-PT after the merger, which had been on Ch. 4 but was shifted by FCC to Ch. 2, W. W. Gross, vice president and general counsel, assured stockholders that regardless of how Zenith and CBS come out, AB-PT will not have to return to CBS the $6 million paid for the station.

Stockholders re-elected the present board of directors (B+T, Feb. 16) to serve for the coming year. Directors are: Earl E. Anderson, vice president, ABC Division; John Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, of New York stock exchange firm, Adler, Coleman Co. & Charles T. Fisher Jr., president, National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Mr. Goldenson; Mr. Gross; Robert H. Hinckley, ABC Division vice president in charge of the Washington office; Robert L. Huffines Jr., director, Burlington Mills Corp.; William T. Kilbourn, president, Flannery Mfg. Co., Pittsburgh; Mr. Kintner; Walter P. Marshall, president, Western Union Telegraph Co.; Edward J. Noble, former board chairman of ABC, now chairman of the AB-PT finance committee; Robert H. O'Brien, executive vice president, ABC Division; Herbert J. Schwartz, president, Circulon Co.; Mr. Lyman, honorary board chairman, General Electric Co.

At a subsequent meeting of the directors, Mr. Goldenson announced Thursday, AB-PT's current officers were re-elected. They are: Mr. Goldenson, president; Messrs. Gross, Hinckley, Kintner, O'Brien, Edward L. Hyman, vice presidents; Simon B. Siegel, treasurer; James L. Brown, comptroller and assistant treasurer; Mr. O'Brien, secretary, and Edith Schaffer and Geraldine Zorbaugh, assistant secretaries.

WJAS, KQV Switch CBS, MBS Affiliations

WJAS Pittsburgh will become a Mutual basic affiliate June 15, H. K. Brennen, president and general manager of the station, and Earl M. Johnson, MBS vice president in charge of engineering and station relations, announced last week.

The station has been affiliated with CBS Radio, which has signed KQV as its Pittsburgh outlet. CBS owns a minority interest in KQV, which heretofore has been a Mutual outlet. Both are 5 kw stations, WJAS operating on 1320 kc and KQV on 1410 kc. WJAS is licensed to Pittsburgh Radio Supply House, and KQV to Allegheny Broadcasting Corp.
PHILCO MICROWAVE
CUTS COMMUNICATIONS COST

TEST JACKS AND BUILT-IN METERING
Field circuit analysis simplified by built-in metering and test points on every major circuit for instantaneous monitoring of any current or voltage.

ANTENNA-REFLECTOR SYSTEM
Tower climbing eliminated for routine checks since antennas are mounted at ground level, easily accessible for maintenance.

"PACKAGED UNIT" COMPONENTS
Field maintenance time and cost saved. All assemblies removable with only the use of a screwdriver for quick field replacement and depot checkout.

Reduce your communications cost with Philco microwave. Thousands of your communications dollars will be saved by the cost cutting features built into each Philco unit. Philco engineers know there is no substitute for quality and low maintenance cost.

That is why Philco microwave is built to Joint Army-Navy Specifications and why Philco’s exclusive design slashes field maintenance time with built-in metering and test points on all major circuits... eliminates tower-climbing for routine checks with passive reflector-antenna system... allows quick field replacement of major assemblies with Philco’s exclusive “packaged unit” components, removable with only a screwdriver.

Look to Philco microwave to cut your communications cost.

For full information write to Department BT

PHILCO CORPORATION
GOVERNMENT & INDUSTRIAL DIVISION
PHILADELPHIA 44, PA.
WATTERS TAKES DUMONT STATION POST

The general manager of WCPO-AM-TV Cincinnati will captain the TV network's station advisory committee. An optimistic atmosphere pervades DuMont as 'substantial' fall business is under negotiation.

IN an atmosphere of optimism over fall time sales prospects, Managing Director Chris J. Witting of the DuMont Television Network announced last week that Mort C. Watters, vice president of Scripps-Howard Radio Inc. and General Manager of WCPO-AM-TV Cincinnati, had been named chairman of the network's station advisory committee.

The announcement said the new committee, whose other members are to be designated shortly, is expected as part of its functions to "collaborate closely in developing, airing and servicing a substantial volume of fall business now being negotiated."

More than $3 million in football billings was reported, including Westinghouse's contract to sponsor some 19 professional football games over a 10-week span next fall (B&T, May 18).

Other football signings, reported by DuMont sales director Ted Bergman, included Admiral Corp. to sponsor the annual game between college All-Stars and the professional football champions in Chicago on Aug. 14, and Atlantic Refining Co. and Miller Brewing Co. to again co-sponsor a series of 12 New York Giants professional games (six home and six out-of-town games). Atlantic also was reported to have signed to co-sponsor, with an advertiser yet to be announced, six games to be played by the Philadelphia Eagles and the Pittsburgh Steelers pro teams.

Other football contracts were said by DuMont authorities to be nearing the signature stage, and additionally it was pointed out that Admiral has renewed Bishop Sheen's "Life Is Worth Living" series for resumption in the fall, and that International Shoe Co. has renewed "Space Cadet."

In another sale, Hazel Bishop Inc. (cosmetics) was signed to co-sponsor "Your Big Moment" on alternate weeks on a 57-station DuMont network, starting tomorrow evening (Tue., 8:30 p.m. EDT). Another alternate-week sponsor is Toni Co. (B&T, April 13), which launched the program last Tuesday. Agency for Hazel Bishop is Raymond Spector Inc.; for Toni, Weiss & Geller.

The new DuMont station advisory committee, aside from developing and servicing sponsors, will cooperate with the network in "developing new avenues of network service to stations."

---

MANUFACTURING

NEAL McNAUGHTEN JOINS RCA JUNE 1

NEAL K. McNAUGHTEN, manager of the NARTB Engineering Dept., leaves the association June 1 to join RCA as administrative head of the broadcast mailings planning section of the Engineering Products Dept.

In announcing his appointment, A. K. Hopkins, manager of the RCA Broadcast Equipment Marketing Division, said Mr. McNaughten will be responsible for long-range planning for all aspects of the broadcast business.

Mr. McNaughten joined NAB, predecessor to NARBT, Jan. 1, 1948, going to the association from the FCC where he had been chief of the FCC Standard Broadcast Allocation Section.

High Fidelity Innovations Highlighted in Chicago Meet

INNOVATIONS in new high fidelity sound reproducing equipment, uhf, and progress in master antenna systems were among the highlights of the $1 billion Electronics Parts Show in Chicago last week.

The exhibition was held at the Conrad Hilton Hotel Monday-Thursday, under co-sponsorship of a number of associations, the primary ones being Radio-Television Manufacturers Assn. and National Electronic Distributors Assn. A record attendance of about 10,000—comprised of distributors, manufacturers, salesmen and government and industrial buyers—was reported as the show drew to a close.

One highlight of the exhibition was a special demonstration of "Hi-Fi" sound reproducing equipment developed by RCA Victor Div. of RCA, and shown publicly for the first time.

Butow Becomes MM&M Head

HERBERT P. BUETOW, executive vice president in charge of finance, has been elected president and Dr. H. N. Stephens has been elected vice president in charge of central research at Minnesota Mining & Manufacturing Co. (tape recording systems), St. Paul. Mr. Buetow succeeds Richard P. Carlton, who becomes vice president of the executive committee. Dr. Stephens has headed MM&M's central research laboratory since 1937.

Adm. Holden Dies; Was FTL President

FUNERAL SERVICES for Vice Adm. Carl F. Holden (U.S.N. Ret.), president of Federal Telecommunications Labs, Nutley, N. J., research unit of IT&T, were held Thursday at Arlington National Cemetery. Adm. Holden, 57, died Monday in the naval hospital in St. Albans, Queens.
Compelling Performance...

in the BIGGER and BETTER memphis market

In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the rich, 76-county Memphis Market, WREC delivers the "Better Half" of both the rural and metropolitan listeners with a single schedule! HERE'S WHY:

High quality programming and engineering perfection ensure good reception and a compelling performance of interest to your best customers. Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper Ratings for further evidence of WREC's compelling performance...

and, the cost is another pleasant surprise... 10% LESS per thousand listeners than in 1946!

WREC
MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS
G-E STUDIO SWITCHING COMBINATIONS
ANSWER ALL YOUR REQUIREMENTS!

Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. Automatically, and with perfect smoothness, inputs can be lapped, dissolved or faded at two different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today's broadcasting operation from General Electric's complete line of switching combinations. You will get the most for your money plus built-in provision for expansion! This G-E "extra" also minimizes your maintenance worries ... allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to: General Electric Company, Section 253-25, Electronics Park, Syracuse, New York.

Operating "extras" that spell standout performance with this G-E switching combination's control panel:

- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Rate selector switch automatically determines speed of fade or lap dissolve
- Channel inputs can be manually faded or lapped
- Selector switch monitors each input or output
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!
Complete television equipment for VHF or UHF

GENERAL ELECTRIC
WAYNE U. LEARNS SELLING THE DJ WAY

IF WAYNE U.'s halls of ivy trembled a bit when the institution's lecturer was Eddie Chase, disc jockey of CKLW Detroit, they are perhaps a bit sturdier for the experience.

Mr. Chase was invited by the Detroit university to talk to two student classes of its radio school of 200 enrollment about the profession he knows most—spinning records.

When Mr. Chase got through turning his phrases as well as the table, students were convinced that there is more to the job of disc jockey than reading the labels of the latest pressings.

As Mr. Chase, who was clothed in cap and gown and voted an honorary "DDJ" by his student fans, expressed it: "It takes more than a voice and a stack of records to make a disc jockey."

Mr. Chase is a veteran of the master of ceremony field. He started spinning and talking (and selling) in Los Angeles more than 20 years ago.

Advice for the aspiring microphone artists was simple enough. "Get with an independent station so you'll be doing more on the air than announcing station breaks for a national hook-up," he said. It's not all glamor, he admonished. "It's work, right from the day you start. A disc jockey is a salesman. If you can't sell the product to the public, your sponsor will know it within two weeks and then, kids, you've had it."

He said "real" disc jockeys will put forth extra effort to assemble their own staff of engineers, technicians and assistants. They absorb the station's rate structure, make a point of knowing the sponsors personally and become thoroughly acquainted with the sponsors' problems as well as taking time to study the products themselves.

The more one knows about the product, how it's made and what it does, the better the disc jockey can sell it, Prof. Chase said. "Because if you can't sell it—well, there's always paper to change in the news machine."

Top-drawer salesmen among record spinners are still too rare today, Mr. Chase said. "It's a business—just like any other business." Variety in disc jockey shows presents the listener "something pleasing if they let the dial alone," the lecturer-m.c. asserted.

Not only can the m.c. be known as the man who gives music; he can serve the public as well—by giving friendly warnings on speed and weather conditions for the young motorist.

Wayne U. students watched and studied while their instructor, Eddie Chase, taped a three-minute interview with a locally-known TV singer. Wayne U. prepares its radio students for industry work and operates WDET (FM).
"WHEN the time comes around for advertising, we shall not fail to place WOR high on our list."

Those are not the words of a prospective client who has been locked in a room with the station's entire sales force. It is simply a typical tribute to a relatively new WOR service which has met with amazing success —The Consumer Testing Panel.

The idea is this. Women representing a cross section of consumers sit in judgment on products and advertising ideas for the products, and tell the prospective adviser their opinions on what is good, bad, or indifferent about the lot. From the answers the advertiser can determine how to design his product and its promotion for best results.

We started the panel in February, 1951. Since then it has become many things to many people. It’s free; it’s appealing to listeners; it’s workable; and it’s an entree into the offices of account executives and advertising managers. As operated by WOR, it is a free service designed to provide advertising agencies with qualitative consumer information.

The panel is conducted periodically—about three times a year—and sessions are divided so that different groups of women take part on each of three days. During the two-hour-long sessions, the women take part in taste tests, examine packaging and advertising copy and provide many of the answers to questions that are puzzlers to advertisers.

The testing panel has been used by upwards of 70 advertisers so far, with products submitted by large agencies and small agencies, by national companies and regional ones. Canada Dry, Cudahy Packing, Armour & Co., Welch Grape Juice and Wheatena are some of the nationally-known items tested on the panel. But given equally as thorough treatment have been such local products as Levy Bread, Barton's Candy and Gnome Bakeries.

Although agencies of varying sizes have taken advantage of the WOR service—Foote, Cone & Belding, J. Walter Thompson, J. M. Mathies and William Weintraub, to name a few of the heavy-billing ones—the panel is especially beneficial to medium and small agencies which maintain limited research departments, or none at all. Through the consumer panel, the smaller agencies and advertisers can get many of the answers to their problems—at no cost.

Carrying this idea a step further, it is readily seen that a testing panel, as set up...
WOR had an idea, and it paid off. The objective was to provide an inexpensive research system for the advertiser. The answer is the Consumer Testing Panel, where the women who will buy the product, and use it, tell the men who make and promote it where they're right, where they're wrong, and what to do about it.

**the first WORd, too**

by a station, becomes increasingly valuable as it moves further away from those sections of the country which have the extensive facilities of large advertising agencies. By operating panels, smaller stations in the South and West, for example, could provide a valuable service to clients in their areas who lack easy access to research facilities.

Of course, we're well aware that the Consumer Testing Panel has its limitations. We realize—and always make a point of cautioning users—that the panel cannot be used to project results over an entire area. Instead, it is an excellent medium for obtaining qualitative information (e.g., as to likes and dislikes) or for specialized and pilot research prior to undertaking a major research project.

The research head of a large agency, which used the panel in this specialized manner, writes: "We also used your panel as a control factor on another small, pilot survey which we had recently completed. We are happy to inform you that the results obtained were about equal." While the Consumer Testing Panel sample cannot provide projectable market data, we at WOR are convinced—as are many of the panel's users—that it can furnish dependable qualitative information as well as indicate the direction future surveys should take. It is of the greatest value to agencies and advertisers when used in this manner.

As set up by WOR, the Consumer Testing Panel is something which any station can undertake successfully, providing the management is willing to invest in the neighborhood of $25. That its true value to WOR is immeasurable is stressed by Bill Crawford, sales manager for the station and a WOR veteran of 12 years. "I'm delighted that the panel has turned out the way it has," says Crawford. "It has been a real service to advertisers of all sizes and has opened many doors which have led to business for the station. Designed to acquaint prospective sponsors with WOR, the panel is available to advertisers regardless of whether they use WOR. All we ask in return is that those who use the panel think of the station as an advertising medium that works for their products off the air as well as on."

WOR salesman, the fellows who go out and knock on agency doors, have reacted similarly to the consumer panel. Herman Maxwell, one member of the sales staff, has this to say: "The panel has enabled me to perform a unique service to my clients and agencies. In my mind, it has been especially helpful in the launching of new products.

One client of mine, a bakery, used the panel before marketing a new type of bread. Thus, the company was able to find out what were the desirable qualities in bread expected by consumers, and to incorporate these in its new product before its introduction."

The panel has research as well as advertiser acceptance. Dr. Leon Arons, vice-president in charge of research at the William Weintraub agency, points that "we have found the panel quite helpful in several situations. For example, in one case (as part of a larger problem) the experimental method required precisely controlled exposure times. The panel was just the thing for this, and provided a large number of cases quickly."

Dale Anderson, director of research at Erwin, Wasey & Company, had the following ideas: "We have found WOR's Consumer Panel a useful and, of course, economical 'tool' for conducting pilot tests of radio and television advertising. Its usefulness has been enhanced by the fact that it is so flexible; we can control, within reasonable limits, the conditions under which we want to test."

At WOR we set our sights on about three panels during a year; additional ones may be scheduled for special events such as our "Food Industries Week." Sharing the responsibility for the smooth function of the panel are the research and promotion departments, the latter under the direction of promotion manager Bob Sullivan. At stations lacking large staffs, other personnel could assume these duties. Here is a description of how we at WOR go about the mechanics of the panel:

Each WOR salesman, in making the rounds of his agencies, invites advertisers to participate on the panel. Advertisers are merely required to provide the products and equipment for testing, the questionnaires,
and a sample of their product to be given to the women participating in these sessions. In this way, it's possible to provide the women with a gift shopping bag of products which have a $3 to $5 retail value.)

While the material to be used in the panel is being sent to the station, WOR is busy recruiting the women who will participate. Each session is tied in with a WOR program personality who invites the women to attend. All replies are screened by WOR research, enabling the station to line up a cross-section of women, both young and old, and from the suburbs as well as the City. The big appeal for the women lies in the fact that they will meet the radio personality, sit in on the broadcast for that day, and be served a lunch, which is usually arranged by the station through a trade agreement with a company such as Schraffts.

When approximately 15 advertisers have submitted material for testing and the three groups of 80 or so women are notified as to which of the three days they are to par-


ticipate, the panel is ready to operate. If film projectors or slides are used in any of the tests, operators and equipment are furnished by the advertisers. The same holds true for special tests requiring a special setup, such as taste tests and package comparisons. In all other cases WOR provides a staff to handle the tests.

Here are just a few ways in which an advertiser can use the Consumer Testing Panel: Advertising copy tests (radio and TV commercials, ad slogans, remembrance tests); taste tests; selection of names for new products, books and movies; comparison of different packaging designs; motivation tests to determine factors affecting buying of specific products; obtaining new uses for products; obtaining suggestions for improving present products, and for product sampling.

At the conclusion of each session, WOR forwards all questionnaires to the individual advertiser or agency for tabulation. Shortly thereafter, the WOR research department provides all participating accounts with a breakdown showing the characteristics of the panel.

In addition to gleaning information about their products through tests in the studio, advertisers can also test products under actual conditions of use through the panel's "at home" feature. Products which would be difficult to examine in the studio, like cookie mix, detergents and shampoo, are taken home by the women to be tested. The station, as well as the advertisers, has been gratified by the response to these "use" tests, since more than 60% of the questionnaires are returned by women making the "at home" survey.

Here are some of the specific examples of what has been tested on the panel, and some of the reactions from those submitting the products:

Scheideler, Beck & Werner used the consumer panel to determine the value of certain copy claims in a liquid a household cleanser. They reported that "as a result of our test on your panel, we made substantial copy changes which we believe greatly increase the selling power of our commercials and ads."

Results from the panel prompted Doyle Dane Bernbach to emphasize in all communications that Levy's Bread was a white, and not a rye bread. Because close to one-third of the panel did not recognize it as a white bread, the agency has placed the word "white" into the ad headline.

Another agency, Erwin, Wasey & Company, said that some of the things learned from the panel would be incorporated in new TV commercials being prepared for Pertussin. One company, Schraffts, changed the design on its ice cream package as a result of the tests; another, Fred's Steak Sauce, discovered better copy approaches.

Barton Candy salesman had this to say about the chocolate spread item: "The findings of your listeners confirmed our opinion that our new Chocolate Spread was a welcome way to 'party up' bread and crackers."

A tea company, Aborn's, wanted to know if it would package a summertime product for iced tea. The panel vetoed the idea and said, through the questionnaires, that anything "iced" might sound watered down. The company followed the advice of the panel.

The taste tests have proven to be a favorite of the participating women, who have sampled such products as Ferris Ham, Torino's minestreone soup and pasta fazool, Dannon Yogurt, soft drinks, candy and others. In many cases we purposely withhold the names of products from the pane-list to prevent certain prejudices from creeping in. In this way we hope to get a purely objective reaction to the products.

To sum up, here at WOR we've found that the idea of servicing agencies and advertisers through the Consumer Testing Panel has paid off. In addition to providing untold goodwill, it has actually brought in business we otherwise would have missed and has shown our salesmen in their efforts to sell panel participants on using WOR. There's no reason why station in other areas couldn't initiate the same type of service with equal success.

---

**MOTHERS' DAY PARTY**

TOMMY REYNOLDS presented his KEYL (TV) program from the stage of the Inter-state Texas Theatre in San Antonio, where more than 3,000 housewives are reported to have attended Mr. Reynolds' Mothers' Day Party. More than $1,500 in appliances, perfume, cakes and flowers were given away during the hour and a half program which is sponsored regularly each weekday by Wolf & Marx Department Store. Highlighting the program were the winners of a two-month "Bride and Groom Contest," conducted by Mr. Reynolds and the selection of "South Texas' Oldest Mother."

**JET FLIGHT**

LINDLEY HINES, KMOX St. Louis news-caster and World War II pilot, told his radio listeners how it feels to dive, spin, barrel and slow roll in a modern jet fighter plane. The tape-recorded flight was broadcast on Mr. Hines' newscast at 10 p.m. on May 17. Heard on the program were the takeoff, climb to 35,000 feet, the high speed dive to 11,000 feet, losing 1,300 feet every 10 seconds and instructions from the control tower.

**METHODIST CELEBRATION**

A SPECIAL worldwide broadcast from Bristol, England, commemorating the 250th anniversary of the birth of John Wesley, founder of Methodism, was broadcast yesterday (May 24) on WOR from Stamford, Conn. The program originated in the New Room Chapel, oldest Methodist shrine, built with the small contributions of Bristol miners in response to Mr. Wesley's first preaching in the open fields. The day is now celebrated by Methodists in America as

---

**WHEN IN HAWAII . . .**

A HUSKY SEGMENT of Japanese programming marks the format for KPOA Honolulu, reports Fin Hollinger, general manager of the Hawaiian station, who has discovered that although 90% of the Japanese elements of the population understands English, 88% listens to Japanese-language radio programs.

Mr. Hollinger has established Japanese radio features in peak listening periods both daytime and evening, and has made affiliation with Japan's Radio Tokyo, commercial network, and NHK, non-commercial network that points out that 40% of the Hawaiian population is Japanese, while only 14.8% is Caucasian.

---

**ABOUT THE AUTHOR**

ROBERT M. HOFFMAN is director of research for WOR-AM-TV New York, and has been with that Mutual station since June 1948. Before that he held the same title at the Manhattan Shirt Co. Mr. Hoffman holds a B.A. in business administration from New York U. (1938) and a master's from the same school (1950). He currently is vice president of the Radio and Television Research Council, and lectures in market research for the City College school of business administration.
you've heard it until you're bored stiff... but

WE DO IT!

Keystone Merchandising Follows Your Product to the Retail Counters!

It's the kind of follow-through even your most active sales staff couldn't deliver, because local KEYSTONE station management arranges personal contact with local stores almost simultaneously with your merchandising package! Stocks are checked and recorded, order cards distributed personally, window streamers and counter cards installed, all by the personnel of KEYSTONE'S 650 HOMETOWN AND RURAL AMERICA STATIONS who air your message. What sets this merchandising machinery in action? YOUR ORDER! The single order you place for any length announcement or program, for any part of the farflung KBS network. This is one of the many fine points of KEYSTONE service that add up to the biggest and best buy in radio today. It will pay you to investigate the KEYSTONE story if you want the most for your money!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

May 25, 1953 • Page 81
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td><strong>SUNDAY MUSICAL HEADLINES</strong></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>ABC</td>
<td><strong>George Shearing</strong></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>LEB</td>
<td><strong>New York Times</strong></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>KSL</td>
<td><strong>KSL-AM Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>7:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td>WABC</td>
<td><strong>The World's Most Popular Morning Show</strong></td>
<td></td>
</tr>
<tr>
<td>SUNDAY</td>
<td>THURSDAY</td>
<td>FRIDAY</td>
<td>SATURDAY</td>
</tr>
<tr>
<td>--------</td>
<td>----------</td>
<td>--------</td>
<td>----------</td>
</tr>
<tr>
<td>SDAY rime Files of</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>atter Lewis (191)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-op Your Career</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of a Filar of Flamed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>light Theatre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>De and OB the Record</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.P. of Law Adve (16)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-op Eliza Brown</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dane Orchestra</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.N. Highlights</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IME</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUNDAY</strong></td>
<td><strong>CBS</strong></td>
<td><strong>NBC</strong></td>
<td><strong>ABC</strong></td>
</tr>
<tr>
<td>2 Sunday Thoughts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY - FRIDAY</strong></td>
<td><strong>CBS</strong></td>
<td><strong>NABC</strong></td>
<td></td>
</tr>
<tr>
<td><em>Lone Star</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>The Challenge</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer (121)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Montana</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>The Challenge</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Montana</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>The Challenge</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Montana</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>The Challenge</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Montana</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keltz, Writer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COUNTY AGENT CONTEST

IN a public service effort to make rural listeners more keenly aware of the valuable services performed by their County Agricultural Agent and County Extension Director, WOW-AM-TV Omaha, Neb., is rewarding the outstanding agent a free trip to Europe. The winner will be selected from letters received from rural listeners, who have been invited to write about the fine services rendered by their local County Farm Agent. The winner will attend the Sixth Annual Farm Study Tour to the British Isles and Europe, including visits to Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France.

TO TIE HER APRON STRINGS

"GOOD selling is tied to Martha Lane's apron strings." So states a brochure from KXXO St. Louis, through which is tied the apron strings. Inside the folder is a green and yellow plastic apron (life-size) on which is written: "Tie your sales to Martha Lane's apron strings, KXXO ... 11:30 to 12 noon daily."

FM NOT DEAD HERE

WHEN storm damage put WABB-FM Mobile, Ala., off the air temporarily, and the lack of replacement parts held up repairs for three weeks, calls, postcards and letters made life miserable for the radio repairmen, switchboard operators and secretaries who had to explain, the station reports. In an effort to relieve this pressure, WABB ran a 68-inch ad on the Sunday radio page of a local paper, explaining the situation. The station's comment: "FM dead? Don't tell that to these folks! The listeners don't know it."

SPECIAL SUPPLEMENT

A 22-PAGE special supplement to the Fort Lauderdale Daily News, containing information on WFTL-TV Fort Lauderdale staff and programming, has been distributed to 35,000 prospective uhf viewers, the station reports. On the front page of the section in blue color is a picture of the new station.

IN THE PUBLIC SERVICE

"IN THE Public Service" is the title of a booklet put out by WLAC Nashville, containing over 60 pages telling of the station's public service programs. On each page is the story of a public service event and a photograph.

STUDENTS PROFIT

KGLO Mason City, Iowa, reports that a program involving high school students in the area has proved beneficial to the station, the schools and the students. KGLO permitted students from a different high school each week to appear on an hour-long program for which they selected music, edited news and announced commercials. The station turned over to the high schools half the proceeds from the commercials.

TIED TO HER APRON STRINGS

"GOOD selling is tied to Martha Lane's apron strings." So states a brochure from KXXO St. Louis, through which is tied the apron strings. Inside the folder is a green and yellow plastic apron (life-size) on which is written: "Tie your sales to Martha Lane's apron strings, KXXO . . . 11:30 to 12 noon daily."

SYMBOLES OF BRITISH MONARCHY

EXACT, life-size reproductions of the symbols of monarchy to be worn or carried by Queen Elizabeth II for her Coronation were displayed on Today, NBC-TV news and feature program. The display included the Imperial State Crown, the Orb of England and the Royal Scepter, as well as an 18-inch statuette of Britain's queen, portraying her as she will appear at the Coronation.

CORONATION CONTEST

AFTER 15 weeks of competition, a winner was selected in the Coronation Contest conducted by WKRC-TV Cincinnati. Questions in the contest revolved around historical and geographical subjects. The winner, Charles E. Stevenson, assistant professor of law at the University of Cincinnati, will receive a free trip to the Coronation and Paris, plus clothing, luggage and spending money. Runners-up received refrigerators, gas ranges, watches, etc. The contest was conducted by means of picture clues on the air and in the Cincinnati Times-Star.

SMUGGLED POW LIST

WHEN the mother of Private James J. Coo- gan, the third Philadelphia prisoner of war to be repatriated, revealed his smuggled list of 71 names of allied soldiers still held by the Reds, WIP Philadelphia built a program around the event. Conversations with the mothers of Philadelphia men on the list were recorded, resulting in a touching half hour program, reporting the station. One mother had not heard from her son in a year and a half.

Next Time They'll Whisper

THREE brief mentions on the Dean Landfair program on WMT Cedar Rapids, Iowa, brought thousands of requests for tickets to the first broadcast in the summer People Are Funny series, sponsored on CBS Radio by Amana Refrigeration Inc., Amana, Iowa.

The frozen firm's dealers along with WMT, the Cedar Rapids' hometown Col- lege (which wasn't even involved in the program) and the local Paramount Theatre were flooded with calls. According to George C. Foerster, executive vice president, and Merlin E. Morris, advertising manager of Amana, dealers had so many thousands of requests it was necessary to hold drawings for the 1,950 tickets.

To satisfy the crowds that were turned away, Art Linkletter, star of the program, gave a special out-of-doors performance before the start of the Three Stooges baseball game the same night. Mayor Milo Se- lacek, of Cedar Rapids, proclaimed May 9 as "Art Linkletter Day."
BALANCED PERFORMANCE
gives you highest overall sound recording quality
...at no extra cost

Audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in your recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—with no compromise on quality anywhere along the line.

Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at no increase in price.

Here are some of Audiotape's extra-value features:

More Uniform Frequency Response — Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

Low Noise Level — Extremely uniform dispersion of magnetic particles results in exceptionally low noise level—completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Maximum Uniformity — All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±1/4 db or better—and a reel-to-reel variation of less than ±1/4 db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability — Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios—played back perfectly on any machine.

Highest Coating Adhesion —keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

Guaranteed Splice-Free — Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

Low-Tension Reel Design — with 2¾” hub now standard for all 1200 foot, 7” reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

Compare Audiotape in an end-to-end run with any other sound recording tape available. Compare the prices, too. You'll find that Audiotape speaks for itself—in performance and in cost!
People

Advertisers


Leon H. Black, assistant purchasing agent of W. A. Sheaffer Pen Co., named manager of Canadian subsidiary.

Agencies

Bryan Houston, executive vice president, Sherman & Marquette, N. Y. office, elected president; Stuart Sherman, president, elected chairman of board of that office.

Arnold T. Bowden, vice president of Flack Adv., Syracuse, to James J. Coolican Inc., Syracuse, as executive vice president and general manager.

Sidney C. Lund becomes head of creation of industrial literature in publicity dept. of G. M. Basford Co., N. Y.

William Ennis and Robert Kunike, account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers, supervising group of accounts.

Paul B. Kinney, sales promotion div. of Trumbull Electric Dept. of General Electric Co., Plainville, Conn., to James Thomas Chirurg Co., N. Y. and Boston, as account executive in N. Y.


William J. Jost, former vice president of Owen & Chappell Agency, N. Y., to Geyer Adv., same city, as account executive.


Edgar C. Kahn, TV director, NBC, to Kudner Agency, N. Y., TV dept. as producer-director on Martin Kane, Private Eye show.

John W. Gladhorn has retired after 20 years with Geare-Marston, Phila. Adv. Agency, as account executive.

E. D. Geoffrey Gurt, vice president of Lamb & Kzen, Phila., to Lee Rasmidell & Co., that city, as account executive.


Hildred (Billy) Sanders, vice president in charge of radio-TV, Dan B. Miner Co., L. A., becomes first woman appointed to American Assn. of Adv. Agencies Standing Committee on Radio and TV Production.


John H. Hines, BBDO, N. Y., to Kudner Agency, N. Y., on radio-TV copy staff.

Don Belding, president, Foote, Cone & Belding Inc., L. A., named publicity committee chairman of local 1953 Community Chest campaign.

William Z. Burkhart, president of Stockton-West-Burkhart Inc., Cincinnati, named president of Cincinnati chapter of Society for the Advancement of Management.

Stations

Don Perrle, announcer for WIBO and WBLRFM Baton Rouge, La., promoted to program director.

Ruth Richey Rouzie appointed commercial manager of WNNT Warsaw, Va.

Wall Matthews appointed account executive at WBAL-TV Baltimore.

Jack Howlett named production manager of CFCF Montreal, succeeding René Thompson, who has moved to All-Canada Radio Facilities Ltd., Montreal, to head TV division.

Faye Johnson, national accounts and traffic manager, Hawaiian Broadcasting System, appointed promotion director. Wayne Collins named news director for Hawaiian Broadcasting System.

Takes Holy Orders

GEORGE TWIGG-PORTER, S.J., for 13 years western states regional director of The Sacred Heart Program, will be ordained to the priesthood of the Catholic Church in San Francisco June 12. He was named to his present post upon entrance into the order in 1940. The program is now heard on 1000 stations in three languages on five continents.

Alex West, radio-TV director at Rhodes & Davis Adv., S. F., to KCBS San Francisco, as assistant sales manager.

Richard E. Goebel appointed executive assistant to Harry L. Nace, Jr., president of KTYL-TV Phoenix.

James Parks, creator of ABC radio Quiz Kids and partner in Searle & Parks Inc., former Hollywood program packager-distributors, to KNB (TV) that city as sales manager. He succeeds Doty Edouard who becomes manager of radio spot sales, NBC Western Division.

George T. Miller named news and special events director at KTYL-TV Phoenix.

Peter McDonald, producer at CBLT (TV) Toronto, becomes TV co-ordinator of CBUT (TV) Vancouver, expected to be on air late this year.

O. P. Bobbitt appointed sales manager of KTBC Austin, Tex., succeeding Sam Plyler.


Barbara Tobin, TV production staff of WGN-TV Chicago, appointed director of education for WBBM-AM-TV, William B. Wolff, WHFC Chicago, to WBBM, as staff announcer.

John S. Bell, program-news-sports director of WSDC Marine City, Mich., to WKBZ Muskegon, Mich., as director of sports and special events.

Ron McElwee, salesman at WIST Charlotte, N. C., returns to WIS Columbia, S. C., as salesman.

James Edward Doggett, salesman for BWRW Welch, W. Va., has resigned. Les Breck, special events and sports director, assumes additional duties as account executive for sports accounts now on station.

George H. Stephens appointed farm reporter for KCMO Kansas City.

William J. Hooper, exclusive sales staff at WCAU Philadelphia, to sales staff at WHAM Rochester, N. Y.

Johnny Johnson to staff of WCBA Corning, N. Y., as sports director.

Hunt Strongberg, Jr., motion picture writer and N. Y. stage producer, and Selig J. Seliman, author and former assistant to Edward L. Hyman, vice president of Paramount Pictures, to KECA-TV Los Angeles as producer-writers.

Richard Crosswhite, news editor of KOA Denver, to KBTV (TV) Denver, as newswriter.

Bob Ehrlich replaces Jim Erhardt on announcing staff of KCKY Coolidge, Ariz.

Maurice Hamilton and Roger Peterson to KCBS Broadcasting • Telecasting
San Francisco, as writer and summer relief announcer, respectively.

James G. Hoyt, executive comptroller of KEYT (TV) Santa Barbara, elected president of Santa Barbara Advertising and Merchandising Club.

Max Ewing, production supervisor at KGNC-TV Amarillo, Tex., named as one of ten press photographers to attend annual dinner given by White House Press Photographers for President Eisenhower.

Harvey J. Struthers, general manager of WEEI Boston, received 1952 public interest award for spreading information concerning accident prevention, from National Safety Council.


Jack Lemon, N. Y. TV actor, assigned role in Columbia Pictures feature film, “A Name for Herself.”

Barbara Haddox, promotion manager, WBNS-TV Columbus, named grand prize winner in contest among stations carrying CBS-TV George Burns and Gracie Allen for best overall promotion during March 20-April 20 period. Contest was sponsored by Carnation Milk Co. and B. F. Goodrich Co.

W. Wright Esch, owner and operator of WMJ Daytona Beach, Fla., elected president of local chapter of Reserve Officers Assn. of America.

Calvin J. Smith, president, KFAC L. A. and Southern California Beasts Assn., received award from California Fire Prevention Committee in recognition of radio’s cooperation with fire prevention program.


Lloyd Grant, staff announcer at WNAX Yankton, S. D., father of boy, May 4.

Sam Hall, salesman for KXOK St. Louis, father of girl, May 1.

Jack Creamer, WIP Philadelphia commentator, has had his new book Horses and Men published by Cowen, McCann, N. Y.

Hood Waldo Rood, transmitter engineer at WPIT Raleigh, elected mayor of Cary, N. C., for third term.

Frank Raymond, farm director of WDVA Danville, Va., elected president of Rutland Club of Westwood Hills in suburban Danville.

Bob Forker, WGAR Cleveland local salesman, elected president of American Turners Dramatic Society, Cleveland chapter.

William R. Tedrick, vice president and general manager of WOKZ Alton, Ill., honored on behalf of WOKZ by savings bond div. of Treasury Dept. for origination of new savings bond program, Mr. Minute Man.

Edwin K. Wheeler, general manager of WWJ-TV Detroit, and Ben R. Donaldson, director of advertising, Ford Motor Co., received Freedoms Foundation award for outstanding contributions to better understanding of American way of life. Ford was awarded for “The American Road” series, WWJ-TV for Message From Korea.

Edward C. Obrist, station manager of WNHC-
AM-TV New Haven, named to Advisory Board of Council on Human Relations.

Sandy Saunders, WKY-AM-TV Oklahoma City farm director, received award from Central Oklahoma Milk Producers Assn. "In recognition of . . . contribution to Oklahoma's dairy industry . . . "

Monette Shaw, women's director for KABC San Antonio, received Jaycee Award for outstanding civic and charitable work.

Jack Enley, WTVI (TV) Miami news cameraman, elected second vice president of Miami Press Photographers Assoc.


Jack Steck, executive program director of WFIL-TV Philadelphia, and Bess Barg, radio-TV assistant for Phila. Board of Education and producer of Science Is Fun on WFIL-TV, received certificate of merit from New Jersey Science Teachers Assn. for Science Is Fun program.

Walter B. Hasse, general manager of WDRC Hartford, received "Certificate of Appreciation" from Connecticut Society for Crippled Children & Adults for station's help during recent Easter Seal drive.

Henry Schacht, director of agriculture, KNBC San Francisco, cited for daily Farmer's Digest program as "best farm show" by California Associated Press Radio Assn.

Dave Showalter, director of public affairs, and Gonner Cool, writer-producer, both KNX Hollywood, named co-chairman to produce "Scoutorama" stage show in L. A., June 5-6.

Ed Murphy, star of WSYR-AM-TV Syracuse, received award from Central N. Y. Safety Conference Exposition for his Safety Rangers program.

Bob McLaughlin, disc jockey, KLAC-AM-TV Hollywood, and Jerry Barrett, singer, will be married Aug. 1.

Johan O. Bergquist, engineer at WSYR-TV Syracuse, N. Y., father of girl, Carol, April 20.

Don Costello, operator of CHUM Toronto, father of girl, Sharon Elaine.

George Stadtmuller, director of personnel and accounting at KCBS San Francisco, father of girl, Patricia, May 1.

Ed Ruppe, account executive at WICC-TV Bridgeport, Conn., is engaged to Marie Curey.

Vance Colvig, star of KNBH (TV) Hollywood Peanut Circus, and Tink Ross, Capitol Records, that city, were married April 25.

Ray Karpowicz, sales manager at WEE St. Louis, father of boy, Paul Anthony, May 5.

Philip Desheimer, account executive, KBIG Avalon, Calif., father of girl, Jana Helane, April 23.

Bill Rapp, director, KHJ-TV Hollywood, father of girl, Susan Joyce, April 19.

Caley E. Augustine, director of public relations and promotion at WJAS Pittsburgh, father of girl, Peggi Jo, May 3.

Jean Sladden, director of women's activities at WDTV (TV) Pittsburgh, married Bill Connelly, Pittsburgh Press advertising salesman, April 18.

Networks

Matthew Vieracker and Stewart Robinson appointed treasurer and assistant treasurer, respectively, of ABC Central Div.

Mary Martin is first star to be signed for Ford 50th anniversary TV program on NBC and CBS-TV networks, Monday, June 15, 9-11 p.m. EDT.

Gale Storm, star of CBS-AM-TV My Little Margie, and Marguerite Piazza, Metropolitan Opera star featured on NBC-TV Your Show of Shows, signed to recording contracts by Capitol Records.

Sarah Selby, featured actress on CBS Radio Junior Miss, assigned role in 20th Century-Fox feature film, "Be Prepared."


Jim Campbell to CBS-AM-TV New York, as staff announcer.

George Olden, CBS-TV graphic arts director, presented with Art Directors Club Medal for "overall contribution to TV graphic art."

Ralph Edwards, creator-star of NBC-TV This Is Your Life, awarded first TV network program citation by Laymen's Movement for Christian World for "outstanding contribution to the spiritual life of America."

Gustav B. Margraf, vice president for talent and program administration for NBC, elected an honorary member of Duke U. Circle, Rho, of Omicron Delta Kappa, national honorary fraternity.

Stanton Kramer, director of TV promotion-publicity, ABC Western Division, father of girl, Andrea, May 13.

Win Uebel, assistant network sales traffic manager at NBC Chicago, father of girl, Diane Rose.

Manufacturing

Dr. Constantine S. Szegho appointed vice president of research for Rauland Corp., Chicago tube manufacturing agency.

John Holzman appointed vice president and sales director for RCA Victor Distributing Corp., RCA subsidiary, Chicago headquarters.


programs, Inc., and producer of NBC-TV's *American Inventory* program, elected director of Laymen's National Committee.

**Personnel Relations**

**John Dales Jr.**, executive secretary, Screen Actors Guild, elected treasurer of Hollywood Coordinating Committee for 1953-54.

**Government**

Kenneth Pendleton, technical director at WKBZ Muskegon, Mich., appointed civilian technician with U. S. Navy Experimental Section, Washington, D. C.

**Trade Associations**

Gene L. Cagle, president of Texas State Network and president and general manager of KFJZ Fort Worth, Tex., elected to board of directors of Advertising Federation of America, replacing Oveta Culp Hobby, now secretary of newly created cabinet department, Washington, D. C.

INTERVIEWING a patient at Fitzsimmons Army Hospital while attending a meeting of the KOA Denver board of directors, of which he is a member, radio-TV-screen comedian Bob Hope uses a KOA microphone to get the veteran's reactions.

Birchard, assistant manager, patent dept., Zenith Radio Corp., Chicago, to Hoffman as manager of firm's patent dept.

Herbert Sands, sales training div., Philco Corp., Phila., appointed to sales dept. of radio div.

Jerry Kirshbaum, sales manager of Precision Apparatus Co., Elmhurst, N. Y., elected president of Eastern Div. of Sales Managers Club.

Representatives

A. A. McDermott, Radio & Television Sales Inc., Toronto, elected first vice-president of Advertising and Sales Club of Toronto for 1953-54.

George Lindman, head of S. F. office of George P. Hollenberg Co., elected vice president.

John Carter, account executive with Adam J. Young Jr. Inc., N. Y. radio and TV station representative firm, promoted to assistant to president, with duties of planning sales strategy and supervising research and promotional activities.

Mr. Cagle

Mr. Lindman

Wynn Kirby, salesman, O. L. Taylor Co., station representative firm, father of boy, May 3.

**Program Services**

George M. Rowland, Jr., vice president and director of sales for Gardner Displays Co., appointed assistant director for special activities for American Museum of Natural History in N. Y., including duties of administering contracts for TV, radio and motion pictures. In cooperation with CBS-TV, Museum presents special TV series titled *Adventure*. (Sun. 5-6 p.m. EDT).

William Hodapp, executive director of Telecasting.

What a station executive says about Standard Rate Service-Ads:

"**Media men seek and appreciate this information**" says G. Richard Shafter, general manager, station WIS Columbia, S. C.

Mr. Cagle

"The story of WIS in our own language gives personality to the essential reference data in our Standard Rate Listings. We feel that media men seek and appreciate this added information at the time they turn to Standard Rate for comparative facts and figures."

8 ways a service-ad in SRDS sells time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It helps instantly accessible to the SRDS user who is working nights or weekends.
5. It provides tangible material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations right then.
8. It provides a "last chance" gain from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Standard Rate Service-Ads such as the one shown here sell time for you because they deliver wanted information to your prospects at the time they are making station selections.

**SRDS**

**Standard Rate & Data Service, Inc.**

The National Authority Serving the Media-buying Function

Walter E. Batteh, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

May 25, 1953 • Page 89
IN PUBLIC INTEREST

‘Esso’ Public Service
A TOTAL of 9,683 public service messages were carried on Esso Standard Oil Co.’s Your Esso Reporter radio and television broadcasts over the past three years, the Advertising Council announced last week. Some 8,949 of the appeals were heard over radio and 734 on television, with a total of 25 Council public interest projects supported on Esso’s programs, the Council said. Marschalk & Pratt is the agency for the program. Public service messages are prepared by Robert Jones, Gordon Page, and Curt Peterson.

WLIR Aids Blood Testing
WLIR New York reports it was the radio station kicking off the city public health department’s campaign beginning last Monday to get people to take blood tests. To help overcome various fears that make many people reluctant to take tests, WLIR staffers were scheduled to take tests themselves while on the air.

Hartford Day Camp Benefits
WDRIC Hartford, Conn., has brought in $1,000 for Camp Courant, a summer day camp for children. Fund drive was conducted on Jack Zaiman’s Needle Club, which will continue the campaign until late June. The camp is sponsored by the Hartford Courant, for which Mr. Zaiman is a political reporter.

$30,090 for Neighbors Club
CHRISTMAS Neighbors Club contributions in 1952 amounted to $30,089.81, Al Boyd, director of the club, has announced. The money was contributed by WLS Chicago listeners and Prairie Farmer readers, he said, and was used to buy 964 radios, wheel chairs, inhalators, orthopedic walkers and playground equipment for hospitals in Illinois, Indiana, Wisconsin and Michigan. WLS and Prairie Farmer absorb operating expenses of the club. Since its start in 1935, Mr. Boyd disclosed, the Christmas Neighbors Club has raised nearly $380,000, solely through announcements over WLS and stories in the Prairie Farmer.

Two Awards in One Day
KLRA Little Rock, Ark., recently received two awards in one day. The first was from the President’s Committee on Employment of the Physically Handicapped; the second from the U.S. Junior Chamber of Commerce. W. V. Hutt, KLRA general manager, accepted both public service awards.

Cleveland Cites WEWS (TV)
WEWS (TV) Cleveland, Peabody Award winning station, received commendation from the local City Council May 11 for having “focused attention on Cleveland as a progressive community.”

‘Letters From America’ Aid
SOME 423 foreign language broadcasting stations in the U. S. have helped to promote the ‘Letters From America’ campaign during the past three years, the Common Council for American Unity, sponsor of the drive, reported last week. Campaign, designed to combat anti-American propaganda abroad through personal letters from Americans to friends and relatives overseas, marked its third anniversary last week, which was designated “Letters From America Week.”

WRC Assist to Charity
AFTER WRC Washington disc jockey Gene Archer interviewed Mrs. Margaret E. Kennedy, who made a charity appeal in behalf of the Washington Home for Foundlings, a man in nearby Arlington, Va., Aubrey Lee, donated the entire stock of a gift shop to the founding home. The goods, which Mr. Lee had stored after closing his shop two years ago, were valued at $20,000 wholesale.

Tragedy-Stricken Family
SOME $900 was raised through appeals by WIDE Biddeford, Me., to give financial aid to a family in which one son was struck by an auto and later received an eye injury, two other children were drowned when ice broke beneath them, and the mother underwent major surgery. President Arthur Deters said only one $2 pledge was unfulfilled.

Appeal Brings $1,000
COLLECTIONS have reached $1,000 in WBZ Boston radio appeal to aid an Arlington, Mass., youth who has been in a coma since an automobile accident January 13. Jerry and Sky, all-night disc jockeys on WBZ, initiated the appeal. Response to date has been from 35 states.

Raisers Funds for Surgery
WBCU Union, S. C., has ended an air campaign to raise $1,000 to pay expenses of a surgical operation on the 8-year-old son of a local underprivileged family. A total of $1,200 was contributed for the boy, who is suffering from a rare heart ailment and whose doctors have given a 50-50 chance for survival if the operation is performed.

WPIX (TV) Aids Foundlings
WPIX (TV) New York May 3 launched a community service program in cooperation with the New York Foundling Hospital, which cares for 3,000 homeless children. Titled A Home for a Child, the program emphasizes the hospital’s humanitarian work and presents case histories of children for potential adoption or placement in foster homes. Program is carried Sundays, 12:15-12:30 p.m. EDT.
Ubelhart, Bourgholtzer To Get Headliner Awards

JAMES UBELHART, news director of WSPD Toledo, and Frank Bourgholtzer, recently appointed NBC chief correspondent in Paris, have been selected to receive National Headliners' silver medallions in recognition of consistently outstanding news broadcasting during 1952. In the new field of TV, Headliner judges voted a joint award to the four video networks for their telecasting of the political conventions in Chicago as "outstanding coverage of a news event."

Reportorial Ability

Mr. Ubelhart, whose 1952 reportorial achievements ranged from a series recorded at U. S. air bases in Europe to a report of the showing of the Berlin art masterpieces at the Toledo Art Museum, won the Headliners Award for "consistently outstanding news broadcasting by a local radio station." Mr. Bourgholtzer was accorded his award for the performance of his duties as NBC's White House correspondent during 1952. He held this post from 1947 until April 1, 1953, when he was transferred to Paris.

Medallions will be presented to the radio and TV winners and to other winners from newspaper, news service, and newscast fields on June 13 at a luncheon at the Dennis Hotel, Atlantic City.

N. Y. Art Awards to Radio-TV

THREE medallist awards in the fields of radio and television have been made by the Art Directors Club of New York as part of its annual contests for the best examples of advertising and editorial art.

Medalist winners included G. Olden, CBS-

TV director of graphic arts department, for "overall contributions to TV art tiling"; Louis Dorfsman, art director and associate director of sales promotion and advertising, CBS Radio, for "design of complete unit booklets, and direct mail ads"; and to Lew Keller, Ray Patin, and Marlowe Hartung, Ray Patin Productions, for "television commercial film, full animation."

Merit Awards

Awards of distinctive merit were made to William Goldin, art director of Lester Rossin Assoc., New York, for newspaper and magazine advertisements created for CBS Radio and Television; Norman Tate and A. Oestrander, TV commercials for the Atlantic Refining Co.; Ray Patin and Tom Newman of Ray Patin Productions, TV Commercials for Blue Plate Foods, Inc.; Irving Miller, CBS Radio, for magazine advertisements for KCBS San Francisco, and Arnold Rosten, MBS art director, for magazine ads for MBS.

Waco Stations Honored For Work After Tornado

TEXAS Assn. of Broadcasters Wednesday will present special awards to the two Waco radio stations, WACO and KWFX, and to the Texas State Network, for the outstanding public service they rendered after a tornado in that city May 11 killed more than a hundred people and destroyed millions of dollars in property (BT, May 18).

TSN will air the live broadcast, which will originate in Waco (Wednesday 10:30-11 a.m. CST), according to Richman Lewin, TAB publicity director.

OVERSEAS Press Club's 1952-53 award for the best radio reporting from abroad of foreign affairs has been won by Howard K. Smith, chief of CBS Radio's European news staff (BT May 1B), and Adrian Murphy (r), CBS Radio president, accepts the award in Mr. Smith's behalf. Admitting the award are George Crandall (l), CBS Radio director of press information, and Ben Gross radio-TV editor of the New York Daily News.

Burns & Allen Prizewinner

BARBARA HADDOX, promotion manager of WBNNS-TV Columbus, has been adjudged the grand prize winner in a nation-wide contest conducted by George Burns and Gracie Allen and their sponsors, the Carnation Milk Co. and the B. F. Goodrich Co., for promotion managers of stations carrying their television show. Miss Haddox wins a trip to the Coronation of Queen Elizabeth with all expenses paid. Runners-up, who will receive 21-inch console TV sets, are: Burt Toppan, WTVJ (TV) Miami; Robert Pratt, WCVS-TV New York; Ardyce Pfanziel, KEYI (TV) San Antonio; James Evans, WHNC-TV New Haven, and Jack Schumacher, WICU-TV Erie.

To Emcee SDX Banquet

DON MCNEILL, Toastmaster of ABC's Breakfast Club, will be m.c. for Sigma Delta Chi's national award banquet and presentation ceremony at the Conrad Hilton Hotel in Chicago today (Monday), Lee Hills, the fraternity's national president, has announced. John H. Norton Jr., vice president in charge of ABC Central Div., will accept a special citation for ABC, one of four to TV networks for outstanding coverage of the 1952 political conventions.
AWARDS

NBC Takes Radio Awards; Shares TV Honors with ABC

Chicago Federated Advertising Club announces its 1953 competition winners for Chicago-originated network programs.

NBC corralled top honors for Chicago-originated network radio programs and divided awards with ABC on TV network shows in the Chicago Federated Advertising Club's 1953 awards competition.

The awards were announced and presented to the networks and local stations in a number of categories at the annual CFAC dinner in the Morrison Hotel last Thursday evening. They covered radio, television and seven other classifications on the basis of work created in the Chicago area between April 1, 1952, and March 31, 1953.

NBC won the radio variety program honor for its "Kukla, Fran & Ollie," produced by Beulah Zachary, and a special feature public service award for its "National Farm and Home Hour," sponsored by Allis-Chalmers Mfg. Co.

In television, ABC-TV's "Super Circus"—a four-time CFAC winner in the past—walked off with honors for the "best network children's show" and NBC-TV's "Ding Dong School" won out for the "best all-around network service show." NBC-TV also won a special citation for its overall Chicago TV productions.

WGN, WBBM and WMAQ shared local radio honors.

Other top radio winners were:

Programs

Drum—Hall of Fantasy, WGN. Dick Thorne, writer-producer.


Commentary—Honorable mention: The Earl Nightingale Show, WGN. Earl Nightingale, writer-producer.

Special Features

Public Service—Honorable mention: Holiday Traffic Service, WGN, Bruce Dennis, writer-producer. Dollars For Decency, WBBM.

Women's Shows—Virginia Gale Show, WGN. Ruby Anderson, writer.

Special Events—WBBM Was There and Crime Hearings, WBBM. Chuck Wiley, producer; Art Thornes, writer.

Commercial Announcements

One Minute Announcements—Advertiser, Atlas Brew.

RCA Institutes Awards

RCA Institutes Inc. announced May 13 it had awarded scholarships to that school valued at $1,500 each to Richard Anton Belz, John Francis Corbani and Anthony C. Meddle, all of New York. Final selection for the awards, open to contestants representing public and private high schools in the New York area, was made by Dr. Alfred N. Goldsmith, consulting engineer; George L. Van Deusen, president emeritus of RCA Institutes, and George F. Maciel, current president.

DuMont Wins VFW Award

DuMont TV Network has been presented with the Award of Merit of the Veterans of Foreign Wars "in commendation of its excellent public service programs, and particularly of the meritorious national feature, The New York Times Youth-Forum" (Sunday, 6-7 p.m., EDT).

For Sales Results in CINCINNATI

Use the "MAKEBELIEVE" BALLROOM
with

REX DALE

Cincinnati's #1 Daytime Disc Jockey Show

Students Win Radio Awards

NATIONAL Collegiate Radio Guild presented honors to eight students at an awards dinner at Washington State College, Pullman, recently. The Edward R. Murrow award was won by Dale Kassel, Twin Falls, Idaho; the companion Judith Walter award went to Jeraldine Heft, Portland, Ore.

Winners for outstanding achievement were: Newscasting, Richard Gardner, Seattle; announcing, James L. Johnson, Portland, Ore.; sportscasting, Keith M. Jackson, Bremerton, Ga.; news editing, Edward L. Purcell, Yakima, Wash.; outstanding achievement, Lois Schreiner, Yakima, and staff "Man of the Year," Cal Watson.

A TRIPLE PLAY (in this case) is the award of Gold Medal, scroll and $500 check to WBZ-TV Boston by the National Board of Fire Underwriters. Award was for WBZ-TV effort during 1952 in supporting fire prevention and fire safety. Ceremony was at a Parker House luncheon April 30, L. to r.: Massachusetts Gov. Christian A. Hester; W. C. Swartley, WBZ-TV station manager who accepted the awards; Robert Kutteruf, president, Bay State Club, and Boston Mayor John B. Hynes. Mr. Swartley said the check would be used for films on fire safety to be shown to high school students.


Super Circus is sponsored by Mars Candy and Kellogg's, with William Hofiman as writer and Arthur Passalagis as art director.

Ding Dong School is produced-directed by Reinald Werrenrath Jr. and supervised by Judith Waller.

American Weekly's '53 TV award win-
ers were announced May 17 after a nation-
wide poll of newspaper critics. "Bests" were taken by:

Variety, Your Show of Shows; comedian, Sid Caesar; musical, Dinah Shore; mystery, Dragnet; educational, Omnibus; discussion, Life Is Worth Living; documentary, Victory at Sea; audience participation quiz, You Bet Your Life; panel quiz, What's My Line? news, Camel News Caravan; children's, Kukla, Fran and Ollie; spots, Blue Ribbon Boys; dramatic, Robert Montgomery Presents; comedy drama, I Love Lucy; comedians, Lucille Ball; most promising personality or show, Mr. Peepers, and special achievement, Omnibus.
Plans for WKAQ-TV Near Completion

PLANS for Puerto Rico's first television station came nearer completion recently when Angel Ramos, who will operate WKAQ-TV San Juan, conferred with officials of the International General Electric Co. in New York.

Mr. Ramos has purchased nearly $500,000 in equipment from IGE for the vhf Ch. 2 outlet, including a 5 kw transmitter with 6-bay antenna. The station expects to start early next year. Mr. Ramos is owner-president of El Mundo (newspaper) and Radio El Mundo in San Juan.

Towers Describes Growth Of Far East Broadcasting

STEADY growth in radio broadcasting in the Far East, particularly in Australia and New Zealand, has been described by Harry Alan Towers, president of Towers of London, international radio production and syndication firm.

Mr. Towers, who returned to New York following a three-week trip to Australia, New Zealand, Japan, Singapore and Hong Kong, declared there "is a strong potential" in those areas for American products. He expressed the belief that "a vigorous advertising medium like radio can perform a valuable service in those areas."

He noted that with the exception of Japan, television is "at least two or three years away" and that radio still is in a "growing-up period." He recommended that American businessmen explore the possibility of widening their market distribution to areas where radio "is still enjoying a boom."

IARW Paris Meet Plans Told by Miss Barzin

DETAILED plans for next month's meeting in Paris of the International Assn. of Radio Women were outlined by Betty Barzin of Radio Belgium last Tuesday at a luncheon in New York, in honor of Miss Barzin. She discussed her work with Radio Belgium.

The affair was arranged by Mrs. Dorothy Lewis, coordinator of U. S. station relations, UN Radio, and a co-president of IARW. Other attending American members included Helen Sioussat, CBS; Stella Karn, ABC; Dorothy Gordon, New York Times Youth Forum; Dorothy Kemble, MBS; Grace Johnson, ABC; Duncan MacDonald, DuMont; Olga Autenrieth, Voice of America; Elizabeth McStea, Camp Fire Girls; Natalie Flatow, Girl Scouts of America; Margaret Cuthbert, NBC (retired); Grace Bok Holmes, Beatrice Ronquillo, Helen Dunlop, Margarette Clark, and Ethel Frank, attached to UN Divisions.

Miss Barzin, on a tour of the U. S. as a guest of the State Dept., appeared on Mary Margaret McBride's program last Monday and later that day spoke briefly at a dinner of the New York chapter of American Women in Radio & Television. She will visit Washington, the West Coast, and a TV workshop at Northwestern U.


CAB Searches Costs

AN EXHAUSTIVE study and analysis of station operations and costs is being made by the Canadian Assn. of Broadcasters through a management consultant firm to provide member stations with a comparative yardstick on which to evaluate their own operations. The information will provide each station with a clear-cut picture of its overall system and operations, while at the same time giving it a clear picture of the general pattern of systems, developments, ratios and scales in the entire Canadian broadcasting industry. The entire project is being done to provide complete secrecy for each station reporting, through use of code numbers. Information is being collected from all participating stations and an exhaustive on-the-spot analysis of nine selected stations is being made covering all types of station operations in all areas of Canada.

CBUT Sets High Tower Site

TRANSMITTER FOR CBUT Vancouver to be on the air late this year, will be located on 2,700-ft. Mount Seymour, near Vancouver, according to an announcement of Kenneth Caple, regional representative of the Canadian Broadcasting Corp. at Vancouver. The high site is expected to give CBUT coverage over an area from Chilliwack to Victoria.
March TV Set Sales

SALES OF TV receivers in Canada during March amounted to 26,260 sets valued at $11,237,965, according to a report of the Radio-Television Manufacturers Assn. of Canada. This brings total sales for the first three months of 1953 to 73,829 sets. The RTMAC expects to make 82,500 sets during the next three month period. Bulk of sales for March were made in southern Ontario, totalling 16,280 sets, with the Montreal area accounting for 8,023 sets, the Vancouver area 1,926 receivers, and 31 sets in other parts of Canada.

CBC-Independent TV Urged

DEVELOPMENT of a national television service by both independently-owned and Canadian Broadcasting Corp. stations was urged in a report of the Parliamentary Radio Committee at Ottawa May 9. The report pointed out that TV "should be a means of developing the human resources of Canada in talent, ideas and new abilities. While it should naturally make available to Canadians suitable programs from outside Canada, it must in our national interest have a basis of programs produced by Canadians for Canadians." Co-operation between CBC and private stations for programming service was urged and would make CBC produced programs available to additional numbers of Canadians, while assisting private stations in their operations.

Oklahoma Plans First Statewide Educ. TV System

PLANS for the first statewide educational TV system in the U. S. were created in Oklahoma May 18 when Gov. Johnston Murray signed into law a bill providing for the Oklahoma Educational Television Authority, which plans a 10-station chain to cover the state. Application by school groups for the educational channel in Oklahoma City already has been filed with the FCC.

Legislation which sanctioned the OETA specifies that educational and cultural agencies of Oklahoma will provide educational TV service under the supervision of the Authority. No advertising or political telecasting will be carried by the stations. The Authority has been authorized to issue revenue bonds to finance construction of the proposed outlets. Bonds will be serviced out of the state's Public Fund whose income is about $200,000 each year.

The Authority will consist of 13 members active in educational institutions in the state, seven of whom will be appointed by Gov. Murray with consent of the Oklahoma Senate.

KWK Aids Students

FOR the third straight year, KWK St. Louis was host and instructor to two students of Lindenwood College, St. Charles, Mo., the station reports. The seniors worked side-by-side with various KWK department heads during a week-long "seminar." Each student spent a day in the continuity, program, production and promotion departments, and half days in traffic and news. Sales activities were explained during their turn at the sales promotion department. Lindenwood College is licensee of campus station KCLC.

Hunter Previews Future At U. of Illinois TV Meet

ADDRESS on "The Future of Educational TV" was delivered at a dinner May 11 by Armand L. Hunter, Michigan State College director of TV development and consultant to the Joint Committee on Educational Television, at a two-day conference conducted by the U. of Illinois at its Robert Allerton park, near Monticello.

The conference was presented especially for TV dealers and service men in new television areas.

III. Educ. TV Study Set

IN THE WAKE of controversy over construction of educational TV outlets by state-supported institutions, the Senate of the Illinois State Legislature a fortnight ago passed a bill authorizing a study of educational television. Under the measure, a commission will be set up at a cost of $15,000 to study the medium and report to the Legislature. There has been mounting sentiment for such a review in recent months, particularly so that legislators may be apprised of the costs involved in building and operating stations. The bill was sent on to the House.

Carries TV's Standard

TV has a champion in Mrs. Frances Landor Spain. That's an unusual fact in these days when one hears the oft-repeated complaint that television is bad for children. Mrs. Spain's field is books—children's books.

As new superintendent of Work With Children for the New York Public Library, Mrs. Spain states that she will not advise parents, teachers, or librarians to keep the kids away from the TV sets—or vice versa—on the ground that it is a rival of reading. As she sees it, video is a powerful instrument in awakening children's curiosity, and she believes the youngsters will turn to books for more complete accounts of what they have seen on TV.

And besides, Mrs. Spain says, "If they don't have their own TV, they'll just go next door."

Coronation Guide Praised

PRAISE from educators throughout the country for CBS-TV's teachers guide, for use in connection with radio and television coverage of the Coronation has been reported by the network.

CBS-TV said that Harry Bard, curriculum bureau executive of Baltimore's Board of Education, called the guide "so very good that every social studies teacher in Baltimore should make use of it." KPIX (TV) San Francisco was said to have been "literally swamped" by requests from teachers for copies of the guide.

WBTV (TV) Charlotte, N. C., reported to the network that the manuals present "a wonderful public service opportunity."

KQED TV. St. Joseph, Mo., notified CBS-TV that the supervisor of instruction there had mimeographed copies of the guide for distribution to high school teachers of government and history.

Promote Sound Equipment

NEW booklet designed to promote use of radio, TV and sound equipment in public and private schools has been published by a joint committee of the U. S. Office of Education and the School Equipment Committee of Radio-Television Manufacturers Assn. Dr. Franklin Durham, radio-TV chief of the Office of Education, said the booklet shows teachers how to teach by use of radio and TV as well as how to apply instructional skills to all types of audio and electronic aids.

TV Retailers 'Ethics'

TV INSTITUTE at the U. of Wisconsin recently heard a "code of ethics" for television set retailers outlined by Sidney Harrell, National Appliance and Radio Dealers Assn. He stated that TV retailers must "police" their own business to gain the good will of the public.

Over 70 persons attended the three-day institute sponsored by the UW Extension Div. and the UW College of Engineering.

KWK Aids Students

FOR the third straight year, KWK St. Louis was host and instructor to two students of Lindenwood College, St. Charles, Mo., the station reports. The seniors worked side-by-side with various KWK department heads during a week-long "seminar." Each student spent a day in the continuity, program, production and promotion departments, and half days in traffic and news. Sales activities were explained during their turn at the sales promotion department. Lindenwood College is licensee of campus station KCLC.

Hunter Previews Future At U. of Illinois TV Meet

ADDRESS on "The Future of Educational TV" was delivered at a dinner May 11 by Armand L. Hunter, Michigan State College director of TV development and consultant to the Joint Committee on Educational Television, at a two-day conference conducted by the U. of Illinois at its Robert Allerton park, near Monticello.

The conference was presented especially for TV dealers and service men in new television areas.

III. Educ. TV Study Set

IN THE WAKE of controversy over construction of educational TV outlets by state-supported institutions, the Senate of the Illinois State Legislature a fortnight ago passed a bill authorizing a study of educational television. Under the measure, a commission will be set up at a cost of $15,000 to study the medium and report to the Legislature. There has been mounting sentiment for such a review in recent months, particularly so that legislators may be apprised of the costs involved in building and operating stations. The bill was sent on to the House.

Carries TV's Standard

TV has a champion in Mrs. Frances Landor Spain. That's an unusual fact in these days when one hears the oft-repeated complaint that television is bad for children. Mrs. Spain's field is books—children's books.

As new superintendent of Work With Children for the New York Public Library, Mrs. Spain states that she will not advise parents, teachers, or librarians to keep the kids away from the TV sets—or vice versa—on the ground that it is a rival of reading. As she sees it, video is a powerful instrument in awakening children's curiosity, and she believes the youngsters will turn to books for more complete accounts of what they have seen on TV.

And besides, Mrs. Spain says, "If they don't have their own TV, they'll just go next door."

Coronation Guide Praised

PRAISE from educators throughout the country for CBS-TV's teachers guide, for use in connection with radio and television coverage of the Coronation has been reported by the network.

CBS-TV said that Harry Bard, curriculum bureau executive of Baltimore's Board of Education, called the guide "so very good that every social studies teacher in Baltimore should make use of it." KPIX (TV) San Francisco was said to have been "literally swamped" by requests from teachers for copies of the guide.

WBTV (TV) Charlotte, N. C., reported to the network that the manuals present "a wonderful public service opportunity."

KQED TV. St. Joseph, Mo., notified CBS-TV that the supervisor of instruction there had mimeographed copies of the guide for distribution to high school teachers of government and history.

Promote Sound Equipment

NEW booklet designed to promote use of radio, TV and sound equipment in public and private schools has been published by a joint committee of the U. S. Office of Education and the School Equipment Committee of Radio-Television Manufacturers Assn. Dr. Franklin Durham, radio-TV chief of the Office of Education, said the booklet shows teachers how to teach by use of radio and TV as well as how to apply instructional skills to all types of audio and electronic aids.

TV Retailers 'Ethics'

TV INSTITUTE at the U. of Wisconsin recently heard a "code of ethics" for television set retailers outlined by Sidney Harrell, National Appliance and Radio Dealers Assn. He stated that TV retailers must "police" their own business to gain the good will of the public.

Over 70 persons attended the three-day institute sponsored by the UW Extension Div. and the UW College of Engineering.

Upcoming Events

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.
May 26: Canadian Broadcasting Corp, Board of Governors meeting, Railway Committee Room, House of Commons, Ottawa.
New TV Stations... Decisions

Honolulu, Hawaii—American Best Stations. Granted vhf Ch. 4 (46-72 mc); ERP 9 kw visual, 20 kw audio; antenna height above average terrain 249 ft. above ground 396 ft. Estimated construction cost $211,680, first year operating cost $25,656, revenue $206,000. Post Office address High St., Honolulu.

Rockford, Ill.—Greater Rockford Television Inc. (WFRV). Granted vhf Ch. 9 (6-60 mc); ERP 95 kw visual, 98 kw audio; antenna height above average terrain 616 ft. above ground 847 ft. Estimated construction cost $392,500, first year operating cost $59,600, revenue $200,000. Post Office address: c/o Guyver & Smith, 815 Rockford Trust Bldg., Rockford.

Cincinnati, Ohio—Hounsaville-Clark TV Co. (Robert W. Hounsaville and George M. Clark, equal partners). Granted uhf Ch. 54 (718-716 mc); ERP 2 kw visual, 96 kw audio; antenna height above average terrain 629 ft. above ground 319 ft. Estimated construction cost $74,150, first year operating cost $8,700, revenue $70,000. Post Office address Box 47, Cincinnati.

Geographic coordinates (59.6 %), New Rockford, Rockford, Illinois. Consulting engineer Donald L. Nels, Milwaukee.

We do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center. To be sold with "must be rented to," will make a perfect headquarters for SHELL Sells Memphis Negro Market With WDIA

Powerful selling for a powerful gasoline! That's the Shell-WDIA story. With five hour quarters weekly handled by A. C. Williams, "Moohah" Williams, Shell Oil Products are gaining completely dominating coverage of the 600,000 Negroes in WDIA's 76 Nielsen counties. YOU should do the same for your product. Join the WDIA list of blue chip accounts including Coca-Cola, Kools, Wonder Bread, Bayer Aspirin, Tide, Polgers Coffee, Pet Mills, Omega Flour and many others. Get the full WDIA story today!

Applications

Merced, Calif.—Merced TV Corp., uhf Ch. 34 (590-596 mc); ERP 18 kw visual, 9 kw audio; antenna height above average terrain 10 ft. above ground 72 ft. Estimated construction cost $165,125, first year operating cost $25,600, revenue $150,000. Post Office address Box 28, Merced.

Cincinnati, Ohio—Hounsaville-Clark TV Co. (Robert W. Hounsaville and George M. Clark, equal partners). Granted uhf Ch. 54 (718-716 mc); ERP 2 kw visual, 96 kw audio; antenna height above average terrain 629 ft. above ground 319 ft. Estimated construction cost $74,150, first year operating cost $8,700, revenue $70,000. Post Office address Box 47, Cincinnati.

For the Record

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, calendar new rules, standards changes and routine roundup.

Abbreviations:

- C: construction permit; DA: directional antenna; ERP: effective radiated power; N.F.T.: non-transmitting antenna link; synch.: synchronous amplifier; vhf: very high frequency; uhf: ultra high frequency; alt.: antenna; aus.: aur.; visual; kw.: kilowatts; mc.: megacycles; b.d.: binary day; m.w.: marine wave; local sunset; mod.: modification; trans.: transmitter; nont.: nontime; kw.: kilowatts; SSA: special service authorization; STA: special temporary authorization. (FCC: all and hearing docket numbers are given in parentheses.)
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 36, N. Y.

FOR THE RECORD


Athens, Ohio—Ohio U., uft Ch. 62 (766-768 mc); ERP 240 kw visual, 22 kw audio; antenna height above average terrain 644 ft., above ground 584 ft. Estimated construction cost $447,000, first year operating cost $65,000, revenue none. (To be operated non-commercially.) Post Office address Athens, Ohio; studio location on school campus. Transmitter location: Long. Transmitter and antenna GE. Legal counsel unspec'd. Consulting engineer Thomas Friedmann, Cleveland. Principals include board of trustees of school. City priority status: Gr. A-2, No. 450. Filed May 15.

Huntington, W. Va.—W. J. Raymond, vhf Ch. 5 (766-768 mc); ERP 65 kw visual, 6.7 kw audio; antenna height above average terrain 601 ft., above ground 546 ft. Estimated construction cost $448,310, first year operating cost $690,000, revenue $175,000. Post Office address 220 Park Ave., Huntington; studio location to be determined. Transmitter location Pulaski Co., W. Va. Geographical coordinates 39° 18' 57" N., Lat. 88° 45' 48" W. Transmitter and antenna GE. Legal counsel unspec'd. Consulting engineer Thomas Lohnes, Madison, Ohio. Principals include President and Treasurer. City priority status: Gr. A-2, No. 36. Filed May 15.

Beckley, W. Va.—Beckley TV Corp., uft Ch. 21 (612-618 mc); ERP 19.4 kw visual, 9.7 kw audio; antenna height above average terrain 686 ft., above ground 659 ft. Estimated construction cost $416,110, first year operating cost $66,000, revenue $160,000. Post Office address 270 Park Ave., New York, Studio location to be determined. Transmitter location Pigeon Roost, W. Va. Geographical coordinates 39° 45' 81" N., Lat. 85° 12' 29" W. Long. Transmitter and antenna RCA. Legal counsel Shreve & Wilson, Charleston, W. Va. Principals include President Albion May, no interest, executive of Landenburg Co.; holding 10% interest in applicant; Treasurer Joseph Low (18%), New York attorney; Secretary George Becker (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uft stations in Goldsboro, N. C., Marshall, Tex., Clarksburg, W. Va., and Mereed, Calif. Mr. Becker holds minority interest in uft applications for La Cross, Wis., Cedar Rapids, Iowa, Champaign, Urbana, Ill., and Fadusah, Ky. City priority status: Gr. A-2, No. 374, May 13.

Clarksburg, W. Va.—Clarksburg-Pairmont Corp., uft Ch. 32 (518-524 mc); ERP 11.2 kw visual, 16.7 kw audio; antenna height above average terrain 491 ft., above ground 304 ft. Estimated construction cost $248,750, first year operating cost $59,000, revenue $100,000. Post Office address 270 Park Ave., New York. Studio location Pairmont Mill, Clarksburg. Geographical coordinates 39° 45' 81" N., Lat. 85° 12' 29" W. Long. Transmitter and antenna RCA. Legal counsel Shreve & Wilson, Charleston, W. Va. Principals include President Albion May, no interest, executive of Landenburg Thallman Co., New York investment house holding 19% interest in applicant; Treasurer Joseph Low (18%), New York attorney, Secretary George Becker (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uft installations in Goldsboro, N. C., Marshall, Tex., Beckley, W. Va., and Mereed, Calif. City priority status: Gr. A-2, No. 149. Filed May 12.


Milwaukee, Wis.—City of Milwaukee (870-876 mc); ERP 13 kw visual, 1 kw audio; antenna height above average terrain 416 ft., above ground 346 ft. Estimated construction cost $77,000, first year operating cost $30,000. Post Office address 1442 W. Lincoln Blvd., Milwaukee. Transmitter location 523 S. West St., Milwaukee. Geographical coordinates 43° 0' 52" N., Lat. 87° 50' 35" W. Long. Transmitter and antenna GE. Legal counsel Miller & Shreve & Wilson, Madison. City priority status: Gr. A-2, No. 142. Filed May 18.

Savannah, Ga.—Savannah Bond Co. (470-475 mc); ERP 17 kw visual, 3 kw audio; antenna height above average terrain 1,147 ft. to 326 ft. Filed May 15.

San Francisco, Calif.—Maxene Alonso Alvarez. Amends bid for uft Ch. 40 to change ERP from 54 kw visual to 256 kw visual and 146 kw audio; relocate transmitter at Garden Hwy., 2.4 mi. NW of San Francisco; specify station at 90th and E. Sts. Sacramento, Calif.—Sacramento Pictures. Amends bid for uft Ch. 62 to delete SW corner of SW and NW 1/4 of 1st NE 1/4. City priority status: Gr. A-2, No. 574. Filed May 13.


Existing TV Stations

WEBK (TV) Chicago—AB-PT, Granted ERP & PT, 7 kw visual, 5 kw audio, 3 kw visual on vhf Ch. 4 from 100 kw to 89 kw; visual ERP 116 kw. Granted May 14.

WEBU (TV) Chicago—PT, Granted ERP boost on vhf Ch. 7 from 25 kw visual and 14 kw audio to 150 kw visual. Granted May 18.

Applications Amended

Phoenix, Ariz.—KGO Bond Co. (KGF) (BPQ-1639) and Maricopa Broadcasters Inc. (KQOL) (BPQ-779). Competing applicants for vhf Ch. 19 amend bids to provide for share time operation. Parties to alternate weekly between 12 and 11 am, 10 and 11 pm, 11 mid. to 12 mid. broadcast periods. Initial construction cost of $208,600 to be shared equally. Filed May 15.

Sacramento, Calif.—Mary Helen Alvaraes. Amendments bid for uft Ch. 40 to change ERP from 256 kw visual and 146 kw audio to 255 kw visual and 146 kw audio; relocate transmitter at Garden Hwy., 2.4 mi. NW of Sacramento; specify station at 94th and E. Sts. Sacramento, Calif.—Sacramento Pictures. Amends bid for uft Ch. 62 to delete SW corner of SW and NW 1/4 of 1st NE 1/4. City priority status: Gr. A-2, No. 574. Filed May 13.


FOR THE RECORD

The Quad-Cities No. 1 Radio Station WHBF joins the nation’s No. 1 Radio Network CBS Effective July 1, 1953


BROADCAST TELECASTING
kw aural to 316 kw visual and 169 kw aural. Granted May 12.

**EWM-TV** St. Louis—Broadcast House. Requests ERP change on vhf Ch. 59 from 275 kw visual and 145 aural to 214.7 kw visual and 17 kw aural and relocate studio-transmitter to 6060 block of Berthold Ave., St. Louis. Filed May 15.

**Applications**

**KTLA (TV)** Los Angeles—Paramount TV Productions. Requests ERP change on vhf Ch. 56 from 12 kw visual and 13 kw aural to 201 kw visual and 33.6 kw aural, and studio relocation to 121 N. Bronson. Los Angeles. Filed May 15.

**WPTV (TV)** Fort Lauderdale, Fla.—Portland TV Corp. Requests ERP change on vhf Ch. 29 from 22.6 kw visual and 12 kw aural to 10 kw visual and 6 kw aural. Filed May 12.

**WHEE-TV** Evansville, Ohio—Southeastern Ohio TV System. Requests ERP change on vhf Ch. 27 from 21 kw visual and 62 kw aural to 70.4 kw visual and 27.3 kw aural. Filed May 15.

**WYMT-TV** Marion, Va.—Mountain Empire Broadcast Corp. Requests studio relocation to Walker Mountain Hwy. 15 near Marion. Assigned vhf Ch. 51. Filed May 15.

**WBOV-Roanoke, Va.—** Radio Roanoke Inc. Requests ERP change on vhf Ch. 27 from 105 kw visual and 25 kw aural to 5.6 kw visual and 6.1 kw aural and specify transmitter location at Mill Mt., 2988 Prospect Rd., Roanoke. Filed May 15.

**New AM Stations . . .**

**Applications**

Monte Vista, Colo.—San Luis Valley Broadcast, Inc. Granted. Estimated construction cost $18,556, first year operating cost $14,475, and first year revenue $15,000. P. O. address Monte Vista, Principals are President George W. McPherson, treasurer David B. Arapahoe, receiver KUBC, negative control KRAI Craig, Vice President Grant Moore (17%), 5% stockholder in KRAI. Filed May 15.


Alexandra, La.—Winston E. Ward d/b/a Rapides Broadcasting Co. (KIMP Mt. Pleasant, Tex., and KEBZ Shreveport, La.), 1270 kw. Granted. Estimated construction cost $7,500, transmitter, antenna etc. on hand, first year operating cost $8,000, first year revenue $10,950. P. O. address Box 990, Mt. Pleasant, Tex. Filed May 14.

Lafayette, La.—Gray Lott Sr., 1570 kw. Granted. Estimated construction cost $34,000, first year operating cost $40,000, first year revenue $67,900. P. O. address 314 Jefferson St., Lafayette. Mr. Lott owns a furniture store. Filed May 15.

Pontiac, Mich.—Chief Pontiac Broadcast Co., 1460 kw. Granted $260,000 unlimited. Estimated construction cost $74,372, first year operating cost $50,000, and first year revenue $125,000. P. O. address 1262 Pontiac State Bank Bldg., President Abe Zilpides (10%), rental clothier; Vice President John Pomroy (20%), 27% owner of WILS-AM-TV Lansing, Mich., and Treasurer Charles E. Wilson Jr. (12.5%), General Motors auto and truck dealer. Mr. Wilson is son of the Secy. of Defense. Filed May 14.

Mt. Jackson, Va.—Richard F. Lewis Jr. (WJZ TV Helena, Mont., and WTHL Roanoke, Va.), 400 kw. Granted. Estimated construction cost $20,000, first year operating cost $6,000, and first year revenue $17,500. P. O. address Wayneboro, Pa., and 60% holding in WPXJ (Vala.), 75 kw visual and 25 kw aural. Estimated construction cost $21,650, first year operating cost $6,000, and first year revenue $16,000. P. O. address Drawer 65, Winchester, Va. Filed May 11.

Applications Dismissed


Dover, Del.—Rollins Broadcast, Inc. At request of applicant, dismissed bid for new AM, 1320 kw, 50 kw aural. Dismissed May 16.

**Existing AM Stations . . .**

**WLTB** Toccoa, Ga.—R. G. LeTourneau. Granted power boost on 1450 kw from 1 kw to 5 kw daytime. Granted May 13.

**New FM Stations . . .**

**Decisions**

Gary Ind.—School City of Gary. Granted noncommercial educational station on Ch. 201 (88.1 mc), ERP 10 w. Granted May 15.

**Existing FM Stations . . .**

**Decisions**

KFXF-FM Clayton, Mo.—Lutheran Church-Mo. Synod. Granted ERP change on 89.1 mc from 91.5 kw to 61 kw and antenna height increases from 260 ft. to 520 ft. Granted May 13.


**WFMK-FM** Kingsport, Tenn.—Kingsport Scat, Co. Granted ERP boost on 89.6 mc from 4.5 to 10 kw and antenna height change from 69 ft to 96 ft. Granted May 12.

**Stations Deleted**

**WPOE (FM)** Elizabeth, N. J.—Radio Elizabeth, Inc. Granted cancellation of license and deletion of call letters on Class B Ch. 244 (86.5 mc). ERP 1 kw. Granted May 11.


**KKBZ** Russellville, Ark.—Valley Bonzer, Inc. Granted voluntary assignment of license to same principals, Mr. Odom and Joe Shepard d/b a Valley Bonzer. Granted May 12.

**WOKS-AM-FM** Shelby, N. C.—Western Carolina Radio Corp. Granted voluntary acquisition of control by Holt McPherson (formerly 47%) by purchase of 16% from Mrs. John G. Greene, who retains 12%. Consideration $7,399. Granted May 11.

**WMIX-AM-FM** Mt. Vernon, Ill.—Mt. Vernon Radio TV Co. Granted request for assignment of license to same company incorporated in Delaware; for lack of prosecution. Dismissed May 15.

**Ownership Changes . . .**

**Decisions**

KCGY Cynthiana, Ky.—Peninscot Broadcasters, Inc. Granted assignment of control to new partnership, retaining J. E. Taylor (50%) and Robert W. Harrison (20%). Ownership W. Cleveland (25%), Retiring partner Harry Levin receives $31,000; 17,500 from Mr. Cleveland and $7,500 each from Messrs. Taylor and Harrison. Granted May 15.

**WHAT Salisbury, N. C.—Mid-Carolina Broadcast, Co. Granted transfer of control from several stockholders to C. H. Watts (formerly 16.5/3%, now 50%) and newcomers Harry Welch (15%), salesman, and Albert Shrum (15%), WHAT chief engineer. Consideration $36,000. Granted May 13.

**WBCU Union, S. C.—Union-Carolina Broadcast, Co. Granted voluntary transfer of control (99%) to James F. Coggin (acquires 91%) and Edward Osborne (acquires 9%). Transferees are F. W. Symmes, E. H. Hughes, Katherine Wilkinson, Alfred Jordan and John D. Jones. Consideration $65,000. Mr. Coggin owns WEDC Newberry, S. C., and Mr. Osborne in WBCU general manager. Granted May 13.

**Applications**

**WBGO Bessemer, Ala.—Bessemer Broadcast, Co. Inc.** Requests transfer of 25% interest of O. S. Burke to corporation for $15,000, thereby raising interest of remaining three partners from 15% to 31.1/3% each. Filed May 12.

**EBR** Palo Alto, Calif.—J. R. Rhodes. Requests assignment of license to Sundial Broadcast, Inc.

**KGVV—** Olson, Inc. Granted power boost on 1450 kw from 1 kw to 5 kw daytime. Granted May 13.

“Hey, Fred, which Altoona Station are you using for that spring spot schedule?”

“Same one as last year, Ed. I’m using the station that delivers the audience.”

That means . . .

**WVAM**

“It reaches more people in central Pennsylvania with more power (1000 watts, day and night) with more of radio’s best shows—CHS.

“That’s why more local and national sponsors are putting their sales messages on WVAM.”

**ARE YOU?**

A coffee account, using KGW, increased sales in this area 42 percent.

For sales results use KGW Economical and efficient medium for covering the mass market.
Corporations [KDFC (FAM) San Francisco]. Consideration $60,000. Filed May 15.

WWDO-AM-EM-Station — Capital Broadcasting Co., Inc. Requests assignment of licenses from District of Columbia Corp. to WDCD Inc., a Delaware Corp. No consideration. Filed May 11.

WBMN Elgin, Ill.—F. J. McNabough, John McNabough, William McNabough and Joseph McNabough, Jr., Trustees of ELLA McNABOUGH TRUST, requested assignment of license to come, part ownership resulting from sale of 25% to 15.75%. Consideration $11,650. Filed May 18.

(KWOM-AM-FM-Station—Capital Broadcasting Co. Requests involuntary transfer of control (100%) and subsequent assignment of license to TLP Broadcasting Corp. Consideration 4.1 million. TLP to use facility of license owner.
COMMERCIAL RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4-2414
Member AFCEE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1920—
PAUL GODLEY CO.
Upper Montclair, N. J. MO-3-3000
Laboratories Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCEE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., D. F. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCEE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG., Republic 7-3347
WASHINGTON 4, D. C.
Member AFCEE

There is no substitute for experience
GLENN D. GILLET
& ASSOCIATES
962 NATL. PRESS BLDG., NA-8-3373
WASHINGTON, D. C.
Member AFCEE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 9-7757
Washington 4, D. C.
Member AFCEE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCEE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4427
Member AFCEE

RUSSELL P. MAY
711 16th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Member AFCEE

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave. 4112 S. Buckner Blvd.
Member AFCEE

PAGE, CREUTZ,
GARRISON & WALDSCHMIT
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3-8679
WASHINGTON 5, D. C.
Member AFCEE

KEAR & KENNEDY
1502 16th St., N. W.
Huron 3-0000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCEE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6446
Washington 5, D. C.
Member AFCEE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 5-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronics-Communications
1510 1 St., N. W., Wash. 6, D. C.
Eisenhower 1-1510 Extension 1-5812
(Night-holidays Lockwood 5-1819)
Member AFCEE

GUY C. HUTCHESON
P. O. Box 22
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone Oldway 8073
Box 2488 Birmingham, Ala.
Phone 6-3904
Member AFCEE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7016
KANSAS CITY, MISSOURI

Vandivere,
Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA-8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. O. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chester 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM)
on the air and keeping it there

IF YOU DESIRE TO JOIN
THESE ENGINEERS
in Professional yard advertising

contact
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

These Engineers...
ARE AMONG THE
FOREMOST
IN THEIR FIELD

May 18, 1953 • Page 99
Help Wanted

Salesmen

Salesman-announcer, Florida. Mostly selling but good as costumer required. Salary plus commiss. Box 110W, B-T.

Midwest station with AM and VHF TV properties seeks experienced salesman. Guarantee to start, commission when established. Potential $10,000 year and up. Write giving references, experience, present earnings and photo. Box 712W, B-T.

Salesman for 1000 watt fulltime, 200,000 market station, 25% commission $100.00 minimum. Exceptional opportunity. Box 722W, B-T.

Top Independent Miami station with specialised audience needs an additional salesman to know how to make contacts and develop them. Our Pulse and sales keep moving up as earnings rise with us. Give complete resume first letter, Box 498W, B-T.

Salesman with successful experience in mid-size markets. Guaranteed salary, liberal commission arrangement. Rapidly in Texas, Am. Top Volkswagon agency. One more good man on congenial staff. Apply in confidence to Station Manager, WMKJ, Kalamazoo, Michigan.

Excellent opportunity for experienced salesman with successful $25,000 independent. Must be good producer with proven record. Good draw against liberal commissions. Good list of established accounts to start. Send full details first letter. WPFR, Worthington, Ohio.

Announcer

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $55.00 start with regularly scheduled increases to $75.00. Good future for young man. Must have top voice, excellent delivery commercials. Send tape first letter. Box 399S, B-T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B-T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a congenial management. Write full details, forward audition and resume to Box 577W, B-T.

Announcer, $20 start, 40 hours. Net affiliation. Southwestern Minnesota. Send tape and background. Box 659W, B-T.

Announcer-copywriter with some experience. Send full details, forward audition. Immediate opening. Small eastern city. Box 897W, B-T.

Help Wanted—(Cont'd.)

Music and news announcer on his way up by Detroit area station with plans made for his ambitious goals. Send audition and details to Box 717W, B-T.

Announcer-coproducer. Good opportunity with 1450 watt independent in Wisconsin, ready for TV in the fall. Send audition disc or tape and copy sample to Box 731W, B-T.

Staff announcer needed for Arkansas kilowatt. Send audition to Box 723W, B-T.

Experienced announcer, good on news and commercials. Daytime, small town, pleasant working conditions and complete information first letter, KALT, Atlanta, Texas.

Announcer and good all-round man to file records, do odd jobs, etc. Send disc or tape, salary expected and full details, 1 kw independent, KJBC, Midland, Michigan.

Immediate opening for good, permanent combo man. Must have $150 monthly, 50 hour week, 250 watts in heart of fishing and hunting country. Young staff. Contact Owen Allen, KODI, Cody, Wyoming. No collect calls.

Need two experienced announcers. Send tape, details of experience and salary expected in first letter to Sobe Vraits, KOLK, Port Arthur, Texas.


"Most Powerful Advertising Influence in the East." Get one of the best for experienced advertising announcer with good background. Forty-hour week, starting at $40.40 with regular raises over 2-year period. Positively no talent test of any kind paid. Address qualifications and tape or disc to Perry Dickey, Program Manager, WOAI, San Antonio, Texas.

Experienced announcer. Must be versatile. $20. up. Interview necessary. WYWS, Somers, Pa.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B-T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 398W, B-T.

Help Wanted—(Coned.)

Music and news announcer on his way up by Detroit area station with plans made for his ambitious goals. Send audition and details to Box 717W, B-T.

Announcer-coproducer. Good opportunity with 1450 watt independent in Wisconsin, ready for TV in the fall. Send audition disc or tape and copy sample to Box 731W, B-T.

Staff announcer needed for Arkansas kilowatt. Send audition to Box 723W, B-T.

Experienced announcer, good on news and commercials. Daytime, small town, pleasant working conditions and complete information first letter, KALT, Atlanta, Texas.

Announcer and good all-round man to file records, do odd jobs, etc. Send disc or tape, salary expected and full details, 1 kw independent, KJBC, Midland, Michigan.

Immediate opening for good, permanent combo man. Must have $150 monthly, 50 hour week, 250 watts in heart of fishing and hunting country. Young staff. Contact Owen Allen, KODI, Cody, Wyoming. No collect calls.

Need two experienced announcers. Send tape, details of experience and salary expected in first letter to Sobe Vraits, KOLK, Port Arthur, Texas.


"Most Powerful Advertising Influence in the East." Get one of the best for experienced advertising announcer with good background. Forty-hour week, starting at $40.40 with regular raises over 2-year period. Positively no talent test of any kind paid. Address qualifications and tape or disc to Perry Dickey, Program Manager, WOAI, San Antonio, Texas.

Experienced announcer. Must be versatile. $20. up. Interview necessary. WYWS, Somers, Pa.

TV-RADIO SALESMAN

We seek a time salesman to replace a man with an established list. It's a good job . . .

(1) Earnings are substantial and in direct proportion to your ability—you should make over $10,000 yearly.

(2) You'll sell time on a 5,000 watt NBC radio station in competition with 250 watters and daytime networks—on TV, sell time on the only VHF in the city.

(3) You'll be part of a company that operates other radio and TV stations, all of which are located in prime markets. The job offers a provable record of recruiting executive personnel from local salesman's ranks.

(4) You'll work in a stable, beautiful medium-sized market wonderful for raising a family; and if you like sports, we're in the heart of the west Michigan vacation area.

If you're aggressive, can organize your own efforts efficiently and sell honestly and intelligently, we'll be interested. Write, tell us what we should know about you—including a picture. Box 744W, B-T.
High-caliber salesman, experienced, desires change. New York or Philadelphia. Box 745W, B.T.

Announcers

Announcer, pianist, novelist, DJ, 3 years' experience. Male, college graduate, good physical, facial expression, excellent references. Box 415W, B.T.

Announcers


Over two years experience. Well rounded in staff, DJ, news, special events--all phases of broadcasting. Previously employed with CBS affiliate. Desires metropolitan locality with another station affiliation. Married. Highest references. Send photo, tape and resume to any locality. Box 666W, B.T.


Announcer--writer, news, special events, staff director. knows music, sports. Local, on- air. Box 599W, B.T.

DJ-personality, 8 years Philadelphia, Baltimore. Miami. Dynamic, nice, over 100,000 CBS, 50 commercials daily. Excellent sales technique. Keeps on top of his game, solid background. Box 718W, B.T.

Announcer--salesman, good staff man, strong on commercials and news. Family man. Prefer station without outside responsibilities. 100 miles of Greater Philadelphia. Box 737W, B.T.

Announcer--light experience. Desires position on- air and in management. Prefer college city. Married veteran. Box 742W, B.T.

Versatile announcer, six years' experience, deejay, copywriter, program director. Available. Minneapolis. Box 749W, B.T.

Good, deep voice. Radio announcing school and 10 months experience. Desires announcer's position near Minneapolis. Box 748W, B.T.

Combino man third phone. DJ, news, commercials, all staff work. John Friday, 61 Park Hill Avenue, Yonkers, N.Y. Box 750W, B.T.

Try a new and different voice. DJ first love, play-by-play, news and interview experience. Sober and conscientious. Bob Karen, 60-11 42nd Street, Long Island City 3, N.Y.


Technical

1st ticket. 16 months experience with tape, disc, recording. DJ, no announcing. Box 669W, B.T.

Commercial photographer, first phone, college, thorough radio training, desires connection with staff. Very good voice. West coast. Box 701W, B.T.

Summer job, first phone, college student. Two years experience. FM-AM transmitters, control room, recording, measurements. New York, Westchester area. Box 702W, B.T.

Announcers--first license. Strong on commercials, excellent voice. Minimum $75.00. Box 212, Monrovia, California.


First class engineer. Married, excellent references. Lila Blanchard, 7717 W. 46th Street, Minneapolis, Minnesota.

First phone; eight years experience. Engineer, 854 Wescoot Street, Syracuse 10, N.Y.

Situations Wanted—(Cont'd.)

Production--Programming, Others

Washington newspaper wants challenge 4 years experience. Top paying radio, excellent reviews. Army Intelligence. Box 719W, B.T.

Good staff man, pleasing voice and sports--DJ music, triple play. Korean vet, single. Box 718W, B.T.

Seeking sales, sports, publicity position or combination. 2 years MGM's New York publicity. Involves sales, telephone solicitation, public relations, emergencies. Box 799W, B.T.

Radio experience, traffic, continuity, publicity, promotion, mike work, capable department manager. Early call. Prefer New York state. Consider other locations. Box 753W, B.T.

Program director. Experienced all phases station management, production. Excellent background. Box 754W, B.T.

Mature producer-director with promotional experience can up your sales. Also write and announce. Now in east. Box 759W, B.T.

Television

Salesmen

Sales manager-program director. Early thirties, married, earning over $8000 in radio. Want to sell TV. Box 111W, B.T.

Topflight salesmen, anxious to sell television. 4 years successful advertising sales experience. Salaries will be commensurate with ability. Highest references. Box 745W, B.T.

Technical

Rocky Mountain or west coast area. 4 years TV--transmitters, maintenance. Desire responsible position near Los Angeles. Interview available Box 63W, B.T.

Summer job, first phone, college student. Two years experience FM-AM transmitters, control room, recording, measurements. Want to get into TV New York, Westchester, Connecticut. Box 749W, B.T.

Chief engineer--first phone and four years in television broadcasting. All-round experience in station planning, engineering administration, equipment installation, operation and maintenance. Dated background furnished in first letter. Box 729W, B.T.

Chief engineer available. 12 years radio, 4 years television. Layout, construction, installation experience. References. Box 733W, B.T.

My experience will help your organization. No break in period. Top audio technician desires permanent position with future. Camera man, mike boom, lighting, floor manager. Box 745W, B.T.

Production, Programming, Others

Creative program manager and assistant station manager, fourteen years writing, creating, networking shows. Currently writing network show. Seeking TV station, to write, produce low budget live programs. Thorough knowledge photography and direct television. Box 735W, B.T.

Television Director in south or southeast, Age 30. Currently employed as technical and cameraman. Three years experience, over 5000 live shows. Available January 1. Has directed many shows, know television from director, technician and cameraman standpoint. Box 738W, B.T.

Available

For Sale

Profittable exclusive 500 watt midfield daytime independent. UI health. Cash only. Box 639W, B.T.

Stations west of the Mississippi, All prices. Jack L. Rock & Associates 4355 Melrose Avenue, Los Angeles 29, Calif.

Equipment, etc.

RCA DTB-1B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for fundamental music type operation. New England $2,500. FOB. Box 891W, B.T.

Attention FM stations: One GP 773 W tube in excellent shape. Price $770.00 FOB and shipped anywhere in U. S. Box 750, Fort Smith, Ark.

Rel-Cut challenger disc recorder used only few times with excellent performance. Recorder, stand, 100' cable and 20-12" disc--$300.00 Also Presto W. 4000 outboard mixer. $125.00 Bell tape recorder in excellent condition. $600. Doug Kahle, KCHB, Pueblo, Colorado.

Field intensity meter. RCA W82X, Made by W82X, Munkegon, Michigan.

Demonstrator AM-FM tuners. Guaranteed performances. Limited quantity. Browning RA, 12B with FP-12 power supply--Spec. 106.00. Additional $1200.00, Philips 1000, Philips AP-121--reg. net $99.00, Special 79.00, Crafam C-10--Special 99.00. Money refunded if you're not happy. 5% with balance COD, exp. Express collect. Alvo Recording Co., 210 Pine Street, Williamstown, Massachusetts.

New 360 core copper wire and connector for ground systems. J. L. Clark Metals Corp., 1925 S. 3rd Avenue, Milwaukee, Wisconsin.

Field intensity meter. RCA W82X, Made by W82X, Munkegon, Michigan.

~200 LL-UHDK (Blaw-Knox) self-supporting towers will sell for $200 each on freight. Hecht Landeck, phone 3923, Henderson, Ky.

250 watt Gates transmitter with monitors, like new. Will install. Box 752W, B.T.

200 foot guyed, insulated Fisher tower complete with lightning rod, TV antenna. Contact Syndicate Theatres, Inc., Franklin, Indiana.

Used Presto 6-N in 1-3 box with recently re-conditioned decoder. Will sell $800.00. Box 752W, B.T.

Cyma Deluxe turntable in C-7 console $196.00. RY4A mic-mike or $119.00. RE-28 tube. C-7 console $186.00. Also: Deluxe set. 120.00, 108.00 receiver; WE eight tube 40.00; re-conditioned Magnavox complete $120.00; $750.00. Apex 300 console, factory re-conditioned.

Wanted to Buy

Equipment, etc.

Buyer for middlewest $20 to 1000 watt independent or affiliate. Full details kept confidential. Box 669W, B.T.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilowatts, must meet FCC requirements. All cooled preferably. Box 615W, B.T.

We're looking for good 5 and 19 minute shows suitable for syndication to local TV stations. Box 710W, B.T.

WIRED MUSIC BROADCASTING STATION CHANCE TO STEP INTO THE BROADCASTING FIELD

Established ten years, Business serves subscribers with music on broadcasting station principles. Enlargible reputation, high grade clients. Profitable operation. Expansion wide open. Principals only. $250,000 cash. For details write.

RADIO BROADCASTING CO.
INQUIRER BLDG.
PHILADELPHIA 30, PA.
WANTED TO BUY—(Cont'd.)

10 watt FM transmitter and antenna for educational station. Rush details and prices to Dale Mix, General Manager, KUOI, University of Idaho, Moscow, Idaho.

Miscellaneous

Anyone knowing present whereabouts of William "Artie" Nighttapper, please call collect Atlantic 0646, Omaha, Nebraska.

Commercial crystals and new or replacement broadcast transmitters, Western Electric, RCA holders, etc., fastest service. Also monitor and Frequency measuring service. El- son Electronic Co., Temple, Tex., phone 3-2951.


Help Wanted

Television

NEW TV STATION SEEKING KEY MEN

KFSD-TV, San Diego, California, is planning to commence its television operations on Channel 10 around September 1, 1953. We are now seeking key men to commence employment around July 1, 1953. Also applicants for lesser skills to commence around August 1, 1953. We are now seeking:

PROGRAM DIRECTOR

PRODUCTION MANAGER

FILM DIRECTOR

CAMERA MAN

TRANSMITTER ENGINEERS

STUDIO ENGINEERS

Recent experience in television operation is necessary.

If interested, write at once and give full background information including photograph, date you would be available for employment, amount of salary at which you would be willing to start, etc.

Do not phone or come to station. If requested, replies will be held confidential.

WRITE AT ONCE TO:

RADIO STATION KFSD

U. S. Grant Hotel

San Diego, California

FOR THE RECORD

May 18

Mobile, Ala. New TV, vhf Ch. 5. WKGK-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10460)—WKGK-TV applications by Mobile TV's May 8 motion that FCC's designating hearing be continued, to find WKGK-TV financially qualified and to add its financial qualifications to hearing issues.

KBSG Avalon, Cali. Application for license to operate as a Class B station. FCC granted (June 28) May 29 petition for rehearing to FCC.

WMTV (TV) Madison, Wis. Bartell TV Corp. (BMPCT-1054)—bailiff opposed May 8 petition for rehearing to FCC, to extend time for employees of FCC to answer petition for rehearing.

Miscellaneous

WANTED: PROMOTION DIRECTOR

Network-owned, major-market 50,000-watt radio station with a national reputation for its advertising and promotion has an immediate opening for an alert, aggressive man capable of running his own promotion department at top speed. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send complete resume, with photograph, reference, salary brackets, to Box 7487W, B-T.

Situations Wanted

MANAGER AVAILABLE

Presently general manager, successful AM independent. Excellent references and record for creative selling, imaginative programming, sound administration. Sober, intelligent, personable, ambitious, age 37, family man, active in community projects. Thoroughly convinced of AM future and own ability. Prefer permanent association good market in midwest or southwest California. Relocating for personal reasons. Available two weeks. Box 717W, B-T.

HELP WANTED SALESLEMEN

We are now accepting applications from time salesmen. Please include complete personnel and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B-T.

GERITY BROADCASTING CO. WARJ, Adrian, Mich. WGRO, Bay City (VHF affiliation) Pontiac (1460 granted)

FOR THE RECORD
May 26


Transfers, N. Y.—New TV, ch. 41: Morrisville Bcstg. (WJBZ) and Peoples Bcstg. Co. (WTTM).

Trenton, N. J.—New TV, ch. 41: Morrisville—New TV, ch. 41: Morrisville Bcstg. (WJBZ) and Peoples Bcstg. Co. (WTTM).

August 13


Hearings Without Date


Sacramento, Calif.—New TV, ch. 36. Contestants: John F. Cooper (Docket 10432) and Jack O. Gross (Docket 10432). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Foole.

Salinas-Monterey, Calif.—Sec. 259(c) protest hearing on share-grant requests on ch. 5 to Salinas Bcstg. Co. (KBGB) Salinas (Docket 10443) and Monterey Radio TV Corp. (KBMT). (Docket 10444). Protest is KICU (TV) there.

Wichita, Kan.—New TV, ch. 11. Further hearing. Examiner Hugh H. Hutchinson. Contestants: Radio KFPI Co. (KPHP) (Docket 10439), Taylor Radio & TV Corp. (KANS) (Docket 10430) and Wichita TV Corp. (Docket 10431).

KVOY, Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on vhf channel 3. (Docket 5738: SMP-5996). Applicant has petitioned for hearing without hearing.

Muskegon, Mich.—New TV, ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Verbal application for permission to operate WTVK (TV). Resulted from protest of grant by Mutual Broadcasting System and Rapids. Examiner Gifford iron. (Docket 10426).


Duluth, Minn.-Superior, Wis.—New TV, ch. 3. Hearing to begin. Examiner Herbert Schwartzman. Contestants: Duluth Bcstg. Co. (KLDB Duluth) (Docket 10283) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10901). Head of the Lakes has filed for amendment to ch. 6 and consolidation with Ridgeon Inc.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-grant requests on ch. 10 to WHAM Inc. (WHEB) (Docket 10434) and WHEB Bcstg. Co. (WWEF) (Docket 10447). Protest is WSBY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of ch. 45 to T. E. Allen & Son (Docket 10434). Protest is WSBY there.

 Canton, Ohio—New TV, ch. 29. Hearing to begin. Examiner Faneley N. Lutvin. Contestants: Brush-Moor Newspapers Inc. (WHBC) (Docket 10577) and Stark Telecasters Inc. (WGOV) (Docket 10433). Additional ch. 6 channel to be sought after June 2.

Portsmouth, Ohio—New TV, ch. 30. Woodruff Inc. (Docket 10446). FCC to decide whether to retain application in hearing status after Brush-Moor Newspaper dismissal.

WYEW Cleveland, Ohio—Application to increase power from 550 w to 1 kw, operating daytime on channel 40, operating nighttime on channel 44. Examiner Gifford Iron. (Docket 10446). Protest is WSBY there.


Port Arthur, Tex.—New TV, ch. 4. Examiner Anna N. Hulting. Contestants: Port Arthur College (KAPC) (Docket 10523) and Smith Radio Co. (Port Arthur) (Docket 10523).

Theatre, Kansas City—Application for license to operate TV circuits. Before Commission en banc. (Docket 9502).

KDAM San Mateo, Calif.—Power boost from 1 kw to 50 kw (Docket 10552) and Smith Radio Co. (Port Arthur) (Docket 10522).

KFKB Sacramento party to proceeding.

May 14 Applications

Accepted for Filing

License for CP

WAFY McComb, Miss. The Southeastern Bcstg. Co. (Docket 10537) to cover CP (BP-8482) which authorized increase in power, installation of new antenna system.

KRAM Las Vegas, Nev.; KCKN Kansas City, Kan.; KFOT Fremont, Neb.; KGFV Kearney, Neb.; KGUL Miami, Ohio; KUAH, Endi, Okla.; KJHN Hugo, Okla.; KJUB Seattle; KREX Duluth, Minn.; KSKK Fergus Falls, Minn.; KSYT Oklahoma City, Okla.

May 14 Decisions

Advised of Hearing

KALM Alton, Mo., Robert Nathorny—Is being advised that application (BMF-6992) for further extension of time to complete station authorized April 4, 1951 (1200 kw, ch. 12) is awarded.

License Renewals

Granted renewal of licenses of following stations on regular basis:

KRAM Las Vegas, Nev.; KCKK Kansas City, Kan.; KFOT Fremont, Neb.; KGFV Kearney, Neb.; KGUL Miami, Ohio; KGUA Endi, Okla.; KJHN Hugo, Okla.; KJUB Seattle; KREX Duluth, Minn.; KSKK Fergus Falls, Minn.; KSYT Oklahoma City, Okla.

Routine Roundup

The foremost national and local advertisers use WEDV year after year to reach the Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEDV" to Greenfield, Managing Director WEDV 717-718 West 46th St.

New York 19
which authorized changes in licensed station's (BPH-5075) which authorized new FM H.c. station (BPH-5075).

WEBE-FM Wilkes Barre, Pa., Louis G. Ballentine, Co. — License to cover CP (BP-8401) as mod. (BPH-8405) as mod. (BPH-8405).

Remote Control

WQDJ-FM Allagash, N.Y., WHDL, Incorporated — Modification of CP (BPH-5912) as mod. (BPH-5912) which authorized remote control (BPH-5912).

New FM Grantees' Commencement Target Dates

* Educational permittee
ST-Shares Time

(For list of operating stations, see TELECASTER, in FACTS & FIGURES section, this issue. For data on other grantees, see 1955 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

KREK-TV Able, D., Topeka, Kans. 4/16/53
WROW-TV Albany, N.Y. 4/16/53
KGGM-TV Albuquerque, N.M. 3/11/53 CBS
KPLF-TV Alexandria, La. (62) 11/1/53
KMMT-TV Austin, Minn. (66) 8/1/53
WGEZ-TV Beloit, Wis. (57) 2/11/53
WHBF-TV Benton, Iowa 2/26/53
WRAB-TV Birmingham, Ala. 1/15/53
WROW-TV Billings, Mont. 8/4/53
KREY-TV Bismarck, N.D. (12) 11/15/53
KREY-TV Bismarck, N.D. (12) 11/15/53
WBNL-TV Blaine, Minn. 10/1/53
Wemedley (BPH-1340) as mod. 8/26/53
WRMA-TV Charlotte, N.C. 3/6/53
KVTM-TV Charlestown, Ind. 2/26/53
KWTX-TV Clarksville, Tenn. 3/19/53
WTV-A Columbus, Ohio (54) 6/15/53
KWMU-TV Cape Girardeau, Mo. (18) 5/4/53
WRAB-TV Carbondale, Pa. (24) 2/11/53
KTVN-TV Caldwell, Iowa 1/15/53
WABC-TV Cambridge, Mass. 1/15/53
WCHS-TV Charleston, W. Va. (49) 11/15/53
KTVF-TV Charlotte, N.C. 12/20/53
KLTV-TV Charleston, W. Va. (49) 11/15/53
WNAS-TV Charlotte, N.C. 12/20/53
WANC-TV Chicago, Ill. 11/15/53
KRLS-TV Chico, Calif. (12) 1/15/53
WINS-TV Clarksville, Tenn. 3/19/53
KRMV-TV Columbus, Ohio (54) 6/15/53
WATV-TV Columbus, Ohio (54) 6/15/53
KXIS-TV Dallas, Texas 12/20/53
WOSV-TV Columbus, Ohio (54) 6/15/53
KSCI-TV Columbus, Ohio (54) 6/15/53
WSOC-TV Davenport, Iowa (56) 6/15/53
WCTV-TV Decatur, Ala. 3/19/53
Rib Mountain Radio Inc., Des Moines (10) 3/19/53
Rollins Bestg., Dover, Del. (100) 3/19/53
WCMY-TV Durham, N.C. (60) 11/15/53
KOMM-TV Elmhurst, Ill. (48) 1/15/53
WHER-TV Easton, Pa. (57) 12/20/53
WGET-TV Evanston, Ill. 2/26/53
Clarke, Wis. (13) 1/15/53
WTTF-TV Elmhurst, Ill. 2/26/53
Emil, N. Y. (18) 2/26/53
KXV-TV Eugene, Ore. (120) 2/26/53
KWWG-TV Eugene, Ore. (120) 2/26/53
KZTV-FM Eureka, Calif. (13) 2/26/53
KXCVF-TV Fort Dodge, Iowa (21) 2/26/53
WHTF-FM Fort Myers, Fla. (111) 10/19/53
KXDRD-FM Fort Smith, Ark. (22) 10/19/53
KXPS-FM Fort Worth, Texas 10/19/53

May 19 Decisions

BY BROADCAST BUREAU

Request Granted

EFGQ-AM-FM Boone, Iowa, Boone Biblical College (see Dec. 19, 1952, Sec. 2, of Regulations) for authority to operate 5 hours a day for period beginning 5-18-53 through 5-31-53.

Granted CP

WKAL-Macom, Il, the Macom Bg. Co. (BPH-5912) as mod. to change trans. location on same city (BP-8401).

May 20 Applications

ACCEPTED FOR FILING

License for CP

WRMA Montgomery, Ala., The Southbound Broadcasting Co., Inc. — License to cover CP (BP-8420) as mod. which authorized new AM (BPH-5094).

Remote Control Operation

WRJF Augusta, Ga., Georgia Facts, Inc. (BPH-5911).

License Renewal

Following stations request renewal of license:

WAVE-TV Louisville, Ky., WAVE Inc. (BPH-5914) as mod. (BPH-5914) unknown.

Kenneth L. McLean, Tex. (101) 8/10/53
REX-FM Houston, Tex., the Houston Post Co. (BPH-5915).


NEW GRANTEE'S COMMENCEMENT TARGET DATES

* Educational permittee
ST-Shares Time

(For list of operating stations, see TELECASTER, in FACTS & FIGURES section, this issue. For data on other grantees, see 1955 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

KREK-TV Able, D., Topeka, Kans. 4/16/53
WROW-TV Albany, N.Y. 4/16/53
KGGM-TV Albuquerque, N.M. 3/11/53 CBS
KPLF-TV Alexandria, La. (62) 11/1/53
KMMT-TV Austin, Minn. (66) 8/1/53
WGEZ-TV Beloit, Wis. (57) 2/11/53
WHBF-TV Benton, Iowa 2/26/53
WRAB-TV Birmingham, Ala. 1/15/53
WROW-TV Billings, Mont. 8/4/53
KREY-TV Bismarck, N.D. (12) 11/15/53
KREY-TV Bismarck, N.D. (12) 11/15/53
WBNL-TV Blaine, Minn. 10/1/53
Wemedley (BPH-1340) as mod. 8/26/53
WRMA-TV Charlotte, N.C. 3/6/53
KVTM-TV Charlestown, Ind. 2/26/53
KWTX-TV Clarksville, Tenn. 3/19/53
WTV-A Columbus, Ohio (54) 6/15/53
KRMV-TV Columbus, Ohio (54) 6/15/53
WSOC-TV Davenport, Iowa (56) 6/15/53
WCTV-TV Decatur, Ala. 3/19/53
Rib Mountain Radio Inc., Des Moines (10) 3/19/53
Rollins Bestg., Dover, Del. (100) 3/19/53
WCMY-TV Durham, N.C. (60) 11/15/53
KOMM-TV Elmhurst, Ill. (48) 1/15/53
WHER-TV Easton, Pa. (57) 12/20/53
WGET-TV Evanston, Ill. 2/26/53
Clarke, Wis. (13) 1/15/53
WTTF-TV Elmhurst, Ill. 2/26/53
Emil, N. Y. (18) 2/26/53
KXV-TV Eugene, Ore. (120) 2/26/53
KWWG-TV Eugene, Ore. (120) 2/26/53
KZTV-FM Eureka, Calif. (13) 2/26/53
KXCVF-TV Fort Dodge, Iowa (21) 2/26/53
WHTF-FM Fort Myers, Fla. (111) 10/19/53
KXDRD-FM Fort Smith, Ark. (22) 10/19/53
KXPS-FM Fort Worth, Texas 10/19/53

Bonnie Facts About News TV

Special articles about television news—How to Set Up a TV News Program; How to Make TV News Rights of TV Newscasters Pay; Covering the News About TV; Education of the American News Letter—are listed in the July Quill.

By-liners will include such television personalities as John Cameron Swayze, Camel Caravan newscaster; Jack Gould, radio-TV editor, New York Times; Walter Annenberg, publisher TV Guide; Richard B. Hall, director WGBY; William Ray, NBC central division news manager; Richard Oberlin, WHSTV Louisville; James Byron, WBAP-TV Fort Worth; and others.

Salient aspects of the First National Television News seminar, co-sponsored by the Research News Division of Northwestern University's Medill School of Journalism, will be covered.

For a round-up of what you want to know about television news, you'll want to read the July Quill.

Get your subscription order in now. One year, $3. Send to: THE QUILL, 35 East Wacker Drive, Chicago 1, Illinois
### The Scope of This List

BeTa's New Grantees' Commencement Target Dates 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 picked up in the Commencement Date Table.

Thus the tables serve 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.

### Location & Channel

<table>
<thead>
<tr>
<th>Call</th>
<th>Network</th>
<th>Start for Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCVY</td>
<td>Channel 13</td>
<td>9/15/53</td>
</tr>
<tr>
<td>WNYT</td>
<td>Channel 16</td>
<td>10/1/53</td>
</tr>
<tr>
<td>WGBY</td>
<td>Channel 25</td>
<td>10/30/53</td>
</tr>
</tbody>
</table>

### Date Granted & Network Target for Start Representative

<table>
<thead>
<tr>
<th>Call</th>
<th>Network</th>
<th>Date Granted</th>
<th>Network Target for</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAGC</td>
<td>Channel 10</td>
<td>2/2/53</td>
<td>Ch. 10, Albany</td>
</tr>
<tr>
<td>WAGT</td>
<td>Channel 12</td>
<td>3/11/53</td>
<td>Ch. 12, Utica</td>
</tr>
<tr>
<td>WAGV</td>
<td>Channel 14</td>
<td>7/20/53</td>
<td>Ch. 14, Utica</td>
</tr>
<tr>
<td>WAGW</td>
<td>Channel 15</td>
<td>8/7/53</td>
<td>Ch. 15, Utica</td>
</tr>
<tr>
<td>WAGX</td>
<td>Channel 16</td>
<td>9/15/53</td>
<td>Ch. 16, Utica</td>
</tr>
<tr>
<td>WAGY</td>
<td>Channel 17</td>
<td>10/2/53</td>
<td>Ch. 17, Utica</td>
</tr>
<tr>
<td>WAGZ</td>
<td>Channel 18</td>
<td>11/15/53</td>
<td>Ch. 18, Utica</td>
</tr>
</tbody>
</table>

### Fulltime Network

Successful eastern facility geared to low operating cost with combination operation. Excellent financing available with $30,000 cash required.

### Southern Fulltime

This independent located in ideal market has big potential for owner-manager or partnership. 100% of station to be delivered for $65,000.00, with some financing available.

### Appraisals • Negotiations • Financing

<table>
<thead>
<tr>
<th>Company</th>
<th>Radio-Television Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACKBURN - HAMILTON COMPANY</td>
<td>235 Montgomery St. Exeter 5-5672</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>235 Montgomery St. Exeter 5-5672</td>
</tr>
</tbody>
</table>

May 25, 1953 • Page 105
Turning to the Job at Hand

THERE'S a super-abundance of windy debate about the FCC's lethargy in authorizing television service in so-called "white areas" and in the one-station markets. Goaded by constituent pressure, almost everybody in Congress is having his say.

Last week, the FCC unfolded some of its plans to speed up the licensing processes. Sen. Edwin C. Johnson jumped into the fray with an original proposal that the FCC be given an additional $618,440 to hire 40 "examiner teams" to expedite comparative hearings. That now has been reduced to seven teams, at a $300,000 boost.

All these projects are well-meaning, but unrealistic. The answer will come, not through revision of procedures, but through the willingness of the FCC to meet its problem head-on. The right men are needed in the critical positions. Good laws and good regulations are meaningless if there's bad administration.

The problem, as we see it, is squarely before the new FCC Chairman, Rosel H. Hyde. The Commission looks to him for leadership. He is under mandate from the Administration to reorganize the Commission. He is under instruction to remove from authority those staff executives who heretofore have been responsible for administration, if not policy. They are the people responsible for the current unsavory mess.

Mr. Hyde has been under terrific pressures since he took office a month ago. He probably is reluctant to effect staff changes until he gets his fourth Republican member—to take office on June 30 when the term of Paul A. Walker expires. The FCC is now made up of three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennock, Bartley), and an Independent (Webster).

Mr. Hyde, in his present position, now has a working majority on personnel appointments. Except for Comm. Hennock, who appears to have installed herself as the militant anti-Hyde minority, it's a reasonable bet that Mr. Hyde can pull most of the other members' votes on staff changes involving substitution of Republicans for hold-over Democrats. There's a sense of political fair-play on such matters. A political appointee takes that calculated risk.

What has happened since the change in administration last January? Most of the unconstructed New Dealers are still holding forth. But a few of them appear to have reversed their political ideologies. They're suddenly good Republicans, or perhaps deserving independents. But they continue to pursue their clever ways of holding up cases they oppose, and of expediting those they support.

Chairman Hyde, in his month's tenure, probably has been the most harassed official in Washington. He has encountered a steady stream of Congressional hearings, budget meetings, staff sessions, briefings, inspection tours and conventions.

He realizes, as do his colleagues, that the first task is to resolve the manpower problem. A new general coupel, secretary, bureau chiefs, and key lawyers are essential. Once that is accomplished, with a staff owing allegiance only to the present Commission, the second job of invoking changes in procedure can be effected.

The FCC is not a court. It can introduce flexibility in its operations. It can prevail upon competing parties to shorten processing by stipulating records, taking depositions, and ruling out dilatory tactics. It can issue conditional grants.

In no other way can the new order get the FCC win the confidence of the White House and of Congress.

We hope there will be a moratorium on Congressional fishing expeditions, inspection tours, and other extra-curricular activities until the Hyde regime effects its staff reorganization and eliminates the road-blocks that are artificially depriving many areas of needed and desired television service.

Conelrad's Other Half

WE HAVE it on no less authority than that of FCC Comm. George E. Sterling that the Conelrad emergency radio plan, which began operating May 15, is technically ready for service in the unpleasant event of enemy attack.

Mr. Sterling gave these assurances after inspecting radio installations in the West and Midwest and conferring with officials of the Air Defense Command and telephone companies. But he emphasized that his assurances pertained only to the technical capacity of the system. What use the system will be put to, in case of enemy attack, is still somewhat up in the air.

The unhappy truth is that Civil Defense officials have lagged in making plans to utilize Conelrad. Until that phase of Conelrad planning is brought up to the levels of the technical achievements, the Conelrad system is of uncertain value.

The theory of Conelrad is to create a national communications system which, while preventing enemy bombers and missiles from homing on radio signals, can be used, first, as a warning device and, second, as a means of disseminating vital Civil Defense information to the public. At its present stage, it apparently is capable of carrying out its first phase but not its second. The alarm would be sounded but the all-important follow-up—telling the public what to do in the aftermath of attack—would be haphazard at best.

As a trade journal in the broadcasting field, we cannot help but be proud that the nation's broadcasters have cooperated so handsomely (at a voluntary cost of some $2 million to themselves) in adapting their facilities to Conelrad. As a U. S. citizen, however, we cannot help but be appalled that Civil Defense authorities have not been similarly enterprising in carrying out their part of this burden.

We hope that Comm. Sterling's timely warning will be heeded by Civil Defense officials. Conelrad could be of inestimable value in saving U. S. lives and resources, but not if its job is only half done.

Jockeying for Position

EVERY EYE in or around television is focused on New York. The NBC television affiliates are meeting with their network. The problems are economic. It's a question of contract.

CBS, in a free competitive economy, is pitching for improvement of its position. It has had conversations with present NBC affiliates, both AM and TV, looking to affiliation switches. It has worked both ways—propositions have come from the network; others from the stations.

Before television, there had been jockeying for prime affiliations. The fact that there are one-station markets in television has heightened the interest. Everyone wants to get the best deal with the best network.

The network that is best today may not be tomorrow. And "tomorrow" will bring the end of the one-station station markets.

If there is one hopeful sign, it is that nothing can be taken for granted in the dynamic art of broadcasting. Whatever the outcome, whatever the moves of the pawns on the chess-board, the end result will be harder competition and a greater awareness of the mutuality of interest between network and affiliate.
Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

- The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.
- The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.
- The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.

as your ad dollar is directed, so your sales message "scores"

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD.
Television Station Representatives

WEED TELEVISION

New York · Chicago · Detroit
Boston · San Francisco
Atlanta · Hollywood