Like meatballs go with spaghetti

That’s how profitable 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

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is...

DR. JOHN HOLLAND

In 1933 Dr. John Holland was assigned by Bishop Ernest Waldorf to be pastor of WLS... the first ordained minister to be so assigned as a full time staff pastor of a radio station.

For 20 years since, Dr. Holland has served all WLS listeners, regardless of race or creed, in that capacity—as conductor of the Sunday “Little Brown Church,” the noontime “Message of Inspiration” and the daily “Evening Vespers.”

As only one indication of his acceptance, the Illinois Federation of Women’s Clubs wrote just last month...“In the classification of religion on radio, we find that the ‘Little Brown Church’ stands highest in our estimation. Here, our members enjoy the fine talks by Dr. John Holland, with their wealth of inspiration and philosophy for every day living.”

We are proud to include this service as one of many WLS offers...services which have built and maintained for the station listener loyalty unequalled in Broadcasting. Advertisers readily recognize the value of this listener loyalty in creating a like acceptance of their advertising messages.

LISTENER LOYALTY PREDICATES
ADVERTISING RESULTS

SEE YOUR JOHN BLAIR MAN

The PRairie FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
990 KILOCYCLES 50,000 WATTS ABC NETWORK
WHK
IS
CLEVELAND
You can't cover it
-- without it!

Represented by Headley-Reed Company
TWO YEARS ACHIEVING OUR AIM...

PUBLIC SERVICE AND COVERAGE

WLEV-TV
Bethlehem • Allentown
Easton

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

Represented by
MEEKER TV Incorporated
NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

A Steinman Station
WILL NBC return to unintegrated operation—completely separating radio from TV? Portents of that seen in current activity, with all signs pointing to decentralization. NBC was first to separate its operations, but re-united them last year. Decision expected to await return of President Frank White from Europe this week.

NEW PLAN for NBC radio is being prepared at high executive level calling for more money to be pumped into programming to please listeners and induce more advertisers into network radio. Plan expected to be formally announced and instead into Paul A. Walker, ABC, RCA's companion for KEYL Phoenix, is regarded of Charles Jordon, Texas oilman and broadcaster, and George Cagle, president of Broadcasters have noted that new rules of procedure first must be improved by committees thereby taking onus from broadcasting (particularly TV) for bizarre proceedings.

THERE'S speculation that Sun Oil Co. may name Kenyon & Eckhardt, N. Y., as its agency. Hewitt, Ogilvy, Benson & Mather, N. Y., is currently handling account. In past few weeks, such personnel as Anderson F. Hewitt, former board chairman, and Clintion Wheeler, former radio TV director, have joined K & E.

POINTING UP need for specialist to help clear TV station lists for clients, Lennen & Newell, N. Y., planning to add station relations executive. James Mahoney, of ABC TV station relations, will move into new post about June 23, as agency's station relations director. His first assignment will be Old Gold cigarettes account (Herb Shinrner and Fred Allen shows).

NOW THAT hearings are set for July 1-2-3 by Senate Foreign Relations Subcommittee on ratification of NARBA treaty, revival of clear channel issue is expected. Clear channel stations oppose NARBA on ground that Mexico is not party and it's therefore meaningless. High FCC source averts that if treaty is defeated, Commission will find it necessary to determine whether to occupy spectrum by licensing more stations or by giving clear channels power beyond present 50,000 watt limit to assure maximum use of facilities.

UNDER CONSIDERATION by Illinois State Boxing Commission is proposal by wine company to pay participating boxers $12,500 each for studio bouts to be telecast over at least 40 stations. Cost estimated at $50,000 for time and expenses for 40 stations plus fee to boxers, making total of $75,000.

LIST of names mentioned for NARTB engineering department vacancy now includes, besides A. Prose Walker, FCC Conelrad eastern zone supervisor, two other FCC officials — Ernest C. Thelemann, Conelrad central zone supervisor, and Cyril M. Braun, chief of Television Facilities Division. Fourth candidate discussed in industry circles is Jack R. Poppele, ex-WOR radio pioneer and consultant.

LEAD STORY
New Blair study shows radio is stronger at night than daytime. CBS Radio's John Karol says radio has staged astonishing "comeback" since gloomy days two years ago. Page 31.

ADVERTISERS & AGENCIES
Anticipating the sneezing season, makers of cold remedies are lining up air campaigns. Most favor early morning radio. Page 32.

FILM
Unity TV buys 80 feature films—a $1 million package. Page 33.

Maurice Mitchell elected president of Encyclopedia Britannica Films. Page 34.

FACTS & FIGURES

GOVERNMENT
Senatorial group aims to push NARBA ratification this session. Treaty has been awaiting Senate action since February, 1951. Page 52.

STATIONS
Outlets in tornado-stricken areas perform heroically in disaster relief. Page 60.

Eight new TV stations go on air. Page 66.

MANUFACTURING
As warm-up for its imminent filing for FCC approval of compatible color, RCA schedules demonstration next week to members of Senate Interstate & Foreign Commerce Committee. Page 76.

PERSONNEL RELATIONS
AFTRA pulls members out of two TV shows in cliff with AFM over jurisdiction. Page 78.

FEATURES
How to live with an AM network affiliation and like it. Page 81.

Television south of the border: A status report on Mexican TV. Page 82.

Kraft TV Theatre, a television epic. Page 88.

UPCOMING
June 14-17: Advertising Federation of America Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Palmer House, Chicago.


June-July: BAB and BMI sales and program conferences; see special list page 125.

(For other Upcomings, see page 125)
Any Advertiser CAN and most advertisers SHOULD use SPOT RADIO

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT
ST. LOUIS SAN FRANCISCO DALLAS
The Myth of
“100% DISTRIBUTION”

Spot radio has thrived and prospered by exploding the myth of 100% distribution. Frankly, we’ve never heard of a product that had it (and we venture that you haven’t either).

Point is, any soap or cigarette or cola drink can enjoy degrees of distribution ranging from “intensive” to “poor”. And that is where Spot Radio enjoys a great advantage. Spot can be put to work in any major market in such a way that its intensity will line up exactly with sales potential.

Want to take a fresh look at matching sales and advertising dollars—in any of these top-rank markets—on these top-flight stations?
For years WSAV has given greater Savannah its most important civic sounding board, the weekly public forum broadcast “Savannah Speaks”. On it every subject which might conceivably contribute to the progress of the region, every condition which might need study and correction, is given a thorough going over by the leading citizens of the community.

For an equally long time, WSAV has been the only Savannah station which gathers and reports local and regional news on a regular basis...the only Savannah station which provides complete farm news coverage, including market news and information gathered and reported at the local level.

These are just a few examples of WSAV's broadcast philosophy that the station that serves best sells best. They help explain how WSAV has become the unifying force behind one of America’s fastest expanding regions.

Any Blair Man can give you the full Savannah Story.
Priaulx Resigns as ABC Vice President and Treasurer

C. NICHOLAS PRIAULX resigning as vice president and treasurer of ABC, effective June 24. Resignation accepted Friday by President Robert E. Kintner and AB-PT President Leonard Goldenson "with extreme regret" after he "gently but firmly declined" proffered renewal of contract.

He entered broadcasting in April 1941 as treasurer of WMCA N. Y., then owned by Edward J. Noble, and moved to ABC when network was purchased by Mr. Noble in 1943. He has been active in ABC affairs, worked closely on financial arrangements in connection with merger of ABC and United Paramount Theatres early this year. He plans short vacation in South, followed by extended visit to his Channel Islands birthplace, off Europe.

CBS-TVM Film Sales Adds Three Executives

ADDITION of three account executives to CBS-Television Film Sales staff announced Friday by Wilbur S. Edwards, general sales manager, CBS-TVM Film Sales. New staffers are John F. Howell, formerly director of sales for Paramount Television Productions Inc., who has been assigned to New York; John B. Burns, previously ABC account executive in Chicago, who will remain in that city, and Mack Ward, ABC account executive in Chicago, who has been shifted to Atlanta. Mr. Edwards also announced appointment of William Priaulx, CBS-TVM Film Sales account executive in Chicago, as supervisor of office in that city.

NBC Signs KOMU (TV)

SIGNING of U. of Missouri's KOMU (TV) as NBC affiliate announced Friday by Harry Bannister, network's station relations vice president, and university President Frederick A. Michaelson. Minn. university said NBC regards KOMU affiliation "as a most important step in linking its programming with one of the nation's great educational institutions" and expressed belief that "KOMU and the university will be an important contributor to NBC's educational and cultural planning." KOMU, assigned Ch. 8, is expected to start operation by Sept. 1. George J. Kapel is station manager; Dr. Edward C. Lambert is university's director of TV development.

Disney to Enter TV

WALT DISNEY Productions, Hollywood, will enter TV film production "before too long," expanding operations. Company President Roy O. Disney said firm enters TV "as way to further exploit . . . motion picture product [and] . . . earn revenue." Firm has no present intention of selling any of its inventory to TV, Mr. Disney, in reply to stockholders, stressed.

DuMont Ships Transmitters

THREE 5 kw DuMont vhf transmitters loaded on trucks Friday by Allen B. DuMont Labs. and started toward KMMT (TV) Austin, Minn., Ch. 6; WMAZ-TV Macon, Ga., Ch. 13, and KIVA (TV) Yuma, Ariz.
We have pretty nice figures down here in San Antonio, too.

According to the Sales Management Survey of Total Retail Sales in 1952... we, here in San Antonio, keep pretty respectable company.

Louisville, Ky. ...... $528,884,000
Fort Worth, Texas .... 528,203,000
San Diego, Cal. ....... 520,565,000
Miami, Fla. ........... 517,372,000
SAN ANTONIO, TEXAS .... 509,183,000
Rochester, N.Y. ....... 504,922,000
St. Paul, Minn. ....... 476,946,000
Toledo, Ohio ......... 456,625,000
Birmingham, Ala. ... 453,908,000
Dayton, Ohio ......... 433,288,000

$509,183,000 in Retail Sales, in the San Antonio market for 1952... 35th in the entire United States. Be sure you get the dominant share of this half-a-billion dollar market on San Antonio's No. 1 Television Station... KEYL.

In New York, call Tom Harker, National Sales Manager, 118 E. 57th Street... or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—Katz Agency

(Copyright, 1953, Sales Management Survey of Buying Power. Not to be reproduced without permission of the copyright owner)
Two More Initial Decisions; Other FCC Actions

FCC's policy revision to speed TV hearing cases and final processing brought two more Initial Decisions. A Recommendation on grants at Sacramento, Calif., on uhf Ch. 46 and at Lebanon, Pa., on uhf Ch. 15. For earlier TV grants, see story page 52.

Examiner Thomas M. Dorthee issued initial decision dismissing bid of Jack O. Gross and recommending grant of Ch. 46 to John Poole Bestg. Co. Poole owns KBIG Avalon, Calif., and is permitted for uhf Ch. 22 KPIK (TV) Los Angeles.

Examiner Benito Gagnieu in initial decision proposed grant of Ch. 15 at Lebanon, Pa., to Lebanon TV Corp., following dismissal of competitive bid of Steitz Newspapers Inc. Steitz acquires control of WMAL -TV, third interest in proposed grantee, controlled by principals in WLBR Lebanon.

In radio action, Examiner Hugh B. Hutchison issued initial decision, recommending grant of AM station at Atlantic City on 1490 kc with 250 w fulltime to Press-Union Pub. Co. Competitors Atlantic City Bestg. Co. and Garden State Bestg. Co. for same assignment were found financially unqualified. Bid of WDAS Philadelphia to 250 w on 1400 kc to 1 kw on 1480 kc was found not desirable from engineering standpoint.

Three new TV applications filed:

Cincinnati, Ohio—Oregon Bestg. Co. seeks uhf Ch. 74, ERP 165 kw visual and 85 kw audio, antenna height above average terrain 1084 ft. Orchard Wood and Gordon are owners. Mr. Gordon has bought WBT there for $200,000 from Storer Bestg. Co. Gordons are principals in TV Corp. at Cincinnati seeking uhf Ch. 15.-23 at Miami, Fla.


Burlington, Vt.—Lee Bestg. Co. (WSTD) requests experimental station on vhf Ch. 13 to study propagation effects in hilly area. Would rebroadcast WDTV (TV) Pittsburgh.

TV application dissmissals:

Honolulu, Hawaii—Territorial Telecasters drops application for vhf Ch. 12. None other pending.

Akron, Ohio—Allen T. Simmons (WADC), unable to find suitable site, drops application for uhf Ch. 63. Mata Enterprizes left clear, in hearing status.

Quincy, Ill.—Lee Bestg. Co. (WSTD) dismissed application for vhf Ch. 19, leaving unopposed bid of Quigley-Bestg. Co. (WADD). Lee has bought nearby KRIGA-TV Hannibal, Mo.; grantee for vhf Ch. 7.

CBS-TV asked FCC for permission to relay programs to CMTV (TV) Havana, Cuba, for period Aug. 1, 1953-Feb. 1, 1954.

Color Next Year—Kaar

PUBLIC "may be well advised to look for color television next year," L. I. Kaar, engineering manager, General Electric Co. electronics division, asserted Thursday, at formal opening of GE's new tube warehouse in Chicago.

at deadline

UNION DISPUTE FLARES

BATTLE between AFTRA and AFM over musicians who double as singer-m. c. on TV programs broke out again when AFM ordered Spade Cooley, m. c., musical director and performer on KTLA (TV) Los Angeles, to resign from performers union (early story page 7B). Lawrence Welk, musical director-m. c., told by AFM he is not to join AFTRA. Mr. Cooley belongs to four unions and uses 12 or more AFTRA members on weekly Spade Cooley Show. About third of Mr. Welk's group doubles in brass.

Views Will Pay for Top Shows, Woodbury Reports

VIEWERS in four cities—Los Angeles, San Francisco, Salt Lake City and Ames, Iowa—would rather pay $1 to watch world series baseball, championship boxing or first-rate movies at home than at movie theaters, according to June Tele-Census survey by Woodbury College, Los Angeles. Study covered 3,000 set owners and is ninth in series. Like Purdue (BTW, May 25), Woodbury has Zenith consultant on survey staff.

Home subscription drew nod over theatres with 60.7 in Los Angeles, 58.5 in San Francisco, 53.6 in Salt Lake and 61.7 in Ames. Other findings: 85% approve of educational courses via TV; only 15% go to movies more frequently now than year ago; wrestling continues to lose popularity as boxing gains; more than 50 brands of TV sets are in use in Los Angeles, with 36% more than three years old.

WJR Stages Relief Program

TOP CBS network personalities joined WJR Detroit talent Friday evening in 2½-hour WJR program for benefit of Flint disaster relief fund. Performers included Edward R. Murrow, John Reed King, Robert Q. Lewis, Jeanette Davis, Kay Starr, Tony Marvin and others. Prominent political figures took part in proceedings as well as Flint civic leaders. Worth Kramer, WJR vice president-general manager, arranged benefit program.

Name Avery-Knodel

WHYU AND WACH-TV Newport, New York, name Avery-Knodel Inc. as their exclusive national representative. Stations are owned by Eastern Broadcasting Corp. John Dooley is president, and Fredric F. Clair manager and secretary. WACH-TV is assigned Ch. 33; WHYU is on 1270 kc with 1 kw, daytime only.

Old Movie Quiz

GRAND INTERNATIONAL Pictures Co., N.Y., will release in July new series of five-minute TV film programs under title The Big Movie Quiz. Material for series is said to have been edited from more than 20 million feet of film from motion pictures as far back as 1903.

People

BRIG. GEN. DAVID SARNOFF, chairman of boards of RCA and NBC, was to receive honorary degree of Doctor of Engineering from Drexel Institute of Technology at ceremonies there Saturday. In commencement address prepared for occasion, he stressed importance of U. S. being kept strong enough to resist aggression and asserted that future of U. S. and of world are "inescapably...linked with technology."

RALPH W. TYLER, U. of Chicago, to be director of Ford Foundation's center for advanced study in behavioral sciences, CBS President Frank Stanton, chairman of center's board of directors, announced today (Monday).

DR. HARRY K. NEWBURN announced resignation as president of U. of Oregon, effective Oct. 1, to become head of Educational Television & Radio Center of Ford Foundation.

KEN GOLDBLATT, national sales manager of cooperative programming for MBS and previously WOV New York junior salesman, named sales representative of WOV.

CHARLES D. BISHOP appointed program manager of WMAL-AM-TV Washington. DAVID M. DAVIS will succeed Mr. Bishop as WMAL-TV production manager.

Kentucky Broadcasters Attack Baseball Bill

MEMBERS of Kentucky Broadcasters Assn. took sharp action Friday against effort of organized baseball industry to push federal legislation exempting clubs from antitrust laws in negotiating radio-TV contracts (early story page 5).

KBA adopted resolution at close of two-day Louisville meeting opposing Johnson Bill. (S-1396), which has been approved by Senate Interstate & Foreign Commerce Committee. Members urged to tell their federal legislators about association's stand, pointing out that bill would deny radio free and open negotiations to broadcast games.

Joseph Ekton, WKLO Louisville, KBA president, presided at meetings, with 79 delegates in attendance. Speakers included NARTB President Harold E. Fellows (see story page 48), and James D. Russell, KVOH-AM-TV Columbus, Ohio. Mr. Russell advised separate radio and TV staffs. He said his TV station was 80 local-regional business, 10% national and 10% network.

Members of Resolutions Committee were Gilmore N. Nunnn, WLAP Lexington; Porter Smith, WGRG Louisville, and Hecht Lackey, WSON Henderson.

Doerfer Heads Group

COMR. John C. Doerfer was appointed chairman of Pre-Trial Committee of the President's Conference on Administrative Procedure which held its first sessions in Washington last Wednesday and Thursday. Also on Pre-Trial Committee is FCC Hearing Examiner J. D. Boring. Purpose of conference is to work out methods of decreasing length, expense and record of administrative hearings and court appeals (BTW, May 4). Conference will reassemble Nov. 16.

Morton Move

Morton Television Productions Inc. and Morton Radio Productions Inc. move to new expanded quarters at 64 E. Lake St., Chicago.
A MARKET IS NO RICHER THAN ITS PEOPLE

The new WHAM Market Analysis tells how people in WHAM-land are warm, human and rich in buying power. There are more than 450,000 people in the immediate area with almost 2 billion dollars to spend annually. They buy considerably more than national averages from food, retail and home furnishing stores.

Whether you wish to establish distribution, stimulate an upward trend in your sales curve or use this area as a test market, you need WHAM to sell Upstate New York.

Write

WHAM for a copy of the new WHAM-land Market Analysis

50,000 watt—clear channel!

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM * NBC Affiliate

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

CIRCULATION & READERS' SERVICE
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BUREAUS

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

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

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


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (33rd issue): $9.00. or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING & TELECASTING, including 34 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 33rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $1.00 per year.)

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

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

*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.
Things have changed in ARKANSAS, too!

Things have changed plenty, in Arkansas, since Bob Burns introduced the bazooka! In the last ten years, the state has made tremendous industrial and agricultural strides. For instance, Retail Sales have increased 251.7%*!

There’s a big new radio value to deliver the new Arkansas, too — 50,000-watt KTHS in Little Rock. Formerly located at Hot Springs with 10,000 watts, KTHS is now CBS — is now the only Class 1-B Clear Channel station in Arkansas. It gives primary daytime coverage (0.5MV/M) of 1,002,758 people — more than 100,000 of whom do not receive primary daytime coverage from any other station. Interference-free daytime coverage (0.1MV/M) adds another 2,369,675 people, includes practically all of Arkansas.

Ask your Branham man for excellent “early-bird” opportunities now available!

*Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS

June 15, 1953 • Page 13
to cash in on the $730,000,000
Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-milliamp area alone:

TOTAL POPULATION 671,178
TOTAL FAMILIES 186,235
RETAIL SALES $407,643,000
FOOD SALES $86,621,000
GENERAL MERCHANDISE SALES $57,711,000
FURNITURE & HOUSEHOLD GOODS SALES $22,968,000
EFFECTIVE BUYING INCOME $730,771,000

Source: U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce surprisingly high returns.

IN REVIEW

TELEGRAM FOR YOU

ABC Radio, Sundays, 8:35-9 p.m. EDT on 346 stations.
Sponsor: Western Union Telegraph Co.
Agency: Albert Frank-Giusever Law Inc., N. Y.
Director: Bob Noble.
Wires from celebrities read by Bob Denton.

In recent months, Western Union Telegraph Co. has come into the radio fold to promote its own brand of rapid communication and advantages. It is using radio with a five-minute commercial in program disguise. Telegram for You, a more subtle pitch than the usual five-minute radio sales talk, is heard Sunday evening on ABC radio. Any dramatic connotations that special-occasion telegrams may have are being fully exploited in the format of this short and quickly-paced segment.

Telegram for You is conventional radio programming in miniature—the opening commercial, format, middle commercial, more format and closing commercial. Some zippy organ music sets a pace approximating telegraphic speed. The one-man announcing assignment is handled by Bob Denton who manages to crowd a tremendous number of words into a minute.

In this case, the format is actually an indirect pitch illustrating the glories of telegraphic communication that the listener is told all about in the commercial portions of the broadcast. Telegrams are sent weekly to well-known personalities. Each is asked a question related to his profession. Replies sent via telegram are read over the air. Information garnered from the celebrity's answer isn't exactly earth-shaking but it aptly demonstrates that Western Union is in business to efficiently deliver all messages that the listener may wish to send.

It's a programming idea that will be of interest chiefly to service firms whose "products" are adaptable to verbal demonstration. From a sponsor's viewpoint, such an idea has definite commercial value. The integration between program and commercial content as it has been established in this series in something that all advertisers hope for but seldom achieve.

OPERA VERSUS JAZZ

ABC-TV, Mondays, 7:30-8 p.m. EDT, sustaining.
Producer: Fred Heider.
Director: Charles Dubin.
Mistress of Ceremonies: Nancy Kenyon.
"Jazz" Guest: Karen Chandler (replacing Helen Forrest for show of June 5).
"Classical" Guest: Thomas Heyward, Metropolitan Opera Tener.

A MORE appropriate title might have partially excused some of the flaws in a new ABC-TV Monday evening sustainer, Opera Versus Jazz. Operetta would have been a better word choice to describe the majority of the June 8 telecast's "heavy" selections. Jazz portions of that show actually were ballad-type tunes—all a far cry from jazz as a jazz fan would define it. And there was no contest between the two schools of music as the word "versus" usually implies.

Someone got his terms confused when he christened this one.

Opera Versus Jazz, as viewers see it, is a half-hour of melody and song running the gamut from Chopin to Gershwin. If it pretended to be nothing more, the show would still not qualify as polished programming. Guiding the show through the works of con-

Page 14 • June 15, 1953
temporary musicians to composers of the classical school and back again is Nancy Kenyon, who knows very little about the art of singing a song well and less about the difficult role of smoothly playing mistresses of ceremonies on a half-hour TV production. These, however, are her assignments on Opera Versus Jazz. Her stiff and faltering presentation of continuity between songs weakens the theme of the program. Both in song and speech, Miss Kenyon concentrates on words — not phrases or thoughts — and the show suffers as a consequence.

Thomas Heyward, a Metropolitan Opera tenor, and Karan Chandler were guests on the June 8 show to respectively fill abbreviated opera and jazz requirements. Mr. Heyward was not at home on television. He has a fine voice but lacks the personal relaxation and warmth that a television camera demands of a performer. Miss Chandler is a passable singer of popular songs. She at least seemed at ease and this compensated for her talent limitations.

Four pianos were used on Opera Versus Jazz. One number, featuring only the four pianists, was interesting staged. A stationary camera focused on a revolving stage to bring the viewer some good shots of each pianist as he played. The set, a tasteful and attractive one, was not used as well as it could have been. Only portions of it were visible most of the time because of an abundance of close-up shots of the singers whose contributions to the show hardly merited such attention.

** BOOKS **


** BILL HODAPP, ** executive director of Teleprograms Inc., a non-profit corporation producing public affairs TV programs, has utilized his experience in this field preparing this guide for television production and programming for educational, public affairs and entertainment. His suggestions will be of interest to experienced television producers as well as novices, and educators will find especially valuable Mr. Hodapp's section on raising money for educational stations. Among other sources he suggests local industries be approached for handouts under the 5% income tax deduction clause. He also asserts that listeners may "be glad" of an opportunity to pay for educational TV. Existing budgets, public appropriations and foundations are other sources suggested. Appropriately enough, the last pages in the book (just before the inevitable but, we presume, valuable glossary of terms, list of TV books and "typical network costs"), Mr. Hodapp quotes Dr. Arnold J. Zurcher on the economics of television.


For the beginning student in radio and television, this workshop manual's detachable pages include lessons and sample scripts on: Radio—voice and microphone technique, music and sound effects, auditions, production of scripts, technical tips, narration, commercial copy, news and music continuity; television—writing for visual presentation, properties, camera angles, characterization and sample scripts.

** this is just the ticket to sell the real North Carolina market. **

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South... WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power... home of some of the biggest, best-known names in American manufacturing... rich with payrolls that stem from a busy combination of industry and agriculture.

When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

** wfmy-tv **

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.

New York—Chicago—San Francisco
ELECTRICITY FOR THE ATOM—AND FROM IT. This is the atomic pile at Brookhaven Laboratory, L. I. Through the holes in the 5-foot wall, tons of pure uranium are thrust to start the chain reaction. To prepare this uranium, vast amounts of electricity are needed. Five electric companies help power a uranium factory in Kentucky.

Fifteen others are building giant power plants for the new atomic project in Ohio. But soon the atom will make electricity. Electric company engineers, working with industry and government scientists, already have produced atom-electricity experimentally, expect to have atom-power electric plants in 5 years.

LARGEST PEACETIME CONSTRUCTION PROGRAM ever undertaken by any industry. Electric companies have spent $13 billion since the war, will spend $2½ billion this year alone, building more power for America. Completed early this month, the Washington Water Power Company's spectacular dam at Cabinet Gorge (spillway shown above) is one of the few remaining sites where water power can be harnessed economically. (Most new construction is in fuel-burning plants.)

NEW BUSINESSES, NEW JOBS, NEW OUTLOOK. All over the U.S., local electric companies are helping to spark prosperity and civic pride. Statesboro, Ga., for example, was a prize-winning town in a state-wide improvement program sponsored by the Georgia Power Company.
AMERICA'S NEW ELECTRIC AGE

American families are using 2 to 3 times as much electricity as they did before World War II. Look around your home—and you'll see why. The Electric Age is here—in a big way.

But this is only the beginning. Never in the history of the power industry has the future of electricity looked so full of promise for the nation, for its families, farms, businesses and industries.

The use of electricity is still skyrocketing. And so are the new supplies of electric power. The 800 business-managed electric light and power companies have already doubled the prewar supply and will triple it by 1960.

All this is new lifeblood for the Electric Age, bringing everyone more electricity for better living. It's building new businesses and booming old ones, creating new jobs, opening doors to opportunity all across the U. S.

Best of all, the average price of electricity is lower than before World War II—and America's Electric Light and Power Companies* are doing their utmost to keep it there!

*Names on request from this magazine

AMERICA'S NEW ELECTRIC AGE

NEW ELECTRIC HOMES. This home for electric living was part of an exhibit co-sponsored by Indianapolis Power and Light Company. It features planned kitchen, improved lighting, year-round temperature control.

NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment—these and other developments are helping to usher in America's new Electric Age.

NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.

AMERICA'S NEW ELECTRIC AGE

NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment—these and other developments are helping to usher in America's new Electric Age.

NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.
Feature Reprints

EDITOR:
I have just finished reading the reprint of an article published in the April 27 issue of your magazine, "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin. I enjoyed it very much and was wondering if it was possible to obtain another copy for one of our clients. . . .

George J. Zachary
Exec. Vice President
Platt, Zachary & Sutton Inc.
New York City

EDITOR:
We have read with interest the recent article you published entitled "How Many TV Outlets Can the U.S. Support?" written by Peter R. Levin.

It is service of this type along with your excellent editing of the regular magazine that merits our continued praise.

We would appreciate it very much if you would forward six copies of this article to the writer's attention. . . .

Ronald E. Vedder, Sales Mgr.
Sylvania Electric Products Inc.
Buffalo, N. Y.

EDITOR:
"The A.B.C. of Radio and Television" which you published recently is one of the most informative and useful discussions of the industry I have seen. How do I get extra copies of the reprint? I'd like to have about 20 of them for our New York office and to send to our several other offices.

Harold Fair
Director, Radio-TV
Botzell & Jacobs Inc.
New York City

EDITOR:
. . . I would like to request that you send me, with a bill, two dozen copies of Mr. Gillingham's "ABC of Radio and Television." I want all of my radio and television advertising students to read that before they read anything else in the course. . . .

Milton E. Gross
Associate Professor
School of Journalism
U. of Missouri

[EDITOR'S NOTE: Though demand for reprints of this article has been heavy, a limited supply still is available.]

Memphis Mixup

EDITOR:
The Closed Circuit comment in B+T of June 1 was in error. WHBQ-TV has entered into a standard two-year contract with CBS Television. The contract does not include a six-month cancellation clause. There is the usual 12 months notice and the usual automatic renewal if neither party gives notice within six months of date of termination . . . .

John Cleghorn, Gen.Mgr.
WHBQ-AM-TV Memphis

Judicial Notice

EDITOR:
All the promotional barrages of the ANPA notwithstanding, did you notice that the United States Supreme Court, in its majority opinion concerning the Times-Picayune case, verifies what the broadcasting industry has blushingly admitted . . . "(there is) a national advertis-
All It Took was the Right Line...

... A tow line, to cost the Allies four ships in the first battle of Savo Island. Spotted by an American search plane, and knowing that their speed would be calculated as that of the slowest ship in their force, the Japanese used an ancient sailing-ship trick. The faster fighting ships took the slower in tow... increasing the unit's speed so that the fleet arrived at Savo before it was expected!

KOWH uses the right programming line too, to keep every minute of their broadcasting day moving at the same merry pace. The result? KOWH gets there first in the Omaha, Council Bluffs area—as attested-to by the below HOOPER, averaged for the 18-month period from Oct., 1951, to April, 1953. If you want to "get there firstest, with the mostest," use KOWH!

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

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

35.7% 


OTHER STATION RATINGS

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Starz; Represented Nationally By The BOLLING CO.
EVERYTHING FOR

1. RCA Film Camera Type TC-20C

2. RCA 16mm Television Film Projector Type TP-16D

3. RCA 35mm Television Film Projector Type TP-35C

4. RCA Film Multiplexer Type TP-9B

Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.
1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-contained (including film mechanism) . . . and it's designed and built by RCA!

4. Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparents. Dual channel increases flexibility, provides for top dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.
WHEN Hotpoint Co., Chicago, churned the wheels on the biggest consumer promotion drive in its history last June 1, it tabbed some $80 million worth of major home appliances to move from dealer shelves to customers in 60 days as part of the “Summer Showers of Special Values” across the country.

One of the key men behind this carefully-planned campaign—and, indeed, behind others that have swelled the company’s sales in the past year—is Clifford Charles Gramer, articulate, soft-spoken merchandising manager of Hotpoint.

Mr. Gramer’s job is to coordinate various units of Hotpoint—advertising, sales promotion, training, and materials—into a smooth, workable operation. There is evidence that he is meeting with all kinds of success, thanks partly to the use of network radio and television. Hotpoint sales have risen 90% the past year.

Mr. Gramer is not only an avid admirer of Hotpoint’s Oxtie & Harriet, which the company co-sponsors on both ABC radio and ABC-TV networks, but also an astute observer of the twin electronic media and their overall role in Hotpoint’s dealer campaigns.

Mr. Gramer has developed his own theories on the efficacy of both radio and television in markets in which Hotpoint has set its particular mark.

Mr. Gramer has divided most of his career between the Coca-Cola Co. and Hotpoint, before and after World War II.

A native of Wyanet, Ill., where he was born July 19, 1918, Mr. Gramer claims his early life was uneventful. He did win a scholarship to the U. of Chicago, majoring in business administration from 1935 to 1939. After his graduation, he took his first job with the Lake Shore Bank of Chicago.

In 1940, young Mr. Gramer joined the Coca-Cola Co., attending its training school and finally emerging as a salesman. He headed the firm’s fountain sales division in Kalamazoo, Pontiac and Detroit, all Michigan, concentrating on advertising and promotion. In Detroit, he worked with food and drug chains.

In 1945, Mr. Gramer interrupted his career to join the Marine Corps. With the rank of captain, he saw service with the First Marine Brigade in Guam and the Sixth Marine Division in Okinawa. He was mustered out in October 1945 with the Silver Star and various campaign ribbons.

A business refresher course seemed indicated upon his return to civilian life, so young Gramer applied for admittance to the Harvard Business School. When his application was received too late, Mr. Gramer returned to Coca-Cola in Chicago. He did, however, get into Harvard in June 1946 and took the complete course rather than merely an eight month’s refresher. He received his master’s degree in October 1947.

Mr. Gramer returned to Coca-Cola, this time to its Atlanta sales promotion department, where he headed fountain sales. He then switched within the department, heading up home market promotion. His duties consisted of developing and testing packing procedures and displays.

Mr. Gramer came to Hotpoint in July 1950 as advertising manager and later was named merchandising chief.

While network TV executives have taken pains to point out that the cost-per-thousand has decreased in television, Mr. Gramer is careful to point out that dollar-wise the TV cut of the advertising budget is still mounting.

“As a result,” he observes, “there is a basic need for continual market studies to see what we are getting for our dollar. With new TV stations coming on the air—and especially next July and August—we must, of necessity, evaluate new markets on a dollars-and-cents basis. The emergence of uhf also is another brand new factor.”

Speaking for Hotpoint, Mr. Gramer sees television as a medium not only for giving a sales message to dealers and distributors but also for demonstrating home appliances. TV is a tool for educating the public on so-called “low-saturation” items (like dispos-ables, dishwashers, etc.). He sees radio as a medium for “giving advertising support to products in areas not covered by television.”

While it is “sold” on markets in which stations are cleared by the network (ABC)—both for radio and TV—Hotpoint also keeps a calculating eye on spot commitments (negotiated by its dealers around the network shows) for selective station coverage. This was done last fall when Hotpoint launched a fall campaign for its appliances with spot adjacencies built around the newly-launched Oxtie & Harriet program.

It is this dealer cooperative aspect of merchandising—and other functions—over which Mr. Gramer keeps a coordinating hand in his top-level capacity at Hotpoint.

While there doubtlessly are other factors involved, Hotpoint is enjoying greater sales success—it is back-ordered on most products—since it fell back last year on radio and television as advertising supports on a long-term basis. Prior to last fall, Mr. Gramer notes, Hotpoint had bought radio-TV time on short-term contracts.

Mr. Gramer lives in Riverside, Ill., with his wife, the former Mary Curtis, and their three children—Cliff Jr., 14, and twins, Arthur and Linda, 6. He likes gardening and golf.
be right in Pittsburgh
to the letter

Pittsburghers have watched television so long they think it's a natural phenomenon.

Just as natural — and just as phenomenal — is the way they buy products and services advertised on TV.

Which must be why so many advertisers, national and local, have found television on WD TV so letter perfect for selling the Pittsburgh market.

And it will always be in the nature of things that for phenomenal results, you just can't be more right in Pittsburgh than on Station WD TV.

Pittsburgh's First TV station
CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.
Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.
another Hooper in Chattanooga—another smashing record of morning leadership for...

now 5000 WATTS DAY and NIGHT ON NBC

WDEF

CHATTANOOGA, TENNESSEE

CARTER M. PARMHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM

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Edmund Lytle

on all accounts

A BROADCASTER most of his working years, Edmund Lytle at 36 is now straddling the fence as radio-TV director of Western Adv. Agency Inc., Los Angeles. The major portion of his duties revolves around Voice of Prophecy, Seventh Day Adventists' program handled by the agency for seven years and heard on approximately 825 stations, including ABC, MBS, Canada, India and Japan. He also handles Ontra Cafeterias and Lindy's Food Products (saucers), both Los Angeles.

The agency's other radio-TV accounts include Alemite Div. of Stewart Warner (CD-2 oil additive) and Pierpoint Landing, Long Beach fishing pier. On Western's fall agenda is the production of a TV film version of Hymns of All Churches for Frederick Jacky Productions, Chicago. Program was formerly on NBC Radio for General Mills.

Born in Hinsdale, Ill., Mr. Lytle worked his way through the U. of Illinois as trumpeter and singer with a dance band, announcer on WILL Urbana and disc m.c. for WDWS Champaign. Graduating in 1939 with a political science major, he continued with the band which landed a spot on Fitch Bandwagon on NBC's then Blue Network.

Mr. Lytle started his radio career in earnest the following year as announcer on WMRO Aurora. From WHO Dayton as special events director he went to WHAM Rochester in 1944. While announcer-producer at WTAM Cleveland, he was called to active Navy duty. Classified as an electronics technician's mate because of his radio background, he passed the radar tests in two weeks. First stationed in Hawaii and then on occupational duty in Japan, he was discharged in 1946.

Going immediately to KTKN Ketchikan, Alaska, as program director, he was promoted to manager in three months' time. Two years later he joined William G. Rambeau Co., Chicago, transferring to Los Angeles in January 1950 as West Coast manager.

Mr. Lytle entered the agency field that October at Western Adv. Back to radio as sales manager of KCSB San Bernardino, he rejoined the agency last February in his present capacity.

Though their parents lived two blocks apart in Hinsdale, he didn't meet his wife, the former Caralyn Hines, until she was in the Army Nurse Corps, stationed in Hawaii. They were married in 1946 and recently bought a home in suburban Reseda, where he indulges his hobby of gardening. They have two children, Barbara, "their little Eskimo," 5, and Jimmy, 2.
On July 1, 1953, John Blair & Company adds to its important list of stations WHBQ, Memphis, operating on 5,000 watts, 560 kc.

The new WHBQ is of particular interest to advertisers because rarely has a station's programming been so specifically directed to the tastes of its listeners. Brighter, gayer, more tuneful than ever before, WHBQ gives 'em what they want—plenty of popular recorded music on such hit participating shows as “Covington’s Corner”, “Red, Hot & Blue”, “Murfarm Time”, “Clockwatchers”.

To see what this kind of audience-geared programming is doing for other sponsors—and what it can do for you—call your John Blair man today!
It's Fine To Be Fooled—Sometimes

Handy Peters entertained for the ladies of the Auxiliary the other night—and had the ladies really believing for a while that he's the best marksman in the county.

Handy put on a great act. He set up a whole bunch of balloons on a muslin backdrop and then took out his peashooter. He shot blindfolded, standing on his head, every which way—and broke a balloon every time!

No wonder that Handy impressed the ladies. What they didn't know—till the show's end—was that Buck Mulligan was hiding behind the backdrop improving on Handy's every shot with a hatpin.

From where I sit, we all get things "put over" on us now and again. When it's good-natured—fine! But, some folks would like to fool the rest of us into believing it's wrong to enjoy an occasional glass of beer—just because they prefer some other refreshment. For real American tolerance and neighborliness these people are simply way "off target."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

IN THE PUBLIC INTEREST

WEWS (TV) Cited in Senate

OHIO State Senate has unanimously cited WEWS (TV) Cleveland, a Scripps-Howard station for excellence in public service programming. Resolutions which led to the citation were prompted when WEWS won a John Foster Peabody award for public service telecasts. The Senate certificate was presented to news analyst Dorothy Fulheim of the WEWS staff.

Sewer Situation Explained

FOLLOWING two years of difficulty experienced by Pine Bluff, Ark., in construction of a $1.75 million sewer project, J. J. Parrish, general manager of KOTN Pine Bluff, decided to get the facts before the public. He made arrangements with the city's sewer commission, and listeners were urged to write in their questions about the project. The sewer commission, which was promised two days to look up records in order to answer the questions, was on the air with Mr. Parrish for an hour and a half. The station reports that the clerk of the sewer commission says complaints and inquiries from the public have almost disappeared since the broadcast.

Seattle Stations Cited

SEATTLE radio and television stations in past months have brought to a wide audience the story of mental retardation of children, according to Washington Assn. for Retarded Children, which cites KING-TV, KXA and KIRO for their airing of programs publicizing the organization's activities. KOMO Seattle also is scheduled to air similar programs, the association announces.

Easter Seal Campaign

EIGHTY-EIGHT Canadian radio stations which carried the Easter Seal campaign for the Society for Crippled Children on a coast-to-coast network from Toronto this spring contributed $81,872 in time and talent costs to the campaign, according to figures released by the National Radio Committee of the Society for Crippled Children at Toronto.

$407,510 for CPA

SUM of $407,510 was pledged to the Chicago Cerebral Palsy Assn. during a telephone simulcast by ABC's WBKB (TV) Chicago, with

Trenton Clean Up

IT'S a clean campaign in Trenton for all four radio outlets in the New Jersey capital city, WTTM WBUD WTNJ WTOA-FM in Trenton broadcast five days last week beginning last Monday heavy spot and station break schedules, special interviews and programs for the city's Clean Up... Paint Up... Fix Up Week. Drive was staged by the Mayor's Citizens Committee. WTTM prepared the spot announcement kit and set up radio details for the committee. Cooperating in this endeavor were Fred L. Bernstein, general manager; Vin Gruber, director of continuity; Fred Walker, director of public affairs, and Wes Hopkins, program director, all WTTM.
Three doors to bigger sales...

Homemaker's Institute

Knock on your customers door with Homemaker's Institute... there's a friendly "welcome" every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular women personalities, cover almost every subject of interest to homemakers... from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From noon 'til 1:00 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes... Homemaker's Institute, packing a three star sales punch for you!

TELEVISION BALTIMORE
WBAL-TV
NBC IN MARYLAND
Nationally Represented by EDWARD PETRY & CO.
IN THE PUBLIC INTEREST

WENR carrying nine hours of a 24-hour production.

Carries Science Costs

WATO Oak Ridge, Tenn., carried several broadcasts from the American Museum of Atomic Energy when the city played host to the National Science Fair. Union Carbide & Chemical Corp., which along with the Oak Ridge Institute of Nuclear Studies cosponsored the fair, sent tapes to radio stations in each section of the country which contributed finalists to fair competition.

NARTB Backs Blood Drive

NARTB will Marshall industry support for the National Blood Program, sponsored jointly by the Red Cross, Armed Forces and Federal Civil Defense Adm. The blood campaign is scheduled June 22-July 4. NARTB President Harold E. Fellows will write all stations enlisting their help. Campaign headquarters will send radio-TV kits.

WKEI Aids in Arrest

WKEI Kewanee, Ill., reports it was instrumental in bringing arrest of a man who stole a city-owned truck. WKEI broadcast a description provided by witnesses who saw the man take the truck from the local fire station. A farmer heard the broadcast, saw the suspect and notified law officials, who then arrested the man, within an hour after the first WKEI broadcast.

WGAY Wins Catholic Award

WGAY Silver Spring, Md., recently was recipient of an award presented to the station by the Washington (D.C.) Arch-Diocesan Union of the Holy Name Society. WGAY has been broadcasting Understanding Catholics every Sunday since last November. The quarter-hour program is designed to promote greater understanding and goodwill between Catholics and non-Catholics by explaining the teachings of the Catholic Church.

Radio Aids Palsy Drive

RADIO personalities and nightclub entertainers were featured in a benefit stage show for the Northwest Louisiana Chapter of the Cerebral Palsy fund May 29 at Shreveport's Strand Theatre. Bill Barnes, national sales manager for KTBS Shreveport, was chairman of the fund raising drive, and Al Hart, KTBS special events director, was m.c. All Shreveport stations contributed talent and boosted the benefit through an intensive spot campaign before the show.

Aid TB Group

WTOP-TV Washington will feature the tuberculosis problem in the Washington area on all its local programs July 8. Described by the District of Columbia TB Assn. as an "unprecedented public service," local TV personalities will devote part of their shows to what the officials called "Washington's most serious health problem."

Additionally, all D. C. television stations will air a series of film spots on tuberculosis during July, the TB Assn. announced. Stations WTOP-TV WMAL-TV WNBW (TV) and WTTG (TV) will televise one-minute 20-second spots which were produced by the Metropolitan TB Television Council.

Broadcasting • Telecasting

Page 28 • June 15, 1953
NETWORK

TELEVISION AND

RADIO FOR $10,000?

Too often in combinations of other media, the advertiser is actually wasting money. Duplicated circulation puts his message in the hands of customers who already know it.

By their very nature this can't be true of NBC Radio and Television. People don't--usually can't--look and listen to them simultaneously.

By using both NBC Radio and Television, you reach a larger unduplicated audience than with any other media combination. And you can buy both for as little as $10,000 for a basic 5-minute segment on both networks. Another NBC plan offers you 12 radio commercials and 12 television commercials on outstanding shows for less than $100,000.

Remember this: NBC Radio and Television combined reach virtually all of America.

a service of Radio Corporation of America
On July 1st, 1933, we started as national sales representatives of WJAR, the 5000 watt NBC outlet for Providence, Rhode Island. These have been 20 happy and profitable years, selling WJAR, Rhode Island’s leading station and New England’s first* network station. WJAR, we are proud to serve you.

*In 1924 the American Telephone & Telegraph Company linked WJAR, Providence and WCAP, Washington, D. C. to WEAF in New York. This was the first hookup of radio stations and the nucleus around which the National Broadcasting Company network was built.
BLAIR STUDY, KAROL TALK PROVE RADIO'S VITALITY

Using monthly Pulse rating reports in 12 established TV markets, John Blair & Co.'s analysis shows more people listen to their radios from 6-9 p.m. than from 6-9 a.m.

THE WIDELY held belief that it's "daytime for radio, evening for TV," is a misconception that is losing business for radio stations and causing advertisers to pass up a good opportunity to buy large audiences at low cost, according to an analysis of morning and evening radio listening made by John Blair & Co., national station representative organization.

True is, the Blair study shows, that in established TV markets more people are listening to their radios between 6 and 9 p.m. than between 6 and 9 a.m.

Cities included in the Blair survey were Pittsburgh, Boston, Tulsa, Seattle, San Francisco, Washington, Los Angeles, Columbus (Ohio), Indianapolis, Fort Worth, Dallas and Houston.

These markets, it was pointed out by W. Ward Dorrell, Blair research director, and Wells H. Barnett, sales development manager, have five characteristics in common:

- They all are within the top 50 metropolitan areas in population.
- They are all mature TV markets.
- Blair represents a station in each market.
- Pulse Inc. issues a regularly syndicated audience measurement report in each market.
- The Blair station in each market is a one-rate station, with nighttime rates the same as daytime rates.

Making no special study of its own but depending entirely on the regular monthly Pulse rating reports, the Blair researchers compared radio audiences at 6-9 a.m. with those at 6-9 p.m. for the weekdays Monday through Friday, finding that:

In all 12 markets, without exception, sets-in-use and listeners-per-set averaged higher during the evening three-hour period than during the morning one.

Individual sets-in-use increases in the evening over the morning hours ranged from 5% to 125%. Listeners-per-set during the evening hours ranged from 6% to 28% higher.

Program audiences for the Blair-represented stations also are larger in the evening than the morning hours, the company reported. Nighttime ratings for these stations ranged from 9% to 155% ahead of their morning ratings.

Taking two individual markets, Pittsburgh in the East and Los Angeles on the West Coast, Pittsburgh with one TV station and seven AM stations, and Los Angeles with seven TV stations and 13 AM stations, as examples, Blair analysts reported:

Pittsburgh weekday radio sets-in-use were 49% higher during the 6-9 p.m. period than during the hours between 6 and 9 a.m. Listeners-per-set averaged 18% higher during those evening hours than in the morning. And, the Blair station's average rating for the evening hours was 33% above its morning average.

Los Angeles weekday radio sets-in-use were 27% higher in the evening than in the morning and listeners-per-set 19% higher at night than during the breakfast hours. The Blair station ratings averaged 84% more in the evening than in the morning.

Confirming the individual market comparisons based on Pulse figures is a concomitant analysis made by Blair of the audience in the Pacific Coast area served by the Don Lee Regional Network, using Nielsen's Pacific Coast radio index figures as a basis. In this California-Washington-Oregon region, Blair reported, sets-in-use averaged 125% more during the evening than the morning hours. Ratings for the Don Lee stations averaged 155% higher in the evening than in the morning. Listeners-per-set figures for the network were not reported; they are not in the NRI data.

Major significance of these statistics, according to Mr. Dorrell, is that many advertisers are overlooking a good bet in the evening by overly-rigid insistence on morning programs. Morning radio is and always will be a good buy, he said, because of its low cost, good family audience and high audience turnover. But, he pointed out, a lot of advertisers apparently fail to realize that during the early evening hours they can get considerably greater family audience at less cost than in the morning.

Findings of the study will be detailed market by market in a heavy schedule of industry promotion on behalf of nighttime radio which the Blair organization plans for later this year.

CBS Radio's John Karol predicts radio billings in 1953 will set all-time record, as advertisers discover what until recently were hidden values in aural broadcasting.

TODAY'S trend among advertisers is "to use more radio," John J. Karol, CBS Radio vice president in charge of network sales, declared last week in a speech in which he predicted that radio's gross billings in 1953 will exceed the record-setting total of 1952.

Addressing the Proprietary Assn. at White Sulphur Springs Wednesday, he said that "radio today—local radio, regional radio, and network radio—is riding high on the wave of comparative media research, with the result that more advertisers are buying more time."

He attributed radio's "comeback," starting about two years ago, to "media detective work" which demonstrated anew the vast scope of radio set ownership and radio listenership, in TV as well as non-TV homes. He conceded that ratings of radio programs are lower now than a few years ago, but asserted that "there are many more radio homes now than there were a few years ago" and "this tends to offset, to an important degree, lower ratings."

In fact, he said, "the latest Nielsen listing of the 'top ten' network programs—daytime and nighttime half-hour shows—reveals that these programs reached more homes than they did in the corresponding report of a year ago."

He continued: "Radio's ability to produce big audiences at low cost is just as real in television markets as outside of television markets. Let me give you an example: 35% of the national audience to four of our major evening programs comes from the CBS Radio stations located in the 10 biggest television markets. And the cost-per-thousand for this audience is lower than national cost-per-thousand."

Mr. Karol cited CBS Radio network figures—"since I find I can get more figures from that network than from the others"—to show that "in 1952, CBS Radio had more clients than in 1948, the year television emerged into the big time among media. During 1952, our CBS Radio daytime schedule was completely sold out. Our daytime weekend commercial schedule was the biggest in our history."

He expressed belief that "this well-defined swing back to the one truly national, big audience, low cost medium will be felt in every section of broadcasting.

"It will be felt, I believe, because advertisers and agencies are becoming more and more astute in their media selections. If and when the excess profits tax is eased, still more care will be exercised in investing advertising appropriations. When this happens, radio will be sought out by even more advertisers."
COLD REMEDIES JOCKEY FOR AIR TIME

Annual rush among the manufacturers of those products to get early-morning radio time is underway. Only a few will take other hours, while a single firm is thinking about TV.

The cold war has begun.

Manufacturers of cough and cold remedies have started their annual battle for early-morning radio time with at least four advertisers known to be lining up fall availabilities already and with others expected to follow shortly.

Radio and the pre-work hours of the morning have come to be recognized among cold remedy clients as the most favorable combination for the successful advertising of their products, and while some of the advertisers will spell over into noon and nighttime promotion, and one of them is contemplating television, those purchases promise to be more or less in the nature of supplemental buys to their basic morning radio schedules.

The advertisers currently planning fall campaigns are Monticello Drug, Pertussin, Vick Chemical, and Grove Labs.

Monticello Drug Co., Jacksonville, Fla. (666 Cold preparations), through its agency, Charles W. Hoyt, New York, is starting its exploration in early-morning radio with a 75-market list in mind. Campaign will probably start Oct. 1 with one-minute electrical transmissions. The budget probably will be increased over that of last year.

Seek & Kade, New York (Pertussin), through Erwin, Wasey & Co., New York, is planning to use live one-minute announcements and some E.T.'s in about 100 radio markets. Contracts will run from 20 to 30 weeks. Several TV markets will be used for a similar period of time.

Vick Chemical Co., New York (Vick products), through Morse International, same city, is beginning to prepare its annual fall campaign using about 100 markets starting late in September or early in October.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, will be beginning its timebuying plans shortly in more than 150 markets, using radio time periods, morning, noon and night. Kickoff date usually is around last week in September or early October.

Some Riordan Clients, Staff Join Roy S. Durstine, L. A.

ROY S. DURSTINE INC. will take over part of the personnel and clients of the John H. Riordan Co., Los Angeles, which will be liquidated, it was announced last week.

Effective today (Monday), John H. Riordan, head of the Riordan firm, will join Durstine in an executive capacity; Ernest Schroeter, art director, and Ann Johnson, office manager, also will make the change in similar capacities.

Among the accounts switching to the Durstine organization are the Doyle Packing Co. of New Jersey, packers of Strongheart dog food; Hydro-Aire Inc., aviation subsidiary of the Crane Co., and the Vogue Rubber Co.

Gunther Brewing Buys Colts Radio-TV Rights

RADIO-TV rights to the Baltimore Colts 1953 football schedule have been bought by Gunther Brewing Co., Baltimore, Colts President Donald S. Kellett announced last week.

The Baltimore radio and TV outlets to be used will be announced in the near future, according to Arthur Goldman, Gunther advertising director. The Colts, members of the National Football League, will play six pre-season and 12 league games, with Gunther carrying radio play-by-play for all games if facilities permit.

The Colts earlier sold part of their schedule to DuMont Television Network, but Gunther has bought the remainder and intends to televise back to Baltimore those games in cities with available TV facilities.

Gunther also will sponsor a mid-week Quarterback Show, which will be carried by both radio and TV.

Ford Anniversary Show May Cost $300,000

PRODUCTION costs of Ford Motor Co.'s two-hour, two-network 50th anniversary TV show tonight (Monday) will range from $200,000 to $300,000—more than the cost of a Broadway musical—Producer Leland Hayward estimated last week. This figure does not include time costs for the 114-station hookup of the NBC-TV and CBS-TV networks.

To be presented 9-11 p.m. EDT, the show will be a cavalcade in drama, music, song, dance, comedy and factual recreation of historic events of the past 50 years. It will carry no commercials. Mr. Hayward, noted Broadway producer making his TV debut, said that whereas the program will run 118 minutes on the air, its length at the start of rehearsals was eight hours. Two days ago about an hour of running time still remained to be condensed or deleted.

The show will be presented live, with participants including such stars as Ethel Merman, Fred Waring, Carol Haney, and George Stinkiey, "Ollie" of Kukla, Fran and Ollie, Walter (Mr. Peeper) Cox, Marian Anderson, Rudy Vallee, Frank Sinatra, Teddy Wilson and Eddie Fisher. Only those stars will be introduced; Oscar Hammerstein 2d, Mary Martin and Edward R. Murrow, who will serve as commentators.

Phila. Baseball TV Plans

ATLANTIC Refining Co., Chesterfield Cigarettes and Valley Forge Beer jointly will sponsor 12 major league night baseball games in Philadelphia, with each of the three local TV stations carrying two of the Athletics and two of the Phillies' contests, it was announced last week. WCAU-TV will carry the first game. Between the Athletics and the Cleveland Indians, on Thursday night; WPTZ-TV will carry the second game, on June 23, and WFTL-TV the third, on July 1. Telecasts will be rotated among the stations in that order for the rest of the TV schedule, which ends with a Sept. 2 contest.

Two Executives Join D-F-S

TWO executives are joining Dancer-Fitzgerald-Sample, New York, this month: Walter C. Schier, an attorney who has been in the CBS Business Affairs Dept. for five years and who moves to the agency's radio-TV department June 22, and Lawrence D. Benedict, account executive with Compton Adv., who will be on the Nestle Co. account for D-F-S.

NEW BUSINESS

Phillip Morris Cigarettes, N. Y., to sponsor Pentagon Confidential dramatic series based on files from Criminal Division of U. S. Army, effective Aug. 6, Thurs., 10:10 p.m., on CBS-TV. Agency: Boe Co., N. Y.


Procter & Gamble ( Tide), Cincinnati, to sponsor half-hour audience participation show on NBC-TV, Mon.-Fri., 4:43 p.m., starting today (Mon.). Agency: Benton & Bowles, N. Y.

Beatrice Foods Co., Chicago (Meadow Gold butter, La Choy products), plans to buy radio *

PURCHASE of radio-TV rights to the Baltimore Colts is toasted by (1 to r): Seated, Leroy Cohen, vice president, and Abraham Krieger, president, both Gunther, and Don Kellett, Gunther's manager; standing, Sam Banks, Colts publicity director; Arthur Goldman, advertising director, and Hugh McLaughlin, general sales manager, both Gunther.
UNITY TELEVISION BUYS $1 MILLION PACKAGE WITH 80 FEATURE FILMS

The transaction, described as one of the largest in the industry, was completed with Major Attractions Inc. Mayers, Unity head, says they will be released to the TV market as the "Plus 80" package.

PURCHASE of $1 million package of 80 feature films from Major Attractions Inc. was announced Wednesday by Unity Television Corp. in a transaction described as "one of the largest to be completed in the TV film industry."

Arche Mayers, Unity president, noted that the 80 motion pictures represent a minimum production cost of $40 million. They will be released for the first time to the television market, he added, under the program heading of the "Plus 80" package.


The package will be released under the sub-headings of "All-Star Adventure Classics," "International Masterpieces," "Hollywood Major Package" and "Charlie Chan Features." Declaring that the new package in conjunction with the regular catalogue of 1,001 titles "emphatically gives Unity TV motion picture picture leadership," Mr. Mayers added:

"Regardless of what others may say, Unity believes motion pictures are the basis of good entertainment and economic telecasting. Now that we have the best Hollywood names to present, we are confident our faith will be justified.

The old stations need film; the new stations need encouragement. Our ability to supply both should be a great inspiration to stations, agencies and sponsors."

'Hopalong' Sold in 113 Areas; Two Other Series Offered

SALES of the Hopalong Cassidy film series have reached a total of 113 markets, John B. Cron, national sales manager for the NBC Film Div., announced last week. At the same time, Robert W. Sarnoff, vice president of the division, announced two film series, The Cop and Captured, will be offered for syndication.

The latest film sales of Hopalong Cassidy, which marked its 250th consecutive weekly telecast June 13, were to KSWS-TV Roswell, N. M., KTXL-TV San Angelo, Tex., and the Jack Lacey agency for sponsorship by Robert Dairy Co. in the Lakeland-Orlando, Fla., market.

Mr. Cron reported that Dangerous Assignment has been sold in 110 markets; Victory at Sea, 32; Douglas Fairbanks Presents, 74, and The Visor, 19.

Mr. Sarnoff, in discussing the films being offered for syndication, said local stations and local and regional sponsors will be offered 48 half-hour films of The Cop (former episodes of Dragnet) and 26 half-hour films of Captured (formerly Gangbusters.)

WRVA Buys 'Movietown'

PURCHASE of the Frederic W. Ziv Co. program, Movietown Radio Theatre, by WRVA Richmond, CBS outlet, for on-the-air promotion for the station, its sponsors and programs was announced last week by Alvin E. Unger, Ziv radio vice president.

and TV spot announcements in fall as part of newly launched nationwide advertising campaign for those products. Agency: Foote, Cone & Belding, Chicago.

Lever Bros., N. Y., will sponsor 10 minutes of 9:30 p.m. EDT portion of Hoagy Carmichael show (Sat., NBC-TV, 9:10:30 p.m. EDT) for 13 weeks, starting last Saturday.

Revier Copper & Brass Inc., sponsors of TV version of Meet the Press on NBC-TV, Sun., 6:30:30 p.m. EDT, will drop its share of program to alternate weeks instead of every week. A second sponsor will be sought for alternate week starting this fall. Revier has been sponsoring program 52 weeks a year since Oct. 8, 1950.

General Mills has renewed The Lone Ranger on ABC Radio, Mon., Wed., Fri., 7:30-55 p.m. EDT, effective May 29 for 52 weeks, using 170 ABC stations. Agency: Dancer-Fitzgerald-Sample.

Willys Motors renew sponsorship of New York Philharmonic-Symphony broadcasts on CBS Radio for second straight season, starting Oct. 11, Sun., 2:30-4 p.m. EST. During summer, sponsor is presenting World Music Festival in same time period. Agency: Canaday, Ewell & Thurber, N. Y.

Lambert Pharmacal Co., St. Louis (Listerine), to sponsor six-half-hour dramatic films, The Summer Theatre, distributed by Consolidated Television Sales, on ABC-TV on alternate Fridays, 8:30 p.m., as summer replacement for Ozzie & Harriet, effective July 3. Agency: Lambert & Feasly, N. Y.

Kellogg Co., Battle Creek, Mich., has renewed for 52 weeks the 4:30-4:45 p.m. segment of Howdy Doody, Tues. and Thurs., on NBC-TV, effective June 2. Agency: Leo Burnett Co.

AGENCY APPOINTMENTS


Union Oil Co. of California, L. A. (petroleum products), appoints Young & Rubicam Inc., that city.

COLGATE-Palmolive-Peet Board Chairman E. H. Little (r) receives an honorary Doctor of Laws degree from Davidson College, N. C., and congratulations from Joseph McConnell, C-P-P president. Mr. Little was principal speaker at the commencement ceremonies. Radio-TV coverage was handled by WBT- WBTY Charlotte.


June 15, 1953 • Page 33
MITCHELL TO HEAD BRITANNICA FILMS

MAURICE B. MITCHELL, vice president and
director of Muzak Corp. and general manager
of Associated Program Service, transcription
library division, last Wednesday was elected
president of Encyclopaedia Brittanica Films Inc.
All three companies are controlled by
William B. Benton.

In electing Mr. Mitchell, the EBF board
again broadened Mr. Mitchell's responsibilities
in the organization, which he joined two
years ago. He succeeds Walter Colmes as EBF president.
Mr. Colmes had joined the organization in 1951.
Mr. Mitchell will move from New York to
Chicago.

EBF produces and distributes educational
films for schools, universities and other groups.
It is located in Wilmette, Ill., near Chicago.
The product includes films for use in the U. S.
and Canada along with similar films in a
large number of foreign tongues. Although
EBF films were not designed for television,
they have been released for that purpose
through APS and are used in many nations.

Films Inc., subsidiary of EBF, holds rights
for distribution of 15 minutes of M-G-M,
Republic, 20th Century-Fox and Warner Brothers
feature releases but these do not include television
rights. Also owned and operated is Instruc-
tional Films Inc., distributing educational films
produced by independent producers and dis-
tributed by the EBF national sales organization.
EBF operates nine film exchanges and
has its own staff of producers, writers, film
editors and others.

Mitchell was the original director of the
old NAB's Broadcast Advertising Bureau,
setting it up in 1949. Before joining NAB in
1948 he had been general manager of WTOP
Washington. He had joined CBS after World
War II ended. His business career started
on the advertising staff of the New York Times.
After running a country weekly that won a
number of national awards he became advertis-
ing manager of the Ogdenburg (N. Y.)
Journal, of the Gannett group. He was with
the Gannett papers six years and served also
in Rochester and Albany.

In the sales and advertising fields Mr. Mitch-
ell is known for development of many basic
promotion devices now in general use at radio
and TV stations. He has conducted sales
clincs and the texts are extensively employed
in the sale of time. He has taught public rela-
tions, plus radio and advertising at
nine universities. In 1948 he was named
secretary of the All-Radio Presentation Com-
mittee and he has served on a large number
of advertising and media committees.

Kling Buys Hollywood Land

KLING Studios Inc., Chicago, last week an-
nounced the expansion of its west coast oper-
a tions with the purchase of a large tract of
land on Hollywood Blvd. in the film capital.
Kling will continue to maintain studios at
6650 Sunset Blvd., Hollywood, location of Ray
Patin Productions, Kling's animated division.

NBC Adds Film Cameramen, Enlarges TV News Coverage

IN MOVES designed to enlarge its global tele-
vision news film operations, NBC announced
last week the addition of two camera corre-
spondents in the Far East and the completion
of an exchange agreement with Radio Italiana
Television.

New Correspondents

The new correspondents are Robert A. He-
cox, of Bad Axe, Mich., and Yung S. Kwon,
Korean, both of whom will cover the Japan-
ian area. Mr. Hecox, a former U. S. Army
photographer is now working for the
Europe for Paramount Newsreel. Mr. Kwon has been
shooting combat films since the Korean war
began and already has received assignments
from NBC.

The exchange agreement with RT is sim-
ilar to arrangements NBC has made with other
organizations, including BBC, Pathes Journal
of France, Cine Journal Suisse in Switzerland,
Polygoen in Holland, and Pathes in Bel-
lgium. The exchange will provide NBC
with film coverage of Italy with rights for TV
showing in U. S. in return for NBC's daily
syndicated newscast.

UTP Sales $125,000

SALES totaling more than $125,000 during
the first week of June were reported last week
by United Television Programs, which said
this figure represented 26 new contracts.

Officials reported Look Photoquiz was sold for
52 weeks in seven markets; Studio Tele-
scription library was sold on two-year contracts in seven
markets; Royal Playhouse in six; Heart of
The City in four; Old American Barn Dance in four;
Counterpoint in three, and four other properties
in one market each.

NBC Film Standards

DESIGNED to assist both the advertiser's
agency and the station, a newly-published
"NBC Commercial Film Standards Booklet"
has been mailed to a list of agencies, film
producers and stations.

The new booklet was described as the work
of Stan Planan, supervisor of NBC's broadcast
film operation, who compiled a similar pamphlet
in 1950. A folio of the first standards
booklet in 1950, the network said, the per-
centage of film spots rejected by stations
dropped to 3% from a high of 50% in 1949.

Weiss & Co. Budget Plan Offered for TV Package

LOUIS WEISS & Co., Los Angeles, is offering a
157-hour film library TV stations on
a weekly budget plan. Contract calls for ex-
clusive and unlimited runs over an 18-month
period at a weekly cost equal to station's
initial one-hour Class A time, regardless of rate
increases during the run of the contract.

Under the print distribution plan, a station
whose rate is $200 per hour would receive 628
hours of programming over an 18-month period
at an average cost of $25 per hour, showing
the films on a four-run basis.

Program groups include 26 half-hour Craig
Kennedy Criminologist, 13 half-hour Thrill
of Your Life and 13 quarter-hour Canine Com-
ments. Also included are 51 hour-long west-
ern features, 26 features films, 26 ten-minute
People & Places, 14 seven-minute Walt Disney
and "Krazy Kid" cartoon shorts, three five-
hour 15 episode serials, eighty-nine 20-minute
slapstick comedies and others.

First station to sign with Weiss is KVEE-TV
San Luis Obispo, Calif., represented by
manager Jack Watson. Victor Film Assoc. represents
Weiss in San Francisco.

Film Sales

Schafer Wright Corp., Portland, Ore. (home
appliance), has started the weekly half-hour
Ethel Barrymore Theatre on KPTV (TV) that
city, for 13 weeks from May 28. The series
is produced by Interstate Television Corp.,
Hollywood. Agency is Jim Diamond Adv., Port-
land, KPIX (TV) San Francisco started the
weekly half-hour The Amazing Tales of Hans
Christian Andersen, series film distributed by
Interstate, for 26 weeks from May 21.

WBAL-TV Baltimore has acquired rights to
Custer's Last Stand, a 15-hour half-hour serial,
by Los Weiss & Co., Los Angeles.
Arrangements were concluded by Victor
Campbell, station program director, and
Harry Wright, distribution firm's Baltimore repre-
tative.

Los Angeles Brewing Co., L. A. (Eastside),
starts weekly half-hour City Detective on
KNBH (TV) Hollywood for 52 weeks from
today (Monday). The series, filmed by Revue
Productions, North Hollywood, stars Rod

Lewis & Martin Films Inc., Chicago, an-
ounces completion of 10- and 15-minute
"commercial story" films for the Grant Tool
Co., Garden of Eden and Auto-Grant Co.
(through Arthur Meyerhoff Co.); Homemad,
Inc. (through Morlock Adv.), and Windsor
Creme Co. (direct).

Production

Workshop Productions Inc. is the name of a
new Hollywood company formed to produce
two television film series, Variety Theatre and
Our United States. These series will be dis-
tributed by George Bagnall & Assoc., Holly-
wood.

Officers of the firm, headquartered at
United Producers Studios, include Ernest
Barnes, president; Paul Gardner, vice-
president and executive producer; Lee Perkal,
secretary-counsel; Edwin Gillette, treasurer,
and Lester M. Cook Jr., general manager.

Wigmee Productions, a new firm, plans to

Film Series Planned

PLANS to produce a TV film series around
the book, Marital Infidelity, by Dr.
Frank S. Caprio, Washington psy-
chiatrist, were announced last week by
Ben Grauman, New York public rela-
tions counsel and screen writer-pro-
ducer. Mr. Grauman, who has ac-
quired television and motion picture
rights to the book, said that production
on the TV film series is expected to
begin in New York in the fall. He
added that the book, which deals with
case studies of marital discord and offers
possible solutions, has been selected by
the Pastoral Psychology Press as its
August book-of-the-month selection and
the distribution to its 5,000 clergymen
members.

Broadcasting Telecasting
Iowa People
Work-Play-Live
BY RADIO!

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

Ever wonder what women do, all day long? Well, we
know so far as Iowa radio users are concerned —
information gathered from thousands of diaries kept
for the 1952 Iowa Radio-Television Audience Survey.
Here it is:

<table>
<thead>
<tr>
<th>WEEKDAY Activity</th>
<th>WOMEN (Over 18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the radio</td>
<td>5.75 HOURS</td>
</tr>
<tr>
<td>Watching TV</td>
<td>1.56</td>
</tr>
<tr>
<td>Reading daily newspaper</td>
<td>0.49</td>
</tr>
<tr>
<td>Reading weekly newspaper</td>
<td>0.08</td>
</tr>
<tr>
<td>Reading a magazine</td>
<td>0.39</td>
</tr>
<tr>
<td>Working in the home</td>
<td>6.06</td>
</tr>
<tr>
<td>All other (eating, etc.)</td>
<td>3.35</td>
</tr>
<tr>
<td>Total, at Home and Awake*</td>
<td>12.90</td>
</tr>
</tbody>
</table>

*Above figures are for in-home listening only—do not include
hours spent listening to car radios, etc. Column does not add
to this "Total home" figure because of multiple-activity by
some individuals.

Please note that Iowa women spend more time with
radio than with any other single activity except working.
Iowa people spend more time with WHO than with any other Iowa station. Write for your copy of the
Survey, today. You'll find it invaluable.
produce a half-hour television film series called *The Narcotics Pusher.* A company representative said technical cooperation had been provided by the Los Angeles Police Dept., the Narcotics Bureau and other government agencies.

Principals in Wigmar Productions are William Orwig and Les Lumarr. Producer of *The Narcotics Pusher* will be George Carillion. Al Martin is writing the series.

Norstone Productions Inc., Hollywood, headed by San Francisco businessman J. Robert Norberg, has been formed to produce *Off the Record,* a half-hour TV film series which will preview a new Victor, Columbia, Decca and Capitol record release on each program. Irving Salkow, Orsatti & Co., Beverly Hills talent agency, is vice-president. Production is expected to start this week at Goldwyn Studios, and Leroy Prinz, Warner Bros. producer-director, will serve in the same capacity on the series which will back the records with production numbers. Barry Trivers is set as writer and Irving Friedman as music director.

Joe Paskal Productions, Hollywood, headquartered at Motion Picture Center, has been formed to produce a half-hour TV film series based on the Palooka cartoon strip. Joe Kirkwood, star of the motion picture version, has secured all rights from cartoon creator Hame Fisher and will act as producer-star. Production starts this week with Hal Conrad and Clark Reynolds adapting series.

Stuart Reynolds, president of Reynolds Productions, Beverly Hills, Calif., Sovereign Productions, Hollywood, and Aleen Leslie, who writes ABC-TV's *Date With Judy,* have completed plans for a quarter-hour television film series, to be called *History in the Making.* The programs will be produced by Sovereign and distributed by Reynolds.

Roland Reed Productions, Culver City, goes into production this week on the pilot film in *Waterfront,* a half-hour TV series. Preston Foster was signed to portray the leading role of the tugboat captain. Producer M. Bernard Fox and Jesse Lasky Jr. are adapting the script from their original story.

American Pictures, Hollywood, will start shooting June 15 on "Paris Model," an episode feature film which, sometime after theatrical release by Columbia Pictures, will be broken into four segments for television distribution. Starring in the light comedy are Paulette Goddard, Marilyn Maxwell, Eva Gabor, "ToM" Conway, Cecil Kellaway and Leif Erickson.

Producer Albert Zugsmith plans additional feature films which will be given the same treatment, eventually making a complete television film package. Alfred E. Green is the director.

Federal Telefilms Inc., Hollywood, with headquarters at Goldwyn Studios, is completing a half-hour pilot film for *The Falcon* series, to be presented by Bernard Schubert. The film stars Charles McGraw in the title role and George Waggoner is directing from a script by Eugene Wang. Buster Collier and Harry Joe Brown are producers.

Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., announced that production has begun on *Manhunt,* starring Broderick Crawford, the fifth series in a new group of productions being offered for national and regional sponsorship. According to Ralph Cohn, Screen Gems president and general manager, shooting of the pilot film of the new series is already underway in the Hollywood studio of the parent company.

Harry Owens Television Productions Inc., Hollywood, headquartered at Swanstrom Studios, has completed the first half-hour film in a proposed series of 26 featuring Mr. Owens and His Royal Hawaiians. The program currently is seen live on KNXT (TV) Hollywood and its sponsor, United Air Lines, reportedly is interested in the filmed series for national TV distribution. The films, to be shot in both black-and-white and color, may be made on location in Hawaii this summer. Bob Lehman, KNXT (TV) director, will direct the series.

THREL-divisional sale to American Home Products Corp. of 52 half-hour films in * Orient Express,* shown on KECA-TV Los Angeles, brings these men together. They are (1 to r) Rollie Rider, account executive, Young & Rubicam Inc., Hollywood agency servicing American Home Foods (Chef Boy-Ar-Dee); and Whitehall Pharmacal (Anacin); Phil Hoffman, manager, start shooting in mid-July on 26 half-hour films in an untitled anthology series which Pepsi-Cola Co., New York, will sponsor on ABC-TV this fall.

Chester Erskine Productions Inc., Culver City, with headquarters at RKO Pathé Studios, plans August shooting on first film in half-hour TV series, *Reader's Digest on Television,* in both black-and-white and color. Mr. Erskine, former writer-producer at Universal-International, has secured all video rights to material which has appeared in the magazine for the past 21 years and will serve as executive producer. Associated with Mr. Erskine is Conne, vice president in charge of sales; Joe Brown, secretary-treasurer and general manager, and William Stephens, producers manager. PSI-TV has been set to handle the distribution.

Superman Inc., Hollywood, starts shooting the second group of 26 half-hour films in *Superman* at California Studios this week. The series, produced by Whitney Ellsworth, is sponsored by Kellogg Co. on a regional basis. Tommy Carr and George Blair are alternate directors.

Video Pictures Inc., Hollywood, has started production on a second group of 13 half-hour films for the *Hank McCone Show.* Series currently is sponsored in five Western states by Lewis Food Co.

Jerry Fairbanks Productions, Hollywood, is completing editing on "Flying with Arthur Godfrey," an hour-long film in color, produced by Eastern Airlines for approximately $250,000. With Mr. Fairbanks as producer-director, the film features Mr. Godfrey flying different type planes from "crates" to Eastern's Super Constellation and appearances by Capt. Eddie Rickenbacker, firm president, and Dick Merrill. TV release plans have not been completed.

Reid H. Ray Film Industries, St. Paul, is producing "The Eagles Strength," a 27-minute film designed to show operation of the Air Material Command. Production on the film, which will be narrated by Edward R. Murrow, is scheduled to be completed in mid-August.

Reid H. Ray is directing the film. The script was written by Robert West. Copies of the film will be made available for non-profit showing.

**Representation**

Criterian Films, Seattle, producer of film commercials for television, has announced the appointment of Williams Brothers, still photography firm in Vancouver, B.C., as its representative in the Canadian city. Larry Huskey, director of radio-TV for Howard R. Smith Adv. Agency, Tacoma, also will serve as Tacoma representative for Criterian.

Real George Corp., North Hollywood, has selected Williams Morris Agency to represent *Real George,* a new half-hour film series. The programs star George O'Hanlon and are produced and directed by Richard Bare.

**Film People**


Frank F. Dunn, independent producer-director associated with Bob Loewi Productions, New York, to Fletcher Smith Studios, TV film producers, that city, in an executive capacity.

**Broadcasting**

**Telecasting**

Page 36 • June 15, 1953
Coverage that Counts!

WJIM-TV
CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont.

Lansing
Flint
Jackson
Battle Creek
Saginaw
Start of the big WCCO-TV Fishing Contest

A TON of fish in a television studio!

Annual Fishing Contest. Weekly prizes and season prizes go to the catchers of the biggest fish of each game species found in Minnesota's 10,000 lakes. Each Izaak W. shows his own entry. Prizes, too, are whoppers.

Last year's contest produced a literal total of a ton of entries.

We are sports minded people in the land of Paul Bunyan; and we stay home all summer to have fun at it.

Rollie Johnson, Sports Director at this station is now running his 3rd

The Paul Bunyan Buy! WCCO CBS
MINNEAPOLIS - ST. PAUL
Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and TELEVISION...ch 4...100 kw...
For dominant coverage of the Northwest Market

Page 38 • June 15, 1953
TELESTATUS®
Weekly TV Set Summary—June 15, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Total set market representation estimates set within coverage areas of stations in that market. Where coverage areas of different markets overlap, set counts in these markets may be partially duplicated. Total sets are an unduplicated estimate.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KCOV-TV</td>
<td>26,354</td>
</tr>
<tr>
<td>Alternative</td>
<td>WRFG-TV</td>
<td>173,034</td>
</tr>
<tr>
<td>Amsdale</td>
<td>KGNT-TV, KFDA</td>
<td>25,049</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WOJI-TV</td>
<td>131,764</td>
</tr>
<tr>
<td>Annie Arbor</td>
<td>WENT-TV</td>
<td>8,900</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>WPGF-TV</td>
<td>330,000</td>
</tr>
<tr>
<td>Austin</td>
<td>KTXO-TV</td>
<td>36,900</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WABA-TV, WBAL-TV</td>
<td>478,944</td>
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<tr>
<td>Battle Creek</td>
<td>WBCK-TV</td>
<td>30,200</td>
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<tr>
<td>Bangor</td>
<td>WBGR-TV</td>
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<td>Baton Rouge</td>
<td>WAFB-TV</td>
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<td>Bellingham</td>
<td>KVOS-TV</td>
<td>25,490</td>
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<td>Bethel</td>
<td>WLEV-TV</td>
<td>35,773</td>
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<tr>
<td>Birmingham</td>
<td>WBMF-TV, WBF-TV</td>
<td>157,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTVT</td>
<td>230,000</td>
</tr>
<tr>
<td>Boston</td>
<td>W2XZ-TV, WNAV-TV</td>
<td>103,000</td>
</tr>
<tr>
<td>Bridgeport</td>
<td>WICC-TV</td>
<td>11,031</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBEN-TV</td>
<td>353,759</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WTVS</td>
<td>325,490</td>
</tr>
<tr>
<td>Chicago</td>
<td>WSBM-TV, WENV-TV, WGN-TV</td>
<td>1,510,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPD-TV, WCVT-TV</td>
<td>412,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WWSW, WJSE, WJET</td>
<td>764,240</td>
</tr>
<tr>
<td>Colorado</td>
<td>XECD</td>
<td>19,860</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCOS-TV</td>
<td>24,115</td>
</tr>
<tr>
<td>Dallas</td>
<td>WRCB-TV</td>
<td>287,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WXRTD-TV, WFAA-TV, WBAP-TV</td>
<td>272,000</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOC-TV</td>
<td>202,000</td>
</tr>
<tr>
<td>El Paso</td>
<td>KEDO-TV, KXSM-TV</td>
<td>26,226</td>
</tr>
<tr>
<td>Erie</td>
<td>WICU</td>
<td>186,00</td>
</tr>
<tr>
<td>Fargo, N.D.</td>
<td>WDAY-TV</td>
<td>50,000</td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>Fisher-TV</td>
<td>412,000</td>
</tr>
<tr>
<td>Ft. Worth- Dallas</td>
<td>WBP-TV, KLTV, WADL-TV</td>
<td>272,000</td>
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<tr>
<td>Galveston</td>
<td>WOUL-TV</td>
<td>235,000</td>
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<tr>
<td>Grand Rapids</td>
<td>WOOD-TV</td>
<td>237,643</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WGBY-TV</td>
<td>172,374</td>
</tr>
<tr>
<td>Harrisburg</td>
<td>WHIN-TV</td>
<td>35,000</td>
</tr>
<tr>
<td>Holyoke</td>
<td>WHTN-TV</td>
<td>215,000</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KGSM-TV</td>
<td>21,500</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>23,450</td>
</tr>
<tr>
<td>Huntington-Charleston</td>
<td>WSAZ-TV</td>
<td>200,432</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WMBF-TV</td>
<td>342,000</td>
</tr>
<tr>
<td>Jackson</td>
<td>WJTV</td>
<td>17,138</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WTVI-TW</td>
<td>118,200</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WJAC-TV</td>
<td>666,881</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WKZO-TV</td>
<td>295,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>294,467</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WGAU-TV</td>
<td>224,961</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WJIM-TV</td>
<td>180,321</td>
</tr>
<tr>
<td>Lawrence</td>
<td>KGNO-TV</td>
<td>26,799</td>
</tr>
<tr>
<td>Lima</td>
<td>WLOK-TV</td>
<td>26,000</td>
</tr>
<tr>
<td>Lincoln</td>
<td>KOLI-TV</td>
<td>57,479</td>
</tr>
<tr>
<td>Little Rock</td>
<td>KRTV</td>
<td>30,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>NECI-TV, KNX-TV, KECA, KNBN, KTAL, KTPE, KTVT, KXTO</td>
<td>1,597,375</td>
</tr>
<tr>
<td>Memphis</td>
<td>WMCT</td>
<td>209,756</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVJ</td>
<td>178,500</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WMJU-TV</td>
<td>432,649</td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>KSFP-TV, WCCO-TV</td>
<td>371,000</td>
</tr>
<tr>
<td>Minot</td>
<td>KGB-TV</td>
<td>7,459</td>
</tr>
<tr>
<td>Mobile</td>
<td>WALA-TV, WAKB-TV</td>
<td>24,000</td>
</tr>
<tr>
<td>Montgomery</td>
<td>WCOV-TV</td>
<td>7,700</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSM-TV</td>
<td>117,450</td>
</tr>
<tr>
<td>New Britain</td>
<td>WNBTV</td>
<td>61,799</td>
</tr>
<tr>
<td>New Orleans</td>
<td>WJTV</td>
<td>35,573</td>
</tr>
<tr>
<td>New York</td>
<td>WABT-WAD, WABD</td>
<td>182,111</td>
</tr>
<tr>
<td>Newark</td>
<td>WCCS-TV, WBNY, WQO-T, WPIX, WNYT</td>
<td>3,520,000</td>
</tr>
<tr>
<td>Norfolk-Portsmouth-New London</td>
<td>WTSR-TV</td>
<td>173,729</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>WKY-TV</td>
<td>213,246</td>
</tr>
<tr>
<td>Omaha</td>
<td>KMST-TV, WOW-TV</td>
<td>187,347</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WTVT</td>
<td>184,000</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KPTV</td>
<td>19,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>1,043,320</td>
</tr>
<tr>
<td>Pueblo</td>
<td>KDZA-TV</td>
<td>19,000</td>
</tr>
<tr>
<td>Reading</td>
<td>WHUM-TV</td>
<td>84,746</td>
</tr>
<tr>
<td>Richmond</td>
<td>WTVR</td>
<td>169,617</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WRGB-TV, WSLV-TV</td>
<td>85,000</td>
</tr>
<tr>
<td>Rochester</td>
<td>WHAM-TV</td>
<td>184,000</td>
</tr>
<tr>
<td>Rockford</td>
<td>WTVF</td>
<td>21,452</td>
</tr>
<tr>
<td>Rock Island</td>
<td>WRGB-TV</td>
<td>203,000</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WOCL-TV</td>
<td>53,000</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KGTV</td>
<td>611,680</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB-TV</td>
<td>182,300</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGB-TV</td>
<td>261,000</td>
</tr>
<tr>
<td>Sacramento</td>
<td>XAOC-SD</td>
<td>611,680</td>
</tr>
<tr>
<td>Seattle-Tacoma</td>
<td>KING-TV, KNTV,</td>
<td>263,000</td>
</tr>
<tr>
<td>Sioux Falls</td>
<td>KELO-TV</td>
<td>277,000</td>
</tr>
<tr>
<td>Spokane</td>
<td>KHQ-TV</td>
<td>209,926</td>
</tr>
<tr>
<td>Springfield, Mo.</td>
<td>WWLP</td>
<td>220,041</td>
</tr>
<tr>
<td>Tucson</td>
<td>WPOP-TV</td>
<td>226,000</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOPO-TV</td>
<td>7,892</td>
</tr>
<tr>
<td>Tulsa</td>
<td>KOTV</td>
<td>38,400</td>
</tr>
<tr>
<td>Utica-Rome</td>
<td>WJTV</td>
<td>52,900</td>
</tr>
<tr>
<td>Washington</td>
<td>WMAI-TV, WNWB, WTOP-TV, WTTO</td>
<td>451,000</td>
</tr>
<tr>
<td>Williamsburg</td>
<td>WXYV-TV</td>
<td>33,000</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDENTV</td>
<td>139,168</td>
</tr>
<tr>
<td>York</td>
<td>WSBA-TV</td>
<td>54,476</td>
</tr>
<tr>
<td>Youngstown</td>
<td>WPMI-TX, WBEN-TV</td>
<td>39,508</td>
</tr>
</tbody>
</table>

Total Stations on Air: 171 *  Total Markets on Air: 117 *
* Includes XEIO-TV Metromex, Mexico and XETV Tijuana, Mexico

Total Sets in Use: 23,834,463

Broadcasting  *  Telecasting
June 15, 1953  *  Page 39
RADIO-TV RESEARCHERS BLAST 'LIFE' AUDIENCE STUDY REPORT

"Highly inaccurate," say the broadcast men who feel the electronic media are getting the short end of the deal. The magazine survey purports to compare accumulative audiences—and concludes that magazines get the top share.

COMPARISONS between accumulative audiences of magazines plus newspaper supplements, radio programs and TV programs, made by Life magazine in a new advertising research study, "A Study of Four Media," are being called "highly inaccurate" and even harassing to broadcast researchers.

The study, announced today (Monday) by Life's publisher, Andrew Heiskel, was made for Life by Alfred Politz Research Inc., the organization which also made studies of Life's own cumulative and repeat audience in 1950 and 1952. It purports, according to Mr. Heiskel, to "make available for the first time data with which an advertiser can analyze the accumulative audiences of several important media."

These media are: Magazines—represented by Ladies' Home Journal, Life, Look, Saturday Evening Post; newspaper supplements—represented by This Week; radio programs—represented by Andy, Charlie McCarthy, Jack Benny, Lux Radio Theatre; TV programs—represented by Colgate Comedy Hour, Fireside Theatre, Red Skelton, Texaco Star Theatre, and Your Show of Shows.

Life magazine, it is said, made of a sample said to be representative of all U. S. residents ten years of age or over. Radio and TV programs selected for the study were those rated by Nielsen as reaching the most homes for the period ending Dec. 10, 1951. WALTER WINCHEL was originally included in the list, but was dropped after illness forced him off the air.

Respondents in the survey were interviewed at least once during a 12-month period in all magazines and programs in all parts of the year. "All persons who listened or watched a program 'within the past seven days' were counted as listeners or viewers for that particular program during that 'wave' of interviews," Life explained.

Comparative Measurements

"Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task," according to Edward Miller, research director of Life. "While audience measurements for both were made comparable as far as opportunities were concerned, the units measured cannot be made comparable."

"One cannot say, for example, that 50 hours of broadcasting is comparable to 500 pages of reading and picture matter," he said. "Consequently, a subjective decision had to be made as to what units were to be used for the various media for purposes of the study, the unit for printed media is the individual issue, for air media, the radio or TV program."

Study found the six-issue audience for Life to be 60,500,000 individuals—30.6% of the total ten-year-old-or-over U. S. public. The six-issue audiences of the other magazines were: Look—41.8%; Ladies' Home Journal—23.9%; Saturday Evening Post—29.6%. For This Week the six-week audience was shown as 55.3%.

Because of cancellations caused by the 1952 political conventions, a strike of TV engineers, a change (Texaco Star Theatre) to a three-week-in-four schedule and other reasons, the survey could not be based on 32 separate programs for each radio and TV show, Life explained. Results for the broadcast media are represented on the broadcast, Mr. Carraine said: For radio—28.4% or 34 million listeners; for TV—38.2% or 45,750,000 viewers.

Breaking down these totals on the basis of repeat audience, Life reported that radio's 34 million listeners were made up of one or two broadcasts, 6.3 million who heard three or four. Similarly, the TV repeat audience includes 31 million seeing one or two telecasts, 14.75 million who see three or four.

Comparably, the Life audience was shown as including 34.8 million persons who read one or two issues, 15.25 million who read three or four, and 10.45 who read five or six issues. Similar analyses were made of repeat audiences of the publications included in the study.

"Radio and television are really getting the short end of the deal in this study," Harper Carraine, research director, CBS Radio, told the meeting. "This is no simple comparison of apples and oranges: this is comparing houses with rooms—magazine houses with radio and TV rooms."

Advertisers Buy Space

An advertiser in a magazine does not buy the whole magazine but just space for his ad, Mr. Carraine pointed out, just as he does not buy a station or network but only time for his programs. To compare an entire magazine's audience with the audience of a single broadcast program would be ridiculous, he said, if it were not for the fact that some advertisers may be misled by the Life presentation of its survey's findings.

"A more fair comparison might be made by taking the number of people who 'noted' a magazine advertisement on the one side and those who heard a radio program or viewed a TV show the ad the same day, Mr. Carraine said:

"Taking 25% as a fair if not generous figure for readers noting a black-and-white magazine page, he commented, would place the total six-issue number of readers of a typical Life page at 25% of 60.5 million or 12.125 million, a more equitable balance with the four-broadcast radio audience of 34 million and the four-broadcast TV audience of 45.75 million."

Perhaps an even fairer comparison would be between the broadcast program audience and the number of magazine readers reporting that they "read most" of an advertisement, Mr. Carraine said. This would give the magazine one-page ad between 6% and 10% of the magazine's total readership, he noted, or about 4 million individuals who read a typical Life ad, against the 34 million hearing a radio program or the 45.75 million viewing a TV show.

"We wish we knew how to make a valid comparison between broadcast and magazine audience--" Mr. Carraine commented. "Some day we will, and when we do we won't start our report by saying it is impossible to compare the two and then going ahead and doing it."

Hugh M. Beville, NRC research and planning director, also regarded it as "basically wrong" to compare entire issues of magazines with individual radio and TV programs—a comparison which, he noted, radio and TV have been protesting for. He said in this case seemed to go to new extremes.

Mr. Beville also held the comparison between media uncompareable in another way—that is, persons being interviewed were shown copies of the magazines involved, but for the questions on radio and TV programs no such aid-aided recall factor was provided in the form of a playing of the radio program or showing of a film or a presentation of the TV program. And yet, Mr. Beville added, when the Politz organization a few years ago was making a study of the extent to which people recall commercials, it did play back the commercials to the persons interviewed.

SRA FIXES METHOD FOR RATINGS USE

SINCE buyers of time insist on and persist in projecting program rating figures against total audience data, despite the propriety of this practice, the Audience Research Committee of Station Representatives has devised a method for such projections which the committee believes is in general preferable to other methods currently in use.

Pointing out that "a rating, by definition, is a percentage of the total number of radio homes in the rating area," SRA said: "First find out what the rating area is: A city, a county, a group of counties." Then follow this three-step procedure:

"1. Multiply the total number of radio homes in this rating area by the rating. This gives the listening audience in the rating area.

"2. Calculate this listening audience as a per cent of the Nielsen (NCS) or Baker (SAMS) weekly audience of 60,000 in the rating area, divide the listening audience (12,000) by the weekly audience (60,000). This figures to 0.02%.

"3. If the station has a total weekly audience (NCS or SAMS) of 300,000, multiply this by 20% and get 60,000 as the total listening audience for the program.

"This formula," SRA admitted, "has its weakness in that it assumes that a station's circulation as reported by Nielsen or Baker will have the same listening patterns in the outside area as in the in the area; that there is a constant relationship between the outside and rating area for all programs during all times of day. While there is no denying this fact, we believe it is not too far fetched an assumption in that we are dealing with a station's identified circulation. Despite this weakness, however, this formula comes closer to reality than any of the other methods currently being used."

A four-page mimeographed folder detailing the SRA method as well as others now in use may be obtained without charge from SRA, 101 Park Ave., New York 17.
Harrington, Righter and Parsons, Inc.

National Representatives for

WAAM—Baltimore
WBEN-TV—Buffalo
WFMY-TV—Greensboro
WDAF-TV—Kansas City
WHAS-TV—Louisville
WTMJ-TV—Milwaukee

ask any one of them why...
The number of television advertisers in April 1952 was the same as in April of this year—but this year’s advertisers spent an average of $16,827 apiece more than last year. P & G is the biggest TV time-buyer.

THE SAME number of advertisers used network television during April 1953 as in the same month of 1952 and spent more for time to boot, according to figures on advertising expenditure for network TV compiled by Publishers Information Bureau.

In each April there were 163 sponsors of TV network programs. Their average expenditures for time on the video networks (at gross rates before discounts of any kind) amounted to $108,938 in April 1953, compared to an average of $92,111 in April 1952.

Top ten TV network clients in April (Table I) are the same advertisers who comprised the top ten for April 1952, with Procter & Gamble Co. in first position both months, as it has been for each intervening month. Of the ten, eight invested more money in TV network time this April than last, only General Foods Corp. and Lever Brothers Co. falling behind their April 1952 totals.

Leading advertisers, classified in table II into two groups, show 13 who headed their groups in April 1952 and nine who were not on that month’s list of leaders.

Total expenditures of each product group for TV network time in April and January—

**TABLE I**

**TOP TEN TV NETWORK ADVERTISERS IN APRIL 1953**

<table>
<thead>
<tr>
<th>Co.</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$1,362,558</td>
</tr>
<tr>
<td>2. Colgate-Palmolive-Peet Co.</td>
<td>877,393</td>
</tr>
<tr>
<td>3. R J Reynolds Tobacco Co.</td>
<td>795,340</td>
</tr>
<tr>
<td>4. General Foods Corp.</td>
<td>539,961</td>
</tr>
<tr>
<td>5. Liggett &amp; Myers Tobacco Co.</td>
<td>532,040</td>
</tr>
<tr>
<td>6. American Tobacco Co.</td>
<td>518,888</td>
</tr>
<tr>
<td>7. General Mills</td>
<td>472,196</td>
</tr>
<tr>
<td>8. General Motors</td>
<td>404,120</td>
</tr>
<tr>
<td>9. Gold Medal</td>
<td>365,251</td>
</tr>
<tr>
<td>10. P Lorillard Co.</td>
<td>381,364</td>
</tr>
</tbody>
</table>

April, with this year’s totals compared to last year’s, are shown in Table III. Foods are consistently in first place, followed by smoking materials, toiletries and soaps, with household equipment holding down fifth position this April and January-April, while automotive advertising ranked fifth in April and the first four months of 1952. Automotive was sixth this year, both month and four-month periods, and household equipment sixth last April and January-April.

Radio-TV Set-Making Pace

**BESTS 1952 Output 38 and 70%**

PRODUCTION of radio and TV sets during the first four months of 1953 increased by 38% and 70% respectively over the same period last year, according to Radio-Television Mfg. Assn.

Gains were made in all four radio groups—home sets, clock radios, portables and auto receivers. Radio output in April totaled 1,158,936 sets compared to 957,666 sets in April 1952.

Radio receivers having FM circuits totaled 40,176 units in April, with another 2,721 TV receivers containing FM band tuning facilities.

RTMA announced 3.7 million cathode ray picture tubes were sold by manufacturers during the first four months of the year, with 163.4 million receiving tubes sold in the period. Sales ran well above the same four months a year ago. Cathode ray tube sales in April totaled 907,067 units. Receiving tube sales totaled 41,342,599 units for the month.

Following are RTMA estimates of radio and TV set production by months for 1953:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>719,034</td>
<td>361,921</td>
<td>93,962</td>
</tr>
<tr>
<td>Feb.</td>
<td>720,979</td>
<td>402,742</td>
<td>87,711</td>
</tr>
<tr>
<td>March</td>
<td>819,112</td>
<td>442,101</td>
<td>171,056</td>
</tr>
<tr>
<td>April</td>
<td>867,907</td>
<td>486,904</td>
<td>203,118</td>
</tr>
<tr>
<td>Total</td>
<td>3,287,821</td>
<td>1,493,758</td>
<td>586,865</td>
</tr>
</tbody>
</table>

Sales of radios (excluding auto sets) at retail totaled 1,851,673 in the first four months of 1953, according to RTMA. TV sales totaled 2,100,629 in the four-month period. Retail radio sales in April totaled 412,802 sets, with 319,721 TV sets sold.

RTMA announced that 2,452,508 TV sets were shipped to dealers during the first four months of 1953 compared to 1,564,516 sets in the same 1952 period. April TV shipments totaled 392,492 sets compared to 287,904 in April 1952.

Following is tabulation of TV sets shipped to dealers by states during the first four months of 1953:

<table>
<thead>
<tr>
<th>State</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>49,964</td>
</tr>
<tr>
<td>Arizona</td>
<td>17,680</td>
</tr>
<tr>
<td>Arkansas</td>
<td>15,541</td>
</tr>
<tr>
<td>California</td>
<td>171,320</td>
</tr>
<tr>
<td>Colorado</td>
<td>34,889</td>
</tr>
<tr>
<td>Connecticut</td>
<td>36,340</td>
</tr>
<tr>
<td>Delaware</td>
<td>7,512</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>20,690</td>
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<tr>
<td>Idaho</td>
<td>4,403</td>
</tr>
<tr>
<td>Illinois</td>
<td>44,554</td>
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<tr>
<td>Indiana</td>
<td>60,060</td>
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<tr>
<td>Iowa</td>
<td>50,040</td>
</tr>
<tr>
<td>Kansas</td>
<td>22,710</td>
</tr>
<tr>
<td>Kentucky</td>
<td>36,188</td>
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<tr>
<td>Louisiana</td>
<td>33,706</td>
</tr>
<tr>
<td>Maine</td>
<td>18,627</td>
</tr>
<tr>
<td>Maryland</td>
<td>94,189</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>78,736</td>
</tr>
<tr>
<td>Michigan</td>
<td>57,904</td>
</tr>
<tr>
<td>Minnesota</td>
<td>40,038</td>
</tr>
<tr>
<td>Mississippi</td>
<td>21,069</td>
</tr>
</tbody>
</table>

**FACTS & FIGURES**

**APRIL ’53 ADVERTISERS SPEND MORE THAN SAME NUMBER DID IN APRIL ’52**

**TABLE II**

**LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>April 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Wood Rubbers Co.</td>
<td>$21,547</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>331.155</td>
</tr>
<tr>
<td>Hoffman Stating Co.</td>
<td>106,123</td>
</tr>
<tr>
<td>Gillette Co.</td>
<td>125,466</td>
</tr>
<tr>
<td>S.I. Cooper Co.</td>
<td>125,466</td>
</tr>
<tr>
<td>American Electric Co.</td>
<td>50,788</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>258,348</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>258,348</td>
</tr>
<tr>
<td>Texas Co.</td>
<td>146,175</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>273,492</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td>101,445</td>
</tr>
</tbody>
</table>

**TABLE III**

**GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY—APRIL 1953 COMPARED TO SAME PERIOD 1952**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>April 1952</th>
<th>April 1953</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corn &amp; Beans</td>
<td>2,274,617</td>
<td>1,904,232</td>
<td>-370,385</td>
</tr>
<tr>
<td>Wheat &amp; Barley</td>
<td>3,707,651</td>
<td>3,297,400</td>
<td>-410,251</td>
</tr>
<tr>
<td>Building Materials</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>987,245</td>
<td>622,340</td>
<td>-364,905</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Groceries &amp; Others</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
<tr>
<td>Transportation &amp; Travel</td>
<td>1,905,367</td>
<td>1,549,539</td>
<td>-355,828</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.

**BROADCASTING • TELECASTING**
The crown is most impressive
—but it doesn’t quite fit

For a week now, some very important people have been saying some very nice things about our coverage of the coronation.

We wouldn’t be human if we weren’t proud and grateful.

But we feel a little like a man who takes the credit for his wife’s cooking.

Actually, the films we showed of this majestic, moving event were the brilliant work of the British Broadcasting Corporation. And it was the speedy delivery of the pictures to Montreal by the Canadian Broadcasting Corporation that enabled us to get the coronation here so quickly. A very neighborly network, the CBC.

If we can take credit for anything, it’s the fact that we brought this nationally important event to America efficiently, effectively and economically. But even that is nothing special. It happens every day at ABC.

All this explains why we think the crown for coronation coverage should stay in England and Canada. It doesn’t fit right on our American head.
Missouri ........................ 61,072
Montana ........................... 306
Nebraska ........................... 217,758
Nevada ............................. 287
New Hampshire ..................... 2,683
New Jersey ........................ 64,966
New Mexico ........................ 5,881
New York .......................... 231,998
North Carolina .................... 55,299
North Dakota ...................... 3,904
Ohio ................................ 106,495
Oregon .............................. 50,226
Pennsylvania ...................... 223,439
Rhode Island ....................... 11,855
South Carolina .................... 32,472
South Dakota ...................... 5,186
Tennessee .......................... 23,356
Texas ................................ 138,415
Utah ................................. 19,059
Virginia ............................. 38,765
Washington ......................... 61,656
West Virginia ...................... 34,297
Wisconsin .......................... 50,788
Wyoming ........................... 1,267
GREAT GRAND TOTAL .... 2,452,506

TOP show in the A. C. Nielsen Co. national network radio evening, once-a-week listings for May 3-9 in number of homes reached was Lux Radio Theatre (CBS). Nielsen listings for April for the first four months of 1953, according to PIB data.

Combined grosses of the four nationwide radio and four TV networks for April totaled $31,915,267, a gain of 10.1% over the combined radio-TV network gross of $28,975,331 for April 1952. TV network gross time sales for April were up 18.2% over that month of the year before; radio network gross April time sales were up 5.5% over April 1952.

For the January-April period, combined radio-TV network gross time sales totaled $124,538,951 this year against $117,250,417, a gain of 6.2% for TV network and a loss of 14% for radio network. The first four months period of 1953 rose 14% over the like period of 1952; network radio time sales for the first four months of this year dropped 2.1% from the same period last year.

Mixt, head of the A. C. Nielsen Co., said the board will issue a report on its activities this summer. The report will be titled "A Report to the People of the United States." It will be issued to subscribers as well as interested parties. It will include case histories but omit names of principals, stations, networks, programs, advertisers and the like.

Attending the meeting, besides Chairman Fezler, were these board members: J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle, and Ewell K. Jett, WMAR-TV Baltimore. Walter J. Damm, WTMJ-TV Milwaukee, was excused.

From NAB headquarters were Harold E. Fellows, president; Robert K. Richards, administrative vice president; Thad Bronson, TV vice president and counsel; Edward H. Bronson, director of TV code affairs.

New England AWRT Holds Annual Meet

WOMEN in radio and TV will play a vital role in the nation's safety in event of an atomic blast, Katherine G. Howard, assistant director to the Federal Civil Defense Administrator, told the New England chapter of American Women in Radio & Television at the group's annual meeting June 6 at Boston.

Other speakers, who addressed a panel, included Mary McKenna, timebuyer, Benton & Bowles, New York, and Dorothy Thomas, consumer affairs director of Ward Baking Co., New York.

On the panel were Leo Barbo of Barbo's (furniture dealers), Stoneham, Mass.; Louise Morgan, WNAC-AM-TV Boston; Eileen K. Randell, Weedon & WHAV Haverhill, Mass.; Constance Stackpole, Granite State Network, Manchester, N. H., and Edith Stevens, Boston Post "Oils" Girl report.

The chapter set its next annual meeting at Hartford next Feb. 4. Presiding was Heloise Parker Brog, WEEI Boston, chapter president. Julie Chase, WTAG Worcester, was program chairman; Mildred Bailey, WLAW Boston, and Lilian Burchett, WNAC Boston, were general co-chairmen.

CORDS & FIGURES
This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 20th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual. S. G. Holmes & Sons, sponsors the 5 o'clock News, Mon. thru Fri., on KTUL.

- KTUL has MORE LOCAL PROGRAM SPONSORS than any OTHER TULSA network radio station.
- LOCAL ACCEPTANCE is the “GRASS ROOTS” TEST of a Radio Station’s SELLING POWER!
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

KTUL Tulsa CBS Radio Network

The AUDIENCE ACTION STATION

JOHN ESAU—Vice President—General Manager
AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
TAX PROBLEM LOOMS FOREMOST BEFORE COMMUNITY TV SESSIONS

The New York meeting turned its concern to a Revenue Bureau ruling which puts an 8% excise tax on operators. The attitude of commercial broadcasters and new TV operations also were discussed.

PROBLEMS arising out of taxation, the attitude of commercial broadcasters and the beginning of new TV station operations in their markets were explored at the second annual meeting of members of the National Community Television Assn. in New York last Monday.

Deepest concern of the 100 members and guests was over the question of taxation. A recent ruling by the Bureau of Internal Revenue specifying that operators must pay 8% excise tax on both installation and monthly service charges led to a resolution calling on the board of directors to draft suitable recommendations.

Several members at a general session in the afternoon offered explanations of their approach to the tax question in the past, which was said to be typical of most operators. They said they paid the tax on the service charge, which is usually $3.50 monthly, but not on the installation, which averages $125.

Operators sought to receive assistance on their problems from a panel at the general session which consisted of Martin F. Malarkey Jr. of Pottsville, Pa., newly-elected president of NCTA; J. C. Leitch, vice president of WCAU-TV Philadelphia; E. J. Mallon of Philadelphia, CPA and NCTA tax consultant, and Edward Friedman, deputy attorney general of Pennsylvania.

In reply to a question as to whether the $125 collected is considered a contribution or taxable income, Mr. Friedman voiced the opinion that it was not taxable.

Replying to another question, Mr. Leitch said he believed that commercial stations might prevent system operators from taking their signals "if they so desired." He pointed out that NARTB currently is conducting an overall study of community systems, concentrating on such areas as copyright, interstate commerce and lack of FCC regulation.

He made clear that to his knowledge no commercial broadcaster presently is considering steps to prevent a community TV operator from receiving the TV signal, but added that the matter is under consideration.

Several operators reported that when a new TV station went on the air in their markets, the number of subscriptions tended to remain static for several weeks but to grow gradually thereafter.

The number of community antenna systems has grown from about 80 last year to about 200 at present, Mr. Malarkey said, with the number of subscribers up to about 90,000.

At a dinner meeting Monday night, Oliver Gramling, assistant general manager of Associated Press, commended the association for its "public service" effort in extending TV reception to isolated communities, but warned: "There is no business that carries greater responsibility. Because you are helping to inform, educate and entertain, you obviously must accept that responsibility. It is not enough merely to ride the air waves to fortune without giving your public its money's worth."


In addition to Mr. Malarkey, newly-elected officials are: Gerard B. Henderson, Carmel, Calif., vice president; Claude E. Reinhard, Palmerton, Pa., secretary, and William J. Calam, Schuylkill Haven, Pa., treasurer.

At a special news conference, Milton J. Shapp, president of Jerrold, predicted that by 1955 one million homes in the U. S. will receive TV via the community antenna system and by 1960 some 10 to 15 million homes.

COMMUNITY antenna system which can provide its subscribers with events of local interest soon will begin operation in Oil City, Pa. Shown here signing contracts for new DuMont closed circuit camera equipment before DuMont's Videon camera are (l to r) W. C. Cogswell of Television Cable Co., Oil City community antenna system operators, Donald Stewart, distribution manager for Transmitter Div., Allen B. DuMont Labs, and B. A. Drelick, president of Television Cable Co. Operating the camera is R. W. McCoulson, Television Cable Co. engineer. On the table is the DuMont DuMitter, which will send the local programs over closed circuits to subscribers' receivers. DuMont film projection equipment also was purchased. The 2,000 subscribers, in addition to the Oil City local programs, also will receive programs from WDTV (TV) Pittsburgh, WJAC-TV Johnstown, Pa., and WBEN-TV Buffalo, N. Y. Pittsburgh residents, can receive only WDTV (TV).

FARM DIRECTORS MEET IN HOUSTON

Convention hears a message of praise from President Eisenhower on the developments their work is producing, along with comments that farm programs are carrying increasingly heavier commercial traffic.

FARM broadcasters are handling an increasing amount of commercial traffic. Members of the National Assn. of Radio Farm Directors agreed at their annual meeting, held last week at Houston.

Television's inroads have not affected radio listening habits on the farm "to any great degree," Mal Hansen, WOW Omaha, NARFD president, said in reviewing developments of the past year. "At the same time," he told the 120 delegates, "TV stations that have started farm service programs are rapidly finding sponsors."

Mr. Hansen said a basic reason for the growing interest of sponsors lies in the appeal of service programs, including weather, markets, farm news and information broadcasts. "People in agriculture must have these broadcasts to stay in business," he said, adding that all farm shows on WOW are now sponsored.

President Eisenhower, in a letter to the convention, said NARFD members "can be proud of their share in the truly remarkable achievements of the American farmer—surely the most productive cultivator of all time."

He added, "The broadcasters assembled in Houston on June 8 have played an impressive role in keeping the farmer informed of all these technical triumphs. They have also made a vital contribution to the interchange of information among the Dept. of Agriculture, the land grant colleges and the people on the land."

A group of foreign broadcasters touring the United States in an eight-week project sponsored by Mutual Security Agency took part in the meeting. Branislav Dadic, of Yugoslavia, said broadcasters in his country are free to criticize their government and to interview critics of the government or its policies.

Speakers at the meeting included Jack Jackson, KCMO Kansas City; Robert Murdock, NARFD vice president, KTTB Tyler, Tex., and Sam Schneider, KVOC Tulsa. Mr. Schneider enlisted support of members in a long-range farm communications project.

Texas broadcasters in the host group were George Roemer, KTH Houston, committee chairman; Bill McDougall, KPRC Houston; Doc Ruhmann, WBAP-Fort Worth, and Mr. Murdock. They were aided by Jack Timmons, KWTH Shreveport, La.

Carolina-Va. Radio Newsman
Elect Bob Truere President

BOB TRUERE, newscaster with WHMA Charleston, S. C., was elected president of the Carolina-Virginia Radio News Directors Assn. at their mid-year meeting May 29-31 at Myrtle Beach, S. C. Mr. Truere succeeds Ed Kirk of WPTF Raleigh.

Other newly-elected officers are Vestal Taylor, WFNC Fayetteville, N. C., first vice president; Norvin C. Mitchell of all Carolina-Kentucky-Ohio broadcast associations; L. C., second vice president, and Bill Mella, WWNC Asheville, N. C., secretary-treasurer.

BROADCASTING  TELECASTING
THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET

5,000 WATTS
ABC NETWORK

now represented by
EDWARD PETRY & CO., INC.
BAB SPEARHEADS UTILITIES DRIVE

Oklahoma City clinic launches campaign to sell radio to the state's public utilities companies. Other clinics in Kansas and Nebraska hash out radio's problems.

A SEVEN-MAN committee to lead a campaign to sell the public utilities companies of Oklahoma on radio's effectiveness was formed last week at the BAB sales clinic in Oklahoma City.

Headed by Frank J. Lynch of KBYE Oklahoma City, the group was formed after BAB Vice President Kevin Sweeney and local promotion director Jack Hardesty had stressed the desirability of presentations being made to top management of the utilities by such a committee. They pledged BAB's support of the committee's efforts.

In a panel session at the clinic, one of 43 now in progress throughout the country, "idea selling" was stressed as a solution to many of radio's sales and rate problems. The panel consisted of E. L. Coburn, KTOK Oklahoma City; Lawson Taylor, KFMY Tulsa; Guy B. Farnsworth, KRKR Enid, and Allan Page, KSOW Lawton. Some 55 representatives from 25 Oklahoma stations attended the meeting, held Tuesday in conjunction with the semiannual meeting of Oklahoma Broadcasters Assn., headed by Cy Casper, WBBZ Ponca City.

Kitchen Radio Important

In another BAB sales clinic, in Wichita on June 6, Gale Blocki, BAB director of Midwestern sales, emphasized the importance of kitchen radio: "More than 20% of all mid-evening listening is now going on in the kitchen, destroying the conception that the kitchen radio is purely a daytime radio listening post," he asserted.

Adoption of simplified rate cards was called for by Arden Booth, KLWN Lawrence, Kan., who pointed out that discussion that advertisers should be allowed to combine their announcement and program buys for greater discounts.

Hal Bonduart, KFBW Wichita, panel chairman, stressed the changing status of program vs. spot announcement selling, asserting that at least 80% of station revenue now stems from spots, as compared with less than 60% a few years ago. Mr. Sweeney outlined BAB presentations now being prepared as part of its campaign to educate advertisers to the superior values of programs, and to show radio salesmen how best to sell programs.

The panel participants, in addition to Messrs. Bonduart and Booth, were Larry Cotton, KFH Wichita; Max Falkenstein, WREN Topeka, and Thad Sandstrom, KSEE Pittsburg. The Clinic was opened by Ray Jensen, KSAL Salina, newly elected president of the Kansas Assn. of Broadcasters.

Two days before the Kansas meeting, Omaha area broadcasters heard Mr. Sweeney, at a BAB clinic there, advise stations to "get off their answer's backs and solicit together the 70% of the local advertisers that other media now have, instead of fighting about the 30% we have."

Mr. Sweeney said that, starting about Aug. 1, BAB will spearhead a campaign in which member stations in each of the top 40 markets will call on district managers, brokers, and manufacturers' representatives in a body, to sell radio as a medium. While members make these joint solicitations, BAB's national staff will be putting pressure on the advertisers' headquarters organizations.

The question of a single local and national rate brought differing views in a panel session with Bob Thomas, WJAG Norfolk, arguing that stations covering a large area penalize local advertisers if they charge them at the same rate as national advertisers, while George Smith, KFOR Lincoln, contended local advertisers are no more entitled to a special discount from an equitable one-card rate than advertisers in the suburbs are entitled to rates lower than those charged local advertisers downtown.

The question of a station's responsibility in merchandising for an advertiser brought opinions ranging from "no responsibility" to "full responsibility."

Panel members in addition to Messrs. Thomas and Smith were Frank Fogarty, WOW Omaha, chairman; Harold Anderson, KOLN Lincoln, and Joseph diNatale, KODY North Platte.

African Meeting June 21-24

Slated at San Francisco

ADVERTISING Assn. of the West will hold its 50th anniversary convention in San Francisco June 21-24, with co-headquarters in the Fairmont and Mark Hopkins hotels.

Among the speakers: June 22—Bruce Barton, BBDO chairman and chief of Advertising Progress; June 23—Elen G. Barton, president, Advertising Federation of America, "The Camel's Nose—and Its Rump" (legislative threats to advertising); and Fairfax Cone, president, Food & Drug Belding, "The New Challenge to Advertising."

June 24—Clyde Bedell, advertising and merchandising consultant; Dr. Ernest Dichter, president, Institute for Research in Mass Motivation, and Dr. Kenneth McFarland, educational consultant, General Motors.

North Carolina Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its summer meeting Thursday and Friday at Nags' Head, with an expected attendance of 100. MBA President Thomas F. O'Neil will deliver the principal talk. Planned are a bus trip to Cape Hatteras, an air show, president's breakfast and a demonstration of new remote control equipment by Bill Rust of Rust Industrial Co., Manchester, N. H. Vic Diehm, WAZL Hazleton, Pa., and past president of the Pennsylvania Broadcasters Assn., will talk at a luncheon.

Florida Annual Meet

ANNUAL meeting of the Florida Assn. of Broadcasters will be held June 25-27 at the Empress Hotel, Miami Beach, with association business sessions the first day. The BMT session is scheduled June 26 with George Harvey, WFLA Tampa, and Ewald Kockritz, WQBS Miami, among speakers. The BAB session will be held June 27.

CBA Convention Agenda Set

TV and radio relations will be the chief topics for discussion at the Catholic Broadcasters Assn. sixth annual convention to be held at the Hollywood (Calif.) Roosevelt Hotel for three days starting Friday. More than 200 members from all parts of the United States and Canada will attend.

KBA TOLD MEDIA COMPETITION HELPS

COMPETITION among media is contributing to the benefit of all media, particularly in radio-television markets, NARTB President Harold E. Fellowes said Thursday at the presentation of the banquets of the Kentucky Broadcasters Assn., meeting at Louisville.

"Radio stations in such markets have undertaken with enterprise and ingenuity to improve . . . . own programming, to create a better sense of community interest, to seek all manner of devices of enterprises to re-establish their necessity to community life," Mr. Fellowes said.

"There is no category of radio-Television, he said, that despite the ratio, television in dollar volume of business is rapidly overtaking radio. "Those of us interested in both branches of this great electronic miracle of entertainment, information and education," he said, "should face the fact unafraid that television probably within two years will have surpassed the billings of radio in this nation. A prediction does not mean that the two will at that point or at any point in the future, find it impossible to live together; it does mean perhaps that each of us in his respective fields must bear more heavily upon the understanding of the other to find the answer to how these two shall live together."

NEWS OPERATIONS QUERIED BY NARTB

DEVELOPMENT of an industry guide covering radio news techniques, including ways to obtain maximum revenues from newcasting, is planned by NARTB.

First steps were taken last week with mailing of two questionnaires to 2,500 AM stations and independently operated FM outlets. The questionnaires went to station managers and news directors.

Robert K. Richards, NARTB administrative vice president, and Richard M. Allerton, manager of research, are in charge of the project.

Maryland-D. C. Broadcasters to Meet

TWO-DAY series of panel discussions and talks covering radio and TV management problems will be held Thursday and Friday by the Maryland-D. C. Radio & Television Broadcasters Assn., meeting at Ocean City, Md. Charles J. Truitt, WBOC Salisbury, association president, will preside.

John H. Smith Jr., NARTB promotion and FM manager, will address the opening luncheon Thursday on public relations and promotion at the local level. The afternoon will include a discussion of Conestol by Steve McCormick and G. Jacobus of Federal Civil Defense Administration.

Audience measurement methods will be reviewed by Kenneth H. Baker, president of Standard Audit & Measurement Services, and Albert M. Wharfie, vice president of A. C. Nielsen Co. R. C. Emery, WITH Baltimore, will conduct a panel on local time sales.

Orren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee will be Thursday evening dinner speaker.

For speakers at the general sessions of the meetings, WITH- FM Baltimore; Max Pullen; Baltimore AP bureau and GM Eagle Emmens, WJZ Baltimore; Harry B. Cohen Adv. Co.; Stanley Pulver, Leventhal & Hughes, New York; and the Joint National Congress, Station Representatives Assn.; Leslie H. Bird, JCN; WJLA-AM-FM Washington, and Ben Strouse, WWDC-AM-FM Washington, chairman of the Broadcasting Section of the Advisory Committee on Government Reports.

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The TIME of Your Life—
on the
New WJAS AM & FM

MONEY
THE SUNNY SIDE OF THE DIAL

IN THE MORNING . . .

With “The Bill Brant Show.” The Tri-state area’s popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market. BILL BRANT . . . musician, DJ, songwriter, award winning Radio-TV star . . . and your salesman in the tri-state area.

IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product. But we can’t tell the whole story here. See us in the next issue for full details.

ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation’s veteran radio newscasters, HERB MORRISON . . . 22 years of covering the nation’s top news stories, including his dramatic on-the-spot report of the Hindenburg disaster.

Serving the
GREATER PITTSBURGH
Metropolitan Area . . .

5000 Watts

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
FCC MODIFIES REPORTS FILING

FCC has further revised its proposal to amend requirements covering the filing of contracts and other reports. The revisions are based on comments filed by NARTB and others.

FURTHER revision of its proposed rule-making proceeding to amend requirements covering the filing of contracts and other reports with FCC [BT, Feb. 23] was announced by the Commission last week and the proposals were modified to relax some provisions and clarify others. FCC ruled that comments on the revisions may be filed until July 13.

In the proposal requiring report of bulk time sales to the same sponsor, FCC relaxed the 2 hours provision to 4 hours. The requirement for filing of all management contracts is relaxed to permit only to agreements with persons other than regular employees, except where share of both profits and losses is involved. Clarifying requirements for filing of bylaws and amendments thereto. FCC made it to exclude normal communications between networks and stations not dealing with affiliation. FCC rejected requests to eliminate requirements for filing of mortgage and loan agreements.

The full text of FCC's proposed rules revisions will be published in FOR THE RECORD in next week's issue of BT.

The revisions are based upon comments filed with the Commission by NARTB, NBC, Storer Broadcasting Co., Westinghouse Radio Stations, WCAR Pontiac, Mich., and WEBC Duluth, Minn.

KBIG Ordered to Hearing On KMPC Interference Charge

KBIG Avalon, Calif., was ordered by FCC last week to go to hearing with its application for a license to cover the construction permit it holds for 10 kw daytime on 740 kc, directions, because of the interference claims made by KMPK Hollywood and KCBS San Francisco. KBIG is owned by John Poole Broadcasting Co. KMPK and KCBS, made parties to the hearing, have been engaged in a battle of petitions before FCC with KBIG on the interference allegations.

In other broadcast actions, FCC last week granted a new AM station on 1410 kc with 1 kw daytime at Alexandria, La., to Dixie Broadcasting Service. Co-owners of Dixie are Cyril W. Reddoch, 50% owner of KDLA DeRidder and KREH Oakdale, La.; Klen Evans, 50% KREH, and Ralph L. Hooks, commercial manager of KDLA.

KIMA Yakima, Wash., was granted power increase on 1460 kc from 1 kw day and 500 w night to 3 kw fulltime, directional night.

FCC denied petition of Central City-Greeville Broadcasting Co. to reissue the expired permit for WCNL, Central City, Ky., which was assigned 500 w daytime on 1380 kc. Action was without prejudice to filing of a new application. The petitioner explained the CP was allowed to expire in mid-1952 because of Central City's union-labor emergency.

GET TOGETHER at Milwaukee BMI program clinic includes (l to r): Bruce Wallace, WTMJ Milwaukee; Jerry Sills, WMIL Milwaukee; Jack Hardesty, BAB, and Ben Laird, WDZ Green Bay, president of Wisconsin Assn. of Broadcasters.

EN ROUTE from Omaha to Wichita are BMI clinic speakers (l to r) Al Martin, BMI; Karl Jansen, KTUL Tulsa; Joe Kirby, WKRS Waukegan, Ill., and Earl Glade, KDSH Boise.
Magnaflux is an electrical process used to detect hidden imperfections in magnetic material. It is used by American Airlines in the inspection of propeller parts, crankshafts, valves, springs, and other parts made of steel.

Magnaflux is so accurate that it shows up cracks 1/20,000,000 of an inch deep, reveals flaws that cannot be seen by the naked eye.

In 1935, American Airlines purchased this equipment from the Magnaflux Corporation and became a pioneer in applying these principles of preventive maintenance in air transportation. Only a few years later the Civil Aeronautics Administration ordered all airlines to use this method of scientific inspection.

Magnaflux detection devices are only one of a long series of milestones in the history of air transportation that have been introduced first by American Airlines.

**Pioneering in Magnaflux—the Metallic "Detective"**

**American Airlines INC.**

*America's Leading Airline*
SENATORS ASK NARBA SHOWDOWN AS THEY SET JULY 1 HEARINGS

Sen. Johnson says he will testify in favor of the treaty. FCC Chairman Hyde was questioned by the Senators behind closed doors, after which the July 1-3 hearings were set. Clear Channel group plans to present detailed opposition.

A GROUP of firemen Senators on Capitol Hill, assisted by FCC and State Dept. officials, is getting up steam for the North Carolina Radio Broadcast Agreement (NARBA) for Senate ratification before this congressional session ends.

It is pretty much a damn-the-torpedoes, full-speed-ahead approach. Whether the whole treaty will be scuttled, despite this empowered effort, depends on two principal factors:

- How great the opposition to the treaty at hearings set last week for July 1, 2 and 3 by the Senate Foreign Relations subcommittee (Sen. Tobey [R. N. H.] is chairman).
- Should the treaty be approved in committee, can a two-thirds majority of Senators present and voting be mustered?

NARBA apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1952.

Sen. Tobey's subcommittee announced the hearing dates after holding a closed session Monday with FCC Chairman Rosel H. Hyde. Chairman Hyde's relationship with NARBA is pointed up by his position on the Commission and because he served as head of the U. S. delegation to the NARBA conferences leading up to the pact.

Supporters Argue

Ostensibly the behind-the-scenes session was held to determine whether or not to hold a hearing. But what it amounted to, according to Capitol sources, was an argument by key people, like Sen. Edwin C. Johnson (D-Colo.), who, although not a member of the subcommittee, was present at the session, designed to convince the subcommittee that the treaty was needed and that opposition would not engulf it's chances for ratification.

Apparent the subcommittee was convinced, at least sufficiently enough to decide to go ahead with hearings.

Sen. Johnson, asked about NARBA by B+T, revealed that he expected to testify in favor of the pact. He is ranking minority member of the Senate Interstate & Foreign Commerce Committee and the most NARBA-versed active Senator.

The Senator said the treaty has "good prospect" of being ratified. He said he was at the closed-door session because "I want to see it [NARBA] voted up or down," and because he wanted the subcommittee to hold hearings.

"I believe that the pigeon-holing of legislation like that is an abomination," Sen. Johnson said. "Americans are acting in good faith; to let it [NARBA] die is not only discourteous, it is rude—I run out of adjectives."

Supporters present were: Tobey, Johnson, Mike Mansfield (D-Mont.) and William Langer (R. D.). Sens. Tobey, Mansfield, Langer, Homer Ferguson (R-Mich.) and J. William Fulbright (D-Ark.) make up the NARBA subcommittee.

In contrast, the Clear Channel Broadcasting Service which functions to protect the sanctity of Class I-A channels for rural and remote coverage [CLOSED CIRCUIT, May 4]. CCBS opposes Senate ratification now because Mexico is not a party to the treaty and also because of "engineering difficulties."

Backing the clear channel group are the National Farm Bureau and the National Grange, both of which have sent protests to the subcommittee, it was learned.

The clear channel group, which was given to understand that opposition testimony was to be clear within two days along with the stand of proponents, told B+T it already believes it will be obliged to ask for a little more time. Hearings actually were set for three days, although officially announced as two. Third day will be used as "cushion"—i.e., if hearings become bogged down with too much testimony. Here is the way the hearing schedule is shaping up:

Proponents—FCC Chairman Hyde probably will lead off, followed by other government officials; most likely there will be a State Dept. spokesman. Sen. Johnson will testify, if not ahead of Mr. Hyde (Senate courtesy), then soon after. Then we will come other spokesmen, par-ticularly station people—should they request to be heard.

Opponents—Holllis Seavey, director, CCBS; John H. DeWitt Jr., president of WSM Inc. (WSM-AM-TV Nashville) and chairman of CCBS' Engineering Committee; Reedy T. Bolls, counsel, CCBS. Probably some station people will testify—though plans have not been made as yet. Farm may have spokesmen testify.

Mr. DeWitt Mr. Seavey

Mr. Seavey told B+T that CCBS would want to make a "full presentation," and that it would be only "fair" for the subcommittee to afford his group sufficient time. He said it was his group's contention that the "people who will suffer are rural and small town people" because of NARBA. He also thought that it was doubtful whether the Senate could muster the necessary two-thirds majority to ratify the treaty.

Tax Finances Advertising

THE FLORIDA Legislature's House Citrus Committee has approved an amended Senate bill calling for an additional two-cent tax on fresh grapefruit to bring the tax to six cents per standard box.

Antenna Data Required

AGREEMENT between the FCC and the U. S. Coast & Geodetic Survey has resulted in an amendment of Part 17 of the FCC's Rules Concerning the Construction, Marking and Lighting of Antenna Structures, providing for a report to be made to the C&GS.

FCC GRANTS 1 VHF, 3 UHF

FCC's revised policies to expedite TV hearing cases and application processing resulted last week in the grant of a second vhf station for Seattle and new uhf stations for Albany, Rochester and Schenectady.

- The Commission on Wednesday issued a construction permit for vhf Ch. 4 at Seattle to Fisher's Blend Stations Inc., licensee of KOMO. The grant was made possible by action on the competitive Ch. 4 bid of KJR there. KJR's chief stockholder (87%), theatre-owner Theodore R. Gamble, received an option for purchase of one-third interest in a new corporation to be organized by Fisher's Blend for the grant.

Associated with Mr. Gamble is Howard Lane, minority stockholder and vice president of KJR, and also of KOIN Portland. Mr. Gamble is principal stockholder in KOIN, applicant for vhf Ch. 6. KOIN has given 50% option to KGW Portland, former Ch. 6 competitor [B+T, June 8, May 25].

Seattle has been served by a single station, Ch. 5 (KING).

In New York state, through last-minute withdrawals of competitors in several cases, the following grants were made:

- At Albany, WPTR received uhf Ch. 23 upon dismissal by WTRY of its application. WTRY acquires 50% interest in Van Curier Broadcasting Corp., which received uhf Ch. 35 at Schenectady upon drop-out of Champlain Valley Broadcasting Corp. Latter sells physical assets of WBCH for $100,000 to Van Curier, WPTR and WTRY and will surrender WXD's CP for 10 kw, 850 kc.

- At Rochester, N. Y., Star Broadcasting Co. received uhf Ch. 15 as WARC there gave up its competitive application. Star Broadcasting, licensee of WGO Geneva, N. Y., buys WARC for about $110,000, subject to FCC approval.

- At Albany, WPTR will exchange uhf Ch. 19 for WTRY's Ch. 15, with WPTR's then granting WPTR's New York call to Schine Theatres, Rochester, owned by Schine for $50,000 and taking WPTR's Rochester and Schenectady.

Other TV actions last week included:

- Grant of uhf Ch. 27 to Lawrence, Mass., to General Broadcasting Co., owned by Alfred Franks, retail clothes, and Ralph and Justin Wynner, textile manufacturers. The application was unsuccessful.

- Order by FCC making final immediately the June 4 initial decision of Examiner Fanney Litvin to grant uhf Ch. 62 at Evansville, Ind., to Premier Television Inc., owned by movie exhibitor J. D. Fine and family [B+T, June 8].

- Initial decision by Examiner Gifford recommending grant of uhf Ch. 30 at Portsmouth, Ohio, to Woodruff Inc. (Edward Lamb), following drop-out by WPAY there [B+T, June 8].

- Initial decision by Examiner Benito Gaujine recommending grant of uhf Ch. 11 at Savannah, Ga., to WTOC there, following withdrawal of Martin & Minard [B+T, June 1].

- Initial decision by Examiner Gifford recommending grant of uhf Ch. 4 at KVI and KXN to enter the Ch. 4 fight. Simultaneously, KIRO amended from Ch. 4 to Ch. 7 to "protect the total situation"
and to preserve its prospective chances for TV [B&T, June 8].

KOMO, 50 kw NBC affiliate on 1000 kc, and KIRO, 50 kw CBS affiliate on 710 kc, had been negotiating off and on for some time to determine which would change to Ch. 7 to avoid an endless deadlock between the two major outlets. But no agreement was reached because it became moot when KJR amended to Ch. 4, according to Paul Porter, KIRO's Washington counsel.

There was no hint of KJR's intention to withdraw when it switched to Ch. 4, Mr. Porter indicated. He said KIRO has not determined its next step now that it is left with two competitors on Ch. 7.

When the new Ch. 4 grantee corporation is formed and Mears, Gamble and Lane acquire one-third interest, it is contemplated that they will sell their KJR holdings to local interests. Present KJR management and operating personnel would be retained, it is understood. KJR, 5 kw on 950 kc, is an ABC outlet.

The Albany-Schenectady grants to WPTR Albany (Schine Theatres) and to Fabian Theatre-WTRY Troy came about in this way: WPTR had been opposed by WTRY for uhf Ch. 23 in Albany. Van Curler Broadcasting Corp. (Fabian) had been opposed by WXKW Albany for uhf Ch. 35 in Schenectady. Albany-Schenectady-Troy are considered one market. In a merger arrangement, filed last Monday with the Commission, Van Curler and WTRY combined forces, and WTRY dismissed its application. This put WPTR in an uncontested position for Ch. 23 in Albany. In addition, WPTR and Van Curler-WTRY bought the physical assets of WXKW for $300,000, with WXKW's major owner Stephen Rintoul agreeing to turn in his permit to FCC and dismiss his TV application. WXKW, which has been operating under a construction permit since 1948, has been having difficulty meeting its directional antenna requirement. This put the Van Curler-WTRY combination in a no contest position for Ch. 23 in Schenectady.

Agreement between Van Curler and WTRY (owned by Col. Harry C. Wilder and associates) provides that upon grant of the TV application to Van Curler, WTRY will become half-owner of the Ch. 35 station. Fabian group owns 65 theatres in New York, New Jersey, Virginia and Pennsylvania. It also owns the national 300-theatre Stanley-Warner chain. Col. Wilder at one time owned WSYR-AM-FM-TV Syracuse.

Schine Theatre Chain Inc. (J. Myer Schine) owns several hundred theatres in the Northeast (principally in New York, Ohio, Maryland and Kentucky). The Schine group also is 50% owner of WRNY-TV Rochester, N. Y., and has hotel holdings in six cities.

Meanwhile, FCC set for hearing in Washington on July 10 the competitive applications for uhf Ch. 8 at Peoria, Ill. Contests are WMBD, WIRL, and Brookwell Enterprises. By memorandums of agreement, FCC turned down a petition filed by WIBG Philadelphia asking the Commission not to accept the competitive application of Lou Poinier for uhf Ch. 23 at Philadelphia.

Approve TV in Cars

Two states have taken action allowing the operation of cars and trucks equipped with television sets. In Oregon, the governor approved a bill which allows a television set to be installed in vehicles providing its screen is in back of the driver's seat and cannot be seen by him. The Texas House vetoed a bill which would have prohibited the operation of vehicles equipped with TV sets.

Wayne West is Peoriarea's biggest salesman—in more ways than one! "Three hundred pounds of entertainment", he sells more merchandise than anyone else in town on his show, "Wayne West Entertains".

The program is specifically directed to women. Wayne gives recipes and household hints . . . plays records, plays and sings himself. His "Chapel of Memories" is particularly popular. Response for national spot advertisers has been outstanding . . . for instance, a single announcement offering a trial size of SOFSKIN free brought 589 requests.

Skillful programming with the most popular local personalities helps maintain WMBD's dominant position in Peoriarea radio. Featured stars are only a part of WMBD's well-balanced staff. WMBD—the leader in audience ratings . . . WMBD—the leader in sales results.

To sell the Heart of Illinois, buy WMBD!
BASEBALL's legislative hope for rule 1(d) was riding high last week.

The Senate Interstate & Foreign Commerce Committee Wednesday unanimously approved Sen. Edwin C. Johnson's (D-Colo.) bill to permit the rule's reinstatement. Before its 1951 repeal, the rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the home team's ball park.

Now the Senate can act. Sen. Johnson said he knew of no opposition in the upper chamber and that the measure would pass “in a few days.”

Features of the action and an accompanying report (S Rep 387):

- Bill was changed to specifically spell out rule 1(d).
- Committee warned that FCC “can and should” consider complaints lodged by baseball of “unauthorized and deceptive broadcasting practices” when renewing an alleged station violator's license and also consider “instituting revocation proceedings.” Such action is within FCC's “province and duty,” it said.
- Letters by four broadcasters favoring the legislation [CLOSED CIRCUIT, June 8] were released. Senators said that while they recognized the “honest difference of opinion” between organized baseball and certain radio-TV industry elements, “the radio and television industry, as represented by NARTB, appears to be divided.”

Letters came from Ralph L. Atlas, president, WIND Chicago; Frank P. Schreiber, manager-treasurer, WGN Inc. (WGN-AM-TV, WGNB [FM] Chicago); H. W. Cassill, general manager, KIOA Des Moines (also an Atlas station) and R. O. Reynolds, vice president, KMPC Los Angeles.

All the broadcasters noted that their stations broadcast baseball. They all declared that baseball had the right to make its own rules for its own protection. (See excerpt of Mr. Schreiber's letter, B+T, June 8).

“'Alleged' benefits from unrestricted, unregulated broadcasts as forced on the public today are superficial. They are sporadic, temporary and delusive,” the report said.

* With rule 1(d) in the saddle again, broadcasting and telecasting by local radio and TV stations will be encouraged, according to the committee. “Reasonable regulation of baseball’s broadcasts and telecasts will mean wider use of radio and television in the long run.”

* The bill, according to the committee, authorizes action by baseball but does not compel such action in reinstating rule 1(d). While not admitting illegality of the rule, the committee wanted to clear up any doubt.

* From the tenor of the report and witnesses' statements quoted, there was no doubt that the committee felt that unrestricted baseball broadcasts or telecasts or both were harmful to major and minor leagues.

Hyde Sits In

ROSEL H. HYDE, FCC Chairman, took part in a Tuesday morning conference between President Eisenhower and members of the National Security Council. The meeting was confined to problems affecting the nation's defenses, it was understood. Haraden Pratt, telecommunications advisor to the President, also participated in the meeting.
"Mescal Johnston Calling"

Monday thru Friday
10:15 - 10:30 a.m.

Arkansas's Newest and
Most Complete Woman's
Show is on the Air!

Mescal Johnston is an Arkansas girl, married
to Frank R. Johnston of the State Department
of Education and Executive Secretary of the
Arkansas Association of Future Farmers of America. They have a daughter, Marie, age 7.

Mescal is a graduate of Greenwood, Arkansas,
high school, attended Arkansas Tech and re-
cieved Bachelor and Master degrees in Home
Economics from the University of Arkansas with
further work in Home Economics at the Univer-
sity of Missouri. She taught home economics
in high schools for 6½ years and clothing design
and home economics at University of Arkansas
for 3½ years. Taught art in West Side Junior

"Mescal Johnston Calling" is the kind of woman's
show that women want to listen to, featuring
as it does, interviews with interesting personal-
ities, hints on homemaking, a good tip on buy-
ing, and suggestions for saving on the house-
hold budget.

Some good availabilities are open in "Mescal John-
ston Calling." Ask your Taylor man.

Mescal Johnston is a member of the following
organizations:
American Home Economics Association
Arkansas Education Association
Phi Upsilon Omicron—professional home
economics
Kappa Delta Pi—honorary education
Mortar Board—honorary senior college women
American Association of University Women

YOUR O. L. TAYLOR COMPANY
MAN WILL GIVE YOU
COMPLETE DETAILS

COVERING MOST ALL OF ARKANSAS AT 1010!

BROADCASTING • TELECASTING

June 15, 1953 • Page 55
FCC APPROVES WAPI, WAFM-TV SALE

Commission action confirms the $2.4 million sale of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., from Ed Norton and Thad Holt to the Birmingham News Co. FCC also grants the sales of WLAW Boston-Lawrence to General Teleriko and WNAC-AM Boston to Vic Diehm Assoc.

SALE of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., for $2.4 million by Ed Norton and Thad Holt to the Birmingham News Co. was approved by FCC last week, conditional upon subsequent consent to the sale of the News Co.'s WSGN-AM-FM-TV there to another local group [B'T, April 27, 13]. Commrs. Paul A. Walker and Frieda B. Hennock dissented.

In other major transfer actions, the Commission approved the sale of WLAW-AM-FM Boston-Lawrence by Hildreth & Rogers' principals for $475,000 to General Teleriko Inc. FCC likewise granted the companion sale of General Teleriko-AM-WNAC Boston for $120,000 to Vic Diehm Assoc. Inc. [B'T. May 11]. General Teleriko's WNAC-TV Boston on vhf Ch. 7 is not involved in the transfers.

Follows Storer Purchase

Consent to the WAPI transaction is the second major station sale approved at Birmingham in the past several weeks. FCC earlier granted Storer Broadcasting Co.'s $2.4 million purchase of WBRC-AM-FM-TV Birmingham from Mrs. Eloise H. Hanna [B'T, May 23]. Storer and his partner WSAT-AM-FM Cincinnati for $200,000-plus to broadcaster Sherwood Gordon, which awaits FCC approval [B'T, June 8].

Mr. Norton was 75% owner and Mr. Holt 25% owner of The Television Corp., licensees of WAPI, WAFM (FM) and WAFM-TV. WAPI, Alabama's first radio station, is a CBS affiliate on 1070 kc with 10 kw day and 5 kw night. WAFM-TV has been operating on vhf Ch. 13 since May 1949. It is a CBS, ABC and DuMont affiliate. The Birmingham News Co. has sold WSGN-AM-FM and WSGN-TV, post-haw permittee on vhf Ch. 42, to local investment banker John S. Jenison Jr. and associates. Consideration is $300,000. The transfer awaits FCC approval.

WLAW-AM-FM has been owned by Irving E. Rogers, publisher of the Lawrence, Mass., Eagle and Tribune. WLAW is assigned 50 kw fulltime, directional, on 680 kc. WNAC is assigned 5 kw fulltime on 1260 kc, directional night. General Teleriko, which owns the Yankee and Don Lee Networks, WOR-AM-FM-TV New York City, is the principal owner of MBS, will retain the call letters WNAC when it takes over the 680 kc WLAW. The call of WLAW will be deleted.

Vic Diehm Assoc. have asked FCC to assign the new call of WVDA to 1260 kc WNAC. Mr. Diehm owns WAFM-AM- FM-TV Hazleton, Pa.; WIDE Biddeford, Me., and WHOL Altoona, Pa.

General Teleriko proposes to retain the present call letters for the 680 kc operation, retaining WNAC-AM and WNAC-TV. WLAW-FM will be surrendered. The Diehm group will take over WLAW's present studios in the Hotel Radford and WNAC's 1260 kc transmitter.

WNAC will retain its Mutual affiliation on the new 680 kc channel while the Diehm group will assume ABC affiliation on the 680 kc the ABC affiliation relinquished by WLAW.

Hildreth & Rogers is expected to drop its application for vhf Ch. 5 at Boston, also sought by CBS' WEEI, the Boston Herald-Tribune's WJWH and Greater Boston TV Corp. [B'T, May 25]. Latter is composed of 21 Hub businessmen, including Joseph A. Dunn, president of WORL.

General Teleriko is owned 90% by General Tire and Rubber Co. and 10% by R. H. Macy & Co. The Yankee Network Division comprises key MBS-affiliates (besides WNAC) WONS Hartford, WEAN Providence and WGTI (FM) Worcester. The Don Lee Network Division includes KJYJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

Vic Diehm & Assoc. is owned 24.75% each by Mr. Diehm, Hilda Diehm, and Mrs. Eloise H. Hanna, and 5% by George M. Chidwell, Kathryn Kahler owns 1%.

POOLE HITS EPT AS INEQUALITABLE

TV broadcasters are "firmly opposed to extension of the excess profits tax for any period beyond the final five-year period," according to John B. Poole, representing the Television Broadcasters' Tax Committee, told the House Ways & Means Committee last Friday. Mr. Poole is a Detroit attorney and a stockholder-director of Storer Broadcasting Co.

The committee is considering President Eisenhower's request for an extension of the excess profits tax for another six months.

The tax is undesirable and inequitable because it penalizes the growth and development of new and small business enterprises, distorts competitive relationship between members of the same industry, places a premium on base period experience and penalizes the present ability to compete, according to Mr. Poole.

He recalled that because of high TV losses in the so-called 1946-49 base period—and TV was pioneered primarily by radio broadcasters—normal earnings from radio were depressed. This placed the TV industry in a position of having a depressed base, making subsequent earnings vulnerable to a high tax rate.

Result, he explained, was a relief measure written into the Revenue Act of 1951. This permitted TV broadcasters (before Jan. 1, 1951) to reconstruct their base period by eliminating the impact of TV losses upon radio or other other business.

He charged, however, that regulations which have been promulgated since that time have placed broadcasters engaged in both radio and TV in an unreasonable and unrealistic position. Mr. Poole suggested remedies in the form of amendments that Congress decide to extend the excess profits levy.

These amendments, he indicated, would clear up difficulties in computing the rate of return in connection with TV operation, and would also provide for consolidated excess profits credit when merger, consolidation or similar transactions occur.

Boots to Ike

TED KOOP, CBS Radio director of news and special events in Washington, called at the White House Tuesday morning as head of a committee that presented President Eisenhower with a pair of cowboy boots in connection with the National Press Club's annual outing. The President, who regret he could not attend because of his trip to Rapid City, S. D.

KAMD Appeals FCC Approval Of KPLN Camden Sale

APPEAL to the U. S. Court of Appeals in Washington against FCC approval of the sale of KPLN Camden, Ark., was filed last week by KAMD Camden, Ark.

The Camden News' station alleged that the Commission erred in approving the assignment of the construction permit for KPLN (1 kw on 1570 kc, daytime) from Lee Howard to D. R. James Jr. It charged that the FCC had evidence of irregularity and hidden ownership in the construction of KPLN and that it should have revoked the CP.

Allen Protests Grant To Eugene TV Inc.

PROTEST against grant of vhf Ch. 13 in Eugene, Ore., to Eugene Television Inc. was filed last week by Gordon Allen, permittee of KTVF (TV) that city, on vhf Ch. 20.

Alleging standing as a competing TV station, Mr. Allen charged that C. H. Fisher and son, C. O. Fisher, had substantial interests in AM stations WAFM-TV and KAMD Camden, Ark., and that this violated the FCC's duopoly rule prohibiting the control of more than one AM station in a single area.

Senate Backs More Money For NBS Radio Research

SECOND look taken by the Senate at the fiscal 1954 appropriation for the Commerce Dept. has promised the upper chamber to recommend $306,500 increase for research of the National Bureau of Standards in radio propaganda and standards.

That amount was sliced from the bill by an economy-driving House. Differences of the House and Senate will be ironed out in conference. Conference on this appropriation also will consider the fate of the business cessus, a function of the Bureau of Census. Funds for the service were cut by the House but reinstated by the Senate.

According to Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Interstate & Foreign Commerce Committee which successfully fought for additional money for NBS, some $2.75 million had been allotted in the budget to NBS for its radio studies.

Stambler Leaves FCC Post

ARTHUR STAMBLER, legal assistant to FCC Comr. Frieda B. Hennock since 1950, resigned last Wednesday to become associated with the Washington radio-TV law firm of Scharfeld, Jones & Baron. Mr. Stambler began his new duties with the private law firm Thursday.

Samuel B. Groner, staff attorney-advisor since 1946 with the Justice Dept. Office of Legal Counsel, succeeds Mr. Stambler.
"Hometown, America", is doing an amazing job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

**IN THE FIRST 4 WEEKS**

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**This Is Only The Beginning!**

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!
FCC submits reply to Senate queries

FCC last week submitted detailed answers to questions asked by the Senate Interstate & Foreign Commerce Committee on relieving the TV hearing backlog.

Questions grew out of a session held by the committee with the Commission May 18 [B+W, May 25].

Highpoints follow:

FCC said it cannot act "merely on the ground of vague suggestion and must be careful to avoid injustice to innocent parties" when considering so-called "strike" applicants. It added it was studying a cut-off date plan to facilitate handling.

The Commission outlined actions taken and told of changes underway in streamlined procedures and overhauling its system of priorities [B+W, May 25].

FCC said it has received no specific proposal that it permit two or more competing applicants in a community to form a trustee corporation to obtain an interim license and operate the station during the time taken to complete a hearing.

With new hearing procedures, FCC believes that B-4 cities on the privacy list can be designated for hearing "considerably sooner than we had previously expected." Actual time-tables would depend upon the number of examiners provided in fiscal 1954's appropriation.

FCC pointed out technical differences between uhf and vhf operation have been reduced and that anyway, in considering successful competition in established vhf areas, factors of the number of stations established, economy of the community, of network affiliation, etc., must be noted.

FCC said: "Excluding educational and ter- 25
torial assignments, 24 uhf channels and 110 vhf channels have neither been granted nor applied for."

Not all vhf sets must be converted to receive uhf. There are only 30 uhf outlets on the air (as of June 9).

Uhf will not go the way of FM because "it is believed that the intermixtures of uhf-vhf systems throughout the country, the fact that the uhf band contains 70 channels as against 12 in vhf, and the fact that many areas will receive only uhf service" would prevent such an occurrence.

NTSC to study procedures at June 24 meeting

THE NATIONAL Television System Committee has scheduled a full-dress meeting for June 24 in an effort to decide its procedure in the forthcoming petitioning of FCC for compatible color TV standards.

The main question, it was understood last week, is whether NTSC will itself petition FCC, or whether it will wait and make its position known in comments filed in connection with other petition or petitions. RCA has made clear that it intends to petition FCC by July 1 (also see story page 76), and there has been speculation that some other manufacturers also may petition separately.

The approximately 20-man NTSC group, headed by Dr. W. R. G. Baker of General Electric, was reported now to be in general agreement that the compatible system is ready to be put before the FCC and has been sufficiently field-tested.

The June 24 meeting will be held at IRE New York headquarters.

'Sreamlined' agency set to replace NPA

NATIONAL Production Authority in the Commerce Dept. is scheduled to be replaced by a new, streamlined "business services agency." This was revealed last week by Secretary of Commerce Sinclair Weeks.

He said NPA's defense allocation functions would be retained but that 20 major divisions, with "key advisers" recommended by various industries to represent them, would be created. A major division, he said, would be electronic television.

"In our overall format," he said, "we plan to help advertisers, sales executives and salesmen through industry in divisions dealing with marketing and distribution problems." NPA had reduced staffing of its Electronics Div. from 92 to 18 in the past year [CLOSED CIRCUIT May 25].

Pro football argument set for court hearing

JUDGE Alan K. Grim tomorrow (Tuesday) will hear argument on the National Football League's motion to stay the Government's antitrust suit pending in the U. S. District Court in Philadelphia.

In a 19-day trial ended March 12 the Government charged the football league with violating the Sherman Antitrust Act by restricting TV and radio coverage of games.

ILL. BANS FUNDS FOR U. TV PLANT

THE U. of Illinois may be permitted to construct its proposed television station, but without benefit of state funds, judging by developments in the state legislature at Springfield last week.

The Senate Education Committee approved a bill to ban outright construction of such a station, but an amendment was being prepared for submission on the senate floor. It reportedly would allow state universities to build TV stations, provided money or equipment comes from outside or private sources. The university already has some $200,000 worth of TV equipment on hand for its proposed operation on vhf Ch. 12. It hopes to get an additional $100,000 from the Ford Foundation.

Even so, it would need between $30,000 and $40,000 a year more than it is now spending for the station to go on the air, according to Dr. George Stoddard, U. of Illinois president.

Meanwhile, CETA reported last week that more than $300,000 of the necessary $800,000 have been pledged. Another $150,000 each has been promised by the Ford Foundation and Chicago Board of Education.

House frowns on standby

EXEMPTION of radio and/or TV station rates from a 90-day emergency "standby controls" proposal—a recommendation approved by the Senate [B+W, May 25]—may prove only academic. The House last week passed a watered down version which the 90-day emergency section which had been knocked out by the House Banking & Currency Committee. Unless Senate-House conference reinstates the section, the emergency provision may be a dead duck this session of Congress.

Executive shifts made at KCMO

IN LINE with the grant of a TV construction permit for KCMO-TV Kansas City on June 3, T. L. Evans, president of KCMO, has announced that E. K. Hartenbower has been appointed general manager of KCMO-AM-FM-TV, assuming managerial operations of KCMO-TV. R. W. Evans has been named manager of AM operations.

In addition to his present duties as assistant to Mr. Hartenbower, Clarence E. Breazeal assumes full management of KCMO-FM-Transit Radio. Karl Troeglen, technical director of KCMO, will also assist Mr. Hartenbower in TV operations.

According to present plans KCMO-TV is expected to be on the air about Oct. 1.

KJH-TV names H-R TV Inc.; Staff changes announced

KJH-TV Los Angeles has appointed H-R TV Inc., its national sales representative, effective today (Monday), according to Willet H. Brown, president of Don Lee Network Divs. of General Teleradio Inc., parent corporation.

At the same time, Mr. Brown announced that George Whitney, vice president in charge of TV sales for KJH-TV, has gone to New York to work with the H-R organization there.

In other changes, John Reynolds, sales manager of KJH-TV, was appointed manager of the station, and Howard Wheeler, account executive for the past year, was named to take over as head of local sales. John Bradley, KJH-TV's sales representative in the San Francisco area, will join H-R TV's San Francisco office.

John Blair & Co. continues to represent the Don Lee radio properties.

WHAS-TV rates go up

WHAS-TV Louisville, Ky., will increase its hourly rate from $600 to $700 when rate card No. 6 goes into effect July 15, Neil Cline, station manager, announced last Thursday. The Louisville station's open rate 1-minute announcement, Class A, has been increased from $120 to $140.
Sell More On 4
with KRON-TV’s
SUPER SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV’s 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.

- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.

- LOW FREQUENCY on Channel 4 gives you a more efficient wavelength and more effective coverage over a wider area.

- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage...more complete coverage...more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV’s 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV
SAN FRANCISCO
RADIO SERVES IN WAKE OF TORNADO DESTRUCTION

Broadcasters again rolled up their sleeves last week as the elements wrought havoc through the Midwest and New England. And these initial reports from the stricken areas indicate that all radio served well.

RADIO's ability to take over leadership under disaster conditions last week was again pointed up as additional tornadoes swept the country, dealing death and destruction in Massachusetts, Maine, Missouri, and Oklahoma. But it already has been told of the medium's resourcefulness after similar tornadoes last month in Texas, Nebraska, Michigan and Ontario. [B.T., May 18, et seq.]

Last week's grim harvest claimed well upward of 200 lives, injured hundreds and left millions of dollars in damages, with radio again proving its worth as broadcasters placed not only their facilities at the disposal of the victims and their communities, but in many cases displayed personal acts of heroism and sacrifice.

Highest death toll came from a series of twisters Monday in Michigan and Ohio, where deaths were being counted at 140 and injuries at more than a thousand. Next highest death toll was in the Worcester, Mass., area the next day when more than 80 lost their lives and some 600 were injured.

Stations providing on-the-scene staff coverage and assistance, as reported late last week, included: At Worcester, WAAB WNEB WTAG-AM-FM Worcester and WNAC Boston; at WEDF WFEF WFAS WTAC WBBC Flint and WJR WWJ-AM-TV Detroit, WGAR Cleveland reported on the tornado in that city Monday, as did WRSR Cleveland Heights.

Reports of radio's part in the tornado which struck in the Worcester region at 5:30 p.m. Tuesday still were coming in late last week.

WTAG-AM-FM Worcester, besides emergency broadcasting, supplied disaster coverage to WPIS WPBN WORL WCLI WFLA Lawrence, Mass.; WLAM Lewiston, Me.; WVOM Brookline and WEEI Boston. Late Tuesday WTAG News Director Jim Little reported coast-to-coast from WTAG studios on the entire CBS Radio network.

WTAG coverage was boosted by the reporting staff of the Worcester Telegram and Gazette, affiliated with WTAG Inc. ownership. The station, damaged by the tornado, remained on the air with intensive news coverage until the emergency was passed, with virtually the entire staff doing disaster work, according to Program Director A. J. Brissette.

On Wednesday the entire WTAG commercial department compiled disaster bulletins, personal notices and appeals, and many donated blood at Worcester hospitals. WSBM New Bedford, Mass., News Director Larry Jerome and assistant Dick Bunnell made telephoned reports from WTAG Tuesday night.

WTAG canceled nearly all commercials and regular programs in favor of tornado coverage. Newsman broadcasting eyewitness accounts from the disaster area included Louis Fontaine, Ben Oman and Andrew Fuller, community service director. Newsman Chris Condon reported from the city desks of the Telegram and Gazette.

WTAG at 10 p.m. Wednesday presented "Tornado," a full-hour documentary produced and narrated by Mr. Fuller which included recollections of people and eyewitnesses reported.

The station last Friday was to produce "Tornado—Part Two," a sequel broadcast produced on-the-scene in Worcester County's tornado disaster zones which was to be aired at 9 p.m. by WTAG-AM-FM. Interviews were scheduled by Mr. Little, Mr. Fuller and John Wood. WTAG reported it was air on the air more than 30 hours with continuous news and disaster bulletins. Programming became more normal Thursday, the station said.

WTAG on Wednesday sent a report in French on the tornado direct to Canadian Broadcasting Corp. at Montreal to be relayed to Canadian stations. Featured was Wilfred Beaulieu, publisher of Worcester's French language newspaper, Le Travalleur, who interviewed his brother, Jean-Paul, resident of the Great Brook Valley area, Worcester's worst disaster zone.

WNEB Worcester, upon news of the disaster, immediately went into action with its staff of 25, cancelling all scheduled programs and broadcasting emergency information, according to General Manager John J. Hurley.

Mr. Hurley said the station was on the air without a break from the time of the tornado until midnight the following day, devoting the complete 30 hours to disaster relief reporting. No commercial program was aired until 6 a.m. Thursday, he said.

Several members of the WNEB staff went immediately into the disaster areas and were able to give fast, eyewitness accounts. Although the home of Paul Larson, a WNEB personality, was demolished, he came to the studios to give an account of his experiences.

WNEB says it united hundreds of people, also acting as a relay point for messages from civil defense officials and for the Worcester police, who relayed telephone calls to many distant points. WNEB also cooperated with local officials of the American Radio Relay League, transmitting messages to them for retransmission by amateur operators to distant points. The station had lines set up at local CD headquarters and helped relay instructions, many of which were received over car radios in Holden and Shrewsbury, Mass., where knocked-out power put home radios out of action.

Mr. Hurley said Thursday his station still was broadcasting messages from individuals and firms who were donating food, clothing, shelter and other facilities.

MAC Broadcasting reports it broadcast continuously for 33 hours after the tornado struck, with News Director Bob Nims coordinating story coverage. George F. Wilson, president-general manager, reports 10 staff members covered the disaster from the scene.

WNAC Boston aired first coverage of the Worcester tornado on its 6 p.m. Tuesday edition of the Yankee News Service on the Yankee Network and WNAC-TV.

WNAC beep telephone interviews with civil defense heads, police and fire representatives and others were presented. John D. Maloy, Yankee production director, and Lester Smith, special events staffer, sent direct feeds to WNAC from Worcester, describing the disaster. Leland C. Bickford, editor-in-chief of the Yankee News Service, aired an eyewitness report of the tornado in the 11 p.m. edition Tuesday, told by I. B. Robinson, Yankee technical director, who happened to be in Worcester at the time of the storm. This report was the highlight of Mutual's Newsreel coast-to-coast Wednesday at 2:45 p.m., a WNAC spokesmen said.

WNAC-TV telecast special news reports and UP pictures through Wednesday, and at intervals WNAC listed known fatalities.

Sen. John F. Kennedy (D-Mass.) was to have spoken Wednesday on the Yankee network.

WEEI Boston coverage of the tornado began at 6:15 p.m. Tuesday. Charles Ashley, on the air with a news program sponsored by Kaiser-Frazer dealers, flashed the first reports of the tornado. Commercials were dropped to allow maximum news items.

Newsmen Art Smith and Ralph Morse manned a special wire to WTAG Worcester, carrying direct reports from WTAG at 10:15 p.m. WEEI continued with reports of the tornado through the rest of the night.

WPRO-AM-FM Providence, R. I., according to Kenneth Curti, local sales manager, received permission to retransmit the WTAG
Today, another inspiring chapter is being written in the Pittsburgh story—a book whose glowing chapters tell of a great city being built anew—of gleaming new office buildings, hospitals, industries, highways and parks.

On June 15, KQV—for twenty years Pittsburgh’s leading local forum and radio market place—joins the great CBS Radio Network.

So now more than ever, the station for selling Pittsburgh’s rich industrial market—more prized now than ever because of the city’s great new vitality—is KQV, Pittsburgh’s Aggressive Network Station...the steel capital’s new voice of CBS Radio.

Obviously, everyone’s now moving to the new KQV. Won’t you?

KQV...5000 watts...1410 on the dial...but now on the CBS Radio Network.
FM signal and aired that station's entire programming from 8:30 p.m. Tuesday to 2:30 a.m. Wednesday, supplementing these broadcasts with warnings relayed by Rhode Island state police asking persons to stay out of the stricken area.

Mr. Curto said his station's switchboard was swamped with calls for aid from listeners seeking information about relatives in the stricken area. Mr. Curto said WPRO's FM signal helped WTAG to reach people in the WTAG fringe areas.

WPRO staffers voluntarily showed up to help with telephone calls and engineering and announcing duties during the emergency, Mr. Curto said. Of WTAG he said, WPRO gives its sincere tribute to WTAG radio's real sense of responsibility, which was the finest traditions of radio's real sense of responsibility to the community it serves.

At Flint, WDFD reports it carried its first eyewitness report at 10:18 p.m. Monday after the tornado had struck at 8:35 p.m., and carried other such reports on ensuing programs. WDFD representatives helped identify bodies of victims and broadcast tape recordings made in the affected areas on its mobile unit, kept telephone recorded interviews, a telephone interview with Mayor Donald Reige, a list of victims, an interview with City Manager Herman Young, appeals for blood donors, warnings and help from Crosstown residents, messages of Cross disaster units, locations of shelter points, appeals for bedding and other equipment, warnings to the public to stay out of the disaster area, operator's supply of power and equipment to dig bodies from the debris, appeals for doctors and nurses, for food and coffee, and for funds.

Lester Lindow, WDFD general manager, reports his station served as a news center for WJR Detroit, WOOD-AM TV Grand Rapids and WEOA Evansville, Ind., also giving information to other stations who messaged for information. Mr. Lindow said WDFD acted as a relay point and clearing house for messages from relatives of those in the storm area and taped interviews at the scene with Sen. Homer Ferguson (R-Mich.)., Postmaster Gen. Arthur Summerfield (a Flint resident), and Cong. Congressman Clardy of the Flint district, all of whom flew in from Washington.

WDFD reports it also on Wednesday published an Emergency Relief Planning Council, aired a round table talk on tornado relief, and at the mayor's request arranged for a one-minute silence Thursday in tribute to victims.

Mr. Lindow said Flint was not merely so badly damaged as newspaper reports have led the nation to believe; that the area stricken was only two to three blocks wide and seven miles long, and was two miles north of Flint's city limits. Casualties were high because the flimsy homes in this area were overcrowded in many instances, he said.

WKMF staffer Gary Willson aired a warning at 8:42 p.m. Monday that a pilot who had just landed had spotted the tornado several miles away. WKMF's first eyewitness account of the disaster was from staffer Stanley Heine, who believed the twister at its full impact from his home half-a-mile from it, according to, W. Eldon Garner, station managing director.

Program Director Dusty Rhodes directed staffers in covering the disaster that night and through the next day from various points such as the destroyed area, hospitals, a large auditorium used for first aid treatment and the armory, which served as a temporary morgue.

WJIM President-General Manager Samuel R. Sauge said his station broadcast warnings of the impending danger, carrying direct comments by weather experts. WRSR then went into emergency operation, cancelling commercial programs. He said a number of letters have been received from local citizens praising the station for its alerting activities and its coverage and instructions on what listeners should do.

**KNIGHT NAMED WABD (TV) MANAGER**

APPOINTMENT of Norman Knight, vice president in charge of sales, advertising and promotion of Sponsor magazine for the past four years, as manager of the DuMont TV Network's WABD (TV) New York, was announced last week by Chris J. Witling, DuMont's vice president programming.

He succeeds Richard E. Jones, whose future plans were not announced. The appointment is effective July 21.

Mr. Knight formerly was eastern manager of station relations for Mutual for three years. Before that, he had gained experience as a salesman for Storer Broadcasting Co. and subsequently as general sales manager for West Virginia Radio Corp., which is licensee of WJAR Morgantown and WDNE Elkins. Previously he had engaged in announcing and radio writing and promotion activities.

**HARTB Elects Hollinger**

FIN HOLLINGER, general and commercial manager for KPOA Honolulu, has been elected president of Hawaiian Assn. of Radio & Television Broadcasters, succeeding Jack A. Burnett, KULA Honolulu. Ezra Crane, KMVI Wailuku, was elected vice president of HARTB, and Ira G. Mercer, KHON Honolulu, was elected secretary-treasurer. Mr. Burnett and Robert Denison, KIKI Honolulu, were elected directors.

**WDAF-AM-TV Strike Still On**

WDAF-AM-TV Kansas City entered its 21st day of shutdown last Thursday with the AFTRA-called strike still underway [B+T, May 25]. Management and union officials have been meeting intermittently during the past three weeks but with no results. At issue is a union demand that the stations' announcers be paid a fee for commercial announcements while on their regular shifts. Announcers are paid talent fees for commercials they render off-shift. The Kansas City Star's stations offer a raise in pay of $4 weekly.

**STATIONS**

**BROADCASTING • TELECASTING**
There once was an Indian tribe, the "Tejas," whose name meant "friends." Explorers mistook the tribal name for the land’s name, and that’s one story about how "Texas" was born.

Armadillos, which often end up as baskets, have nothing to do with the origin of the name Amarillo. An armadillo can’t see much better than the mole in Pogo; it is just as easily confused; and if you ever lose a bit of skin to its sharp toes, remember it was only trying to depart in a hurry. No he armadillo has a sister his age; no she armadillo has a brother her age; they’re always born four of a kind.

You’re probably wrong about a horse with lots of bottom. It means he has endurance.

“You want a saddle with a horn or without?” asked the outfitter at a dude ranch. "Better make it with,” replied the tenderfoot, “this traffic will need honking at.”

There are only two markets in the U. S. whose per family retail sales exceed $5,000. Both are in Texas. The top one (of the 225 metropolitan counties listed in Sales Management) is Amarillo, with $5,794.

26,461 TV sets have been sold in the Amarillo trade area in the last five months.
WCKY THE

RADIO SATURATES CINCINNATI*

Using Radio You Can Reach
Just 2.5% Less Than Everybody

RADIO HOMES .................. 97.9%
TV HOMES ...................... 73.6%
DAILY NEWSPAPER A ........... 41.9%
DAILY NEWSPAPER B .......... 42.2%
DAILY NEWSPAPER C .......... 42.4%

Why settle for less when you can get 97.9% of all Cincinnati homes on Radio
and
Why settle for less when you can get 50,000 Watts of Selling Power
on
WCKY

* Figures for Cin. Met. Area 295,600 Families
Radio Homes BAB
TV Homes Pulse
Newspaper Circulation ABC City Zone
SELLINGEST STATION IN THE NATION

ON WCKY YOU GET

FULL PENETRATION
Not just part of the market as with other media.

REAL FREQUENCY
10 - 20 - 30 times a week if needed, to drive home your sales message.

LOW COST
with WCKY's low low rates and high ratings, you get the lowest cost per thousand, lower than any other Cincinnati radio station and much much lower than TV or newspapers.

BONUS COVERAGE
at no extra cost. WCKY is first in Out of Home Listening and also gives you a big big bonus of listeners outside of Cincinnati area with 50,000 watts.

Buy WCKY and Get Full Coverage in Cincinnati Plus a Big Bonus

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281
EIGHT MORE TV STATIONS DEBUT TO BRING POST-THAW STARTS NEAR 80

More important markets, including Kansas City, Mo., Duluth, and Scranton, get uhf service. And reports from permittees indicate scores more are in the final stages of preparation.

THREE new TV stations, all uhf, went on the air last week, one vhf outlet was to have started programming yesterday, and two uhf and two vhf are planning to begin commercial operations today (Monday).

Last week's starters are KCTY (TV) Kansas City, Mo., uhf Ch. 25, WFTV (TV) Duluth, Minn., uhf Ch. 38, and WGBI-TV Scranton, Pa., uhf Ch. 22. Yesterday KROC-TV Rocheester, Minn., vhf Ch. 10, was planning to begin, and today KSWS-TV Roswell, N. M., WJAF-TV Lafayette, La., WROM-TV Rome, Ga., and WTVF (TV) Elmira, N. Y., are to begin.

WROM-TV has been counted as going on the air May 30, but did not make that date.

KCTY officials last Thursday were uncertain whether or not the station would begin commercial programming over the past weekend—it depended on how soon equipment tests could be completed.

Deducting WROM-TV from last week's total on-the-air with commercial programming, and adding KCTY (TV) WFTV (TV) and WGBI-TV, the total number of operating post-thaw uhf stations equals the total vhf outlets. Both stand at 36. (Add KROC-TV and the four which planned to start today, and the total post-thaw stations rises to 77, with 38 uhf and 39 vhf stations.)

The total number of commercially-operating U. S. TV stations now is 180, exclusive of the aforementioned probable starters.

Here are late reports from some of the stations:

* Herbert Mayer, president of KCTY Kansas City, Mo., uhf Ch. 25, said his newest uhf TV station may be programming commercially today (Monday)—and if equipment tests late last week were completed in time, the station was to have been on the air the past weekend with major league baseball games and other special events. At the latest, the station is due on with commercial programming this week.

Meanwhile, it was announced that KCTY (TV) has appointed Avery-Knodel Inc. as its exclusive national representative.

Mr. Mayer said everyone at the station was pleased at the excellent coverage the station was getting, even though it is operating with interim power while awaiting shipment of a 10 kw amplifier. "In fact," he declared, "I've heard reports of reception in St. Joseph, Mo., which is 56 miles away from here.

* WGBI-TV Scranton launched commercial operations on June 7 with an hour-long dedication broadcast featuring station officials along with civic and religious leaders and key city officials. The station is on uhf Ch. 22 with 251 kw. and a call for daily telecasts between 5 and 11:15 p.m.

Mrs. M. E. Megargee, president of Scranton Broadcasters Inc., which owns and operates WGBI and FM-TV, opened the special program with a brief dedication speech.

Frank Megargee, son of Mrs. Megargee and the late Frank Megargee, founder of WGBI, threw the switch which put WGBI on the air. As chief engineer of WGBI for the past 24 years, was singled out as responsible for designing the TV studios and installations and for supervising the construction.

WGBI-TV is affiliated with CBS-TV, and claims the distinction of being one of the few TV outlets to begin programming on its scheduled target date.

* Tom Evans, KCMO-TV Kansas City president, said the station hoped to be on the air by fall. He estimated a 90-day construction period following the customary 30-day waiting period. RCA equipment is on hand and the station probably will seek temporary authorization to use its present FM tower to introduce prompt service.

Katz is the KCMO (AM) representative and is expected to represent the station TV-wise, too. Mr. Evans said. KCMO-TV was granted vhf Ch. 3.

* Tom Richards, general manager of WACA-TV Camden, S. C., uhf Ch. 14, said the station

SCRAMONT's largest department store, Cleland-Simpson Co., was the first store to sign for commercial announcements on WGBI-TV there, which went on the air June 7 (see story). Signing the contract is John A. Noble, president of Cleland-Simpson Co. Watching are (l to r): Francis A. Coy, vice president and general merchandise manager of Cleland-Simpson; George D. Coleman, WGBI-TV general manager; W. W. Davis, advertising and publicity director for Cleland-Simpson; and Ed. Schomburg, WGBI-TV account executive.

is aiming for Nov. 1, and will use a DuMont 5 kw transmitter with an effective radiated power of 92 kw visual. No national representative has been chosen, he said, and negotiations still are underway on network affiliation.

* Mel Wheeler, general manager of WEAR-TV Pensacola, Fla., uhf Ch. 3, said a Sept. 1 debut was planned. Mr. Wheeler, who also manages WJAM-TV Panama City, Fla., granted two months ago, said DuMont equipment will be used and that George P. Hollingerly would be the national representative.

* Ben Ludy, general manager of WIBW-TV Topeka, Kan., uhf Ch. 13, looks toward "late fall" as the starting date for the new station. He said there have been no network negotiations as yet. WIBW (AM) is a CBS affiliate. Prospects are that the TV station, like WIBW, will be represented nationally by the Capper Sales offices.

* Tom Gilchrist, general manager of WTWP-TV Jacksonville, Fl., uhf Ch. 36 grantee, and also manager of WTMC Ocala, Fl., said "We are starting construction immediately and hope to bring the finest uhf signal possible to Jacksonville." He anticipates going on the air in the later fall with General Electric equipment. National representative will be John H. Perry Assoc. No network affiliation has been arranged.

* WOKY-TV Milwaukee, uhf Ch. 19, hopes to be on the air by Labor Day. Mel Bartell of Bartell Broadcasters Inc., permittee, said network affiliation is contemplated. No national representative has been selected.

* Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., uhf Ch. 11, expects to start Sept. 27. He said the station had a General Electric transmitter in a warehouse under option. The national representatives will be Headley-Reed TV Inc., but no network affiliation has been set at this time.

* Donald McFall, general manager of WTRC-TV Elkhart, Ind., owned by the Truth Publishing Co., said the starting date would depend on the delivery of equipment, all RCA, but hopes to have the station on the air within a year. There have been no commitments for the TV network or representative.

WTRC (AM) is an NBC affiliate and is represented by John E. Pearson & Co. The station is assigned uhf Ch. 52.

* KTXL- TV San Angelo, Tex., uhf Ch. 8, reported that various promotion activity is underway, preparing for the station's debut about the Fourth of July. The station reports that its 5 kw DuMont transmitter now is being installed and programs are being rehearsed so that the staff will be trained for the start of programming.

KTXL-TV's general rate card No. 1 lists Class A time as $200 for one hour time, and Class B time as $150 for one hour time. The station will be a CBS-TV affiliate and is represented by the O. L. Taylor Co.

* Ted A. Eiland, general manager of WTAP (TV) Parkersburg, W. Va., said the starting
Year after year the team of Diehm in Hazleton, Bloomsburg and Allentown in the Pennsylvania League and Biddeford-Saco in the New England League have been Champions of the radio airways. Their consistent professional performance is the reason why radio time buyers buy these stations, for they know their clients will get sparkling fielding, smart base running and powerful offensive performance when the team of Diehm takes to the field to put a sales message across. Depend on Diehm to deliver results!
date for that uhf Ch. 15 outlet has been set for Sept. 21.

Bob Marye, chief engineer of KTVH (TV) Hutchinson, Kan., said construction of the tower and antenna were completed last week. He said the four-ton antenna will add 84 feet to the 700-foot tower, located eight miles east of Hutchinson. It is reported to be the highest man-made structure in Kansas.

- N. L. Benton, president of WMWN-TV St. Paul, Minn., said the station (which will share time equally on vhf Ch. 11 with WTCN-TV) has set Sept. 1 as its commercial on-the-air date. The station will use a 50 kw RCA transmitter with an effective radiated power of 316 kw and will be an ABC-TV affiliate.
- WAKK-TV Akron, Ohio, will begin its regular test pattern schedule today (Monday), S. Bernard Berk, president, told B & T. Programming will begin in July, he said.
- WPMT (TV) Portland, Me., is to bring Maine its first live network programs Aug. 30, Frank S. Hoy, president of the station, said. He said AT&T told him that live service would be available on a temporary basis then between Boston and Portland.
- The WPMT target date also is set for August 30, Mr. Hoy said, and he added that construction of studios and the transmitter location in the Columbia Hotel "is progressing nicely."

Station manager is George E. Curtis Jr., former administrative assistant to Gov. Burton Cross.
- KVOS-TV Bellingham, Wash., vhf Ch. 12, went on the air with British Coronation film June 3. It will begin fulltime programming June 28.

**WNBK (TV) Constructing $1 Million Transmitter**

WNBK (TV) Cleveland, NBC o & o outlet, has begun construction on its $1 million transmitter on Herbst Hill at Parma, with completion expected in late September.

WNBK General Manager Hamilton Shea, who broke ground for the new plant, said that when the transmitter is completed WNBK will switch from Ch. 4 to 3 and will boost effective radiated power to the 100 kw maximum authorized by FCC.

**CONSTRUCTION begins on WNBK (TV)**

Cleveland's $1 million transmitter at Parma with groundbreaking ceremonies by (l to r) S. E. Leonard, WNBK engineer in charge; Mayor Stephan A. Zona of Parma; and WNBK General Manager Hamilton Shea.

**On the Air With Programming**

**EKCY (TV) Kansas City, Mo., vhf Ch. 26, represented by Avery-Knodell Inc., to carry programs from various TV networks (if equipment tests were completed in time, EKCY (TV) was to have begun programming over the past weekend; at the latest it expects to start commercial programming this week).**

**WMTW (TV) Duluth, Minn., vhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks (started June 7).**

**WGBI-TV Scranton, Pa., vhf Ch. 22, repre-**
Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort...and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.

THE HOUSTON-FEARLESS CORPORATION
11807 W. Olympic Blvd., Los Angeles 64, Calif.

Model 22. H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.

Television's finest portable camera mount. Houston-Fearless friction head, all-metal tripod and tripod dolly, for studio or field use.
At last week's meeting in New York of NBC network officials and 30 executives from the network's o&o stations, NBC reports plans for a 'network within a network' for its TV stations. Higher degree of coordination between the o&o stations, both radio and TV, also was planned.

PLANS for a "network within a network," to consist of NBC's owned-and-operated television stations, were reported set last week in the "network" meeting of o&o station officials with executives of the network's o&o division in New York.

The "little network" was first drawn as the official's mapped methods of achieving a higher degree of coordination among the o&os in the fields of programming, merchandising and promotion. Program plans related to TV, but the merchandising and promotion plans would also be applicable to radio, it was explained.

First of the "little network" shows is tentatively set to get started the first week in August. Two programs, both live and both across-the-board strips, are contemplated for launching that week. According to present plans, one would go into the 2:30-3 p.m. period, Monday through Friday, probably would be a women's program, and would be originated by WNBT (TV) New York and fed to WNBQ (TV) Chicago and WNW (TV) Washington.

The other probably would go into the Monday-Friday 7-7:30 p.m. period, is expected to be of the "intimate variety" format, would originate from WNBC and WNBQ and be fed live to all NBC o&o TV stations except KNBH (TV) Hollywood, for which a kinescope of the program would be made available.

Such shows as these, it was pointed out, would open up new sales possibilities for the stations and at the same time offer advertisers a lineup in a small but select group of markets. A sponsor could buy the programs on all five or a lesser combination of stations. Those not bought as a "network" could offer cut-outs to local advertisers.

Plans also are afoot for the development of a show by KNBH, to be made available to other o&os on a kinescope basis.

"Prefabricated" programs also may be developed. Under this plan, a station would supply the others with scripts, formats and other material of a particularly successful local show; the other stations would take these ingredients and produce the show themselves.

As part of the "coordinated promotion campaign, national magazine and local newspaper advertising is planned, keyed to the theme "daytime is bigtime on television." Also, a central publicity office will assist in the coordination and expansion of the activities of these separate parts of the respective stations.

The meeting, held in New York Monday and Tuesday and part of Wednesday, was attended by approximately 30 executives from the network's o&o division headquarters and from the stations.

**WJMR-TV Joins DuMont**

WJMR-TV New Orleans, La., scheduled to start programming on ulcer Ch. 61 Septem-
ber, was reported on by the DuMont Televi-

**CLIFFORD ELECTED NBC PERSONNEL VP**

ELECTION of John M. Clifford, personnel director of RCA Victor Div., as the new post of NBC vice president in charge of personnel was announced last week by Brig. Gen. David Saroff, chairman of the boards of RCA and NBC.

The appointment of Mr. Clifford's election coincided with the announcement that Ernest de la Osa, NBC's personnel director, had been promoted to station manager of NBC's KNBC-AM-FM and KNBC-TV (TV) St. Louis.

Mr. Clifford, who has been an assistant treasurer of NBC, was in charge of NBC personnel for the new station.

Mr. de la Osa in his new post reports to Ted Cott, who continues as vice president in charge of WNBC-WNBT. Mr. Matson reports to Joseph A. McDonald, treasurer.

**DuMont Reports $6 Million In TV Billings During May**

GROSS billings of almost $6 million in May represented a high point in the history of DuMont TV Network, Ted Bergmann, director of sales, has announced.

New network shows signed during May, Mr. Bergmann said, were:

What's Your Bid? for Charles Antell Inc., Balti-
more, through Television Associates Corp.
Your Big Movern, alternately by Toni Co. Chicago, through Weiss & Gelber, and Hazel Bishop Inc.
New York, through Raymond Spektor Co., and Tom Cornell, Scene 23, for International Shoe Co., St. Louis, through D'Arcy Adv.

**ABC-TV Books $4.7 Million**

BOOKING of a record volume of $4,700,000 in gross television time billings from advertisers set to sponsor new ABC-TV network programs, beginning in the fall, has been announced by Alexander Storuch Jr., vice president in charge of ABC-TV.

Among the advertisers signed up through the week ending May 22 are:

E. I. du Pont de Nemours & Co., Wilmington, Del., for Cavalcade of America, Tuesday, 7:30-8 p.m. EDT, starting Oct. 1; through Foote, Cone & Belding, New York.

Pepsi-Cola Co., New York, for a new dramatic show to begin in the early fall with Biow Co., New York, as the agency.

Brown Shoe Co., St. Louis, for Smilin' Ed McCall, Sundays, 10:30-11 a.m. EDT, starting Aug. 2, though Leo Burnett Inc., Chicago.

**WSBT-TV Atlanta becomes the 35th NBC-TV affiliate to sign the color supplement to its NBC affiliation contract as the station's Man-
ager, Dr. J. L. Sturdevant, announced last week. NBC board chairman, Brig. Gen. David Saroff, put pen to the agreement by which stations may broadcast the network's "matchable color programs.**

**37 ELECT NBC COLOR TV**

NBC reports that 37 of its television affiliates have signed color supplements. NBC reported last week that a total of 37 affiliates already have signed color supplements to their affiliation contracts, giving them the right to broadcast NBC-TV color programs when compatible color standards have been approved by FCC.

The signings started when NBC first disclosed, during its TV affiliates' meetings late in May, its tentative schedule for starting colorcasts as soon as the Commission approves standards [B'T, June 1].

Stations signed as of last week, along with names of the executives who affixed their signatures, are listed as follows:

WKBW-TV Buffalo, David M. Batlinmore, manager; WJAR-TV Providence, Nor-
man J. Wilson, manager; WSB-TV Syracuse, E. H. Vedebenin, chairman and general manager; WMBI-AM-FM and KNDB (TV) Kansas City, WLBW (TV) Dayton, and WLYT (TV) Cincinnati, Rob-
ert J. Mack, chairman and general manager; WSB-TV Des Moines, WDEP (TV) St. Louis, J. W. Clift, president; KCBS-AM-FM and KNBC (TV) Los Angeles, Edgar S. Stewart, president; KSTP-TV St. Paul-Minneapolis, Stanley S. Hubbard, presi-
dent and general manager; WKY-TV Oklahoma City, P. A. Beggs, general manager.

KXAN-TV Austin, Joseph H. Bryant, president and general manager; WBAP-TV Fort Worth, Harold R. Groves, vice president and direct-
or: KFRC-TV Houston, Jack Harris, general manager; KPTV (TV) Portland, Ore., Herbert Mayer, president, Empire Col Co.; WBAI-TV Baltimore, D. L. Provoit, vice president, Harriet Radio Inc; WTTV (TV) Bloomington, Ind., Robin Leonard, manager; KSTD-TV Wichita, Stany-
ley H. Dunwood, president; WMJU-TV Youngs-
town, William F. Max Jr., president and general manager; WOA-TV San Antonio, Hugh A. L. Hauff, president; WNDC-AMF New Haven, Aldo De Dominicio, secretary-treasurer; WKTU (TV) Utica, M. J. Keating, president; KONQ-A Amarillo, Tom Krietr, general manager.

KVOV-TV Montgomery, Hugh M. Smith, gen-
eral manager; KYYL-TV Mesa-Phoenix, Harry L. Nace Jr., president; WBN-TV Duluth, Alfred H. Kirchhefer, vice president; WTVI-TV Detroit, Edwin K. Wheeler, general manager; WMJU-TV Milwaukee, Walter J. Damm, vice president and gen-
eral manager; KFRL-TV Denver, Gene O'Fal-
lon, manager; WFXA-TV Dallas, Ted M. Dealey, owner and publisher; Delta News; KTSF-TV El Paso, Karl C. Wyler, vice president and gen-
eral manager; WOIT-TV Grand Rapids, Willard Schoeds, general manager; WEFU-TV Reader-
ing, Thomas L. Martin, general manager; WSB-
TV Atlanta, J. Leonard Reinbach, managing di-
rector; KSD-TV St. Louis, George M. Burbach, general manager, and KOTY (TV) Tulsa, Maria Helen Alvarez, manager.

Broadcasting  *  Telecasting
KHJ-TV
Channel 9
LOS ANGELES

is proud to
announce the
appointment of

H-R TELEVISION, inc.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

as National
Representatives
Effective Immediately

KHJ-TV
1313 North Vine Street
Hollywood 28, California
FLINT IS NOT RUINED!

THE tornado that struck Flint, Michigan on June 8 did a great deal of damage, but it was limited to a scattered residential area one mile north of the city limits.

FLINT plants and businesses are continuing their full and normal operations.

WFDF carried out its 31 year old tradition of serving the public in this area during the disaster period in a manner in keeping with the highest traditions of broadcasting.

NBC DISPUTES CBS-TV CLAIMS

CBS-TV's advertisement citing seven points of leadership draws fire from its rival.

THE feud between NBC and CBS-TV continued last week, with NBC charging its rival with violating "one of the basic principles of responsible media advertising" [CLOSED CIRCUIT, June 8].

The charge was made in a detailed study sent by NBC to its television affiliates in answer to a CBS-TV advertisement claiming seven points of leadership, and was based on the ad's failure to cite sources in support of six of the seven claims.

 Asserting that the ad's claims for the most part "apparently" or "presumably" were based on Trendex or ARB data, the study cited Nielsen figures—"the principal measurement of national TV audiences"—to show that "NBC has maintained its audience lead over CBS" on five of the points claimed in the ad. These are nighttime program popularity, daytime program popularity, package hits, average audiences and economy in terms of cost-per-thousand.

Of the ad's two other claims—higher April gross billings, for which Publishers Information Bureau was shown in the ad as the source, and amount of sponsored time—the study says that (1) the lead in billings was by only 3.2%, and NBC has "every reason to believe" it will regain top place in May and also June, and (2) CBS-TV's lead in sponsored time resulted from its larger daytime schedule, a situation which "we are meeting with our expanded morning schedule."

The NBC report also said that the PIB gross billings figures were not released until the day after CBS-TV's ad appeared, and, with respect to sponsored time, that NBC led CBS-TV in evening commercial time by 1.45 hours "if the comparison is limited to sales in network option time periods."

The NBC report, prepared by the research and planning department, asserted that "the CBS claims, so far as they can be rationalized, are attributable to switching the base to a 'rating' service of most limited scope in an effort to construct an appearance of leadership."

Samish To Head Daytime TV

APPOINTMENT of Adrian Samish to supervise all daytime network TV programming of NBC was announced last week by Charles C. Barry, vice president in charge of NBC programs. It was announced during the NBC-TV affiliates' meetings late last month that Mr. Samish would supervise the network's expanding morning lineup [BET, June 1] but last week's announcement gave him "full responsibility for all television daytime programming... from 10 a.m. to 6 p.m." Mr. Samish joined NBC May 1, after six years as vice president and radio-TV director of Dancer-Fitzgerald-Sample.

KIMA-TV Joins CBS-TV

ADDITION of KIMA-TV Yakima, Wash., as a CBS affiliate, effective July 15, was announced Thursday by Herbert V. Akerberg, vice president in charge of station relations for the network. KIMA-TV, which will operate on Ch. 29, is owned and operated by Cascade Broadcasting Co., with R. Lee Black as general manager. It becomes CBS-TV's 117th affiliate.
IDEALLY SUITED TO DIRECTIONAL ANTENNA OPERATION

The Continental Type 315
5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

The Continental Type 315-C
CONTROL CONSOLE

This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd.
Phone Evergreen 1137
Dallas 10, Texas

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MBS BILLINGS
MARK 8.4% RISE

SIGNING of a record volume of new summer business for Mutual was announced last week by Sales Vice President, Adolf N. Hult, who also reported that the network's gross billings for the first five months of 1953 ran 8.4% ahead of those for the same period last year.

Referring to summer sales gains, Mr. Hult voiced belief that a significant reversal of the summer slump in 1953 is in large measure due to a greater recognition of summertime radio effectiveness than has been the case in recent years.

He placed Mutual's January-May gross billings at $9,347,591 as compared to $8,624,475 for the same five months of 1952.

Three Join ABC-TV;
Affiliates Now 117

THREE more television stations have joined ABC-TVs as affiliates, bringing the network's total number of stations to 117, the latest being WDAY, Fargo, N.D., which operates on vhf Ch. 6, and is owned by WDAY, Inc., with Thomas Barnes as station manager, effective today (Monday).

WTVF (TV) Decatur, Ill., which operates on uhf Ch. 17 and is owned by the Prairie Television Co., with Harold G. Cogwill as general manager, effective Wednesday.

KFSA-TV Fort Smith, Ark., which operates on uhf Ch. 22 and is owned by the Southwestern Pub., Co., with Weldon Stamps as general manager, effective July 7.

ABC Shifts Staff
At Central Division

REALIGNMENT of ABC Central Div. personnel at WENR and WWKB (TV) Chicago was underway last week following top level changes announced at the network's New York headquarters [BWT, June 8]. The realignment stems from the ABC-United Paramount merger earlier this year.

John H. McMill, ABC vice president who succeeded WABC-TV New York effective July 1, appointed William P. Kusack as division engineering director. He replaces Edward C. Horstman, who resigned. Simultaneously, Sterling Quinan, new general manager of WENR and WWKB, announced the appointment of John Fitzpatrick as WWKB production manager, succeeding Monte Fasnacht. Mr. Kusack was engineering chief at the old WWKB on vhf Ch. 4 [now WBBM-TV] and Mr. Fitzpatrick has been assistant production manager.

Other changes involve the resignations of Paul R. Kilman as WWKB program manager and Burr Lee as Central Div. radio program chief. Mr. Lee is replaced by Maury Murray. No replacement has been announced for Mr. Kilman. Additionally, Charles Buzzard joins the WWKB engineering department and George Rice the station's film section.

AB-PT To Pay 25¢ Dividend

AB-PT board of directors has declared dividends of $0.25 per share on both the outstanding preferred and common stocks of the corporation, payable July 20 to holders of record at the close of business on June 26, it was announced last week by AB-PT President Leonard H. Goldenson.
RCA Communications Names Meola, Muller, Becken

THOMAS D. MEOLA has been elected vice president in charge of operations of RCA Communications Inc. and John H. Muller and E. D. Becken have been named vice president in charge of the New York district and assistant vice president and plant operations engineer, respectively.

Mr. Meola, with RCA since 1925, moves up from the post of vice president in charge of the New York district, which he has held since February 1952. Mr. Muller, who succeeds him in the New York district vice presidency, advances from the post of assistant vice president and plant engineer.

Mr. Becken, has been an assistant to RCA Communications President Thompson H. Mitchell since November 1952.

Maj. Gen. Leavey Named FTL President


Gen. Leavey has been vice president of IT&T since joining the corporation in November 1952.

Television Room

TELEVISION is said to have an impact even on construction of new homes. According to a survey by Allen B. Dumont Labs., a "second living room for television" now is being included in some newly-built homes along the eastern seaboard and "prospective buyers like the idea."

TV FOR DOCTORS PLANNED BY SKF

PLANS for taking telecasts of medical operations into the homes and offices of individual doctors, at first in black-and-white but in full color at such time as color TV sets are in the hands of the public have been announced by Smith, Kline & French Labs, Philadelphia, pharmaceutical firm which for the past four years has sponsored closed circuit color-casts of operations to gatherings of doctors.

Speaking at a preview news demonstration of large screen color reception of an eye operation that preceded a week of such surgical color-casts for the benefit of doctors attending the convention of American Medical Assn. in New York, G. Frederick Roll of SKF said that the company's plan to bring such demonstrations to individual physicians would be tested in the fall. Pictures would be scrambled, he said, to prevent their reception by the general public, doctors being provided with unscrambling devices.

"How soon this will finally materialize, we can't say. There are many problems ... FCC approval ... how to finance it ... and so on," Mr. Roll said. "But we believe the principle is sound and the demand is there. With this method the programs would be telecast over open networks in scrambled form and would only be seen by doctors with the appropriate device to unscramble them."

ANY WAY YOU MEASURE AUDIENCE

KFSK

gives you the lowest cost per thousand radio homes in Los Angeles*

NETWORK OR LOCAL

THE MUSIC STATION FOR SOUTHERN CALIFORNIA

PRUDENTIAL SQUARE • LOS ANGELES

Represented Nationally by THE BOLLING COMPANY

Broadcasting • Telecasting

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RCA SLATES NTSC COLOR SHOWING
FOR SENATE COMMERCE COMMITTEE

RCA will file for FCC approval of the compatible, commercial system "before July 1," it is said. Meanwhile, Philco's Balderston and Adirondack's Siragusa predict several years' wait before color TV sets get to the general public.

IMMINENCE of a request to the FCC to authorize compatible, commercial color television was indicated last week when RCA announced it would demonstrate the National Television System Committee standards to members of the Senate Interstate and Foreign Commerce Committee next Monday.

Program, to be microwaved to Washington from New York, will be the last before RCA files with the FCC "before July 1," it was said.

Meanwhile, pessimistic estimates of the immediateness of color TV sets were voiced by two major manufacturers in the last two weeks.

No mass production of color receivers until 1956 was the prediction of Philco President William Balderston at the Atlantic City convention of 7,500 distributors and dealers last week.

Satisfactory color sets will not be on the market for at least 18 months—probably two years. Admiral President Ross Siragusa told Admiral distributors in New York convention two weeks ago.

RCA demonstration will be the same as that shown previously to the House Interstate and Foreign Commerce Committee, the FCC and newsmen at Princeton (B+T, May 25, April 20). Emanating from the Colonial Theatre in New York, the NBC-produced show features Ben Grauer as narrator; Dolores Gray, singer; George Burton and his love birds, Kukla, Fran and Ollie, and the Hit Parade dancers. The demonstration for the Senators will take place at the Sheraton Park Hotel at 1:30 p.m.

The RCA showing comes two days before the full NTSC is scheduled to meet in New York to determine the results of its final tests and to decide when to petition the FCC for adoption of its color standards.

NTSC Chairman Dr. W. R. G. Baker, GE Electronics Div. vice president, recently said he did not think the industry committee could have its reports completed until September.

Among the viewers undoubtedly will be Sen. Edwin C. Johnson (D-Colo.) who charged in March that the industry was holding back on color TV until the black and white market was saturated (B+T, March 16). Sen. Johnson is the senior Democratic member of the Senate Commerce Committee.

Fearing an FCC approval of compatible, NTSC color standards by Jan. 1, Mr. Balderston said that only a "trickle" of experimental color sets will be available by the last quarter of 1954. Mass production in the commercial sense will not come until the beginning of 1956, he asserted.

Reason for long delay between government authorization and mass marketing, Mr. Balderston said, was the need for a new, low-priced color tube. He estimated that a 14-in. color set would cost between $800 and $1,000 initially and that it would be "years" before the cost could be brought down to within 50% of comparable black and white sets.

Warning against too hasty action in approving NTSC standards was sounded by the Philco president: "I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the Federal Communications Commission to adopt the short-circuit the final field tests of the NTSC. This, too, might jeopardize the entire future of color television." The statement was considered an obvious reference to RCA.

Extra stronger words were used by James Carmine, Philco executive vice president, regarding early manufacture of color sets. "Color TV before Christmas is absolutely silly," he declared.

Philco sales ran $129 million for the first quarter of 1953, Mr. Balderston announced. The sales target is $435 million for the year, he said.

Mr. Siragusa predicted Admiral will produce and sell more than one million sets in 1953 and scored "saturation talk" on TV markets as "myth." Over half of the firm's TV sales still are made in the 38 cities which have had no new stations since July 1952, he said.

SKIAVON PAY-SEE OPERATION SHOWN

Public gets first view of Skiatron's Subscriber-Vision in New York demonstration. WOR-TV cooperates in telecasts.

SUBSCRIBER-VISION, pay-as-you-view TV system developed by Skiatron, is currently having its first public demonstration at New York's Hotel Belmont-Plaza.

Visitors are shown films on an operation of the system and the kind of programming planned for the paying public at the five-story, 900-seat, simulcasting at hourly demonstrations from 11 a.m. to 8 p.m. Showings, started last Tuesday, continue through this Wednesday.

First program is a midnight telecast by WOR-TV New York, which has cooperated with Skiatron in experimental telecasts of its scrambled picture system for two and a half years, in time preceding regular WOR-TV programming. The rest of the demonstrations are by closed circuits.

As explained by Arthur Levey, Skatron president, and William J. Shanahan, chief electronic engineer, Subscriber-Vision consists of a device at the station transmitter which codes or scrambles the broadcast signal and another device at the receiver of each subscriber to decode or unscramble the signal for good reception. Non-subscribers would receive only the scrambled signal, and, as demonstrated at a news preview last Monday agitated the picture violently back and forth across the screen and at the same time distorted the sound unpleasantly.

During the news demonstration session, Mr. Levey, Judge Landis and Jack Poppete, Skiatron director and for 30 years chief engineer of WOR New York, in charge of its AM-FM-TV technical operations, spoke to their audience by telemetry from the WOR-TV studio, returning to the hotel to answer questions after the telecast.

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TELEVISION'S FIRST GUEST STAR

It was 1927. Fifty people faced a blank screen in New York, waiting for the Bell System's public demonstration of the first intercity television transmission. Then they saw Secretary of Commerce Herbert Hoover smile from Washington, and the first signs of life stirred in a new industry.

The next twenty years were filled with research, further experiments and tests. Out of them came improved transmission techniques, using coaxial cable and radio relay.

By 1947, network television was ready.

Even now, with some 34,000 channel miles crisscrossing the country, millions of dollars are going into building more and better facilities for tomorrow's needs.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company, is low. Bell System charges for the use of intercity television facilities average about ten cents a mile for a half-hour program time.
AFTRA TROUBLE ERUPTS FOLLOWING HOLLYWOOD INCIDENTS

Reportedly on instruction of AFM's Petrillo, musicians doubling in other duties refused to take out AFTRA cards. AFTRA in turn pulled its performers from two shows.

OPEN WARFARE between American Federation of Musicians and American Federation of Radio-TV Artists over jurisdiction of singing musicians on TV shows broke out Tuesday night when the actor-announcers union yanked nine of its members from the Ina Ray Hutton Show on KTLA (TV) Hollywood, after the refused to join AFTRA. Her stand reportedly came on instructions from AFM President James C. Petrillo who had ordered all members to resist AFTRA's campaign to enroll musicians who double as singers or m.c.s on TV shows.

Citing the Hutton case as "one of the most flagrant" violations of AFTRA's contractual policy, Claude McCue, Hollywood AFTRA executive secretary, declared "we will request all TV producers comply with our contract, that all singers and m.c.s. must belong to our union."

He added that AFTRA is only following a contractual policy which prohibits members from working with non-members. Warning was also given that AFTRA members will be pulled off other TV shows should there be a violation of the union's contract.

AFTRA recently clashed with AFM over the Harry Owens Show on KNXT (TV) Hollywood. The musical director-m.c. finally took out AFTRA membership.

AFM President Petrillo personally entered the local battle when he, late Wednesday, instructed Mr. Owens to turn in his AFTRA card.

Mr. Owens promptly wrote his resignation to Mr. McCue, who refused to accept it on grounds that the radio-TV performer's union still considered him a member in good standing.

Incensed at the Petrillo intervention Mr. McCue indignantly declared, "we regard this in a very serious light, for it's without precedent. We will resist any effort by Petrillo or any other union head to order anyone not to join AFTRA or to resign their AFTRA membership."

He considered it "ridiculous for the AFM to contend musicians who sing or m.c. are not performers, and "we can't let anyone dictate our policy to us."

Aury Paul, AFM local 47 recording secretary, said, he asked the Hollywood AFTRA executive board to wait until the July 1 AFM convention when a meeting could be arranged between Mr. Petrillo and Mr. Heller, but they refused, demanding a meeting this week.

He felt the controversy could be settled through negotiations. Mr. Paul emphasized that under the Petrillo orders, musicians "can't join AFTRA, not while part of their duties are those of a musician."

Mr. McCue said he regretted putting KLTA "in the middle" but felt that responsibility for the action lies with AFM, adding that "we consider it unlawful that instructions be issued to anyone that they must not join a union."

Pulled from the Tuesday show were The Five Rogettes, harmony group; Arlene Harris, comedienne; Wallace and Carroll, comedy team and a commercial announcer. Filmed commercials were substituted for Ryboul and Snowy Bleach, program sponsors.

Recognizing the seriousness of the situation and with AFTRA's stand possibly spreading to other TV cities, musicians want the controversy resolved through negotiation between AFM President Petrillo and AFTRA National Executive Secretary George Heller.

With seven AFTRA members on his TV show, and in view of the intra-union battle, Mr. Owens said he didn't know if he would be able to finish out the season on KNXT. So far as AFTRA was concerned however, the show will go on, since that union considers him a member in good standing regardless of his resignation, according to Mr. McCue.

Warning was given Klaus Landsberg, vice president and general manager, KTLA (TV), Wednesday that "we may have to take necessary legal steps to protect ourselves." He did not elaborate. Mr. Landsberg personally produces the weekly show.

Labor Group Decrees Foreign-Made U.S. Films

STRONGLY-worded letters are being drafted to advertising agencies and sponsors, giving organization labor's position and reasons for asking support in the stepped-up campaign of Hollywood AFL Film Council against U. S. companies making television or theatrical film abroad.

Dolf Thomas, TV committee chairman of the council said New York TV network executives recently assured him and Roy M. Brewer, council president, of cooperation. Mr. Thomas said the same support is expected from agencies and advertisers. He indicated that Hollywood unions would now refuse to do business with what he described as "runaway production."

Stressing the fact that the council has no objection to films being made abroad where locales is essential to the story, Mr. Thomas said, "where such a background is necessary, the American producers can do their processing, editing and other work in Hollywood." The film council's campaign is directed to productions made abroad with American financing, stars and directors, to "escape paying the higher skilled craftsmen wages scales at home," it was said.

AFTRA Bans Free Bows Of Members on Panels

CHARGING "too much misuse and abuse of gratis appearances," AFTRA Hollywood local banned free appearances of professional talent on TV panel shows effective May 30. Union will require programs to pay professionals regular scale, depending on the nature of the show. Public affairs and educational shows were exempt from the ban.

Mounting wave of free guest appearances by professionals "to plug selfish interests" cut down on total amount of paid employment on TV to AFTRA members as a whole, it was claimed. Non-professionals were not affected by the ruling.

GOING UP! UP!*

And so is the number of sets in the KOLN-TV Area........

KOLN-TV is a GOOD BUY! CHECK OUT BETTER

Lincoln's First Television Station
DuMont

Contact your nearest
WEED TELEVISION Representative

26,900 Watts Visual
13,400 Watts Aural

LINCOLN, NEBRASKA
Prestige!
What makes station prestige?

Good Programming
Adequate Power
Mechanical Perfection

WREC has them all
That's Why
WREC is
Memphis No. 1 Station

WREC delivers the "Better Half" of both the rural and metropolitan listeners in the rich 76-county Memphis Market with a single schedule! (Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper ratings that prove it.) Cost?? 10% LESS per thousand listeners than in 1946.

First in Coverage of One of the Nation's Greatest Markets

Affiliated with CBS Radio 600 KC 5000 Watts

Represented by the Katz Agency Inc.
revealed on WBZ by over 13,000 requests from 35 states for an autographed picture of “Jerry & Sky” offered on their all-night show

Hundreds of thousands of night workers in every field are represented in the “Jerry & Sky” audience... ministers, hospital employees, policemen, truckdrivers, guards, all-night restaurant workers, farmers, interior decorators, swingshift workers, and people who just can’t sleep.

What an opportunity to reach a great and growing audience of steady listeners... at the most economical rates on the card of New England’s most-listened-to station! For details, check Tom Meehan in Boston or your nearest Free & Peters Colonel.

WESTINGHOUSE RADIO STATIONS Inc
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National Representatives, Free & Peters, except for TV, for WBZ-TV and WPTZ, NBC Spot Sales
WHAT'S THE SHOOTING ALL ABOUT?

By Jerome Sill

WE SEE an ocean of crocodile tears being shed over the sad fate of radio, declining audiences and radio's unhappy future. And, turning the coin (while we mix a metaphor) we see some grinning operators of independent stations reaping harvests while the others prepare the funeral pyres. Oddly enough, from where we sit, both are right. And both are wrong.

Now, let's look back to the "radio norm" that existed not so many years ago. What was it? It was a period when any station worth its salt sought, and usually got, a network affiliation. Then, as of the throwing the network switch, some guys in New York and Hollywood and Chicago, did all of the program thinking, all of the program planning, all the long range viewing for said affiliate. And they did it very well, as far as commercial shows were concerned.

In a younger, brasher day, I wrote a book in which I discussed in part the kind of programming that typified many of the network affiliates in those days and typified, too, the kind of trash the networks turned out when they were feeding their affiliates "sustainers." I said it was called "fill" and I said it was the same kind of fill that you used to cover a yawning hole in your back-yard. I realize now that was pretty accurate reporting for a young squirt who, given the challenge, probably would have done no better. But it was dismally prophetic.

Because as AM network business declined, AM networks added "fill". And it was still the same kind of stuff as you still used to cover yawning holes in back-yards. Only now it became important because now there was a competing medium which supplied, for home entertainment, sound and picture in place of just sound. And when the "just sound" was of the same general program content as the "sound and picture", the less suffered in contrast with the more.

Once, in an article, I said that it's about time that we learned that the network business wasn't the radio business; it was simply a supplier like the guys who supply transcriptions and news services and recorded jingles. That gets more true every year. But what also remains true is the converse... that networks do serve a programming function, albeit a decreasingly important one. And if you, as a station operator, can effect a happy marriage of the two... well, what's all the shooting about; why the wake and for whom?

I decided to prove it, not because I am a programming genius, not because I know answers that other people don't know, but because I wanted to use the answers we all know and see what would happen.

The market shall remain nameless. It is a major market, in the over-100,000-group with five stations. The station which was the guinea pig was the low man on the totem pole. And, fortunately, the station—good power and fine frequency—was affiliated with one of the lesser of the four networks. It "rode the network" much of the day.

We went to work. We dropped network sustainers that seemed to us to have no meaning. We took others—sustaining and commercial—and blocked them. Mystery shows, for example, were taken out of "A" time and put back to back on Sundays; music shows were backed with music shows. We couldn't do anything with the mornings because it was a hodge-podge of unlike network commercial originations. The station was "stuck", too, with commercial religion on week-day mornings.

So we ignored mornings. We re-programmed the entire afternoon, most of every evening and most of Sunday daytime. We grafted what was good from the network on to what had been proved good in independent operation... well planned, carefully selected recorded music, well balanced, intelligently presented and with a "reason why" for each program (and that is more important than it sounds). We would like to have made this a year-long test but circumstances were against us. A new Hooper was released for roughly the same months as the Hooper of a year before.

But it represented only three months of this new programming. Even so, here is what happened:

1. Morning, afternoon, evening and Sunday showed a 50% increase in share of audience for each segment.
2. The straight music shows (following independent station programming principles) showed an increase in share of audience of 113%.
3. Six network shows that were chosen because the same shows were on the network a year before (but some of which we had moved to a more logical time slot) showed an increase in share of audience of 26.2%.
4. Some of these network programs which had indifferent acceptance in the past, climbed as high as 41.1% share of total audience (remember, this is a five station market).

I could go on about intangibles; about how local advertisers told us that they were now listening; that this was "something different on Station XXX" (which it wasn't); about how listeners' acceptance—in terms of unsolicited mail climbed to an unbelievable high.

But this is not intended to be a success story; it is intended instead, I think, to be a well-deserved spanking. If we would quit crying about how badly the networks are treating us these days, if we would quit worrying about that nasty TV, if we would go back in the radio business and learn what we can see all around us, if we only would look—well, what's all the shootin' about?

Mr. Sill, part owner and general manager of WMIL Milwaukee, is active as a radio management consultant. He formerly was associated with CBS for many years in a variety of operational functions.

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• Status report on Mexican television. Page 82.

• A plea for more merchandising by stations. Page 86.

• How Kraft's TV Theatre pays off. Page 88.
TELEVISION is an established and thriving industry south of the border.

Romantic Mexico, darling of the travel agencies, is actually Industrial Mexico to the business-minded observer with an eye on economics rather than bullfights and senoritas.

Already a half-dozen commercial stations supply good signals and immensely popular programs to an estimated 40,000 to 60,000 receivers that attract anywhere from two to a hundred or more viewers per set—with an average of 6.5 as a widely accepted figure.

Fast-growing Mexico is fascinated with television—commercial television using American standards and equipment, and following the American program pattern. While only a fourth of its 25 million people are literate, all those having access to a set see and listen regularly and enthusiastically.

With more radio sets than beds, the Land of the Fiesta is electronic-minded to an astonishing degree. Several operators of aerial broadcast stations with waiting lines of sponsors will cheerfully concede the profitable presence of this audience devotion.

Modern Nickelodeons

A Mexican specialty is the “50 centavo theatre” found in the backroom of a store or other place of business, with viewers paying about 5 cents (U. S. money) to watch television programs.

If 40,000 to 60,000 TV sets may not sound gigantic to an American who thinks in terms of 23 million receivers, the Mexican audience must be evaluated (1) in terms of its video age (one to two years of service); (2) in terms of viewers-per-set, much larger than is the case here, as many American advertisers are aware, and (3) in terms of the Latin nation’s industrial potential and the zeal of its fiercely patriotic citizens.

Mexico’s industry is heading upward—and fast. Electrical generating facilities have expanded 100% in the last six years. Just two years ago only 20% of families had electricity. The figure will be 50% in another six years, Mexican broadcasters insist.

Of the 200,000 telephone families, possibly 25% own TV sets. This market promises perhaps 75% saturation, or another 100,000 sets, in the next two years. Mean-time another 200,000 or more homes may acquire telephones and/or electricity in this two-year period.

Here, then, is a dynamic economy where ultra-modern architecture and wide thoroughfares are fast changing the face of a nation with centuries of tradition and culture; an area of economic transition where ma-

sonry of a past era is ruthlessly razed to speed the march of progress. An active market, too, for sale of TV receivers.

Unfortunately, TV receivers are expensive in Mexico. A set that costs $200 in the United States may cost $350 to $400 south of the border, or 3,000 to 3,500 Mexican dollars (pesos). While import duty is high, the levy is kept down by use of assembly plants which insert a U. S. chassis in a Mexican-built cabinet. Long-term installment deals are popular.

Fortunately, sets are coming down in price as more U. S. brands enter the market. Older models are fast sellers, since giant screens and new gadgets are not in great demand due to a dearth of national advertising, and the set buyers are just starting to become aware of newer features. This is aiding the cut in price of old sets.

By far the bulk of TV sets presently are located in the great saucer surrounding the capital, Mexico City. A powerful booster station atop a 13,000-foot pass about 60 miles south of Mexico City is serving a growing audience. This booster, XEQ-TV, repeats programs of XEW-TV and XHTV Mexico City, but currently is angling for a professional baseball sponsor and may do some of its own programming. Other set concentrations are developing on the U. S. border.

The shape of Mexico’s TV future can be forecast with some certainty. It’s obvious that the rich markets surrounding the capital will be adequately served, with the number of TV homes mushrooming as better signals and new programming become available.

Television promises to defy the old political “bootstrap” adage by helping create its own expansion. The 19 million Mexicans unable to read or write are getting new, and sumptuous, ideas every time they look at TV. Their culture is being raised by the newscasts, dramas, music, quiz shows and other programs. Even the soap operas are enlightening, as well as entertaining, to hut dwellers who are learning from neighborhood sets how the rest of the world lives and who are acquiring a taste for comforts and appliances.

A problem in the case of some older TV sets has been the 50-cycle current in Mexico City. This is seldom important in the case of newer models, station executives say.

There’s minor censorship in Mexico—a government ban on religious and political telecasts. Government inspectors are assigned each station, or perhaps a group of stations, but some broadcasters claim the federal men merely collect regular pay checks. These checks, incidentally, are paid by the stations.

The government is interested in advertising rates, but here again broadcasters say the supervision merely amounts to a sort of ceiling on time charges.

Mexico’s TV programming is a latined version of American television. The popularity of this visual fare is astonishing to
Americans accustomed to taking the U. S. version in stride. Mexico City’s stations operate from dinner time to midnight, but XEQ-TV is planning to open service at noon. The capital is rich in talent resources.

In some respects Mexican TV fare can show American programming a trick or two because of low production costs. For example, the opera is telecast in its entirety on XHTV for 10 weeks each season. The current series has been sponsored by Ford.

Mexico’s famous Opera Nacional de Mexico imports Europe’s finest stars. Each telecast runs three hours, ranks at the top of Mexican audiences, and costs Ford about $2,800 per program for the package—a fraction of the cost such a production would entail in this country.

Two family names dominate the Mexican radio-television scene—the Azcarragas and the O’Farrills. Emilio Azcarraga, widely known as Don Emilio, heads an electronic empire that includes what is often called the most powerful, as well as “most profitable” radio station in the world, XEW Mexico City. He has other business interests, including theatre and movie properties.

Romulo O’Farrill’s electronic properties are woven into an industrial fabric that includes interlocking ownership with Don Emilio in a number of TV enterprises; assembly plants for Packard cars, Mack trucks and Hillman Minx cars as well as newspapers, airplane companies and others.

Each has a son who is taking an active role in the family interests. Emilio Azcarraga Jr. is assisting his father (president and general manager) in management of XEWT-Mexico City and its mountain booster, XEQ-TV.

Romulo O’Farrill Jr. is vice president and general manager of XHTV (TV) and is active in other family operations. XHTV went on the air in August 1950.

The Azcarraga TV properties include: XEW-TV Mexico City—Ch. 2, 5 kw GE transmitter. Started March, 1951.

XEQ-TV Paso de Cortes mountain (repeats XEW-TV and some XHTV programs)—Ch. 9, 5 kw DuMont transmitter. Started in late 1952.

XELD-TV Matamoros (opposite Brownsville, Texas)—Ch. 7, half owned by Azcarraga and half by O’Farrill interests. Started spring, 1952.

XETV (TV) Tijuana (near San Diego, Calif.)—Ch. 6, 5 kw Federal transmitter. Half owned by Azcarraga interests and half by George Rivera of San Diego. Started March 1953.

One other commercial television station, XHGC (TV) besides XEW-TV and XHTV, is located in Mexico City. It has been operating a number of months by Guillermo Gonzales Camarena, using Ch. 5. It started accepting advertising only recently. Most of the equipment was handmade by Mr. Camarena, an electronic inventor who has been operating scanning-disc color TV experimentally for years and claims to have sold basic color patents to CBS.

Monte Kleban, international manager for the O’Farrills, has been working a year on a merger plan for the Azcarraga and O’Farrill interests. Since there are no restrictions on the number of properties a person can own in any one area, he has merged radio interests of the two tycoons.

The competitive picture at the moment looks like this, according to Mr. Kleban: The Azcarraga XEQ (radio) and the O’Farrill XEX were merged, with XEQ having 150 kw and XEX 500 kw. The arrangement is described as extremely compatible. There remains the powerful Azcarraga XEW, with 500 kw.

The two jointly operate XELD-TV Matamoros, opposite Brownsville, Texas. Then there is XETV (TV) Tijuana, involving Azcarraga and Mr. Rivera. The O’Farrill

Romulo O’Farrill, Monte Kleban, Romulo O’Farrill Jr.

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family recently announced it had bought a 7½ kw Federal transmitter and 8-gain antenna for a station in Tijuana outlet. In addition, an O'Farrill TV booster station is planned on Ch. 7 at Cortes Pass, near the Azcarraga mountain booster.

As the incomplete merger plan now stands, according to Mr. Kleban, joint Azcarraga-O'Farrill stations will be operated in Monterrey, Ch. 2; Reynosa, Ch. 9, 12; Guadalajara, Ch. 6, 10; Veracruz, Ch. 3; Ciudad Juarez, Ch. 2; Nuevo Laredo, Ch. 3; Nogales, Ch. 2; Guanajuato, Ch. 3, 15; and Merida, Ch. 4.

Backbone of high-population centers, under this plan, will be covered by relay and outlying stations by kinescope which the far-sighted Don Emilio has already installed in his Mexico City TV Center.

The Azcarraga's TV Center in Mexico City is a modern block-long structure of vast proportions that includes two unusually large theatre-type studios and a half-dozen assorted smaller studios. Few American properties can approach the center in size and studio facilities. Cost was in excess of 22 million pesos ($2½ million), according to the Azcarragas. Its main corridor is glass-roofed and filled with tropical vegetation. One studio, used for circus and wrestling programs, holds around 2,500 persons. A large studio used for children's features has junior-sized theatre seats for the juvenile audience.

Don Emilio's Design

Another huge studio has elevated camera shelves on either side. The center includes low-rent offices for use of advertising agencies. Don Emilio designed the plant himself, turning it into a TV center after originally starting out to build a radio palace.

The whole TV Center is air-conditioned. Each studio has its individual control room, but this modern equipment is already being redesigned. Projection gear includes 35 mm projectors, since unions are not a problem and censors are lenient.

Don Emilio decided several years ago to enter TV in a big way, contending the Mexican people should enjoy the medium even if the project cost him money. Right now XEW-TV claims to be near the break-even point in income vs. expenses.

The mountain booster, XEQ-TV, is described as covering a vast area to the south and southwest, including many large cities. Another proposed booster, still in the dream stage, would throw a primary signal into Acapulco, fabulous Pacific Coast resort with 150 major hotels in an area of perhaps 150,000 persons.

Construction of new TV stations likely will exceed development of networking facilities, but plenty of film service will be available to program these ventures, according to J. M. Duran, public relations manager of XEW-TV and XEQ-TV.

The O'Farrill's TV operation is centered in the National Lottery Bldg, with offices in the tower and antenna atop the structure, one of the most beautiful in Mexico City. Limited studio space is available in the building, but facilities for programming are located in the building housing Novedades, leading Mexico City newspaper owned by the O'Farrills. Recently the O'Farrills bought a new building in the heart of the city for conversion to TV studios. It formerly housed the XMCA and is said to have the potential for an extensive studio project.

While little attention is devoted to TV by most of Mexico City's newspapers, XHTV programs are listed in the two O'Farrill newspapers, Novedades (Spanish) and News (English).

The Camarena station, XHGRC, represents ingenious planning and a minimum of money. With a total investment of perhaps $50,000, Mr. Camarena blended 20 years of TV experimenting with the devoted help of a staff of parttime employees to get a 1 kw bench-built transmitter on the air just a year ago. Regular programs were started last September.

A banker, Antonio Merchant Tirado, is assistant manager.

An old home-style 16 mm film projector shoots movies into a strictly antique orthicon camera, and with the aid of a rack of transmitting tubes the Mexico City environs are treated to a surprisingly good signal. A popular XHGC live program staged in a bus setting is called Pronta Accion. Public and news personalities are interviewed on topics of the moment, with a newspaper, Excelsior, as sponsor.

As to rates, the basic Class A fee is 1,600 pesos ($184) per hour on XEW-TV and XHTV, with the Camarena station, XHGRC, charging 1,700 pesos ($196).

But that's only the beginning. Take a half-hour program for example. The time cost is 800 pesos. Add to this 500 pesos for subtitling film work, etc., plus 500 pesos cost for a film or packaged show. Fees are paid principal personnel, including announcers, producers and technicians. This adds up to at least 200 pesos and there is another 100 pesos for transportation of film. One program has extra charges totaling 4,650 pesos (nearly $540).

At XHTV Mssrs. Kleban and Romulo O'Farrill Jr. have a low-cost 500-peso technique for superimposing subtitles in Spanish on U. S. films.

American film packagers, incidentally, are eagerly eyeing the Latin American market. Several of the larger firms are sending salesmen to Mexico City and one is opening an export department where voice-dubbing and subtitling are done. Development of magnetic tape for television is expected to provide another boost.

For remote pickups, XEW-TV adds 1,500 pesos ($173). Then there's a 200 peso ($23) charge for use of zoom lens. XEW-TV's rate card lists a Class A time charge of 1,600 pesos ($184) for half-hour foreign programs. A charge of 950 pesos is made to use the huge Studio A, with most of the extra charges lumped into this half-hour levy. Smaller studios are provided at lower rates.

Walter Buchanan, Subsecretaria de Comunicaciones & Transports, Mexican equivalent of the FCC Chairman, said that except for a ban on political and religious programming, radio and TV in Mexico are as free as the press. Licenses are granted for 25 years, with few instances of revocation. He said equipment has already been bought for seven new TV stations.

Programming can be roughly described as a Spanish version of U. S. television. Sports are extremely popular, including wrestling, boxing, bullfights, baseball, soccer and football. Theatre programs, including drama and comedy, follow American patterns.

There's a Mexican What's My Line with Candido as sponsor, and the Invisible La Hora de Jaudi Dudi (Howdy Doody).

Then there are amateur and quiz programs galore, and the popular daily Celines film news flown to XEW-TV. Opera pickups are favored, as well as a host of soap operas, cartoons, Encyclopedia Britannica documentaries, ballet, and feature films of Mexican, American, Spanish and Argentinian origin.

XHTV uses the NBC daily newsreel, rated high among Mexican telecasts. It is sponsored by General Motors.

Roll of Advertisers

The list of international sponsors includes such names as General Motors, Coca-Cola, Philco, Procter & Gamble, Raleigh, Packard, Ford, Canada Dry, Lever, Nescafe and Elgin. Beer companies buy large blocks of time, especially sports. XEW-TV stages wrestling bouts in its largest studio and charges admission. It's not unusual to find a bouncer or two patrolling around a store-window receiver, watching a fight or wrestling bout. American firms are showing increasing interest in Mexican TV, supplementing their extensive radio purchases.

Colgate is reputed to spend 114½ million pesos ($145,000) a year on Mexican radio, with Lever purportedly earmarking 400,000 pesos.

In Mexico City there are many familiar agency names as J. Walter Thompson, Grant, McCann-Erickson, D'Arcy, Young & Rubicam, Noble Adv. Co. and Foote, Cone & Belding. There's considerable organization among Mexican broadcasters and telecasters. Mexican Camarena & de la Riva Institution is a private trade association with a code of ethics. Don Emilio organized Radio Programmes of Mexico in an effort to stop cutthroat rate chiseling. He operates a commercial representative business for national advertisers. His powerful XEW feeds a 20-station radio network operating five hours in the evening, with telephone connection.

Aside from the XEW-TV shortwave link with its booster, XEQ-TV, and one or two projected boosters, networking of television may be mostly of a film nature for some time.
The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with RA-1 reel adapter (RA-1). Without a doubt, it's the best buy in professional tape equipment!

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)
with lots of room to keep growing. Its 25 million inhabitants live in various stages of comfort, ranging from the fabulous estates of the wealthy to the thatched shacks found in the tropical areas.

While only a fourth of the inhabitants are literate, the nation's culture and education are advancing at an encouraging rate. New schools are being built, not as fast as formerly looking Mexicans would wish but still at a rate that promises much from a marketing standpoint.

Much of Mexico's industrialization has occurred in the last 20 years. Formerly the nation depended on oil, agriculture, minerals and cuttle. Now it is developing new manufacturing industries.

The average monthly income of 150 pesos (roughly $17) looks pitiful to an American businessman until he remembers the average includes millions who live simply in tropical areas where food and shelter are not dependent on a daily wage. This 150-peso figure must be considered, too, in relation to the minimum daily wage of 6 pesos (69 cents) in the Mexico City area. After all, a peso is "dollar" to a Mexican, and buys a relatively important amount of merchandise or service.

Population and Production

Mexico's population is increasing at the rate of 3% a year. Its productive capacity is steadily growing under private and government stimulation. A new railway line is expected to open the northwestern area. Fuel pipelines are projected, along with additional electrical energy. Government plans include extension of credit, savings protection and easing of some taxes. Bankers have been agitating for a stronger finance system, including a sound stock market.

Not to be overlooked is the important tourist business. Thousands of Americans are going to Mexico every week, spending vacation money in large amounts. American Airlines, Eastern, Pan America, Guest and others, have special holiday deals and tourist rates. The trip is easy and not expensive, as foreign travel goes.

American Airlines reports an increasing volume of U.S.-originated cargo traffic directed to Mexico's busy television industry.

The U. S. Chamber of Commerce describes Mexico's economic growth since 1940 as unprecedented with production of goods and services more than doubled. The nation is called a "very favorable climate" for foreign investments, aided by the relative stability of the economy and the policy of the new Mexican Administration to promote a balanced growth of industry. Real income per person is up 50% in a decade and the trade position of the country is improving as the variety of exports widens. Study of foreign language is compulsory in junior high schools and many grammar schools. 95% of the time English. Increasing numbers of young Mexicans are studying in this country.

In terms of modern civilization, Mexico is a young nation scarcely more than a generation or two of age. In terms of culture, it has a heritage of hundreds of years. In terms of the future, Mexico promises to become an important unit in the advertising world—a nation that believes in private enterprise and the rights of the individual.

SHOULD STATIONS DO MERCHANTABILITY?

YES SAYS CROSLEY'S DUNVILLE

"Many of these broadcasters considered it highway robbery by an advertiser who asked for assistance in helping to advertise merchandise and move his product. Through the years I heard a great many cries of indignation that arose from these 'successful' broadcasters. I attended meetings recently with virtually the same group who have suddenly become interested in rate reductions, rate cuts, and belief it or not, certain forms of merchandising. In most cases the 'certain forms of merchandising' were in the main eyewash, things designed to impress the agency or the advertiser with no real thought given to the movement of merchandise."

These forms of merchandising, Mr. Dunville said, did constitute a form of rate cutting. But the sounder merchandising techniques did not.

"The rate of any Crosley station," he said, "includes these services which in many cases are the difference between a successful campaign for an advertiser and an unsuccessful one."

Crosley stations, he said, "consider our merchandising operation a part and parcel of our operating expenses and we have in our Client Service Department which heads up merchandising, promotions and client relations, the finest trained people in the business today."

Crosley's WLW Cincinnati has been providing merchandising service for 17 years, he said. "To my knowledge, this service is not comparable anywhere else," he added. The station has continued to provide the service "not at the basis of acquiring business from the competition" (for most of the time all competing stations in the market were sold out) "but because of the sincere obligation we felt was due our advertisers."

Rates Stay Up

"That," he said, "is possibly the reason today that on WLW our rates have not been decreased and our business is continuing to grow."

As an example of how rate cutting occurs, Mr. Dunville reported that "one of our competitors in sheer desperation gave without charge, any charge whatsoever, time, talent, the hiring of a hall and a remote pick-up in an endeavor to entice an advertiser away from us."

"This advertiser," he said, "was paying us our full rate for time, full rate for talent, but was receiving the benefits of our merchandising operation. Results? The advertiser took the other station's free time and talent until the station found out that the advertiser had no intention of moving his paid advertising from our station to the other station on a paid basis. 'When the other station could no longer afford to give his time and talent, he then let go on the 'evils of merchandising.'"
TRUSCON Offers You The Top Talent in Towers

- Truscon knows towers. Truscon engineers have designed and built many hundreds of towers which now stand strong and tall in all parts of the world... in all types of topography... and exposed to all extremes of wind and weather.
- Recently, Truscon completed the world's tallest radio towers. Today, Truscon's extensive tower experience is unmatched.
- Truscon manufacturing facilities are modern and efficient—geared to quality production of guyed and self-supporting towers... tall or small... tapered or uniform in cross-section... for AM, FM, TV and Microwave transmission.
- Truscon has the talent you need to help you get and maintain the tower performance you demand. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will start your tower program as soon as defense requirements allow.

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street
Youngstown 1, Ohio

TRUSCON®—a name you can build on
Its 317-week performance record (as of last Wednesday) makes the "Kraft Television Theatre" the longest run on network TV. Longevity alone would qualify it for recognition, but more remarkable are its commercial successes. In picture above, stars of the sixth anniversary telecast of May 6 are shown in moment of relaxation during rehearsals. L to r: Vaughn Taylor, Nancy Marchand, John Baragrey and Rod Steiger.

That sales of Philadelphia Brand Cream Cheese went up following the telecast was only to be expected. But what Kraft had not anticipated was a message of gratitude from the General Foods 40 Fathom Division for a sudden and spectacular run on its diced clams which bewildered the GF sales force until they traced it back to Kraft's telecast of the previous Wednesday.

Television scored an easy success in the introduction of pasteurized process cheese in this, an innovation somewhat difficult to describe in words but instantly understood when the viewers saw the slices separated from the package on their TV screens. Sales boomed in every TV market, with one exception—Detroit. It turned out that hockey had preempted Wednesday evening TV time in that city and, after the hockey season when Kraft Television Theatre was again scheduled there, Detroit grocers reported an immediate upswing in sales of Kraft DeLuxe Slices that brought them into line with other markets.

About a year ago, Kraft advertised Philadelphia Brand Cream Cheese as a fudge frosting, using a 22-week campaign in magazines, newspaper supplements and TV. A recipe book, offered on eight telecast commercials, was gobbled up as fast as the frosting itself, averaging 77,000 requests per commercial and giving television the lowest cost-per-inquiry of any of the media used in this campaign.

Kraft finds that requests for recipe booklets offered on the Kraft Television Theatre telecasts provide a quick rule by which to measure the popularity of the recipe and,
NEW BROADCASTERS! NEED A ONE-MAN TV EQUIPMENT OPERATION?

See this MINIMUM REQUIREMENT G-E STUDIO SWITCHING PANEL

Now you can go on the air quickly and at a minimum investment — General Electric has designed a special One-Man TV Operation package just for your purposes! An integral part of this simplified technical facility is the new G-E Studio Switching Panel, Type TC-39-A. If your needs today demand that both studio and transmitter equipment operate from one room, here is the ideal solution. This panel provides the facilities you need... all the quality necessary for outstanding performance... with a single operator!

Get complete information today! Call your G-E Broadcast representative or write: Section 263-13, General Electric Co., Electronics Park, Syracuse, N. Y.

G-E's minimum requirement switching panel offers these features:

- Switches up to six composite or non-composite signals
- Eight position monitor selector switch — one monitor for all, either inputs or outputs
- Two sets of sab amp. controls — local and network
- Two sets of projector start and stop controls
- Provision for adding projector douser control
- Provision for adding slide projector dimmer control
- Two sets of slide projector controls

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC
by an easy transition, to gauge the probable effect on sales of the particular Kraft product employed in the dish. A popular recipe will draw 25,000 to 30,000 requests, a poor one about 4,000.

Those figures are in dramatic contrast to the volume of mail received from viewers who "take pen in hand" to tell the sponsors of Kraft Television Theatre what they think of the play they have just watched. These missives from living-room critics average about 100 a week, Mr. Rice said, although an outstanding play or performance or a drama dealing with a topic of current controversy will cause a sharp increase in the size of the mailing.

Mostly, Kraft plays avoid topics of extreme controversy or, for that matter, any topic which would not normally be discussed in an after-dinner gathering of family or family-plus-guests. "We have no fixed taboo, but we try to avoid undue unpleasantness," Mr. Rice said. "Even so, from time to time we get a script on a normally unacceptable topic that is so well done that we put it on anyway."

Variety of Plays

"We use all types of plays on the show," Mr. Rice said, "comedy, drama, mystery, romance. Mostly we try to do plays about real people, the kind of people who might live next door to the viewer, or at least a block or two away. We also strive for realism, not too grim, but to present a socially acceptable answer to some of the problems that face us all these days—even, or I might say, especially in our comedies, which our audiences seem to like none-the-less because they include a modest moral."

"Actually, I suppose our main goal is to present a play—regardless of type—that will hold the interest of a typical American family for an after-dinner hour once a week. Incidentally, we've had some successes on Kraft Television Theatre that were flops on Broadway, because we had enough dramatic meat to hold up well for an hour but not enough to keep an audience interested for two hours and a half."

Just as Kraft has stuck to the single type of single-focus commercial throughout its TV lifetime, so the series has concentrated on plays, either originals or adaptations of stage presentations. "We're the only program of our kind on TV that hasn't used dramatizations of novels or short stories," Mr. Rice commented. "We feel that when the dramatic unities of place and time are there from the start, we have an easier job in adapting it to TV and a better chance of success than if we start with a non-dramatic original story."

"In our early days of Kraft Television Theatre we did mostly adaptations of Broadway plays. Latterly, as kinescopes raised legal complications concerning film rights and as writers became more accustomed to writing for television, we have veered more and more toward originals."

Audience might like to see pretty models like these, but Kraft commercials craftily avoid such distraction. TV camera shows only models' hands and products demonstrated.

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PHILCO MICROWAVE:

Like a Super-Highway in the Sky, Philco microwave gives broad, clear communication channels, free of interference and interruption. Super-high frequency Philco microwave with Philco multiplexing equipment—either frequency or time division—offers wide band channels up to 3300 cycles and circuit design which provides freedom from cross talk and distortion.

Philco microwave is easily expanded to 24 voice channels, each divisible into 16 sub-channels for telemetering, control circuits, teletype circuits or any other signalling needs. These channels are in the high-antenna gain, interference-free 6000-7500 mc. frequency range which encompasses adjacent common carrier, government and industrial bands.

Philco microwave has the highest power output of any equipment in the 6000-7500 mc. frequency range. Philco brings common carrier reliability and long-range economy to industrial communications.

Look to Philco to answer your multi-channel communications requirements.

For Complete Information Write to Department B.T.

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.
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**JUNE 1953**

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**Programs**

- **CBS**
  - *Religious Hour of Faith* L
  - *American Inventor* L
  - *American Forum Co-op* L
  - *Mr. Nat Service* L
  - *TBA* L

- **NBC**
  - *Religious Hour of Faith* L
  - *American Inventor* L
  - *American Forum Co-op* L
  - *Mr. Nat Service* L
  - *TBA* L

- **DuMONT**
  - *Religious Hour of Faith* L
  - *American Inventor* L
  - *American Forum Co-op* L
  - *Mr. Nat Service* L
  - *TBA* L

**Time Slots**

- 6:00 PM
- 7:00 PM
- 8:00 PM
- 9:00 PM
- 10:00 PM
- 11:00 PM
- 12:00 AM

**Networks**

- **CBS**
- **NBC**
- **DuMONT**

**Notes**

- Programs in italics, total: 15
- Time: EDT, L = live, P = Path, E = Eastern, W = Western
- *CBS* - Men show Pol. *Today* 7:30 a.m.
- *DuMONT* - ABC, 7:30-10:00 Wed. - Participation
- *NBC* - Men show Pol. *Our World* 7:30 a.m., *CBS* - Pol. *Today* 7:30 a.m., *DuMONT* - ABC, 7:30-10:00 Wed. - Participation

**Contact**

- For more information, contact the respective networks:
  - CBS: 207-935-1234
  - NBC: 207-935-1234
  - DuMONT: 207-935-1234

**Additional Info**

- *CBS* - *Religious Hour of Faith* L
- *NBC* - *American Inventor* L
- *DuMONT* - *American Forum Co-op* L

**Weather**

- *DuMONT* - *Mr. Nat Service* L

**Events**

- *DuMONT* - *TBA* L

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**Broadcasting**

*June 15, 1953*
PROGRAMS & PROMOTIONS

AMERICAN INDUSTRY SERIES

DOCUMENTARY series of 13 half-hour shows dramatizing the part which American industry plays in the community will be presented by ABC-TV starting June 21. Most of the programs, in addition to presenting little known behind-the-scenes phases of widely known businesses and enterprises, will include panel discussions featuring top industry leaders. Titled Better Living Television Theatre, the series will be presented Sundays, 9-9:30 p.m. EDT.

FAVORITE WESTERN STARS

TO CREATE greater sponsor interest toward Western film programming, Screencraft Pictures Inc., New York, has designed a small give-away booklet titled "Your Favorite Western Stars." The booklet contains pictures of five tough looking "hombres" and provides space on the cover for the name of the appropriate sponsor.

SQUARE DANCE FESTIVAL

FOURTH annual International Square Dance Festival will be held at the Chicago International Amphitheatre Oct. 24, with WIS Chicago cooperating in staging the festival. The station will work with the Chicago Area Callers Association and the park district on the event, consisting of dances, clinics, workshops and other features.

OPTOMETRY PROGRAM

OFFICIALS of the Pennsylvania State College of Optometry will review the advances made in their science on a special Voice of Philadelphia program on WIP-L TV Philadelphia. Among the topics for discussion are "Hope for the Near Blind," "The Gift of Sight" and "Optometry Today." The doctors will also show new developments in equipment, and will demonstrate a new clear image lens developed to aid the near blind.

'OUR MODERN MIND'

A NEW series of public service programs titled Our Modern Mind is being aired on WJW- TV Detroit in cooperation with the Michigan Department of Mental Health. Still pictures, film sequences, studio shots involving actual patients from the Northville Mental Hospital, as well as doctors and experts in the field will be presented on the thirteen-week series. The programs will present the progressive steps of mental illness, from court confinement to hospital admission, therapy, release from confinement, rehabilitation and re-employment. The program is aired from noon-12:30 p.m. on Sundays.

TEEN-AGERS ENTERTAIN TROOPS

TEEN-AGE entertainers from WJW Cleveland are embarking on a European tour, under the auspices of the Armed Forces of the United States to entertain troops overseas. The station reports that this is the first group of non-professional teen-age entertainers ever to be accepted by the Armed Forces Professional Entertainment Branch for a tour of this kind. Under the title of WJW's Radio-Nanigans, the teen-agers will tour Europe for ten weeks. A WJW engineer will join the group to tape-record special shows for broadcast at home. Known locally as "Friends in Entertainment," the youngsters are heard from 11:30 a.m.-12:30 p.m., Saturdays on WJW. The group consists of vocalists, dancers, instrumentalists and a mimic.

ANIMAL CELEBRITIES

ANNUAL pet parade in La Grange, Ill., featuring human and animal trademarks familiar to radio-TV audiences, was telecast June 6 by WGN-TV Chicago. In addition to numerous celebrities, the parade included the original Johnnie of Philip Morris fame, Tedd Snow Crop of the Arthur Godfrey show, Beulah (bovine daughter of Elvis the Cow) and Tex, the educated horse. Fifteen classes of competition were open to youngsters, with prize certificates amounting to $750. Name stars included actress Debbie Reynolds, cowboy star Bobby Benson, the MBS-WGN Cliff Johnson family, and Mary Hartline and Nicky of ABC-TV's Super Circus, and such kid favorites as Jo-Jo, Nato and Bobo the Clown.

'16 CHICKENS AND A TAMBOURINE'

CHIEF announcer Russ Naughton of WDRF AM-FM Hartford was quite surprised when a carton of 16 baby chicks was delivered to his desk. The "gift" turned out to be in promotion of a new series, "16 Chickens and a Tambourine." Mr. Naughton gave the chicks to a neighboring farmer. He kept the tambourine.

RIDDLES FOR RAINBOW

AS PENALTY for losing a five-month riddle contest with his partner Ed Schauhency on the early morning program of KDKA Pittsburgh, Rainbow Jackson is to be given away free to a KDKA listener. Since the feud began, when Mr. Jackson insisted that he could stump Mr. Schauhency in riddles, listeners began sending in riddles, and one was aired each day. Typical of the riddles are:

- "What has 18 legs, long hair, catches flies and is covered with red spots?"
- "A ladies' baseball team?"
- "What about the red spots?"
- "They all had the measles."

Rainbow Jackson will be given to the listener or organization writing in and giving the best reasons for wanting him.

KOTV (TV) ON HIGHWAY

AS PART of its new series, Precious Cargo, KOTV (TV) Tulsa made live telecasts of the Oklahoma Highway Patrol's activities as it stopped motorists to make routine checks of autos for defective brakes, lights, windshield wipers and horns. The telecasts were produced in cooperation with the state's Dept. of Public Safety.

AM Promotes FM Value

SEPARATE commercial copy is being used for AM and FM audiences listening to six hours weekly of symphonic music programs sponsored by the Zenith Radio Corp., New York, over WQXR-AM-FM New York. Broadcast simultaneously over both stations, the programs utilize two separate announcers for commercials promoting Zenith's AM-FM clock-radio. AM copy stresses the value of owning an FM set, and FM announcements praise the static-free reception.

(continued...
TREASURE HUNT

KOWH Omaha conducted its second annual "Treasure Hunt" Sunday afternoon, May 31. The station reported that more than 10,000 people gathered on the shore of Carter Lake to participate in the hunt for more than $1,000 in cash prizes. The entire staff of the station and all its mobile equipment were utilized in the event, to broadcast clues as to the whereabouts of five checks ranging in value from $50 to $500. Listeners picked up clues either off portable radios, their car radios or the PA system truck which KOWH had procured. Hiding places varied from under the bark of a tree to a sealed can tossed in a puddle of water.

LISTENER GETS THE BIRD

WTAG Worcester's Julie 'n Johnny are giving listeners the bird! A local pet store donated a canary, which the co-stars keep in the studio during their broadcasts. Each time the bird chirps on the air, the sponsor gets a plug. The listener who submits the best name for the canary will get the bird and a free cage from the pet shop.

ORIGINAL SONGS

WHEN Don and Beulah Bestor, WICC Bridgeport, Conn., personalities, spread the word on their morning program that one of their publisher friends advised unknown songwriters to try to get their compositions played by local radio stations, the stations began receiving scores of original compositions from songwriters, WICC reports. Mr. Bestor plays the plaza as a part of the format of the show and every day features the songs received by the station. When a national trade publication gave publicity to the receptivity of the idea by people in WICC's coverage area, manuscripts began coming in from other parts of the country as well.

JUNIOR ACHIEVEMENT AWARD

FOR the second time, the Junior Achievement Radio Company, sponsored by KEYD Minneapolis, has won first place in competition with all other JA Radio Companies in the United States. Junior Achievement is a national, non-profit organization supported by local business, industry, labor and education, whose purpose is to give high school students practical experience and training which will help them to take their place in the economic life of America. KEYD Junior Achievers sell time on their show, in addition to writing, directing and producing the program.

PULSE '52 REVIEW

PULSE has compiled an annual review for 1952, condensing all familiar Pulse data during the past year, in two volumes for $15. With each order from a present Pulse subscriber, a bonus set is sent free. (For order blank see B+T, June 8, p. 16.)

GERMAN LESSONS

AN EXPERIMENT in teaching foreign languages to children via television is being conducted by WOI-AM Ames, Iowa State College. Capitalizing on what he calls "children's natural interest in words," Professor Fred Schwartz of the Modern Languages Department, is teaching German to children through the use of rhymes, jingles and demonstrations. Titled "Eins Zwei Drei," the program is aired Monday, Wednesday and Friday at 1:30 p.m.
PEOPLE

Advertisers


Harold W. Sanders, vice president and treasurer of Union Oil Co. of Calif., L. A., elected financial vice president and director of public relations and advertising. C. Haines Finkel, director of public relations, named manager of newly created market research and development department. Alfred G. Norris appointed supervisor of public relations, and Earl M. Welty, assistant to Mr. Sanders.


Arlin C. Inman, advertising manager, Haas, Barbara & Co., L. A. (wholesale food distributors), to Old Colony Paint & Chemical Co., same city, in similar capacity.

Robert L. Beveniste, Rexall media director, Owl Drug Co., L. A., promoted to director of advertising and sales promotion.

Keith Coone, commercial copy chief at WQXR New York, appointed advertising manager of G. Schirmer Inc., music publishers and dealers, N. Y.

John S. Brookes appointed advertising and merchandising manager of E. J. Brach & Sons, Chicago (candy).

Charlotte S. De Armond, public relations director of Pacific Airmotive Corp., Burbank, Calif., elected president of Los Angeles Advertising Women Inc.

Agencies

Basil W. Mathews, Kenyon & Eckhardt and Dancer-Fitzgerald-Sample, to Robert W. Orr & Assoc. Inc., N. Y., as vice president, account executive and plans board member.

Dan Rogers, account supervisor on Whitehall Pharmaceutical account, named vice president of Biow Co., N. Y. Howard Connell, Biow Co., to Hewitt, Ogilvy, Benson & Mather, N. Y., as vice president in charge of radio and television. He succeeds Clinton Wheeler, who is moving to Kenyon & Eckhardt, N. Y. [B&T, June 8].

Mr. Connell Mr. Rogers

Fred Hellar, treasurer, Helen A. Thomas, radio timebuyer, and M. Connie Larrick named directors, vice president and space buyer, respectively, of Street & Flexner Inc., N. Y.

Orin E. Weir, head of Weir & Assoc., L. A., public relations firm, to Western Adv. Agency, that city, as vice president and publicity consultant.


A. D. Reilwitz rejoins Bozzei & Jacobs Inc., Chicago, as vice president.

Paul Corbin, production manager, KIEM Eureka, Calif., opens own advertising agency at 350 E St., that city, specializing in TV production and public relations.

William S. Robinson, formerly with Foote, Cone & Belding, named research director at Earle Ludtie & Co., Chicago.


Robert B. Owens Jr., vice president and account supervisor, Lennen & Newell Inc., N. Y., has resigned.

Michael A. Davenport, formerly director of radio and TV for Hicks & Jorgenson (now Hicks & O'Donnell), L. A., named director of newly created TV dept. of Don Allen & Assoc., Portland, Ore.

Charles E. Weller, former executive director of Tri-State Advertising, to Lamb & Keen, Phila., as account executive.

Don Mason, formerly of CKFJ Toronto, appointed radio-TV director of Stewart-Bowman-Macpherson Ltd., Toronto.

Andrew Akamian, division manager for R. T. French Co. (Atlantis Sales Corp., Rochester, N. Y.), to Sidney Garfield & Assoc., S. F., as account executive.


William J. Schenck, associate production manager, Hanly, Hicks & Montgomery, N. Y., and...

T. Wolfe Tone, production manager, Don Allen & Assoc., Portland, Ore., to Richard G. Montgomery & Assoc., that city, in same capacity.

Eiad B. Voss to Blitz Adv., Portland, Ore., as space buyer and production manager.


Henry Slesar promoted from copy chief to creative director of Robert W. Orr & Assoc., N.Y.


Arthur Karlan promoted to space buyer at Doherly, Clifford, Steers & Shenfield, N. Y.

Andrew C. Zippich, Kenyon & Eckhardt, N.Y., to Grey Adv., N.Y., as space buyer.

Nancy G. Voelker to Beckman, Hamilton & Assoc., L. A., as copy chief.

Natalie Webb to Bostford, Constantine & Gardner, Portland, Ore., as copywriter.


Wesley A. Gilman, president, Lewis & Gilman Inc., Phila., presented with Frank B. Allen Memorial Award for outstanding service to physically handicapped in Philadelphia area.


Stations

Harvey B. Young Jr., commercial manager of WHIO-AM-FM-TV Dayton, Ohio, appointed assistant to general manager.

Brad Craudall, formerly head of his own advertising agency in Kansas City, to WSM-TV Nashville, as production director.

Roger Walke appointed account executive at WBIG Greensboro, N. C.

Bob Norris, TV instructor at U. of Texas, Sidney Smith, KTBC-TV Austin, Tex., and Bob

BlaSTONE named program director, film director and director, respectively, with KDUB-TV Lubbock, Tex.

Michael J. Cuneen Jr., formerly co-owner of WNKE Norwalk, Conn., named vice president and general manager of Delaware County Busters Corp., operators of WDLA Walton, N. Y.

Alex Buchan, manager at WCCC Hartford, Conn., appointed manager of WEOI Elroy, Ohio.

Glover DeLaney, manager of WHIT Hartford, Conn., to head Gannett radio and TV chain, Rochester, N. Y.

R. Hill Carruth, sales executive with WBKB (TV) Chicago and KTTV  (TV) Hollywood, appointed regional sales manager for KEYT (TV) Santa Barbara, Calif.

Arthur E. Gerbel Jr. has resigned as assistant general manager of KJ JR Seattle to become sales manager of Fryman Printing Co., Seattle.

Arnie Kapan, West Coast sales representative, Charm Magazine, to KNXT (TV) Hollywood, as account executive.


Hal Dutch, chief announcer, Norman McKinstry, traffic supervisor, and Zelma Shumate, receptionist, promoted to program director, sales staff and traffic supervisor, respectively, at WLAM Lewiston, Me.

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Pete Ward, disc jockey at WCCM Lawrence, Mass., appointed program director. John Canty named sports director; Joyce Ward, continuity chief, and Tony Lupo, disc jockey.

Edwin J. Lupman, announcer at WCSS Amsterdam, N. Y., appointed news director. Sam Zurla, formerly with AFRS, to announcing staff of WCSS.

Frank Bignell, traffic manager at WTMJ Milwaukee, promoted to program manager.

Leif Jensen promoted to assistant program manager for WDRC-FM Hartford, Conn.

Anne Roberts, continuity director at WLWD (TV) Dayton, Ohio, appointed film director.

Robert Dunham appointed news director of KVOR Colorado Springs, replacing Hal Bumpus, who has resigned.

Marc H. Spinelli, former owner-manager,
KMNS San Luis Obispo, Calif., to KECA-TV Los Angeles, promotion-publicity staff.


Jerold Marshall, sales staff at WGAT Utica, to sales staff of WJTV (TV), that city.

Stephen Rooney, Ziv Co., N. Y., to sales staff of WJAS Pittsburgh.

Arthur Olszyk named assistant radio news editor of WTMJ-AM-TV Milwaukee. Gordon Krenn, WIBA Madison, Wis., to news staff of WTMJ-AM-TV.

Charles E. Welsh, WLAY Muscle Shoals, Ala., to announcing staff of WSB Atlanta.

Bob Evans, chief announcer and program manager at WSSB Durham, N. C., to staff of WEVA-AM-FM Emporia, Va.

John Hoefi, Tom Chick, chief announcer at WODD Rich mond, and Phil Gaines, chief announcer at WRNP Gainesville, Fla., to WNNR-AM-TV Washington, as TV salesmen, radio announcer and announcer, respectively.

Ben Cummings, production director of WMUU Greenville, S. C., to production staff of KWBU Corpus Christi, Tex.

Robert W. Stroh, program director at WCCO Greensboro, N. C., to WFMY-TV Greensboro, as member of station's announcing and production staff.

Barbara Friller to WIRE Indianapolis, Ind., as continuity writer, replacing Betty Morton, who has resigned.

Hoke Smith May, Anderson Independent, Anderson, S. C., to WCRS Greenwood, S. C., as news director. Fred Heckman, WESC Greenville, S. C., and Gene Smith also to WCRS, the latter as staff announcer.

Charlie Mitchell to announcing staff of WPTF Raleigh, N. C.

Laura Vernon, WRAW Reading, and Dolores Rosselli, to traffic dept. of KYW Philadelphia.

Doug Pledger, program manager, KEAR San Mateo, Calif., to KNBC San Francisco under seven-year exclusive contract as disc m.c.-personality.

Raymond Owen named assistant chief engineer at WTVN (TV) Columbus, Ohio.

Red Jones, disc jockey at KVET Austin, Tex., to KTAE Taylor, Tex., in same capacity.

Ph.D. from American U., Washington, D. C. Mr. Ratliff was singled out as nation's youngest news editor and announcer by B&F in 1943.


C. W. McGibbon, director of station relations of CIAD Montreal, named director of Advertising and Sales Club of Montreal for 1953-54.

W. H. Pollard, owner of WBHP Huntsville, Ala., received plaque from Band Parents Club of Huntsville, on behalf of station, for raising money for Butler High School Band.

Max Leon, president of Wadas Philadelphia, received citation for his contribution to musical and cultural development of the community from City Manager Director Robert K. Sawyer.

Donald W. Thoraburgh, president and general manager of WCAU Philadelphia, presented with award from Commandant of Fourth Naval District, in recognition of station's outstanding service to Naval Reserve and contribution to national defense.

Anne Holland, director of women's activities for WBAI-TV Baltimore's public affairs and information dept., presented with American National Red Cross Certificate of Appreciation for Red Cross "service faithfully performed."

Wallie Dunlap, director of TV operations at WICC-TV Bridgeport, Conn., father of boy, Wallace Erskine, June 1.

Don Stevens, WSB Atlanta announcer, father of girl, Cynthia Diane, May 28.


Jerry Dee, writer-producer at WBBM Chicago, father of girl, Mary Hannah.

Bob McLaughlin, disc jockey, KLAC Hollywood, will marry singer Jenny Barrett June 27.

Jed Lew Riddell, technician, KLAC Hollywood, and Lois Wirthwein were married June 5.

Shel Stuart, director, KLAC-TV Hollywood, and Arlen Allen Hurwitz, actress, will be married July 12.

Networks

Paul A. Rosen, manager of program and talent procurement for DuMont TV Network, named assistant to CBS-TV business affairs director Merrit H. Coleman.


Dan E. Cameron, manager of CBX Edmonton, to newly created post of Prairie regional program director of CBC at Winnipeg. Dick Clarinburg, manager of administrative and personnel services at CBC Toronto, appointed manager of CBX Edmonton. He is succeeded at Toronto by D. J. Van Bommel.

Helen James named director of women's programs of CBC Toronto, succeeding Elizabeth...
Long, who continues as advisor and consultant. Catherine Maclver named organizer of women’s programs.

Sydney Omarr, U. P. reporter, to CBS Radio news staff, Hollywood, as summer replacement.

Fred Rickey, former executive producer of color TV for CBS and recently associate producer of “Cinerama,” appointed executive producer-director of professional educational color TV for American Cancer Society.

Barbara Britton (Mrs. Eugene Czukor), star of CBS-TV Mr. and Mrs. North, mother of boy, Dwight, June 1.


Manufacturing
Eugene M. Keys, executive vice president of Edwin L. Guthman Co., Chicago (independent coil manufacturer), appointed president.

Joseph H. Moss Jr., director of distribution, Allen B. DuMont Laboratories Inc., to Hoffman Radio Corp., as eastern divisional sales manager, with headquarters in N. Y. Willis O. Jackson to firm, as southern divisional manager with offices in Dallas.


C. F. McGraw, Atlanta zone manager for radio and TV, promoted to product sales manager for radio of Crosley Div. of Avco Mfg. Corp.

Jim Brent, advertising manager of Pacific Mercury Sales Corp., L. A., has resigned to assume interest in Bent & Davis Machine Co., L. A.


Dr. William R. Burwell, president, Brush Electronics Co., and vice chairman, Clevite Corp., Cleveland, named to Stanford U. Research Institute board of directors.

Otto H. Schade, radio, TV and electronics engineer at RCA Victor tube dept., Camden, N. J., received honorary degree of doctor of engineering from Rensselaer Polytechnic Institute.

Representatives

Government
James B. Lowell, with FCC since 1935, has retired as chief of Accounting Compliance Branch in Telephone Division.

Personnel Relations
Allen Rivkin, Hollywood writer, named to handle public relations for Screen Writers Guild, that city.

IDECO . . . the one-contract tower source!

With a single contract you place all of your tower details in experienced hands. Planning and design . . . fabrication . . . foundation and erection . . . equipment installation . . . final inspection . . . complete insurance coverage . . . all these are in the Ideco Tower “package.” Here’s how you can put the entire responsibility for your tower in one set of capable hands:

Ideo Towers are planned from the ground up . . . wind loading and soil bearing factors are computed for your individual location.

Ideo Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.

Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection . . . maintenance costs are cut to a minimum.

Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a “true” structure, free from indeterminate stresses . . . a tower that will keep you on the air in any kind of weather.

Ideo installs the transmitting system . . . also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.

Ideo engineers make a thorough final inspection . . . stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.

Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure . . . uses fewer members, with less dead weight. Triangular design means only three sides to paint, too.

Tall or short . . . for TV, Microwave, AM, FM . . . Ideco Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dept’l T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

June 15, 1953 * Page 99
KGNC Receives NAAN Award

FOR its service advertising in non-merchandising business publications which appear in B&T, KGNCC-AM-TV Amarillo, Tex., was presented with an Award of Excellence in the 1953 Creative Competition of the National Advertising Agency Network at the group's 22nd annual conference in Colorado Springs, Colo., last week. The KGNCC-AM-TV campaign appeared in B&T between Jan. 1, 1952, and March 31, 1953, and consisted of full page ads at intervals of about 30 days. The campaign was prepared for Tom Kritser, KGNCC-AM-TV general manager, by Henry J. Kaufman & Assoc., Washington. Account executive is Jeff Abel, and the campaign was written by Ted Mandel- stam, copy chief of HJK&A.

GOV. Arthur B. Langlie (I) of Washington presents Advertising and Sales Club of Seattle top award for national advertising campaign in under-$30,000 class to J. A. Morton, KJR Seattle general manager, who receives the award in behalf of the station. Announcing the event over a KOMO Seattle microphone is Peter Lyman, radio-TV director of Frederick E. Baker & Assoc. and club president.

PHILIP MERRYMAN (II), president and general manager of WICC-AM-TV Bridgeport, Conn., receives Crusade for Freedom award from Herman Steinrauss, president of the Bridgeport Brass Co. The same day Mr. Merryman received the Political Science Colloquium award from the U. of Bridgeport.

WINNER of 21-inch “Beverly” DuMont TV receiver shown in picture is attorney Russell Rowell (I) of Spearman & Roberson, Washington radio-TV law firm, for giving name Dyna-Dolly to Allen B. DuMont Labs’ new camera dolly shown on placard next to model. The DuMont TV Transmitter Div. name contest was held during the NARTB Convention in Los Angeles.

CITATIONS for public service following the Waco, Tex., tornado May 11 are presented by Texas Assn. of Broadcasters to KWTX and WACO Waco and the Texas State Network (B&T, May 25). L to r: M. N. (Buddy) Bostwick, KWTX general manager; Gene L. Cogle, president of TSN and president-general manager of KFJZ Fort Worth, TSN key station; R. Lee Glasgow, WACO general manager, and Boyd Kelly, TAB president.

WJR Detroit Advisory Board, to which the station gives credit for five public service awards received during the first three months of 1953, includes (I to r): Seated, Arthur Donduineau, Detroit superintendent of schools; Worth Kramer, WJR vice president-general manager; Leonard Simons, partner in Simons-Michelson Co. Adv. and president of Temple Beth El; John F. Pratt, WJR and WGAR Cleveland president; Donald S. Leonard, Detroit police commissioner; F. Sibley Moore, WJR vice president; Ben R. Marsh, former board chairman of Michigan Bell Telephone Co.; standing, George Cushing, WJR vice president; Franklin C. Mitchell, WJR program director; John Dancy, executive secretary, Detroit Urban League; Rev. Robert M. Frehse, executive director, Detroit Round Table; Dale McIntyre, WJR public service director; Charles Figy, director, Michigan Dept. of Agriculture, and Ron Gamble, WJR special events director.

WFMY-TV Greensboro, N. C., wins an award from the National Board of Fire Underwriters for “outstanding public service in fire prevention.” The citation is accepted by Gaines Kelley (r), WFMY-TV general manager, from Herbert Bailey, Greensboro Chamber of Commerce.
THE BIG HAT award for news reporting excellence goes to Sheldon W. Peterson (r), KLZ Denver news director, in ceremonies at the U. of Colorado. The prize is given by the U.'s student chapter of Sigma Delta Chi, honorary journalism fraternity, for what it considers the best job of reporting in Colorado during the year. Mr. Peterson's award, presented by Ken Olson, marks the first time a radio newsmen has taken the honor.

WCEMA Awards Scholarships
WEST COAST Electronic Manufacturers Assn., Los Angeles, has awarded more than $6,000 in scholarships to students to start or continue studies in electronic engineering or allied branches of technical work. The scholarships have been divided between eight institutions: Calif. Institute of Technology, Stanford U., U. of Washington, UC at Berkeley, UC at Los Angeles, USC, Oregon State and U. of Santa Clara.

LETTERS ARE LISTENERS
WIBW's mail room is just about the busiest place in the station. Our listeners are the writin'est folks you ever saw. We're glad because when they write, we know they listen.

CASH IS CONFIDENCE
In just one year, WIBW listeners mailed us $205,062.71 for direct purchases or premium redemption. That means they have confidence in what WIBW says.

WIBW GIVES YOU BOTH
For mass AUDIENCE and mass ACTION, use WIBW—the station that's listened to most by the folks with the most money to spend—the Kansas Farm Families.

*Kansas Radio Audience '52
WASHINGTON consulting engineering firm, which is 23-years-old, became a corporation June 1. It has grown from two principals and one office worker in 1930 to a staff of 60.

INCORPORATION of the 23-year-old Washington consulting engineering firm of Jansky & Bailey as of June 1 was announced last week. C. M. Jansky Jr., 1934 president of the Institute of Radio Engineers and 1948 and 1949 president of the Assn. of Federal Communication Consulting Engineers, is chairman of Jansky & Bailey Inc. Stuart L. Bailey, 1949 IRE president, is president of the new firm, while Harold D. Kube is secretary.

Executive offices continue at the National Press Bldg., and engineering offices and laboratory at 1339 Wisconsin Ave.

Mr. Jansky is a 1919 engineering graduate of the U. of Wisconsin and was an associate engineering professor at the U. of Minnesota from 1920 to 1928 when he began private consulting practice. Mr. Bailey is a 1928 engineering graduate of the U. of Minnesota.

The partnership was begun in 1930, with the two principals and one office worker; today it employs 60 people. In addition to the two principals, the following comprise the senior engineering principals: Delmer C. Ports, in charge of applied research and development; Oscar Reed in charge of broadcast allocations and systems; Frank Mitchell, in charge of product testing; and Jack Renner, in charge of non-broadcast allocations and systems.

Because of a provision in its by-laws, AFCCE charter members Jansky and Bailey have had to resign. AFCCE accepts only individuals and unincorporated companies.

Strong Opens Law Office

COL. GEORGE E. STRONG, former chairman of the Wage Stabilization Board's Region 4 (District of Columbia, Virginia, Maryland, North Carolina) announced his resumption of private law practice last week. He has opened his office in Suite 430 Washington Bldg., Washington, D. C. (National 8-2880). During the 1920's, Col. Strong was special assistant to the attorney general and handled some of the radio matters for the Commerce Dept.'s radio service. He went into private practice in 1926 and handled cases before the Federal Radio Commission and the FCC. In 1941, he went on duty with the Air Force. In 1946, he returned to civilian law practice. He was named chairman of WSB Region 4 in 1951 and served in that capacity until last April when that agency was abolished.

Publicists Name Compton

WALTER COMPTON, RKO, has been elected president of the Publicists Guild, Hollywood, succeeding Dan Thomas, Universal-International. Other officers are Stan Margulies, 20th Century-Fox, vice president; Dick Carter, independent, treasurer, and Esme Chandlee, M-G-M, secretary. Carroll Nye, CBS-TV, and Mr. Thomas were named trustees.

AEF's Free Offer

AMERICAN Economic Foundation announces it is offering free to editors, columnists and commentators its monthly editorials and pamphlets and reprints of selected speeches and articles, all dealing with economics. Address: D. B. Clark, Secretary, American Economics Foundation, 295 Madison Ave., New York 17.

Small-World Department

A EUROPEAN trip is turning up some heretofore unknown data for Ray V. Hamilton of Blackburn-Hamilton Co., media brokerage firm. On a recent visit to Scotland, Mr. Hamilton took an automobile trip to Glasgow. On the way he passed through two small towns located quite close together in which he was probably more interested than the average tourist. The first town was Blackburn; the second was Hamilton!
Gates Radio Co.
Quincy, Illinois

Gentlemen:

We are, at this time, using 7 of your SA-134 remote amplifiers every day and have found them very reliable. One of them got a test the other day that should convince anyone of their mechanical durability. We were broadcasting an auction sale of farm animals when a bull broke loose from the pen. Our announcer, who abandoned the equipment to save his own measly hide, jumped out of the booth only to be replaced by 1400 pounds of grunted beef. In his passage through the booth the bull juggled the SA-134 with his feet and then fled out of the door dragging the remote by the mike cable. When the engineer rescued the remote and scraped off the bull s—-ouvensirs he found that only one tube and a condenser retaining ring were damaged.

Just thought you would like to know.

Yours very truly,

William J. Kiewel
Manager

Gates Radio Company, Quincy, Illinois, U. S. A.
Manufacturing Engineers Since 1922

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

Gates Announcer-mote; consists of a Gates SA-134 amplifier, Salt Shaker style Dynamic microphone, goose neck and plugs attached. No microphone cords to break, no stand to worry about. Complete with tubes $135.00.
A coffee account, using KGW, increased sales in this area 42 per cent. FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.

KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

WILLIAM E. WARE, president of KSTM-TV
St. Louis, u/C Ch. 36, turns the first shovel of
dirt at ground-breaking ceremonies last week.
Supervising Mr. Ware's earth moving activi-
ties are (l to r): Ward Fickie, Chester Merritt,
William Biggs and O. D. Guth Jr. The new
station will begin programming Sept. 1 if a
St. Louis construction workers' strike is settled
soon. The building, located at 6000 Berthold
Ave., will house studios as well as sales and
executive offices and will provide 14,000
sq. feet of space. Cost is estimated at $750,-
000, Mr. Ware said. Fruin-Colnon, architects
and contractors, are in charge of construction.
The station will be an ABC-TV affiliate.

PRESENT for WSAZ Huntington TV clinic
last month were (l to r): Seated, Lawrence H.
Rogers, WSAZ Inc. vice president-general
manager; Mrs. George H. Clinton, and Col. J.
H. Long, president of Huntington Publishing
Co.; standing, Raymond O'Connell, NBC station relations;
George H. Clinton, vice president-general
manager, WPAR Parkersburg, and NARTB 3d
District director; John M. Boylan,
CBS station relations, and Walker
Long, Huntington Publishing general
manager.

TODAY (Monday) is KQV-CBS Day in Pitts-
burgh, and the proclamation making it so is
signed by Mayor David L. Lawrence with on-
lookers (l to r) James F. Murray, KQV man-
ager; Irwin D. Wolf, vice president, and Lee W.
Eckels, secretary-treasurer, Allegheny Broad-
casting Corp. The day celebrates KQV's join-
ing CBS Radio. Guests for the observance are
to include CBS President Frank Stanton;
Howard S. Meighen, CBS vice president; and
J. Kelly Smith, administrative vice president,
CBS Radio.
MILESTONES

DUAL celebration of the 25th anniversary of American Forum of the Air, NBC simulcast feature, and the 22d wedding anniversary of its founder are observed at an NBC reception in Washington. L to r, FCC Comr. Paul Walker; Theodore Granik, founder of the show; his wife, Mrs. Hanna Granik; FCC Comr. George Sterling, and Carleton D. Smith, vice president-general manager of NBC Washington o & o outlets, WNBW (TV) and WRC.

FOURTH anniversary of WHAM-TV Rochester, N. Y., was celebrated June 11 by the station, urging 80,000 blood donors to "come back, and bring a friend." More than eight hours of time were devoted to the blood program. A nine-bed blood recruitment unit was set up on the stage of WHAM-TV's large studio, and 250 donors gave blood there between 9 a.m. and 7 p.m. In the evening a live telecast from one of Rochester's hospitals was shown. William Fay, station manager, said the blood recruitment drive was selected to exemplify television's public service role.

A GILDED recording of the 1,000th broadcast of The Ohio Story, an historical series on WGAR Cleveland, has been presented to John A. Greene, president of the Ohio Bell Telephone Co., sponsor of the broadcasts, by John F. Patt, WGAR president. Presentation was at a party given for the principals in The Ohio Story.

WNHC-TV New Haven celebrated its fifth anniversary on the air on June 8. Patrick J. Goode, president of the station, reported that the number of employees has grown from 20 in 1948 to more than 100.

**Height means reach in TV, too!**

... and reach means people.

Two-thirds of a million persons live in KSL-TV's booming Intermountain coverage area. These people annually earn — and spend — nearly a billion dollars.

TV circulation is mushrooming, too. Over 125,000 sets are now in the KSL-TV area, which extends into four great western states.

Get details from CBS-TV Spot Sales, or **KSL-TV Serving Intermountain America**

*Sources upon request*
INTERNATIONAL

LICENCES ISSUED TWO TV OUTLETS AT RIMOUSKI AND REGINA

The stations, both independent, were approved by the CBC board meeting in Ottawa, while two applications for radio outlets have been recommended for licensing. Six TV bids were deferred for further study.

TWO MORE independent TV stations have been licensed in Canada, and two more AM stations were recommended for licensing by the board of governors of the Canadian Broadcast- ing Corp. at its May 28th meeting. CANADA Two stations were licensed at Ottawa. Six applications for TV stations in four cities were deferred for further study and to allow other applicants to complete their applications. Approved are TV stations at Rimouski, Que., to Lower St. Lawrence Radio Inc., operating CJBV Rimouski on Ch. 3, and to CKCK Regina, Sask., Ch. 2. Deferred was the application at Calgary, three at Edmonton, one at Kitchener and one at Saskatoon.

New AM stations are Radio Lac St. Jean Ltd., at St. Joseph d’Alma, Que., with 1 kW on 1270 kc, and La Bonne Chanson Inc., at Montreal, with 5 kW on 1280 kc. The latter was licensed on an understanding that it maintain the special type of cultural broadcasts it had promised. Board stated “it would not be disposed to view with favor a change in the type of operation or request to transfer ownership or control after the station is in operation.”

Power increases were approved for CKRD Red Deer from 250 watts to 1 kw on 850 kc; CHRL Roberval, Que., from 250 watts to 1 kw from 1230 kc to 910 kc, provided there is no interference with CBO Ottawa, which will increase its power to 5 kw, and CHVC Niagara Falls, from 1 kw to 5 kw on 1600 kc.

Share transfers for nine stations were approved and two Canadian Army stations were recommended for changes in frequency.

Advertising on Agenda At Librarians’ Convention

VARIOUS phases of advertising will be discussed by Canadian and American representatives from that field as well as from radio, TV, publishing and business industries before the Advertising Div. at the annual international convention of the Special Libraries Assn. in the Royal York Hotel in Toronto, June 21-25. More than 1,500 librarians are expected to attend the five-day convention.


Don Henshaw, senior account executive at MacLaren Advertising Co., will speak June 24 at a morning session on “The Golden Gimmick.” A. Davidson Dunton, chairman of the board of governors of CBC, will address a June 24 banquet meeting.

WAPA Staff Reorganized Under New Expansion

REORGANIZATION of the executive staff for WAPA San Juan, P. R., has been announced by José Ramon Quinoones, president, who states that the shifts were necessitated by expansion of broadcast facilities. The new lineup:

Mr. Quinoones, general manager; José E. Franco, assistant general manager; Emilio H. Medrano, program director; Raul Delgado Cué, production manager; José Arzuaga, chief engineer; Segismundo Quinoones, commercial manager; Carmen Rosa Vidal, reservation and sales; Antonio Vélez, personnel director, and Paquita C. Figueroa, traffic department. U. S. and Canadian representatives: Melchor Guzman Co., New York.
Central American Agency Network Formed

FORMATION of the first network of advertising agencies in Central America and Panama, under the name of Publicistas Centro Americanos Asociados (PCA) was reported last week by Louis G. Dillon, president of Dillon-Cousins & Assoc., New York, export advertising firm.

The network was set up at a conference in Tegucigalpa, Honduras, attended by the following agency owners: Murriel I. Mykland, Panama; Mrs. Stella Molina, Guatemala; Antonio Diaz, El Salvador; Mrs. Eva Galindo, Honduras; M. D. Morales, Nicaragua, and Tomas Aguilar Alvarado, Costa Rica.

Mr. Dillon, who attended the conference as a special guest, will serve as U. S. business representative of the advertising group.

PCA is designed to promote uniform standards of service as a group for advertisers in that area, with emphasis on accounts from abroad. It will attempt to develop closer relationships between members by exchanging media and market information and mutual aids in production matters and effecting agreement upon agency standards and practices.

WKAQ-TV Buys From GE

NEARLY $500,000 worth of General Electric equipment for Puerto Rico's first television station, WKAQ-TV San Juan, is expected to be shipped in about four months.

PUERTO RICO E. C. Givens, vice president of International General Electric Co., has announced. The equipment was purchased by Angel Ramos, owner-president of El Mundo and Radio El Mundo in San Juan.

The new station, which will operate on vhf Ch. 2 from a 1,750-ft. transmitter, is expected to go on the air early next year.

Free Time for Campaigning Defined by CBC

PREPARATIONS for radio coverage of a Canadian federal election are being made by the Canadian Broadcasting Corp., which has announced changes in its regulations for free time for political election broadcasts.

Free time will be allotted to the four parties with representatives in the Canadian Parliament on a mutually agreed basis. New parties will also be allotted time on the CBC network. The Labor-Progressive Party (Communist) will not have any free time except after nomination day, which varies from 14 to 28 days before the election.

National parties must have at least 66 candidates in at least three provinces to qualify for such free time. Date for the election has not been set. In the last election CBC allocated 18 hours of free network time for political broadcasts.

TAPE DUPLICATION GOES INTO “M ASS PRODUCTION”

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—“Tape networks” and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on Lp records can also be offered on tape.

EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

• One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
• Time saving speedup during duplication (as much as 32 to 1)
• *15,000 cycle response on 7½ in/sec. duplicates
• *45 to 50 db signal-to-noise ratio
• Duplicate tapes of any standard speed from any master
• Single or double track duplicates in one pass
• Any standard reel sizes up to 14-inch
• Centralized pushbutton controls

*From master tapes of suitable quality.
Canada Sets-in-Use Listed by Elliott-Haynes

FIRST of the 1953 Elliott-Haynes Ltd. tri-annual reports on sets-in-use in major Canadian cities shows an average 30.6% of sets in the areas were in use from January through April. The report covers Montreal, Toronto, Winnipeg, and Vancouver, and is broken down on an hourly basis from 9 a.m. to 9 p.m. for daytime and evening programs for each day of the week. For the four months the averages for the full day were 31.3% in January, 31.2% in February, 30.7% in March, and 29.5% in April. Daytime overall average was 26.7%, evening average, 38.9%.

Canadian RCA Orders

FIRST two orders for TV transmitters by Canadian independent stations have been placed with RCA Victor Ltd., Toronto, to equip CFPL-TV London and Niagara Television Ltd., Hamilton. CFPL-TV will use Ch. 10, and Niagara Television Ltd. (call letters unassigned) has been assigned vhf Ch. 13. It is believed there will be a change to vhf Ch. 11 for Hamilton, but this has not been announced officially.

It is understood that other TV licensees among private stations expect to place definite orders for transmitter equipment at an early date, in order to be on the air early in 1954. Both London and Hamilton stations expect to be on the air before Christmas.

Ham Radio Limits Outlined

EIGHT foreign governments forbid amateur radio operators in their countries to communicate with outside stations. FCC has reminded U.S. amateurs that the International Telecommunications Convention's radio regulations provide that ham operators must respect the wishes of those governments.

The countries which forbid intercommunication are Austria, Cambodia, Indonesia, Iran (all amateur operation forbidden), Korea, Laos, Thailand and Viet Nam. Australian amateurs may conduct radio communication for purely experimental purposes. Amateur service has not been organized in Jordan and Roumania.

Sen. Butler’s Remarks

SEN. JOHN M. BUTLER (R-Md.) is on record opposed to the building and operation of educational TV stations which would “constitute an unnecessary drain on public funds” but in favor of private financing of the stations. He also fears that educational licenses granted in some areas would prolong or maintain a commercial monopoly created by an already limited commercial operation. In his statement, printed in the June 3 Congressional Record, the senator commented Baltimore TV stations WAAM, WBAL-TV and WMAR-TV for “outstanding” achievements in education, stressing the cooperation with educational institutions, particularly during a two-week school strike.
other "teacher" and one that was much appreciated."

Others who appeared on the program, which was called TV Report to Citizens, were James F. MacAndrew, director of broadcasting for the New York Board of Education; Miss Grace Lee, director of the bureau for the physically handicapped; Mrs. Dorothy Klock, producer of the Living Blackboard series, and six handicapped high school students.

TCA Kit Stresses Radio
As Tool to Education

TECHNICAL Cooperation Administration (Point IV), Washington, D. C., has assembled a kit of references and manual material, dealing with the utilization of radio as an educational tool, for distribution in some 35 countries.

The kit covers fields of health, sanitation, agriculture, community development and industrial relations. TCA is seeking examples of such material developed by radio-TV stations, industry and social and religious groups.

Groups which have produced such material are requested to contact Radio-TV Information Officer, Program Information and Reports Staff, TCA, Washington 25, D. C.

Hennock Lauds Educ. TV
At KUHT (TV) Dedication

TELEVISION was described as "the most influential conduit of custom and opinion that has ever been known" by FCC Comr. Frieda B. Hennock last Monday in an address during dedication ceremonies of KUHT (TV) Houston, the nation's first noncommercial educational TV outlet on the air.

She called the vhf Ch. 8 outlet, licensed to the U. of Houston and the Houston Independent School District, the keystone upon which the whole of the U. S. educational TV system will be built.

Declaring education "missed the boat" on AM radio facilities, but later was recognized when approximately 100 educational FM channels were granted, Miss Hennock told listeners the FCC has granted 17 construction permits for educational TV and has 30 more on file.

Educational TV Bills
Shelved in Pennsylvania

ADMINISTRATION bills to set up a state educational television network of four stations in Pennsylvania have been shelved by the Senate in Harrisburg.

Without a dissenting vote, senators agreed to place the bills on the second reading postponed calendar.

"There is little sentiment in the Senate for the bills," said Majority Leader Rowland B. Mahany. "I don't think there will be any action on the measures this session."

The turn down came in the face of Gov. Fine's repeated demands for approval so the state will not lose four educational TV channels allocated by the FCC at Philadelphia, Pittsburgh, Erie and State College.

Mr. Mahany said much of the lack of enthusiasm for the television program was due to the money involved.

A Department of Public Instruction spokesman fixed the construction costs of six stations at $4,868,800 and annual operating cost at $1,900,000. The governor's committee on educational television had recommended a six-station network, including stations at Wilkes-Barre and York.

CETA Forwards Bid
For Educ. vhf Ch. 11

APPLICATION by the Chicago Educational Television Assn. for vhf Ch. 11 was forwarded to the FCC a fortnight ago, according to Edward L. Ryerson, CETA president. He said that $500,000 of the necessary $1,100,000 has been pledged thus far, and that the deadline on the local fund-raising drive has been extended indefinitely.

Mr. Ryerson said the $500,000 would be shown in the FCC application and that he has been advised by the Commission that reservations for educational TV channels would be continued "for some time" beyond June 2. Station plans to be on the air within eight months after FCC grants the license.

NBC-Northwestern U.
Set Radio-TV Institute

For the 12th year, NBC cooperates with the University on this six-week project

PLANS for the 12th annual NBC-Northwestern U. Radio-TV Institute, to be held in the network's Chicago studios for six weeks beginning June 22, were announced last week.

The full-time training session will be divided into two parts—radio and TV—with professional broadcasters handling teaching assignments. Others to participate from time to time include station managers, agency representatives, writers and research experts. Stu-
dents are selected from applicants with some professional experience.

Among network instructors are Ben Park, NBC Chicago network program director; George Heinemann, program director at WMAQ WNBQ (TV) Chicago; Don Meier, WNBQ production director (all TV sessions); and Homer Heck, WMAQ-WNBQ production manager, and Ralph Knowles, WMAQ production director, for radio.

Northwestern U. Survey Polls Radio, TV at Bottom JOURNALISM students at Northwestern U., Evanston, Ill., are underselling radio and television, according to their own readership surveys which rank newspapers as the top advertising medium.

It has been reported that Dr. Charles Allen, assistant dean of the Medill School of Journalism and director of research, is compiling statistics gleaned from four women readership surveys taken last year and reported extensively in Editor & Publisher last January.

The student surveys purport to show that the housewife turns to newspaper advertising to find out what to buy and where to buy it. The students have been conducting from three to four such surveys each year since 1944.

The compilation will be made available extensively to newspapers and magazines, including E. & P.

A total of 48.6% of housewives interviewed prefer newspaper advertising, with magazines second (30%) and television and radio bringing up the rear (10.5 and 6.4%). The survey placed radio and TV on top in point of "distasteful advertising," and also rated both electronic media low popularity-wise, with TV and radio running in that order.

The Milwaukee Sentinel (WISN) dutifully reported the survey in its May 27 issue—the advertising medium preference and "distasteful advertising" rating next to a Cynex tablet ad for kidney sufferers.

The poll found that two-thirds felt radio and TV would be better off without advertising. 92.4% of the women indicated they prefer newspapers with advertising.

Students Aid Hospital

STUDENTS of Columbia Institute, Philadelphia business school which includes radio-TV studies in its curriculum, now are operating a closed-circuit radio station at Philadelphia's VA hospital. Dorothy W. David of the Institute said three students of the current radio class learned the hospital had a fully-equipped station designed to provide "passive rehabilitation" for the 500 patients. The heads of the hospital recreation facilities were approached by the students, who suggested they operate the outlet. The hospital representatives thought the idea was a good one. Since March, teams of students have operated the outlet five days a week. Besides this activity, the Columbia students now are producing a half-hour documentary film showing services the hospital provides. The film will be released to TV stations.

TV STATION PLANS (Continued from STATIONS)

(Continued from STATIONS) presented by Blair TV Inc., affiliated with CBS-TV (started June 7).

Yesterday (Sunday)

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

Today (Monday)

KWSV-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc.

WFAM-TV Lafayette, Ind., vhf Ch. 59, represented by the William Rambeau Co.

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (did not start on May 30 as expected).

WTVE (TV) Elmira, N. Y., vhf Ch. 24, represented by Forjoe TV Inc. (to begin on limited basis).

June 18

WCSN-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters, affiliated with all TV networks.

June 21

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc.

June 22

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.

June 15-30

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

July 1

KFTP-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks.

KOMIC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor Co.

KCSI-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

KTVH (TV) Hutchinson-Wichita, Kan., vhf
Ch. 12, represented by H-R Television Inc.
WNAG-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV.
WOSI-TV Osakis, Minn., uhf Ch. 48, represented by Headley-Reed TV Inc.
WTVI (TV) St. Louis (Mo.)-Belleville (III.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

July 4
KTXL-TV San Angelo, Texas, uhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12
KIDO-TV Boise, Idaho, uhf Ch. 7, represented by Blair TV, affiliated with NBC-TV.

Early July
WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television.

WZTV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with ABC-TV, NBC-TV and DuMont.

July 15
KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television.
WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.
WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.
WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc.

July 25
KEYT (TV) Santa Barbara, Calif., uhf Ch. 3, represented by George P. Hollenberg Inc., affiliated with all TV networks.

Late July
KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.
WATV-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co.
WFFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 1
KFKQ-TX St. Joseph, Mo., uhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV.
KMTV (TV) Austin, Minn., uhf Ch. 6, represented by John E. Pearson TV Inc.
KTVF (TV) Yakima, Wash., uhf Ch. 21, represented by John E. Pearson TV Inc.
WBMT-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc.
WJVL-TV Greenville, S. C., uhf Ch. 28, represented by H-R Television Inc.
WJHL-TV Johnson City, Tenn., uhf Ch. 11, represented by John E. Pearson TV Inc.

Aug. 15
WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.
WTOB-TV Winston-Salem, N. C., uhf Ch. 25, represented by H-R Television Inc.
WTIV (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Late August
KRDQ-TV Colorado Springs, Colo., uhf Ch. 13, represented by Joseph Hershey McGillivra Inc.

Sept. 1
KTHI-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc.
WNCT (TV) Greenville, N. C., uhf Ch. 9, represented by John E. Pearson Co.
WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.
WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

August-September
WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau.

Sept. 15
WNK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co.

Sept. 27
WMT-TV Cedar Rapids, Iowa, uhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

Sept. 27-30
WMAS-TV Macon, Ga., uhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Early Fall
WDAT (TV) Columbia, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.
WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

Fall
WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November
WMFT (TV) North Adams, Mass., uhf Ch. 74, represented by The Walker Representation Co.

Indefinite
WCHV-TV Charleston, S. C., uhf Ch. 64, represented by The Walker Representation Co.

WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc.
WJON-TV St. Cloud, Minn., uhf Ch. 7, represented by William G. Rambeau Co.
WTRF-TV Wheeling, W. Va., uhf Ch. 7, represented by The Walker Representation Co.
WWOD-TV Lynchburg, Va., uhf Ch. 16, represented by The Walker Representation Co.

JULY 13
issue of BROADCASTING TELECASTING
<table>
<thead>
<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Target for Start</th>
<th>Network Representative</th>
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<tr>
<td>KOBS-TV Harlingen, Tex. (4)</td>
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<td>WLTV-TV Morrisville, Ill. (22)</td>
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<td>WTVH-TV Harrisonburg, Va. (3)</td>
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<td>WTVH-TV Mandan, N. D. (23)</td>
<td>3/26/53</td>
<td>Midsummer '53</td>
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<td>WABA-TV Madison, Wisc. (47)</td>
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<td>KBOC-TV Oklahoma City, Okla. (19)</td>
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<td>CBS</td>
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<td>KSBW-TV Monterey, Calif. (11)</td>
<td>5/19/53</td>
<td>CBS, DuM</td>
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<tr>
<td>WJBN-TV Brownsville, Texas (23)</td>
<td>2/12/53</td>
<td>Headley-Read</td>
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<td>WKBW-TV Buffalo, N. Y. (13)</td>
<td>12/3/53</td>
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<td>KGAX-TV Pasco, Wash. (10)</td>
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<td>WNOA-TV Raleigh, N. C. (33)</td>
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<td>WEIU-TV Reading, Pa. (32)</td>
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<td>Blue Grass TV Co., Richmond, Ky. (40)</td>
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<td>WREX-TV Chattanooga, Tenn. (56)</td>
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<td>WMEQ-TV Marion, Ind. (59)</td>
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<td>KICD-TV McAllen, Tex. (20)</td>
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<td>KBS-TV Atlantic City, N. J. (12)</td>
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<td>WCTI-TV Meadville, Pa. (5)</td>
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<td>Miami TV Co., Fla. (58)</td>
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<td>Headley-Read</td>
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<td>WOKY-TV Milwaukee, Wis. (39)</td>
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<td>Redstone Co., Mineola, N. D. (10)</td>
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<td>WTCN-TV Minneapolis, Minn. (11)</td>
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<td>KGVO-TV Missouri, Mo. (70)</td>
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<td>WNOA-TV Berkeley, Calif. (20)</td>
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<td>CBS, DuM</td>
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<tr>
<td>WCOC-TV Montgomery, Ala. (20)</td>
<td>9/18/53</td>
<td>CBS</td>
</tr>
<tr>
<td>WPAC-TV Mt. Airy, N. C. (55)</td>
<td>4/6/53</td>
<td>Taylor</td>
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<tr>
<td>WJCTV-TV Muscle Shoals, Ala. (49)</td>
<td>3/10/53</td>
<td>ABC, CBS, DuM</td>
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<tr>
<td>Kreider Co., Inc., N. Y. (47)</td>
<td>3/11/53</td>
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<td>WNCN-TV New Castle, Pa. (45)</td>
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<td>WJWJ-TV New Orleans, La. (51)</td>
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<td>WSHC Co., New Orleans, La. (26)</td>
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<td>Community TV Corp., New Orleans, La. (25)</td>
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<td>WACN-TV Newport News, Va. (33)</td>
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<td>NBC</td>
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<td>WJIN-TV Newport News, Va. (33)</td>
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<td>NBC</td>
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<tr>
<td>WADV-TV Newport News, Va. (33)</td>
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<td>NBC</td>
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<td>WMBT-TV Oklahoma City, Okla. (19)</td>
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<tr>
<td>WDDN-TV Panama City, Fla. (17)</td>
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<td>City Flats, N. Y. (37)</td>
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<td>Headley-Read</td>
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<tr>
<td>WTAF-TV Pottsville, Pa. (15)</td>
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<td>CBS</td>
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<tr>
<td>WEAR-TV Pocatello, Idaho (19)</td>
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<td>KOOL-TV Phoenix, Ariz. (7)</td>
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<td>KOMA-TV Pocatello, Idaho (19)</td>
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<td>WTVG-TV Pittsburgh, Pa. (47)</td>
<td>8/15/53</td>
<td>August</td>
</tr>
<tr>
<td>WKRG-TV Montgomery, Ala. (20)</td>
<td>2/12/53</td>
<td>NBC</td>
</tr>
</tbody>
</table>

**Central New England is air conditioned for you by WTAG**

580 KC 5000 W  BASIC CBS

**REPRESENTED BY HENRY I. CHRISTAL COMPANY**

New York Chicago San Francisco Detroit

**BROADCASTING • TELECASTING**

June 15, 1953 • Page 113
Reverberation produces various effects, as well as natural reverberation.

**Compact:** Single 8¾” x 19” panel (Model 40)

**Variable equalization:** Built-in, for special effects.

**Reverberation time:** Continuously adjustable.

**No pressure pads:** Better tape motion, reduced head wear.

**Model 40:** Pays for itself in 3 months. $985.00

**WEED’S ON FIRE**

Who wouldn’t be when WPTR’S JET FIRE Merchandising Plan offers 36 Super Markets whose Retail Sales last year were 25 Million Dollars. Yes—in Albany Schenectady and Troy...

**JET FIRE IS SURE FIRE!**

U.S.-MEXICAN AGREEMENT ON TV CHANNEL ASSIGNMENTS

Revised portions of the text of the agreement between the United States and Mexico for the assignment of television channels along the Mexican-United States border as revised by an exchange of notes between the two countries in June 1956, is reprinted here to show the current status of this agreement.

A. Scope of Agreement

This agreement relates to the assignment and use of twelve (12) television channels between 54 and 69 megacycles along the border of the United States of Mexico and the United States of Mexico, within an area of 400 kilometers (250 miles) in width on either side of that border. The channel carrier frequency of two of said stations shall be offset plus or minus 0.1 megacycle respectively. The remaining twelve (12) channel carrier frequencies shall be assigned to the station located nearest to the border and the offset of plus or minus 10 kilometers to the two distant stations within the area of 400 kilometers. The carrier frequency assignments shown in Tables A and B are accepted.

B. Power of Stations

1. All station assignments considered in this arrangement shall be in effective radiated power not in excess of:

(a) 100 kw for Channels 2, 3, 4, 5, 6.

(b) 255 kw for Channels 7, 8, 9, 10, 11, 12, 13.

(c) Lower power than that listed (a) above may be assigned by either government, but

(b) The assignment of lower power shall not prevent the assignment of the maximum power authorized at a later date.

C. Offset of Video Carrier Frequency

1. In order to obtain the most favorable possible desired to undetected signal ratio and the maximum service areas in any group of three stations located in close proximity to each other and operating on the same channel, the video carrier frequency of two of said stations shall be offset plus or minus 0.1 megacycle respectively. The remaining twelve (12) channel carrier frequencies shall be assigned to the station located nearest to the border and the offset of plus or minus 10 kilometers to the two distant stations within the area of 400 kilometers. The carrier frequency assignments shown in Tables A and B are accepted.

The station assignments shown in Tables A and B are accepted.

E. Notification of Station Assignments

1. The governments shall notify each other within 30 days of the grant of an authorization for a television station within the scope of this arrangement.

2. The notification shall contain the following:

(a) Transmitter location (city, longitude, and latitude)

(b) Channel number

(c) Video carrier frequency

(d) Antenna height

(e) Effective radiated power

(f) Call letters

F. Cooperation and Exchange of Information

1. The administrations of the respective countries will exchange information and cooperate with each other for the purpose of minimizing interference and obtaining maximum efficiency in the use of television channels. The assignment of lower power shall not in excess of:

(a) 100 kw for Channels 2, 3, 4, 5, 6.

(b) 255 kw for Channels 7, 8, 9, 10, 11, 12, 13.

(c) Lower power than that listed (a) above may be assigned by either government, but

(b) The assignment of lower power shall not prevent the assignment of the maximum power authorized at a later date.

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**TABLE A**

**MEXICO**

Tijuana Baja California

Mexico City 5, 12

Nogales Sonora

Hermosillo 7, 11

Ciudad Obregon 6, 8, 10, 12

Navojoa 5

Chihuahua Chihuahua

Hidalgo del Parral 2, 4, 5, 11

Ciudad Victoria Coahuila 2, 5, 11

Saltillo 8

Piedras Negras 6, 8, 10

Villa Ariuna Nuevo Leon 20

Monterrey 10

Tamaspais 5

Nuevo Laredo 5

Matamoros 5

Reynosa 5

**TABLE B**

**UNITED STATES**

Arizona 5

Flagstaff 5

Kingman 6

Mesa 5, 8, 9, 10, 12

Tucson 5, 6, 8, 12

Yuma 5

California 10

Bakersfield 5, 7, 9, 11, 13

San Diego 5, 10

Santa Barbara 5

Boulder City 6

Henderson 6

Las Vegas 5, 10, 12

New Mexico 5, 12

Albuquerque 4, 5, 9, 10, 12

Carlsbad 6

Glorieta 5

Roebling 5, 10, 12

Texas 5, 7, 9, 11

Abilene 5

Big Spring 5

Brownsville-Harlingen-Willasco 1

Austin 5

Corpus Christi 5

El Paso 5

Tulsa 5

Midland 5

Monahans 5

Odessa 5

San Angelo 5

San Antonio 4, 5, 9, 12

Sweetwater 5

Fall and Winter availability

GOING FAST on
**ACTIONS OF THE FCC**

June 3 through June 9

**Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards & temporary roundups.**

**Abbreviations:**
- CPA—construction permit. DA—directional antenna.
- Licensed includes all on site, studio-transmitter link, synchronization, antenna height, terrain, ultra high frequency, synch. antenna, visual, kw—kilowatts. w—watts. me—megacycles.
- D.—day; N.—night; L.S.—local sun set. mod.—modification. Trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. St.—station. temp.—temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

**FCC Broadcast Stations Authorizations as of April 30, 1953**

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<thead>
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<th>AM</th>
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**On AM and FM Summary through June 9**

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<td>148</td>
<td>245</td>
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<tr>
<td>209</td>
<td>569</td>
<td>56</td>
<td>32</td>
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</tbody>
</table>

**New TV Stations...**

**Actions by FCC**


THE NO. 1 STATION

**In Rich New York State's Second Largest Market**

**WBNF**

Get the full story from Henry I. Christal—New York-Chicago-San Francisco

**BUFFALO EVENING NEWS STATION**

BUFFALO, N.Y., June 15, 1953 

Page 115
Top Network Station

$140,000.00

Total cash return to owner was in excess of $50,000.00 last year on an excellent gross. This is one of the well established top network stations in a fine midwest market. Due to superior fixed assets and an outstanding record we can finance this transaction with $50,000.00 cash.

Appraisals  
Negotiations  
Financing

BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.  
NEW YORK  
CHICAGO  
SACRAMENTO  
BOSTON  
DETROIT  
CHATTANOOGA  
ATLANTA  
CINCINNATI

Sterling 4-4541-2

FOR THE RECORD

Western Auto Assoc. Store (railway appliances and Scandinavian goods, 5c.); Vice President, Thomas J. Richards (26); vice president and general manager of WACA; Secretary, Harold V. Funderburk (58); Camden, S. C. attorney; Woodrow B. Brink of Waco, Texas, General Manager, Plant, duPont Co. and 13 others with less than 3% interest each. Granted June 3.

Applications

Western Auto Assoc. Store (railway appliances and Scandinavian goods, 5c.); Vice President, Thomas J. Richards (26); vice president and general manager of WACA; Secretary, Harold V. Funderburk (58); Camden, S. C. attorney; Woodrow B. Brink of Waco, Texas, General Manager, Plant, duPont Co. and 13 others with less than 3% interest each. Granted June 3.

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KOB-TV Albuquerque, N. M. — Albuquerque Bestg. Co. granted C.P. to change ERP from 4.5 kw visual and 2.25 kw aural to 11 kw visual and 5.5 kw aural, transmitter location to Sandia Crest, 12 mi. NE of city, and change designation of studio location to 805 Stenna S.A. (not a mi.). Granted June 26.

WIFE (TV) Dayton, Ohio—Skyland Bestg. Corp. granted modification of CP for new TV station for period June 12 to change ERP from 110 kw visual and 105 kw aural to 227 kw visual and 129 kw aural, change transmitter site to Station Carlton Rd. and Frytown Rd.; antenna height above average terrain 4,420 ft. Granted June 26.

WKST-TV New Castle, Pa.—WKST Inc. granted modification of CP to change ERP from 20.5 kw visual and 14.5 kw aural to 17.8 kw visual and 10.5 kw aural; antenna height above average terrain 2,000 ft. Granted June 26.

WBGI-TV Scranton, Pa.—Scranton Bestg. Inc. granted C.P. to operate commercially on channel 22 for period June 7-July 14. Granted May 29.

WACH (TV) Newport News, Va.—Eastern Bestg. Co. granted C.P. to change to period ending August 8th 20.5 kw ERP; to operate mark transmission site at station 124.5; to change studio site to Scranton Bcstrs. Granted June 26.

Call Letters Assigned

WCBE (TV) Bridgeport, Conn.—Connecticut State Board of Education, uch Co. Ch. 71.

WCTH (TV) Hartford, Conn.—Connecticut State Board of Education, educational uch Co. Ch. 34.

WCNE (TV) Norwich, Conn.—Connecticut State Board of Education, educational uch Co. Ch. 34.

WJGV-TV Fort Wayne, Ind.—Northeast Indiana Bestg. Co., uch Co. Ch. 53.

WTAO-WT Waterloo, Iowa—Tri-State TV Inc., uch Co. Ch. 15.

WBBM-WB Boston, Mass.—E. Anthony & Son, uch Co. Ch. 50.


KGMO-TV Cape Girardeau, Mo.—KGMO Radio TV Inc., uch Co. Ch. 9.


WCIN-TV Cincinnati, Ohio—Ouabache-Clark TV Co., uch Co. Ch. 54.


WRBJ (TV) Beloit, Wis.—Beloit Bestg. Co., uch Co. Ch. 19. Granted from WGEZ-TV.

KSPR-TV Cap. Casper, Wyo.—Donald Lewis Hathaway, uch Co. Ch. 2.

Stationed Deleted

KTVA (TV) Austin, Tex.—Tom Potter granted request to cancel CP for new TV station on uch Co. Ch. 34 and delete call letters. Deleted June 5.

KMMJ-TV Midland, Tex.—Perman Besta TV Co. granted request to cancel CP for new TV station on uch Co. Ch. 10. Granted from WGEZ-TV.

Application

KSEM-TV Eureka, Calif.—Redwood Bestg. Co. asks modification of CP, which authorized new TV station on uch Co. Ch. 3, to change ERP from 17.5 kw visual and 7.5 kw aural, change transmitter site to Loomis Peak, and to change studio-transmitter site and change ERP. Dismissed June 1.

Application Dismissed

KETY (TV) Little Rock, Ark.—Great Plains TV Properties or Arkansas Inc. FCC dismissed application for modification of CP, authorizing new station on uch Co. Ch. 5, to change studio-transmitter site and change ERP. Dismissed June 1.

New AM Stations . . .

Actions by FCC

Moultrie, Ga.—Celquist Bestg. Co. granted CP for new AM station on 1,500 kc with 1 kw daytime. Station may not begin program tests until after June 15th, begins progress tests on another frequency. Granted principals include Civilians, Robert, Jr., John, and Douglas J. Turner, radio and electronics dealer. Granted June 3.

Lebanon, Pa.—Springfield Bestg. Co. granted CP for new AM station on 1,500 kc with 500 w daytime. Equal partners: Shuffet, announcer at WKLY Lebanon, Ky., and J. D. M. Huber Jr., chief engineer for WKAY Shadyside, Ky. Granted June 3.

Salem, Mo.—Show-Me Bestg. Co. granted CP for new AM station on 1,500 kc with 500 w daytime. Granted June 3.

Tupelo, Miss.—Lee Bestg. Co. granted CP for new AM station on 1,500 kc with 1 kw daytime. Principal includes W.L. Dow (40%), E. O. Reden (35%), owner WBIP Booneville, Miss.; Vernon W. Woten (20%) and Robert L. McVeay (15%). Post office address Box 552, Booneville, Miss. Granted June 3.

Application

Central City, Ky.—Audie Stone Sr. and R. G. Ulye 6th at Central City-Greenville Bestg. Co. petitions for reinstatement of ERP-0356 for WCKN, new AM station on 1,500 kc with 500 w daytime. Filed June 1.

Applications Amended

Rogers, Ark.—Chuck Capitol Bestg. amends application for new AM station to change frequency from 220 kc to 1,350 kc; 1 kw daytime. Filed June 1.

Winter Park, Fla.—Orange County Bestg. Inc. amends application for new AM station to change frequency from 1,370 kc to 1,460 kc; 1 kw daytime. Filed June 8.

Cleveland, Tenn.—Cleveland Bestg. Co. amends application for new AM station on 1,410 kc with 500 w fulltime to change from DA-1 to DA-2. Filed June 8.

Existent AM Stations . . .

Actions by FCC

WBAR Bartow, Fla.—William Avera Wynne granted modification of CP to change transmitter and studio locations to intersection of Maple Ave. and State Highway 38. Granted June 4.

WCL Radio Corp. granted request to sign-off at 7 p.m. during June 1-Sept. 30. Granted June 4.

KKSR Columbia, Neb.—George Basil Anderson granted extension to have regular sign-off at 6 p.m. during June 1-Sept. 15. Granted June 5.

WAJG Grove City, Pa.—Grove City College granted request to remain silent from June 6 to Sept. 19 during college recess. Granted June 1.

New FM Stations . . .

Actions by FCC

Harriman, Tenn.—Harriman Bestg. Co. (WHIT) granted CP for new Class A FM station on Ch. 127.7 mc with ERP 0.6 kw and antenna height above average terrain 160 ft. Granted June 3.
Application

Fulton, Ky.—Ken-Tenn Bestg. Corp. (WFWJ) requests FCC to permit station to transmit 250,000 kw visual and 393,000 kw audio, but is denied.

Existent FM Stations...

Actions by FCC

KWFR-FM, Los Angeles, Calif.—Golden West Bestg. Corp. (KWFR) requests to extend term of license pending decision on late renewal of same. Granted June 10.

FM Stations Deleted


Ownership Changes...

Actions by FCC

WOWC, Des Moines, Iowa—Radio Muscle Shoals Inc. requests approval of merger of interest of stations for the purpose of consolidation. Granted June 10.

Opinions and Orders...


Heating Cases...

Initial Decisions

Portsmouth, Ohio—Woodring Inc. (Edward Lamb.) Hearing Examiner Gifford Ito issued initial decision recommending grant of new TV station on uhf Ch. 39 with ERP 110 kw visual and 39 kw audio, but is denied.

Actions by FCC


For the Record...

For the Record...

United States Motors Corp., 420 Nebraska St., Oshkosh, Wis.

Service Directory

Custom-Built Equipment
U. S. RECORDING CO.
121 St. Vermon Ave., Wash. S. D. C.
Lincoln 3-2785

Commercial Radio Monitoring Company
Mobile Frequency Measurement Service for FM & TV

Commercial Engineer on duty all night every night
JACKSON 5503

P. O. Box 7027
Keans Bay, N.J.

· TOWERS ·
AM · FM · TV

Complete Installations
TOWER SALES & ERECTING CO.
6100 N. El Camino Blvd.
Portland 11, Oregon

Vacancy

Your firm's name in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facili- ty facilities.

Want a different TV show? Popular, well-rated, entertaining?

The Sportsman's Club

23 great 15 minute hunting, fishing and outdoor panel shows.

SYNDICATED FILMS
1022 Forbes Street, Pittsburgh 15, Pa. 1-1355

BROADCASTING · TELECASTING

FOR THE RECORD...

Application

Application Dismissed

WDLA, Walton, N. Y.—Delaware County Bestg. Corp. at request of applicant, dismissed application pending reconsideration of complaint of Techni- cian. Mr. Donald A. Corigli and David A. Kyle through purchase of license for組 50% of voting stock for $30,000. Mr. Kyle is president of WABY Albany. Dismissed May 19.


<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Contact Information</th>
<th>Notes</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Room 1339 Wisconsin Ave. N.W. Washington, D.C. ADAMS 4-2414</td>
<td>Member AFCCE</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg. Wash., 4, D. C. Telephone District 7-1205</td>
<td>Member AFCCE</td>
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<tr>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO. Upper Montclair, N. J. MO-3-3000 Laboratories Great Notch, N. J.</td>
<td>Member AFCCE</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. Starling 3-0111 Washington 4, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years' Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 7-2347 WASHINGTON 4, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>There is no substitute for experience</td>
<td>GLENN D. GILLET &amp; ASSOCIATES 902 NATL. PRESS BLDG., NA. 8-3373 WASHINGTON, D. C.</td>
<td>Member AFCCE</td>
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<td>Craven, Lohnes &amp; Culver</td>
<td>NSBY BUILDING DISTRICT 7-8215 WASHINGTON 4, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>FRANK H. McINTOSH</td>
<td>CONSULTING RADIO ENGINEER 1216 WYATT BLDG WASHINGTON, D. C. Metropolitan 8-4477</td>
<td>Member AFCCE</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>711 14th St., N.W. Shearston Bldg. Washington 5, D. C. Republic 7-3984</td>
<td>Member AFCCE</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio &amp; Television Engineers Washington 6, D. C. Dallas, Texas</td>
<td>Member AFCCE</td>
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<td>PAGE, CREUTZ,</td>
<td>IRRISON &amp; WALDSCHMIT Consulting Radio Engineers No Bldg. Executive 5-3670 WASHINGTON 5, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N. W. Hudson 3-9000 WASHINGTON 6, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 6108</td>
<td>Member AFCCE</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Consulting Radio Engineers EDWARD W. DEITERS EDMUND E. PENDLETON 927 15th St. N.W. Republic 7-3883 Washington 5, D. C.</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>O. Box 32 AR 4-8721 1100 W. Abram ARLINGTON, TEXAS</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>John A. Moffet—Associate 1405 G St., N.W. Republic 7-6446 Washington 5, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot; 1311 G St., N.W. EX 3-8073 Washington 5, D. C.</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>K-TV BROADCAST ASSOCIATION, FCC &amp; FIELD ENGINEERING Riverside Road—Riverside 7-2153 Riverside, Ill. (A Chicago suburb)</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer 3738 Kimball St., N.W., Wash., D.C. Phone EMerson 2-8071 Box 2468 Birmingham, Ala. Phone 4-9704</td>
<td>Member AFCCE</td>
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<tr>
<td>ROBERT L. HAMMETT</td>
<td>CONSULTING RADIO ENGINEER 250 BANKERS INVESTMENT BLDG. SAN FRANCISCO 2, CALIFORNIA SUTTER 1-7345</td>
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<tr>
<td>JOHN B. HEFFELINGER</td>
<td>815 E. 83rd St. Hillwood 7014 KANSAS CITY, MISSOURI</td>
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<tr>
<td>Vandivere, Cohen &amp; Wearn</td>
<td>Consulting Electronic Engineers 12 Evans Bldg. NA. 8-2698 1420 New York Ave., N.W. Washington 5, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>QALIFIED ENGINEERING</td>
<td>is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there</td>
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<td>IF YOU DESIRE TO JOIN THESE ENGINEERS in Professional card advertising contact</td>
<td>BROADCASTING * TELECASTING NATL. PRESS BLDG., WASH. 4, D. C.</td>
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Help Wanted

Complete staff for North Carolina's newest radio station going on the air August 19th. Program director: 3 announcers, salesman, 2 engineers. Send all details to Radio Station WHRD, Hendersonson, N. C.

Salesmen

Salesman-announcer, Florida. Mostly selling but good announcing required. Salary plus commission. Box 111W, B-T.

Excellent opportunity for experienced radio salesman desiring permanent sales position with old, established network station in Southern market. Excellent salary plus bonus. Send photo, complete work experience with application. Box 327W, B-T.

Saleman-Experienced for southern kilowatt independent. Good salary. 15% commission. Must know programming and be capable of doing specific programming. Send resume, photo. Box 338W, B-T.

Salesman for North Carolina daytimer. If interested or interested in radio sales plus commission, send resume and prospectus and good license references. Family man preferred. Car essential. Box 663W, B-T.

Announcers

Announcer-florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B-T.

Announcer - $60 start, 40 hours, net affiliate. We sell ads - we fill. Send tape and background. Box 658W, 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 338W, B-T and or salesman.

Announcer-saleman for southern independent, good salary. 15% commission. Box 663W, B-T.

Staff announcer for North Carolina independent. Experience preferred but not necessary. Box 664W, B-T.

Southern CBS affiliate-experienced, versatile announcer in excellent market. $80 per week and profit sharing. References and tape with your letter. Box 663W, B-T.

Music and news announcer on his way up by Detroit area radio station with plans to match your ambitions. Send audition and details to Box 665W, B-T.


Help Wanted—(Cont'd)

Announcer with first phone for metropolitan midwest. 1000 watt music-news-sports-station. Starting salary $3600 for 44 hour week. Good voice. ad-lib ability. Send letter and tape to Box 919W, B-T.

Announcer with ability to handle both morning man spot and fillilability program. Base salary $6400 for 40 hour week. Send audition, photo and details. Southern city over 100,000. Box 926W, B-T.

Desire newscaster, plus regular announcing, Give full resume of experience. KFRO, Longview, Texas.

Announcer for Mutual affiliate. Permanent, well paying position open for person seeking job with good working conditions and nice town. KVOP, Plainview, Texas.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Progressive independent has opening for staff announcer. Contact William Pegg, KLKH, Forrest City, Arkansas.

Announced with first class ticket, 10,000 watt net affiliate. Car necessary. WBSC, Benetvitt, S. C.

Southeastern network affiliate seeks experienced announcer. Staff announcer position. Daytime and fill, good income. Send resume and references, recent photo. Do not send audition material. Write Bill Grahern, Program Director, WGBA, Columbus, Georgia.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJFL, Greenville, Mississippi.

Experienced, stable announcer. Ability to sell in the air. Highway man with family. Leading station in southern Illinois. Send tape and disc to Manager, WMIX, Mount Vernon, Ill.

Immediate opening top grade announcer, salary open, references required from past employers. Send tape and photo first letter Manager, WMJN, Cordele, Georgia.

Need man with first ticket, announcing and news. WMUS, Box 66, Muskegon, Michigan.

Experienced announcer. Must be versatile, $70 up. Interview necessary. WVSC, Somerset, Pa.

Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience preferably air conditioned knowhow to install and maintain specialized audio equipment. Must have driver's license. Transportation supplied. Ocean you plus list of experiences, references and enclosed a personal photo. Photo will not be returned. Box 940W, B-T.

Chief engineer with medium station experience. Daytime station, major southern, Ohio market. Please write background, experience, references and salary requirement. Box 950W, B-T.

One kilowatt NABC affiliate in excellent midwest market has immediate opening for first class engineer. Good working conditions. Transportation necessary. Permanent. Box 939W, B-T.


Engineer-announcer, have all new medium AM station—daytime only. Send photo disc for audition. Past experience, starting salary in first letter or phone Bill E. Peels. Radio Station WCBE, Cheraw, South Carolina. Telephone 7800.

Radio engineer, first class license; experience station control transmitter operation, no announcing. 48 hour week, cost of living bonus. References, background, photo to WKSR, Cleveland, 18, Ohio.

Transmitter engineer urgently needed. No experience necessary. Favorable working conditions. Send resume to K. Macintosh, 5-061, Wilmington, Delaware.

First phone engineer. $60 for 40 hours. Time and a half overtime. Background, WYTO, Pineville, West Virginia.

Production-Programming, Others

Experienced commercial continuity writer. 50 kw station. Send full facts. Box 849W, B-T.

Program director-sports director to take full responsibility for program department. 1000 watt midwest station. Requirements: good experience; knowledge of audio-visual equipment; good copy writing ability; first phone helpful. Minimum $425 to start. Send resume. Box 936W, B-T.

Wanted. Experienced news director for AM-TV operation in fine market. Excellent opportunity for right man. Box 942W, B-T.

Copywriter, best working conditions, good salary. 1000 watt AM in eastern Kentucky. Send full details Box 849W, B-T.

Woman's director. Good pay for a young nice appearing. Woman's director who can sell to local accounts, carry on own show and handle public relations for Oregon station in Willamette Valley.

WANTED. Certified copywriter for AM news. Oregon. Good go, go go. Box 945W, B-T.

Repeater under thirty to enter radio and television sales. Requirements: political and court background; background in advertising style. Apply Director, KWKH News, Radio Station KWKH, Chattanooga, Tennessee.

Program director—give complete personal details and work experience in sales, marketing, sales manager or position with specialized audio devices. Box 329W, B-T.

Television

Technical

Technicians for AM and new TV station. Give background and salary requirement in first letter. Contact R. Tryon, Chief Engineer, KCSU, Pueblo, Colorado. WYAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Situations Wanted

Salesmen

Family man—10 years radio experience—announcing, engineering, sales. 1st class license. Prefer sales manager or manager position with progressive station. Box 885W, B-T.

Fellow newsman to fair and square co-worker seeks northwest location with television future. Box 921W, B-T.

Experienced time salesman seeking position as commercial manager or account executive in vacant market. Address: Andy Attry, P. O. Box 365, Keystone Heights, Florida.
SALES ENGINEERS
RADIO AND TV BROADCASTING EQUIPMENT

Premier national manufacturer of TV, radio broadcasting, and communications equipment is expanding its sales force, and has openings for Sales Engineers in the following territories:

Northwest (Seattle or Portland)
Northcentral (Minneapolis)
California (Los Angeles)

These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of broadcasting equipment essential. These are salaried positions with increased remuneration for more sales. Send full details first letter with photo, if possible, and territory preference. Write Box 902W, B.T.

(Continued on next page)
HELP WANTED
SALESMEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B-T.

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.

WCRQ, Bay City (VIP application)
Pontiac (1460 granted)

HELP WANTED—(Cont'd)

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SALESMEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B-T.

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.

WCRQ, Bay City (VIP application)
Pontiac (1460 granted)

TV OWNERSHIP—MANAGEMENT opportunity! Possible Northwest new market will make an excellent prospect for the management who feels he can cut costs to the bone, build a new TV outlet in an area that will not have competition. The deal includes management plus a percentage of stock with a man who is a proven sales and administrative ability, who feels he can cut $10,000.00 on his ability to deliver a profit to himself and other stockholders. Send complete resume, photo, and be available for a personal interview. Write Box 907W, B-T.

For Sale—(Cont'd)

5 kw AM transmitter RCA type BTA-5F and seven 692 ft. self-supp. Blaw-Knox towers, installed, marketed for evenation. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

16 kw WE 500B-2 FM transmitter, Blaw-Knox heavy duty 35-ft. roof tower, RCA 4-section pylon antenna, 900 feet 3½ in. Blaw-Knox coax line. Original cost $35,000. All in good condition, lot 8,000 FOB, Columbia, S. C. Station WIB.

FM 559 watt Collins transmitter with GE modulation monitor, Low harmonic. Perfect condition. Scrifice. WLYN, Lynn, Massachusetts.

145 ft. Wincharger tower, type 101, Base insulated, galvanized and in good condition. Lint erators and A-3 lighting included. Make offer—WANN, Marion, Ohio.

Wanted to Buy

Stations

Will buy radio station. Price must be fair. Preferably in the east. Box 900W, B-T.

WANTED: Equipment, etc.

A good late model one kilowatt AM transmitter in good condition. Box 853W, B-T.

Wanted: Chain of supermarkets wants good program that will get customers in the store. Our station reaches eleven of the stores in eight towns. Program must be good, different. Send replies to Box 808W, B-T.

Two RCA Model 70-D turntables with bases, with or without microgroove attachments. Box 866W, B-T.

Immediately. Iconoscope film chain complete with projectors or any part thereof. Box 855W, B-T.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.


Field intensity meter RCA type 301-B in good condition. W. J. Hole, 1146 Briarcliff Pl., N. E., Atlanta, Georgia.

Miscellaneous


Help Wanted—(Cont'd)

SALESMEN

WANTED

EXPERIENCED TV FILM REGIONAL REPRESENTATIVE OR SALESMAN

TELEVISION PROGRAMMING, etc.

TOP-FLIGHT TELEVISION DIRECTOR

Excellent opening with large, independent Midwest TV operation. Must be highly experienced television director with proven ability. Must be able to assume responsibility. Modern efficient working conditions are waiting for the right man. Send complete background details to Box 930W, B-T.

Situations Wanted

Manager

MANAGER AVAILABLE

General management job, 17 years experience, all phases. Presently sales manager one of N.E.'s top stations. Needs top spot on east coast. Radio or network station that wants a manager who will study: Engineering, in band economical management. Competition, TV or no threat to know-how and ingenuity. 30, married, two children, suburban. Salary and percentage—$10,000 minimum. Box 880W, B-T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

Two Radium professional type disc recorders. No. 1 unit has built-in amplifier with adjustable equalization, built-in radio tuner, cuts inside-out or outside-in, adjustable lines per inch, cts at 33-1/3 or 78 RPM. Takes up to 16 inch discs. No. 2 unit exactly same cutting mechanism, without amplifier or radio tuner; audio obtained from No. 1 unit, making it possible to cut continuously. Further specifications upon request. Recorder units used but in excellent condition. Will be sold as a package for 1500 F.O.B. Mansfield, Ohio. Address inquiries to: Radio Station WHAN, Mansfield, Ohio.

Help Wanted

Salesmen

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TELEVISION PROGRAMMING, etc.

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Miscellaneous

helpful

TV OWNERSHIP—MANAGEMENT opportunity! Possible Northwest new market will make an excellent prospect for the management who feels he can cut costs to the bone, build a new TV outlet in an area that will not have competition. The deal includes management plus a percentage of stock with a man who is a proven sales and administrative ability, who feels he can cut $10,000.00 on his ability to deliver a profit to himself and other stockholders. Send complete resume, photo, and be available for a personal interview. Write Box 907W, B-T.

DO YOU WANT A BETTER JOB IN RADIO OR TV?

Then list with us. We have numerous positions open in all parts of the nation. List today by writing SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

Employment Service

TV CHIEF ENGINEER

Are you looking for an experienced, dependable man who knows the meaning of responsibility, is management-minded and understands the importance of costs? If so, we have several to refer at this time.

HOWARD S. FRADN
TV & Radio Management Consultants
708 Rockwell Bldg., Washington, D.C.

SALES MANAGERS

Top new market with HOUSEHOLD NEWS HEADLINES, a fast-moving 10-minute transcribed series tailored to suit sales promotion needs of builders, suppliers, home buyer problems, household tips, interviews featured. 15-week series available at low cost. For particulars write to Radio Director, National Assn. of Home Builders, 1008 Connecticut Avenue, N.W., Washington, D.C.

450-460 Band

FCC has made final its proposal to reallocate frequencies in the 450-460 mc band, providing greater flexibility in their use by broadcast remote pickup stations, among other services. The number of available frequencies remains unchanged.

The order becomes effective July 1, and licensees affected who were authorized in this band before Oct. 10, 1952, must conform their operation within a year. Those authorized subsequent to Oct. 10 must change frequency before Oct. 1, 1953.

Broadcasting • Telecasting
in proceeding involving protest of Music against
for station site in Knoxville (Docket 10632 et al.), pursuant to
Commission's order of May 13 record in this proceeding.
Meeting on that day will consist of conference to
discuss matters mentioned and to take such action as
proscribed in Sec. 1.841 of rules. No testimony will
be received on June 13.

WKNR Inc., Knoxville, Tenn.—Granted
petition to amend PTC designation (Docket 10631; BPTC-896) to
show in change programming
of financial data, etc., and proposed trans. site and
studio location.

By Hearing Examiner Thomas H. Donahue
John Poole Besty Co.; Jack O. Groth, both
Sacramento, Calif.—Ordered hearing to be held
at 3 p.m. in Washington on June 2 re applications for
new TV stations (Docket 10426, 93).

By Hearing Examiner Pannce N. Livia
Premier Television Inc., Evansville, Ind.—Ordered
further hearing conference in proceeding involving
stations request renewal of Texas
Star Besty Co., Dallas, Tex. (Docket 8536 and
KTRM Besty Co., Houston, Tex. (Docket 8970).

By Hearing Examiner J. D. Bond Peoples Besty Co., Lancaster, Pa.—By memo-
ration of Peach and Dotterson, applicant for
continuation of hearing filed May 22 and supple-
cement of Lentz and application for
TV Ch. 9 (Docket 10355) and application
for new station on vhf Ch. 22 was again denied
because of site. Also denied request of chief of
broadcasting to amend application for
beings not be taken. Exceptions
to these rulings is noted. Granted petition to
Peoples to amend application (Docket 10385) re
submission of technical data.

June 3 Applications

ACCEPTED FOR FILING

License for CP

WBTW-FM Tallahassee, Fla.; Voice of Talladega
—License for CP (BPH-1818) which authorized
new FM station (BPH-279) of TN
—License for CP (BPH-1761) which authorized
changes in licensed station (BLH-985).

Remote Control Operation

WGST-FM Atlanta, Ga., Board of Regents, U. System of Georgia, For and Behalf of Georgia Institute of Technology—301-A, application to operate by remote control (BPH-28).

WIN-FM Findlay, Ohio, Findlay Pub. Co.—
301-A, application to operate by remote control (BLH-27).

Renewal of License

Following stations request renewal of license:
KOEN (FM) Vancouver, Calif., 
Pacific-Clara-
bud Union School District (BRED-31); WWH
(FM) Munice, Ind., Wilson Jr. High School
School City of Muncie (BRED-57); WIWB (FM) Urbana, Ill., conference is given in proceeding
regarding application for the new TV station in
March 8833.

June 4 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchinson
Mid-Continental Television Inc., Kakea Besty Co., Wichita, Kan.—Granted joint petition re
requesting examiner to revise directive to ap-
licants in connection with filing of proposed find-
ings as follows: (a) That on June 15 each of ap-
pliants be permitted to file proposed findings
only in connection with its own application, the
findings to be good for one day not to include either (1) findings concerning the opposing applicant or (2) findings concerning matters relating only to matters concerning which Examiner directs that applications be reviewed (as in proceeding
re station in Knoxville); and conclusions of law
that on July 2 each of applicants in said proceeding be permitted to file "Reply and Supple-
cement of Findings" and "Conclusions of Law" but that for good cause shown on date when
final pleadings shall be filed may be extended from
June 6 for additional reasonable period.

By Hearing Examiner Herbert Sharman
Notice of conference is given in proceeding
re applications for South Central Besty Co., (Dicket
10386, BPTC-894) on The Air Inc. (Docket
10462, BPTC-934) on The Air Inc. (Docket
10463, BPTC-934), on The Air Inc. (Docket
10464, BPTC-1331), for CP's for new TV sta-
tions.

Meets all FCC standards....

Priced for immediate sale...

Available at once.

50,000 Watt Transmitter

If you require a transmitter with an output of from
5 KW to 50 KW here's your answer, at a substantial
savings. This equipment is complete and in first class
condition. The price has been reduced to promote
immediate action. If you have the need, here's a
unique opportunity to save money.

Write, Wire, or Phone:

M. J. Minor, Chief Engineer
WBT, Wilder Building
Charlotte, N. C.

Telephone: 3-8833

FOR THE RECORD
June 4 Applications

ACCEPTED FOR FILING

License Renewals
Following stations request renewal of license:
- KCLP Clifton, Ariz. (BR-2441); RCRC Crestline City, Calif., Del Norte Bcstg. Corp. (BR-2521); KPHI Ushua, Calif., Burlingame T. (BR-2573); WICH Worce, Conn., Conn., WDRB Valley Bcstg. Corp. (BR-2454); WDUN Galesville, Ga., Northeast Georgia Bcstg. Co. (BR-1215); WCHW Newnan, Ga., Newman Bcstg. Co. (BR-1213); WDRB Valley Bcstg. Corp. (BR-2521); WGIL Galesburg, Ill. (BR-3064); WICY Evansville, Ind., WIPF Inc. (BR-885); WIEL Elizabethtown, Ky., Elizabethtown Bcstg. Corp. (BR-2023); WIDE Bleded, Me., Bleded Bcstg. Corp. (BR-2227); WJBL Detroit, Mich., Booth Radio Television Stations Inc. (BR-319); WQXG Grenada, Miss., Binary Imes J. (BR-2225); KNOR Norman, Okla., Cleveland County Bcstg. Co. (BR-2359); WHU Huntington, Pa., The Joseph F. Biddle Pub. Co. (BR-1487); WBLI Shrewsbury, Tenn., The Shrewsbury Co. (BR-1963); KRLA-LeTech Bcstg. Corp. (BR-2544); KTRM Beaumont, Tex., KTRM Inc. (BR-1681); KDET Center, Tex., Center Bcstg. Corp. (BR-2234); WYAW College Station, Tex., Texas A&M University Bcstg. Corp. (BR-3084); KVVM Colorado City, Tex., Colorado Bcstg. Corp. (BR-2479); KSX Corpus Christi, Tex., Corpus Christi Bcstg. Corp. (BR-2243); KNSO El Paso, Tex., H. Bello Bcstg. Corp. (BR-253); KELP El Paso, Tex., Trinity Bcstg. Corp. (BR-253); KKDR Farmersville, Tex., Blue Bonnet Bcstg. Corp. (BR-1469); KBKZ Port Lavaca, Tex., Brazosport Bcstg. Corp. (BR-2738); KWWA Graham, Tex., Southweste, Inc. (BR-1257); KJLJ Lampasas, Tex., The Lampasas Bcstg. Corp. (BR-2762); KINE Kingsville, Tex., Radio Station KIN (BR-2298); KYHI McKinney, Tex., Frontier Bcstg. Corp. (BR-2037); KSUL Waco, Tex., WACO Bcstg. Corp. (BR-1806); KTEJ Earnest, Tex., The Walmark Bcstg. Corp. (BR-411); KONO San Antonio, Tex., Mission Broadcasting Corp. (BR-2595); KBBB Kerrville, Tex., Kerrville Bcstg. Corp. (BR-1305); KVEV Jacksonville, Fla., KVEV Inc. (BR-2049); KXDR Dumas, Tex., Lampasas Bcstg. Corp. (BR-2697); KRTJ Longview, Tex., Le Tournier Radio Corp. (BR-1204); WLEY FM El Paso, Tex., WLEY Inc. (BR-2770); KALW San Francisco, Calif., San Francisco Bcstg. Corp. (BR-1744); WTHS FM Miami, Fla., Lindsey Hopkins Vocational School District (BR-607); WOUI FM Athens, Ohio, Ohio Univ. (BR-2106); WAKL Lampasas, Tex., KALW Bcstg. Corp. (BR-2106); WJWS Co. (BR-1115).

Remote Control Operation
WSVE-FM Crewe, Va., Southern Virginia Bcstg. Corp. (BR-1290), to request application to operate by remote control (BRSC-29).

License for CP
WROV-FM Roanoke, Va., Radio Roanoke Inc. (BR-1179), for license for CP (BR-814), as mod., which authorized changes in licensed station (BLR-897).

June 5 Applications

ACCEPTED FOR FILING

License Renewals
Following stations request renewal of license:
- KCLA Pine Bluff, Ark., Radio Engineering Service Inc. (BR-1425); Sawgrass News-Gazette Inc. (BR-2915); KVFD Fort Worth, Tex., Fort Worth Bcstg. Corp. (BR-1966); KAKO Lake Charles, La., KAOK Inc. (BR-1614); WMLL Wisconsin Valley Broadcasting Corp. (BR-2653); KOFT Roswell, N. M., New Mexico Bcstg. Corp. (BR-2674); KJSL Morehead, Ky., Morehead Bcstg. Corp. (BR-2905); KBBB Kerrville, Tex., Kerrville Bcstg. Corp. (BR-2595); KEYV Sydney, Tex., KXDR Bcstg. Corp. (BR-2509); KMAW Kansas City, Mo., Kansas City Bcstg. Corp. (BR-1745); KFAB Omaha, Neb., Omaha Bcstg. Corp. (BR-3180); KWSM Austin, Tex., Austin Bcstg. Corp. (BR-2240); KRTJ Longview, Tex., Le Tournier Radio Corp. (BR-1204); WLEY FM El Paso, Tex., WLEY Inc. (BR-2770); KALW San Francisco, Calif., San Francisco Bcstg. Corp. (BR-1744); WTHS FM Miami, Fla., Lindsey Hopkins Vocational School District (BR-607); WOUI FM Athens, Ohio, Ohio Univ. (BR-2106); WAKL Lampasas, Tex., KALW Bcstg. Corp. (BR-2106); WJWS Co. (BR-1115).

License for CP
KROI Grand Island, Neb., Grand Island Bcstg. Corp. (BR-1463), to request new AM, KUVA Lincoln, Nebr., KUVA Bcstg. Corp. (BR-1879), as mod., which authorized new AM. Amended to change name of licensee to Grand Island Bcstg. Corp. (BLR-4933).

Extension of Completion Date
KSGA Cottondale, Ala., Bcstg. Corp. (BR-2937), to request extension of completion date (BRSC-64).

License Renewals
Following stations request renewal of license:
- WBAT Marion, Ind., Marion Radio Corp. (BR-2173 Resubmitted); KPHI Ushua, Calif., Burlingame T. (BR-2573 Resubmitted); KPHI Ushua, Calif., Burlingame T. (BR-2573 Resubmitted); WJBL Detroit, Mich., Booth Radio Television Stations Inc. (BR-319); WQXG Grenada, Miss., Binary Imes J. (BR-2225); KNOR Norman, Okla., Cleveland County Bcstg. Co. (BR-2359); WHU Huntington, Pa., The Joseph F. Biddle Pub. Co. (BR-1487); WBLI Shrewsbury, Tenn., The Shrewsbury Co. (BR-1963); KRLA-LeTech Bcstg. Corp. (BR-2544).

June 9 Decisions

ACCEPTED FOR FILING

License Renewals
Returned following applications for renewal of license:
- WHBF Booneville, Miss., Booneville Bcstg. Corp. (BR-2513); KVQZ Laredo, Tex., Uvalde Bcstg. Corp. (BR-2707 Resubmitted); WJWS Co. (BR-1463).
June 10 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Robert T. Bailey

Chief, Broadcast Bureau—Granted motion filed June 3, 1953, to enlarge issue re TV applications of WKBG-TV Inc. and The Mobile Tele, Corp., for Ch. 3 in Mobile, Ala. (Dockets 10457-58), and the petition was dismissed.

W. S. Butterfield Theatres Inc., Flint, Mich.—Granted petition for extension of time for filing of application to be granted a station on Ch. 7. (Docket 10519-18).

By Hearing Examiner Benito Gaytan

WAV-TV Inc., Savannah, Ga.—Granted application for Morris, Ga., to submit current and programming and financial data, etc. (Dockets 10507-18).

B. Bryan Mussemann, et al., Allentown, Pa.—Granted an extension of time to file response to notice, including to date of renewal application. (Docket 10517). 

Penn-Allen Bcstg. Co., Allentown, Pa.—Ordered to respond to notice. (TCB 1002-12) and to respond to renewal application by July 20, 1953 (Docket 10518). 

Savannah Bcstg. Co., Savannah, Ga.—By request, ordered hearing application for Ch. 11 advanced from June 13, 1953, to October 19 (Docket 10519).

By Hearing Examiner Hugh B. Hutchinson

Howard R. Ward, Bowling Green, Ohio—Granted application of AM station WBCB, Bowling Green, Ohio, to operate on a non-commercial basis: (BRC-81). 

Cascade Television Co., Portland, Ore.—Granted an extension of time to file application for Ch. 2 in Portland, from June 10 to June 20 at 3 p.m. and the petition for renewal was denied.

**BY COMMISSION EN BANC**

**Renewal of License**

Granted renewal of license of following stations on regular basis:


**Advised of Hearing**


**Application Granted**

Granted application of Baptist Church, Pontiac, Mich., for extension of authority for permit for one year from June 12, 1952, to transmit religious programs to CKLW Windsor, Ont., Can., each Sunday from 8:30 to 9 a.m. and 11 to 12 a.m. EST.

**UPCOMING EVENTS**

**June 14-17: Advertising Federation of America, 64th Annual Convention, Chicago.**

**June 15-19: AJRE, summer general meeting, Chalfont-Haddon Hall, Atlantic City.**

**June 17-18: Maryland Bcstg. Assn., meets in Ocean City.**

**June 18-19: NARTB Combined Boards of Directors, Washington.**

**June 18-19: North Carolina Assn. of Bcstg., summer meeting, Wilmington.**

**June 20-21: Catholic Broadcasters Assn., convention, Roosevelt Hotel, Hollywood.**

**June 21-23: Advertising Assn., of the West, Fairmont and Mark Hopkins Hotels, San Francisco.**

**June 21-25: Special Libraries Assn., International convention, Chicago.**

**June 22-23: Eastern Assn. of Broadcasters, Educational TV Seminar, U. of Wisconsin, Madison.**

**June 28:** NBC- Northwestern U. Radio-TV Institute, for six weeks, NBC Chicago studios.

**June 28-Aug. 15: Radio-TV Institute, Stanford U., in cooperation with KPXK and KNBC, San Francisco.**

**June 29-22: Florida Assn. of Bcstg., annual meeting, Empress Hotel, Miami Beach.**

**June 28-12:** TV Workshop, Pasadena, Playhouse.

**July 1-2:** Hearing on North American Regional Broadcast Agreement, Senate Foreign Relations subcommittee, U. S. Capitol. Open.

**July 24-25:** Columbia Records Inc., Palmer House, Chicago.

**Aug. 3-13:** Summer TV Workshop, Michigan State College, Lansing.

**SPECIAL LISTING**

(Program and sales conferences, co-sponsored by BAB and BMI)

**June 15-16:** Texas, Fort Worth: WIRE, Studios, Independents.

**June 16-17:** Alvarado, Albuquerque, N. M.

**June 17-18:** Westward Ho, Phoenix, Ariz.: Seelbach, Loupvenest, Seelbach.

**June 19-20:** Beverly Wilshire, Los Angeles; Andrew Jackson, Nashville.

**June 22-23:** Cliff, San Francisco; Marlon, Little Rock, Ark.

**June 24-25:** Mornomah, Portland, Ore.; Heidelberg, Jackson, Miss.

**June 26-27:** Olympic, Seattle; Empress, Miami Beach.

**June 28:** Boise, Idaho: Thomas Jefferson, Birmingham.

**June 20-21:** Utah, Salt Lake City; Anserly, Atlanta.

**July 1-2:** U. of Denver, Denver: Wade Hampton, Columbia, S. C.

**July 6-7:** Northern, Billings, Mont.

**July 8-9:** Sebring, Sebring, N. C.

**July 8-9:** KFYY Studios, Bismarck, N. D.

**July 9-10:** Roscoe, Va.; Ladison, Minneapolis.

**July 10-11:** Daniel Boone, Charleston W. Va.
Night & Day

A COUPLE of years ago it was widely believed that radio was dead—or at least half dead; i.e., alive only during nighttime. It appears now that the morticians never really found the corpse. Indeed, radio not only eluded the undertakers but it turns up now to be livelier than ever. For evidence, we point to the John Blair study of nighttime ratings and the John Karol speech which are reported in detail in this issue.

Mr. Karol, CBS Radio vice president in charge of network sales, admirably described the total good health of radio. The Blair study showed that nighttime radio, that part which some mourners had assumed was gone, is still far too robust to hold still for graveside services.

More and more of this kind of evidence is turning up. What is significant is that advertisers are obviously reacting to it. As Mr. Karol pointed out, radio billings in 1952 were the highest in history and in 1953 predictably will be higher. Plainly, advertisers are aware that radio still represents an improbably good buy.

We are happy to count ourselves among those who never, even in periods of popular gloom, could persuade ourselves that radio was in real trouble. The problems of two and three years ago were not fatal problems; they were problems of transition. In the face of television competition, radio was obliged to alter some of its concepts and functions. Events have shown that the alterations have been made in good order and that the radio structure of today is sound.

The wake now may be turned into a celebration.

And Why Not, FCC?

IT HAS been suggested that there is a simple way out of the FCC's strike application dilemma (except for those already to be dealt with).

Since April 14, 1952, when the freeze was lifted, all parties have been on notice to get their applications on file, if they are so minded. Those who are lying back may be doing so for strategic reasons. Or they may be doing so for strike or shake-down purposes.

The suggestion is that the FCC forthwith designate all mutually-exclusive applications for hearing without necessarily specifying the dates. Under the FCC's new procedure they then would be protected against the filing of competing applications of late-comers. A simple change in rules would do it. Due process would be observed.

Why not, FCC?

War Chests

UNION negotiations and union trouble are nothing new in broadcasting, but since the development of television they have become more complex and acute. No sooner does management make an uneasy peace with one bargaining group than another takes up the cudgels. Indeed in television the gloomy progression of negotiations is so intricate that it is often impossible for management to decide whether the union it is dealing with at the moment actually has jurisdiction.

A constant threat in this interminable round of labor-management conferences is the unheralded strike which can put a station off the air and, in some instances, keep it off the air for days and even weeks. As this was written, WADF-AM-TV Kansas City were going into their fourth week of silence, and, of course, fourth week of total loss of service to the public and of operating revenue, as a consequence of a strike of AFTRA announcers. The stations' engineers have refused to cross the AFTRA picket lines. The issue is that vicious "pay within pay" device.

Unions, being in the negotiating business exclusively, have fixed revenue from their members that is in part laid aside as a war chest with which to support members when they go on strike. Too often a strike becomes automatic, or at least almost irresistible, when the war chest gets big enough to keep the members in coffee and cakes during a prolonged walkout.

As a general rule, management has no such financial reserve established to defend itself against labor trouble. Stations are in business to make money for their stockholders. Any money beyond a reasonable emergency backlog is usually paid out as dividends as soon as it accumulates. A surprise strike may easily catch a station with its bank account down, and if the strike is prolonged, the station may be forced to seek outside funds to keep it going while it fights for a reasonable settlement with the union.

In such a situation, of course, the union's tactical position is improved and the station's worsened. The lesson here would seem to be that nowadays it would be wise for stations to store up a reserve fund for use in strike emergencies.

Unhappily it may not be possible for a station to lay away as much of that kind of fund as a union can. Unions enjoy tax exemption. Stations are limited by severe tax restrictions in the amount of reserve they can carry on their books for any purpose.

It behooves stations to begin looking to their own books to provide for strike contingencies. In these times of growing unions and growing union strength it is the only prudent thing for management to do.

God Save the Queen

IN A thousand years of history, coronations of British kings and queens have been disturbed from time to time by such distractions as murder, war and fratricidal intrigue. It took the modern miracle of television, however, to invent an unprecedented violation of the dignity which desirably, should surround that solemn ceremony.

Neither American nor British television interests can claim innocence in the affair.

The hysterical coverage by two U.S. networks attached more significance to an airplane race than to events in Westminster Abbey, giving the American public a sort of hot rodder's interpretation of the ceremony.

The department of the American TV interests, however, was in no worse taste than that of the statement later issued by the British Broadcasting Corp. claiming that coronation films on American TV had been "marred... by the introduction of advertisements" and asserting the U.S. companies had broken a pledge to keep commercials out.

It is, of course, BBC policy to disparage commercial television whenever possible. BBC lives in the by no means neurotic fear that if commercial TV were admitted to England, BBC would be out. One must say, however, that the coronation was hardly a suitable occasion on which to advance the BBC's propaganda of self-preservation.

As for American coverage, now that the coronation is over it is hard to see why the networks were so steamed up. The event was certainly of interest, but was it of enough interest—in America—to justify the extravagance of special planes and crews? Our guess is that it would have been better to wait for finished film processing and editing and less expensive transportation.

The mere spending of money in large quantities should not, as seemed the case here, be an end in itself.
Late in May, the new Italian liner Roma arrived in New York on her maiden voyage, first modern vessel to make a major effort to attract American tourist traffic into the Mediterranean. The New York Times reported: "The ingenuity with which the Italian shipbuilders have completely rebuilt and redesigned the interior and exterior of the ship gives no indication that she started life as an American-built escort carrier, one of the baby flat-tops of World War II."

In every phase of American life, Italian creativeness makes its daily contribution... to our motor cars, our clothes and menus, to our motion pictures, our interior decoration and our industrial design. If it's smart, if it's new ... chances are it's Italian.

To more than two million Americans of Italian origin who live in the New York area, WOV is the link between the old world and the new. And it is upon this prosperous audience, the largest single segment in the world's largest market, that the Italian Influence makes its most penetrating impact.

WOV will show you the way to turn this Influence to the profit of the product you advertise.
To sell frozen foods to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Frozen foods or hot tamales, the way to sell in inland California is... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.
(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA   Paul H. Raymer, National Representative