Washington’s printers’ strike continued as this issue started to press. Again, a magazine is printed set. While most of the body type was set by Linotype, some of the headlines were set by Varitype. Full editorial coverage of the week’s news is provided as usual. The strike will be settled last Wednesday night. Next week’s issue will be produced under normal conditions. Thanks to all you for bearing with us.

WHY?

- Bab-o
- Chase & Sanborn
- Dyanshine
- Falstaff
- Feenamint
- Chooz
- Good Luck
- Kaiser-Frazer
- Hill Bros. Coffee
- Household Finance
- Old Spice
- Ladies Home Journal
- Saturday Evening Post
- Life
- Loew’s M.G.M.
- Morton House Foods
- Bell Telephone Company
- Oxydol
- Pan-American Coffee Bureau
- Prell Shampoo
- Jello
- Purex
- Trend
- HyPower Chili
- Shinola
- Sunkist Oranges
- Paramount Theatre
- Nash
- Swansdown Cakes Mix
- Union Pacific Railroad
- Bryant Gas
- Packard
- De Soto
- R.K.O.
- Decca Records
- Philco
- Mayflower Van
- Dodge
- Westinghouse
- Nutrena
- Nucoa Margarines
- Allied Van
- Cheer Detergent
- Ajax Cleanser
- Lipton Tea
- Plymouth
- Chesterfield
- Chlorodent
- Clarets
- Silver Star
- Flavor-Kist
- Brach Candies
- Zerone
- D-Con
- Dentyne
- Electrolux
- Rinso
- Snow Crop
- Buick
- Chrysler
- Pontiac
- Kirby
- Amana Freezers
- Goodyear Tires
- Budweiser Beer
- Hill’s Dog Food
- Armstrong Tires
- Whirlpool Washers
- Crosley Refrigerators
- CBS-TV
- Columbia Records
- Singer Sewing Machines
- Skinner’s Raisin Bran
- Perfex
- Musterole
- Airmaid Hosiery
- Firestone Stores
- Foreman & Clark
- Safeway Stores
- Post’s Cornflakes
- Duncan Hines Cake Mix
- Capitol Records
- Groves Bromo Quinine
- Frostee
- Chevrolet
- Lipton Soup
- Oldsmobile
- Mission Orange
- Hudson
- Royal Pudding
- Sew Gem

RESULTS!
CONTINENTAL BAKING COMPANY DOES A COMPLETE JOB...

From New York to California and from Minnesota to Louisiana the great modern bakeries of the Continental Baking Company each day turn out millions of loaves of Wonder Bread and Hostess Cup Cakes. The combination of skilled bakers and quality ingredients has resulted in leadership for Continental Baking Company—its two fine products are favorites in far more American homes than any other brand of bread or cup cakes.

Skill and experience have brought leadership to another fine firm—the Havens & Martin, Inc. Stations. Virginians in the rich markets around Richmond have long proven their favoritism for WTVR, WMBG and WCOD—they're a loyal audience and they're a responsive audience. What more could an advertiser ask?

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolting Co.
You can't play basketball with a cannon ball....

...NOR CAN YOU SELL ERIE, PA. WITHOUT WICU-TV CHANNEL 12

WHo ever heard of a cannon ball being substituted for a basketball —Foolish eh? Same as trying to sell Erie, one of the nation's top test markets, without WICU-TV! Some 200,000 TV sets in this rich area watch Channel 12 only. WICU-TV carries all four networks.
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.

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives
MILLION DOLLAR radio-TV program for CIO, recommended by its Public Relations Committee, last week was approved by union's board. Understood to involve news-commentary format, it would feature daily radio newscast, plus TV show. Plan was evolved in collaboration with Henry J. Kaufman & Associates, Washington advertising agency, and Wyatt & Scheubel, New York radio-TV agency specialists.

WHENEVER FCC is ready to name its new secretary, T. J. Slowie, Democratic incumbent in that office since April 1937, will step out. That much has been conveyed to Chairman Rosel H. Hyde. Still no decision on successor but front runner is Col. William B. Campbell, veteran communications executive now on active duty with Signal Corps.

FIRST GLIMPSE of what color TV equipment they need will for color-casting will be afforded TV station operators and CP holders by list now being prepared by engineering products division of RCA Victor. Expectation is it will be mailed this week. Although prices may be omitted for present best guess is average station must spend around $15,000 [B&T, June].

PROJECTED Radio and TV Rating Methods Study of Advertising Research Foundation may be called off unless $10,000 contribution is forthcoming from telecasters. NARTB TV Board twice has deferred action on pitch for contribution made by Ed Kobak, ARF president and also member of NARTB Radio Board. BAB has pledged $15,000 contingent upon TV contribution of $10,000, with balance of cost from ARF.

PORTENTS of another broadside against FCC by Wisconsin's militant Sen. McCarthy are seen as result of Commission action last week got Bartels Broadcasting (WOKY) vhf Ch. 19 in Milwaukee. Previously, same group comprising Bernor brothers, had been granted Ch. 33 in Madison. They're on McCarthy's list and his staff investigators already have on job.

THERE'S a fuss in some Capitol Hill quarters over letters received from few broadcasters who reportedly disagree with NARTB's statement against Sen. Johnson's baseball bill. Letters, said to favor such legislation, will be released soon along with baseball hearing record.

VIVID example of how new FCC TV expediting procedure works given in grants last week to KCMO Kansas City (Ch. 5) and Capper's WIBW Topeka (Ch. 13). Both were slated for hearing because of competing application of KCKN Kansas City, Kan. for Ch. 5 and KJAY Topeka for Ch. 13. KJAY got off WIBW's back through reimbursement of out-of-pocket expenses to owner S. H. Patterson. Thereafter Capper's KCKN dismissed its application for Ch. 5. That paved way for quick action, which came without advance notice.

TO ANSWER ad placed by CBS-TV claiming seven-way leadership, NBC has prepared six-page bulletin of "facts vs. fantasies" slated for affiliates this week. It accuses CBS-TV of "violation of one of the basic principles of responsible media advertising" for not showing source of six of ad's seven claims; contends NBC actually is ahead on five of seven points; says of other two that CBS-TV's claim of more sponsored time will be met by NBC-TV expansion of daytime schedule, and that while CBS-TV's April gross billings exceeded NBC-TV's, this lead was by only 3.2% and "we have every reason to believe that NBC will be the No. 1 spot in gross billings in May and again in June."

WHILE fall plans have not been revealed, Greyhound Bus Lines will spend at least $900,000 on television this year—sharp increase since 1951 when it siphoned $250,000 into spot. Greyhound also has been one of multiple sponsors of CBS-TV's Omnibus.

TO GET fresh approach, Commission's newest member, John C. Doerfer, has been assigned by Chairman Rosel H. Hyde to amass Commission procedures. Among projects Mr. Doerfer is studying is one whereby city priorities in TV would be calculated on mathematical formula, taking into account existing service, fringe service from outside stations, population and similar weighted factors.

LEADING contender for manager of engineering, NARTB, to succeed Neal McNaughten, is A. Prose Walker, veteran FCC engineer, now assigned to Stewart Air Force Base, Newburgh, N. Y. in charge of area Conelrad project. Mr. McNaughten left June 1 to join RCA as administrative head of broadcast market planning section of Engineering Products Dept.

FULL FCC met with 11 of 12 hearing examiners in off-record session 10 days ago to prod them on speed-up drive in TV. They were told to cut-to-bone on testimony and on their initial decisions. Theme was to "get tough" by lawyers and witnesses who persist in padding records with unnecessary and irrelevant material.

NAME of Samuel Rosenbaum, trustee of AFM Music Fund and former president of WFIL Philadelphia, cropped up at Vitaphix Corp. board meeting last week. Evidently Vitaphix officers have conferred informally with him relative to firm's cooperative TV station owner plan.

IN THIS ISSUE

LEAD STORY
In its first direct action against an alleged "strike" TV application, FCC asks Arkansas TV Co. to justify its application for vhf Ch. 7 at Pine Bluff, after investigating charges the firm seeks to delay competition from others. Piedmont Radio Co.'s bid for vhf Ch. 17 at Spartanburg, S. C., comes under second FCC investigation. Page 33.

ADVERTISERS & AGENCIES
As network TV station clearances become an increasingly difficult problem, more advertisers are turning to regional and spot film shows. Six advertisers reveal regional film plans during week. Page 36.

FILM
Vitapix Corp. breezes ahead with plans to produce film to owner stations in 40 markets with an exploratory meeting in Chicago at which three more directors are elected, an executive committee named to make policy and a vice president added. Page 38.

GOVERNMENT
FCC's new hurry-up policy in making TV channel grants to sole surviving applicants slides into high gear as eight grants are made during week, six to applicants whose competitors have withdrawn. Highlight is second vhf grant in Kansas City, to KCMO. Page 43.

In a TV version of FDR's fireside chats, President Eisenhower reports informally to the nation on 22 weeks of GOP rule. Flanked by four Cabinet members and backed by agency staging know-how, the President employs a simulcast to reach 50 million TV viewers and a large audience. Page 44.

STATIONS

Five more TV stations go on the air to bring total post-freeze starters to 70. Page 48.

NETWORKS
Although solid old radio still outdistances newcomer TV, the television pioneer's first British Coronation sees NBC-TV and CBS-TV hailing for "brass" in getting BBC films of the event to the U. S. While the favorites jockey for position, darkhorse ABC-TV makes it a dead heat by taking a "fact" from CBC in Montreal. Page 56.

ABC, in Chicago and New York shifts, moves John H. Mitchell from WKBW (TV) to ABC vice presidency at WABC-TV as Paul Money resigns from the latter and John Norton Jr. quits ABC's Central Div. James Stinton, Don Roberts and Sterling Quinan move up. Page 60.

UPCOMING
June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.
June 14-17: Advertising Federation of America Convention, Hotel Statler, Cleveland.
June 15-18: RTMA Convention, Chicago.
Like pork goes with beans

That's the way successful advertising goes with W-I-T-H in Baltimore! 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.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
**Excess Profits Tax Relief To Be Urged at Hearing**

COMPLAINT of TV stations covering inequities in Revenue Bureau rules applying to excess profits tax relief legislation enacted last year will be made Friday by special NARTB tax committee spokesmen at hearing before House Ways & Means Committee. Rep. Daniel A. Reed (R-N.Y.) is committee chairman.

Part of new regulations announced Thursday with more to come. Louvell Parker, legislative consultant to NARTB committee, to appear before Ways & Means group, which is conducting inquiry into excess profits tax.

NARTB's tax group met Thursday to consider problem, members feeling new regulations do not carry out intent of relief legislation. Among those attending meeting were Dwight W. Martin, General Teleradio, chairman; Mr. Parker; Earl S. Gammons, Merie Jones, Kenneth Hoehn, A. S. Padgett, CBS; Rudolph Peterson, CBS and General Electric Co.; John H. Poole, Storer Broadcasting Co.; George Wheeler, NBC; Vernon Wilkinson and Harry J. Wright, ABC; Peter King, WTMI-TV Milwaukee; Thad H. Brown Jr., NARTB.

Meanwhile some major advertising agencies are working to be included under television broadcasters' provision of 1951 Revenue Act. They claim they spent substantial amounts working up TV programs during 1946-49 base year and should be given relief to better their EPT base credit. Topic came up at meeting two weeks ago of Joint Senate-House Tax Committee at a closed session.

**Radio-TV Habits on Farm Shown in Meredith Study**

SURVEY of its 300-farm family consumer panel by Successful Farming (Meredith Pub. Co.) shows: No more than 14.8% are TV viewers in any one quarter-hour; "I Love Lucy," top-rated program, viewed by 14.9% of families in fortnight test: maximum viewing between 8:01 p.m., with Wednesday best day; not over 47% of families listen to radio during any quarter-hour; Arthur Godfrey, top-rated radio program, heard by only 27.8% during fortnight; maximum listening between 6-7 p.m.

Meredith Pub. Co. operates WOW-AM-TV Omaha; WHEN (TV) Syracuse and KPHO-AM-TV Phoenix, Ariz. Survey conducted last December.

Analysis of survey findings shows TV ownership of 22% in October, 1952, with one of four TV owners using boomer; average ownership period was 18 months; four of 10 families live over 50 miles from nearest TV station.

Radio listening ranges from 2.5 hours on Sunday to 4.5 hours on Monday, according to survey. With 22% TV ownership, survey shows 16% to 19% of panel families watch TV every evening. Hours of listening range from 2.9 on Tuesday to 3.5 on Sunday.

**CBS-TV Spot Sales Changes**

SERIES of promotions among personnel of CBS-TV Spot Sales being announced today (Monday) by General Sales Manager Sam BROADCASTING • TELECASTING

**PRINTERS' STRIKE ENDS AFTER 2½ TOUGH WEEKS**

HERE is the third and last "printers' strike" edition of BROADCASTING • TELECASTING. It is to some extent improvised, but every effort was made to carry all of the week's news.

The strike of Columbia Typographical Union 101, AFL, against all of Washington's commercial printing plants, began on May 18. It was concluded last Wednesday night (June 3), with concessions carrying conditions as to wage scales and fringe benefits.

Of necessity, this issue was scheduled for offset, rather than letterpress production. With last week's issue was composed by Vartitype, this issue is set by regular Linotype.

Next week we return to normal schedules. The Feature Section and the Radio and Television Network Showsheets will make their re-entry.

Our thanks to all you who have persevered with us. And our thanks to the many subscribers who took time out to communicate with us and offer their assistance.

A particular word of appreciation from the management to our staffs . . . editorial, business and circulation. All hands worked overtime and extra time to produce B&T on schedule during these arduous weeks.

Cook Diggles. J. Richardson Loughlin of Chicago office becomes head of Los Angeles office, effective immediately. Edward A. Larkin, head of Los Angeles office, takes over as Chicago manager, effective June 15. MacLean Chandler goes from Chicago manager to head of expanding coast operation in San Francisco, effective June 22, and Lamont L. Thompson, who opened San Francisco office in October 1950, moves to Chicago as account executive, effective June 29.

**Watts, Smith Promoted By RCA Victor**

W. WALTER WATTS, RCA Victor Div. vice president in charge of engineering products, elected vice president in charge of technical products, with Theodore A. Smith elevated to vice presidency to succeed him in Engineering Products Dept., Walter A. Buck, vice president and general manager of division, announced Friday after RCA board meeting.

In his new post Mr. Watts succeeds L. W. Teegarden, who was named executive vice president of RCA in February. Mr. Waits, who joined RCA Victor after wartime service as opilot and commanding officer of Signal Corps distribution agency, and as Signal Corps procurement director, will supervise activities of both Engineering Products Dept. and Tube Dept. of RCA Victor.

Mr. Smith, who has been assistant manager of Engineering Products Dept., joined RCA in 1925, supervised construction of its pioneer TV

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**BUSINESS BRIEFLY**

TWO SPOTS ON MBS PLAN • Mutual's multi-million-plan approaching SRO point. With only two of 20 participations still open, network announced Friday. Emerson Drug Co. and Carter products, buying into plan late last week, raised total to 18. More than 100 participations sold out of 20 available in the four half-hour five-a-week programs included in multi-message package.

WHEELER MAY MOVE • Clinton Wheeler, director of radio and television for Hewitt, Ogilvy, Benson & Mather, N. Y., expected to resign shortly to join Bonson & Eckhardt, N. Y., in executive capacity.

SPOT CAMPAIGN • Simoniz Hillite, Chicago, through Sullivan, Stauoff, Colwell & Bayes. N. Y., preparing eight-week spot announcement campaign starting June 15 in about 75 radio markets.

RECOMMEND NEWS FOR GULF • Young & Rubicam, N. Y., agency for Gulf Oil, will recommend that client buy news programs in radio to replace Countertop on NBC radio. Countertop goes off air at end of this season.

BARCLAY-GRANT CAMPAIGN • Barclay-Grant, N. Y. (sewing kits and other products), planning radio campaign during spot announcements and ten-minute segments of shows, effective after Labor Day. Product is mail-order account and expects to use about 35 markets. Agency: H. W. Fairfax, N. Y.

ALL-STAR FOR GILLETTE • Gillette Co., Boston, will sponsor 1953 All-Star baseball games, starting at 2:15 p.m. EDT, as another of Gillette Cavalcade of Sports features. Agency: Mazon Inc., N. Y.

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**de la Ossa New WNBC-WNBT (TV) Manager**

APPOINTMENT of Ernst de la Ossa, NBC personnel director, as manager of network's WNBC-WNBT (TV) New York was slated to be announced today (Mon.). Ted Cotl continues as vice president in charge but de la Ossa appointment will enable him to devote more time to his recently added duties in overall owned and operated station department under Vice President Charles R. Denny.

Mr. de la Ossa joined NBC in 1942, helped set up its personnel department, rose to personnel director in 1943, was given additional responsibilities in labor relations in 1946. He formerly was employment executive of R. H. Macy & Co. department store in New York. Successor as personnel director not announced.
WAGA is FIRST in out-of-home Listening in Atlanta*

WAGA has more out-of-home listeners day and night, seven days a week than any other station.

Of the 72 quarter-hour periods 6 a.m. to midnight Monday through Friday WAGA had 40 firsts, station “A” 8 firsts, station “B” 8 firsts, station “C” 2 firsts and station “D” one first. There were 13 ties.

Out-of-home or in-the-home, WAGA gives you more listeners per dollar than any other Atlanta station.

*According to the Pulse of Atlanta survey of out-of-home listening, February, 1953.

Light, and lively music, baseball, Perry’s kitchen with menus and recipes emphasizing outdoor living—when the first warm days roll around WAGA listeners will find our programs designed for summertime listening and living.

Alert advertisers who want to keep summer sales high will take advantage of this special summertime programming.

WAGA
CBS radio in Atlanta

Represented Nationally by the KATZ AGENCY, Inc.
TOM HARKER, V. P & Nat’l Sales Director, 118 E. 57th St., New York 22
BOB WOOD, Midwest Nat’l Sales Manager, 230 N. Michigan Ave., Chicago

Page 8 June 8, 1953
Transit Radio Battle Continues in Courts

LEGAL battle over transit radio service in Washington, D. C., continuing though WWDC-FM and Capital Trans Co. stopped programming May 30 (see earlier story this issue). With U. S. Court of Appeals (D. C.) decision awaited on Transit Riders Assn., appeal from FCC refusal to let it intervene in WWDC-FM license proceedings, riders group filed opposition to WWDC-FM move to have question declared moot.

Carl L. Shippy, counsel to riders group, held it is in interest and if court so finds, it can protest WWDC-FM renewal. He opposed extension of WWDC-FM lease indicating memorandum suggesting question is moot now that WWDC-FM has dropped service. Harold D. Cohen of Pierson & Ball, had asked leave to file memorandum for WWDC-FM suggesting question is moot and he had expressed intent to file motion to dismiss. Riders group argues it has seen no indication WWDC-FM will remove all radio gear from streetcars and buses. Case was argued before court April 20. Riders group contends mootness is matter for FCC and not court.

Nationwide Membership Planned by Vitapix

VITAPIX Corp. probably will "extend membership on a nationwide basis" for TV station owner cooperative-film-rental plan, Frank E. Mullen, president, said after closing of two-day directors-stockholders meeting in Chicago (see earlier story this issue). Station membership near 45-station goal, with WMAR-TV Baltimore and 10 other new subscribers.

John E. Petzer, WKZO-TV Kalamazoo, Mich., predicted Vitapix will make "significant contribution to higher program standards." Vitapix offering stockholders 30 shares of common and 60 preferred at $100 par, or $9,000.

Larus Buys WCAV

SALE of WCAV Norfolk, Va., for $125,000 by estate of Joseph Liebling to Larus & Bro. Co., licensee WRVA Richmond, reported Friday in application for FCC approval. Larus, constantant for vhf Ch. 12 at Richmond with WRNL and Richmond TV Corp., does not assume TV application of WCAV for Ch. 10 in contest with WGH. Newport News, WNOR Norfolk. Beachview Bdcstg. Co. and Chesapeake Servic Inc. WRVA, basic CBS outlet, stated in transfer application it would seek NBC affiliation for WCAV, since WTOR-AM-TV Norfolk Sept. 27 switches from NBC to CBS. Larus also owns WRCF-FM Norfolk.

WBAL-TV Interim Increase

WBAL-TV Baltimore announces interim increase in power from 27 kw to 100 kw. Power will go up to 316 kw when tower is erected and 25 kw RCA amplifier installed. according to John T. Willine, engineering vice president of Hearst radio-TV stations.

PEACE ALERT

IMMINENCE of peace in Korea over weekend led radio networks Friday to alert news correspondents in Far East and U. S., and television networks to prepare special background film programming. ABC-TV said it was sending special film unit to Pannunjom.

Merchandising Analysis

Planned by BAB

BAB is planning "first detailed analysis of concept and function of merchandising as it relates to radio advertising." BAB President William B. Ryan revealed in Philadelphia Thursday at 10th in series of 44 area sales clinics. Mr. Ryan said subject will be surveyed by BAB with plans committee, advisory to BAB president, with view toward ascertaining "reasonable" definition of merchandising in radio and determining yardsticks which local stations can use in measuring need and method of merchandising for advertisers. He added that he "personally" recommended merchandising service be offered free only when station gains "definite" promotion at some time, or when scheme is tied to specific sale of station.

Changes in Film Pact

TV FILM commercial contract includes new clauses agreed on since Screen Actors Guild-Film Producers Asn. of New York pact was adopted in March, John Wheeler, PPA general counsel, told National Television Film Council at New York luncheon. Additions agreed on, he said, include right by producer to edit commercial smaller length with another soundtrack at no additional re-use payment; right of arbitration reserved for producers and SAG only and not for actors as was original pact; right by producers of several commercials for four seasons rather than one year or 18 months; right to use commercial program 13 weeks out of 17-week period, instead of strictly 13-week period, in event stations cannot be cleared.

Hearing on Information Plan

HEARING on President's plan to create U. S. Information Agency which includes Voice of America can be expected to be held by House Government Operations Committee as result of actions taken late in week by committee's chairman, Clare E. Hoffman (R-Mich.). Rep. Hoffman was introducing resolutions to disapprove all reorganization plans to ensure hearings early within 60-day period during which Congress must take negative action to veto them, otherwise approval is automatic (see early story this issue).

KIWW Representative

NATIONAL Time Sales has been appointed national representative for KIWW San Antonio, which is said to broadcast exclusively in Spanish to some 300,000 Spanish-speaking persons in Bexar and adjoining counties.

LOUIS HAUSMAN, administrative vice president of CBS Radio until his transfer to CBS-Columbia Inc. as vice president in May (B+T, May 18), last week elected to board of directors of CBS-Columbia, radio-TV set manufacturing subsidiary of CBS.

LEE WHITE, Procter & Gamble account supervisor for the Blow Co., N. Y., has been named vice president of agency.

JOHN K. CHURCHILL, A. C. Nielsen Co. vice president, appointed assistant to president.

Hazel MarkeL, MBS women's news commentator, elected president of Women's National Press Club for 1951-52.

Private services were to be held in New York Saturday for LARRY NIXON, 57, public relations director of Hewitt, Ogilvy, Benson & Mather, who died Wednesday at his home in New York following heart attack.

David Wear, production assistant and story editor of Heir Shiner Show and previously head of NBC Film News, reported Wednesday (B+T, Nov. 6) as assistant story editor of NBC executive department of William Morris Agency on West Coast, to Ely Landau Inc., N. Y., TV film producers, as director story department.

Ike SIMULCAST Brings Praise and Criticism

SIMULCAST of President Eisenhower and four Cabinet members Wednesday (see early story) drew widespread newspaper comment on innovation in government-citizen relations. While most comments considered format effective, some pointed to what they considered obvious flaws. Here are excerpts:

Washington Post—"The innovation may turn out to be as epoch-making in its way as the inauguration of the Roosevelt fireside chats 20 years ago. . . . What the Administration must guard against is any inclination to use TV merely to popularize the superficial."

Harold E. Fellows, NARTB president (in telegram)—"Your expert use of broadcast facilities . . . has ushered in a new era of enlightenment."

New York Times—"Not because of its content but because of its method, this was a historic occasion. . . . The procedure "leads to a new technique of winning consent."

David Lawrence—"As a novelty it was interesting—as a regular technique, it raises doubts. . . . The concept of TV seemed to be that it was a means of creating a visual impression of a favorable nature rather than a medium for disseminating complete information on political issues."

Wall Street Journal—"He and his team told us what they were trying to do."

Marquis Childs—"There are hazards in presenting serious issues wrapped up in professional production. The tendency is always to oversimplify. . . ."

New York Herald-Tribune—"Because it carried vividly the impression which the people already sensed to be true, this unprecedented broadcast was a success. . . . As a way of conveying the atmosphere of government by giving the highest officials into closer contact with the people, it has, however, genuine usefulness."

Sen. Weynt Mose (Ind.-Ore.).—"I've seen better vaudeville shows."

Sen. Paul H. Douglas (D-Ill.).—"A very interesting and effective innovation."

Leverett Saltonstall (R-Mass.).—"Excellently rehearsed and carried out."

Telegrams from public were "virtually unanimous in praise." according to James C. Haggerty, Presidential press-radio secretary.

June 8, 1953
On July 1st 1933, we started as national sales representatives of WCSH, the 5000 watt NBC outlet for Portland, Maine. These have been 20 happy and profitable years selling WCSH, Maine's first and leading station. WCSH, we are proud to serve you.

WCSH
PORTLAND, MAINE
First station in Maine to present a regular broadcast schedule.
Only station in Maine employing a full-time radio farm director.
Maintains most extensive radio news gathering facilities in Maine.
Has largest day-and-night average audience in Maine.
Is a “Charter Member” station of the National Broadcasting Company.

WEED
NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

RADIO STATION REPRESENTATIVES
AND COMPANY
at deadline

WPTZ (TV) Seeks Power Boost; Other FCC Actions

WPTZ (TV) Philadelphia, whose purchase from Philadelphia Westinghouse Radio Sta-
tions Inc. for $8.5 million was approved by FCC for-night ago (8-77, June 1), filed applica-
tion for increase in ERP from 16 kw visual and 8 kw aural to 100 kw visual and 50 kw aural. New RCA 6-bay antenna would be installed, with present 3-bay antenna being used on emergency basis at mid-point of tower pending completion of modifications.

Recommend Worcester Grant

SECOND initial decision to stem from FCC's new policy to retain survivor TV applicants in hearing status when competitors withdraw, was issued Friday by Examiner William G. Butts, recommending grant of uhf Ch. 14 at Worcester, Mass., to Salisbury Broadcasting Corp., headed by comb manufacturer William B. Smith. Initial decision made possible by dismissal of WNEB bid. Earlier in week, ini-
tial decision was issued to grant uhf Ch. 62 at Evansville, Ind., to Premier TV Inc. soile survivor there (see early story).

WSAL Seeks Channel 10

WSAL Léanorgis, Ind., late Friday or today (Monday) was to petition FCC to allocate uhf Ch. 10 thereby removing it from Terre Haute. WSAL would swap Ch. 10 for Ch. 7 at Evans-
ville, putting Ch. 7 at Sullivan, 24 miles from Terre Haute. WSAL also proposes additional uhf channel for Terre Haute.

WHIS Bluefield, W. Va., petitioned FCC to amend TV rules to allocate uhf Ch. 6 to Blue-
field, substituting Ch. 4 for Ch. 6 at Beckley (see early story).

WTOC Petitions Waiver

WTOC Savannah, Ga., petitioned for waiver of proposed findings and requested immediate grant of its application for uhf Ch. 11. FCC earlier in week approved dismissal of competi-
tive bid of Martin & Minard and directed that WTGC's application be retained in hearing status.

Cascade TV Co. Denied

Commission affirmed ruling of Examiner Elizabeth C. Smith to deny petition of Cascade TV Co. for amendment of its uhf Ch. 8 ap-
plication at Portland, Ore., after hearing com-
Amed. Lack of good cause for amendment was cited. Ch. 8 contest also includes bids of KEX, Phland TV Inc. and North Pacific TV Inc.

Record closed Friday in uhf Ch. 10 hearing for Sacramento, Calif. Proposed findings due July 20. Contestants: KFBK and Sacramento Telecasters Inc.

Two Channels in Conflict

Two TV channels went into conflict last week with late filings of new applications, uhf Ch. 12 at Winston-Salem, N. C., and uhf Ch. 34 at Goldsboro, N. C.

WAAA Winston-Salem filed for Ch. 12, going into competition with bid of Triangle Broadcasting Corp. owned by WJSJ Triangle

FCC Ruling

HELP in resisting requests to change edu-
cational responsibilities of Ch. 12 for com-
Aercial status voted last Wednesday by board of Joint Committee on Educa-
tional Television in Washington. Board will lend assistance to any educational in-
ituation where channel reservation may be in question. Action taken since FCC ruled there would be no action pending on requests, petitions asking changes in TV table of allocations.

JCT board also wrote letter thanking NARTB President Harold E. Petrows for broadcasters aid in getting educa-
tional TV stations on air, referring to gift of Sover Broadcasting Co. (87-T, May 18) and others.

Educational TV grants have been made to 17 applicants; there are 30 still pending. Only educational station on air is KUTM (TV) Houston.

RESIST CHANGES

was freed of contest few days earlier with dis-
Aissional of Ch. 12 application by Mary Pickford Rogers, latter gaining option for one-third interest in Triangle (87-T, June 1).

WGBR Goldsboro entered into competition for Ch. 34, application for which has been pend-
ing by Goldsboro TV Corp., headed by New York investment executive Albin May. Other new TV applications included:

Buffalo, N. Y.- Channel 2, headd by retail furniture merchant Arthur Victor Jr. and five other Buffalo businessmen. Other Ch. 2 bids pending include WGR Buffalo and WHDL Niagara Falls.

Chicago, III.-Chicago Educational Tele-
vision Assn., reserved uhf Ch. 11. Million dol-
lar fund drive is underway. Directors of ap-
plication included Lenore R. Lohr, president of NBC from 1936-1940, now head of Chicago Museum of Science & Industry.

Detroit, Mich.-Detroit Educational Tele-
vision Foundation, reserved uhf Ch. 36.

In moves to strengthen competitive positions, two Seattle TV applicants amended their bids to request other facilities. KJR gave up Ch. 7 contest to enter competition with KMO for Ch. 4. KIRO amended from Ch. 4 to enter Ch. 7 contest with KVI and KKA.

Record Closed on Lancaster Contest

Record was closed late Thursday in contest for uhf Ch. 8 at Lancaster, Pa., as Examiner J. D. Bond, upon motion of FCC and WGAL-
TV counsel, declared competitive application of WLAN to be in default for failure to have completed application and not sufficient good cause for further continuance. WLAN has battled WGAL-TV for Ch. 8 since last year. WGAL-TV has been on Ch. 8 conditionally pending outcome of comparative hearings. WLAN presented engineering evidence, including asked overlap of Steinman AM, FM and TV stations, but failed to present lay testimony.

Austins Loses Two Uhfs

Deletion of two uhf stations at Austin, Tex., reported by FCC Friday. They are Charles Henry Coffelt's KCTV (TV) on Ch. 18 and Tom Porter's KTVA (TV) on Ch. 24 (87-T, May 23). Post-haw deletions now total five, others being KGKL-TV San Angelo, Tex., uhf Ch. 3; Jacob A. Newborn Jr.'s WTVS (TV) Gadsden, Ala., on uhf Ch. 21, and Permian Basin TV Co.'s KMID-TV Midland, Tex., on uhf Ch. 2.

Scope of Protest Enlarged

Scope of protest hearing on Versul's Radio & TV Inc.'s uhf Ch. 35 grant at Muskegon, Mich., was enlarged by FCC Friday in order granting appeal of WGRD Grand Rapids, protest-
ant, from examiner's interpretation of is-

FCC amended hearing order to include following issues: To determine if use of Ch. 35 as proposed by Versul meets needs and interests of communities which might be served by a fair and efficient use of Ch. 35 as contemplated by the Commission's TV assign-

Once request to hearing between TV stations is to be located "in fact at Muskegon," and whether program service proposed is primarily for Muskegon or Grand Rapids. Burden of proof rests with WGRD, FCC said.

In another protest case, that of KICU (TV) (uhf Ch. 28) Salinas, Calif., against uhf Ch. 8 share-time grants to KBMB Monterey and KSBS Salinas, FCC ordered oral argument "hearing" June 23 at Washington. Burden of proof rests with KICU (TV), FCC ruled.

Petition for conditional grant pending out-
FCC to WEOL Elyria-Lorain, Ohio, competitor for uhf Ch. 31 there with local TV station. Hearing issues include inquiry into Journal's qualifications in light of past activities in violation of federal antitrust laws. FCC also dismissed request of Tri-State TV Corp. for conditional grant on uhf Ch. 12 at Chat-

San Diego Without Applicant

San Diego, Calif., uhf Ch. 21 now without pending application as FCC Friday dismissed bid of Vista Broadcasting Co., owned by Robert and June Raisbeck, co-partners in Television Productions, Hollywood.

TV Target Dates

Of New Grantees

TWO of week's eight new TV grantees hope for Labor Day commencement while nearly all others plan starting dates later in fall.

Working for Sept. 1 starts are WEAR-TV Pensacola, Fla., uhf Ch. 3 granarte, and WOKY-
TV Milwaukee, assigned uhf Ch. 19.

WOTK-TV Meridian, Miss., uhf Ch. 11, sets Sept. 27 target date. WACA-TV Camden, S. C., uhf Ch. 14, picks Nov. 1. Planning commencement sometime in fall are KCMO-
TV Kansas City, uhf Ch. 5; WIBW-TV Topeka, Kan., uhf Ch. 13; WJHP-TV Jacksonville, Fla., uhf Ch. 36. WTRC-TV Elkhart, Ind., uhf Ch. 32, expects to get on air within year.

WBTB (TV) Increases Power

MAXIMUM power of 100 kw placed in opera-
tions this Friday evening by WBTB (TV) Chicago.

N. C. Switch at Spruce Mountain transmitter scheduled during Esso Reproster program.

Charles H. Crutchfield, WBTB general man-
ger, said power increase project, including RCA gear, involves investment of $125,000.

June 8, 1953
### The Newsweekly of Radio and Television

**Executive and Publication Headquarters**

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*Fed. U.S. Patent Office*  
Copyright 1933 by Broadcasting Publications Inc.
KWFT-TV GOES ON THE AIR AS 100th CBS AFFILIATE

Wichita Falls, Texas, Station Opened March 1, 1953

Kenyon Brown, President of KWFT-TV.

Station KWFT-TV in Wichita Falls, Tex., became the 100th television station to join the CBS TV network when it went on the air March 1. Some hectic events were involved in getting this station on the air by its scheduled deadline.

A construction permit was received by Station KWFT-TV on Jan. 22. Eleven days later General Electric had sent 90% of the station's necessary equipment in one shipment. Remaining pieces were expressed or air freighted subsequently. The station's personnel installed the transmitter, control, film gear, and studio camera in a building previously used as an FM transmitter building. In the interest of speed, they had fabricated a 100 ft. oil pipe tower to support a one-bay, Channel 6 antenna.

The equipment was ready to operate within three weeks but at that point it was determined a diplexer was required. Following General Electric's reputation for "extra effort," orders were then issued to hand fabricate one when it was determined such a unit could not be obtained through normal production channels. After a series of holds by truck, plane and car—and after being delayed by bad weather conditions—the diplexer arrived.

One hour after its arrival in Wichita Falls, Station KWFT-TV was on the air with a test pattern. KWFT had set March 1 as their on-the-air date. The station kept to this schedule and the entire inaugural program was carried out. G-E field engineers, Sam Peuch and Richard Tullius were largely responsible for making certain the General Electric equipment operated according to specifications.

Kenyon Brown, owner, of the Wichita Falls TV station, who also has ownership interests in KRTV, Little Rock, KMBY, Monterey, Cal., KGLC, Miami, Oklahoma, and KZTV, Reno, recently wrote to Jim Douglas, G-E sales rep in charge of the KWFT-TV equipment sale, "Now that KWFT-TV is successfully operating I would like to extend our sincere thanks for the 'extra' that you and General Electric Company put forth in our behalf. We appreciate the fine service received in making it possible for us to meet our on-air schedule. Do you realize that 38 days after receipt of C.P. we were on the air? This beat our own March 1 schedule by two days."

"...Jim, we are proud of our operation and are looking forward to expanding it as promptly as space is available. In the meantime, please consider us a most satisfied General Electric television equipment user."

Mountain-top TV Installation Covers Altoona Market Area

WFBG-TV Installs G-E 12-Bay Antenna 990 Ft. Above Average Terrain

Up to the time when WFBG-TV made its debut, the city of Altoona borrowed fringe signal reception from Johnstown, Pa. A population thereby sampled television's wonders and clamored all the more for a local broadcast outlet. WFBG-TV's owners answered that demand on March 1, the new area's station opening date.

G-E Equipment Transmitting Site on Mt. Wopsy

Equipment installation was particularly notable not for having established a construction time record or the solution of difficult engineering problems as much as for the orderly completion of all details without a single hitch in their plans. One

This advertisement will appear June 8, 1953 in Broadcasting-Telecasting

June 8, 1953
Put your product on the map!
Trying to get your bearings on the Pacific Coast? The Coast's terrain — mountains, valleys and deserts — has naturally defined the habitable areas. Most of the 15,831,400 population is centered in the metropolitan areas or dispersed throughout the broad valleys and coastal plains.

Spread out as the people are, only RADIO can reach all of them at one time. Fact is, only Columbia Pacific — with its combination of strategically-located high-power stations balanced with moderate-power stations in the few compact markets — can blanket the entire populated area . . . city, suburban and rural alike!

And Columbia Pacific delivers more potential West Coast customers per average quarter hour than any other regional network on the Coast!

Let us map out a campaign for you that will sell your product up and down the Coast . . . WHEREVER the people are!

THE COLUMBIA PACIFIC RADIO NETWORK

Represented by CBS Radio Spot Sales
THANKS to television, the average American today knows more about the Coronation of a British monarch and the ceremony's historical and religious significance than he does about the Presidency of his own nation.

Everyone who saw the Coronation films—and who didn't?—must have been impressed by the solemnity of the occasion. This reviewer, previously uninformed as to the procedure of crowning a queen, was surprised to find it so much a matter of church and so little of state, the bishops continually reminding the new monarch that her power stems from God and pledging her to use it as He would have her do, pledges which had more direct purport in the days when a ruler literally held life and death power over his subjects.

The BBC films of the occasion could have been improved by better lighting and more closeups, but considering the circumstances of their making they merit high praise for their success in capturing the events in the Abbey so successfully that they told the story with the aid of only a minimum of explanatory com-

PULSE '52 REVIEW
RADIO/TV IN 2 HANDY VOLUMES
ONLY $15.00*
Supply Limited
ORDER NOW

THE PULSE ANNUAL REVIEW FOR 1952
Condenses in handiest reference form all the familiar Pulse data — all the broadcast audience measurements published by Pulse during the past year... "Share of Audience," "Homes Using Radio/TV," etc.
Covers entire interviewing in each market for the entire year! Over 75 radio markets and 45 television markets in the U.S.
Complete, concise — handiest reference tool in this field. Write or telephone JUDSON 6-3316 for our supply is going fast.
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Bonus Set, Free

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 □ Station Relations
 □ Sales Mgr.

□ Check
□ C.O.D.

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Firm Name______________________________
Address______________________________

THE CORONATION
CBS—Radio-TV: Willys-Overland Motors Inc.
NBC—Radio-TV: General Motors Corp.
Also on ABC—TV and MBS.

mentary from the BBC reporter.

Since BBC was the only broadcasting company allowed to place its cameras and microphones inside the Abbey, its coverage provided the heart of the presentations of the American networks.

ABC played it straight, taking the two-hour-and-ten-minute film in full from CBC in Montreal and sending it to U. S. viewers simultaneously with CBC's transmission in Canada. NBC and CBS edited their prints of the BBC films to shorter running times and added their own camera coverage of Coronation day events outside the Abbey, the progress of the royal coach carrying Elizabeth and Philip past rain-soaked but cheering crowds from Buckingham Palace to the ceremony, etc.

NBC added footage taken after the Coronation of the royal family on the palace balcony, waving to the people below as a squadron of RAF planes flew in formation above.

Attempts of the motor sponsors of the CBS and NBC Coronation programs to integrate their commercials were more annoying than adroit. On CBS-TV Willys overdid shots of its cars in the London streets to prove how popular the Aero Willys is in England; General Motors, on NBC—TV, followed the Coronation scenes with the declaration that its products are the crowning glories of American industry.

NBC itself was guilty of bad showmanship in devoting too much footage to depicting the elaborate preparations it had made to get the Coronation pictures to the American public as soon as possible, continuing its self-back-patting long after the viewer at home had lost interest.

When speed is important and an ocean must be crossed, radio still has TV beat hands down. Bedside and breakfast table radios from 5:15 a.m. EDT on the East, and still earlier across the land, brought American listeners the minute-by-minute account of what was going on in London, the vivid word-pictures of skilled radio reporters depicting the scene so well that TV was not even missed.

To American radio, then, our hearty tribute for the fine job of on-the-scene, at-the-moment reporting to which we have long been accustomed. To American TV, full credit for a full pictorial report delivered with incredible promptness.

BROADCASTING * TELECASTING
KTYL-TV CAN CAPTURE ARIZONA FOR YOU

...the Healthiest, Wealthiest, Fastest-Growing Sales Market in the Nation!

ARIZONA IS FIRST*

... in Retail Sales Growth
... in Population Growth
... in Per Capita Income Growth
... in Employment Growth
... in Bank Capital Growth
... in Truck Registration
... in Farm Income Growth

*Source: Research Department, Valley National Bank

FIRST IN EVERYTHING THAT SPELLS MORE SALES!

KTYL-TV... NBC Affiliate for Phoenix and Central Arizona...

has tied up 63.2% coverage of the most fabulous, flourishing sales potential in the entire country... the thickly-populated Central Arizona belt that includes Metropolitan Phoenix and more than 568,000 free-spending, prosperous consumers!

Right on the hoof, here's what KTYL-TV can deliver to media buyers: Primary NBC programming for this booming market... an antenna perched high on South Mountains (1150 feet higher, in fact, than any other Arizona station) only eight miles from downtown Phoenix... top-flight production and engineering personnel... and a complete, hard-hitting merchandising department.

Yes, the audience is here! The income is here! The availabilities are here! Call your Avery-Knodel man today...

while you have the best selection!

KTYL-TV... Channel 12

ARIZONA'S Showmanship STATION

BROADCASTING * TELECASTING

June 8, 1953
as near Charlotte as Highland Park to Chicago

A BIG GUN OF AMERICAN INDUSTRY

Emplaced on the towel rocks of the nation, the friendly firing piece of Cannon Mills symbolizes the national significance of the Carolina textile industry. Every fifth American textile mill is located in the Carolinas and Charlotte is the geographical center of the industry. It's an industry that's small-town but big-time — and a major reason why Charlotte — 73rd U. S. city, ranks in the nation's first 25 markets.¹

¹22nd in population (Hearst Advertising Research)

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally by CBS Radio and Television Spot Sales
on all accounts

WILLIAM H. LEWIS JR., vice president, Benton & Bowles, New York, is a Harvard man who made the grade by first making the grades.

While still in college, in 1935, Mr. Lewis, on the basis of aptitude and scholarship, was selected by Lord & Thomas to serve that agency for a year as an apprentice writer. Surprisingly soon he was turning out professional radio and black-and-white copy, and in a short time was named assistant to Sheldon R. Coons, head of the Lord & Thomas New York office.

By the time he left L&T five years later he had advanced to the position of account executive on Cubs cereal for National Biscuit Co. and Rol-Tan cigars for the American Tobacco Co.

Next, Mr. Lewis moved to the Biow Co. as account executive, variously, for Hygrade Sylvania Corp., the Englander Co. and the printed portion of the Bulova watch account. He also was assistant to Milton Biow on Lava soap for Procter & Gamble.

One year later he joined Dancer-Fitzgerald-Sample, New York, where he served as account executive for several Whitehall Pharmacal products, and for various products of American Home.

In 1947 he accepted an offer from Kasstor, Farrell, Chesley & Clifford as an account man on Drene shampoo for P&G.

When the account switched to Compton Adv., Mr. Lewis went along as account executive on Drene. In 1950 he accepted a position with Harry B. Cohen Adv., as account executive for Fitch shampoo and Ennds chlorophyll tablets. And in 1951 he joined Benton & Bowles in his present capacity as account executive on Instant Maxwell House coffee.

Mr. Lewis has been married to the former Victoria Potter 15 years. They have two daughters, Evelyn Forbes, 13, and Victoria Annu, 11. The family lives in Lawrence, L.I., in a house which Mr. Lewis helped design, his hobbies being architectural planning and carpentry as well as swimming and tennis.

In Which Algy writes to...

Mr. Kelly Taeger
McCann-Erickson, Inc.
Detroit, Michigan

Dere Kelly:
This here Summertime is sure good down here in th' beautiful hills. Whin folks is out drivin' they're usin' Chrysler fire power just like they hears about all th' time on WCHS with 5,000 on 580. It sure gits them up th' hills in a hurry. We get heavy fire power here at WCHS for all of our advertisurs 'cause we got more Ws. listeners then any other station. Th' other day I heerd th' boss say that advertisurs spendin' more money with WCHS this year then last and I know Fred Weber told you how in 1952 we was up 25.2% over 1951. Thet sure must mean our fire power is gettin' lot results for Chrysler as well as a whole lot of other folks. Fer a cool summer, come on down to Wa on your vacation.

Yrs. fer more fire power, Algy

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

June 8, 1953  Page 19
Centralized Control...
"tailored" switching and monitoring

TC-4A Control Console combines Audio-Video Switching with Transmitter Control—makes it possible to centralize all operations at one position

Now you can do all (or any desired part) of your audio-video switching right in your transmitter room...

And you do not have to take a fixed group of units to do it. You can have whatever group of audio and video facilities you need to fit your particular requirements. Moreover, you can add further audio and video facilities as needed.

You get this economy and flexibility by building your equipment layout around the new TC-4A Control Console. The TC-4A is a two-section unit containing basic switching facilities for handling up to 8 audio and 8 video signals (remote or local). It can fade to black and "program-switch" network, remote, film, and local studio signals. Up to twelve signals can be monitored including transmitter operation.

To this two-section unit you can add as many console sections (for "on-air" monitor, preview monitor, individual camera monitors) as you need to take care of your individual requirements. In this way you can build up a "centralized" control position from which one man can (if necessary) perform all operations.

Moreover, you do all of this with standard RCA units exactly like those used by the largest stations and the networks. Thus, if you decide later to expand to a multiple studio layout you can very easily rearrange these same units for that type of setup.

Remember... in TV it's good business to buy the best to begin with.

TC-4A Control Console (3rd and 4th units from left) combined with three monitor sections to provide complete switch operating control from a position in the transmitter room. In this arrangement the first unit of the console (starting from the left) is the "live" camera control and monitor, the second is a film camera control, the third unit contains audio faders and audio and video switching, the fourth contains monitor switching and remotely located equipment controls, the fifth is the line master monitor. Audio and video amplifiers, power supplies, etc., are mounted on the racks on left (shown shaded). The transmitter in the background is the Type TC-2A 1 kw, VHF TV Transmitter. However, the same arrangement of controls and audio-video facilities can, of course, be used with any RCA TV transmitter, 1 kw or VHF, 500 watts to 10,000 watts (providing ERP's of 1 kw to 1000 kw).

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
You catch 'em easier with RADIO, in Kentucky!

Take Louisville and Jefferson County, add about 20 surrounding counties and you've got the real sales heart of Kentucky — the Louisville Trading Area with 35.3% of the State's total retail sales!

5000-watt WAVE (with 5000-watt rates) covers the important Louisville Trading Area like a blanket, without waste. In addition to the Area's 313,700 radio homes, WAVE delivers tremendous extra audience that listens to the Area's 277,200 portable and car radios!

Ask your Free & Peters Colone!

5000 WATTS
NBC AFFILIATE • WAVE
LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
YOU MIGHT CLEAR 15' 7-3/4"*—

BUT...

YOU NEED THE FETZER STATIONS TO "GO OVER", IN WESTERN MICHIGAN!

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—America's 25th television market! There are more television homes in the WKZO-TV coverage area than there are in Houston, New Orleans, Seattle or Denver, which rank 14th, 16th, 19th and 25th respectively, in population. And how WKZO-TV dominates this two-billion-dollar market! March 1953 Videodex Report credits WKZO-TV with 140.7% more afternoon viewers than the next station—153.2% more evening viewers!

RADIO: The Fetzer Stations offer wonderful radio values, too — WKZO, Kalamazoo, and WJEF, Grand Rapids. The February 1952 Pulse shows WKZO gets more listeners — morning, noon and night — than all other stations combined! For Total Rated Time Periods (Feb.-Mar. 1952 Hoopers) WJEF gets 15.4% more listeners than its nearest competition. Use both WKZO and WJEF, and you get 62.6% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — yet actually pay less money for the bargain!

Get the whole Fetzer radio and television story. Ask Avery-Knodel, or write direct.

*Cornellius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.

WJEF
TOPS IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV
TOPS IN WESTERN MICHIGAN AND NORTHERN INDIANA (CBS RADIO)

WKZO
TOPS IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Record Labels Wanted

EDITOR:

... We need some record labels for a new 5-minute kiddie space show we have produced, but have been unable to find what we want. Will you please give us the name of a manufacturer. If you had rather not submit the name of a manufacturer, please print this in your "Open Mike" column and maybe a label will turn up. ...

Howard Aldridge
Aldridge Radio Productions
125 Duret Ave.
Greenwood, S. C.

FACULTY LOVES HENNOCK

EDITOR:

In the Open Mike section April 27 you carried a letter from a student at Syracuse University without indicating his status ... It seems to me in all fairness that you should print the enclosed letter which we sent to her [Comr. Hennock].

The faculty of the Radio-Television Center was considerably disturbed a short time ago by a letter to the editor of BROADCASTING • TELECASTING magazine.

We want you to know that the letter was written by a student who in no way spoke for the staff, and who has embarrassed us by his statements about a person for whom we feel nothing but respect and admiration ...

Eugene S. Foster
Academic Coordinator
Radio & Television Center
Syracuse U., Syracuse N.Y.

Praise Levin Article

EDITOR:

We have reviewed the very excellent article "How Many TV Outlets Can the United States Support" by Peter R. Levin.

We feel it is a very wonderful summary of TV development and its potentialities in the United States.

Would you be kind enough to send us 25 copies for distribution to stores in our chain who carry TV departments? If this is possible, it will be appreciated if you mark them for my attention.

Thanks very much for your cooperation.

William E. Freeman
Assistant Buyer
Butler Bros.
Chicago

(Continued on page 80)

BROADCASTING • TELECASTING

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Tic, Tac, Toe

3 in a row

Billboard Award 1952
Alfred I. du Pont Television Award 1952
Sigma Delta Chi Award 1952

Tic-Tac-Toe 3 in a row but it's not a game with us—it's a serious business, and we're going to keep right on with our 'round the clock, 'round the calendar top notch programming making every year a winning year for our sponsors.

The nation's no. 1 test market station.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street REPRESENTED BY BLAIR TV
FROM THE DESK OF

Radio **KING**

50,000 WATTS
SEATTLE

The Pacific Northwest's No. 1 independent
+ The Country's fastest moving network
= Better Buy Than Ever

Get the facts from Blair
whatever
Despite the frequent forecast of heavy weather, clear skies continue to prevail for radio advertisers—especially those using Mutual. After all, we’ve got 560 stations…and 413 of them keep our clients basking in the backyard of Non-TV America. (This, as you must know by now, is the 45-state market of 16,000,000 radio-only homes, where listeners prefer Mutual by 2 to 1.)

But whatever the weather in time to come, our unique radio dominance beyond reach of TV is only one umbrella in the PLUS stand. For the sure protection of anybody who wants to keep on doing business with the most people at the least cost, we’ve also got a patented, torrent-proof device for use in covering TV-America too.

Mutual alone applies a new, 50% discount to evening time costs for all affiliates in TV markets—and the same evening discount will apply in the future to all our stations within range of new TV towers, six months after telecasting begins.

Nowhere else in all advertising can you find all-weather insurance to match Mutual’s.

So—whatever your barometer reading—the one place to keep your sales-powder dry is right here.
THE BUSINESS of broadcasting is considered by most of its prime movers to be a job for older men and many present day successes hail from the era of the crystal set. In this field of electronic economics, they will tell you, there is little chance for the "boy wonder."

But such a one, nevertheless, is David M. Segal, who went forth 12 years ago to slay this Goliathic myth. Today, at 29, he owns or controls six stations in Texas, Mississippi, Arkansas and Missouri and expects to have a seventh in operation by September.

Mr. Segal managed to restrain himself from entering his chosen trade until the age of 18, when in the spring of 1941 he joined the now-defunct KCRJ Jerome, Ariz., for $20 per week, as "announcer-program director-librarian-janitor-salesman." He had been born at Winnipeg, Man., July 10, 1928, moved with his family to Los Angeles in 1939 and stayed there through high school and one term in Los Angeles City College.

At KCRJ, Mr. Segal's pronouncement sketch relates, "was only man on board from 8 a.m.-6 p.m., six days per week." That fall he went to Albuquerque, N.M., and hired out to KGGM as program director and announcer, while attending the U. of New Mexico.

In January 1942 he entered the Army Signal Corps attached to the Air Corps, and remained until February 1944, "mostly in Florida." He forthwith headed for WCBT Roanoke Rapids, N.C., where he was announcer-program director until June 1944, when he became an announcer at KTHS Hot Springs, Ark. In August, freshly 21, he took over as manager of WROX Clarksdale, Miss., and doubled the stations billing in 90 days.

Given $9,000 by his mother in the spring of 1946, Mr. Segal joined a WROX engineer, who had inherited $3,000 from his grandmother, filed for Texarkana, Tex. They were granted KTFS in seven weeks by the FCC. KTFS was on the air in November and a year later Mr. Segal bought out his partner's 30% for about $17,000.

Then Mr. Segal began building as follows: 1948, WGVM Greenville, Miss. (1 kw D 1260 kc); 1940, KDMS El Dorado, Ark. (1 kw D 1290 kc); May 1951, KDKD Clinton, Mo. (1 kw D 1280 kc); August 1951, KDAS Malvern, Ark. (1 kw D 1420 kc); May 1953, KUDL Kansas City, Mo. (1 kw D 1380 kw) [B.T, May 11]. In September he expects to go on the air with KOKO Warrensburg, Mo. (250 w 1450 kc). Mr. Segal's stations, called the Cotton Belt group, are operated as independents and as separate corporations, with stress on news and on music, depending on locality.

A bachelor, Mr. Segal oversees operations of his stations' local managers from headquarters at 1013 Baltimore Bldg, Kansas City.

Some Segal recipes for success: (1) Get good men and pay them well, working salesmen on percentage of gross volume, not individual sales (Mr. Segal gave key employees of KDAS 40% interest and they got back 100% of their investments in 12 months); (2) program for needs and wants of the community—not for prestige of owner or management ("no heavy classical music—the music-lover potential is too small—cater to the masses"); (3) do some promoting (he recently contracted with his agency to spend 20% of his gross income for exploitation), and (4) be a realist (when business needs "pumping up" at one of his stations he flies his four-place plane to the scene, "grabs a handful of rate cards and gets out on the street").

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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 28 June 8, 1953
Day after day ... Week after week ... Month after month ... Year after year ...

More people listen to WTOP than any other Radio station in the Washington metropolitan area*

WTOP
WASHINGTON'S ONLY 50,000 WATT RADIO STATION

The Washington Post-CBS Radio Station
Represented by CBS Radio Spot Sales

* Pulse reports 1949-1953
ANNIVERSARY of New England's 1st TV STATION

FIRST on the television scene in New England... and first in influence today, any way you measure it!
The Dr. Forrest L. Whan Report of the Boston Trade and Distribution Area, issued just prior to the 5th anniversary of WBZ-TV's service to the New England television audience, proves that WBZ-TV's popularity is greater than ever!
For your copy of this report... the most comprehensive ever completed in the New England television market... write WBZ-TV or NBC Spot Sales.

WBZ-TV • Boston • Channel 4
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

Help for Bookkeepers

EDITOR:
I read with interest your article in the issue of May 11 entitled “Bookkeeping—Key to Better Management”.
As you probably know, the radio and television industry is sadly lacking in aids, be they books, pamphlets, or articles, for the accountant.... As a result, every bookkeeper or accountant has to go into the business “cold.”

So this “pencil-pusher” thanks you. If you have any reprints of this article, I would certainly appreciate a couple of copies.

B. M. Files Jr.
Comptroller
WSLI Jackson, Miss.

‘GRANDMA’ ON TOUR

EDITOR:
I am leaving Brownsville, Tex. on June first to take a trip with “Grandma”, a home made houseboat, propelled by 25 h.p. Johnson outboard motors... for what is believed to be “the most significant event attempted with outboard power; the longest cruise ever attempted in a houseboat, and the first pleasure cruise from the southmost tip of the continental United States to New York.”

If completed as planned, the cruise will cover approximately 3500 miles (from New York to England is only 3,080 miles) along the Intercoastal Waterway, touching nine States...

I intend to make stops in each city along the route and invite the public aboard (no charge) to inspect this unusual craft...

I expect some of the boys at the stations along the route may want some news about the trip... tell the boys along the coast, in Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, North and South Carolina, Virginia, Maryland, Delaware and New Jersey... that I’ll be available upon arrival...

If some of the commercial managers wish, I’ll go out with their boys, contact the dealers of all items being used on the trip and put on, for them, one or more one-half hour, co-sponsored shows that can easily be sold...

I’ll make no charges, want no talent fee, and there is no “gimmick”...

Robert V. Tabler
Formerly announcer on WROD Daytona Beach,
WGIV Charlotte,
KBOR Brownsville

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The Ploughman Weary Plods No More

There was this farm lady, listening to WMT's 5:45 A.M. recorded music program while her husband was out milking. The commercial came on and said that Leo Kelly of Marengo had a tractor, plow and cultivator for sale. She hollered to her husband and they drove 60 miles to the store. The place wasn't open yet — some town folks don't start 'til 8. They waited; looked; jawed; and bought $3,000 worth of equipment without twitching a muscle.

Moral: Some tractors are irresistible

WMT Cedar Rapids
Basic CBS Network
5,000 watts 600 kc
Represented nationally by The Katz Agency
**IN PUBLIC SERVICE**

**Notre Dame Blood Marathon Aired**

SO-CALLED Blood Marathon was held by WNDU, radio station on the U. of Notre Dame's campus, to boost the school's campaign to break college records in donating blood. According to the station, several records were broken as the result of the drive. Notre Dame students gave 702 pints a day, 3,119 pints in five days, each count a record breaker, the station said.

**KOBK's Assist for Shoppers**

OWATONNA, Minn.'s Chamber of Commerce reports that the local KOBK considerably aided a plan to stimulate Friday night retail trade in the town. KOBK organized Friday Night Jamboree, which featured band concerts playing in mid-town. The second Friday night, the station added free bus rides to and from downtown. The next week, the station changed the local wrestling matches from Thursday night to Friday night, starting at 9 p.m. The fourth Friday night, May 22, according to the town promoters, showed the promotion really paying off. President of KOBK is Myles Johns.

**WLEC Helps Collect Scrap**

BELLEVUE, Ohio's Fire Chief A. W. Boehler said that when a rain storm clogged the community's paper, rag and scrap drive, "a thought came to us of that famous Radio Invention of telling the world." That led to a call to Eunice Foster, WLEC's correspondent in Bellevue—and subsequently WLEC Sandusky aired appeals. Result: "WLEC... with the finest cooperation broadcast our message to the people."

**CBA Queries Stations**

CATHOLIC Broadcasters A s s n. members are being sent questionnaires with the request they distribute them to local stations on which members present programs. CBA plans to present these comments at its convention June 19-21 at Hollywood's Hollywood-Roosevelt Hotel. They ask the broadcaster what criteria he uses in granting a Catholic group public service time, what he dislikes most about such shows and what he likes best about them.
HIGHEST ANTENNA

in the

PACIFIC NORTHWEST

6018 Feet above sea level and because of no other mountains close by. . . . the greatest square mile coverage of any TV station in the U. S.
Any way you look at it, KWKH is far and away the best radio buy in the important Arkansas-Louisiana-Texas area around Shreveport.

On a "cost-per-thousand" basis, for example, KWKH delivers 89.4% more average daily listeners than Shreveport's second station!

These audience figures are from the new Standard Station Audience Report—the more conservative of the two recent audience surveys made in this area.

Your Branham man will be glad to give you all the KWKH facts. Or write us direct.
FCC SHAPE FIRST BLOWS
TO STEM ‘STRIKE’ BIDS

What approach the Commission takes on Arkansas Television
Co.’s request for Ch. 7 in Pine Bluff, Ark., might well indicate
FCC’s future course on alleged “strike” applications.

MOVING cautiously but firmly, FCC last week took the first direct action
against an alleged TV “strike” applica-
tion. It questioned the application
of Arkansas Television Co. for
vhf Ch. 7 in Pine Bluff, Ark.

The Commission’s action came
after extensive investigation of al-
legations that the Arkansas Tele-
vision Co. application was filed in order to
delay the coming of television to the
40,000 people in the Arkansas city.

It asked the applicant to justify
his application.

Simultaneously, the Commission
continued a second investigation into
the application of Piedmont Radio
Co. for uhf Ch. 17 in Spartanburg,
S. C.

Unless the Commission receives a
satisfactory answer from Arkansas
Television, it is believed it may take
one of these three steps:
1. Grant competing Central-South
Sales Co. application and dismiss the
Arkansas Television application.
2. Set the Arkansas Television ap-
plication for immediate hearing be-
fore the Commission en banc.
3. Issue a show cause order requir-
ing Arkansas Television to tell the
Commission why the application
should not be dismissed.

The Commission considers these
moves as the first thrusts against
hinder and delay applications, or
worse.

These are the allegations against
Arkansas Television:

Central-South Sales filed for the
Pine Bluff vhf wavelength in mid-
December last year. Central-South
Sales comprises John Esau and as-
sociates (KFPW-AM - FM Fort
Smith, Ark.; KTUL-AM-FM Tulsa,
and KOMA Oklahoma City).

First competing application to
Central-South Sales came early in
January from Pine Bluff Television
Co., owned by Burnett Estes. This
was withdrawn in February.

Second competing Pine Bluff appli-
cation came from Arkansas Tele-
vision Co., headed by Gaylord Shaw.
This was filed early in February.

Sears, Shaw and Estes are part-
ners in the contracting business.

In the Spartanburg case, Pied-
mont is opposed by Sterling Tele-
vision Co., whose principals include
Sterling W. Wright, Robert M. Car-
lisle and Fred W. Symmes. The lat-
ter has interests in WBCU Union
City and WMRC Greenville, S. C.
Piedmont principals are T. Julian
Skinner, W. E. Benns Sr. (20%
owner of WVKO Birmingham, Ala.),
Virginia Mason and Rowland Shep-
pard Oliver.

The Commission avowedly is seek-
ing to discourage strike applications
in every possible manner. There
are about two dozen complaints be-
fore the FCC which allege such im-
proper tactics. Moreover, there has
been criticism of some attorneys, who
purportedly have in readiness appli-
cations to be filed on short notice in
desirable locations where a serious
applicant might find his position
clear and ready for grant.

In practice, this is the way the
“strike” application method works:

An applicant files at the FCC for
a TV frequency. After a routine
period of time, with the application
unopposed, the application ap-
proaches the final stages leading to
a grant. Just before final action

the “strike” application is filed.

This throws the case into a hear-
ing. It can be many months, or
even years, before a hearing is
held and one of the applicants
chosen.

Purpose of the “strike” application
may be twofold: Either to
shake down the original applicant
for pay-off in cash or in stock, or
to delay a grant for competitive
reasons.

Of course, late-filed applications in
most cases are purely legitimate.
The FCC faces a difficult job of
proving blackmail or illegitimate
delaying action.

Should the Commission decide it
has a good case, it must figure out
which was to proceed.

One of the FCC’s regulations (Sec. 1.385(e) permits it to issue a
conditional grant to one applicant
pending a hearing on the good faith
of the competitor. This has seldom
been used.

Outright dismissal of a “suspect”
application is considered legally
dangerous in view of the long-estab-
lished principle that no application
may be dismissed or denied with-
out a hearing.

Setting the presumed offending
application for hearing also is not
considered the ideal way to deal
with the situation, in the light of
the McFarland Amendments’ pro-
vision requiring a letter of notifica-
tion to be sent when an applica-
tion must be set for hearing.

One suggestion, made by Sen.
Edwin C. Johnson (D-Colo.) early
this year when his attention was
called to the “strike” situation, was
that all applicants be required to
post a bond in a substantial amount.
This would prove good faith and
weed out racketeers, it was said.

Charges of nuisance and delay
applications are not new. In the
early days of AM the allegations
were freely, but unofficially, aired
by many in the industry. Following
the close of World War II, the log-
jam on AM applications gave rise
to similar charges. Since the TV
freeze end last year, the same cries
have arisen.
MORE ADVERTISERS TURN TO REGIONAL, SPOT FILM

Confronted with the mounting problem of getting network TV station clearances, advertisers are turning increasingly to filmed shows on a regional or spot basis. Six more major advertisers set regional film TV plans.

In a flanking movement to elude the growing problem of network station clearance in television, major advertisers are turning more and more to filmed properties placed on a regional or spot basis. In some cases, sponsors are supplementing their network shows with additional purchases of spot markets for the same program.

Among the national advertisers currently planning to use the regional film technique are E. I. du Pont de Nemours & Co., Chesebrough Mfg. Co., Hawley & Hoops, Hamilton Watch Co., Pacific Coast Borax, and Ethyl Corp.

"Clearance of network TV stations in selected markets is an increasing problem," one executive told B & T. "And the only way to solve it intelligently at present is to buy on a spot or regional basis, assuring yourself at the same time of entitled Johnny Jupiter. The half-hour filmed series will be placed in 50 to 75 markets starting early in September.

The Johnny Jupiter series will be produced by its originator, Martin Stone, president of Kagran Corp., which also owns Author Meets the Critics, the Gabby Hayes series, and Howdy Doody, among others. Johnny Jupiter started as a live series on Du Mont TV Network 10 weeks ago and will continue to run there for the completion of a 13-week contract.

Joining in the growing trend to filmed supplementation, E. I. du Pont will place its half-hour network television show, Cavalcade of America, in 25 markets in addition to its ABC-TV weekly half-hour time (Tues., 7:30-8 p.m. EDT). BBDO, New York, is the agency. Chesebrough Mfg. Co. (Vaseline) on Catalina island are (1 to r) Rod MacDonald, media director, Guild, Bascom & Bonfigli, San Francisco; Kay Kennelly, media director, Olin & Bronner, Inc., Chicago; Muriel Wageman, timebuyer, Hugo Wageseil & Assoc., Chicago, with guide, John Poole, station owner-general manager.

SEEING the sights at KBIG Avalon on Catalina are (1 to r) Rod MacDonald, media director, Guild, Bascom & Bonfigli, San Francisco; Kay Kennelly, media director, Olin & Bronner, Inc., Chicago; Muriel Wageman, timebuyer, Hugo Wageseil & Assoc., Chicago, with guide, John Poole, station owner-general manager. 

a tailor-made network in the markets you need.

"However," he added, "as soon as more network TV markets open up, giving us greater access to more outlets, the need for this kind of programming will decrease."

The latest national advertiser to enlist for a filmed series on a spot basis is Hawley & Hoops, Newark, manufacturers of M & M candies. Early last week the firm named Roy S. Durstine, New York, as its advertising agency and on Thursday signed to sponsor a program line), which sponsors the filmed Fights of the Century on NBC-TV on Friday nights after the Madison Square Garden bouts, also will increase its list of 22 network stations with a 37-market lineup placed on a spot basis. Cayton Inc., New York, is the agency.

Hamilton Watch Co., which has been sponsoring the half-hour filmed series, Jewelers Showcase, on alternate weeks in 24 markets, goes off the air for a summer hiatus but will return in the fall with an increased station list. BBDO, New York, is the agency.

Pacific Coast Borax, sponsors of Death Valley Days, also will take a hiatus on some of its stations during the summer but will return to its alternate-week half-hour schedule in 60 markets on a spot basis, effective early in the fall. The agency is McCann-Erickson, New York.

Ethyl Corp. of America has launched a weekly TV sports program, The Big Playback, on 44 television stations throughout the country. The show is being produced by Screen Gems Inc. in association with Telenews Inc. Bill Stern is the sportscaster on the show. BBDO, New York, is the agency.

Meanwhile, two other advertisers are planning TV spot announcement campaigns. They are Artra Cosmetics and General Electric Tube Div.

Artra Cosmetics (Imra Diplomacy) this week launches a four-month campaign using six one-minute commercials a week on both the NBC and CBS owned and operated stations in New York, Chicago and Los Angeles. Grey Adv., New York, is the agency.

General Electric Tube Div., through Maxon Inc., New York, currently is contemplating a fall spot TV campaign. One station probably will be used during the summer as a guide in determining the extent and nature of the fall plans.

K&E Merchandising Study

MORE than 800 stations returned completed questionnaires to Kenyon & Eckhardt concerning their merchandising practices by the first of last week, Hal Davis, K&E, has reported.

With the deadline date June 15, K&E promotion department executives are confident that most stations will be heard from at that time. Mr. Davis said. He reported that an "amazing proportion of stations are carrying varied and extensive merchandising procedures for local and network advertisers. However," he added, "many of the stations are anxious for some simple and inexpensive solution to the problems now being posed by advertisers."

Hunt Agency Moves

W. H. HUNT & Assoc., Los Angeles advertising agency, has moved to its own building at 1044 S. Robertson Blvd. Telephone number is Bradshaw 2-8293.

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MAY Co., large Baltimore department store, has started one of radio’s largest campaigns—an all-day Sunday musical program on WITH-FM Baltimore. The program is designed to bring “a still larger share of the higher-income family purchasing dollar”, according to Sam Kravetz, WITH-FM manager. The 52-week contract involves an estimated $50,000 in time costs and carries a renewal option.

After the opening program May 24, May Co. found wide interest in the program and its Monday sales in the record department were described as setting a new high mark. The store held a sales meeting for all employees prior to the debut. Copies of a full page newspaper ad promoting the series were sent to every large agency in the nation.

According to Robert Welsh, May Co. advertising director, the program features good music, live and recorded, along with a complete opera each week. A full page newspaper ad on the campaign will be used every month. Commercial announcements are institutional, featuring merchandise appealing to the discriminating buyer and emphasizing the “everything-for-the-home” angle.

WITH-FM and May Co. are cooperating in providing public service facilities for Baltimore organizations. The Sunday series is described as having a potential audience of 125,000 FM sets in Baltimore alone. A series of luncheons will be held, starting this month, with Baltimore Symphony, Asm. of Music Clubs, Peabody Institute, Chamber Music Society and other organizations. WITH-FM has been programmed separately since Oct. 29, 1952. It picks up music programs of WGMS Washington.

Turner Smith Co. Names

Dowd, Redfield & Johnstone

TURNER SMITH Co. (Poundex Pharmaceuticals) has named Dowd, Redfield & Johnstone Inc., New York, and John C. Dowd Inc., Boston, effective June 1 to handle its advertising, which includes about $200,000 monthly in radio.

The firm plans to continue its 300-station radio campaign plus a limited—about five stations—television schedule, and a comparable newspaper list.

Ruthrauff & Ryan, New York, had serviced the account for the past 30 days. Prior to that, St. George & Keyes, New York, was its agency.

ONE OF RADIO’S largest retail time contracts signed on WITH-FM Baltimore by May Co., department store, which broadcasts music-public service series three times per week. Signing contract is Leonard Novograd, May president. At left, R. C. Embry, WITH vice president. Standing, Sam Kravetz, WITH-FM manager.

Radio-TV Would Get 26% Of Proposed Citrus Fund

TELEVISION and radio would receive $485,435 (17%) and $240,851 (9%), respectively, of the Florida Citrus Commission’s proposed $2,800,000 budget for advertising during the 1953-54 season, according to J. Walter Thompson Co., agency for the commission. Uncommitted reserves total $300,000 (11%) and $165,564 (6%) has been set aside for “advertisement preparation and possible rate increases.”

This was revealed as Thompson Co. representatives met with the Citrus Commission Wednesday at Lakeland. Adoption of the budget probably will not come until the commission’s Budget and Advertising committees meet Wednesday and make recommendations to a commission meeting June 17.

Grant Names Vogel N.Y. Head

IN LINE with a planned expansion of the New York office of Grant Adv. Inc., Chicago, Hugo C. R. Vogel, vice president and manager of the agency’s international division, has been named vice president in charge of the New York office, firm announced last week. He is succeeded in the international division post by Sanford S. Clark, who now becomes the division’s ranking vice president.

NEW BUSINESS

Consolidated Cosmetics, Chicago, announces advertising promotion campaign for Lanolin Plus suntan lotion, using national radio spots in 120 cities and local radio shows in nine cities. Agency: BBDO.

Birdseye Frozen Chicken is buying daytime minutes and station breaks in major cities along Eastern seaboard, starting July 1 for 13 weeks. Agency: Young & Rubicam, N. Y.


Corn Products Sales Co. (Mazola Oil Co.), N. Y., is placing half-hour Guy Lombardo transcribed show on eight California stations, once-a-week, starting June 15, for 13 weeks.

Networks

Minute Maid Corp., N. Y. (Fresh Lemonade and Pure Lemon Juice) is sponsoring Thurs. telecasts of Gabby Hayes Show (NBC-TV, Mon.-Fri., 5:15-5:30 p.m. EDT). Agency: Ted Bates & Co., N. Y.

Speidel Watch Bands and Crosby Div. of Avco will test program called Name the Tune on NBC-TV this summer (Mon., 8-8:30 p.m.) for possible fall retention. Starting July 6, show replaces What’s My Name? Agencies: Sullivan, Stauffer, Colwell & Bayles, N. Y., and Benton & Bowles, N. Y., respectively.

Gospel Broadcasting Assn., Pasadena, renews sponsorship of The Old Fashioned Revival Hour on ABC Radio, Sun., 4-5 p.m. EDT, for 52 weeks, effective June 21. Agency: R. H. Alber Co., L. A.

Toni Co., Chicago (From Home Permanent), signs to sponsor Tues. and Thurs. broadcasts of Whispering Streets over full ABC Radio network, 10:25-10:45 p.m. EDT, beginning June 2 for 52 weeks. Toni also sponsors Breakfast Club and Turn To A Friend, both heard Tues. and Thurs. over ABC Radio. Agency: Leo Burnett Co., Chicago.

Griffin Manufacturing Co., Bendix Home Appliance Div., Avco Mfg. Co., Benrus Watch Co. and S.O.S. Co. (kitchenware) will each sponsor 10-minute segment of 9:30-10 p.m. EDT portion of Hoggy Carmichael Show, NBC, Sat., all 13 weeks. Agencies: Birmingham, Castleman & Pierce (Griffin), Cecil & Fresby (Benrus), McCann-Erickson (S.O.S.) and Earle Ludgin (Bendix).

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VITAPIX DIRECTORS-STOCKHOLDERS HOLD CHICAGO EXPLORATORY TALKS

With President Frank Mullen presiding, board also forms executive committee and elects new directors Kenyon Brown, KWFT-TV Wichita Falls and KRTV (TV) Little Rock; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul, and Payson Hall of Meredith Publishing Co.'s KPHO-TV Phoenix, WHEN (TV) Syracuse and WOW-TV Omaha. Jerome (Tad) Reeves of WBNS-TV Columbus, Ohio, is named vice president.

DIRECTORS and stockholders of the $1 million Vitapix Corp., film rental and distribution syndicate, met in Chicago last week and wrestled with preliminary problems looking toward the eventual saturation of 40 key U.S. markets with film features for as many TV station owners who are expected to subscribe to the cooperative plan.

The meeting was held at Chicago's Drake Hotel Wednesday and Thursday, with Frank E. Mullen, new Vitapix president, presiding over exploratory discussions.

Officers and directors cut a wide swath through routine matters Wednesday morning at the stockholders meeting, electing three new directors and one officer and setting up an executive committee to administer policy of the corporation.

It was understood that policy and procedure of the Vitapix board had not crystallized sufficiently Wednesday, with afternoon sessions devoted mostly to film product availabilities. But officers and directors alike were obviously gratified with progress thus far on discussions of the plan, calling for stock participation of television stations in some 40 major TV areas.

The board elected new directors, raising the total from nine to 12. Elected were the following broadcast industry executives: Kenyon Brown, president, KWFT-TV Wichita Falls, Texas, and KRTV (TV) Little Rock, Ark.; Stanley Hubbard, president, KSTP-TV Minneapolis-St. Paul, and Payson Hall, radio-TV director, Meredith Publishing Co., which owns KPHO-TV Phoenix, Ariz.; WHEN (TV) Syracuse, N.Y., and WOW-TV Omaha, Neb.

Additionally, Jerome (Tad) Reeves, program director of WBNS-TV Columbus, Ohio, was elected a vice president of Vitapix.

Top alignment of the new executive committee is substantially the same as that of the officer slate of Vitapix. Mr. Mullen will serve as chairman, with other members including John E. Petzer, owner of WKZO-TV Kalamazoo-Grand Rapids; J. Leonard Reinsch, WSF-TV Atlanta and WHO-TV Dayton, Ohio, the Cox stations; G. Richard Shafto, WIS-TV Columbus, S. C.; Richard A. Borel, WBNS-TV Columbus, and Joseph A. Baudino, WBZ-TV Boston, Westinghouse Radio Stations Inc.

All committee members also are directors of the cooperative firm. The executive group will be directed to "execute" policy as determined by the corporation's board of directors, which also includes, in addition to three new executives, the following: Horace L. Lohnes, Dow, Lohnes & Albertson, who is Vitapix secretary; O. L. Taylor, station representative, and Howard Lane, KOIN Portland and KJR Seattle. Messrs. Taylor and Lane, who were not present at last Wednesday's meeting, are also TV applicants. Paul A. O'Bryan, of the Washington law firm of Dow, Lohnes & Albertson, also attended the conference.

Other directors are expected to be named in succeeding weeks, representing stations who also will subscribe to the film rental and distribution plan. At least two well-known broadcast executives have been tendered invitations to take part as directors, subject to election by the board.

UTP 'Basic' Station

THE TERM "Basic Station" has long been a familiar one in network circles. Last week Harry L. Nace Jr., president of KYVL-TV Phoenix was quoted as giving it a new application, in the film field. United Television Programs Inc., distributors, reported that KTVL-TV bought the entire block of films handled by UTP and that Mr. Nace then publicly announced that, in its viewing area, the station was a "UTP basic station," a classification which UTP said "a large number" of other stations subsequently have joined.

It was understood that 26 stations thus far have "committed themselves" to the Vitapix cooperative TV station owner venture, of which 22 have actually accepted terms or signed contracts.

Among the newer stations in this category are: KSTP-TV Minneapolis-St. Paul, WTSP (TV) Tampa, WOW-TV Omaha, WHEN (TV) Syracuse, KPHO-TV Phoenix, WBTV (TV) Charlotte, KING-TV Seattle, KOIN Portland, KWFT-TV Wichita Falls, KGNC-TV Amarillo.

This partial list supplements others which have indicated they wish to subscribe, namely: WBZ-TV Boston, WSF-TV Atlanta, WHO-TV Dayton, WIS-TV Columbus, WPIX (TV) New York, and WDSU-TV New Orleans.

It is known that invitations have also been sent to stations in Chicago, Los Angeles, Louisville, Detroit, San Francisco, Denver, Providence, Baltimore, Dallas, Houston, San Antonio, Lubbock, Rock Island and Peoria. Perhaps 10 other cities are involved, on the basis of the plan for 40 major markets.

Vitapix was formed three years ago and last fall began operation (Broadcasting, Nov. 3, 1952). The slate of officers and directors was chosen during the NARTB convention in Los Angeles.

Aside from Messrs. Mullen, Petzer, and Lohnes, other Vitapix officers are Robert H. Wormhoudt, former Vitapix president, who is executive vice president; William F. Broidy, president of William F. Broidy Productions, vice president; and Don G. Campbell, treasurer.
INTEGREx SHOWS NEW TV FILMINGS

INTEGREx Corp., Amsterdam, Holland, organized by a number of film producers of Western Europe who have pooled their resources to make films for TV, has a number of films ready for the American market. Joseph Brandel, international sales development manager, announced on Wednesday in New York. Films, he said, are available in both 16mm and 35mm of 15-minute and half-hour length, with time allowance for end and middle commercials, with English narration.

Mr. Brandel, Charles Ruedi, managing director of Integrex, and Jean Luc, former head of French TV and now Integrex's creative director, are in the U.S. to show sample films to TV broadcasters, advertising agencies, and large advertisers. Four Integrex films, shown Wednesday at a news preview, included three documentaries and one romantic Christmas Eve in Paris story.

**Film Sales**

Kling Studios, Chicago, is producing what may be the first commercial in three dimensions. The color motion picture is being produced for the Admiral Corp., Chicago, and features the 1954 line of Admiral TV sets. The film will be shown at Admiral sales meetings in New York, Chicago and San Francisco.

Meanwhile, Kling announced that Victor Borge, pianist-satirist, has been signed to appear (presumably in only two dimensions) in a film to be produced for the Crosley Div. of Avco Mfg. Corp. Besides Mr. Borge, the film will show 1954 Crosley TV sets for use at the various Crosley sales conventions.

Alexander Film Co., Colorado Springs, Colo., has just completed telecasts for Peter Pan and the Union Pacific Railroad both in Omaha. Peter Pan bought one 20-second film through Allen & Reynolds. Union Pacific bought ten 60-second and ten 20-second films through The Caples Co.

KTYL-TV Phoenix-Mesa, Ariz., has signed for Interstate Television Corp.'s Ethel Barrymore Theatre and The Amazing Tales of Hans Christian Andersen, both on a 13-week basis.

**Distribution**

George Bagnall & Assoc., Beverly

**PUBLIC RELATIONS**

Hills, Calif., has acquired the TV distribution rights to Werner Janssen's Music Box, a quarter-hour film series in color featuring Mr. Janssen, the conductor, and the 90-piece Janssen Symphony Orchestra of Los Angeles. Thirteen films have been completed, and production on 91 programs started at California Studios, Hollywood. The films are based on selections from opera, symphonic works and ballet.

**Production**

Bob Hope and J. Hugh E. Davis, former executive vice president of Foote, Cone & Belding, Hollywood, plan July production on Police Hall of Fame, one of the first programs to be produced by Messrs. Hope and Davis through their recently-formed J. Hugh E. Davis Co., Hollywood.

The Police Hall of Fame, which will be a series of half-hour programs, will be filmed at Motion Picture Center. Each program will dramatize an outstanding police case, and the policeman who cracked the case will get $500, a trophy and "National Grand Award" trophies which will provide prizes up to $2,500.

Executive producers are William Rowland, motion picture producer-director, and Monte Brice, writer on NBC radio's Bob Hope Show who also is with Paramount Pictures. Joseph Justman is the producer.

Bob Nye, who is another Foote, Cone & Belding man, has been radio-TV producer for the agency in its Hollywood office, has joined Mr. Davis as an associate. The company's new offices are at 1680 Vine St.; telephone is Hollywood 9-7193.

Asia Television Service not only is the name of a new TV film and production company but also describes the scope of the organization. The firm will have offices in Tokyo and Hollywood and will supply TV outlets with weekly news and feature material from the Far East on a syndicated basis.

Douglas Jenkins, Hollywood television producer who was in the Far East Command during his recent recalled tour of duty with the Army, is co-owner and manager of the Hollywood office, 6097 Sunset Blvd.

Larry Tighe, chief of ABC radio's Pacific Ocean Area Bureau during World War II, is in charge of Tokyo operations. He also will include a weekly commentary or report from the Far East in the news-and-feature package.

Don Sharpe Enterprises, Culver City, Calif., has started production on a half-hour pilot film for a television version of CBC Radio's Night Beat.

**PROGRAM SERVICES**

TEGRAN radio service remains active

Five cities still feature the service in 1,000 public transport vehicles. Washington, St. Louis and Cincinnati have dropped it.

TEGRAN radio service continues active in five scattered cities, with approximately 1,000 vehicles still providing news and music for riders. Transit suffered a loss of 500 vehicles at 10 p.m. May 30 when WWDFM-Washington and Capital Transit Co. discontinued the four-year-old service.

Cities still having transit are Kansas City, KCMO-FM, about 450 vehicles; Bradbury Heights, Md., Washington suburb, WBZU (FM), 35 vehicles; Trenton, N. J., WTOA (FM), about 150 vehicles; Worcester, Mass., WQTR (FM), about 150 vehicles.

Operation of Transit Radio Inc., special representative for transit stations, is not affected by recent demise of service in St. Louis and Cincinnati, as well as Washington. R. C. Crisler continues as president of TR and of R. C. Crisler & Co., station brokerage firm.

While service in Washington provided an estimated $28,000 annual income for Capital Transit, and an indicated profit for WWDFM-FM, the nation's capital was the focal point for organized and highly vocal opposition led by Transit Riders Assn. The opposition involved a long and costly legal battle that transit radio finally won in the U. S. Supreme Court.

Many local success stories were

**SOME of the promotion material for World Broadcasting System's new You Win show is checked by Pierre Weis (r), WBS general manager, and Dick Lawrence, sales manager. It is described as the first telephone quiz show ever made available to radio stations by a transcription service as a regular release at no extra cost.**
compiled by transit broadcasters around the country. National advertisers were taking to the medium but concededly were influenced by the vigorous campaign waged by transit opponents.

Riders of WM&A Motor Lines, serving a Washington suburban area around Bradbury Heights, Md., will continue to receive service, according to Walter C. Ward, WBUZ sales manager. He said the service has been profitable and that WBUZ is seeking increased power.

WBUZ officials would not comment on reports the company is planning to extend transit service to all 90 of the buses it operates.

While Capital Transit Co. has indicated it has no intention of removing speakers from its buses and trolleys, there appeared little indication that Washington service would be revived in the near future. WWDC-FM’s regular program service, including music for business places, is not affected.

**BMI-AMP Lease Space**

SEVENTH and eighth floors of new 16-story-and-penthouse office building at 599 Fifth Ave., New York, and part of the eighth floor in the twin building at 579 Fifth Ave.—now in the excavation stages—have been leased by Broadcast Music Inc. and Associated Music Publishers Inc., wholly owned subsidiary of BMI, marking the first time both organizations have been housed under one roof, it has been announced jointly by BMI President Carl Haverlin and Ivro B. Clark, owner of the two properties.

**Ziv Predicts Radio Sales Up**

PREDICTION that the Frederic W. Ziv Co.’s radio business for the first six months of 1953 will be 24% over the same period last year has been made by Alvin E. Unger, Ziv radio sales president.

He said Ziv’s latest radio program, Movietown Radio Theatre, has been sold “in 27 markets.”

**Keystone Adds 14 Affiliates**

KEYSTONE Broadcasting System has announced addition of 14 affiliates, bringing its total to 665. New affiliates, as reported by Blanch Stein, KBS station relations director, are these: WELR Roanoke, Ala.; KRIZ Phoenix, Ariz.; WARN Port Pierce, Fla.; WFOM Marietta, Ga.; WMDC Hazelhurst, Miss.; KCHR Charleston, Mo.; KALG Alamogordo, N. M.; KBIM Roswell, N. M.; WCSS Amsterdam, N. Y.; WWST Wooster, Ohio; WPAM Pottsville, Pa.; WKYR Keyser, W. Va.; KLUK Evanston, Wyo., and KABQ Albuquerque, N. M.

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**NARTB TRADE ASSNS.**

**NARTB RADIO-TV BOARDS SET MEET**

Washington headquarters meetings June 17-19 will air several problems, with 11 new directors attending. Ethical codes set for discussion.

NINE new members of the NARTB Radio Board, who assumed directorships at the annual convention in Los Angeles this spring, will attend the combined board sessions June 17-19 at NARTB Washington headquarters. Two TV directors will sit for the first time at the TV Board’s meetings.

A series of problems affecting broadcast and television operations will confront the directors next week but none are of overwhelming importance. The Radio Board meets Wednesday, the TV Board Thursday and the combined boards will meet Friday. A number of committee meetings will be held.


New TV directors are Ward L. Quaal, WLWT (TV) Cincinnati, elected at Los Angeles April 23; and Merle S. Jones, who succeeds Herbert V. Akerberg as appointed director representing CBS-Television.

Among items on the agenda will be the two ethical documents of NARTB—Radio Standards of Practice and the Television Code.

The 1948 radio code has been revised and will be submitted to the board by Mr. Meagher, chairman of a special committee that has been working on the job since last autumn. The new version is designed to modernize the document.

Meeting of the NARTB Television Code Review Board will be held June 10 at Hot Springs, Va., with John E. Fetzer, WKZO-TV Kalamazoo, Mich., presiding as chairman. The board has worked out many enforcement problems in the 15/2 months the code has been in operation but all have been solved quietly. Thus far only minor changes have been adopted in the text approved late in 1951.

Principal TV interest will be centered on the proposal to set up a million-dollar-plus circulation project, possibly resembling the Broadcast Measurement Bureau surveys for radio. Dr. Franklin R. Cawl, Philadelphia consultant who has submitted a circulation plan, is expected to attend the TV Board meeting. He will be flanked by Richard...

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**THESE SEVEN were on hand when the California AP Radio Assn. presented its first annual news show awards in Los Angeles May 16. They are (l to r): Hubbard Keavy, Los Angeles AP bureau chief; Frank Clancy, vice president, Miles Laboratories; California Lt. Gov. Goodwin Knight, who made the presentations; Will Ragan, writer on the Miles’ Alka-Seltzer show on Don Lee Mutual, who won the top award for general news writing; Al Stine, AP executive representative; Les Mawhinney, Don Lee Mutual news director, and Bob Dwyer, Geoffrey Wade Agency, Hollywood, which handles the Alka-Seltzer account.**

Page 40 June 8, 1953
GIVE RADIO TIME SELLING AIDS

Further meetings are held by BAB and BMI in key cities in Midwest and East. Idea is to present helpful sales techniques for the broadcaster with emphasis on the retailer.

TECHNIQUES designed to help broadcasters sell radio-time especially to retailers, and to improve program service are being explored at a series of nationwide meetings being conducted by Broadcast Advertising Bureau and Broadcast Music Inc.

Last week meetings were held at Des Moines, Omaha and Wichita, in the Midwest, and Rochester, Philadelphia and Baltimore in the East. The previous week meetings had been held at Milwaukee, Chicago, St. Louis, Portland (Me.), Boston and Hartford.

Hundreds of broadcasters are taking part in the conferences, which include an opening program clinic by BMI and a second-day session conducted by BAB. Both organizations have teams on the road. Carl Haverlin, BMI president and other BMI officials, have disclosed the copyright organization is arranging rights to a substantial catalog of modern literary works and besides is preparing lists of works now in the public domain.

BAB speakers are reviewing ways broadcasters can capitalize on radio’s effectiveness as a sales tool, utilizing visual techniques to point up the presentations. BMI speakers, including many station operators, are reviewing local and specialized programming techniques.

Meetings are scheduled this week in Oklahoma City, Houston, New Orleans, Pittsburgh, Detroit and Columbus.

At the BAB clinic in Des Moines, held Tuesday, Kevin Sweeney, vice president of the Bureau, emphasized retail business fluctuates widely by weeks and months and that broadcasters, accordingly should sell retailers at times when demand for merchandise is high.

Nighttime radio’s effectiveness, the controversial question of “shorty” commercial announcements, how to meet competition from trading stamps, and how long a piece of commercial copy can be used effectively were subjects aired

INFORMAL SALES discussion during BAB-BMI clinic at Milwaukee. Hugh Boice, WEMP Milwaukee (seated), explains problem to (l to r) Don Wirth, WNAM Neenah, Wis.; Harry Peck, WISN Milwaukee, and Ben Laird, WDUZ Green Bay, Wis.

by a panel composed of Lew van Nostrand, WMT Cedar Rapids; E. M. Horning, KSB Creoston; Paul Elliot, KRNT Des Moines, and Bernard Jacobson, KROS Clinton.

BMI reported total attendance of 874 broadcasters at its first 12 clinics.

Improved radio programming as a bulwark against TV competition, and the wider use of music in “its full scope,” were among the chief topics at many of the sessions to date, BMI authorities reported.

Discussing local programming as

PANEL MEMBERS at BAB clinic held in Portland, Me., included (l to r): Jack S. Atwood, WRDO August, Me.; Lee Gorman Jr., WABI Bangor, Me.; William H. Rines, WCHS Portland, Me.; Ted Coffin, WABM Houl-
ton, Me., and Harold H. Meyer, WPOR Portland, Me.
"radio's best offensive," Earl Glade Jr., KDSH Boise, Ida., told last Monday's clinic at Des Moines that stations should "dramatize local people, local events, and local history." Kari Janssen of KTUL Tulsa stressed "the what, when and why of music," and said his station had found concert music to be "a strong programming ingredient and fully commercial." Allen Embury, KPIG Cedar Rapids, used tape recording to demonstrate successful commercial copy, while G. LaVerne Flambo, WQUA Moline, cited music, news, special items and play-by-play sports as strong points which radio can handle better, faster, and more economically than TV.

Making music "attract and hold listeners and sponsors" was emphasized at another clinic Monday, at Rochester, N. Y., by Frank Schroeder, WDOZ Decatur, III. Other Rochester talks were by M. Wayland Fullington, WIRE Indianapolis; Stephen W. Ryder, WENE Endicott, N. Y.; Don J. Curran, WWHG Hornell, N. Y., and Harry Goodwin, WNNJ Newark.

NARFED Meeting Slated In Houston This Week

SPRING meeting of the National Assn. of Radio Farm Directors will be held today (Monday) through Wednesday, with various activities scheduled at Houston's Rice Hotel and Galveston's Galvez Hotel, according to George Roesner, KTRH Houston, convention chairman.

Several firms and organizations are sponsoring luncheons, dinners and tours, while others are furnishing equipment for use by the farm directors. Talks are scheduled Monday. The farm directors on Tuesday will visit a ranch, observe rice farming and airplane fertilization and spraying, and will take a boat trip on the Houston Ship Channel. A deep sea fishing trip is set for Wednesday morning and a ladies style show is scheduled Monday by KPRC-TV Houston.

HARTB Names Hollinger

FIN HOLLINGER, KULA Honolulu, has been elected president of the Hawaiian Assn. of Radio & Television Broadcasters. He succeeds Jack A. Burnett, KULA. Other officers elected were: Ezra Crane, KMWI Wailuku, vice president; Ira G. Mercer, KHON Honolulu, secretary-treasurer. Mr. Burnett and Robert Denison, KIKI Honolulu, were elected directors.

RTES Names Officers; Gaines Is New Chief

OFFICERS of Radio & Television Executives Society for the coming year were installed May 27 at the group's annual business meeting, following a luncheon at New York's Hotel Roosevelt. President for the 1953-54 season is James M. Gaines, vice president, General Telegard, in charge of WOR and WOR-TV New York. George Shupert, vice president, United Artists Corp., is first vice president; Robert Burton, BMI vice president, is second vice president; Claude Barrere is secretary, and Joseph A. McDonald, NBC treasurer, is treasurer.

New RTES board members are: Robert Sarno, NBC (retiring RTES president); Lester Gottlieb, CBS Radio; G. W. Johnstone, NAM; Eugene Katz, Katz Agency; Marvin Kirkch, Radio Daily, Don McClure, Owen Murphy Productions; Reggie Schuebel; Wyatt Schuebel; Bruce Robertson, B&T; Elliott Sanger, WXXR New York, and Chris Witting, DuMont TV Network.

AIEE Meets June 15-19

AMERICAN Institute of Electrical Engineers' summer general meeting June 15-19 at Atlantic City's Chal- font-Haddon Hall will feature sessions and symposiums on television, radio, binary. broadcasting and facsimile among a series of social gatherings to be devoted to advances and discoveries in electrical engineering and allied arts.

Four papers each will be presented on binary broadcasting, radio and facsimile, while five will be presented on television. The meeting will be sponsored by the Philadelphia Section of AIEE.

TSC Names Chipp

ELECTION of Rodney D. Chipp, director of engineering for the DuMont Television Network, as president of the Technical Societies Council of New York, Inc., was announced last week.

Mr. Chipp, who served as director and treasurer during the past year, represents the Institute of Radio Engineers, one of the Council's 18 member societies in the Greater New York area. Other officers elected were J. V. N. Dorr of Dorr Co., vice president; John B. Hewett of John B. Hewett Co., secretary, and Robert E. Edmiston of American Optical Co., treasurer.

FACTS & FIGURES

'Lucy,' 'Comedy Hour' Top May Neilsen TV Ratings

HIGHEST ratings in A. C. Neilsen Co.'s first May report went to CBS with "I Love Lucy" and "Colgate Com-edy Hour" in the top places. The ratings:

NATIONAL NIELSEN-RATINGS* TOP TELEVISION PROGRAMS

First Report for May, 1953

(Two Weeks Ending May 9, 1953)

NUMBER OF TV HOMES REACHED

Per Cent of TV Homes Reached in Program Station Area

ABC Claims Bigger Slice

ABC claimed last week it was the only radio network to show an increase in the share of total minutes its radio programs were listened to by the nationwide audience during the comparative period of March 1952 and March 1953. Oliver Treyz, director of research and sales development for the network, reported that a recent Nielsen study revealed that listenership to ABC radio programs increased an average 6% over the period last year.

* Homes reached during all or any part of program, except for homes listing only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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WEEKLY SET COUNT

TELESTATUS, listing set circulation by markets, is on page 68 of this issue. Next week it will return to its normal positioning in FACTS AND FIGURES.

'Lucy' Leads Videodex,
Followed by Godfrey

CBS-TV's 'I Love Lucy' continued to lead both in percentage of TV homes and in the number of TV homes in ratings for network programs compiled for May 1-7 by Videodex Reports. Complete listings:

No. of Cities % TV Homes

| 1. I Love Lucy (CBS) | 71 | 59.3 |
| 2. Godfrey & Friends (NBC) | 65 | 47.5 |
| 3. Dragnet (NBC) | 66 | 47.0 |
| 4. Talent Scouts (CBS) | 66 | 44.3 |
| 5. Groucho Marx (NBC) | 74 | 43.6 |
| 6. Comedy Hour (NBC) | 72 | 43.2 |
| 7. Our Miss Brooks (CBS) | 56 | 31.6 |
| 8. Jackie Gleason (CBS) | 43 | 35.6 |
| 9. What's My Line (CBS) | 45 | 34.9 |
| 10. Your Show of Shows (NBC) | 65 | 34.9 |
| 11. Red Buttons (CBS) | 68 | 34.9 |
| 12. Texaco Star Theatre (CBS) | 70 | 33.5 |

No. of Cities (% of

| 1. I Love Lucy (CBS) | 71 | 59.3 |
| 2. Comedy Hour (NBC) | 72 | 10.079 |
| 3. Dragnet (NBC) | 66 | 9.527 |
| 5. Groucho Marx (NBC) | 74 | 9.792 |
| 6. Red Buttons (CBS) | 68 | 7.722 |
| 7. Talent Scouts (CBS) | 82 | 7.663 |
| 8. Your Show of Shows (NBC) | 65 | 7.723 |
| 9. Your Hit Parade (CBS) | 70 | 7.000 |
| 10. Texaco Star Theatre (NBC) | 70 | 6.966 |
| Total No. TV Markets in U.S. | 87 |

*Number Diaries Tabulated for Videodex May Report
*Total No. Videodex TV Markets

'Lucy' Tops ARB Rating

TELEVISION audience ratings of American Research Bureau for May again listed 'I Love Lucy' (CBS) the top place in its national rating with an audience of more than 45 million. Dragnet and 'You Bet Your Life' (both NBC) were second and third, respectively. Martin & Lewis on 'Comedy Hour' (NBC) gave the program its highest rating since February, raising it to fourth place. In fifth place was Talent Scouts (CBS), Milton Berle's 'Star Theatre' dropped from fifth to 19th place.

FCC POLICY SWITCH SPEEDS EIGHT NEW TELEVISION GRANTS

Commission's new policy (to act quickly on TV applications after they are free of competition) accounts for six of the authorizations. TV grants in U. S. now total 477, of which 369 are post freeze.

FCC's change of policy to act on TV applications as soon as practical after they become free of competition [B · T, May 25] began to take effect last week as the Commission on Wednesday announced grants for eight new stations. Six of these permits resulted from withdrawals by competitors.

New TV station grants issued since lifting of the freeze last year total 373, but four permits have been returned. Including the 108 stations on the air at the end of the freeze, TV authorizations in the U. S. now total 477.

Highlight authorization was permit for vhf Ch. 5 to KCMA Kansas City, putting second vhf station into an area served for 3½ years by a single outlet, WDAF-TV on Ch. 4. The Kansas City Star, licensee of WDAF-TV and its radio affiliate, is defendant in a pending government antitrust suit which noted the paper owned the only TV station there [B·T, Jan. 12]. Empire Coil Co., earlier this year was granted uhf Ch. 25 at Kansas City for KCTY (TV), not yet on the air.

The new station grants include:

Kansas City, Mo.—KCMA Bestg. Co. (KCMO) granted vhf Ch. 5, ERP 100 kw visual and 60.3 kw aural, antenna 890 ft. Grant made possible by withdrawal of WDAF-TV on Ch. 4. The Kansas City Star, licensee of WDAF-TV and its radio affiliate, is defendant in a pending government antitrust suit which noted the paper owned the only TV station there [B·T, Jan. 12]. Empire Coil Co., earlier this year was granted uhf Ch. 25 at Kansas City for KCTY (TV), not yet on the air.

Jacksonville, Fla.—Jacksonville Journal Co. (WJHP) granted uhf Ch. 36, effective radiated power 120 kw visual and 61.7 kw aural, antenna height above average terrain 350 ft. Grant became possible when WEAR Pensacola dropped its competitive bid for Ch. 36 at Jacksonville in return for withdrawal by WCOA Pensacola of its application for vhf Ch. 3 at Pensacola [B·T, June 1]. WJHP and WCOA are under common ownership.

Pensacola, Fla.—Gulfport Bestg. Co. (WEAR) granted vhf Ch. 3, ERP 47.9 kw visual and 24 kw aural, antenna 420 ft. Grant made possible by withdrawal of WCOA's Ch. 3 bid (see Jacksonville grant).


Topeka, Kan.—Topeka Bestg. Assn. Inc. (WIBW) granted vhf Ch. 15, ERP 95.5 kw visual and 56.2 kw aural, antenna 700 ft. Grant made possible by dismissal of competitive bid of KJAY there on Tuesday.

Meridian, Miss.—Southern TV Corp. (WTKC) granted vhf Ch. 11, ERP 31 kw visual and 15.5 kw aural, antenna 580 ft. Grant made possible by dismissal of competitive bid of WMOX there. WTKC proposes to purchase WMOX building for combined radio-TV facilities.

Camden, S. C.—Camden Bestg. Corp. (WACA) granted uhf Ch. 14, ERP 78 kw visual and 45 kw aural, antenna 650 ft.

Milwaukee, Wis.—Bartell Bistros. Inc. (WCKY) granted Ch. 19, ERP 17.4 kw visual and 9.55 kw aural, antenna 530 ft. Grant made possible by amendment of WFOX's application to change from Ch. 19 to vhf Ch. 12. WFOX preferred to go to hearing on a vhf channel, rather than uhf, if hearing is necessary.

In other actions, FCC designated for hearing July 3 in Washington the uhf Ch. 48 contest for Joliet, Ill., and the uhf Ch. 46 contest for South Bend, Ind. Joliet applicants are Sanders Bros. and Joliet TV Inc. (WJOL). Applicants at South Bend are WHOT and Michiana Telecasting Corp. (Notre Dame U.).

Youngstown Fight Resumed

FIGHT for uhf Ch. 21 at Youngstown, Ohio, has been renewed before FCC as Valley TV Co. opposes a request by Polan Industries for additional time to complete construction of WUTV (TV) there. In a protest petition, Valley TV charges May 26 of application for extension of WUTV's completion date should be dismissed as invalid since it was not filed until two days after the construction permit expired on May 19. Valley TV argues Polan Industries has failed to meet the terms of the CP and asks FCC to grant its own bid for Ch. 21 instead [B·T, April 27].
PRESIDENT ADOPTS TECHNIQUES OF TV FOR INFORMAL REPORT TO NATION

Aided by technical counsel from BBDO, Chief Executive and four members of Cabinet hold informal, family-circle discussion carrying out promise to bring government in closer touch with nation. Simulcast seen by at least 50 million and heard by vast radio audience.

PRESIDENT Eisenhower has told his story—the story of 22 weeks of Republican administration—to the nation with the benefit of TV's professional techniques, but it's only the beginning of his plan to keep in intimate contact with 160 million Americans.

Last Wednesday night the President knew what he wanted to say, and he said it. An estimated 50 million people watched on all four TV networks, and many more millions heard him on radio as he went direct to the people. For the first time the Executive Office in the White House used TV's staging devices to hold a family-circle discussion that included four Cabinet members.

While the simulcast made television history—and radio, too, because of its informal manner—there is more to come, judging from a recent hint by James C. Hagerty, the President's secretary. Mr. Hagerty has promised the President will make unprecedented use of every means of telling the people what their government is doing.

The simulcast was an example of what the President has in mind, but there are other ideas in the works. It appeared after the Wednesday simulcast that an effective format had been developed for monthly or perhaps bi-monthly discussions between the President and some of his official family. Other ideas are being mulled, most difficult being the plan to telecast Presidential news conferences with radio-TV periodical reporters.

Technical counsel by advertising agency specialists played an important part in the simulcast and led, also, to some newspaper needling. Ben Duffy, BBDO president, directed a staff of agency specialists, some of whom had served with President Eisenhower during the election campaigning.

Mr. Duffy, credited by the White House with substantial help in the simulcast format and exercising it, was in the studio during the proceedings. Among BBDO staff people at the scene were Jack Elliott, access the White House on DuPone and Thomas Nelson Co., and Hugh Rogers, head of TV production. Both helped in the Republican campaign telecasts.

BBDO had offered its services a fortnight ago and the White House quickly accepted. In disclosing BBDO's offer last Monday, Mr. Hagerty told reporters, "I am giving them a plug when I say it is the best advertising agency I know of." The agency had volunteered technical aid, he added. After the program Mr. Duffy was quoted as saying, "It was one of our best shows."

Viewers who watched and heard the President and his aides in their private boudoir were treated to a chatty, easy talkfest—a cozy discussion of what's going on in the U. S. and the world as well as what the government is doing about its hourly crises and dilemmas.

The simulcast was carried live by two radio networks—ABC and MBS. CBS Radio followed with a repeat at 10 p. m. and NBC carried the program at 10:30 p. m.

Staged in the "Fish Room" off the main Executive Offices reception room, the program moved easily despite badly cramped quarters. The room is conference size, its name coming from a little glass aquarium. BBDO selected this room in lieu of the low-ceilinged and arched White House kitchen, set up as a radio-TV studio when the White House was rebuilt.

The studio had been used for the May 19 Presidential broadcast to the nation (B & T, May 25).

The President opened the telecast, after the usual brief introduction, by chatting several minutes about the Administration's current operations. His manner was relaxed, somewhat in contrast to the studied message he had delivered on radio a fortnight before.

He was flanked on the left by three Cabinet members seated on a lounge—Secretaries Humphrey, Hobby and Benson. On the other side was Attorney General Brownell in a chair. The President was seated at a desk in a corner of the room. A number of times he walked around, pointed at charts and occasionally sat on one side of the desk. Discussing a problem, he then would turn to one of his official family, observing, "That's your field. What about it?"

Two rehearsals had familiarized the five participants with the routine and all performed in a natural way. No scripts were in sight and speakers had only the help of cue cards and a few charts.

Three TV cameras were used. They were located in corners opposite the desk, with the third in between along with pool newsreel cameras. One boom microphone was used, with three other microphones. Studio lighting fixtures were located at several points. Draping was used over the skylight and back of the newsreel camera. Need for a boom mike influenced selection of the conference room instead of the low radio-TV studio.

Under the White House rotation plan, CBS was selected for the pooled radio-TV pickup. Bill Wood, director of CBS-TV public affairs in Washington, was in charge of production with Charles N. Hill as director. Lewis Shollenberger, CBS Radio director special events in Washington, supervised the radio pickup. Mr. Hagerty and Murray Snyder, his assistant, were in charge of the entire proceedings for the White House.

A WTOP-TV remote truck was located outside the Executive Offices for the TV pickup. Radio was fed to the White House panel in the kitchen and made available to all networks at microphone level.

At the first rehearsal Tuesday morning, White House newsmen discovered they could watch proceedings from the remote truck. A White House officer chased them away from the monitors, however. The first rehearsal ran about 10 minutes over but the Wednesday morning run-through came within a few minutes of schedule.

Newsmen photographers were irked because they were limited to one pooled camera during the simulcast and they made their complaints known. Advance newspaper stories contained needling comments about hucksters taking over and Broadway directors swarming around the White House.

Members of the White House staff felt the simulcast was a forward step in relations of the President with the people and figured they had learned some valuable lessons from the first program of this type.

Two circuits were set up for the telecast. WTOP-TV placed a microwave antenna in the White House Rose Garden; beaming it to the Willard Hotel two blocks to the...
KGW GETS OPTION

KC Jones to grant Portland, Ore., Ch. 6 to KOLN after option agreement by which KGW owns Samuel I. Newhouse and wife may buy 50% of KOLN after selling KGW.

CALL to grant KOLN Portland, Ore., TV Ch. 6 and deny the KGW application was made on FCC hearing Examiner Elizabeth C. Smith last week, when both parties submitted an option agreement which provides that KGW (Samuel I. Newhouse Jr. and wife) may buy 50% of KOLN upon issuance of the television permit [B.T. May 25].

The option agreement provides that upon issuance of a TV construction permit, KGW's owners will buy into the KOLN licensee at the following terms: $100,000 plus whatever sum KGW is sold for (but not less than $400,000). KGW must be sold, since the FCC's regulations forbid the same owner controlling more than one AM station in the same market. Agreement also provides for the establishment of Class A and B stock, with the present KOLN stockholders owning all the Class A stock and the Newhouse's the Class B. Each group of stockholders will select three directors, with the seventh to be chosen by all stockholders. The agreement gives the KGW principals five years to exercise the option.

KOLN, a CBS affiliate on 960 kc with 5 kw, is owned by Theodore R. Gamble, 43.5%; C. Howard Lane, 21.33%; Harry H. Buckendahl, 11.8%, and 28 employees of the station. Mr. Gamble is also 87% owner of KJR Seattle, Wash; 49% owner of KCMJ Palm Springs, Calif., and 20.36% owner of KLZ Denver. At one time Mr. Gamble was a large theatre chain owner, but he has liquidated most of his holdings. Mr. Lane is also associated with Mr. Gamble in the ownership and management of KJR; he holds 10% of the stock.

In addition to KGW-AM-FM, the Newhouse family also owns WSYR-AM-FM-TV Syracuse, N.Y. "Syracuse Post-Standard" and "Herald-Journal." KGW operates on 620 kc with 5 kw, and is affiliated with NBC. Negotiations for the sale of KGW to a West Coast broadcaster reportedly are underway. Transaction will take place, it is understood, following grant of a TV permit to KOLN and the putting into effect of the option agreement by KGW's owners.

The Portland Ch. 6 hearing was opened Oct. 1, 1952, but was continued due to intervening hearings by the examiner until last Monday. At that time the stipulations were filed by Miss Smith.

According to Mr. Lane, president of KGIN-AM-FM, the TV House conference would be on the air 90 days after the issuance of the CP. In the reorganized company, Mr. Lane is slated to become vice president in charge of television. Mr. Buckendahl, now general manager of KOLN, would become vice president in charge of radio. Mr. Gamble, now chairman of KOLN, would become president.

Prompt grant to KOLN would give Portland its second TV station. Now operating is KPTV (TV) on uhf Ch. 27, which began operations last September. KPTV is owned by Empire Coil Co., New Rochelle, N.Y.

Balance sheet of KGIN as of March 31 showed that the station had total current assets of $205,997.81 (of which $130,050 was in cash), and total current liabilities of $165,591.12. KGW's sheet for the same date showed total current assets of $143,865.28 (of which $85,899.31 was in cash) and total current liabilities of $41,812.69.

'Blocking Application' Charged In Waterloo Ch. 16 Case

CHARGE that KWWL Waterloo, Iow, was instrumental in having a "blocking" application filed for uhf Ch. 16 in that city—thus keeping a grant from L. E. Kelly—was made last week.

In a petition for a conditional grant, Mr. Kelly alleged that the application for the same frequency filed by realtor Charles H. Gurney "was not filed in good faith but for the purpose of delaying action on my application." Affidavit with petition alleged that the Gurney application is in reality old KWWL application for vhf Ch. 7. Among other matters, it alleged that KWWL suggested to Waterloo Chamber of Commerce that FCC be petitioned to grant XKL and itself, both seeking Ch. 7, conditional grants on Ch. 7 and 16 and that after hearing, winner would have Ch. 7 and the loser Ch. 16.

Mr. Kelly claimed he filed his application for Ch. 16 April 14, and that on May 4 Mr. Gurney filed his application.

**Page 45**
UNOPPOSED BIDS KEPT IN HEARING

Protection against late-filed competitive bids has been afforded TV applicants in Portsmouth, Ohio, and Sacramento. This is in line with FCC policy recently outlined.

FOLLOWING policy enunciated three weeks ago [B.T., May 25] the FCC last week maintained two TV applicants in hearing status even though their competition had withdrawn from the race.

Heretofore, the Commission's policy had been to return to the processing lines applicants in hearing status where the dismissal or withdrawal of the opposition left no contest. In many instances this put the remaining applicant in jeopardy of being thrown into another hearing when a late-filing applicant for the same channel applied.

Under the revised policy fixed by the Commission, hearing status will be maintained for remaining applicants when they become unopposed, even if no hearing had started. This protects the survivor from becoming vulnerable to another competing application, since the FCC's regulations forbid the filing of any other applications for the same facilities after 30 days before the date set for hearing.

Both applicants favored in the ruling last week had petitioned the Commission against being returned to the processing lines. The applicants were: Woodruff Inc., for uhf Ch. 30, Portsmouth, Ohio, owned by Edward Lamb and wife (also owner of WIKK and WICU (TV) Erie Pa.; WHOO-AM-FM Orlando, Fla.; WTOP Toledo, Ohio, and permittee of WMAC-TV Massillon, Ohio), and John H. Poole for uhf Ch. 46 Sacramento, Calif., also owner of KBIG Avalon and KPIK (TV) Los Angeles, and KBIF Sanger, Calif.

In Portsmouth, WPAY withdrew, and in Sacramento, Jack O. Gross, former San Diego broadcaster-telecaster. In the latter case, Mr. Poole is paying Mr. Gross $6,700 out-of-pocket expenditures.

In both instances the FCC called on the hearing examiners to expedite the issuance of an initial decision.

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Evansville Ch. 62 Proposed

MOVING immediately after the FCC set new policy regarding unopposed applicants in hearing status (see story adjoining), FCC Hearing Examiner Fanney N. Litvin issued last Thursday an initial decision favoring the grant of uhf Ch. 62 in Evansville, Ind., to Premier Television Inc. Premier immediately petitioned the Commission to make the initial decision effective immediately. There was no objection by the FCC's Broadcast Bureau.

Premier Television (comprising motion picture exhibitor Jesse D. Fine and family) was left unopposed when two competing applicants withdrew in the last few months. The dismissed applicants were Trans-American Television Corp. and W. R. Tuley [B.T., June 1, May 11]. Only consideration was $4,000 paid by Premier to Mr. Tuley for out-of-pocket expenses. Since the Commission had found Premier legally, financially and technically qualified prior to the hearing, Mrs. Litvin issued her decision forthwith.

FEW REQUEST TV CH. CHANGES

WITH passing Tuesday of the one-year ban on petitions to change TV allocations [B.T., June 1], FCC last week had received only a bare handful of requests for channel amendments. There were no requests to remove educational reservations.

Eastern Oklahoma Television Corp. petitioned the Commission to substitute uhf Ch. 26 for vhf Ch. 12 at Elk City and to assign Ch. 12 to Ada, Okla.

Sparton Broadcasting Co. asks addition of vhf Ch. 10 to Parma, Mich.

Owensboro on the Air Inc., licensee of WVJS Owensboro, Ky., requests allocation of vhf Ch. 9 to nearby Hatfield, Ind.

Lawrence A. Harvey, turned down a fortnight ago as premature in his request of add uhf Ch. 58 at Beverly Hills, asked FCC anew last week to allocate the channel to Los Angeles.

Lynn C. Smeby, Washington con-

IKE PROPOSES VOICE REVAMP

PRESIDENT Eisenhower last week revealed how he would revamp the U. S. international information program, which includes Voice of America. The President submitted the plan to Congress for approval.

Features of the plan (Reorganization Plan Seven):
1. A particular, distinctively labeled program for overseas use will present the official U. S. position on world issues. Other programs will continue to carry music and entertainment.
2. The new organization, to be called the U. S. Information Agency, would absorb the Voice of America (which probably will be renamed); other information activities of the State Dept.'s International Information Administration, information programs financed in connection with government in occupied areas and the information programs now conducted by the Mutual Security Agency and the Technical Cooperation Administration (Point Four).
3. Director of USIA would be paid $17,500 annually, a deputy director, $15,000. (Dr. Robert L. Johnson, on leave from the presidency of Temple U., is now director of IIA).
4. The USIA would be autonomous in administration but under the State Dept.'s guidance in matters of policy, it was explained. The agency would be responsible directly to the President through the Mutual National Security Council.

The plan would go into effect 60 days after its appearance on Capitol Hill unless either House vetoes it. That would make the effective date about Aug. 1.

Consulting engineer, in behalf of an unidentified group, petitioned the Commission to allocate vhf Ch. 5 to Lake Placid, N. Y. Earlier, a similar request to add Ch. 5 at Inman, N. Y., was tendered.

Triad TV Assn. also pending a petition requesting FCC to add vhf Ch. 19 at Ondotaga, Mich.

The Holdredge, Neb. Chamber of Commerce has asked the Commission to transfer vhf Ch. 4 from North Platte, indicating an unidentified local group is ready to proceed with TV at Holdredge.

Committee for Educational TV at Charlotte, N. C., petitioned FCC to continue the reservation of vhf Ch. 42 there while the Akron Public Schools supported continued reservation of uhf Ch. 55 at Akron, Ohio.
NEW ROUND IN CHI. CH. 2 JOUST

BATTLE for Chicago’s Ch. 2 continued into another round last week when CBS and Zenith Radio Corp. filed oppositions to the recommendations made by each other in answer to the question of what should be done about moving WBBM-TV Chicago from its present Ch. 4 to Ch. 2.

In the Zenith response, it implied strongly that any comparative hearing for Ch. 2 in Chicago should be with Balaban & Katz, former licensee of WBKB. CBS bought the facilities of WBKB from B & K (now an American Broadcasting-Paramount Theatres subsidiary) for $6 million. Station now is WBBM-TV.

Last week CBS maintained Zenith’s proposals were objectional because they did not maintain the status quo—meaning, according to CBS, WBBM-TV on either Ch. 4 or Ch. 2. CBS also said that Zenith’s rights would be protected because the court instructed the FCC not to give any consideration to CBS expenses in making the move if it finally ordered the Zenith application to be heard. It also emphasized that Zenith had only engineering “bare bones,” and could not begin programming immediately, whereas it could.

KONA (TV) Sale Approved

SALE of majority interest in KONA-TV Honolulu by Herbert M. Richards to the licensees of KGU and KPOA for $60,488 was approved by FCC last week. Mr. Richards gives up his 86% holding in KONA-TV, which went off the air about three months ago for economic reasons [B&T, April 13, March 16].

Advertiser Pub. Co., KGU licensee, and Island Broadcasting Co., which will sell KPOA as a condition of the KONA-TV transfer approval, also are acquiring the remaining 14% interest in the TV station from other stockholders at 80% of par value. J. Elroy McCaw and John D. Keating, West Coast broadcasters, are chief owners of KPOA. The Honolulu Advertiser owns KGU.

KONA (TV) reported current assets of nearly $3,500 and current liabilities of almost $166,500 in the transfer application.

PETRY BUYS 22% OF KFMB-AM-TV

Wrather and Alvarez relinquish negative control of the San Diego outlet they purchased recently from John Kennedy for $3.15 million. Petry & Co. will pay $633,000 for 285.67 shares.

SALE of 22% interest in KFMB-AM-TV San Diego to Edward Petry & Co. for $633,000 is disclosed in a transfer application filed with FCC last week.

J. D. Wrather Jr. and Maria

ORIGINALL 1932 experimental TV license granted Philco Corp. is presented by President William Balderson to President E. V. Huggins of Westinghouse Radio Stations Inc., at ceremony marking transfer of WPTZ (TV) Philadelphia to WRS. Joseph E. Baudino, WRS executive vice president and general manager, watches.

CAKE-CUTTING GROUP at WPTZ transfer ceremony (l to r): Mayor Joseph Clark, of Philadelphia; Dave Garroway, m. c., and Betty Furness, Westinghouse commercial narrator.

Helen Alvarez each will relinquish negative control as the corporation issues additional stock to the station representative firm. Mr. Wrather and Mrs. Alvarez presently each own 500 shares. The corporation will issue new stock in the amount of 285.67 shares to Petry. The station representative also acquires an option to buy up to 142.83 additional shares.

Mr. Wrather and Mrs. Alvarez recently acquired FCC approval to purchase the KFMB radio and TV properties from John A. Kennedy for a total consideration of $3.15 million [B&T, March 30].

The application included reports to support the financial qualifications of the Petry organization. An income statement for 1952 showed that Petry received commissions of $1.65 million for the sale of radio and television time. Of this amount almost $1.6 million went for operating expenses, including $1 million for salaries and bonuses. Net profit before taxes was $79,716.92, net profit after taxes, $43,764.12.


NBC Appoints Kovach

JAMES E. KOVACH, WQXR New York manager, has been appointed director of programs for WRC (TV) Washington, NBC O & O station, according to NBC’s Washington General Manager Carleton D. Smith. Mr. Kovach before 1950 was manager of network production operations for NBC and a member of the NBC-TV Development Board.

Assistant Mr. Kovach at Washington, where he will be responsible for all radio and TV programming on the stations with emphasis on local programs, features and talent, will be WRC Program Manager Kenneth French. WNBW Program Manager Ralph Burgin and WNBW Film Dept. Manager George Dorsey.

KRSC Ups to 5 kw D

KRSC Seattle last Monday was slated to increase its daytime power to 5 kw, remaining at 1 kw nighttime, Robert Pollock, station manager, has announced. The station has prepared a new rate card.

Two salesmen have joined the KRSC staff. They are John Carlson, former commercial manager of KWLK Longview, Wash., and Charles E. Sullivan, formerly with Western Advertising Consultants.

June 8, 1953
FIVE NEW TV OUTLETS GO ON AIR;
TOTAL OPERATING STATIONS 178

Most of the new stations miss their planned starting dates, but some of this week's crop beat their deadlines. Post-thow starters reach 70: 37 vhf, 33 uhf.

ONE by one new television stations are starting commercial programming—but most of them are starting from one day to several weeks after their "planned" debut. Some of last week's starters, however, beat their deadlines.

Actually getting on the air last week, with commerical programming (even test patterns, these days, don't mean that stations are ready to start regular programming), were five outlets—four vhf and one uhf.

These made it: KFOR-TV Lincoln, Neb.; KMJ-TV Fresno, Calif.; KVOS-TV Bellingham, Wash.; WDAY-TV Fargo, N. D., and WROM-TV Rome, Ga.

KFOR-TV got on the air nearly two weeks earlier than originally planned; KMJ-TV and WROM-TV made it nearly three weeks earlier than anticipated.

Yesterday, WGBI-TV Scranton, Pa., was to have started programming, and KIDO-TV Boise, Idaho, is reported ready to start any day.

Counting those five new stations which started last week, the number of operating post thaw vhf stations rose to 37, and the number of uhf outlets rose to 33. Total post-freeze stations on the air: An honorable 178.

Total operating television stations in the U. S. and Hawaiian Islands: 178.

Eleven stations—five vhf and six uhf—are hopeful of starting before the end of June. Another 19 stations plan a commencement during July.

Here is the status of grantees planning operation within the next few weeks (as listed in chronological order):

On the Air

KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by the Paul Raymer Co., affiliated with ABC-TV (started May 31).
KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co., affiliated with NBC-TV (started June 1).
KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Porjos TV Inc. (started June 3 to carry the Coronation and will operate on limited basis until 25 when it plans to start fulltime programming).
WDAY-TV Fargo N. D., vhf Ch. 6, represented by Free & Peters, affiliated with NBC-TV and to carry programs from other three tv networks (started June 3).
WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (started May 30).
WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 33, represented by Weed Television affiliated with ABC-TV and carrying programs from other three TV networks (started May 31).

EXECUTIVES of Storer Broadcasting Co. and its four TV and seven radio stations, attending quarterly meeting at Storer House, New York, included (standing, l to r): William Rine, northern district vice president; Art Schofield, advertising and sales promotion manager; Paul Miller, managing director, WWVA; Stanton P. Kettler, southern district vice president; Robert C. Wood, midwest sales manager; Gayle V. Grubb, managing director, WJBK; A. Garen Ferriese, managing director, WMMN; John McCoy, secretary of Storer Broadcasting; Tom Harker, national sales director; Glenn C. Jackson, managing director, WAGA; George B. Storer, president; Lee B. Wailes, executive vice president. Seated, Glenn Boundy, chief engineer; Miller Babcock, managing director, WGBS; Allen Haid, managing director, WSPD; J. Robert Kerns, managing director, WSAI, and George B. Storer Jr., managing director, KEYL.

Yesterday (Sunday)

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS-TV.

Early June

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV.

June 14

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc.

June 15

KAFY-TV Bakersfield, Calif., uhf Ch. 20, represented by Forjoe TV Inc., affiliated with all four TV networks.
KPAS-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.
KSWS-TV Roswell, N. M., uhf Ch. 8, represented by Meeker TV Inc.
KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co.
WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. (will begin on limited basis approximately June 15).

• Harry Y. Maynard, for the last five years sales manager of KTLA (TV) Los Angeles, has been named general manager of WICIA-TV Champaign-Urbana, Ill., vhf Ch. 3 station.

August C. Meyer, WICIA-TV president, announced the appointment. Mr. Maynard, before joining KTLA, was in the radio production department of BBDO, Hollywood.

Target date for WICIA-TV is September 1. According to a station spokesman, the outlet's operation with a 1,000-foot tower is expected to bring television for the first time to about two million people in central Illinois and western Indiana.
What happened in Waco, May 11?

A disastrous tornado struck this central Texas city at 4:35 in the afternoon. Results—113 dead—503 seriously injured—1,800 residential and 387 business houses damaged or destroyed—communications almost completely disrupted.

RADIO Went into action!

Station WACO’s short-wave mobile unit was broadcasting from the stricken area within two hours after the tornado struck. Its public address facilities directed rescue operations... AM operation and Texas State Network became the disaster committee’s call for heavy equipment to move the rubble... for food, clothing, blood and other supplies for rescue and first aid workers. Over 50,000 personal messages of injury, fatality and safety... plus an assist with 25,000 such messages for the Ham Short-Wave Network... were handled in almost 100 hours of continuous broadcasting. Now that reconstruction work has begun, radio is resuming near normal operations in Waco proving once again that whether it is an emergency created by a disaster or the day to day job of entertainment and information... radio always acts in the best interest of the public.
STORER SELLS WSAI AM-FM

Subject to customary FCC approval, Gordon Broadcasting Co. will acquire the AM-FM facilities for a figure in excess of $200,000.

SALE of WSAI-AM-FM Cincinnati by Storer Broadcasting Co. to Gordon Broadcasting Co., headed by Sherwood R. Gordon, was announced last week by Storer executive vice president Lee B. Wailes, subject to customary FCC approval. Sale price was understood to be approximately $203,000 plus quick assets.

Mr. Gordon is a 24-year veteran in radio, having started as a child actor at WKBW and WGR Buffalo and continuing in the medium through the U. of Buffalo by working as announcer at various local stations, and subsequently served with a number of midwest outlets, starting as announcer and advancing through intermediate stages to station-management.

After 4½ years in military service, including two years in the South Pacific in Armed Forces Radio and as a combat photographer, Mr. Gordon moved to New York, married, and invested in a number of successful business ventures.

He said his purchase of WSAI, a 5 kw ABC affiliate in 1360 kc, "makes it possible for me to realize two ambitions — my entrance into the service prevented — to re-enter radio as a station operator, and return to the midwest."

Mr. Wailes, in announcing the sale, pointed out that Storer's recent $2.4 million acquisition of WBRC-AM-TV Birmingham [B-T, May 25] "brought to eight the number of AM stations under Storer ownership" and that "thus, in accordance with FCC practice, we had to reduce our total to seven."

TOOKE NAMED WPTZ MANAGER

ROLLAND V. TOOKE has been appointed general manager of WPTZ (TV) Philadelphia following FCC approval of sale of the station from Philco Corp. to Westinghouse Nation Stations Inc. [B-T, June 1]. The appointment was announced by E. V. Huggins, WRS president.

Mr. Tooke has been associated with WPTZ (TV) since 1941 and since 1946 has been assistant general manager. He succeeds E. B. Loveman who will remain with the Philco Corp.
The TIME of Your Life—
on the

New WJAS AM & FM

MONEY

THE SUNNY SIDE OF THE DIAL

5000 Watts

Serving the
GREATER PITTSBURGH
Metropolitan
Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
more families in washington listen to WRC than to any other radio station in the area.*  

*Nielsen Coverage Service

**MANUFACTURING**

**GATES NAMES FOUR EXECUTIVES**

FOUR executive changes in the Gates Radio Co. organization were announced last week by Parker Gates, president of the Quincy, Ill., company.

Lawrence J. Cervone, head of the Gates New York office, has been promoted to general sales manager, replacing the late Fred O. Grimwood who died last year.

John M. Hearle, head of the defense contracts department of Gates at Quincy, has been promoted to head the New York office.

Urlin F. Whitman, chief engineer of WTAD Quincy, Ill., has joined the Gates sales department and will handle special product sales, including TV, and industrial products and special designs.

William Wallace Warren, chief engineer of WANE Fort Wayne, has been selected as sales engineer for Delaware, Pennsylvania, Virginia and West Virginia. Mr. Warren replaces John C. Price who is 40% owner of a new broadcast station recently authorized by FCC for Millville, N. J. [B T, June 1].

**New Philco Line**

A NEW line of 31 new radio and radio-phonograph models and 47 television receivers, including a 24-inch picture tube for the first time, was to be announced yesterday (Sunday) by Philco Corp. at the opening of its four-day midsummer convention in Atlantic City, where, Philco claims, 7,500 attending radio and appliance dealers comprise the largest convention ever held by a single company.

**RCA Victor Introduces**

A "ROTOMATIC" television line, which is said to fully exploit the advantages of completely automatic tuning for the first time, is being introduced by the Victor Div. of RCA, Camden, N. J. Announcement has also been made that RCA Victor is entering the high-fidelity phonograph field. Also in production is a new global portable radio which RCA states achieves a new level of performance in short-wave reception.

**Business TV Package Available**

SO-CALLED closed circuit TV package is available to business firms for presentation in a 62-city network, according to Cappel, Mac-Donald & Co., Dayton, Ohio, which claims 110 theatres with 240,000 seats can handle the telecasts.
SUMMERTIME IS KROD-TV TIME IN EL PASO--

BECAUSE 80% OF THE TV HOMES IN EL PASO ARE AIR-CONDITIONED FOR COOL, COMFORTABLE TV VIEWING

Here Are the REASONS WHY KROD-TV Is Your Best Buy In El Paso and the Southwest!

1. Mountain top transmitter location — 1783 ft. above city.
2. Channel 4 — 56,300 watts
3. CBS—Dumont — ABC Networks
4. More viewers because of better regional coverage, thorough coverage of the "home town" area, and better programming.
5. More "top flight" film shows.
6. More local interest shows.
7. More live shows.
8. Unrivalled studio facilities especially designed for TV.
9. Large and experienced TV staff.
10. Newspaper affiliation.
11. Superior merchandising "tie-ups".

Sell In The City Where People Stay Home In The Summer!

El Pasoans, like most Southwesterners, stay indoors in the summer to enjoy the cool comfort of their air-conditioned homes and to watch TV . . . in the day-time and at night-time, too. Because El Pasoans do stay home in the summer, they look to TV for entertainment. This gives the TV advertiser a greater opportunity to sell his product here.

Sell Your Products on El Paso's First, Biggest and Best TV Station

KROD-TV
CHANNEL 4
EL PASO, TEXAS

RODERICK BROADCASTING CORP.
DORRANCE D. RODERICK  VAL LAWRENCE  DICK WATTS
Chairman of Board  President and Gen. Manager  TV Sales Manager

CALL YOUR NEAREST
O. L. TAYLOR COMPANY OFFICE FOR FULL DETAILS

June 8, 1953
A RESOLUTION

Unanimously adopted by The NBC Television Affiliates

PRINCETON, N. J. MAY 26, 1953
BE IT RESOLVED:

That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

In this confidence we adjourn our meeting with unanimous approval and endorsement of the R.C.A.-N.B.C. program as outlined to us today.
NETWORKS VIE FOR 'FIRST' HONORS AS RADIO-TV COVER THE CORONATION

Radio and television proved themselves the royal family of communications media with their rapid and descriptive coverage of the Coronation of Queen Elizabeth II of England Tuesday.

Radio reasserted its reputation as the world's fastest communications medium, unfolding its on-the-spot story of the Coronation from beginning to end. NBC, CBS, MBS and ABC provided detailed coverage, although the networks relied heavily on the descriptions of the proceedings by BBC commentators. Radio coverage continued until approximately 9 a.m. EDT.

But it was television that provided the dramatic flourishes. Both NBC-TV and CBS-TV hired superjet planes to hasten films across the Atlantic and from Canada to Boston, which was scheduled to be the transmission point for network programming.

NBC-TV attempted a bold move it later described as its "secret weapon." In hush-hush fashion it recorded--BBC's telecast at Blackbushe Airport, 40 miles from London. The films immediately were placed on an English Canberra, which left for the U.S. at 6:24 a.m. EDT, almost two hours before CBS-TV's jet left London Airport.

DEPARTURE and arrival time (EDT) of the various planes which relayed films of the Coronation first to Canada and then to the U.S., are shown above.

But the "secret weapon" backfired when NBC-TV's jet plane had to turn back after two hours over the Atlantic because of a defective fuel connection.

Later, when the official BBC films arrived at approximately 2 p.m. in Canberra jets at Goose Bay, Labrador, it touched off the day's second race between CBS-TV and NBC-TV.

It was CBS-TV's plane, piloted by Joe De Bona, that won, arriving at Boston's Logan International Airport at 4:14 p.m. EDT, 23 minutes before NBC-TV's jet, which Stanley Reaver piloted.

In a final effort, NBC-TV arranged with ABC-TV to share its "feed" from CBS at Montreal of BBC films, which were placed on the

people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average . . . 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

$793,206,000 spent in retail stores
$180,541,000 spent for food
$151,766,000 spent in automobiles
$23,667,000 spent in drugs

Yes, People in Roanoke have dollars to spend, and the best way to get your share is with the complete radio and television coverage of the Shenandoah Stations . . . WSLS-AM-FM and now TV.

All figures from Sales Management Survey of Buying Power, 1953

WSLS - AM - FM and now TV

CALL YOUR AVERY-KNODEL MAN TODAY
Everyone seems to be agreed that... one of the most important yardsticks for the successful purchase of radio advertising and the corresponding placement of commercial radio time... is dependable audience measurements and surveys.

Just recently released is the first complete area Hooper Report covering BIG MIKE’S home state. This survey covers all of the State of Nebraska (every county) and the city of Council Bluffs, (Iowa). This is the first complete, and thorough measurement of Nebraska Market and proves conclusively that BIG MIKE is the most powerful, influential salesman and entertainer in the area. As the “Timebuyer’s Assistant”, BIG MIKE is proudly pointing out key results of this survey. Hear more about BIG MIKE and the first REAL measurement of Nebraskan’s listening preferences... from Free and Peters... or get the facts from Harry Burke, General Manager.

And remember the bonus coverage of KFAB—parts of 6 states around Nebraska

BIG MIKE is the physical trademark of KFAB, Nebraska’s most powerful station
what a line up...
332,000 STRONG!

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

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

Indianapolis

Represented nationally by The Kelz Agency

380 Radio Murdock Street, Indianapolis, Indiana

Page 58 June 6, 1953

three networks—CBC, ABC and NBC—at 4:14 p.m. Later, spokes-
men for both ABC-TV and NBC-TV claimed the distinction of placing the
films first on their respective net-
works. CBS-TV, which went on the air with an edited version of the
Coronation at 4:22 p.m. EDT, said that its telecast gave the American
audiences its first view of the actual
Coronation rites.

NBC-TV and CBS-TV also made use of larger planes, converted into
flying laboratories, complete with film-editing equipment, that were flown into
the U.S. later that evening for a
roundup telecast. NBC-TV's Pan American Super-Six clipper car-
ried back commentators Henry Cas-
sidy and Merrill Mueller, who pro-
vided the commentary for a 10:30-
12 midnight program. CBS-TV's BOAC Stratocruiser carried, among others, Edward R. Murrow, who offered
comments on a 10:30-12 midnight
telecast.

TELESTATUS

Weekly TV Set Survey—June 9, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn
auditeers. Due to the fact some stations report weekly, or figures in some markets may remain unchanged in successive
weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where
coverage zones of different markets overlap, set counts in those markets may be partially duplicated. ... Total sets in
use in U.S., however, is unduplicated.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOBL-TV</td>
<td>39,654</td>
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<tr>
<td>Athens</td>
<td>WABC-TV</td>
<td>177,536</td>
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<td>KCMB-FM, KFDA</td>
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Total Stations on Air 1,169 Total Markets on Air 1159

* includes KEDO-TV Matamoras, Mexico and KETF TV, Yuma, Arizona

Total Sets in Use 22,390,858

BROADCASTING * TELECASTING
on the Local Scene . . .

In Maryland, WMAR-TV is first for popularity and variety in local as well as network programming:

These WMAR-TV local programs are available for participating sponsorship:

1—"The Woman's Angle" with Ann Mar. Kitchen fun . . . Monday through Friday, 1 to 1:30 P.M. and Mon., Wed., Fri., 3:30 to 4 P.M.

2—"Mostly Music" with Matt Thomas. Musical variety . . . Monday through Saturday, 4:30 to 5 P.M.

3—"Edith Land Program." Songs and guests . . . Monday through Wednesday, 11 to 11:30 A.M.

4—"The Collegians" conducted by T. Oliver Hughes. Youthful talent . . . Saturdays, 1 to 2:30 P.M.

5—"Block Party" with Corky Smith. Quiz game . . . Thursdays, 3:30 to 4 P.M.

6—"The Early Show" (Boots and Saddles). Movies . . . Monday through Friday, starting at 6 P.M.

7—"Film Theatre of the Air." Top films . . . early Sunday afternoons.

8—"Spinnin' the Sports World" with Matt Thomas. Sports . . . Monday, Thursday, Friday, 6:50 P.M.

In Maryland, most people watch WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
ABC REALIGNS EXECUTIVE POSTS IN N.Y., CHICAGO

EXECUTIVE realignment in ABC’s New York and Chicago operations, first of this scope since the merger of ABC and United Paramount Theatres last February, was announced Thursday by President Robert E. Kintner.

Mr. Kintner said the changes—which were made public coincidentally with announcement of the resignations of John H. Norton Jr. as vice president in charge of the ABC Central Div. and Paul Mowrey as general manager of WABC-TV New York—were designed to accomplish the “twin purpose” of giving WABC-TV greater autonomy and to enhance ABC’s Chicago facilities as a radio and TV program production center. The new appointments, effective July 1:

- John H. Mitchell, ABC vice president in charge of WBKB (TV) Chicago, moves to New York as vice president in charge of WABC-TV.
- James L. Stirton, general manager of the Central Div. of the ABC network, becomes director of the ABC-TV network operations for the division, and, similarly, Don Roberts becomes director of the ABC radio network operations for Central Div.
- Sterling C. Quinlan, who has been program director of WBKB, takes over the general managership of both WBKB and WENR, ABC-owned radio station in Chicago.

ABC said the executive duties which heretofore have been handled by Mr. Norton as vice president in charge of the division have been reassigned among Messrs. Quinlan, Roberts and Stirton, and that Mr. Mitchell, as vice president in charge of WABC-TV, will also assume the general manager’s responsibilities held by Mr. Mowrey before his resignation last Monday. Mr. Roberts will report to Charles T. Ayres, vice president for ABC radio, while Mr. Stirton will report to Alexander S. Stronach Jr., vice president for ABC television.

WABC-TV claims no ‘rebellion’

NBC claimed last week that any likelihood of “rebellion” among its TV affiliates had vanished—that, in the wake of the widely acclaimed presentation the week before by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC [B-T, June 1], all but one affiliate had signified intentions of remaining on the network.

The single exception, officials said, is WHAM-TV Rochester, known for some time to be “on the fence” as to whether it will remain on NBC or switch to CBS-TV. NBC authorities said they had had no word, either way, about WHAM-TV’s intentions as to affiliation, but they considered it “significant” that the station already had signed an agreement accepting NBC’s new “contiguous” discount structure [B-T, June 1].

Of the “commitments” from other
Hi Mom and Dad —

We had one grand show today....

This Spring, at the specific request of the Armed Forces, a troupe of WSM Grand Ole Opry Stars flew to Korea to bring a bit of home to the boys in the fox-holes, half a world away. They went because of all the entertainment available in the nation, our soldiers preferred the Grand Ole Opry.

This letter, written by one of the many thousands whose lives were lifted out of the fox-holes by the Grand Ole Opry for a little while, tells a compelling story of what a single program on a single station has done to mean to a whole people!

Kimpo Air Base, Korea

"Another day gone and another one ready to take its place. It soon gets so one day is like the other. (I just looked at the calendar and saw it's Saturday, Friday where you are.)

Today was sure different than any so far since I've been here. What accounted for it? Well, I'll tell you. We had one grand show today. Ernest Tubb and his Texas Troubadours, Hank Snow and Lew Childre, and other Grand Ole Opry stars really gave us a good show. Hank Snow opened the show, singing "I'm Movin' On," "Golden Rocket," and other songs he made famous. Then the Troubadours took over for a while. Ernie Tubb gave his show, Lew Childre gave us laughs, songs and his imitation dance, then they all got together and cut up and acted a fool for a while. The whole show lasted almost two hours. I almost felt like crying when they had to stop. That's how much I liked it. I guess it's because we don't have much to do for entertainment, and when we get something good for a change, just don't want to let it go. And too, it reminded me of Saturday nights at home. We sure did have us a time. Surprised me how many hillbillies there are here at Kimpo. We were in an open theatre, and I mean it was packed.

I guess it seems funny to you, us going crazy over a simple show that you hear every Saturday, but over here it's something special to us."

(Name on Request)

No wonder WSM and WSM's Grand Ole Opry has become the greatest single selling force in America. Tom Harrison, or any Petry Man, can fill in the details for you.

WSM Nashville . . . 650
Clear Channel 50,000 Watts

BROADCASTING * TELECASTING

June 8, 1953 Page 61
stations to remain with NBC-TV, officials reported, some were verbal and some written. In the latter category was one from P. A. Sugg of WKY-TV Oklahoma City, another station which had been on the so-called "critical list."

Meanwhile, it was reported that all but three stations—not identified—have told NBC officials they will accept a downward revision in Saturday-Sunday afternoon TV rates which was unveiled during the May 25-27 meeting of the affiliates with network officials. Under this plan, the 1-5 p.m. period on Saturday and Sunday, now in class A time, becomes class B, the rate for which is three-fourths of the rate for class A.

**KXOC Drops, KHSI Joins CBS; Network Adds KVCV**

A CHANGE in the CBS Radio affiliation in Chico, Calif., with the network adding a new affiliation in Redding, Calif., at the same time, has been set for Aug. 14, it was reported last week.

The Chico affiliation switches from KXOC to KHSI, while CBS Radio also adds KVCV Redding, which is under the same ownership as KHSI. KVCV currently is affiliated with Mutual.

Lincoln Dellar, owner of KXOC and also KXOA Sacramento and KDB Santa Barbara, said he was relinquishing the CBS Radio affiliation at Chico rather than give up a recent power boost from 5 to 10 kw on 1060 kc there. He claimed the network felt that with 10 kw his station would overlap the network's own KCBS San Francisco.

Network officials, however, said that even before KXOC's power boost Mr. Dellar had sought an increase in the station's network rate and network compensation, which the network felt unjustified, and that, in view of negotiations with the owners of KHSI and KVCV, it was decided to substitute those two stations for KXOC in the affiliation list.

KHSI is on 1290 kc with 5 kw, and, like KVCV, is a Mutual affiliate. KVCV is on 600 kc with 1 kw. The two stations are owned by Golden Empire Broadcasting Co., headed by Mrs. Hugh McClung.

**CBS Inc Elects Lovett To Membership on Board**

ELECTION of former U. S. Secretary of Defense Robert A. Lovett as a member of the board of CBS Inc. was announced by Chairman William S. Paley after the monthly board meeting last Wednesday. Mr. Lovett, a general partner in the private banking firm of Brown Bros. Harriman & Co., succeeds Prescott S. Bush, also of Brown Bros. Harriman, who resigned from the CBS board after his election as a U. S. Senator from Connecticut last fall.

**NBC Signs Tom D’Andrea**

SIGNING of comedian Tom D’Andrea to a long-term NBC contract as part of the network's comedy development program was announced last week by Charles C. (Bud) Barry, vice-president in charge of network programs.
Westinghouse Welcomes WPTZ

Philadelphia's first TV station
NBC-TV affiliate

Philadelphia's first television station is now a unit of the group that originated the broadcasting industry. Westinghouse Radio Stations, Inc.

Separately, KYW and WPTZ have won the friendship of an audience of millions in the greater Philadelphia metropolitan area. Together they can do still more to bring to this audience the very best in entertainment and information... and to bring to advertisers a new high in eye-and-ear coverage of the Philadelphia area!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV; for the television stations NBC Spot Sales
ISSUE FORD FOUNDATION REPORT

The Ford Foundation's annual report was released last week, and it disclosed that the Radio-TV Workshop cost $670,802 the last half of 1952.

ITS TV-Radio Workshop cost the Ford Foundation $670,802—after deducting $187,850 received from sponsors of its programs—during the last half of 1952, the Foundation's annual report showed last week.

Full-year figures for the Workshop were not shown, since it did not commence operation as a department of the Foundation until July 1952. Before that it was administered by the Foundation's Fund for Adult Education, whose annual report will not be made until September.

Overall, the Foundation's report showed, the Fund for Adult Education received from the Foundation authorizations for grants totaling $4,100,000 for its "educational television program" during the year. Of this sum, $500,000 had been paid as of Dec. 31. The grants were authorized "for aid" in the construction of educational television stations, on a matching basis with local groups, and to assist in the development of program material. In the latter category was $150,000, in addition to $300,000 in 1951, to produce several series of radio programs for the National Assn. of Educational Broadcasters, among them The Jeffersonian Heritage and the Ways of Mankind series. The 1952 total also included $60,000 granted by the Fund to the National Citizens Committee for Educational Broadcasting for "substantial grants to the Educational Television & Radio Center, a facility for program assistance, development and exchange."

The TV-Radio Workshop, set up to improve "the educational use of television and radio within the normal practices of commercial broadcasting" and directed by Robert Saunder, produced two TV and one radio series during 1952. A weekly 90-minute series, Omnibus, was presented over CBS-TV with a full complement of five sponsors and is slated to return to that network, with sponsors limited to four, in the fall. A weekly series on the UN General Assembly meeting in Paris, Assembly VI, was presented on NBC-TV in late 1951 and early 1952, while the radio series, The People Act, a series of documentaries, was presented no CBS Radio the first 262 weeks of 1952.

"The wide critical and popular success of the initial Omnibus programs has gone some distance toward confirming the Foundation's belief that quality and acceptance are not mutually contradictory in commercial television," the report asserted.

Although not mentioned in the report, plans for next fall included the presentation of a Midwest Omnibus series on NBC-TV in addition to the return of Omnibus to CBS-TV.

The report showed the Foundation's assets at the end of 1952 totaled $518,422,069, of which $417,137,580 was in non-voting Class A stock of Ford Motor Co. Income during 1952 totaled $32,612,977, while grants amounted to $37,865,226 and expenses to $34,407,812.

New WBT WBTV (TV) Grants

WBT WBTV (TV) Charlotte, N. C., which already have donated $20,000 to educational TV groups in North Carolina, are giving the U. of North Carolina a $30,000 grant, to be paid in three annual payments of $10,000. Charles H. Crutchfield, executive vice president of the stations, said, "We are hopeful that our assistance, financial and otherwise, will at least help the educational TV people to determine their course for the future, and will be of aid to them in the attainment of their alma."
LIVE ITEMS FROM OUR MORGUE

OF AMERICA'S FOOD NOW PROCESSED*

...a distribution miracle made possible by TRUCKS

Trucks are the reason why shrimp from the Gulf appear on tables in the North, why small Midwestern communities as well as large cities can enjoy oysters and clams from the seaboard, and have fresh vegetables all year round — why Illinois hams get to California picnics, and why Georgia peaches are served in Kansas restaurants.

The whole marvelous expansion of our distribution system since World War I has largely been brought about by truck. In the handling of processed foods alone, trucks render an invaluable service to the grower, the processor, the merchant and the consumer. In a supermarket, the frozen foods section alone is evidence of the great change. Every item in it got to the store by truck! Trucks keep our American abundance within the reach of everyone.

Walter T. Laney
President, American Trucking Associations

*Three-fourths of all the food that reaches American homes is processed in some fashion. Only one-fourth arrives there in the form in which it left the farm.
D.C. Educ. TV Bill Flunks House Test

THE REQUEST by educators in Washington, D.C., for $400,000 to build and operate a TV station there, a proposal backed by President Eisenhower, has flunked the legislative test in the House. If it can make the passing grade in the Senate, however, educators in the Nation's Capital may have hopes revived.

The appropriation bid was contained in a supplemental D.C. budget submitted late last month [B* T, May 18]. Ten days later the entire sum was chopped by the House Appropriations Committee. The House last Tuesday passed the supplemental—without the TV station funds.

The D.C. school board is an applicant for uhf Ch. 26, noncommercial educational TV channel. FCC has not acted, waiting for more information on financing methods and cooperation with other educational groups. Of the total requested, $300,000 was for construction, the remainder for the first year's operation.

Also on the budget scene, the Senate has appointed conference to consider the Independent Offices Bill which includes appropriations for FCC. The Senate has proposed $300,000 more than the House for the Commission to help solve the TV application processing load.

Educational TV Stopper Passes III. Lower House

A BILL to prohibit educational institutions supported by state funds from constructing or operating TV stations was passed by the Illinois House and sent to the State Senate last week.

During debate, charges were made that the U. of Illinois operates a "biased" radio station and would misappropriate state money to develop a TV school. The university seeks vhf Ch. 12 at Urbana-Champaign.

If passed by the state legislature, the measure would prohibit the U. of Illinois and other state institutions wholly or partly supported by state funds from building and operating educational TV outlets. It would not apply to the proposed station of the Chicago Educational Television Assn. on vhf Ch. 11. Educational TV Group Forms in Schenectady

AN AREA-WIDE Council on Educational Television was formed in Schenectady May 22 to administer educational TV programs over General Electric's WRGB (TV) Schenectady and other TV stations on behalf of educational and cultural organizations in that part of New York State.

The first action of the council, meeting at the invitation of WRGB, was to accept an offer to present a one-hour educational program over the station five days a week, starting in September. It also voted to accept a WRGB proposal to pay $2,500 a year toward the salary of a television producer for two years.

A 17-man board of governors was chosen at the meeting. It will meet Wednesday to select a president, treasurer and secretary.

Albert G. Zink, program manager of WRGB (TV), said the station's offer of time to educational groups was consistent with the position outlined by Robert B. Hanna, GE manager of broadcasting, to the New York Temporary State Commission on the Use of Television for Educational Purposes. According to Mr. Zink, Mr. Hanna testified that the "practicability of obtaining time from commercial stations should be explored before the board of regents be permitted to establish 10 educational television stations."

NOTICE

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WE INTEND TO PROCEED WITHIN OUR LEGAL RIGHTS AGAINST ANYONE WHO COPIES, IMITATES OR INFRINGES UPON OUR RIGHTS.

UNIVERSAL PUBLICIZERS, INC.
SUITE 307-8 936 NO. MICHIGAN AVENUE
CHICAGO, ILLINOIS

JOHN L. BURROUGHS,
PRESIDENT
WBAL-TV IS FIRST AGAIN

4 TIMES MORE POWER

Now, Baltimore's leading television station gives you 105,000 Watt power! Now, you get a bigger audience enjoying better reception!

SOON 316,000 WATTS

WBAL-TV TELEVISION BALTIMORE • NBC IN MARYLAND
Nationally Represented by Edward Petry & Co.
Advertisers

Channing Hadlock, radio-TV dept., Cunningham & Walsh, N.Y., to Quality Bakers of America, that city, as radio-TV account executive.

Henry O. Whiteside, former vice president of Gardner Adv. Co., St. Louis, and member of St. Louis Board of Education, appointed director of internal and external relations and supervisor of advertising for Mercantile Trust Co., St. Louis.

Robert Cole, vice president in charge of N.Y. office and supervisor of international div. at Grant Adv. Inc., to Olin Industries Inc., East Alton, Ill. (firearms, ammunition, fine papers, batteries, etc.), as director of advertising and sales promotion.

Vince Lonergan, announcer at WDGY and WCCO Minneapolis, to public relations dept. of Theodore Hamm Brewing Co., St. Paul, Minn.

Agencies

Bryan Houston has been elected president of Sherman & Marquette, Inc., N.Y.

It's Results that Count...

Recently, an advertising agency wrote WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show that we have utilized. This is all the more remarkable in that the prices quoted by you were virtually double the prices that had been used on some of the previous programs."

If you want RESULTS in Chicago—and who doesn't)—make WGN-TV your best buy in television.

(P.S. The agency was talking about WGN-TV's "Your Figure, Ladies" program)

William R. Hesse, account supervisor, BBDO, N. Y., for Ben Ami Co., American Radiator, Crosley Div. of Avco, and D. L. Clark Candy Co. accounts, elected vice president.


Arthur J. Daly, DuMont TV network, sales department, to D'Arcy Adv., N. Y., as business manager of radio and television department. He will be responsible for agency's time buying and will work with Paul A. Louis, vice president and director of radio and television.

Catherine Parker, media director and vice president, Lennen & Newell, N.Y., has resigned.

Benjamin Finkelstein, president of Flint Advertising Associates, N. Y., will close offices June 1 to join Paul Lepton, Phila., as a vice president.

Sam Bushman, head of own publicity and promotion firm in Phila., to Yardis Advertising Co., Phila.


William Brodsky, assistant manager, promoted to Lit Brothers' Subway advertising manager, Philadelphia.

William Burrill appointed executive Canadian representative of Stuart Bart Inc., N. Y., which has opened offices at 3605 University St., Montreal, and plans to open its Canada head-office at Toronto.

Robert G. McKown, Brooke, Smith, French & Dorrance inc., Detroit, and Frank Egan, NBC, to D. P. Brother & Co., Detroit and N. Y., as comptroller-office manager and general account executive, respectively.


Julian V. Pace, TV copy dept., Benton & Bowles, N. Y., to similar dept. at Young & Rubicam, N. Y.


Harry L. Merrick, vice president of Kal, Ehrlich & Merrick Adv., Wash-
What makes WREC lead the parade?

LISTENERS!

What makes the most listeners?
Program superiority . . .
plus operational perfection.

WREC rates are 10% LESS per thousand listeners than in 1946, yet advertisers get the "better half" of both the rural and metropolitan listeners with a single schedule! (Ask your Katz man to show you the latest Standard Audit & Measurement Report and Hooper ratings that prove it!)

that's why we say

WREC
Memphis No. 1 Station

Affiliated with CBS Radio, 600 KC, 5000 Watts

Represented by The Katz Agency, Inc.
ington, elected president of Washington Board of Trade.

**Stations**

Stan Gordon, assistant sales manager of WTVJ(TV) Miami, promoted to national sales manager, replacing Arthur L. Gray, who goes to WIRK-TV West Palm Beach, Fla., as station manager.

J. D. Hill, WLS Chicago, in sales and merchandising capacity, to WISN Milwaukee, as sales promotion and merchandising manager. Sheldon Burke, WCAN Milwaukee, to WISN, as announcer.

William Travis, account executive with WQXR New York, appointed sales manager of WLIR New York.

Mike Shapiro, KDUB-TV Lubbock, Texas, sales director, named assistant manager.

William K. McDaniel, radio spot sales manager, NBC Western Division, transfers to KNBC San Francisco, as sales manager.

George A. Miller Jr., appointed account executive for WSAZ-TV Huntington, W. Va.

**Mr. Miller**

Henry C. Rogers appointed business manager of WWJ-AM-FM-TV Detroit.

Ben Harkins, on sales staff of KJR Seattle, named program director of station.

Brian Doherty, formerly program producer of CBC Toronto, named program producer of CHCH-TV Hamilton.

Arnold K. Knippenberg, account executive with KMOX St. Louis, to WTVI(TV) Belleville, Ill., in same capacity.

Wall Matthews, head of Wall Matthews Inc., Baltimore, to WBAL-TV, that city, as account executive.

Ray Hollingsworth, northern California sales trainer for Pet Milk Co., to KEEN San Jose, as account executive.

Bill Keene, newscaster at KFEL-AM-FM-TV Denver, appointed manager of station's news bureau.

Neil Murphy, chief accountant at NBC Chicago, appointed controller of WMAQ and WNBQ(TV) Chicago, succeeding John Werheim, who transfers to KNBH(TV) Los Angeles.

Ralph Neave, merchandising consultant, CBS Radio New York, to KECA-TV Los Angeles as merchandising field representative.

Jacqueline Salisbury, radio copy writer at WSYR Syracuse, promoted to continuity director, succeeding Dan Casey, who has resigned.

Ernest E. Rety, WXEL(TV) Cleveland, to WBUF-TV Buffalo, as chief engineer.

David Coates, Ronald Tighe, former news editors for ABC in San Francisco, and Malcolm Morehouse, accountant for AFGA Welfare Fund in Europe, to KCBS San Francisco, as engineer, summer replacement in newsroom and assistant auditor, respectively.

Ray Hollis, WGMS Washington, and Bob Buyea, General Electric Co., Syracuse, to engineering staff of WSYR Syracuse. Joel Morenus, announcer at WOSC Fulton, N. Y., and Elaine Kendall to announcing staff and accounting dept., respectively, of WSYR.

Dow Ault appointed TV floor director for WSUN-TV St. Petersburg, Fla.

Bob Heiss, WTMJ Milwaukee announcer, named WTMJ-AM-TV sports director.

Joe Diehl appointed sports supervisor of WBBM-AM-TV Chicago news dept.

Nancy Lee Terry, formerly with WGAR and WTAM Cleveland, to WMAQ and WNBQ(TV) Chicago as station's first woman announcer.

Ellis Marvin, KXLK Great Falls, Mont., to KSTT Davenport, Iowa, as all-night disc jockey.

Sid Nadler, former film director of WXEL(TV) Cleveland, to WSRS Cleveland, as disc jockey.

Mary Lou Kelley, publicity assistant.

**Broadcasting** **Television**

**June 8, 1953**
This equipment was shipped to London, by the networks, just for this one program to insure top picture quality and dependability.

General Precision Laboratory, manufacturer of America’s finest television equipment, is a subsidiary of General Precision Equipment.

General Precision Equipment CORPORATION
92 Gold Street, New York City
at WLS Chicago, to WOPA Oak Park, Ill., on continuity, traffic and music staff.

Bill Brant to WJAS Pittsburgh, as disc jockey.

Wally Imes is singing star at KTLY-TV Phoenix.

George Snell, program manager, KEEN San Jose, appointed radio chairman of local Community Chest.

Lawson Demming, WTAM Cleveland, received "Minute Man Oscar" for his station's support of community-interest projects.

Ruth Crane, director of women's activities at WMAL-AM-TV Washington, elected president of American Newspaper Women's Club.

W. B. Heil, KOMO Seattle, received plaque in Port of Seattle's annual "Anchor" award for excellent coverage of State Legislature news in regard to fishing industry.

Lester E. Cox, president of KWTO Springfield, Mo., and active in other radio-TV properties, received honorary Doctor of Laws degree from Drury College, Springfield. [See OUR RESPECTS, June 1.]

Ruth Crane, WMAL-AM-TV Washington, cited by General Federation of Women's Clubs of Philippines for work in promoting women's club activities.

Jim Hanlon, public relations director for WGN and WGN-TV Chicago, will take part in BMI clinics in Pittsburgh, Detroit and Columbus June 8-10.

M. Wayland Fullington, program director at WIRE Indianapolis, was selected as panel member for the BMI-RAB clinics held in Rochester, N. Y., Philadelphia and Baltimore last week.

Lloyd E. Yoder, general manager, KNBC San Francisco, elected to executive board San Francisco Boy Scout Council.

Mike Georgianni, WSYR Syracuse, married June Stephens, May 23.

John Waidmann, newsman at KXOK St. Louis, married Jane Manard, June 6.

**Networks**

Stephen Riddleberger, radio and TV budget officer of ABC, appointed assistant to James Stable in administrative management of TV program department. Karl Gerike, former program manager of WSOU South Orange, N.J., named to assist Charles Mortimer in preparation of promotion pieces and in liaison with sales department and agencies.

Ben Lochridge, advertising manager of Ideal Publishing Co., appointed, sales manager of CBS Radio's Detroit office, effective June 1.

Yale Newman named manager of ABC Radio's London news bureau, succeeding Frederick H. Oppen, who has resigned to join Radio Free Europe.

Mrs. Marcella Travnicek appointed director of continuity acceptance and literary rights, ABC Central Div., replacing Bob Savage, who resigned to join Ruth Krauff and Ryan, Chicago.

William H. Hogg, formerly senior editor of Canadian Broadcasting Corp. central newsroom at Toronto, named chief news editor, succeeding D. C. McArthur, appointed executive assistant to management.

Walter L. Emerson, attorney for ABC in Chicago, named legal counsel of NBC Central Div., succeeding Thomas Compere, who has resigned following his purchase of T. M. Publishers Inc., Chicago, creators of industrial instructional manuals.

E. R. Borroff, former manager for Westinghouse radio stations, to ABC Central Div.'s radio network sales dept.

Elliott Jacoby, Elsie Mae Emerson and Jeanne Cagney to MBS—Don Lee—KJH-TV Hollywood Queen For A Day, as musical director, organist and fashion coordinator, respectively.

David Sarnoff, RCA-NBC board chairman, and NBC were honored by U. of Chicago on its 1,000th University of Chicago Roundtable broadcast May 24, for service to "the American ideal of free discussion in the public interest."

John Daly, emcee of CBS-TV's What's My Line? and news commentator of ABC, named "TV Father of the Year" by National Father's Day Committee.

Dave Garroway, star of NBC-TV's Today, presented with Argosy Cup, by editors of Argosy magazine for "his outstanding contribution in furthering the appreciation of sports cars in America."

Seymour Berns, director, CBS-TV Meet Mille, father of girl, May 22.


**Manufacturing**

Emerson Dickman Jr., for the past several years in the radio-TV distributing business, to Stromberg-Carlson Co., as district manager, handling company relationships with distributors in New England and New York metropolitan area.

John L. Murray named distribution manager for Capehart-Farnsworth Corp., Fort Wayne, Ind.

Henry A. Berti named resident field engineer in midwest for Stewart-Warner Electric Div. of Stewart-Warner Corp., Chicago.

Isadore Leyden, chief mechanical engineer in charge of design of radio and television receivers, for Garod-Majestic, N. Y., to TeleKing Corp., N. Y., in same capacity.

Alex Arnold, controller of Motorola Inc., Chicago, elected to membership in Controllers Institute of America.
What does an inventor look like?

In 1850, Samuel Kier built a one-barrel "teakettle" refinery in Pittsburgh. There, through his own genius, he first distilled petroleum and became America's pioneer oil refiner. But how times have changed.

Today, a new product is rarely one man's creation. The better products get, the harder it is to improve them. Now, many men of many skills must work together in research centers on projects planned long ahead.

For example: two years ago we saw the need for a new kind of motor oil that would fully meet the demands of precision-built, high-compression automobile engines. Among other things, this special oil must flow with full pressure at zero temperature—yet give full protection at 400 degree heat.

One man would never have the skills, time, devices or money to cope with such a complex problem. But at our Brea research center a team of Union Oil engineers solved it. And Union was the first to give the West this better lubricant.

Naturally we're proud to add new Royal Triton 5-20 motor oil to our many firsts. We think this new Union Oil product is one more proof that the best progress comes from an economic system that gives the best incentives. American free, competitive enterprise provides these incentives as no other system ever has.

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

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
Ralph R. Shields, merchandising supervisor of TV picture tubes, Sylvania Electric Products, Seneca Falls, N. Y., promoted to product sales manager of TV picture tubes.


Mr. Shields  Mr. Meyer

Program Services

Ben Kaufman, partner in Kaufman & Schrier, and Irvin Shiffrin, RKO Radio Pictures, form Kaufman & Shiffrin, public relations firm, 1270 Ave. of the Americas, N. Y.

Esta Marlow, account executive with Steve Hannagan & Assoc., and Barbara Kling, assistant to vice president in charge of public relations for Pepsi-Cola Co., form Marlow-Kling, publicity firm, 489 Fifth Ave., N. Y. Telephone: Murray Hill 2-2492.


Robert S. Windt, account executive at David O. Alber Assoc., N. Y., public relations firm, named vice president in charge of industrial div.

Byrne Litchgili, legislative assistant to Sen. George Smathers of Fla., to F. Cleveland Hedrick Jr., law firm, with new offices at 1001 Connecticut Ave., N.W., Washington, D. C.

Representatives

Robert Mandeville named vice president and Western sales manager of Everett-McKinney Inc., N. Y., radio-TV station representatives.

Ralph Judge, formerly sales manager of H. N. Stovin & Co., Toronto, named president of Radio Times Sales (Quebec) Ltd., Montreal, succeeding James A. Tapp, who has been appointed manager of CJAD Montreal.

R. F. Tait, manager of World Program Sales Div., All-Canada Radio Facilities Ltd., Toronto, appointed manager of firm's program division.

Jack Hulme appointed sales and service representative of World Program Sales Div. Pete N. Harrick's, formerly Radio-TV director of Vickers & Benson Ltd., Toronto, named account executive for All-Canada's Station Time Div.

Tom Boise, account executive, KNBC San Francisco, to Free & Peters Inc, that city, as radio manager.

Herbert C. Watson, Edward Petry & Co., N. Y., to Avery-Knodel Inc., radio-TV station representatives, that city, as an account executive in radio dept.

John Coy moves from Chicago office to head San Francisco office of Bolling Co., station representative firm. Mr. Coy and Patricia Lawler were married, May 23.

Program Services

Joseph F. Hards, vice president A-V Tape Libraries, elected president pro-tem of Magnetic Recording Industry Assn., now being organized by group of tape recording firms.

Bill Stewart named head of United Press-Movietones TV Bureau, Hollywood, succeeding George Miller, who resigned to join KTLV-TV Phoenix, as news and special events director.

Bill Lewis, vice president of Volcano Productions Inc., Hollywood, producers of ABC-TV Ozzie and Harriet, has resigned.

Anne Fulchino promoted to assistant sales promotion manager, Columbia Records Inc.

Gerald E. Deakin, former personal representative for James Melton, singing star, appointed manager of serious and concert div., ASCAP.

Trade Associations


Broadcasting * Telecasting

Page 74  June 8, 1953
WHEN travelers arrive at Cleveland's municipal airport, they are greeted with the WGAR billboard, strategically located at the only exit. The sign shows Bill Mayor, WGAR's "Mayor of the Morning," greeting visitors with the WGAR key to the city.

**HAVE A PIE**

WNBT (TV) New York sent agencies and advertisers a pie plate on which was inscribed a recipe for apple pie by station personality Josephine McCarthy. An accompanying note said that Miss McCarthy would bake a pie "to your order as a gift from us," and suggested a phone call to the station "to get your pie, and the information about TV's best buy."

**TV HISTORY**

STUDENTS in radio and TV courses offered by Columbia U.'s School of General Studies, in cooperation with NBC, presented a complete network telecast on NBC-TV's American Inventory program, May 24, 2:20 p.m. EDT. Titled The Road to Television, the program surveyed the forerunners of television from the time of Leonardo da Vinci to Louis Daguerre, Alexander Graham Bell, Thomas Edison and Lee De Forest. Writing, production and directorial assignments were handled exclusively by students.

**SUMMER SOUP 'N SALADS**

SOUP 'n salads, soup 'n sandwiches will be spotlighted this summer in a joint promotion campaign by Campbell Soup Co. and Kraft Foods Co. In a farm-weather appeal to consumers, the promotion will emphasize "quick, easy meals" requiring less time in the kitchen.

**PARTY FOR MAYORS**

WOR N. Y., held a party for the mayors of more than 90 communities in its broadcast area, commemorating its Mayors of the Week program, which has been carried on the station for the past year and a half. WOR broadcast two 15-minute shows from the party at 3:30 and 4:30 p.m., with Patt Barnes as emcee.

**'SUPER HOMBRE'**

AT WWRL Woodside, L.I., it's not "Superman" but "Superhombre". Last week WWRL began broadcasting.

**STRATEGIC BILLBOARD**

WTTG (TV) Washington, in joint-promotional tie-up with movie theaters, shows clips of coming theater attractions on its weekly "Hollywood Reporter," conducted by Elaine Shepard. In return the theatre plugs the station with a lobby display featuring the TV show, such as the one viewed above by Jerry Baker (1), manager, RKO Keith Theatre, Washington, and Walter Compton, general manager, WTTG.

**UNITED JEWISH APPEAL**

IN A salute to the United Jewish Appeal, WDTV (TV) Pittsburgh carried a special program titled Three Lives. Produced in Hollywood, the filmed program starred Jane Wyman, Charlton Heston, Randolph Scott and Arthur Franz. During the past 15 years the United Jewish Appeal is reported to have saved and aided more than two million persons. The WDTV program was aired from 1-1:30 p.m., May 31.

**DRIVE-INS SPONSOR SHOW**

FIVE Philadelphia area drive-in movie theaters have joined together to sponsor a daily late afternoon program on WIP Philadelphia. Titled Music From the Movies, the program is aired at 5:15 and is slanted toward people listening to car radios while driving home from work and women listening to kitchen radios while preparing dinner. "This timing is intended to crystallize plans for the evening among listeners—steering them towards the drive-ins."
FAN MAIL

RECENTLY the Reichart Furniture Co. of Wheeling, W. Va., a WWVA Wheeling advertiser, received a shipment of curtains from the New England area. Written on one of the packages of curtains was the following message: "We listen to the WWVA Jamboree every week, and think it's swell..." The 20-year-old program is now broadcast over CBS as a feature on Saturday Night Country Style.

BLOOD TEST PROGRAM

IN COOPERATION with the New York City Dept. of Health, WLIB New York is broadcasting information on the Dept.'s blood test program being conducted in upper Manhattan as part of an overall effort to stamp out venereal disease in New York. Continuing through June 19, WLIB will present interviews with persons tested and spot announcements on the value of the blood test program.

ENGINEERING HISTORY

THE STORY OF engineering and engineers is being presented dramatically over WEII Boston, Sundays at 1:00 p.m. Under the general title of Romance of Engineering, the series traces the history of engineering from earliest times. Developed in cooperation with the Mass. Society of Professional Engineers, the programs started May 1 and continue through August 16.

STATION REUNION

A LUNCHEON was given for past and present staff members of WRBL Columbus, Ga., as a part of its 25th anniversary of broadcasting. During the morning of the celebration, WRBL aired programs that were popular in 1928, the station's first year on the air. Original cast members and musicians were on hand to conduct these shows. The station reports that past members came from all parts of the country to participate in the festivities. The week of May 10 through May 16 was proclaimed "WRBL Week" by the mayor of Columbus.

MAPS OF LONDON

DECORATIVE, colored maps of London arrived three weeks ago on desks of New York radio editors. They were souvenirs sent by Emily Kimbrough, whose Monday-Friday afternoon program on WCBS New York was broadcast live from London two weeks ago.

BROADWAY BOUND

AN ORIGINAL TV play, "The Chess Game," written for Kraft Television Theatre last February, is headed for a Broadway stage run, to be produced by John Golden. Robert H. Lindsey, author of the TV play, is now adapting it with Edmund Rice, script editor of Kraft TV Theatre, for the stage version.

YOUNG FOLKS ON THEIR OWN

KRLC Lewiston, Idaho, began working with the Radio Forensic Club of the Lewiston High School a year and a half ago, helping the group to organize, produce, record and sell their own half-hour program once a week to local sponsors. The format of the show included high school news concerning sports, social activities, and plays. The program also featured discussions, skits and local musical talent. From the proceeds the young people were able to buy their own recording equipment, and after six months KRLC put them on their own to produce their own show at the high school and sell it to local sponsors. For over a year, they have aired the show, once a week, and sponsored every time.

PROMINENT DEE JAYS

FORMER Governor of North Carolina W. Kerr Scott turned disc jockey for an hour and a half over WTIK Durham, as guest disc jockey on Charlie Cash's Cat Rot Race while Mr. Cash was on vacation. Other guests handling the jazz program during Mr. Cash's absence included a city councilwoman, mayor pro-tem, county manager, publicity and agency directors and an assistant basketball coach.

'GLAMORAMA'

PUBLIC service is combined with merchandising promotion in a new project announced last week by WOV New York. Called "Glamorama," it will present fashion shows and beauty clinics on behalf of charitable groups in the New York area, and at the same time help promote WOV-sponsored products with demonstrations at the affairs. "Glamorama" is the first formal project of WOV's newly created Community Services Div., which is under the direction of Hazel Sharpener. She resigned as city sales manager of Avon Products to assume the new post.
LADIES PICK TALENT

NBC-TV Ladies Choice, new daily daytime variety program, features talent selected by women's clubs throughout the country and presented by club representatives. A "mystery spinning picture" of a celebrity is identified through phone calls to viewers in different sections of the country. The program is packaged and produced by Wilbur Stark and Jerry Dayton. Singing emcee is Johnny Dugan.

POLO REMOTE TELECAST

KGMB-TV Honolulu's first remote telecast of Inter-Island Polo Matches from Waikiki reportedly created quite a stir. Dashing Peter Perkins, internationally famous 8-goaler polo player, was so camera conscious that he flubbed several shots according to KGMB. Aloha-Murphy Motors sponsored the match.

SERVIETTES FOR CAFES

CFCL Timmins, Ont., is distributing free to Timmins cafes and restaurants white serviettes with promotion about CFCL and CFCL programs.

CONCERT AND AUCTION

WPTX Lexington Park, Md., had the privilege of broadcasting the hour-and-a-half-long concert held at the Naval Air Test Center, Patuxent River, Md., which was attended by many notables. Among those present were Vice President and Mrs. Nixon, Sen. Styles Bridges, Sen. Joseph McCarthy, Speaker Joseph Martin and Gene Hersholt, of Dr. Christian fame, who was emcee for the entire program. Lee Bowman auctioned off many personal items of the V.I.P.'s who attended, raising over $5,000 for the St. Mary's County Hospital Building Fund.

BINAURAL PROGRAM SERIES

KDKA Pittsburgh has introduced a series of special programs featuring binaural sound, which is designed to give listeners the distinct impression of being at the point of origination. KDKA technicians installed special equipment to provide AM and FM simultaneously. To receive binaural sound, the listener is supposed to place and AM and FM radio about 10 feet apart, and both about 10 feet from himself. The series is sponsored by Duquesne Brewing Co.
WHIM, KING, MBS, WCPO-TV
WIN SLOAN SAFETY AWARDS

ANNUAL Alfred P. Sloan radio-TV awards for highway safety were presented May 26 to WHIM Providence, R. I.; KING Seattle; the Mutual Network, and WCPO-TV Cincinnati for their sustaining support of highway safety during 1952, as well as to four sponsors for their support on commercial broadcasts.

The awards, administered by the National Safety Council, were presented by Alfred P. Sloan, Jr., founder and president of the Sloan Foundation and chairman of the board of General Motors, at a dinner at the Plaza Hotel, New York.

Among the commercial awards winners, Desoto-Plymouth Dealers of America, sponsors of the Gronenk Now Show on NBC-TV, won top honors in the TV network commercial category for a planned program that features NSC slogans on 48 programs during the year; Standard Oil Co. (Ind.) took the award for "the variety, quality and effectiveness of its safety program in 27 cities," especially the safety reminders made on "each of 8,424 newscasts"; Dittman Motors, Reading, Pa., was winner in the up-to-1 kw radio station commercial classification for its quarter-hour Munich of Motorists on WEEU Reading, and Preferred Insurance Exchange, Seattle, won the award in the regional radio commercial group for sponsoring Could This Be You! on KVI Seattle and for cooperating with KVI in making tapes of the program available to other northwest stations.

In addition to the commercial and sustaining awards winners, the U. of Tennessee's WUOT (FM) Knoxville won the noncommercial educational station award for creating and releasing 15 quarter-hour programs to 15 stations, 13 quarter-hour programs to 11 stations, and six quarter-hour programs on water safety to 10 stations, plus its year-round general emphasis on safety.

There were no awards in the TV network sustaining classification and the TV station commercial category.

Harold E. Fellows, NARTB president and W. S. S. Rodgers, chairman of the board of trustees of the National Safety Council and former chairman of The Texas Co., spoke briefly at the awards dinner, which also featured an hour-long revue with special music and choreography. Teleprograms Inc., producer of the Sloan Foundation's American Inventory series on NBC-TV, was in charge of production for the dinner program.

In the sustaining awards classifications, Mutual won the radio award for "a splendid all-year-round safety campaign," which included two sustaining programs each Saturday from June 7 through Oct. 24, plus cooperation in making the services of commentators Cedric Foster, Gabriel Heather and Bill Henry available for the NSC's Fight for Life transcriptions, subsequently used on more than 1,200 stations; assistance in urging affiliated stations to stress safety on local shows, and the use of an NSC staff member in a safety feature on the regular Top Tunes with Trender program.

WHIM, winner in the sustaining class for radio stations of 1 kw or less, broadcast 668 five-minute programs in cooperation with the Metropolitan Safety Council during the year, also carrying 1,248 "courtesy of the road" safety shorts, 3,380 other spot announcements on safety, and 1,436 mentions on established programs, NSC pointed out.

KING, winner for the second straight year in the sustaining category for radio stations above 1 kw, was honored for "its original and effective approach to the traffic safety program," with three special projects—KING's Cautious Kid, the Traffic Jamboree, and King Mystery Joke walker—and a total of more than 520 hours and 6,740 spot announcements devoted to safety during the year.

WCPO-TV, also winning for the second consecutive year, took top honor in the TV sustaining classification "for an extensive campaign in..."
which most of its programs were tied in with safety," including continuation of the "Play It Safe" quiz show and other safety programs it carried in 1951. In all, the station reported 1,116 special safety programs, 7,906 safety spot announcements, and 938 safety mentions on established programs for what the judges called "outstanding" day-by-day coverage.

Seattle Ad-Sales Club Presents Award to KJR

TOP AWARD for national advertising campaigns in the under-$50,000 classification went to KJR Seattle in the sixth annual advertising awards competition sponsored by the Advertising and Sales Club of Seattle. The award was made for the station's direct mail campaign, handled by Alfred Goldblatt Adv.

The awards were presented by Washington Gov. Arthur B. Langlie. Bardahl Mfg. Co. took the top award in the ad club's competition, also taking in the national over-$100,000 classification. Barron G. McIlvain, president of Bardahl, said the company "feels honored to be chosen by the A.S.C. for the top advertising award in the Pacific Northwest, and we'll be trying to keep the trophy here permanently."

SIGMA DELTA CHI PRESENTS AWARDS

THE annual Sigma Delta Chi Distinguished Service awards were presented at the 21st annual awards banquet by the national journalism fraternity at Chicago's Conrad Hilton Hotel May 26.

Nearly 500 fraternity members and guests witnessed presentation of bronze medallions and plaques. Among radio-TV winners, announced last April, were NBC commentator Clifton Utley and Charles and Eugene Jones, NBC's roving reporters-cameramen; WBNS-TV Columbus, Ohio; WMT Cedar Rapids, Iowa, and the four major TV networks.

Mr. Utley and the Jones twins accepted their own awards. WBNS-TV's award was accepted by Richard A. Borel, general manager, and WMT's by William Quarton, general manager. Representing the networks were John H. Norton Jr. for ABC, Gordon Mills for DuMont TV Network, Kenneth Craig for CBS, and Jules Herbertseus for NBC. Mrs. Helen S. Mark, owner and executive vice president of WMT, was an honored guest.

Mr. Utley was cited for radio newswriting, while the Jones boys were honored for exclusive reportorial and camera work on the Turkish-Russian frontier. WBNS-TV and WMT won recognition for public service shows. The networks received special citations for television coverage of last year's political conventions [B-T, April 13].

Cleveland AM-TV Awards

WGAR and WTAM Cleveland shared top honors in annual Cleveland Press local radio poll with WEWS (TV) far ahead in the television rankings. Advertising agencies credited with best commercials, according to poll results, were D'Arcy; Meldrum & Fewsmith; Ketchum, MacLeod & Grove, and Frank B. Sawdon.

WGAR won in public service (City Club), instrumentalist (Henry Pildner) and newscaster (Jim Martin). WTAM won firsts with best program (Brendawagon), male vocalist (Johnny Andrews), female vocalist (Jackie Lynn), live music (Brendawagon), sportscaster (Jimmy Dudley, also on WERE). WERE was third in radio.

In TV, WEWS (TV) won best program (Dinner Platter), best performer (Bob Dale), women's (Beauty for You), public service (Meet Your Schools), female vocalist (Barbara Page), live music (Polka Revue), sportscaster (Jimmy Dudley). WNBK (TV) won firsts in children's (Charming Children), male vocalist (Johnny Andrews) and best movies.
DON McNEILL's Breakfast Club show will celebrate its 20th anniversary on radio with a special simulcast of the program June 20, 9-10 P.M. EDT, over the ABC radio and TV networks. Toni Co. and Philco Corp. jointly will sponsor the telecast portion of the anniversary simulcast, with Toni presenting the 9-9:15 A.M. segment and Philco the remainder of the program.

EIGHTEENTH anniversary of America's Town Meeting of the Air, the oldest continuous discussion program on ABC radio (Tuesday, 9-9:45 p.m. EDT), was celebrated during the May 26 broadcast. Originated in 1935 by George V. Denny, Jr., Town Meeting is a two-time Peabody Award winner, and is the recipient of more than 50 other national awards and citations, network spokesmen said.

DESCRIBED as "broadcasting's oldest discussion program," the American Forum of the Air (NBC radio, Sun., 2:30-3 P.M. EDT) celebrated its 25th anniversary yesterday (Sun.). Founded by Theodore GraniK, who has served continuously as its moderator, the show has been simulcast on NBC-TV since May 1949.

AN ANNIVERSARY party last month marked the eighth year of WPEN-AM-FM Philadelphia's "950 Club." Guests of honor were Ed Hurst and Joe Grady, disc jockeys on the program.

It's Happening in NEW HAVEN

More than 18,000 quarter-hour programs have been provided to WHNC Radio listeners by Chamberlains Furniture & Appliance Co. in nearly eight years of uninterrupted broadcasting! Let WHNC teach YOU advertising dollars more sense.

FOR THE RECORD

ACtions of the FCC
May 27 through June 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. ampl.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. sur.—sural. vis.—visual. kw—kilowatts. mcs—megacycles. D-day—

New TV Stations...

Decisions

PHOENIX, Arizona—Maricopa Broadcasters Inc. (Kool). Granted vhf Ch. 10 (102-198 mc), sharing time with KOY; ERP 316 kw visual, 160 kw aural; antenna height above average terrain 1,270 ft., above ground 174 ft. Estimated construction cost $390,868, first year operating cost $100,000, revenue $175,000. Post Office address: Adams Hotel, Phoenix, Studio location: 837 N. 1st Ave. Transmitter location: Salt River Mt. 7 mi. S. of Phoenix. Geographic coordinates 33° 20' 49" N. Lat., 112° 03' 19" W. Long. Transmitter DuMont, antenna GE. Legal counsel Maurice Barnes, Washington. Consulting Engineer E. C. Page, Washington. Principals include President Gene O. Autry (85%), Vice President Frank Beer (6%). Secretary-Treasurer Charles H. Garland (5%), Ass't Secretary Thomas Chauncey (5%). Share-time agreement specifies alternate weekly operation between time periods 6 a.m.-6 p.m. and 6 p.m.-6 a.m. Granted May 27.

PHOENIX, Ariz.—KOY Bstg., Co. (KOY). Granted vhf Ch. 10 (192-198 mc), sharing time with KOOL; ERP 316 kw visual, 160 aural; antenna height above average terrain 1,270 ft. Estimated construction cost $145,988, revenue $175,768, Post Office address: Box 2671, Phoenix, Ariz. Studio location 837 N. 1st Ave. Transmitter location: Salt River Mtn., 7 mi. S. of Phoenix. Geographic coordinates: 33° 20' 49" N. Lat., 112° 03' 19" W. Long. Transmitter DuMont, antenna GE. Legal counsel N—night, LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilobits. SSA—special service authorization. ST—supplemental, temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

STAMFORD, Conn.—Stamford-Norwalk Television Corp. Granted uhf Ch. 27 (548-554 mc); ERP 19,487 kw visual, 11,034 kw aural; antenna height above average terrain 240.57 ft., above ground 374.44 ft. Estimated construction cost $156,037, first year operating cost $13,000, revenue $75,000. Post office address Washington Loan & Trust Bldg., Washington, Studio and transmitter location 1 Bank St., Stamford. Geographic coordinates 41° 03' 10" 1' N. Lat., 73° 32' 27" 1' W. Long. Transmitter DuMont, antenna GE. Legal counsel Wendell Lund, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President Prentiss Brown (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President Vincent M. Gagnon (15%), attorney and secretary-treasurer; and third member of program producer, and Wendell Lund (42.5%), Washington attorney. City priority status: Gr. B-1, No. 37. Granted May 27.

Applications


CHAMPAIGN-URBANA, Ill.—University of Illinois, Broadcasting. Telecasting....

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antenna height above average terrain 161 ft., above ground 153.3 ft. Estimated construction cost $291,000, first year operating cost $70,000. Post office address Urbana. Studio and transmitter location Memorial Stadium, campus coordinates 40° 3' 55" N., Lat., 88° 14' 14" W. Long. Transmitter DE, and Legal counsel Cullum, Washington. Filed June 1.


Philadelphia, Pa.—Delaware Valley Educational TV Corp., noncommercial educational vhf Ch. 36 (596-602 mc); ERP 156.5 kw visual and 84.4 kw aural; antenna height above average terrain 446 ft., above ground 305 ft.; estimated construction cost $400,000, first year operating cost $200,000. Post office address Walter Hiddle Saul, Board of Education, 21st at Parkway. Studio-location to be determined. Transmitter location between Ridge Ave. and Roxboro Reservoir, NW of city. Geographic coordinates 40° 03' 33" N. Lat., 75° 14' 20" W. Long. Transmitter and antenna RCA. Legal counsel Saul, Ewing, Remick & Saul, Philadelphia. Consulting engineer George F. Adair Engineering Co., Washington. Filed May 29.

San Juan, P. R.—Dept. of Education of Puerto Rico (WIPR), noncommercial educational vhf Ch. 6 (88-88 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 1065 ft., above ground 285 ft.; estimated construction cost $456,716, first year operating cost $250,000. Post office address Mariano Villaronga, Secretary of Education. Studio location Escuelas Metropolitanas, Carpenter Rd. Transmission location Cerra La Margarita Mt. Geographic coordinates 18° 16' 48" N. Lat., 66° 06' 36" W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter. Consulting engineer A. Earl Cullum Jr., Dallas. Filed June 1.


San Antonio, Tex.—San Antonio Council for Educational TV, noncommercial educational vhf Ch. 9 (188-192 mc); ERP 50.2

BROADCASTING & TELECASTING
it's best to be in the... 

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FOR THE RECORD


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appropriate

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to

relocate transmitter at

18 mi. SSE of Allentown. Filed May 27.

SEATTLE, Wash.—Mt. Ranier Radio & TV Co. Amends bid for vhf ch. 7 to give control to Theodore R. Gamble (43.5% to 87.5%) and drop three absent parties. Mr. Gamble is 20% owner of KLZ Denver; with his brother, Joseph E., owns KCMJ Palm Springs, Calif., is 44% owner of Mt. Hood Radio & TV Co., applicant for TV and license of KOID-AM-FM Portland, Ore. Filed May 27.

Applications Dismissed

RIVERSIDE, Calif.—California Testra. Returned bid for uhf ch. 40, citing failure to prosecute. Dismissed May 22.

WINSTON-SALEM, N. C.—Mary Pickford Rogers. At request of attorney, dismissed application for new visual station on uhf ch. 66. Frees WERE application. Dismissed May 22.


Pensacola, Fla.—WCOA Inc. (WCOA). As request of attorney, dismissed application for new visual station on uhf ch. 36. Frees WJHF application. Will prosecute Pensacola uhf ch. 3 bid. Dismissed June 1.

Existing TV Stations...

Decisions

KIVA (TV) Yuma, Ariz.—Valley Telecasting Co. Granted extension of ERP from 39 kw visual and 14.5 kw auroral to 29 kw visual and 18 kw auroral; antenna 440 ft. Granted May 25.

WMGT (TV) North Adams, Mass.—Grey-
lock Bestx, Co. Granted mod. CP to change ERP from 1 kw visual and 0.5 kw aural to 300 kw visual and 155 kw aural; change transmitter site; antenna 2,060 ft. Granted May 29.

KFOR-TV Lincoln, Neb.—Cornbelt Bestx. Corp. Granted STA to operate commercially on vhf Ch. 10 for period May 31 to Aug. 18. Granted May 27.

KSW-1 TV Roswell, N. M.—John A. Barnett. Granted STA operate commercially on vhf Ch. 8 for period June 3 to Nov. 27. Granted May 27.

WEWS (TV) Cleveland, Ohio—Scripps-Howard Radio Inc. Granted CP to change ERP from 16 kw visual and 8 kw aural to 85 kw visual and 47 kw aural; antenna 1,020 ft. Granted May 28.

WCHA Chambersburg, Pa.—Chambersburg Bestx. Co. Granted mod. CP change ERP from 105 kw visual and 55 kw aural to 93 kw visual and 47 kw aural; antenna 1310 ft. Granted May 25.

WTXU (TV) Scranton, Pa.—Appalachian Co. Granted mod. CP to change ERP from 23 kw visual and 11.5 kw aural to 13 kw visual and 6.5 kw aural; antenna 1,970 ft. Granted May 29.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bestx. Co. Granted mod. CP to change ERP from 250 kw visual and 130 kw aural to 170 kw visual and 87 kw aural; antenna 1010 ft. Granted May 29.

KUHT (TV) Houston, Tex.—U. of Houston. Granted STA to operate educational station on vhf Ch. 8 for period May 22 to Nov. 30. Granted May 22.

KRON-TV San Francisco—Chronicle Pub. Co. Granted ERP change on vhf Ch. 4 from 11 Kw visual and 7.7 kw aural to 60 kw visual and 25 kw aural. Granted May 22.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. Granted special temporary authority to locate transmitter and studio at Creve Couer, site of WCIA-AM, 3 mi. from Peoria, until Aug. 17. Granted May 27.

WTVD-TV Peoria, Ill.—Hilltop Bestx. Co. Granted special temporary authority to locate transmitter and studio at Creve Couer, site of WTVD-AM, 3 mi. from Peoria, until Aug. 17. Granted May 27.

KOAM-TV Pittsburg, Kan.—Granted ERP change on vhf Ch. 7 from 105 kw visual and 53 kw aural to 98 kw visual and 49 kw aural. Granted May 19.

KCEN-TV Temple, Tex.—Bell Pub. Co. Granted ERP boost on vhf Ch. 6 from 13 kw visual and 0.5 kw aural to 100 kw visual and 60 kw aural. Granted May 19.

KCMC-TV Texarkana, Tex.—KCMC Inc. Granted ERP change on vhf Ch. 6 from 18.5 kw visual and 9.4 kw aural to 29 kw visual and 15 kw aural. Granted May 22.

Station Deleted

WTVS (TV) Gadsden, Ala.—Jacob A. Newborn Jr. At request of applicant, FCC deleted CP for new commercial TV station on vhf Ch. 21. Deleted June 1.

Applications

KOMU-TV Columbia, Mo.—U. of Mis-
souri, Mod. CP for new commercial TV station to change ERP from 205 kw visual and 105 kw aural to 315 kw visual and 192.19 kw aural; change studio location to transmitter site at U. of Missouri South Farm, 6 mi. SE of Columbia; make equipment changes. Filed June 1.

WBNSTV Columbus, Ohio—Dispatch Printing Co. Mod. CP to change ERP from 93 kw visual and 56 kw aural to 221.35 kw visual and 130.75 kw aural. Antenna 451 ft. Filed June 1.

WIFE (TV) Dayton, Ohio—Skyland Bstg. Corp. Amended application for power boost to change ERP specified from 245.164 kw visual and 127.659 kw aural to 254.563 kw visual and 132.469 kw aural; make antenna and equipment changes. Antenna height 701 ft. Filed June 2.

WGAL TV Lancaster, Pa.—WGAL Inc. Application for vhf Ch. 8 is amended to submit up-to-date information on corporate and financial structure. Filed June 2.

KPSI-TV San Diego, Calif.—Airfan Radio Corp. Requests studio relocation to undetermined site and change of transmitter site to Mt. Soledad, 8.5 mi. from San Diego. Assigned vhf Ch. 10. Filed May 27.

KNOE-TV Monroe, La.—James A. Nee. Requests studio relocation at transmitter site; ERP increase from 175 kw visual and 88 kw aural to 250 kw visual and 115 kw aural. Assigned vhf Ch. 8. Filed May 27.

KZTV-TV Reno, Nev.—Nev. Radio TV Inc. Requests ERP change on vhf Ch. 8 from 3 kw visual and 1.5 kw aural to 2.7 kw visual and 1.4 kw aural; relocation of studio-transmitter to 770 E. 5th St. Geographic coordinates 39° 51' 59" N. Lat. 119° 48' 11" W. Long. Antenna height above average terrain, minus 517 ft. Filed May 27.

KSL TV Salt Lake City—Radio Service Corp. Requests ERP boost on vhf Ch. 8 from 0.002 kw visual and 0.001 kw aural to 29.8 kw visual and 17.7 kw aural. Antenna height 6,086 ft. Filed May 27.

New AM Stations...

Decisions

PERRY, Fla.—Palatka Bstg. Co. (WWPF Palatka), 1220 kc, 250 w daytime. Estimated construction cost $9,300, first year operating cost $4,000, first year revenues $30,000. PO address Box 86, Palatka. Granted May 27.

HODGENVILLE, Ky.—Lincoln Memorial Bstg. Co., 1320 kc, 1 kw daytime. Estimated construction cost $16,480, first year operating cost $31,950, first year revenues $40,000. PO address Hodgenville. Thomas Stearnman (74.4%) is Campbellsville, Ky., auto dealer. Granted May 27.

MILLVILLE, N. J.—Union Lake Bstirs. Inc., 1440 kc, 1 kw daytime. Estimated construction cost $17,225, first year operating cost $8,000, first year revenues $32,000. PO address c/o Harry Daly, 613 15th St. NW, Washington. President John Price (60%) is partner in Gantney, Ray & Price, Washington consulting engineers. George Gantney of the firm holds 10% of stock. John H. Norris (40%) is manager of WRGB Red Lion, Pa., and Harry Daly (10%) is radio lawyer and 26% stockholder in WOKE Oak Ridge, Tenn. Granted May 27.

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Applications

NEOSHO, Mo. — Ozarks Playground Bests., 1390 kc, 500 w daytime. Estimated construction cost $25,000, first year operating cost $40,000. PO address Court House, Russellville, Ark. Equal partners John V. Turner, Russellville County judge, and Lawrence Neumeier, restaurateur. Filed May 25.

New Castle, Ind.—Courier-Times Inc., 930 kc, 500 w daytime. Filed June 1.

Mansfield, La.—De Soto Bestg. Corp., 1360 kc, 1 kw daytime. Filed June 2.

Existing AM Stations ...

Applications

WCNL Near Central City, Ky.—Central City-Greeneville Bestg. Co. Petition to reinstate expired CP for new AM station on 1380 kc with 600 w daytime. Filed June 1.

WCRB Waltham, Mass.—Charles River Bestg. Co. Change of ownership from day to day unlimited install DA-DBN. Assigned 1 kw on 1330 kc. Filed June 1.

WPXN Punxsutawney, Pa.—Jefferson Bestg. Corp. Mod. CP increase from 500 w to 1 kw on 1290 kc. Filed June 2.

WHYN-FM Holyoke, Mass.—Hampden-Hampshire Corp. Mod. CP to change main studio location to 65 Main St., Springfield.

KTRY Mesa, Ariz.—Harkins Bestg. Inc. Requests power increase from 5 kw to 5 kw on 1310 kc. Filed May 27.

WAEL Mayaguez, Puerto Rico—Mario Arcega. Requests frequency change from 1400 kc to 600 kc and power boost from 250 w to 1 kw. Filed May 27.

Existing FM Stations ...

Decision

MANITOU SPRINGS, Colo.—Garden of the Gods Bestg. Co. Granted mod. of CP to change FM operation from 100.1 mc, ERP 250 w to 104.3 mc, 670 w. Granted May 19.

Station Deletions

WMIX-FM Meridian, Miss.—Girrnie Imes Jr. Granted cancellation of license and deletion of call letters for 98.3 mc, ERP 5.4 kw. Canceled May 14.

WLWA (FM) Cincinnati; WLWB (FM) Dayton, and WLWF (FM) Columbus, all Ohio—Crosley Bestg. Corp. Granted cancellation of licenses and deletion of call letters for stations operating, respectively, on 101.1 mc, ERP $19,000; 97.5 mc, ERP 15 kw, and 96.3 mc, ERP 15 kw. Deleted May 14.

WCAE-FM Pittsburgh — WCAE Inc. Granted request to cancel license and delete FM station. Deleted May 22.


KKBA-FM Lukfin, Tex.—Darrel E. Yates. Granted cancellation of license and deletion of call letters on 95.5 mc, ERP 2.9 kw. Deleted May 14.

Ownership Changes ...

Decisions

KAFY-AM-TV Bakersfield, Calif.—Bakersfield Bestg. Co. Granted acquisition of control by Sheldon Anderson and his mother. Stockholders George Creme and R. F. Harlow sell their one-third interests to Mr. Anderson (from 16-2/3% to 43-1/3%) and new parties John Hearn (25%) and Charles Thierot (15%). Total consideration $120,000. Mrs. Anderson retains 16-2/3%. Granted May 27.


KMGS Sacramento, Calif.—Capitol Radio Enterprises. Granted voluntary assignment of license from previous partnership to Irving Schwartz, William George and John Matranga d/b as Capitol Radio Enterprises. Samuel McNeil sells his quarter interest divided equally among former partners so as to give each one-third interest. Consideration $25,000. Granted May 18.


WJHL-AM-FM Jacksonville, WOCA Pensacola, WTMC Ocala and WDLI-AM-FM Panama City, all Florida—Granted involuntary transfer of control from John H. Perry Sr., deceased to John H. Perry Jr., voting trustee. Granted May 27.


WCRW Chicago—Clinton R. White. Granted voluntary assignment of license to co-partnership with his wife. No consideration. Granted May 27.

KCGA Charles City, Iowa.—Inland Bestg. Corp. Granted voluntary transfer of control to Radio Inc. Involves transfer of all stock, providing principals for $40,000. Charles Ellis, president and 95.5% owner, manages agricultural properties. Granted May 27.

KJFF Webster City, Iowa—Jack and Gayle Bladine, Charles and Ruth Warren d/b as Land O' Corn Bestg. Co. Granted assignment of license to new parties of Mr. and Mrs. Warren and Lloyd and Margaret Karr, attorneys. Mr. and Mrs. Bladine sell their one-third interest to Mr. and Mrs. Karr for $10,973. Granted May 27.

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FOR THE RECORD

WSPR-AM-FM Springfield, Mass. — WSPR Inc. Granted voluntary transfer of control from Mrs. Ruth Brackett, executrix of estate of Quincy Brackett, deceased (23.5%), and Mrs. Alma Breed, executrix of estate of L. B. Breed, deceased (35%) to those principals individually. Granted May 27.


WSKB McComb, Miss. — Lester Williams. Granted voluntary assignment of license to WSKB Inc. Mr. Williams retains 98.5% and three local stockholders are added with 0.5% each. Consideration unspecified. Granted May 22.


WJET Erie, Pa. — Jet Bestg. Co. (Myron Jones). Granted voluntary assignment of license to Jet Bestg. Co. Inc. Mr. Jones transfers 36.6% to William Flickenstein in payment of $5,000 loan and 12.5% to Frank Dieringer to repay $25,000 loan. Granted May 27.

WPITZ (TV) Philadelphia — Philco Corp. Granted voluntary assignment of license to Westinghouse Radio Stations. Consideration $8.5 million, largest sale price for a single broadcast property. Philco valued its NBC affiliation at $5 million; its good will at $15 million. Granted May 27.

KERC Eastland, Tex. — Tri-Cities Bestg. Co. Granted assignment of CP to present partners excluding Laura Thorne, who returns 20% interest for $100. Granted May 27.


KPUI Puyallup, Wash. — Clarence Wilson and F. D. Jackson d/b as Radio Station KPUI. Granted voluntary assignment of license to Henry Perozzo (97%), airline flight superintendent, and Antonio Gomez (3%), airline pilot. Consideration $46,000. Granted May 27.

KGA Spokane, Wash. — Corp. of Gonzaga U. Granted voluntary assignment of license to Bankers Life and Casualty Co. Bankers gets 10-year lease at $40,000 annually with option to buy properties for $100,000. Granted May 27.


WHDL-AM-FM Olean, N. Y. — WHDL Inc. Reinquishment of control by E. B. Fitzpatrick through sale of 150 sh to Grey Fitzpatrick and Mrs. Jean F. Henzel. Filed June 1.

KGHL San Fernando, Calif. — San Fernando Valley Bestg. Co. Requests voluntary transfer of control to American Bestg. Stations (WMT Cedar Rapids, Iowa). Granted voluntary transfer of 66% of voting stock. Total consideration $50,000 maximum; to F. J. Smalley, $45,000; Howard P. Gray, $5,000, and to Les Scherer and J. C. Morse no more than $5,000. Filed May 25.

WPCP Panama City, Fla. — Bay County Bestg. Co. Requests voluntary relinquishment of negative control by Edward G. Holmes and acquisition of positive control by E. L. Duke (96.9%). Transfer involves several stock changes. Consideration unspecified. Filed May 25.

WALE Fall River, Mass. — Narragansett Bestg. Co. Requests voluntary acquisition of control by George L. Sisson Jr., through purchase of Narragansett of 49.7% from four withdrawing stockholders. They are: Robert E. Kennedy (8.5%), partner in Kear & Kennedy, Washington consulting radio engineers, William A. Porter (21%), partner in Bingham, Collins, Porter & Kistler, Washington lawyers, Nellie McCain (20%) and two additional parties. Total consideration $49,560. Filed May 25.

WCRE Cheraw, S. C. — R. D. Baxley d/b as Chesterfield Bestg. Requests assignment of license to Chesterfield Bestg. Inc., including Mr. Baxley (40%), Robert Minnett (40%) and Hugh Morris (20%). Consideration: Mr. Baxley's stock Interest plus assumption of $3,994 note by corporation. Filed May 25.

KSEL Lubbock, Tex. — Lubbock Bestg. Co. Requests assignment of license from licensee corporation to partnership of same principals d/b as Lubbock Bestg. Co. Filed May 22.

WIVI St. Croix, Virgin Islands — Radio American West Indies. Requests voluntary transfer of control from Edward Moore
Vickers to Hazel Vickers in compliance with divorce decree. Mrs. Vickers, presently holding 15%, would increase her equity to 80%.

Dismissed

Application Dismissed

KKX T Dalhart, Tex.—At request of attorney, dismissed application for assignment of license from Dalrad Assoc. to N. D. Allender. Dismissed May 21.

Hearing Cases

Portsmouth, Ohio. New TV, uhf Ch. 30. Woodruff Inc. (Docket 10448) —By memorandum opinion and order, FCC granted petition of Woodruff requesting that its TV bid be retained in hearing status. FCC directed hearing examiner to consider relevant facts regarding dismissal of competitive application of Brush-Moore Newspapers Inc. Order May 28; reported June 1.

Sacramento, Calif. New TV, uhf Ch. 46. John Poole best. Co. (Docket 10342) and Jack O. Gross (Docket 10343) — By memorandum opinion and order, FCC granted joint petition to extend that their applications are retained in hearing status. Directed examiner to proceed with hearing on issues not rendered moot by proposed dismissal of Gross application. Referred to examiner in connection with preparation of present written decision that portion of petition which requests dismissal of Gross application. Order May 28; reported June 1.


Glenville, W. Va. Allocation of vhf Ch. 5 (Docket 10470) — Extended to June 15 deadline for filing comments, on petition of Appalachian best. Co. (WCYB Bristol, Va.).

Fayetteville, W. Va. Assignment of vhf Ch. 4. By memorandum opinion and order Commission rescinded April 1 action assigning Ch. 4 to Fayetteville. It explained that assignment was made at request of Robert R. Thomas Jr., who indicated intention of filing for Fayetteville CP but instead applied for Oak Hill, W. Va.

Lubbock-Slaton, Tex. New AM, 1340 kc, 250 w unlimited. South Plain best. s, Slaton, (BP-8291) and Texas Test Inc. (KDUB-TV), Lubbock, (BP-8772) — Designated for hearing. KDFN Pampa, Tex., made party.

WGGA Cedartown, Ga. Simm Inc. Facilities change from 1340 kc, 250 w unlimited to 980 kc, 1 kw daytime (BP-8640) — Designated for hearing with WKLW Clanton, Ala., party.


Houston-Dallas. AM facilities on 740 kc. KTRH best. Co. (KTRH Houston) (Docket 8753) and Tex. Star best. Co. (Docket 8823) — After case was remanded to it by Dist. of Colo. Circuit Court of Appeals for reconsideration, FCC, by memorandum opinion and order, set aside denial of KTRR to change daytime directional array with 50 kw power and designated application for further hearing with Texas Star bid for new AM on 740 kc, 5 kw night, 10 kw day, directional unlimited.

Lancaster, Pa. New TV, vhf Ch. 8.
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Peoples Bestg. Co. (WLAT) (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10367) submitted a memorandum opinion and order FCC denied Peoples’ petition asking reconsideration of Commission action March 25 denying Peoples’ petition for modification and enlargement of hearing issues. Action May 28; announced May 29.

Thibodaux, Houma, La. ‘AM facilities on 630 kc Delta Bestra Inc., Thibodaux (Docket 8602) and Charles Wilbur Lamar, Jr. (KCIL) (Docket 9412)—FCC in final decision granted Delta bid for new AM, 500 w., dayside, and dismissed with prejudice KCIL application to change from 1450 kc to 630 kc, 1 kw unlimited. Decision May 26; reported May 29.

Charlotte, N. C. Radio Station WSOC Inc. (WSOC) (Docket 9875)—By memorandum opinion and order Commission postponed action on WSOC motion for re-opening record in proceeding involving its bid for new antenna (1240 kc, 250 w, unlimited); also postponed action on motion of chief of FCC Broadcast Bureau to enlarge hearing issues to include consideration of program service of WKDK Newberry, S. C., and to reopen record to take testimony, pending filing of exceptions to initial decision. FCC also postponed action on chief’s requests for oral argument. Deadline for filing exceptions extended to June 18. Decision May 26; reported May 29.

Opinions and Orders...

TV Allocation—By memorandum opinion and order FCC denied petition of Lawrence A. Harvey seeking assignment of vhf Ch. 58 to Beverly Hills, Calif. Action May 27.

Subscription TV—By letter, FCC denied request of WOR-TV New York to demonstrate Siskiyou Subscriber-Vision System over its facilities during regular broadcast hours June 6-June 17. Commission contended sufficient opportunity for demonstration is allowed by its authorization to use non-broadcast hours. Decision May 27.

New Petitions ...

May 25

Amendment of FCC AM standards relative to skywave field intensity measurements (Docket 10492)—Comments filed by WNEW New York, vhf Ch. 7; Cullum Jr., Westhinghouse Radio Stations Inc., American Broadcasting-Paramount Theatres Inc., KXLA Pasadena, Calif.; Beaumont, Tex. New TV, vhf Ch. 6; Enterprise Co. (KCIIC) (Docket 10286); Beaumont Bestg. Co. (Docket 10267); and KTRM Inc. (KTRM) (Docket 10258)—Proposed findings filed by all parties.

Provo, Utah: New TV, vhf Ch. 11. KOVO Bestg. Co. (KOVO) (HCPT 867) and Central Utah Bestra Co. (CSCU) (HCPT 1612) —KOVO requests immediate grant of its earlier petition for conditional grant of its TV bid.

Pontiac, Mich. New AM grant, 1560 kc, 500 w full time, directional night. James Gerity Jr.—Mr. Gerity replies to letter opposing grant filed earlier by Chief Pontiac Bestg. Co. Latter wants comparative hearing on its bid.

KOB Albuquerque, N.M. Extension of SSA (Docket 10336)—WUBJ Boston opposes motion of WABC New York to reopen record, for new evidence. Also files reply to WABC exceptions and brief. KOB filed reply to WABC exceptions May 28.

Evansville, Ind. New TV, vhf Ch. 7. South Central Bestg Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc (WGHP) (Docket 10463) and WIPM Inc. (WKOA) (Docket 10464)—Evansville TV Inc. asks waiver of requirements for 500 w. to get into the market outside the city limits and for determination petitioner is technically qualified in its proposal as amended.

Lancaster, Pa. New TV, vhf Ch. 8. WGAL-TV and Peoples Bestg Co. (WLAT) —Request by chief of FCC Broadcast Bureau for order that depositions by Peoples not be taken. Deposit request is too vague, chief alleges. Peoples on May 28 filed opposition to WGAL-TV’s petition for review of examiner’s ruling allowing depositions.

May 26

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471), Tri-State Broadcasting Corp. (Docket 10472) and WDEF Inc. (WOPP) (Docket 10473)—Order by chief of FCC Broadcast Bureau to petition of Tri-State for clarification of interest enlargement of issues. Opposition filed May 27 by Southern TV. WDEF filed comments May 29.

TV allocations. Proposal to add vhf Ch. 5 at Glenville, W. Va. (Docket 10470)—Polan also involved, filed opposition to request of WCYB Bristol, Va., for extension of time to file opposition. Opposition denied; opposition to proposed allocation and offered counter-proposal to add Ch. 5 to Weston, W. Va. WCYB noted Glenville use of Ch. 5 would conflict with its application for Ch. 5 at Bristol but would not conflict with bid of WOPR Bristol. WCYB attributed significance to fact counsel for Polan also is counsel for WCYB. WCYB has pending before FCC complaint charging WOPR’s application was filed to block WCYB’s bid. Petitioner WOPR of Glenville is too small to support TV.

May 27

Proposed agreement between U. S. and Canada re assignment of Class II AM stations on clear channels (Docket 10453)—Proposals by CFN, Inc., Chicago; CFN, Inc., Auckland, Ga.; Assn. of Federal Communications Consulting Engineers, Richmond, Va.; American Telephone and Telegraph Co., New York—Petitions for allocation of vhf Ch. 4 there since vhf Ch. 29 is incapable of desired propagation. Would remove Ch. 4 from Medford where no application has been filed. RNR states. Washington, Kan., vhf Ch. 19; Mid-Continent TV Inc. (Docket 10262) and KAKE Bestg. Co. (KANM) (Docket 10263)—Both parties petition examiner to revise his directive concerning filing of proposed findings. On May 28, Chief of FCC Broadcast Bureau filed proposed findings, concluding both applicants meet FCC rules and technical requirements.

Mobile, Ala. New TV vhf Ch. 5. WKRG-TV Inc. (WKRG) (Docket 10373) and Mobile TV Corp. (CHBC) (Docket 10374)—FCC Broadcast Bureau comments on petitions by Mobile TV Corp. respecting proposed issues on financial and other qualifications of WKRG-TV Inc. Mobile TV wants new issues added and is opposed by WKRG-TV Inc.

Knoxville, Tenn. New TV, vhf Ch. 6. Mountcastle Bestg. Co. (WHOI) (Docket 10351) and WKGN Inc. (WKGN) (Docket 10352)—WROJ opposes petition of WKGN for leave to amend its application.

Youngstown, Ohio. New TV, vhf Ch. 21—Valley TV Co. asks FCC to dismiss as too late application of Polani Industries for
extension of completion date for its CP for Ch. 21, charging CP expired May 10. Valley asks grant of its own pending application.

Assignment of vhf Ch. 2 at Chicago. Requests for special temporary authority to operate on Ch. 2 in compliance with provisions by order of Court of Appeals were filed with FCC by Zenith Corp. and WBBM-TV (CBS)

KOAT Albuquerque, N.M. Application to change frequency from 250 w to 1240 kc to 1 kw day, 500 w night on 886 kc (BP-8722) — KOA Denver asks hearing, alleging interference at night.

Central City, Ky. New AM, 1310 kc, 500 w, to day-time. Central City-Greenville Bestg. Co. petitions FCC to reinstate CP (BP-7866) granted Nov. 21, 1951, but withdrawn by FCC after May 1, 1952, for failure to prosecute. Petitioner asks 30 days to prepare new application, explains failure to build under original CP was due to "virtual state of siege" which existed there in 1952 from efforts of United Mine Workers of America to organize every local business in test demonstration of national union strength. Once again local business conditions are settled, petitioner asserts.

May 28

Columbia, S.C. WIS-TV Corp., grants vhf Ch. 10 (BPTC-1550) — Spartan Broadcasting Corp. (WORD), Ch. 7 applicant at Spartanburg, petitions for reconsideration of FCC memorandum opinion and order released May 18 denying protest of Ch. 10 grant to WIS-TV Corp. Protest also asked that WIS-TV Corp. principals be required to choose among three channel and others requested at Spartanburg (Ch. 7) and Charlotte, N.C. (Ch. 9) because of alleged grade A overlap [BP, May 25, 18]. WORD wants conditional grant on Ch. 7.

May 29

San Juan, P.R. New TV, vhf Ch. 4, Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bestg. Corp. (WKY) (Docket 10437) — American asks 50 day continuance of hearing set June 1.

Champaign, Ill. New TV, uhf Ch. 21. Champaign-Urbana TV Inc. (BPTC-1631) — Petitions for immediate consideration and grant, requesting FCC to investigate anonymous telegram protesting applicant to determine whether this improper conduct was on part of a permittee or licensee subject to Commission jurisdiction.

Routine Roundup...

May 27 Decisions

BY COMMISSION EN BANC
Advised of Hearing

Lock Haven Bestg. Corp., Lock Haven, Pa. — Is being advised that application (BPTC-1556) for new TV to operate on Ch. 32 involves considerations which indicate necessity of hearing.

St. Johns Bestg. Co., Portland, Ore. — Is being advised that application (BP-8553) for new AM on 860 kc, 500-w, D involves engineering considerations which indicate necessity of hearing.

Clarence E. Franklin, Parkersburg, W. Va. — Is being advised that application for new AM (BP-8727) to operate on 1400 kc, 100 w, 250-w, L, S, U involves interference considerations which indicate necessity of hearing.

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High-frequency signals require a smooth tape surface for perfect recording head contact. To produce this surface all Soundcraft Professional Recording Tape is Micro-polished: polished, buffed and re-polished to produce a micro-like surface. Micro-Polishing results in improved high frequency response, greater output uniformity, lower distortion, less friction and longer head life.

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Dept. N-62
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Pat. Applied For

James W. and Hope N. Miller, Southbridge, Mass.—Are being advised that application (FP-9488) for new FM at 970 kc, 500 w-D, involves interference considerations which indicate necessity of hearing.

Extension of SSA

Granted extensions of SSA to following stations for period ending Aug. 1:
WNYC, New York, for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. EST to sunset New York City and from 12:01 a.m. to 1 p.m. EST; KFAQ, Fairbanks, Alaska, to use 660 kc, 10 kw, unl; WBWU, Corpus Christi, Tex., to use 1050 kc, 5 kw, from local sunrise, Boston, to local sunset Corpus Christi; WOI, Ames, Iowa, to use 640 kc, 1 kw, from 6 a.m. to local sunset CST.

Renewal of License

Following granted renewal of license for regular period:
WCOC, Meridian, Miss.; WMFG Hibbing, Minn.; WSKR(FM) Shelbyville, Ind.; WMYO Pineville, W. Va.; KBWL Blackwell, Okla.; KBYE Oklahoma City, Okla.; KLW Lawrence, Kan.; KOIL Omaha, Neb.; KBHD Duncan, Okla.; KTOP Topeka, Kan.; KTOW Oklahoma City, Okla.; KYSO Ardmore, Okla.; KWOE Clinton, Okla.; WEXX Easton, Pa.; KOTV(TV) Tulsa, Okla.; WREN Topeka, Kan.; KGAR Garden City, Kan.; KDFO-FM Monroe, Okla.; KCRW(FM) Santa Monica, Calif.; WHKW Madison, Wis.

KSRO Durant, Okla.; Democrat Printing Co.—Granted renewal of license subject to condition that grant is without prejudice to any action that may be taken in Docket 8258. (Licensee is party to litigation with Texas Star Bestg. Co., involving technical interference problems to KSEQ.)

Granted CP

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—Granted CP for change in trans. site, system and antenna height from 360 ft. to 240 ft.; engineering conditions (BFH-1848).

Actions on Motions

By Comr. Frieda B. Hennock

Pioneer Bestra, Inc., Portland, Ore.—Granted request for withdrawal of petition for rehearing filed on Jan. 6, 1965, in proceeding re application (Docket 9136; BPCT-451) and that of Mt. Hood Radio & Television Bestg. Corp. (Docket 10318; BPCT-1029).

Radio Station WBRN Inc., Knoxville, Tenn.—Granted petition for amendment of applications for CP for new TV (Docket 10518; BPCT-856) to submit modified list of exhibitors; reflect changes in officers, directors and stockholders; submit amended by-laws; submit revised Sec. III showing changes in estimated cost of construction, etc.; changes in proposed programming and show change in main studio location.

Chief, Broadcast Bureau—Granted petition for extension of time to file and including June 8 to file reply to motion to reopen record filed by American Bestra-Paramount Theatres Inc. (WABC) in matter of Albuquerque Bestg. Co., Albuquerque, N.M. (KOB) for extension of SSA (Docket 10358; BSSA-275).

By Hearing Examiner H. Gifford Irion

Notice of conference is given re application of WTAG Inc. (Docket 10406; BPCT-1060) and Wilson Enterprises, Inc. (Docket 10497; BPCT-1241) for CPs for new TV station on Ch. 29 in Worcester, Mass., June 8.

By Hearing Examiner Fanney N. Litvin

Premier Television Inc., Evansville, Ind.—Granted request for continuance of conference in proceeding re application and that of W. R. Tuley for new TV stations on Ch. 62 in Evansville, Ind., pending action on petition by Tuley to dismiss application; conference continued to June 22.

By Hearing Examiner Herbert Scharffman

Evansville Television Inc., Evansville, Ind.—Granted petition to amend TV application by proposing certain engineering changes, classifications and submitting explanatory exhibit concerning applicant's main studio location (Docket 10462; BPCT-841).

By Hearing Examiner Thomas H. Donahue

McClatchy Bestg. Co.; Sacramento Telecasters Inc., Sacramento, Calif.—Notice is given that further hearing in this proceeding (Docket 9913; BPCT-450) (Docket 10258; BPCT-976) will be held in Washington, D. C., May 27.

By Hearing Examiner Benito Gсужine

Lebanon Television Corp.; Stetiz Newspapers Inc., Lebanon, Pa.—Upon oral motion of counsel for all applicants and with the concurrence by counsel for Commission's Broadcast Bureau, ordered continuance of hearing from May 25 to June 8 (Docket 10469; BPCT-1011) (Docket 10460; BPCT-1028).

By Hearing Examiner William G. Butts

Louis Wasmier; Television Spokane Inc., Spokane, Wash.—In order to receive action taken at hearing held on April 14, 1965, and May 18 which shall control subsequent course of hearing in this proceeding (Docket 10422; BPCT-990) (Docket 10423; BPCT-1087).

By Hearing Examiner James D. Cunningham

Allen T. Simmons, Akron, Ohio—Granted motion to extend that it requests continuance of hearing in proceeding re application (Docket 10468; BPCT-1500) and that of Malla Enterprises (Docket 10468; BPCT-1500) for CPs for new TV stations in Akron, Ohio; hearing continued to June 29; motion in other respects denied.

By Hearing Examiner J. D. Bond

P'oles Bestra, Co., WGAL-TV, WGAL Inc., both Lancaster, Pa.—In order after pre-hearing conference held on May 16, re- cited action and rulings taken which shall govern subsequent course of hearing in proceeding (Docket 10365; Peoples application for CP for new TV); (Docket 10366; WGAL-TV application for CP for change site, increase power and antenna height; and for regular operation on Ch. 8); granted petition by Peoples to amend application to show changes re programming, staff, finances, studio location and offices; granted Wgal's petition to amend to submit revised sec. 2 through 5.

May 27 Applications

Acceptable for Filing

License Renewals

Following stations request renewal of license:
WREN Lawrence, Kan.; WREN Bestg.

32 Shows Ready for You

The Sportman's Club
15 minutes holding, fishing and casting sessions with Dave Newbill. Panel type show. Write for audition prints.

Syndicated

2022 Forbes Street
Pittsburgh 19, Pa.

Broadcasting * Telecasting
Co. (BR-504); WGAP Maryville, Tenn., Aluminum Cities Bestg. Co. (BR-1874); WHAS-TV Louisville, Ky., WHAS Inc. (BRCT-72); WSM-TV Nashville, Tenn., WSM Inc. (BRCT-84); KGBR San Antonio, Tex., KGBR Inc. (BRCT-258); WBAT Houston, Ind., Marion Radio Corp. (BR-1733); KLIZ Brainerd, Minn., Brainerd Bestg. Co. (BR-1236); KXGN-Gendive, Mont., Lewis Wiles Moore (BR-2305).

Remote Control Operation

Following have filed for remote control operation of.


Extension of Completion Date

WFGT-TV Atlantic City, N. J., Neptune Bestg. Corp.—Mod. CP (BPCT-269) which authorized new TV, for extension of completion date from 6/29/53 to 12/21/53 (BPCT-1131).

KDEN (TV) Denver, Colo., Empire Coal Co.—Mod. CP (BFCT-921) as mod., which authorized new TV, for extension of completion date (BPCT-1144).

KTWV (TV) Wichita Falls, Tex., White Television Co.—Mod. CP (BPCT-1192), which authorized new TV, for extension of completion date from 7/5/53 to 1/5/54 (BPCT-1146).

APPLICATIONS RETURNED

License Renewal

WUSA Washington, D.C., WSAU Inc.—Returned application for renewal of broadcast license (BR-915).

Request CP


May 28 Applications ACCEPTED FOR FILING License for CP

KJRG Newton, Kan., George Basil Anderson—License for CP (BP-8250), as mod., which authorized new AM (BL-3813).

KBSM Roswell, N. M., Radio Station KBSM—License for CP (BP-8352), as mod., which authorized new AM (BL-3813).

Extension of Completion Date

WATR-TV Waterbury, Conn., WATR Inc.—Mod. CP (BFCT-958), which authorized new TV, for extension of completion date from 6/29/53 to 9/29/53 (BPCT-1156).

WRTV (TV) Asbury Park, N. J., Atlantic Video Corp.—Mod. CP (BPCT-1213), which authorized new TV, for extension of completion date from 6/1/53 to 12/1/53 (BPCT-1151).

WREY-TV Wilkes-Barre, Pa., Louis G. Baltimore—Mod. CP (BPCT-134), which authorized new TV, for extension of completion date from 6/1/53 to 12/1/53 (BPCT-1151).

June 1 Applications ACCEPTED FOR FILING Remote Control Operation

Following stations request remote control operation of.


Modification of CP

WXOK Baton Rouge, La., Capital City Bestg. Co.—Mod. CP (BP-8809), as mod., which authorized new AM, to change frequency from 1260 kc to 540 kc and make changes in ant. system. AMENDED to change name to WXOK Inc. (BPCT-8151 Amended).

Extension of Completion Date

WOI-FM Ames, Iowa, State College of Agriculture & Mechanic Arts—Mod. CP (BPCT-214), which authorized changes in noncommercial educational FM, for extension of completion date (BPCT-264).

KXYL-TV Spokane, Wash., Sympos Bestg. Co.—Mod. CP (BPCT-772), as mod., which authorized new TV, for extension of completion date from 6/17/53 to 11/15/53.

License for CP


License Renewals

Following stations request renewal of license:

WBUQ (FM) Pittsburgh, Pa., Duquesnes U. (BRCT-34); WFBM-TV Indianapolis, WFBM Inc. (BPCT-86).

APPLICATIONS RETURNED Assignment of License

WNLA Indianapolis, Ind., Central Delta Bestg. Co.—Voluntary assignment of license to W. L. Kent and John M. McKendon d/b a Central Delta Bestg. Co.


June 2 Decisions

Granted Authority


WENY Elmira, N. Y., Elmira Star-Gazette Inc.—Granted authority to operate trans. by remote control (BR-69).

WKJE Webster City, Iowa, Land O'Corn—Co.—Granted authority to sign-off each weekday evening at 7 p.m. CST during May, June, July and August.

Following granted authority to operate trans. by remote control:

WVCC Canton Valley, N. Y. (BRCH-25); KVO Colorado Springs, Colo. (BR-65); KULP El Campo, Tex. (BR-67); WNLC New London, Conn. (BR-66); WGIAP Maryville, Tenn. (BR-64); KUUL Garden City, Kan. (BR-83); KPDM Pampa, Tex. (BR-61).

Modification of CP

WKBW-TV New Britain, Conn., The New Britain Bestg. Co.—Granted mod. CP to change studio location (BPCT-1141).

WMKV-TV Marion Va., Mountain Empire Bestg. Corp.—Granted mod. CP to change studio location (BPCT-1122).

Extension of Completion Date

Following granted mod. CPs for extension of completion dates as shown:

WJGG Detroit, Mich., to 12/9/53 (BPCT-8251); KJRA El Paso, Calif., to 12/1/53 (BPCT-1132); WBBB-TV Wilkes-Barre, Pa., to 11/1/53 (BPCT-1149); KEPO-TV El Paso, Tex., to 12/23/53 (BPCT-1138); WFDMD-TV Frederick, Mo., to 12/23/53 (BPCT-1125).

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FOR THE RECORD

WSSC Sumter, S. C., Radio Sumter—Granted license for AM; condition: 1240 kc, 100 w, untl. (BL-4985).
WHJC Columbus, Ohio, United Bestg. Co.—Granted license covering installation of new trans. at present location of main trans. to be operated on 910 kc, 1 kw; conditions (BL-4998) (for auxiliary purposes only).
WAPP McComb, Miss., The Southwestern Bestg. Co. of Mississippi—Granted license covering increase in power, installation of new trans. and make changes in ant. system (BL-5001).
KUDL Kansas City, Mo., David M. Segal—Granted license for AM; 1380 kc, 1 kw-D (BL-4999).
WPIN St. Petersburg, Fla., Florida West Coast Bestg. Co.—Granted license for AM; 1290 kc, 1 kw-D (BL-4988).
WIRK West Palm Beach, Fla., Ken-Seil Inc.—Granted license covering increase in D power; change from DA-UN to DA-N, and install new trans.; 1290 kc, 1 kw-D (BL-4989).
WWNT-PM Watertown, N. Y., The Brokaway Co.—Granted license covering changes in station location and trans. site (BL-4988).
WIRK West Palm Beach, Fla., Ken-Seil Inc.—Granted license covering increase in D power; change from DA-UN to DA-N, and install new trans.; 1290 kc, 1 kw-D (BL-4989).
WWNT-PM Watertown, N. Y., The Brokaway Co.—Granted license covering changes in station location and trans. site (BL-4988).
KPEA (FM) Berkeley, Calif., Pacifica Foundation—Granted license for FM; Ch. 235, 16.4 kw, untl. ant. (BL-9387).
WDEP Chattanooga, Tenn., WDEP Bestg. Co.—Granted license covering increase in N power and changes in DA system; 1370 kc, 5 kw, untl., DA-N (BL-4938).

Granted CP
WMMW-FM, Meriden, Conn., The Silver City Crystal Co.—Granted CP to make changes in FM (change type trans.) (BP-1891).
WCAM Camden, N. J., City of Camden—Granted CP to install old main trans. at present location of main license covering changes on 1340 kc, 260 w, untl. (BP-8849).

June 2 Applications
ACCEPTED FOR FILING
Modification of License
Northwestern Auto Supply Co., Billings, Mont.—Mod. license to change name from Northwestern Auto Supply Co., to Northwestern Industries Inc. (BML-1545).

Modification of CP
Nathan Frank, Henderson, N. C.—Mod. CP (BP-7703), as mod. which authorized new standard broadcast station, for extension of completion date (BP-6218).
Robert W. Rounsaville, Cincinnati, Ohio—Mod. CP (BP-8504), as mod. which authorized new standard broadcast station, for extension of completion date (BP-6220).

Richard Field Lewis Jr., Wayneboro, Pa.—Mod. CP (BP-8600), which authorized new standard broadcast station, for approval of ant. trans. location as 0.3 mile West of PA. Rwy. 316, 1.5 mile SW of Wayneboro, Pa., specify studio location as Main at the Square, Wayneboro, Pa., and change type trans. (BP-6219).

Application Returned
Charles W. Bullimore, Washington, Kan.—CP for new standard broadcast station to be operated on 1270 kw, 500 w-D.

Upcoming Events
June 8: National Community Television Assn., convention, Park Sheraton Hotel New York.
June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, N. Y.

SPECIAL LISTING
(Program and sales conferences, co-sponsored by BAB and BML)
June 10-11: Rice, Houston; Fort Shelby, Detroit.
June 12-13: Roosevelt, New Orleans; Deshler-Wallic, Columbus.
June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.
June 16-17: Alvarado, Albuquerque, N. M.

California Independent
$55,000.00
Fulltime 250 watt station in one station market having annual retail sales over $25,000,000.00. Can be handled for $20,000.00 down payment, balance on liberal terms.

Midwest Major Market
$500,000.00
A long established regional facility showing consistent profits. This station has an excellent TV position. Net quick assets of more than $75,000.00 included.

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WJZ Washington, D. C.
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Sterling 3-341

CHICAGO
KDKA Radio, Inc.
William L. Kelly Tribune Tower
Hollywood 7-7709

S.F.
KRON San Francisco
Sterling 3-341

BROADCASTING • TELECASTING

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AM 32-129
TV 41 Four Mills Road
West Hartford, Connecticut

If you desire to join these engineers
in professional card advertising

QUALIFIED ENGINEERING
is of paramount importance in getting
your station (AM, TV or FM)
on the air and keeping it there

H. W. HOLT
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AM 33-129
TV 41 Four Mills Road
West Hartford, Connecticut

These Engineers . . .
Are Among the Foremost
In Their Field

June 8, 1953 Page 93
CLASSIFIED ADVERTISEMENTS  
Payable in advance. Checks and money orders only.  
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.  
Situations Wanted 20¢ per word—$2.00 minimum  
Help Wanted 25¢ per word—$2.00 maximum  
All other classifications 30¢ per word—$4.00 minimum  
Display ads, $15.00 per inch  
No charge for blind box number. Send box replies to  
BROADCASTING * TELECASTING, 870 National Press Blvd., Washington 4, D. C.  
APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge per mailing (Forward mailments separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk.  
BROADCASTING * TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted  
Managerial  
General manager for kilowatt station in Pacific Northwest city with 100,000 trade area. We would prefer man who aggressively sells ideas and knows how to operate a highly competitive market. Signal is excellent and remuneration will be geared to area. Reply to Box 885W, B.T.

Salesmen  
Salesman-announcer, Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B.T.

Northern Pennsylvania. NBC affiliate wants successful salesman with great faith in radio's future. Wonderful opportunity for man who can click in this market. Write full details to Box 768W, B.T.

Excellent opportunity for experienced radio salesman desires permanent sales position with old, established network station in southern market. Excellent salary plus bonus. Send photo, complete background experience with application. Box 827W, B.T.

Salesman—Experienced for southern kilowatt independent. Good salary, 15% commission. Must know programming and be capable of doing special air shows. Box 865W, B.T.


Firm operating several stations has excellent proposition for young experienced salesman with no bad habits. Must be a half-of-four with good common sense. If you think you're the man, contact John Greene, Manager, WKMT, Kings Mountain, North Carolina.

Announcers  
Expanding independent needs experienced announcers with ideas. Prefer community-minded family men with varied talents. TV affiliate under construction. Salary open. Send complete data and disc or tape first letter to P. O. Box 569, Chambersburg, Pennsylvania.

Help Wanted—(Cont'd.)  
Florida coast. Morning mix DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B.T.


Minnesota network station wants news director able to announce news, gather news and write news. Good salary. Box 763W, B.T.


Wanted—Network type disc.jockey. Must be good. Starting pay $100.00 a week for 40 hours. Northern Indiana station. Box 765W, B.T.

Minnesota regional station needs first class engineer-announcer. Good salary. Must be a good engineer. Box 800W, B.T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 832W, B.T. and or salesman.

Can you build late afternoon record audience? Can you sell for sponsors? Are you ZJ-35, with minimum three years experience? Spot open for right man in major market indie starting in $6,000-4,000 yearly bracket. Applications considered from Pennsylvania, Kentucky, West Virginia, Ohio, Indiana, Michigan, Illinois. Send full background first letter. Will request disc, interview if you look good. Box 875W, B.T.

Personality DJ for major midwest market. Opportunity for right man to do some television work also. Box 849W, B.T.

Newman, experienced in gathering, writing and announcing news, wanted by regional network affiliated station, major southeastern market. Salary commensurate with ability. Send audition, photo and complete background to Box 847W, B.T.

Announcer-salesman for southern independent, good salary, 15% commission. Box 885W, B.T.

Help Wanted—(Cont'd.)  
Experienced announcer for Louisiana network station. $65. Should have car. Box 854W, B.T.

Experienced announcer, must be very good, with first class operator license. Salary $90. Should have car. Network station in Louisiana. Box 875W, B.T.

Disc Jockey for popular and western music. KDZA. Pueblo, Colorado.

Dales newsmaster, plus regular announcing. Give full resume of experience. KFRG, Longview, Texas.

Progressive independent has opening for staff announcer. Contact William Fogg, KJJK, Forest City, Arkansas.

Good basic announcer interested in breaking into promotion—publicity—merchandising work. We need DJ type announcer capable of handling daily one hour pop-hillbilly music shows. About twenty hours air work weekly. Interest in detail work plus creative thinking in handling promotions important. You will be joining progressive organization owning three radio stations and now building TV. Good basic pay plus year end bonus. Send full details, photo, audition disc to WBOK, 505 Baronne, New Orleans.

Experienced announcer-salesman at network daytime station. Salary commensurate with experience and ability, up to $100.00 week. Apply WFFM, Elkins, N. C.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJPB, Greenville, Mississippi.

Immediate opening with firm operating several stations for good experienced announcer at southern daytime independent. No big shots. Southern boy preferred. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production, etc. Contact Bruce, WSVF, Harrisonburg, Virginia.

Experienced announcer. Must be versatile. $10. up. Interview necessary. WVSC, Scranton, Pa.

Technical

Men with at least 10 years of electronic experience. Prefer preferably audio, with good mechanical knowledge to install and maintain specialised audio devices. Will be travelling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Transmitter engineer with first class license for permanent position at northern Ohio 1 kw. Car necessary. Forty hour week. Box 804W, B.T.

Chief engineer. Experienced in AM and FM operation. New York metropolitan area, good working conditions. Give experience and salary expected. Box 815W, B.T.

1 kw station needs first class engineer immediately. No announcing, good working conditions. Transportation necessary. Living quarters for single man. Call or wire D. W. Williams, Chief Engineer, KECK, Odessa, Texas.

Chief engineer-announcer to start $65 per week. Announcing ability must be good enough to warrant employment on announcing alone. Opportunity for young man to settle down at good operation as a permanent employee. Personal interview necessary for satisfaction of both employer and employee. KNCM, Moberly, Missouri.

Immediate opening for first class engineer. Give full details first letter. WASA, Havre de Grace, Maryland.

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BROADCASTING * TELECASTING
Help Wanted—(Cont’d.)

Engineer with broadcast experience, 1000 watt independent. Must have car. WGTB, Utica, New York.

Immediately—Experienced engineer-$150 water and FM. Chief leaving—need replacement. Will talk. All information first letter. C. Jim Murphy, WGBL, West Point, Georgia.

Chief engineer with ability to supervise construction of new radio station in Lake City, S. C. Good job with future and excellent salary. Send background of experience to J. Olin Tice, 670 Lake Broadcasting Corporation, 211 S. Alexander Street, Florence, S. C.

Production-Programming, Others

Experienced commercial continuity writer. 50 kw station. Send full facts. Box 846W, B.T.


Program director—give complete personal details and audition disc or tape in first reply. Prefer small station experience. WAKA, Havel de Grace, Maryland.

Television

Technical


TV maintenance man for new VHF station—all new equipment—contact Glen Klein, Chief Engineer, KMAT, Austin, Minnesota.

Production-Programming, Others

WMN-TV (Channel 11 St. Paul-Minneapolis) needs man experienced in production, direction, spot telecasting, operations supervision. Also need film director to supervise all phases film activity. Give complete particulars, experience, references, salary required in first letter. Direct replies WMN-TV, St. Paul, Minnesota.

Situations Wanted

Managerial

Don't tolerate break-even operation. Can show profit in 90 days. Twelve years radio. Sober, dependable, and aggressive. Available $150 weekly for market under 50,000 north or west. Box 756W, B.T.

Wanted: Station owner with following problems: Expenses too high, revenue too low. Audience too small. Unsatisfactory programming. Poor account relations, with independent operation in community of 25 to 75 thousand! Who wants a manager to correct these problems who has: excellent family background, good Army record and not subject to recall, station ownership background, years of training in sales, management and public relations, top references, proven record of accomplishment, independent operation, faith in radio with or without TV competition—who will give manager a free hand to correct problems, support both financial and moral, a management contract, opportunity to purchase interest in station. If you are interested in complete details, references, picture write Box 814W, B.T.

Successful manager, excellent small market background. Midwest preferred. Best references. Box 846W, B.T.

Announcers

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 740W, B.T.


Announcer, strong news, DJ, sports, control board. Friendly and versatile. Married, draft exempt. Photo—tape on request. Box 826W, B.T.

News-conscious stations! Successful newscaster-reporter. $150. Primary, secondary market.* Box 836W, B.T.

Versatile announcer, strong on commercials, news and ad lib. Recently featured nationally as originator and DJ of top western and country program. Minimum start $115.00 weekly with appropriate increases commensurate with program commercial value. No split shifts, oral promises or fifty hours week considered. World War II disabled veteran, married, twenty years in commercial radio. Presently employed. Box 836W, B.T.

Announcer—4 years experience both network and indie. $7, veteran, married, college graduate. Box 886W, B.T.

Staff man—Consistent, reliable, conscientious. 24, single, draft exempt, experienced. $6, in Speech (radio), currently employed sending skeleton in good eastern market with progressive station. $2 a year all phases announcing, DJ, board work. Authoritative but-harmless, very strong on news and music. Good following. Here and high recommendations. Tape on request or, if near enough, will come for personal interview and audition. Available July 7th. Box 846W, B.T.

Wilson, Glickman and Lee—heh-Just try us three. Color and play-by-play of all sports. New idea. Box 846W, B.T.


Announcer-newswoman. Presently employed. Desires change. Restricted permit. Tape on request. Box 816W, B.T.

Up and coming young announcer, married, college, draft exempt, desires position. Strong newscasting, sports, DJ, good bass voice. 2nd phone available. Immediately. Audition tape on request. Philip Kendelh, 724 East 81st Street, Brooklyn, N. Y.


Recent B.S. graduate desires position as station manager. Has knowledge of board. Write Castle Full, Box 192, Manasquan, N. J. Call Manasquan 7-2671.

Experienced announcer, member Alcoholics Anonymous. Will furnish audition tape, picture, references, etc. only to anyone expressing interest in working with me through announcers turnover in past two years, and reasons. Also picture of board equipment, and studio; consecutiveness of staff, percentage of business of interest. I'm not a wise guy, only want something permanent! Please, no more hysterical panic denial! Also advise if manager has ever been in radio or TV before. Address replies to Paul M. Ward, 428 West Aspen, Flagstaff, Arizona. Phone 499—collect.

Situation Wanted—(Cont’d.)

Situations Wanted—(Cont’d.)


Radio-TV Account Supervisor

Major Chicago advertising agency has position open in expanding radio-TV department for a man to supervise radio and TV client sponsored shows and related agency activity.

To qualify, applicant must be between 30-37 years of age, have a thorough knowledge of TV production and operational procedures and a familiarity with similar procedures in radio. Experience working with or in an agency is highly desirable.

Position offers unusual opportunity for advancement. Write P. O. Box 3576, Chicago 54, Ill., stating qualifications, salary desired.
WOMAN... 15 YEARS EXPERIENCE

all phases station operation WANTS METROPOLITAN NEW YORK POSITION

This woman, in her forties, brings a rich background of 15 years in independent and network station operation.

Presently employed as station manager, she set up complete operational system of station and operated all departments with amazing economy.

Her supervisory efficiency is based on her own practical experience in public relations, FCC regulations, traffic, continuity, programming, sales and radio bookkeeping.

This woman will be a priceless addition to the executive staff of any metropolitan New York station seeking a woman who can handle efficiently every station operation. Her reason for seeking new position: present station being sold.

Salary: secondary to opportunity. Box 843W, B.T.

HELP WANTED SALES MEN

We are now accepting applications for full-time and part-time positions in the fields of sales and advertising.

We are looking for people with experience in radio and television sales, as well as those with a background in related fields such as advertising and marketing.

If you are interested in pursuing a career in the exciting world of media sales, please contact us to discuss the opportunities available.

Please provide a detailed resume including your relevant experience and qualifications.

TV SALESMEN

with midwest radio or television experience. Salary and commission Cowles Broadcasting Company. Send complete details to Commercial Manager, KVTV, Sioux City, Iowa.

Situations Wanted

Television

ATTENTION NEW CP HOLDERS EXPERIENCED TV TEAM AVAILABLE MANAGER, SALES MANAGER, CHIEF ENGINEER TO HANDLE ALL PHASES OF CONSTRUCTION & OPERATION

1. Design & oversee practical construction.
2. Assemble experienced key personnel.
3. Competently train new personnel for top production.
4. Operate effective local, regional and national sales force.
5. Purchase film intelligently and economically.
6. Manage, promote and operate smooth, effective organization.

Team has record of above successful accomplishment in a growing VHF station, in competitive island market. Good network acquaintance. Only desire greater opportunity in present climate where experience and ability will be recognized for normal financial benefits.

References that will stand stiff inspection, on request. Box 859W, B.T.
Philco's Pitt Predicts Bigger Canada Sales

TELEVISION set sales in Canada will be at least two and a half times greater this year than last, Dr. Courtnay Pitt, Philco Corp. vice president for finance, said recently at ground-breaking ceremonies for a new Philco plant in Toronto.

Philco Corp. of Canada is erecting a modern, 80,000 sq. ft. plant at Don's Mills, a Toronto suburb, where it will manufacture TV sets, radios and other electronic equipment, with completion expected early in 1954. The firm formerly had rented Toronto quarters for its manufacturing operations there since 1929.

New VHF Allocations Assigned in Canada

TV TRANSMITTER manufacturers in Canada have been informed of a number of changes in TV vhf allocations. Ch. 11, assigned to Ottawa and Toronto, has been moved to Kingston and Hamilton, leaving both Ottawa and Toronto with two vhf and two uhf frequencies. One of the vhf channels in each city is being used by Canadian Broadcasting Corp. stations.

Hamilton, which has a construction permit for an independent station on Ch. 13 (Niagara Television Ltd., CHML, CKOC and CJSH-FM Hamilton) will have Ch. 11 as its vhf allocation, and four uhf channels. Ch. 13 has been shifted to Kitchener, Ont., where a syndicate (Central Ontario Television Ltd., CKCR, Famous Players Canadian Corp., and Electrohome Industries) has applied for Ch. 6, a Toronto allocation, because there was no vhf assignment for Kitchener.

Ch. 7, one of the five vhf channels assigned to Montreal, is understood to have been shifted to Sherbrooke, Que., where there are only two uhf assignments.

These moves of taking one vhf channel from each of the major cities where CBC now has TV stations would be in keeping with the Canadian government's announced policy of limiting operations in major markets to but one station until there are more TV stations in Canada.

Canada TV Sets-in-Use Drop in May, E-H Reports

A DROP IN sets-in-use rating for Canadian television is noted in the May tereatings of Elliott-Haynes, Ltd., Toronto. In the Toronto-Niagara Falls area, where more than half the Canadian TV sets are located, sets-in-use dropped from 72.7 to 63.2 from April to May. American programs from Buffalo continue to be most popular. CBLT Toronto obtained 20% of the total audience.

Most popular programs on CBLT, Toronto, in May were Wrestling with a rating 17.2, Stock Car Races 27.2, Now's Your Chance 26.4, Aldrich Family 25.1, and Studio One 23.6. (Last two were U. S. network shows microwaved to Toronto.)

Most popular programs in the southern Ontario area from WBEN-TV Buffalo, were Arthur Godfrey 73.4, Comedy Hour 73.2, Dragnet 72.4, Two for the Money 72, and TV Theatre 70.5.

At Montreal, most popular programs on CBPT, were Wrestling 75, Bell Singers 70, What's the Record 67.3, Cruise to Europe 66.8, and Pays et Merveilles 64.7.

Sets-in-use in the Montreal area dropped from 60.7 to 53.6 from April to May, after steady increases since the first of telecasting in September.

Program Techniques Feature Canada Meets

PROGRAM techniques designed to raise the calibre of station service and to increase the radio audience were outlined at a series of Western Canada clinics that wound up May 25. The clinics were held under auspices of BMI Canada Ltd.

Record attendance featured the meetings, with 128 at the May 19 Calgary session and 136 attending the May 21 clinic at Regina. Harold Moon, assistant general manager of BMI Canada, was chairman of the Alberta clinic with Hal Crittenden, CKCK Regina, as chairman of the Regina meeting. Clinics were held May 22 at Amherst and May 23 at Winnipeg.

Speakers at the sessions included Henry Vine, CFCN Calgary; Carl Haverlin, BMI New York, who outlined plans for presentation of Canadian concert music by Leopold Stokowski during the autumn; Eugene Halliday, KSL Salt Lake City; Don Clayton. CJCA Edmonton; James D. Russell, KVOR Colorado Springs; Lee Jacobs, KBKR Baker, Ore.; Vern Dallin, CFQC Saskatoon; Jerry Johnson, CKBI Prince Albert.

For Sale

Judge Justin Miller has put his Pacific Palisades, California home on the market for sale at a price of $39,500.00. Broadcasters who have visited Judge and Mrs. Miller at this mountainside home will remember its glorious marine and mountain view and the generous proportions, both of the house itself and the surrounding grounds.

Inquiries may be directed to Judge Miller at the NARTB headquarter offices, 1771 N Street, N. W., Washington, D. C., or to Pacific Palisades, California.

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NOW THAT THE LID IS OFF

LAST WEEK the "ice cap" was thawed too. On June 2 the one-year moratorium on changes in the FCC's final television allocation expired by its own terms. The way then was opened for petitions to revise the provisions of the Sixth Report.

To date there hasn't been any stampede. There probably won't be, based on our soundings. But there are numerous places where beneficial changes could be made. The FCC has admitted inadvertent mistakes. The procedure established entails "rule-making" before any changes in the report can be effected. That is a cumbersome, unwieldy process, and the Commission, in its zeal to speed up, may find some short-cuts.

The FCC, during the one-year ban, refused to consider even the most meritorious pleas for departures from the final report. It was fearful that it would create precedent, and thereby open the flood-gates to less worthy petitions—and to the inevitable political pressures.

Now it need not be concerned. It has established a basic allocations structure. It has authorized 360 new TV stations. It has accomplished its main purpose of moving toward nationwide, competitive service, without inviting a frontal attack against the legality of its plan.

In this past year, there have been numerous injustices innocently perpetrated by the FCC. It had no real defense against "strike" applications, some of them actually "black-mail." It was forced to grant some unworthy applications, while the best-qualified contenders sat it out to await comparative hearings.

Now that the path is clear, the FCC should take the initiative. I should make conditional grants in those situations where blocks have been thrown by applicants who wouldn't have a prayer in comparative hearings. Where those qualified applicants are willing to take the risk and invest their funds, as against the outcome of the hearings, the FCC should move at once by making the conditional grants. The alternative is months, possibly even years of delay, during which important areas would be deprived of desired service.

Then there's the educational crusade, kicked from Congress to the White House by BBDO and back again. The way is open, under the express terms of the Sixth Report, for petitions seeking transfer of non-commercial reservations to commercial, or vice versa. Those channels not now assigned can be applied for. Those unoccupied assignments available for commercial use can be sought for non-commercial use.

There has been more lobbying on the reservation aspect than any other involved in the allocations. Chairman Tobey of the Senate Commerce Committee, went far beyond his legislative province in threatening the FCC if it disturbed any of the 240-odd reservations.

Broadcasters should have no hesitancy whatever in petitioning the FCC. The Tobey statement was intended to scare off applicants. But the regulations are clear. A prospective applicant who is intimidated by these tactics would be derelict if he didn't apply for a facility lying fallow.

The obvious next step by some educator will be to shift from non-commercial to "non-profit" operation, which will still be commercial in the sense that there would be competition for the advertisers' dollars. If what we have seen is the criterion, the educators will have the way greased in Congress. This would be larceny.

Broadcasters should move now on the uncalled for reserved channels. And they should prepare now for the fight against any organized effort to convert a single non-commercial channel, to semi-commercial or "non-profit" use by educators.

IF IT'S GOOD ENOUGH FOR IKE . . .

THERE'S still no clear-cut determination by the White House on regular radio and television broadcasts of President Eisenhower's news conferences. But he has far from ignored the importance of getting direct to the people. His radio broadcast of a fortnight ago on taxes was followed last Wednesday by a dual radio-TV report on the state of the nation—his first full-dress simulcast since the inauguration.

Meanwhile, there has been complete silence on the plan to arrange a schedule of regular broadcasts. The first step was to have been the appointment to the White House secretariat of a qualified radio-TV man to handle direct contacts with networks and presumably radio-TV newsmen.

Some broadcasters have had their misgivings about the attitude of the White House toward them. Last fall, there was no arrangement for a broadcast representative on the Korean trip—until sharp protest brought action. The President didn't say anything particularly reassuring to broadcasters in his message to the NARTB convention last month. He appeared in person before the American Society of Newspaper Editors with a highly significant message.

The fact that the President enlisted the volunteered services of BBDO for production of last week's simulcast, in which four of his cabinet members also participated, underlines the importance attached by the Administration to White House emanations.

It is to be hoped that the President moves soon on the appointment of his radio-TV aide. It is clear that he intends to rely heavily upon the broadcast media to reach the people direct—and thereby get the "feel" at first hand. Once he has his man, the answer on how to handle regular White House broadcasts should follow swiftly and logically.

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The lines that define the boundaries of the great Kansas City Primary Trade Area remain the same year after year. And of course there's never any change in the half-millivolt contour of The KMBC-KFRM Team.

But, the "Market Basket" Gets Bigger Every Year!

KMBC-KFRM advertisers reap the major portion of the benefit of these hundreds of millions of dollars in increases each year. Because in rural, urban and metropolitan sections of the Kansas City Primary Trade Area alike, KMBC-KFRM sales messages are heard by more of the people, more of the time. The 1953 "Market Basket" is taking on new proportions, and The KMBC-KFRM Team is delivering its advertisers a pleasant share of 1953 Heart of America spending.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once. Arrange for your share of the Kansas City "Market Basket" 1953!
WDEL-TV
Channel 12
Wilmington, Delaware

Year after year . . . leading
brand names appear on this screen

The reason: WDEL-TV sells profitably. That's why so many national
and local advertisers use it consistently. They have found that the
WDEL-TV market is responsive—$1,533,373,000 effective yearly net
buying income. Vital, diversified local programming and top NBC
network shows attract listeners and hold them in WDEL-TV's large, rich
area—Delaware, parts of New Jersey, Maryland and Pennsylvania.
Follow the example of leading advertisers, buy WDEL-TV.

WDEL | Represented by MEEKER
AM TV FM | New York Chicago Los Angeles San Francisco
A Steinman Station

NBC TV AFFILIATE