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FCC Fires First Salvo At Strike Applicants  
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BMI Sets Up Music service for TV on Film  
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McDaniel Acting RTMA Head; Sprague Chairman  
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Page 56

FEATURE SECTION
Starts on Page 83

22ND year

THE NEWSWEEKLY  
OF RADIO AND TV

MINNEAPOLIS JULY 17-26

Aquatennial Time!...

in Paul Bunyan Land

BIG is this Summer Northland Mardi Gras among the lakes of Paul Bunyan's legendary domain.

BIG—and unique—is the position of WCCO-Radio and Television in this market of 3 Million working, playing, buying people . . . reaching more radio homes in 82 counties than any other station!

BIG is the sales potential for you . . . and minute the cost when WCCO—alone—can deliver your message to the Radio and Television homes of the Minneapolis-St. Paul market.

Famous Visitors include Arthur Godfrey, the Little Godfreys, Bob Hope; generals, princes, and V.I.P.'s too numerous to mention.

Above  
JOANNE MELBERG  
Queen of the Lakes

THE NEWSWEEKLY  
OF RADIO AND TV
Brown & Williamson Tobacco Corporation offers the ultimate in smoking pleasure plus health protection in their Viceroy Filter Tip cigarettes. Careful attention and expert handling, from the selection of choice tobacco to the manufacture of the filter tips, have built Viceroy into the biggest-selling filter tip cigarette in America today.

Havens & Martin, Inc. Stations know, too, the pay-off that comes with experience, skill and service. Their audiences have grown larger and more loyal with each passing year. Advertisers today buy these First Stations of Virginia almost by "second nature." Your pay-off in the rich market around Richmond will come easily when you rely on WMBG, WCOD and WTVR.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
The TIME of Your Life—
on the
New WJAS AM & FM

The MONEY of 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.

IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product. BARRY KAYE . . . the sensational young DJ who has captured thousands upon thousands of listeners across the nation. QUICK names him among the top twelve DJ's in the land. All Pittsburgh is listening to "The Barry Kaye Show".

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 covering the nation's top news stories, including the dramatic on-the-spot report of the Hindenburg disaster.

5000 Watts

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
Thousands Cheer
MAXIMUM POWER For KRLD-TV

NOW
100,000 WATTS VIDEO
50,000 WATTS AUDIO

NORTH TEXAS' MOST POWERFUL TELEVISION STATION

DALLAS - FORT WORTH COMBINED IS AMERICA'S 17th LARGEST TV MARKET

Television Digest Says:

DALLAS: AMERICA'S 24th LARGEST URBAN TV MARKET 137,202 Sets
FORT WORTH: AMERICA'S 51st LARGEST URBAN TV MARKET 75,348 Sets
COMBINED: AMERICA'S 17th LARGEST URBAN TV MARKET 212,550 Sets

April 1, 1953

THE SOUTHWEST'S LARGEST TELEVISION MARKET
TOTAL KRLD-TV'S COVERAGE AREA 272,000
(Broadcasting-Telecasting)

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-Ft. WORTH AREAS

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Branham Company, Exclusive Representative
BIG QUESTION in minds of NBC affiliates—will Frank White stay as president of NBC?—was answered in definite affirmative by Mr. White, who Brig. Gen. David Sarnoff has said is one who'd make that decision, on return to desk Friday after European.vacation (early story page 64). Almost at point of exhaustion when he left in May, Mr. White described himself on return as rested, in good shape, planning to continue on job.

IF AN advertiser wants to use "teaser" ads on radio or TV, he's going to have to use ingenuity because FCC holds that commercial announcement must include name of firm or product footing bill. That was ruling of Commission two weeks ago after inquiry by Washington attorney in behalf of several clients with complaints about such spots on radio. FCC's reply advised that Sec. 317 of Communications Act unqualifiedly requires adequate identification.

IF AND WHEN FCC considers RCA petition for approval of compatible color, expected before late July 1, FCC will be confronted with question whether proceedings can be handled without hearings. Formal hearing can be waived, under Administrative Procedures Act, which provides simply that Commission must give notice and offer opportunity of submitting comment. Hence, whole matter could be handled "in writing." Hearing prospect would depend upon whether conflict of interest would arise, after which FCC can determine whether formal hearing is necessary (see story page 94).

ALL SIGNS point to one year extension of existing amendment whereby CBS Radio guarantees not to alter radio rates downward for one year period from August 24, 1953. Requirement that 85% of network domestic rate card vote for extension was all but fulfilled last Friday, according to William A. Schadt, CBS Radio station relations vice president. Vote, only seven working days after letter was mailed, exceeded 65%, with more than 100 of 170 "rate stations" already having responded.

THIS WEEK could be one of biggest of year for FCC annals. Among tentatively scheduled topics: Revision of rules designed to speed up TV station applications and actions; clear-channel-daytime skywave case; first full-fledged decision in comparative hearing case (KLZ and Denver Television Co. bid for vhf Ch. 7) wherein examiner recommended KLZ grant and FCC expected to spell out broad policy on hearing cases; appointment of new examiner teams in anticipation of Congressional authorization for July 1 fiscal year; other personnel appointments.

ONLY STATE of 48 not having TV station or construction permit—Vermont—may receive special treatment from FCC. Because of unique situation, Commission this week may hold meeting, as first priority, competitive applications in state for Ch. 3 (WCAX Broadcasting Corp. and Colonial Television Inc.). That would leave way open to set up single processing line expediting hearings based on need of service, originally proposed by Comr. Bartley. Comr. Doerfer expected to bring in plan using mathematical formula to guide hearing priorities, including population, existing service, etc.

OLD LINE Democrats on NARTB Board reportedly viewed with jaundiced eye luncheon session last Thursday with GOP Committee Chairman Leonard W. Hall. Why, they ask, hadn't Democratic Committee Chairman Stephen Mitchell been invited, too?

REPORTED but not confirmed—that NBC's TV engineers have new color kinescope process far enough along to give initial showing to network's top executives in near future. Details of system so far have been kept securely within lab, but understood developers highly enthusiastic over its future.

CREATION of two new RTMA committees and recommended change in name of organization to Radio-Electronics-Television Mfrs. Assn. intended to bring in such companies as Hughes Aircraft and others manufacturing electronics (but not commercial radio-TV) equipment. These firms would have equal voice in RTMA activities. Change from RTMA to RETMA still subject to membership vote.

PROPOSED restoration of Rule 1 (d) to exempt professional baseball from anti-trust laws may not have as easy sailing through Senate or House as it had through Senate subcommittee and full committee. It takes only one vote to block calendar consideration in Senate [it happened first last Thursday] and there are signs that more than one member of that body will want further information. Moreover, some Senators said to view quizzically Sen. Edwin C. Johnson's all-out support of measure when he is president of the Western League.

SEN. EDWIN C. JOHNSON (D-Colo.) is picking up unexpected support in Senate from Republican colleague Everett Dirksen (Ill.). Sen. Dirksen is now considering floor speech or statement supporting Johnson bill. Real reason why Sen. Dirksen asked bill be held up was to review baseball broadcast situation. Illinois legislator has received strong protest from minor league players in his state charging their jobs are in jeopardy because of minor league territory "sandwiching" caused by big league broadcasts of Chicago White Sox, Cubs and St. Louis Browns, Cardinals games.

GETTING READY to lay out estimated $3.5 million on new morning TV shows, plus additional expenditures contemplated to strengthen radio programming, NBC intends to take close look at its current spending in quasi-economy move calculated to make sure it's getting full money's worth in all departments.

IN THIS ISSUE

LEAD STORY

FCC acts to discourage "strike" applications filed to delay television grants. Some cases may be referred to the Justice Dept. Page 31.

ADVERTISERS & AGENCIES

Four sponsors buy network television. Page 33.

FILM

The Katz Agency sets up a subsidiary to buy TV films for station clients. Page 34-A. BMI establishes TV film music department with first aim to acquire and performing rights. Page 34-B.

TRADE ASSOCIATIONS

NARTB radio board okay's parts of revised radio code, but some dispute remains on advertising standards. Page 34-D. NARTB television board gives push to proposed million-dollar-or-more research project to measure TV station and network contracts. Page 35.

RTMA sees happy future, with TV set production in first half of 1953 promising to outstrip any other six months in history. Page 57.

Advertising Federation of America takes close look at radio-TV. Page 40.

STATIONS

Sixty-one more TV stations plan to begin operation by fall. Page 48.

GOVERNMENT

With Comr. Walker's term about to expire, the Administration steps up its inspection of FCC candidates. As of last week the job still seemed up for grabs. Page 56.

NARTB protests Senate bill that would permit organized baseball to restore league restrictions on radio and television rights. Page 60.

NETWORKS

NBC may divorce radio and television operations in some departments. Page 64.

PERSONNEL RELATIONS

James C. Petrillo tells networks he won't tolerate AFTRA infringements on his AFM domain. Page 78.

FEATURES

How a real estate firm sells houses by radio. Page 85.

The inside story of the radio war, told for the first time in any magazine by the former chief of the Voice of America. Page 86.

Will there be color TV by Christmas? A special B.T. article gives the answer. Page 94.

UPCOMING


June 25-27: Florida Assn. of Broadcasters, Empire Hotel, Miami Beach.


(For Other Upcomings, see page 82)
Kendig C. Bare, Mayor, Lancaster, Pa.
"sincere thanks and appreciation for excellent cooperation and assistance given the City of Lancaster"

Pennsylvania Highway Safety
Education Association
"congratulates you for special features . . . friendly, helpful spirit"

Pennsylvania State College Division of
Agricultural Extension
"your cooperation and the results a standard for future television arrangements"

Lebanon Co. Unit, American Cancer Society
"grateful for generous amount of time given us"

Family and Children's Service of
Harrisburg, Pa.
"genuine interest in work of Red Feather helpful"

Lancaster County Society for
Crippled Children and Adults, Inc.
"splendid help, genuine service to community"

Lancaster Council of Church Women
"fine cooperation with World Day of Prayer"

Community Chest of Lebanon County
"thank you for publicity given our Community Chest Campaign"

Young Women's Club of York, Pa.
"lend contributions to County Fair"

YWCA, York, Pa.
"most generous response to your help and publicity"

Tri-County Crippled Children's Association, Inc., Harrisburg, Pa.
"your public service cooperation an important factor in over-all success of appeal"

Office of Commissioners of
Berks County, Reading, Pa.
"sincere thank you for ourselves and in the name of all residents of Berks County"

Lancaster Osteopathic Hospital, Lancaster, Pa.
"our thanks to you for the excellent publicity tendered us by your organization"

Tri-County Children's Association, Inc.
"invaluable role that your station has played"

National Foundation for Infantile Paralysis, Inc.
Lancaster County, Pa., Chapter
"invaluable public appeal and information carried by your station in large responsible for success of campaign"

Visiting Nurse Ass'n, York, Pa.
"thank you for time and efforts in our behalf"

Men's Brotherhood of the Progress Community Presbyterian Church, Harrisburg, Pa.
"most grateful for your kindness"

Lebanon YMCA Building Fund
Campaign
"deepest gratitude for generous contribution"

Lancaster, Pa., Little Theater
"your wonderful cooperation"
And WGAL-TV is important to the people in the communities it serves. This loyal viewing audience assures advertisers profitable return for advertising dollars. Present your sales story in the homes of this extensive market including Harrisburg, York, Reading, Lebanon, Lancaster. You get consistent sales success because the people in the WGAL-TV trading area have money to spend for your product. The people in the WGAL-TV audience are your prospects. Reach them ... sell them on WGAL-TV. Channel 8.

*Represented by MEEKER*

New York • Chicago • Los Angeles • San Francisco
All it Took was a Bombshell...

Tossed by a marine in the rigging of the Bon Homme Richard, to end the ship’s most famed battle. The bomb landed in a powder tub on the British warship and exploded, setting it afire. The British Captain wisely struck his colors and enlisted the aid of the sinking Bon Homme Richard’s crew to put out the blaze.

Equally abrupt was the effects of a programming “Bombshell” flipped into the Omaha, Council Bluffs area by radio KOWH. The audience reaction shows little indication of cooling a full 18 months later... as the below Hooper averaged for the months from October, 1951, to April, 1953, proves. If you’re looking for a red-hot audience for your sales message—confidentially, we got ’em!

35.7%

KOWH

Sta. "A" Sta. "B"
OTHER STATION RATINGS

- 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.)
**BUSINESS BRIEFLY**

DURSTINE PLACING DIRECT • Roy S. Durstine, agency for Hawley & Hoops (M & M candies), understood to be attempting to place its latest fall film half-hour series, "Johnny Jupiter," on direct station basis, avoiding station representatives and sending man into field.

ESKIMO PIE SPOTS • Eskimo Pie, through Buchanan & Co., N. Y., placing radio-television spot announcement campaign in about 50 scattered markets throughout country. Contracts are short-term, ranging from four to eight weeks.

125 MARKETS • Warner Brothers' newest picture, "Best of the 20 Thousand Phantoms," through Blaine-Thompson, N. Y., placing three-day spot radio and television campaign in more than 125 markets during July and last two weeks in June.

WHITEHALL NAMES COMPTON • Whitehall Pharmacal Co., N. Y., named Compton Adv., N. Y., as its agency for Krypton, Guards cold tablets, Petro-Syllum and new product to be tested marketed shortly.

Radio Sound—Business Good, GE Reports

PLANS for stepped-up activities in production, advertising and sales promotion by General Electric Co.'s radio and television department announced Friday by E. F. Peterson, department marketing manager, who predicted "one of the most satisfactory years in radio and television history." He said orders for television sets are "at such a level that it has become necessary to continue full operation of our assembly lines through normal vacation shutdown period.

Mr. Peterson pictured equally bright outlook for radio, saying that GE would "virtually double production of radio receivers during second half of 1953" because "radio is as sound today as it was last year or in the years since it started."

**TV-Movie Liaison Pointed Up in Joint Announcement**


Under agreement, it was said, each production organization will designate four of its pictures in each 13-week telecasting cycle, from which pictures excerpts will be available for presentation. It was further agreed that ABC will have exclusive rights to TV series, tentatively titled Hollywood Parade, which may be presented on either commercial or sustaining basis.

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**All-Risk Insurance Approved by NARTB Board**

ALL-RISK insurance plan on industrywide basis, covering radio and TV towers, will be made available within fortnight following approval of project by NARTB combined boards at final sessions Friday (early stories pages 34D and 35). Both NARTB members and non-members eligible.

Policies will be underwritten by Insurance Co. of North America and affiliates, with Huffy, Eubank & Russell Co., Washington, as agent in cooperation with local agents. President Harold E. Fellows to explain details in letter to be sent member stations within two weeks and to be sent non-member stations later. Nation divided into five areas with varying rates, which in many cases will mean savings to stations.

Plan developed by special committee headed by Roger W. Clipp, WFIL Philadelphia. Committee has been working year on project. Other members are Gilmore N. Nunn, WLAP Lexington, Ky.; Edgar Kobak, WTWA Thomson, Ga.; Calvin T. Lucy, WPRC Richmond, Va., and Harold E. Essix, WSSJ Winston-Salem, N. C.

Still in works are proposals for industrywide libel, slander and liability insurance policies.

Board approved Palmer House, Chicago, as site for 1954 NARTB convention, to be held week preceding May 23. Present planning looks toward 1955 convention in Washington with 1956 and 1957 meetings returning to Chicago.

Recent Los Angeles convention broke all revenue records, income running 18% above 1952 Chicago convention and expenses 30% higher. Association broke even on Los Angeles meeting, with 1,806 registrations (1,184 management, 276 engineering and 346 sales). Board thanked 1953 convention committee headed by Clair R. McCollough, WGAL, Lancaster, Pa.

Invitations for 1954 convention received from Dallas, New York, Philadelphia, Chicago and Miami Beach.

Next board meeting to be held Jan. 20-21, 1954, with site yet to be fixed. Board thinking appears to be in favor of two combined meetings yearly, dropping meeting formerly held in November.

New committee designed to insure radio-TV rights to public events and official proceedings to be named by President Fellows in line with recommendation at Los Angeles convention. Public events and sports groups to be named, each with 11 members (five radio and five TV plus chairmen).

Board discussions Friday included excess profits tax problem, which is being watched closely; NCAA football policy; professional football anti-trust case; baseball and boxing coverage.

Peterson said plan for NARTB staff presented, with Mr. Kobak heading committee to study plans. Other members are Paul Rainbourn, KLTA (TV) Los Angeles, and Mr. Essix. Thirty-four associate members accepted, bringing total to 115.


**WTIC Names Christal**

WTIC Hartford, Conn., has appointed Henry L. Christal Co. as national representative effective July 1, Paul Morency, WTIC vice president and general manager, told B&T Friday.

**TELECAST SCHEDULE**

FULL SCHEDULE of college football games to be telecast under sponsorship of General Motors Corp. on its TV Game of the Week series over NBC-TV this fall was announced Friday by GM.

Games will be carried over all 81 NBC telecast stations across nation, and GM officials said company was prepared to sponsor one-station telecasts of important sell-out contests, in addition to full nationwide schedule.

GM arranged schedule in cooperation with National Collegiate Athletic Assn. in line with latter group's policy of "limited television." On two Saturdays, Oct. 24 and Nov. 7, TV Game of the Week will be panoramic telecast of portions of four games being played in different parts of country.

NCAA divided nation into eight regions and has required that TV series include at least one game from each of eight regions, with no single college team represented more than once in 12-week network telecasts schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Game</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 19</td>
<td>Nebraska vs. Oregon</td>
<td>Lincoln, Neb.</td>
</tr>
<tr>
<td>Sept. 26</td>
<td>Dartmouth vs. Holy Cross</td>
<td>Lynn, Mass.</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>California vs. Ohio State</td>
<td>Berkeley, Calif.</td>
</tr>
<tr>
<td>Oct. 10</td>
<td>Texas vs. Oklahoma</td>
<td>Dallas, Texas</td>
</tr>
<tr>
<td>Oct. 17</td>
<td>Alabama vs. Tennessee</td>
<td>Birmingham, Ala.</td>
</tr>
<tr>
<td>Oct. 24</td>
<td>Florida vs. Georgia</td>
<td>Jacksonville, Fla.</td>
</tr>
<tr>
<td>Oct. 31</td>
<td>Arkansas vs. Memphis</td>
<td>Little Rock, Ark.</td>
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<tr>
<td>Nov. 7</td>
<td>Florida vs. Georgia</td>
<td>Atlanta, Ga.</td>
</tr>
<tr>
<td>Nov. 21</td>
<td>Southern California vs. California</td>
<td>Los Angeles, Calif.</td>
</tr>
<tr>
<td>Nov. 26</td>
<td>Idaho vs. Arizona</td>
<td>Boise, Idaho</td>
</tr>
</tbody>
</table>

**TORNADO RELIEF**

MORE THAN $34,700 in cash and money orders was raised in six days by WBZ Boston for Worcester tornado victims, station reported Friday. This is one of many campaigns conducted by stations in Massachusetts and Flint areas (see early story page 52) for disaster victims. One $50 donation received from fishing vessel Yankee, just starting on cruise, after hearing WBZ broadcasts.

Smallest donation was 26¢, largest $2,000.

**EDITORIALS**

Radio Sound—Business Good, GE Reports

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**AT DEADLINE**

All-Risk Insurance Approved by NARTB Board

GM RELEASES NCAA TELECAST SCHEDULE

BROADCASTING • TELECASTING

June 22, 1953 • Page 9
CIRCULATION VASTLY INCREASED... COST PER THOUSAND WAY, WAY DOWN

That's The Story That Proves YOUR BEST RADIO BUY TODAY IS STATION WJBK

44% Increase In WJBK Circulation

Other Detroit stations, in this same period, showed decreases of 10 to 30% in daytime circulation.

1949 WJBK Daytime Circulation... 350,140
B.M.B. Audience Report
1952 WJBK Daytime Circulation... 518,400
Nielsen Coverage Service

Lowest Cost Per Thousand Michigan Radio Households

Here's the way WJBK stacks up when you compare Detroit station costs per thousand Michigan radio households on 4 week cumulative basis.

44¢ Per Thousand Daytime on WJBK
other Detroit Stations 45¢ to $1.21 per thousand

59¢ Per Thousand Nighttime on WJBK
other Detroit Stations 81¢ to $1.42 per thousand

WJBK Detroit

STORER BROADCASTING COMPANY
Tops in MUSIC, NEWS and SPORTS
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY
Cites Network Loss as Injury; Other FCC Actions

CITING loss of CBS-TV affiliation as partial support for claim of economic injury, new uhf Ch. 17 WTVP (TV) Decatur, Ill., filed Sec. 309(c) protest with FCC Friday against nonhearing of grant of permission to modify new uhf Ch. 3 WClA-TV Champaign-Urbana, Ill. Modification granted May 19 and announced May 26, WTVP (TV) charges, moves WClA-TV transmitter site "much nearer Decatur" than originally proposed, enables WClA-TV to cover Decatur with Grade A signal. WTVP (TV) says its construction is nearly completed at cost of almost $400,000, plans July 15 commencement.

Two New AMs Granted

Final decisions were issued by FCC Friday to grant two new AM stations. One to Lyman Brown Enterprises 1050 kHz at Brownwood, Tex.; other to Hirsh Communication Engineering Corp. for 250 w full-time on 1230 kHz at Sparta, Ill. In latter case, FCC denied bid of Hawthorn Bost Co. for same facilities at St. Louis.

In both cases, Commission upheld earlier initial decisions. Lyman Brown is continuity director at WBAP Dallas-Ft. Worth. Hirsch Communication is owned by Oscar C. Hirsch and family, owners KFVS Cape Girardeau and KFMO Flat River, Mo., and WKRO Cairo, Ill. Hawthorn is owned by St. Louis advertising executive Leonard Frankel and associates.

Turns in Ch. 20 Permit

Texas State Network turned in permit Friday for uhf Ch. 20 KROI-TV McAllen, Tex., sole grantee there, citing recent vhf Ch. 4 grant in lower Rio Grande Valley (KGBS-TV Harlingen) and "reticence of the dominant national networks to affiliate with uhf stations when a vhf station is available." Texas State told FCC it appears doubtful uhf station at McAllen "could develop sufficient receiving-set conversions to attract adequate advertising for economically sound operation of the uhf station."

WAVZ Drops Ch. 59

WAVZ New Haven, Conn., dropped uhf Ch. 59 application Friday, leaving uncontested bid of WELI there. WAVZ cited rising costs and "of greater concern . . . the experience in this general area of new uhf stations in heavily saturated vhf territory. The indications are that heavy losses are to be expected for a considerable time, because income has been only a fraction of what was anticipated."

New TV bid for vhf Ch. 9 at Hot Springs, Ark., tendered at FCC late Friday by Southern Newspapers Inc., including Hot Springs New Era and Central Record. None other pundits.

WWBZ Programming Criticized by FCC Official

"Bookmakers' delight" is term used by Chief of FCC Broadcast Bureau in description of horse race programming of WWBZ-Vineyard, N. J. Reviewing position on horse race programs, Broadcast Bureau Chief petitioned Com.

STORER STAYS

GEORGE B. STORER, head of Storer Broadcasting Co., submitted resignation as NARTB board member at annual session of combined association boards Friday. He explained he was resigning because of trouble with his hearing. Board refused to accept his resignation, laying it on table. Mr. Storer serves on association's TV board.

Congressional Debate Series Offered on Film

FILMED TV program series, produced by of Dallas, to feature members of Congress debating public issues. H. L. Hunt, wealthy oilman, who is among f'm charter members, said half-hour shows would be offered at "about cost" to stations.

Each debate will have Republican and Demo-

crat. Among those congressmen who will take part is Sen. Joseph R. McCarthy (R-Wis.) who last week reported he was going on national TV network with his own show under contract with Mr. Hunt. Oilman said purpose of program is "to get people to pay more attention to public affairs." Mr. Hunt is applicant for uhf Ch. 22 at Corpus Christi, Tex.

WTVR (TV) Renews NBC-TV

WTVR (TV) RICHMOND has renewed its NBC-TV affiliation contract and signed supplement giving it right to carry NBC-TV colorcasts when those are started, President Wilbur Havens said Friday. Signing, he said, was in observance of 16th anniversary of affiliation of Havens & Martin Inc., licensee of WTVR and also WMWB Richmond, with NBC. Mr. Havens also said WTVR expects by fall to have its new transmitter plant in mid-Rich-

mond in operation, using maximum power of 100 kw video and 30 kw audio.

NBC Spot Sales for KSD

KSD-AM-TV St. Louis has appointed NBC Spot Sales as their national advertising representative, effective Oct. 1. George M. Burbach, general manager of Post Dispatch stations, and Thomas B. McPadden, NBC Spot Sales director, announced Friday. Rate of NBC Spot Sales by at least two other major outlets expected shortly, it was understood.

Mission to deny pleading of WWBZ which asks reconsideration and grant without hearing on its pending license renewal application. Chief's petition said in part:

During this period when illegal gambling interests apparently find racing information no longer easily and inexpensively available from broadcasting stations, WWBZ emerges as what would appear to be a bookmakers' delight in this part of the country.

Petition for Ch. 24 in St. Louis

Petition to allocate uhf Ch. 24 to St. Louis filed by Metropolitan Telecasting Co., prospective applicant, offering three plans affecting uhf allocations at Cairo, Ill.; Fulton, Poplar Bluff and Moberly, Mo.

HARRY E. McCOULough, sales manager for radio and television of Crosley Div., Aver Mfg., appointed general sales manager for radio and television of same company.

CHESTER H. LANG, vice president in charge of public relations of General Electric Co., reappointed volunteer coordinator of the Advertising Council's "engineers wanted" public service advertising campaign.


LEE CURRIN, William Weintraub & Co., and JACK SNNOTT, BBDO, to Benton & Bowles, N. Y., as timebuyers on Proctor & Gamble accounts.

WALTER C. COLMES, who has resigned as president of Encyclopaedia Britannica Films, elected director of Rockhill Productions, N. Y., producer of "TV and radio," he said he has been succeeded at EBF by Maurice B. Mitchell (B&T, June 15).

Radio First Advertising Value, Md.-D.C. Meet Hears

RADIO as greatest advertising value praised by sponsors and agency executives at Friday's session of Maryland-D. C. Broadcasters Assn. spring meeting held at Ocean City. Md. Leon-

ard Rosen, board chairman of Charles Antell, Baltimore cosmetics-vitamin firm, said "radio is better buy than TV, we have found. That is why 85% to 90% of our advertising budget over on 350 stations is on radio." Mr. Rosen said bulk of advertising budget for new product to be announced this week will be on radio.

William McHenniff of Ketchum, MacLeod & Ketchum, Washington, said African American Washington area will continue heavy spot schedule, both AM and TV, but that total of more than 5,000 spots will be mostly on radio.

FCC Commissioner Robert T. Bartley, speaking at Thursday night dinner, said radio services not being fully used might be taken away and given someone else.


NBC Advertising Campaign

THREE-WAY advertising campaign, described as "most extensive ever used by any network in the history of broadcasting," to tell story about technology and the future to be launched by NBC immediately, network is announcing today (Monday). Total cost reported unofficially as "several hundred thousand dollars."

WNAO-TV on July 15

CHARLES W. STONE, general manager WNAO-TV Raleigh, N. C., uhf Ch. 28, said Friday commercial operation will start July 15. Network interconnection due Oct. 1, he said.

DuMont Ships to Minn.

ALLEN B. DU MONT Labs has shipped 3 kw uhf transmitter and associated studio equipment to KMKT (TV) Austin, Minn., on uhf Ch. 6.
Seattle-Tacoma...plus!

with KTNT-TV

(seen to increase to 125,000 watts to give even greater coverage)

This is the SEA-TAC area coverage:

Seattle (corporate limits) 467,591
Tacoma (corporate limits) 143,673
Balance, King County 300,809
Balance, Pierce County 150,017

SEA-TAC AREA 1,062,100

This is the PLUS:

Thurston County (Olympia) 46,200
King County (Bremerton) 79,130
Snohomish County (Everett) 115,500
Mason County (Shelton) 15,600

PLUS AREA 256,600

TOTAL—SEA-TAC and PLUS AREA 1,318,700

KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING

The Puget Sound Country is growing...it is populated with people able to buy (net effective buying income, $5162 per family, well above national average). As of May 1 there were 265,000 television sets in the 418,100-family area...and set sales continue good.

Write or wire for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11

Affiliated with CBS and Mutual Television Networks
Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound

Represented nationally by WEED TELEVISION: represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland.
Day Must Fall

"It's awful early at 5:45 A.M. How do we know anyone's listening?" asked the man from Kent Feeds. We couldn't do a phone survey at that hour.

"Give away something," someone suggested. "Chicks," said someone else. WMT carried one "free chicks" announcement one morning. Kent dealers thought they'd had it. Chap in Chelsea, Ia., opened at 8; found 200 customers waiting.

Same thing at other stores mentioned.

Folks are listening, Kent concluded.

"Good story," said a time buyer. "How much feed did they sell?"

* * *

Does M—— tell C——? Kent has been on daily since March 20, 1951. Their agency says they'll triple WMT's budget whenever we can provide suitable (and early!) program time.

We're working on it.

Moral: The early chick doesn't need worms.

W M T
CEDAR RAPIDS
600 KC 5000 Watts
Represented nationally by the KATZ Agency.
WAGA-TV TOPS ALL IN

A Typical Example
Of WAGA-TV Impact

The Jandel Company (roofing, siding, remodeling) Atlanta, formerly used newspapers, radio, direct mail and direct solicitation to get new business. Radio, newspapers and direct mail combined produced 9 out of every 10 contacts.

Five months ago, the Jandel Company began to sponsor “TV Ranch” on WAGA-TV. Since then, 9 out of every 10 contacts came from TV advertising at a cost of only 4.5% of sales, a tremendous saving.

Mr. Marion Janko, President of Jandel, reports, “In the last 5 months we have traced $125,000 worth of business directly and solely to WAGA-TV. Customers attracted by television were so well pre-sold that price was not a primary consideration. The first question usually asked was ‘when can you begin the work?’ We expect our ‘TV Ranch’ advertising to yield more than $300,000 worth of business this year. That is why most of the company’s advertising dollars have now been allocated to WAGA-TV.”

For top results in Atlanta choose Storer Stations

WAGA-TV

For Availabilities consult the Katz Agency, Inc.
Of 21 rated periods each night, Monday-Friday, WAGA-TV has 60 firsts, 66% more than station B—500% more than station C, and 23% more than all other TV stations in the area combined.

Of the top 15 once-a-week shows, WAGA-TV has 10, including the first 3.

Of the top 10 multi-weekly shows, WAGA-TV has the top 3. PLUS the top Sports Shows . . . top News Show . . . top Kitchen Show.

PLUS the most complete MERCHANDISING, PROMOTION and PUBLICITY support in Atlanta

* May, 1953
WHEN SELLING TO WOMEN... THERE'S NO PLACE LIKE HOME!

* Yes... WDSU-TV certainly agrees there is no place like home when selling to New Orleans women! That's why we've built this unique Monday thru-Friday noontime show that covers the house from attic to cellar. Local stars utilize their talents in the fields of Fashion, Cooking, Beauty, Decorating, Music and Family Problems. If selling to women is your problem... we have the solution if you'll come on over to "Our House!"

* Write, Wire, or Phone Your JOHN BLAIR Man!

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IN REVIEW

THE FORD 50TH ANNIVERSARY SHOW

Time: Monday, June 15, 9 to 11 p.m. EDT, NBC-TV and CBS-TV.

Origin: NBC Studios—Center Theatre.


Producer: Leland Hayward.
Director: Clark Jones; assistant, John Blech.

TV Directors: Bob Daniels and Helno Ripp.
Music Director: Bernard Green.
Set Designer: Paul Barnes.
Costume Designer: Irene Sharaff.
Writers: Frederick Lewis Allen, Agnes Rogers Allen and Howard Tetchman.
Art Supervisor: Richard Day.
Choreographer: Jerome Robbins.

Agency: Kenyon & Eckhardt Inc.
Production Cost: Between $200,000-$300,000.

ALL THINGS considered, some pretty wonderful things happened last Monday night when the Ford Motor Co. threw a lavish TV party as a climax to its 50th anniversary. The much-heralded two-hour production, seen on both the NBC and CBS television networks, packed a terrific wallop in its re-creation of events both large and small which have left their imprint on the last half century.

There were inevitable shortcomings in a production of this size and scope. Timing was off, as became disturbingly apparent at the very end of the show when Oscar Hammerstein II and Edward R. Murrow, who had served as commentators, completely ran out of conversation. An unrehearsed curtain-call used as a time filler fell flat and program credits dragged on at a deathly slow pace. The lighting on certain portions of the program was erratic. Such technical mishaps might have been avoided if the show's producer, Leland Hayward, had been better acquainted with the workings of television. Mr. Hayward's theatre career has been highly productive and successful. The Ford telecast was his first television assignment. The unfamiliar ground on which he stood showed up in production.

But the impressive array of talent which Ford engaged for its birthday celebration could have covered a multitude of production sins. Individually and as a cast the performers turned out one of the finest telecasts to date. They had a marvelous time and this member of their audience did too.

Fifty Years, Two Hours

Music, song, dance, comedy, drama, recordings, film clips and narration told the story of America's last 50 years in fairly accurate historical perspective. To prove that times may change but people stay pretty much the same, Howard Lindsay and his wife Dorothy Stickney played their original roles in a scene from "Life With Father" which dealt with the universal and ageless budget battle between husband and wife. Film clips from the Teddy Roosevelt era followed the "Life With Father" scene for a more documented glimpse of life shortly after the turn of the century. In similar fashion events leading up to the present were recreated for viewers through old films, photographs and recordings and fancifully in song, music, dance and drama.

Wally Cox, television's Mr. Peepers, and
Kukla, Fran and Ollie filled transition periods between large production numbers admirably well. Nicely integrated with the rest of the program was a segment on the Model T Ford and the age of that wonderous machine. Films of the first Model T in action were shown and Edward R. Murrow had some comments on the Ford company as a pioneer in one of the many industries developed during the last half century. But that was as close as it ever came to a commercial. At no point was it suggested that the Model T had now evolved into a super-duper 1953 model to be had for such-and-such an amount at your nearest dealer.

The jazz era was personified with Ethel Merman singing “Alexander's Ragtime Band” as only Miss Merman could sing it. The crooner craze was traced from Rudy Vallee to Bing Crosby to Frank Sinatra to Eddie Fisher, each doing a song that put him in the musical limelight.

Worthy of being written into Mary Martin's next show if it turns out to be a revue was her skit on women’s fashions through the last 50 years. “Shape Marches On” will surely be regarded as a TV pantomime classic. Jerome Robbins, one of the theatre's most talented choreographers, designed some dances for the Ford show in keeping with his reputation. A roaring-20s speakeasy routine was every bit as polished as dances of this type that require weeks of rehearsal in musical theatre. Less intricate but as enjoyable was a dance number on the change of bathing suit design. Highpoint of the production was a medley of songs that now rank on the all-time American hit parade sung by Ethel Merman and Mary Martin. Each had her solo spots and they did several songs together. It was a long stint. Bernard Green, the show's music director, came up with a fine arrangement of popular tunes. They were sung by two gifted performers with a showmanship know-how that defies description.

Ford's 50th birthday party turned out to be a very gala and enjoyable affair. No doubt it won more friends for Ford than all the hard sell commercials ever telecast.

BOOKS

TELEVISION TERMINOLOGY, BIBLIOGRAPHY, compiled by Benjamin Draper, California Academy of Sciences, San Francisco. 18. 57 pp. $1. THIS paper-bound, mimeographed booklet lists more than 400 words used in the television field and more than 300 books concerning TV. Mr. Draper, executive producer of the CAS weekly TV program, Science in Action, says the bibliography lists all major books on TV since 1928 and that the terminology section is the most extensive yet published.

June 22, 1953 • Page 17
**Open Mike**

**Added Attraction**

**EDITOR:**

... Is it possible that the value of the [TELESTATUS] figures would be increased many fold if your stations would supply, at the same time they supply their estimates of sets in their areas, figures on what they believe to be the total number of homes in the areas they serve?

From such estimates, one could get some idea of the degree of saturation in the area served by a given station.

E. L. Deckinger
Vice President
The Biv Co.
New York

**[EDITOR'S NOTE: The new Telecasting Yearbook and Marketbook, scheduled for August publication, will contain station estimates of total families within their coverage areas. The editors of B*T are considering adding home figures to the weekly TELESTATUS set summary, as Mr. Deckinger suggests.]**

**Answer Man**

**EDITOR:**

It seems that the credibility of radio messages is quite high. A recent case in point can be seen in the Merit Fifties Sweepstakes quarter-hour program which features household tips. The sponsor of the show, Bob DeBuono, offers his services in giving out advice to solve various household problems.

After one particular Saturday morning show, a female voice was heard at the other end of the wire and explained that she had married eight years and was not able to become pregnant. She asked Mr. DeBuono his advice on how to remedy the situation.

I write the script for the show. How can I weave this problem into the script without running the risk of FCC reprisal?

Jay Hofer
Sales Promotion Director
WICC Bridgeport, Conn.

**Some Baby**

**EDITOR:**

On May 31, 1953, Intermountain Network came to the end of its fiscal year. Our chairman, George Hatch, called a board of directors' meeting on Friday, May 29.

Significantly, at that board meeting, as president, I was able to report that gross sales on Intermountain Network for the fiscal year 1952-53 showed an increase of 19.48% over the same fiscal year 1951-52.

Who says AM broadcasting is dead? This increase would certainly indicate that AM, and regional networks particularly, is a live, lusty baby.

Lynn L. Meyer, President
Intermountain Network Inc.
Salt Lake City

**Dead or Alive**

**EDITOR:**

Were C. Francis Jenkins alive today undoubtedly he would be immensely gratified that his predictions for the future of the art which he so greatly advanced have been realized. In his book, "Radiomovies, Radiovision and Television," published in 1929, Dr. Jenkins established some definitions which we might well recall and apply today.

"Television" was defined as "the transmission of living images by wire," "Radiovision" as "the transmission of living images by radio," and "Radiomovies" as "the transmission of filmed material by radio."

The important distinction Dr. Jenkins made, it would seem, was that between living images and film. Transmission of living images can be done with use of recorded material, whereas use of recording material for television is possible only with transmission medium. The tremendous appeal of live television is similar to that of the legitimate stage. There is a vital sense of participation, in comparison with which recorded material is dull, flat and lifeless, regardless of its degree of technical excellence. . . .

Let's hope TV will not trade its birthright for a mess of foode.

H. B. Mountt
WHEC Rochester, N. Y.

**Plug from Publisher**

**EDITOR:**

... I thoroughly enjoy every issue of B*T. It is the most interesting, most accurate, most informative weekly source of radio and television information I have ever seen. There is certainly little room for improvement.

Edward J. Wirtz Jr., Publisher
Electronic World,
Burien, Wash.

**Business Opportunity**

**EDITOR:**

For the past few weeks we have been looking for some supplier who could supply gummed record labels, banners and microphone plates to use in promotion of our station. So far, we have been completely unsuccessful in locating anyone who supplies this service.

Thinking that perhaps there may be other stations who are looking for the same thing, we thought perhaps you might print this letter in the OPEN MIKE section and help us locate some supplier and at the same time render a service to other broadcasting stations who have the same problem.

David R. Worley
Managing Partner
KLEA Lovington, N. M.

**Far, Far Away**

**EDITOR:**

Enclosed is a tear sheet showing a story run in the Seattle and Tacoma papers regarding KTNT-TV being viewed in McAllen, Tex.: Through a strange fluke in television reception, a women televiwer in Texas has received Tacoma station KTNT-TV, the station manager, Len Higgins, said Saturday.

He said he received a letter from Mrs. Patricia Deason of McAllen, Tex., saying that KTNT-TV came in as "clear as a bell" on her 21-inch TV set. He said Mrs. Deason mentioned she has a son and two grandchildren in Seattle and he'll put them on TV so she can get a look at them.

We contacted her son, Louis S. Stamon Jr., and made arrangements for him, his wife and two children to appear on KTNT-TV. This they did and Mrs. Deason was advised of the date and time. Unfortunately, her telegram to us said that atmospheric conditions made it impossible for her to receive us on that particular date at that particular time.

Len Higgins, Manager
KTNT-TV Tacoma, Wash.
Here's how the coverage areas of Atlanta TV stations compare

★ In population ★ In Effective Buying Income
Based on the first Nielsen Coverage Service Report

Advertisers on WSB-TV get a crack at 22% more people than can be reached on Atlanta's second station. You cover 43% more with WSB-TV than with the third station. The ten extra, or "bonus", counties WSB-TV delivers have an Effective Buying Income comparable to that of cities like Providence, Rhode Island, and Des Moines, Iowa. Ask a Petry man to tell you more about this first Nielsen Coverage report—it's dynamite.

WSB-TV
2,129,000 people
$2,198,377,000

Station A
1,741,500 people
$1,826,733,000

Station B
1,489,200 people
$1,646,705,000

Affiliated with The Atlanta Journal and The Atlanta Constitution

wsb-tv

50,000 watts on
low channel 2 from
a 1062-ft. tower
RCA TAPE RECORDER Type RT-11B

50 to 15,000 c.p.s. (+2 db) at 15 in/sec
50 to 10,000 c.p.s. (+2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—with synchronous capstan
- Smooth tape runs—via sapphire guides
- Automatic tape lift for fast "forwards" and rewinds
- Microswitch "tape-break" control—no tape spills, snarls
- Remote control of all operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital controls
- 3 heads; Erase—Record—Playback
The RCA RT-11B
High-Fidelity Tape Recorder
—the finest money can buy!

This is the world's foremost professional tape recorder, the one recorder that has everything—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11B Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to 2½ seconds in a 30-minute run. And with synchronizing equipment... for which precision is made... timing can be held to 0.3 second on any length program!

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—make it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—apply reel brakes instantaneously. The tape automatically lifts free and clear of heads during fast forward runs or rewinds. Tape alignment over the heads is held precise; by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, call your RCA Broadcast Sales Representative for complete details. Or mail the coupon.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11B.

NAME
ADDRESS
STATION OR FIRM
CITY STATE
IN PUBLIC SERVICE

$500,000 for Palsy Drive
MORE than $500,000 has been collected from KECA-TV Hollywood's 28½ hour On Stage with Cerebral Palsy which started late June 5 and ended early June 7. The program at the Cartlay Circle Theatre originally was scheduled for 19 hours, but so many stars volunteered their services that Phil Hoffman, KECA-TV general manager, cancelled all regularly scheduled programming and extended the appeal through to Sunday morning. Jack Webb, director-star of NBC's Dragnet and Los Angeles County chairman for the drive, and Ben Alexander, supporting Dragnet actor, were co-m.c.'s throughout the telecast. Stuart Woodman Phelps, ABC-TV director, was executive director of the entire production. Frank La Tourrette, ABC Western Div. director of news and special events, produced the show, and Darrell Ross, KECA-TV stage supervisor, was stage manager.

KEYL (TV) KABC Palsy Work
CEREBRAL palsy telethon staged jointly by KEYL (TV) KABC San Antonio and the San Antonio Light raised $150,000 during its 14½ hours at the city's Municipal Auditorium. Some 30 members of KEYL's staff volunteered services and four cameras, and remote control facilities were used. KEYL Managing Director George B. Storer Jr. presented the Cerebral Palsy Assn. a $1,000 check. A list of celebrities headed by ABC star Dennis James took part in the show.

WKEI Storm Assistance
WKEI Kewanee, Ill., after a storm which damaged property in nearby Annawan June 13, sent newsmen to the scene to make recorded coverage of damages. Although a power failure cut the station off the air three hours, WKEI returned to the air with news of the storm and requests that people stay out of the damaged area.

'TV Fights TB'
WTOP-TV Washington on July 8 will present “TV Fights TB” an all-day program featuring a number of local stars, to emphasize the tuberculosis problem in the District of Columbia. During the day WTOP personalities will have chest x-rays made at an x-ray unit set up in the studios.

Cheers Leukemia Victim
KVOO Tulsa was instrumental in cheering a four-year-old leukemia victim who wanted a special type of toy duck. After extensive publicity by the station failed to turn up the right kind of duck, an Akron, Ohio, toy-making firm shut down its assembly line long enough to make the desired toy. KVOO reports that through its suggestions the four-year-old girl may be selected for a new experimental treatment for leukemia which may save her life.

Reunites Father, Daughter
WDXY (FM) Spartanburg, S. C., was successful in reuniting a 68-year-old father and his daughter, separated from each other for about 20 years. The father wrote to station baseball announcer Bill Goodrich from Oteen, N. C., where he was a patient in a hospital, asking if the station could contact his daughter, whom he last had seen in Greenville, S. C. Mr. Goodrich aired the information and the daughter was contacted and has arranged a visit to see her father.

Providing it's the middle of this important mid-South region, an advertiser's paradise of progressive communities, all served by the broad circle of WFMY-TV's coverage. Packed into this zone of sales opportunity is a greater amount of buying power than you'll find in such media "musts" as Baltimore, Pittsburgh, San Francisco, or New Orleans.

Strategically located in the middle of almost a billion and a half dollars money waiting to be spent on what you have to sell is WFMY-TV. Many of America's most successful advertisers have discovered how well WFMY-TV reaches and persuades the customers of this growing area. Why not share their good fortune with them?

**wfmy-tv**

Basic CBS Affiliate — Channel 2
Greensboro, N. C.
Represented by Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco
Like, for instance, describing what it takes for really effective representation of outstanding television stations.

Foremost, such representation must be *exclusively TV*—with *all* the effort, *all* the interest devoted uncompro-misingly to that medium. But quality television representation demands, too, a type of aggressive selling built upon long, sound experience in all advertising, and combined with deep insight of station operation.

Anyone who knows advertising, and also appreciates the gigantic impact of the television medium, realizes that TV is far too important to be merely one of two . . . or even three . . . masters served by a single representative.

Stations of the caliber that have selected Harrington, Righter & Parsons, Inc., demand quality representation devoted exclusively to television. Ask any one of them how wise this choice has proven to be.
For in the nation’s second television market, WBBM-TV is already packing your customers in.

Today, WBBM-TV attracts one of every three viewers in Chicago’s average audience; all week long, a share larger than the next two stations’ combined!

And it’s only the beginning. WBBM-TV, Chicago’s Showmanship Television Station, is creating one of the nation’s great TV show places...with new faces, new talent, strongest possible network and local programs.

To assure yourself of the kind of performance which makes sense—and sales—talk over availabilities with WBBM-TV or CBS TELEVISION SPOT SALES today. You’re on next, on . . .

Channel 4 WBBM-TV
CBS Television’s Key Station in Chicago
In Which Algy writes to...

Mr. John Cole
Campbell-Mithun, Inc.
Minneapolis

Dere John:
The W. Va. Chamber of Commerce has just put out some figgers which seems to put th' Gold Seal of approval on th' fact that Charleston is a big market. Our retail sales here in our own county are twice as much as th' second place county. And th' income figgers which I seen on th' boss' desk Shows our county with 13% of th' state. And effen you take the figgers for all th' counties covered by our 5,000 with 580... you finds that it comes to 27% of th' whole state. Gold Seal Snowy Bleach sure gits a good sales punch here Where we got more W. Va. listeners than any other station.

Yrs.,

Algy

THIRTY years with the same advertising agency, from copywriter to executive vice president—is the record of Theodore R. (Rand) McCabe of Beaumont & Hohman Inc., Chicago.

Mr. McCabe has traveled a wide circuit among the agency's various branch offices, winding up in the Chicago headquarters five years ago.

He has been active on all phases of the Greyhound bus account for years, and has personally written, planned or designed most of its national advertising, including television. Greyhound is an avid TV user and probably will spend close to $900,000 in that medium this year, he says.

Ted McCabe celebrated his 30th anniversary with Beaumont & Hohman June 7, that also being the 30th anniversary of the agency.

Born in Fresno, Calif., Aug. 27, 1898, young McCabe's schooling was abruptly ended with the outbreak of World War I, during which he served in the Marines. After the war he took a job with Railway Express Agency.

While attending Fresno Art School he met W. C. Beaumont and later Henry A. Hohman, the two partners who started the agency. He joined the original Fresno office as a copywriter in 1923. That same year he managed the Los Angeles office, shifting to San Francisco in a similar capacity in 1925. Mr. McCabe returned to Los Angeles two years later, leaving in 1929 for the Kansas City office. In 1930 he moved to Cleveland where he remained until 1948. His next stop: Chicago.

Greyhound spent $250,000 on spot in 1951 and $500,000 more in the spring and fall of 1952. It also co-sponsored part of CBS-TV's Omnibus, and used 20-second spots in other markets.

Much of Greyhound's business is handled through the agency's various branch offices—and for some of the advertiser's affiliate organizations (like Northland). Mr. McCabe also has an executive hand in other accounts, including Whirlpool (home laundry equipment), which also uses TV spots. Mr. McCabe has been responsible for motion pictures used by the firm and shown to schools, clubs and church groups—upwards of an estimated 40 million people.

Greyhound is B & H's largest account, with a budget calling for $1,800,000 in newspapers, $900,000 in television, and $900,000 in magazines and other printed media.

Mr. McCabe is married to the former Marian Elizabeth Evans. They have two children—John, 14, and Jim, 8.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000w 590kc CBS RADIO

MACON
WMAZ
10,000w 940kc CBS RADIO

SAVANNAH
WTOC
5000w 1290kc CBS RADIO

the TRIO offers advertisers at one low cost:

- Concentrated Coverage
- Merchandising Assistance
- Listener Loyalty Built by Local Programming
- Dealer Loyalties

in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO
ALL ROADS led to radio for Wally Watts—yet he might have missed the road to success if he hadn’t stuck in the mud.

Watts was one of two Chicago youths who set out for the West Coast in a jalopy in 1923, determined to sign up as shipboard wireless operators on the U.S. Navy's atomic submarine project. But the boys encountered so much mud in Iowa that they were forced to leave the project. Watts returned to Chicago and worked as a salesperson for radio and electronic equipment.

As vice president in charge of the RCA Engineering Products Department from 1946 until his election to the higher post this month, he was responsible for overall planning and supervision of the company's efforts to meet fast-growing equipment needs of TV broadcasters throughout that eventful seven-year period.

And when the prospect of UHF television loomed on the horizon with its promise of greatly expanded broadcast operations, it was again his job to spark and coordinate an all-out program of product development and production.

Recognizing, also, the need of broadcasters for a means of providing their engineers and technicians with instruction in the operation of new circuits and equipment, he encompassed in his program for the department the series of six technical training clinics begun in 1948 and still being scheduled.

Born in Chicago on April 9, 1902, Mr. Watts is a son of the late Frank W. Watts, an architect, and Amelia Trelevan Tapson Watts, both of whom came to this country from their native England in 1884.

The radio bug infected William Walter at a tender age. He had already helped to build and was operating his first "ham" gear in 1912, when he was only 10. A few years later he teamed up with Mr. Page and the two operated an amateur station in the Chicago suburb of Evanston, using the call letters 9BP. Still later, Mr. Page entered a partnership with E. A. Beane, former federal supervisor of radio for the Chicago District, to build broadcast transmitters, and the basement of the Watts home became the production center for one of the nation's first commercial transmitters, built for Chicago's station WBBM.

Mean while, Mr. Watts had attended public grade schools and the Lane Technical High School in Chicago, and had taken a course in wireless telegraphy in the Chicago Telegraph Institute. His first job was clerking in a Chicago bank. Then came the fateful expedition westward with his ham radio partner.

Messrs. Watts and Page spent five days "mushing" through Iowa, "most of the time behind a horse or a tractor," by Watts' own account of the adventure. The great migration ended with jobs in a Denver broadcast station and, six months later, a return to Chicago. There, Mr. Page joined Beane in the transmitter-building venture, and Mr. Watts took a job as a technical writer in the radio department of Montgomery Ward Inc.

From that time forward, Mr. Watts' progress was steady and assured. For all but four of the next 19 years, he was associated with Montgomery Ward, and for all but the last two years of this period, his field was radio.

During his first term with the company, extending from 1923 to 1936, he was advanced to mail order sales manager for radio and electronic equipment, and later for all major appliances and hard goods.

The year 1936 brought a chance that took him back to Iowa, scene of the early turning point in his career. That year he left Montgomery Ward to join the Zenith Radio Corp., with which he served until 1940 as vice president in charge of the Winchinger Corp., a subsidiary with headquarters in Sioux City.

He joined the U.S. Army Signal Corps in 1942 as a major, assigned to the post of Executive Officer for the Signal Corps Stock Control Agency.

After being elevated to the rank of colonel and winning the Legion of Merit award for his services, he joined RCA in 1945 as general sales manager of the Engineering Products Dept. of the RCA Victor Div. It was only six months later that he was elected vice president in charge of the department.

Colonel Watts' government service did not end in 1945, however. In 1951, he was granted a leave of absence from RCA to serve with Maj. Gen. William Henry Harrison, Defense Production Administrator, as Deputy Administrator for Procurement and Production. He was national president of the Armed Forces Communications Assn. last year, and was the founder and first president of the Philadelphia chapter of that organization.

Mr. Watts and his wife, the former Lilian McCormick of Chicago, live in Wynnewood, a suburb of Philadelphia, and are the parents of Mrs. Charles W. Patton Jr. (until her marriage June 6, Miss Mary Elaine Watts), a television actress. As "Red Cotton," she is a star of the TV network show, "Action in the Afternoon.

Mr. Watts' hobbies are photography, golf and hunting. He is a member of the Philadelphia Country Club, the Pine Valley Golf Club, the Institute of Radio Engineers, and the American Radio Relay League.
Reaching MORE Chicagoland television homes (more than 75 per cent) than any other Chicago station on an average day, sign-on to sign-off—ALMOST 10 PER CENT MORE THAN THE SECOND STATION.

Reaching MORE Chicagoland television homes than any other Chicago station on an average weekday, sign-on to 6:00 p.m. —ALMOST 37 PER CENT MORE THAN THE SECOND STATION.

Reaching MORE Chicagoland television homes than any other Chicago station on an average night, 6:00 p.m. to sign-off—SIX PER CENT MORE THAN THE SECOND STATION.

With the highest rating in more quarter-hours during a week than any other Chicago station—48 PER CENT MORE THAN THE SECOND STATION.

With an average rating for all quarter-hours during a week greater than any other Chicago station—26 PER CENT MORE THAN THE SECOND STATION.

The "Q for Quality" Station in Chicago Television

American Research Bureau, April 1953

Quality Programming
Quality Facilities
Quality Audience

Represented by NBC Spot Sales
Baltimore is different! ... and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

**W-I-T-H covers this highly concentrated market efficiently!** You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

*Nielsen proves W-I-T-H's superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.

**IN BALTIMORE WITH**

*TOM TINSLEY, PRESIDENT*

*REPRESENTED BY FORJOE AND COMPANY*

Page 30 • June 22, 1953
FCC FIRES FIRST 'STRIKE' SALVO; ISSUES CP IN PINE BLUFF, ARK.

Stating that facts indicate the Ch. 7 bid of Arkansas TV Co. was not filed in good faith but to delay, Commission dismisses the application and issues grant to Central-South Sales Co. Grants for eight new TV and initial decisions in four cases also are reported.

FCC SPOKESMEN late last week predicted a wave of petitions protesting alleged "strike" or "block" television applications, stemming from the Pine Bluff grant's precede order Thursday which granted Ch. 7 at Pine Bluff, Ark., to Central-South Sales Co. and dismissed the competitive application of Gaylord Shaw trading as Arkansas TV Co. on the grounds the Shaw bid was a delaying action [B&T, June 8].

The same officials indicated the Commission may take action in the near future in additional cases involving "block" complaints. Investigation of such charges is underway, it has been reported earlier.

Flagrant cases, once uncovered and acted upon by FCC, may be referred to Justice Dept. for prosecution, Commission representatives have hinted.

Meanwhile, C. B. Collins, Washington attorney for Piedmont Radio Co., applicant for uhf Ch. 17 at Spartanburg, S. C., in contest with Sterling TV Co., disclosed a letter of June 10 to FCC Chairman Rosel Hyde protesting the story in the June 8 issue of B&T which described Commission efforts to act on alleged "strike" applications.

Claims Not Notified

Mr. Collins denied the source of information that FCC is investigating the Piedmont Radio bid. He wrote that while Piedmont has petitioned FCC to designate the applications for hearing and to dismiss the Sterling bid, "no communication has been received from the Commission [about the petition] but rather an injurious magazine article has been published."

[Editor's Note: Competent FCC authority confirmed that the Commission has sent Piedmont Radio Co. a letter soliciting additional information on its application and circumstances concerning its filing.]

The Shaw Bluff grant was made by the Commission last week promptly after expiration of the 10-day deadline for reply set forth in its McFarland letter to Mr. Shaw. The letter, sent registered air mail after FCC approval of its contents June 4, recited background concerning the Pine Bluff applications and the findings of the Commission's investigation of the case.

Not receiving a reply, the Commission majority comprising Chairman Rosel H. Hyde and Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley on Wednesday voted to grant the Central-South application and to dismiss the Shaw bid. The action was made public Thursday.

FCC's letter to Mr. Shaw concluded "a study of the facts . . . would appear to indicate that your application was not filed in good faith or with intent to construct and operate the television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South."

The successful Central-South Sales Co. principals are John T. Griffin, James C. Leake and John E. Davis, operators of KFPW Fort Smith, KTUL Tulsa and KOMA Oklahoma City. Mr. Shaw is in the construction business at Dallas with Burnett Estes. The latter withdrew his competitive Ch. 7 application at Pine Bluff as Mr. Shaw tendered his bid for the same frequency. FCC's letter notes the engineering portion of the Shaw application duplicates that of the Estes bid.

Mr. Estes still has pending an application at Fort Smith, Ark., for Ch. 5 under the name of Razorback TV Co. which was in mid-January and is in contest with the Ch. 5 applications of Arkansas TV Co. and George T. Hennreich. Both of the latter were filed in July 1952.

Aside from its ruling in the Pine Bluff case, FCC granted a total of eight new TV stations last week and announced initial and final decisions in several hearing cases, pointing up its current concentrated effort to break the pending log jam of contested applications.

Six of the new grants resulted from FCC's new policy to act immediately on survivor applicants in contested cases following dismissal of the mutually exclusive applicant.

The new TV grants follow:

Little Rock, Ark.—Arkansas Radio & Equipment Co. (KARKE), granted Ch. 4 with effective radiated power of 100 kw visual and 60 kw aural, antenna height above average terrain 1,000 ft., Ch. 4 competitor Arkansas TV Co. (includes KWWK Sheaverton and KTHS Hot Springs principalia) amended to enter Ch. 11 contest with bids of Weather, Hill & Alvarez and KLRA Little Rock.

Bakersfield, Calif.—Kern County Bestra.

(KERO), granted Ch. 10, ERP 11.7 kw visual and 5.89 kw aural, antenna 380 ft. Lemert Bestg. Co., which includes Jack Benny as part owner, dropped its Ch. 10 application.

San Jose, Calif.—John A. Vieter Jr., granted Ch. 48, ERP 107 kw visual and 58.9 kw aural, antenna 2,640 ft.

San Francisco, Ill—Quincy Bestg. Co. (WGEM), granted Ch. 10, ERP 316 kw visual and 158 kw aural, antenna 680 ft. Lee Bestg. Co. (WLBL) gave up its Ch. 10 bid because of purchase of nearby KHQA-TV Hannibal, Mo., new Ch. 7 grant [B&T, June 15].

Albuquerque, N. M.—Alvarado Bestg. Co. (KOAT), granted Ch. 7, ERP 22.9 kw visual and 12.9 kw aural, antenna 770 ft. Greer & Greer, grantee for KTVR (TV) on Ch. 2 at Santa Fe, dismissed Ch. 7 application at Albuquerque.

Cleveland, Ohio—Cleveland Bestg. Inc. (WERE), granted Ch. 65, ERP 204 kw visual and 151 kw aural, applicant at 310 ft. FCC dismissed competitive bid of Arkansas TV Co. upon concluding it was filed to delay a grant to Central-South.

In the hearing case actions, FCC announced:

• Initial decision by Examiner James D. Cunningham looking toward grant of Ch. 4 at Denver to Metropolitan TV Co. (KOAA) and denial of the competitive bid of KMYR. The decision would require Metropolitan, within 30 days after final decision, to furnish "concrete proof" of the removal of all presently existing conditions under which NRC has an ownership interest and a controlling status therein through loan agreement for $1.25 million to Bob Hope Productions Inc. [B&T, May 25].

KOAA Programming

The examiner concluded KOAA better demonstrated that local program plans would be carried out, despite KMYR's higher percentage of "back stock ownership and operation integration. He ruled the NRC loan provisions, termed control by FCC's Broadcast Bureau, do not disqualify KOAA. Hope Productions plans to settle the loan upon final grant.

• Recommended grant of Ch. 8 at Portland, Ore., to Mt. Hood Radio & TV Bestg. Corp. (KOID) in initial decision by Examiner Elizabeth C. Smith. Competitive bid of KGW would be denied since, through new merger agreement, KGW owner Samuel L. Newhouse Jr. may buy 50% of KOIN after disposing of KGW [B&T, June 8, May 25].

• Proposal to grant Ch. 13 at Harrisburg, Pa., to Rossmyone Corp. (WCMB Le- moyne, Pa.), in initial decision by Examiner William G. Butts, which would deny competitive application of WHGB. Examiner cited Tribune Publications Inc.'s (WFLL-AM-TV Philadelphia) 50% interest in WHGB and indi-
Piedmont Radio’s Letter

June 10, 1953

Dear Mr. Hyde,

It is more than embarrassing to learn through the lead article in “BROADCASTING • TELECASTING” Magazine, June 8, 1953, that our application for television facilities Ch. 17 in Spartanburg, S. C., is being published as a “strike” application. Even of more concern is the statement in the magazine that the FCC is continuing a second investigation in an endeavor to classify our application as a “strike bid.”

The disturbing factor in this report is—where did the writer of the article get his information? If the information came from persons who have been irregularly and improperly communicating with the FCC, then our application is being considered by persons who are already prejudiced and have already determined the outcome of the merits of our application before affording us an opportunity to be heard.

The Board of Directors of the Piedmont Radio Co. is, as you say, the least, to learn that your honorable Commission has abandoned decorum in permitting irreparably damaging statements to be made to the subject of trivial conversation throughout the broadcasting industry. We believe that if you had personally known of the situation that you would not have permitted the rules of common decency and justice to be abandoned by your staff.

On April 27, Piedmont Radio, in accordance with the rules of the Commission and Federal Communications Act, respectfully requested that the applications of Sterling Telecasting and Piedmont Radio be set for hearing. No communication has been received from the Commission stating whether the petition to set hearing has been granted or denied, but rather an injurious magazine article has been published.

Piedmont Radio Co. has filed before the Commission an application for an engineering site, and we sincerely and conscientiously requests that the Commission grant that construction permit.

Piedmont Radio Co., after having an opportunity to become acquainted with the contents of Sterling Television Co.’s application, is of the opinion that the Piedmont application is more meritorious and would receive a grant after a hearing has been held.

Sterling Telecasting, through its attorney, Mr. E. Butz, has made offers to pay Piedmont Radio Co.’s expenses to date if it will dismiss its application. Piedmont Radio is not interested in considering this proposal. It is not in the nature, but is interested in receiving a construction permit to fulfill the desires of the stockholders.

Since the formal statement, show cause order, or request has been received from the Commission, we can find no procedure in the rule which guides us in answering this damaging allegation.

We most respectfully request that you, as chairman of the Commission, inform us as to what procedure we should undertake to insure that our application be processed in the spirit and demeanor in which it was filed.

C. B. Collins, Attorney
PIEDMONT RADIO CO.

By Direction of its Secretary

facturer William B. Smith [B+W, June 8].

Competitive bid of WNEB was withdrawn earlier. Grant specifies ERP of 200 kw visual and 106 kw audio.

The Commission last week also advised Mountain States TV Co., permitted for uhf Ch. 20 KIRV (TV) Denver, that it is unable to determine “that you have been diligent in proceeding to obtain your outstanding permit or that you have been prevented from commencing such construction by causes not under your control.”

FCC gave 30 days for reply.

Baton Rouge, La., Ch. 2 contestants Louisiana TV Bstg. Corp. and Southern TV Co. of Baton Rouge Inc. were designated for hearing July 17 in Washington. Louisiana TV represents a merger of two former Ch. 2 contestants, WJBO and WLCs, the latter proposed to be sold after grant. Southern TV is headed by attorney Jack P. F. Gremillion, formerly interested in WAFB there.

Grand Rapids, Mich., Ch. 23 case was set for hearing in Washington on a date to be determined. Contestants are W. S. Butterfield Theatres Inc. and WGRD, the latter now in hearing with its protest of Versus Radio & TV Inc. bid for Ch. 22 Grand Rapids, Mich.

The Commission added its 245th educational TV channel by finalizing its proposal to add uhf Ch. 70 at Bowling Green, Ohio, and made formal a request of commercial uhf Ch. 55 to Porterville, Calif.

In the Pine Bluff case, FCC’s letter to Mr. Shaw noted that Central-South filed for Ch. 7 on Dec. 9, 1952, while Mr. Shaw’s Dallas business, Sterling Telecasting, through Mr. Estes, filed a competing bid on Dec. 29. The latter stated Mr. Estes withdrew the application in late January but at the same time Mr. Shaw filed, the latter’s bid copying the engineering of the Estes application. FCC determined that as defective since the proposed site was on land the availability or suitability of which was never sought.

Battle of Petitions

Concerning the Spartanburg Ch. 17 contest, FCC records show that Sterling TV Co. filed on Feb. 16 while Piedmont Radio Co. filed on March 17. Piedmont April 27 petitioned for “application to make a competitive hearing and asked that the Sterling bid be dismissed for allegedly failing to meet South Carolina incorporation requirements.

Sterling Telecasting, while stating that Piedmont misunderstood the state laws also asserted “to strike as sham or disfave for want of good faith” the Piedmont bid [B+W, May 11]. Sterling also attacked applications of Piedmont principals in Greenville, S. C., now dismissed, and Hattiesburg, Miss., as speculative.

In reply May 8, Piedmont charged the Sterling petition “contains many misstatements and false premises, and is misleading in the conclusions it attempts to establish” [B+W, May 18].


Sterling TV is composed of Sterling W. Wright, Robert M. Carlisle and Fred W. Gomby, who are principals in WBCU Union City and WMC Greenville, S. C.

Reports from the new grantees:

Fred J. Nahas, executive vice president of KXYX, said no firm date has been set for the new uhf Ch. 29 station because this is contingent upon the sale of WBZ. But when it is decided, Glenn McCarthy, station owner, had ordered “full speed ahead.” KXYX is ABC, Free & Peters is representative.

John Esau, speaking for Central-South Sales Co., Pine Bluff, asserted the Ch. 7 station should be on the air within three months. It will originate through a new transmitter in line, he said, pointing out the station is located 27 airline miles from Little Rock. Avery-Knodel is national representative.

T. K. Barton, vice president and general manager of KARK, Little Rock, said FCC’s grant of Ch. 4 that installation of an entirely new plant for both AM and TV is contemplated and perhaps “six months” might be entailed in construction. He asserted RCA equipment would be used throughout.

KARK is an old line affiliate of NBC and is represented nationally by Edward Petry & Co.

Joseph S. Bonansinga, vice president, treasurer and manager of WQEM Quincey, Ill., said no date has been set for the Ch. 10 station.

Equipment will be DuMont. WQEM is affiliated with ABC.

Gene DeYoung, president and general manager of KERO Bakerfield, said a target date has been set for late September for the Ch. 10 station. RCA equipment will be used. NBC affiliation is set, he asserted, with Avery-Knodel national representative.

Richard M. Klaus, general manager of WERE Cleveland, said the new uhf Ch. 65 station probably would be on the air by fall.

D. L. Taylor Co. will be national representative, he said.
that Mr. Estes offered to withdraw his application for $26,000, which sum was not paid. Mr. Estes, however, later agreed to withdraw his application on the basis that he had been told by his bank to do so. Mr. Estes agreed to withdraw on Jan. 12, 1953, but would not sign a form withdrawing his application in the meantime. On Jan. 17, 1953, he wrote the Commission a letter withdrawing his application. The application was dismissed by the Commission on Jan. 22, 1953.

(c) The Shaw application shows Mr. Shaw as having a net worth of $1,000,000 and annual income in excess of $100,000 a year for taxes. Evidence obtained by the Commission's investigation raises serious question as to the accuracy of these figures. Since the Shaw application engineering data was a copy of the engineering data contained in an exact duplicate of the Estes application insofar as engineering, financial and program matters were concerned.

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For your information, Sec. 308(b) of the Communications Act of 1934, as amended, states in relevant part that "The Commission, at any time after the filing of such original application and during the term of any such license, may require an applicant or licensee to furnish additional, written statements of fact to enable it to determine whether such original application should be denied or such license revoked." Moreover, Sec. 308(b) of the Communications Act of 1934, as amended, by Sec. 7 of Public Law 854, requires that before any valid application be designated for hearing, the Commission must, upon request of the applicant, give the applicant an opportunity to inform the Commission of any reason why it believes the application should not be designated for hearing. Additionally, Sec. 1361 of the Communications' rules and regulations provides for dismissal by the Commission of defective applications.

A copy of the facts set out above would appear to indicate that your application was not filed in good faith or with intent to construct a television station, but rather was filed for the purpose of delaying or hindering a grant of the mutually exclusive application of Central-South Broadcasting Company.(BPCT-1479). Moreover, the facts surrounding the selection of your transmitter site indicate that at no time was there any inquiry made with respect to either its suitability or availability. Accordingly, in the light of the above facts and the rules and regulations set forth above, you are directed, pursuant to Sec. 308(b) of the Communications Act, to file with the Commission within 10 days of the date of this letter a verified statement. This statement should state specifically the respects in which you believe the information set forth in paragraphs (a) through (f) above to be incorrect, together with a full and specific statement of what you believe to be the actual facts. Upon receipt of your response, the Commission will give prompt consideration to whether it should take further action upon the basis of your application being defective within the meaning of Sec. 1361(c) or whether it should take further action upon the basis of your application having been filed to impede or delay the Central-South application. In the event the Commission determines that a hearing may be necessary, you are informed that the issues in any proceeding arising out of such hearing will be based upon the facts set forth in paragraphs (a) through (f) above.

By Direction of the Commission
T. J. Slowie
Secretary

CC: Lee Shipps, Esq.
Great National Life Bldg.
Dallas, Tex.

Approved Commission meeting, June 4, 1953.
TV Agenda, Item 6

SUMMER, FALL SHOWS FIND BUYERS

Two advertisers take network TV summer time with two others planning part sponsorships of 'Omnibus.'

SALES activity continued to be kinetic in network television last week with at least four advertisers signing up for shows.

The sponsors are General Foods (Post Cereals Div.), Revlon Products Corp., Greyhound Corp., and the Scott Paper Corp.

Post Cereals Div. of General Foods, effective

Citrus Group Cuts Money For Radio, Increases TV

THE FLORIDA Citrus Commission sliced radio's share of its proposed 1953-54 advertising budget to $120,425 and increased TV's share to $620,750 at the group's meeting Wednesday at Lakeland with representatives of its agency, J. Walter Thompson Co. TV tentatively has been allotted $485,435 and radio $240,851 in the group's original $2,803,000 budget proposed earlier [BT, June 8].

An additional $120,425 may be invested in radio, however, as the season progresses and more money becomes available from a state orange assessment. It was revealed at the meeting.

TV spots starring Miss America will be started immediately in a 13-week test using seven spots weekly in Los Angeles, San Francisco, Denver, Seattle-Tacoma, Salt Lake City, Spokane and Portland.

The commission's advertising committee, headed by Robert Wooten, Tampa, and J. Walter Thompson Co., were asked to look into the possibility of obtaining services of Tom Moore to advertise Florida citrus products for 52 weeks over the entire Mutual network for a half-hour, five days a week, at an estimated cost of $350,000. It was felt part of the cost might be underwritten by the Florida State Advertising Commission.

HERSCHEL CONDON, new president of Cincinnati's Dow Drug Co., prepares to celebrate his firm's 70th anniversary this month as he signs for Tom McCarthy's noon news broadcast over WKRC Cincinnati five time weekly. Smiling on the contract-signing are (l to r) C. K. Smith, secretary-treasurer of Dow's; Newman McCarthy; Lou Mueller of the Muller Adv. Agency; Herb Heilbrun, WKRC sales representative, and Hubbard Hood, WKRC sales manager. Mr. Condon also is president of Brunhoff Manufacturing Co., Cincinnati, recently acquiring controlling interest in Dow's. For several years he was owner of the Farm & Home Center, Milford, Ohio, and used Mr. McCarthy's programs over WKRC as his advertising medium then

ADVERTISERS & AGENCIES

Compton Adv. Getting Ready for Color Film

COMPTON ADV., New York, agency for Procter & Gamble Co., Cincinnati, is looking into the possibilities of filming its shows in color.

Lewis Titterton, vice president in charge of radio and television for the agency, will be on the West Coast this week to work out production details involved in color filming for one of the shows.

Although the agency does not consider color television is in any way imminent, Robert D. Holbook, president, cautioned, it is felt a detailed plan of operation should be ready even if it doesn't have to go into effect for a year or two.

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BROADCASTING • TELECASTING

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BROADCASTING • TELECASTING
WPRS First Must See ‘Gleem’ of P&G Cash

IF THERE’S newsworthiness in a Comp-ton Adv. handout eulogizing the new Procter & Gamble “Gleem” toothpaste, WPRS Paris, Ill., isn’t aware of it.

The station has written Joseph Field, publicity director of Comp-ton in connection with a Gleem handout directed at women commentators. The agency’s handout, curiously, spells it “Procter.”

Unimpressed by the claim that Gleem has “sparkling new flavor” and its GL-70 “fights decay every-time youngsters use it,” A. C. Ferguson Jr., WPRS general manager, wrote Mr. Field in this vein:

“We are a 500 w independent station located on five acres two miles west of Paris, Ill. We are proud of our station and are doing a good business. However, once in a while we listen to network stations to see what the rest of the world is doing. We hear ‘Gleem’ all over the place. We presume that this time is given to Procter & Gamble is a release for women commentators for their programs, at no cost.

If that is true, we are willing to run it in the same manner.

It also happens, although we are located out here in the country, that we sometimes read the revenue reports showing receipts from Procter & Gamble to the networks, and it is assumed by our slow-working brains that perhaps Procter & Gamble is paying, at least, for some of their advertising.

To sum up, if you have nothing better to offer, do not waste postage on sending out such releases to the station. It is needless to say that we have no Procter & Gamble products being advertised on this station.

Local TV Spots on Films Prepared by U-l for Exhibitors

TELEVISION spot announcements on a local level will be included in advertising campaigns prepared by Universal-International for its summer releases, it was announced last week by David A. Lipton, vice president in charge of advertising and publicity.

The motion picture company has prepared a series of 60-second and 20-second spots on all films being released during July and August he said. These are available to exhibitors through the company’s home office in New York.

While TV has been used in the past on selected U-l feature films, this marks the first time video spots have been made available on an entire group of releases, Mr. Lipton said.

Esty Expands Research

EXPANSION of research operations staff of William Esty Co., New York, was announced last week by James J. Houlahan, agency president. Bernard H. Ober, ABC research analyst, has been named supervisor of media and sales research, and Kernzell K. Scholer of the Survey Research Center, U. of Michigan, will direct the department’s consumer research program.

In addition, Mr. Houlahan announced the appointment of James M. Stewart, advertising manager, J. T. Baker Chemical Co., as assistant account executive on the Continental Carbon Co. account, effective June 29.

Lorillard Elevates James

ALDEN JAMES, director of advertising of the P. Lorillard Co., has been elected a vice president of the company effective July 1.
KATZ FORMS STATION FILMS INC.
TO BUY FILMS FOR CLIENT OUTLETS

Agency President Eugene Katz says SFI, to be headed by Robert Salk and to get underway Aug. 1 on a non-profit basis, will enable client stations to obtain "the best available film economically and efficiently."

STATION Films Inc., has been formed by The Katz Agency as a film-buying service for the TV stations represented by Katz, it was announced Friday by Eugene Katz, president of the representative organization. Robert H. Salk, formerly TV program manager of Katz, will head the new operation, which will get under way officially Aug. 1, with offices at 30 Rockefeller Plaza, New York.

In announcing the new service, Mr. Katz said his organization has been a "vigorous advocate of film since the inception of commercial television—film for advertisers who want to make the most flexible and economical use of TV, film for stations to strengthen their program structures. The formation of Station Films Inc. is a logical extension of these policies."

Service to Stations

SFI should serve its client stations "by enabling them to obtain the best available film efficiently and economically," Mr. Katz said, and by establishing a central buying office for an important group of stations SFI also should reduce sales costs for the producers and distributors of film for television "and encourage their output of improved film." The film performance data which Station Films will collect for its client stations, together with its "produce better station programming and more useful film programming for advertisers," he commented.

Station Films will have three major areas of operation, Mr. Salk explained. First, we will scout new film properties for our station clients, he said. "By our representation of a large group of major market outlets we expect to be in a position to obtain for our stations first runs of good film programs in their territories."

Second function of SFI will be to fill custom orders of stations for specific types of films needed for particular segments of their program schedules. In this function, SFI will serve its station clients in much the same way that a resident buying organization in a major production center serves retail stores throughout the country.

Finally, Station Films will maintain a pool of information on films available for station use, with full data on their success in building audiences for TV stations and sales for advertisers in previous telecasts in other markets, if the films have been aired earlier, as well as details of price, running time, program content and similar descriptive material, Mr. Salk said.

Station Films will operate on a non-profit basis, supported by its member stations. Contracts were in the mail last week to the TV stations represented by The Katz Agency. That group, the potential client list for SFI, includes: KPHO-TV Phoenix, KLAC-TV Los Angeles, KPIX (TV) San Francisco, WNIT-TV New Haven, WMAL-TV Washington, WAGA-TV Atlanta, WPMB-TV Indianapolis, KTVY (TV) St. Paul, WMAQ-TV Chicago, WMAB (TV) Baltimore, WJBK-TV Detroit, WOHD-TV Grand Rapids, WJTV (TV) Jackson, Miss., WHIN (TV) Syracuse, WKRC-TV Cincinnati, WXFV (TV) Cleveland, WTEN (TV) Columbus, Ohio, WSPD-TV Toledo, WKY-TV Oklahoma City, WJAC-TV Johnstown, Pa., WHTF-TV Philadelphia, KEYL (TV) San Antonio, KKQV-TV Spokane, WSAS-TV Huntington, W. Va., Katz also will represent WMAZ-TV Macon and WMT-TV Cedar Rapids when they begin operations in the fall.

Reed Productions, UTP Sign Pact to Cut Costs

Agreement between Roland Reed Productions and United Television Programs bars commission to UTP for acting as national sales representative but gives the firm syndicate rights at an increased distribution fee.

ROLAND REED Productions, Hollywood, and United Television Programs have signed an agreement which they believe will offset rising TV programming costs for the sponsor while maintaining a high quality of entertainment, Guy V. Thayer Jr., vice president and executive producer of RRP, announced last week.

Under the agreement, UTP, acting as the producer's representative on national sales, will forego any commission for such representation, it was explained. In return RRP will give UTP syndicate rights to the shows, when available, at an increased distribution fee permitting the distributor company to make up its sales cost.

"This will give Roland Reed Productions year round national sales representation at no cost to the sponsor or agency and insures future quality product for syndication to United Television Programs" Mr. Thayer said. "In effect it means that they will be long, and absorb sales costs by paying an increased distribution fee for syndication."

First two series under the new sales arrangement will be Men of Justice, starring Gene Lockhart, and in production, and Waterfront which stars Preston Foster.

In its July 13 issue BET will publish a special feature section devoted exclusively to articles on television film, how to produce it, where to buy it, how to use it.


NBC FILM SETS
INNER SANCTUM'

LAUNCHING of the Inner Sanctum mystery shows for television by the NBC Film Div. was announced Thursday by Robert W. Sarnoff, vice president in charge of the division, who disclosed that production will start July 6 on the first of 39 filmed programs.

Producing the series, Mr. Sarnoff said, will be Himan Brown, veteran radio and TV producer, who created and produced the original Inner Sanctum mysteries heard for many years on radio. Mr. Sarnoff added that the shows will be filmed entirely in the East, with most of the shooting in New York. The first of the programs are expected to be ready for release and syndication in the fall.

Using All Available Talent

"This is something we have looked forward to doing for a long time," Mr. Sarnoff declared. "In order to bring the highest quality TV films to regional and local markets, the NBC Film Div. has thrown the full resources of its organization behind the project. Utilizing the talents and production know-how of such men as Carl Stanton, film division director, Stanton M. Osgood, manager of film production and theatre TV, and Brown, we hope to project the real feel of the theatre into this series."

Mr. Brown said that production will be at the rate of one show a month, with Broadway talent to be recruited for starring and featured roles in the series. He added that a stable of five writers already has completed six scripts, with at least seven more expected by the time production starts.

ATLAS TV Expansion Plans

IN LINE with expanding operations, Henry Brown, president of Atlas Television Corp., announced last week plans for setting up five major territories of the company to be headed by regional sales managers who will supervise divisional salesmen. Mr. Brown said Atlas' library has grown to 900 titles, including features, westerns, comedy shorts, sports, and children's film programs.

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BMI SETS UP TV FILM MUSIC DEPT.; ZIV TELEVISION ALREADY CONTRACTED

Richard L. Kirk is named director with Claude Barrere as eastern director.

Establishment of a television film music department of BMI and appointments of Richard L. Kirk as director, with headquarters in Hollywood, and of Claude Barrere as eastern director were announced Friday by Robert J. Burton, BMI vice president in charge of publishing and writer relations.

All TV films have some music, even if in 90% of them the music is only incidental, Mr. Burton explained. Someone controls the performance rights to each piece of music, he said, all according to the rights of the telecasting of the film. Accordingly, BMI has for some time been considering how best it might serve the TV broadcasters, the film producers and the ASCAP. The result of this thinking is the organization of BMI's new TV film music department.

First function of this department will be to acquire performing rights in music used in TV films. Mr. Burton said. Mr. Burton noted that this process, BMI will control for its TV customers the basic bread-and-butter musical ingredients of their programs. A blanket contract has already been negotiated with Ziv Television Programs for all Ziv TV shows, including Cisco Kid, My Favorite Story, Boston Blackie, and The Unexpected. Other TV film programs whose musical performing rights are now held by BMI include Dangerous Assignment, You Bet Your Life, Burns and Allen, Schlitz Playhouse, and a score of others, Mr. Burton said.

During the 1941 period when the broadcasters refused to accept licenses to perform ASCAP music on the terms offered them, many programs underwent sudden changes of theme music from tunes licensed through ASCAP to others that were available for broadcasting. Such changes are serious enough in the case of programs broadcast live, Mr. Burton noted, but infinitely more so if loss of the right to use the music on the air calls for making new sound tracks for all the filmed programs already completed for telecasting in the future.

Current ASCAP Situation

Underscoring the importance to producers, TV broadcasters, and sponsors of the need for obtaining continued clearance of the right to use filmed TV shows without changes in their music, Mr. Burton announced this is the current ASCAP situation, with the blanket license for telecasting expiring the end of this year and the per-program ASCAP licenses awaiting determination by the Federal Court in New York.

Along with the acquisition of musical rights for filmed programs, BMI also is securing the rights to music used with regularity on live TV program series. Howdy Doody, Kukla, Fran & Ollie, and This Is Your Life were cited as examples of the live shows whose integral music is now controlled by BMI.

Another major activity of BMI's new department will be under a general advisory and consultant service on video music problems to advertisers, agencies, package program producers, and other individuals or organizations seeking help with problems of this nature, Mr. Burton stated.

The director of the BMI TV Film Department, Mr. Kirk, has been with BMI for the past seven years. He has been active primarily in the non-broadcast field, handling the use of BMI-licensed music by hotels, restaurants, dance halls, etc.

Mr. Barrere was manager of syndicated program sales for NBC and assistant advertising and promotion manager of WEA New York (now WNBC). On leaving NBC in 1946 he opened his own program representation business. Most recently he served as director of Member Service of BAB.

Film Sales

Guilf Films, New York, has sold The Liberator Show to the Neechi Sewing Machine Co., New York, on WNBTV (TV) New York, starting July 5 for 39 weeks, through Dave, Dane & Bernbaum, New York. The half-hour show currently is in 61 markets.

KFOR-TV Lincoln, Neb., has signed for Interstate Television Corp.'s The Amazing Tales of Hans Christian Anderson, on a 13-week basis.

Louis Weis & Co., Hollywood, has leased three-run rights of "That's My Boy," feature film starring John Wayne, to WJIB-TV Detroit for a one-year period. The distribution firm also has signed a one-year contract with WCAU-TV Philadelphia for unlimited runs of 10 Walt Disney and four "Krazy Kid" cartoons.

Jerry Fairbanks Productions, Hollywood, will send a production crew to Bavaria early next month to make a 30-minute documentary film in color on the business of brewing for Miller Brewing Co., Milwaukee. TV release plans have not been completed.

Academy Films Inc., Chicago, has completed TV spots in both color and three dimension for use by Atlanta Baking Co. (Holsum bread), heavy radio-TV user. Twenty-second announcements will be projected to Atlanta sales managers' meeting June 22, with 3-D utilizing the hologram system. Also on the program to have produced the first 3-D industrial film in the country and also produces regular Holsum TV announcements. Agency: W. E. Long Co.

George F. Foley Inc., New York, has been signed to produce a series of filmed TV shorts for U. S. Coast Guard recruiting.

Availables

Video Pictures Inc., New York, last week started screening for prospective sponsors the first film of its new Your Zoo Reporter series. The film is producing the half-hour programs in cooperation with the New York Zoological Society, which operates the Bronx Zoo.

National Safety Council has just published the 1953-54 edition of the National Directory of Safety Films, listing 963 motion pictures and slide films for use in accident prevention. Films in the related fields of first aid, fire prevention and civil defense are included. The directory will be kept up-to-date with quarterly supplements. Copies of the directory are available for 75 cents each from the Council, 425 N. Michigan Ave., Chicago 11.

Production

Science Consultants, Hollywood TV production company, has been formed by Dr. Heinz Haber, UCLA engineering professor formerly with the Dept. of Space Medicine, USAF, and Marche Goddard, industrial engineer. The group will produce a 52 half-hour TV film dramatic series titled Video Science, dealing with phases of popular science, and designed to be entertaining as well as educational.

S & S Enterprises, formed in Seattle in 1950 to produce 16mm yachting films, is expanding into commercial film production, with headquarters at 907 East Columbia St., Seattle 22; phone East 5815.

Production director is Curt Roberts, with Criterion Films Inc., Seattle, from 1949 to 1953 as writer-director. Ralph Hansom joined S & S early this month to augment the sales effort. For the past five and a half years, he has been on the sales staff of KING Seattle.

Now in production at S & S, according to Mr. Roberts, are three documentaries One, Gillnetters of the Bering Sea, is a 26-minute documentary being produced for nationwide television release.

House of Selznick, new Hollywood TV film production company headquartered at General Service Studios, has been formed by Leon D. Selznick and has in preparation for late July shooting a 13 half hour anthology type series, Stage Seven.

Kurt Simon Productions, Hollywood, has started shooting the first four in an educational series of 26 half-hour live and animated cartoon color films on nutrition at Eagle Lion Studios. Kurt Simon is producer-director, with Ed Levitt animation director. Series will be distributed to TV stations by Gateway Films, San Francisco, starting in the fall.

Film People

Richard G. Godney, account executive of Consolidated Television Sales, has been appointed midwestern branch manager of the company, succeeding Stuart V. Dawson, who has resigned. Mr. Godney formerly was with United Television Productions and with the TV division of United Artists Productions.

Robert F. Blair, 1515 Euclid Ave., Cleveland, has been appointed to represent Louis Weis & Co., Hollywood TV film distribution firm, in Ohio.

Charles W. Golt, Look advertising department, joins the New York sales staff of Ziv Television Programs.

Charles Barton has been named permanent director by Revue Productions, Hollywood, on a new half-hour film series called Meet. Mr. McNutley, being produced at Republic Studios.

Don Wilson, radio-TV announcer, joins Jack Chertok Productions, Hollywood, as head of live-action TV spot commercial divisions. He continues announcing assignments on CBS-AM-TV's Jack Benny Show and other programs.

Broadcasting Telecasting
Addition of three producers by Ely Landau Inc., New York, was announced last week. Harold Young joined the TV film series production firm as director and supervising editor; James Neilson as director, and Oscar Rudolph as co-director. They have been assigned to The Patsy, a 26-part series of half-hour TV films which the Landau organization put into production in June. Mr. Neilson recently directed the Ford Theatre TV film series for Screen Gems Inc.

Michael Mead, CBS-TV casting department, has been named casting director of Ely Landau.

Edward Rein, free lance writer and previously with the Phillips H. Lord radio production company, appointed a production assistant with the company.

Robert Beasley, formerly with the Jerry Fairbanks organization, joins Productions On Film Inc., Cleveland, as director of sales. George Murphy, for the last several years associated with Escar Motion Picture Services Inc., Cleveland, joins Productions as assistant to Murphy McHenry, vice president in charge of production. Mr. Murphy will supervise the television slide laboratory. Mr. McHenry, productions president, also said the company plans immediate expansion of production facilities.

Richard H. Rogers to Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., in sales service capacity. Previously Mr. Rogers operated his own firm, The Rogers Co., acting as eastern sales representative for several west coast TV film companies.

John London, production co-ordinator on the filmed CBS-TV Amos 'n' Andy series produced by Hal Roach Studios, Culver City, joins Desilu Productions, Hollywood, as assistant production manager.

Mac Davis, sportswriter and author of six books on sports subjects, has been signed by Guild Films Co., New York, to write three five-minute They Made Sports History scripts per week for 15 months. Scripts will be built around personalities in the Guild Sports Library, which the company said now is on 27 stations.

Duncan Renaldo, star of Ziv TV's Cisco Kid, is in the hospital with a fractured vertebra, received during filming of the series at Iverson's Ranch, Chatsworth, Calif.

NBC Film Division Appoints Grey Adv.

NBC Film Div. last week named Grey Adv., New York, to handle its advertising activities, effective Aug. 15, including promotion, merchandising and direct mail.

NBC's announcement said "the rapid expansion of the film division, the constant enlargement of its list of film properties, and its plans for intensive local promotion and sales campaigns have made it desirable to separate those activities from the other divisions of NBC which heretofore provided various services for the film division."

Grey Adv. was said to be preparing a co-ordinated, comprehensive campaign "covering all facets of promotional and merchandising activity."

Games of Week Again

CONSOLIDATED Television Sales will distribute All American Game of the Week this fall for the second season, under arrangement with Sportvision which films top collegiate games each week and edits them to half-hour features.
NARTB RADIO BOARD, REVISION CODE, FINDS ADVERTISING SECTION HARDEST

NARTB board checks new features of the revised Radio Standards of Practice, as submitted by the Meagher committee, including a preamble, new principles on news, radio's obligation to education and culture and a new board election calendar, but the section on advertising standards brings differing views.

NARTB is modernizing its five-year-old advertising Radio Standards of Practice, with history repeating itself as the advertising part of the code provides the toughest problems.

NARTB's Board of Directors, meeting last Wednesday in Washington, cleared much of the streamlined document on a preliminary basis but there's still work to do before a new set of radio standards goes into operation. The board spent most of the day going over a revised set of standards prepared by a committee headed by John F. Meagher, KYSM Mankato, Minn., Dist. 11 director. The combined Radio and Television Boards met Friday.

While general clearance was given much of the committee's work, the Radio Board proposed further refinements. The revised document will be returned to networks and others for review. Final action may not come before the November board meeting, with new advertising provisions still to be prepared.

A new feature has been written into the radio standards—a preamble, which cites the history of the document.

News Standards Revised

The Radio Board completely revised the standards on news. Emphasizing accuracy, it endorsed a new section that breaks down news-casting forms of rendition.

A new section covering the broadcaster's obligation to education and culture follows a similar section of NARTB's parallel television standards, the Television Code. The TV Code was considered separately by NARTB's Television Board (see separate story page 35).

The discussion of advertising standards brought differing views on ethics of copy, length of commercials and adherence to language, and multiple commercials. Just the week before, the NARTB TV Code Review Board had warned against "bait" advertising (Broadcast June 6).

When the original standards were discussed at the 1947 and 1948 conventions, delegates fought hardest over the advertising provisions. The 1953 rewriting job on the radio standards was not completed in time for the Los Angeles convention.

In its next major action, the Radio Board approved a new nomination and election calendar for members of that board as submitted by C. E. Arney Jr., secretary-treasurer. Roughly, the new formula works like this:

Official list of upcoming vacancies will be published not later than Dec. 1, 1953; certification of eligibility form for nomination to be mailed by Dec. 15 to each active member radio station; names for eligibility list must be returned by Jan. 15, 1954; nominating forms and certified list of eligible persons to be mailed by Feb. 15; ballots to those eligible to vote for nominees; each station votes for one name for each designated office, returning by Feb. 15 to NARTB secretary-treasurer; final ballot forms to be mailed by Feb. 24, returnable March 9.

Mr. Weaver predicted that color "is going to be a revolutionary force in advertising" and will "increase the advertising budget's share of overall selling and distribution costs in the economy." He added that color will help solve some problems rather than make them more serious.

"Once color comes, many industries must use stations. Network directors are appointed.

A report on a survey of small-market radio stations was submitted by Lee W. Jacobs, KBBK Baker, Orc., and Edgar Kobak, WTWA St. Louis.

GREETING NARTB President Harold E. Fol- lows at Kentucky Broadcasters Assn. meeting were (1 to r): Mike Layman, WSCF Somerset; Victor A. Sholis, WHAS-AM-TV Louisville; Mr. Fellows; James D. Russell, KVOO-AM-TV Colorado Springs; Ernest Lackey, WHOP Hopkinsville, and Gilmore N. Nunn, WLPX Lexington.

Mr. Weaver, vice chairman of the NBC board, declared last week. Mr. Weaver spoke before the 26th annual dinner meeting of the Chicago Economic Club at the Palmer House last Monday.

WEAVER CHAMPIONS ADVENT OF COLOR

NBC board vice chairman tells Chicago Economic Club that color TV will increase broadcasting's share of the advertising market.

COLOR television will increase broadcasting's share of the national advertising budget and its power will broaden the TV market, with new advertisers sharing sponsorship of programming, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, declared last week. Mr. Weaver spoke before the 26th annual dinner meeting of the Chicago Economic Club at the Palmer House last Monday.

Fairfax Cone, president of Foote, Cone & Belding, was elected a second vice president of the club during election of officers.

Mr. Weaver predicted that color "is going to be a revolutionary force in advertising" and will "increase the advertising budget's share of overall selling and distribution costs in the economy." He added that color will help solve some problems rather than make them more serious.
television, color television, importantly, in their market area. Mr. Weaver asserted: "Yet, these industries may have small budgets, need year-round selling effort, and need all-family viewing, that is, nighttime or early morning advertising efforts."

With shared sponsorship, he said, a new sales pattern will emerge, with broadcasters attracting circulation by programs and offering advertisers a variety of audiences.

Noting that NBC has pioneered in shared-sponsorship type of programming, Mr. Weaver said: "the huge power of network television is available to the little man. This is important to the economy, for in radio, patterns were never devised to take care of the small advertiser."

NARTB's Smith Addresses Md.-D.C. Broadcasters

THE KEY to prosperous radio and TV operation can be found in responsible community service, John H. Smith Jr., NARTB promotion and FM manager, Mr. Smith asserted in an address to the opening luncheon of the Maryland-D. C. Assn. of Radio & Television Broadcasters. The association met Thursday-Friday at Ocean City, Md.

Speaking on "Money From Home," Mr. Smith advised broadcasters to inject "Vitamin P"—programming, promotion and public relations—into their operations at the local level. Charles Truitt, WBOC Salisbury, association president, presided.

Mr. Smith urged development of local personalities and expansion of local programming, including newscasts and music. He advised salesmen to call on local merchants with specific programs aimed at specific audiances.

Moore Heads Coast TV Group

RICHARD A. MOORE, KTTV (TV) Hollywood, has been elected president of the Television Broadcasters of Southern California. He succeeds Don Fedderson, KLAC-TV, that city, who continues on the board. Other officers: James T. Aubrey Jr., KNXT (TV) Hollywood, and Donn B. Tatum, ABC, secretary-treasurer. Other directors: Don Norman, KNBH (TV) Los Angeles; Klaus Lundsberg, KTLA (TV) Los Angeles; George Whitney, Don Lee-TV; Howard Chernoff, KFMB-TV San Diego.

NARTB MAPS PLANS TO SPEED TV CIRCULATION MEASURING

Plus-million dollar project takes form as TV board beams on Cawl plan. Plan will go to network presidents and researchers, agency, advertiser officials.

NARTB's plan to measure TV station and network circulation cleared major TV Board hurdles last Thursday as steps were taken to speed up the project.

The million-dollar-or-more job is now taking definite form. Directors lent approval to the basic format that it appeared at the weekend that an operating circulation plan might be under way within the year.

Meeting in Washington Thursday, the TV Board spent much of its time working over the plan, which is designed to match the circulation audits of printed media.

The project is designed to do for television what BMB did for radio, without the handicap of widespread opposition and without the mistakes that marred the two BMB studies.

At the weekend the circulation project looked like this:

- The TV Board likes the plan conceived and developed by Dr. Franklin R. Cawl, former Wharton (U. of Pennsylvania) professor now a marketing-research consultant, and refined in recent weeks by a special TV Board committee headed by Campbell Arnoux, WTAR-TV Norfolk, Va.
- It voted to enlarge the three-man committee to include telecasters outside the board rolls. On the original committee with Chairman Arnoux are Clair McColough, Steinman Stations, and Ken Carter, WAAAM (TV) Baltimore.
- The refined plan will be submitted to network presidents and research directors, along with key agency and advertiser officials.
- Strict secrecy will be maintained to prevent appropriation of the format by interests outside NARTB.
- The enlarged committee will report its findings to President Harold E. Fellows as soon as possible.
- President Fellows will call a special meeting of the TV Board to take final action on the project, if the committee's report justifies such a course.
- Dr. Cawl was present at the TV Board's meeting Thursday. It is expected he will continue to work with the committee, perhaps handing industry contacts and any pilot studies necessary to work out the details. NARTB is to control all rights in the project.

Since the undertaking is a vast task surpassing a million dollars in cost, it appeared likely that NARTB would turn over the operation to a separate corporation, possibly along the general lines of BMB. The whole NARTB trade association operates on a budget of around $750,000 a year.

While details of the plan are closely guarded, it's likely TV's circulation will be measured under a brand new technique. Program popularity and ratings will not be touched but number of TV sets and tune-in at various times of the day are to be calculated. Collection of information will be a major research job, including a combination of personal and telephone interviews as well as mail techniques.

Dr. Cawl, a past president of Market Research Council and active in research and merchandising fields, developed the Cawl buying power survey of Philadelphia while teaching at Wharton. He originated continuing store audits in the food and drug field years ago as well as pioneer continuing panels of consumer buying. His advertising experiences include seven years with the Kudner agency, handling sales analysis, copy testing, radio and TV, as well as rating services.

Taking an active part in the new TV circulation project for NARTB is Richard M. Allerton, manager of the Research Dept. Mr. Allerton has had extensive marketing and advertising agency experience as a consultant and research director.

Code Developments

John E. Fezter, WZKO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Re- view board, reported to the TV Board on code developments in recent months. He said his group had issued a warning against the dangers of "bird" advertising [B&T, June 15] and said a full report of TV Code activities will be released in the autumn.

Paul Raibourn, KTLA (TV) Los Angeles, submitted a report as chairman of the Subscription TV Committee. The committee has been conducting a study of proposed pay-as-you-see operations, with NARTB staff assistance. It was authorized to continue the study.

A special committee to study the confusion in TV film contracts was authorized by the TV Board. President Fellows will appoint a committee to go into the problem in an effort to find ways of standardizing these contracts.

Educational TV developments were reviewed but no board action was taken. Mr. Fellows submitted a report as chairman of the TV Information Committee, created to answer widespread criticism of TV programs and advertising. The committee is developing a file of information designed to supply quick answers to critics who make reckless and unfounded charges about mythical TV evils.

Thad H. Brown Jr., TV vice president and counsel, reported on development of community antennas. Judge Joel Miller, NARTB chairman of the board, outlined progress in music-licensing negotiations.

Mr. Fellows was authorized to send special TV broadcaster delegations to the district meet- ings that start in the autumn. Last year's
member of the TV Board attended each of the 17 meetings.

The NARTB TV staff was directed to continue a study of proposals to set up a TV promotion project along the lines of Broadcast Advertising Bureau.

The association's TV membership now stands at 174 stations and networks, with 37 subscribers to TV information services.

Attending the Thursday meeting were chairman of the TV Board, Robert D. Swezey, WDSU-TV New Orleans; Mr. McCollough, vice chairman; Harold Hough, WBAP-TV Fort Worth; Mr. Raibourn; Mr. Arnoux; Mr. Carter; William Fay, WAM-AM Rochester; Merle S. Jones, CBS; Chris J. Witting, Du-Mont; Frank M. Russell, NBC. Excused were George B. Storer, Storer Broadcasting Co., and Alexander Storch, ABC.

The board adopted a resolution regretting resignation of Herbert V. Akerberg as CBS member and lauding him for his service. He was succeeded by Mr. Jones.

Fellows Asks Promotion Of Advertising Trade
ADVERTISING media should band together in common promotion of their profession, removing the greatest single peril to advertising, NARTB President Harold E. Fellows said Tuesday in an address to the Washington Ad Club.

Mr. Fellows predicted the nation's capital will continue its growth as a market while industry representation in the city increases and the government expands. Advertising media will share this growth, he said, warning that this prosperity "cannot come to those who sell by methods of depreciating the competition, juggling rates, or using poor taste in advertising.

"There is no place in the United States where more can be done for the good name of advertising, . . . for you have an opportunity to impress those who impress others," he said.

'ANNUAL BASIS' RADIO SALES URGED
BAB President Ryan tells the Indianapolis sales clinic advertising must be keyed to the buying pattern. One Houston panel warns that radio is selling itself too cheaply, while another says that poor copy is behind lack of account renewals.

TO DEVELOP for radio a fair share of the retailer's advertising budget, BAB President William B. Ryan recommended at the organization's sales clinic in Indianapolis last Tuesday that radio advertising be sold on an annual basis to be used as the retailer "needs to use it, not as you want it used."

"The key to the retailer's advertising habits is the customer buying pattern, which fluctuates widely from day-to-day and week-to-week," Mr. Ryan pointed out. "Nothing broadcasters do or say will change the retailer's custom of spending perhaps $1,000 in advertising one week and not one thin dime the next, according to these variations in buying patterns."

Sales Panel Talks
The clinic also heard a sales panel discussion on topics including short-rate policy, "block deal" promotion, automobile radio research and selling radio in TV fringe areas. Participants were Lister G. Spencer, general manager, WKBV Richmond, Ind.; Tom Peden, manager, WAOW Vincennes, and Robert E. Williams, manager, WFMJ (FM) Washington.

In other BAB sales clinics in Houston on June 11 and in New Orleans on June 13, radio's disposition to underprice itself in practically every market was the chief topic of discussion.

Jack Harris, general manager of KPRC Houston, told a clinic in that city that he would be "very surprised if any station in the entire state of Texas was charging enough for radio." He further claimed that "the biggest mistake any radio operator can make today is to sell his time too cheaply or to sell it off the rate card."

Supporting Mr. Harris' views was Alex Keese, manager, WFAA Dallas. He said that most stations sell their announcements "far too cheaply" and added that broadcasters should not be ashamed to cite "increased costs of operations" as one of the motivating reasons for a rate increase.

At the New Orleans meeting the conclusion that radio is selling itself cheaply also was reached by a panel consisting of Charles C. Garvey, sales manager, WIBO Baton Rouge; Dierrrell Hamm, manager, KANE New Iberia, La.; Ron Littler, WAFB Baton Rouge, and Walter Melson, sales manager, KALB Alexandria.

The Houston clinic also heard a talk by John F. Hardesty, director of local promotion for BAB, on the drawbacks of poorly prepared copy. Contending that "the number one reason for lack of account renewal" is copy poor, he urged that stations place at the disposal of local advertisers and agencies copywriters of a professional caliber.

At a closed meeting prior to the New Orleans session, BAB Vice President Kevin B. Sweeney revealed that starting in August, more than 300 major sales presentations per month on behalf of radio will be made by representatives of BAB.

"The forthcoming addition of a third full-time salesman, coupled with the part-time efforts of four BAB executives, will make it possible for the bureau to average better than 15 presentations every working day to the decision-making executives of major advertisers and agency organizations," Mr. Sweeney said.

ANA Sets Annual Meeting In Chicago Sept. 21-23
ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 21-23 at the Hotel Drake in Chicago, it was announced last week.

The announcement came from the chairman for the meeting: G. B. Park, advertising and sales promotion manager of General Electric Co.'s Marketing Services Div., and Manager M. F. Peckels of International Harvester Co.'s Consumer Relations Dept.

It also was announced the 1954 spring meeting of ANA will be held again at the Homestead, Hot Springs, Va., from Wednesday, March 17, through Saturday, March 20.

Iowa Tall Corn Network Lauds BAB, BMI and IBA
RESOLUTIONS commending BAB and BMI for recent clinics in Des Moines and Iowa Broadcasting Assn. for "splendid work" on behalf of the broadcast industry were passed by the Iowa Tall Corn Network at its annual meeting June 10-12.

The network also elected the following new officers: Dietrich Dirks, KCOM Sioux City, president; Ben Sanders, KICD Spencer, vice president; George Volger, KWPC Muscatine, treasurer; and Bill White, KFJB Marshalltown, secretary-treasurer.

The meeting was held at Lake Okaboji, Iowa, was chosen as the site for this year's session. An annual golf tournament was won by Mr. Dirks. Runners-up were Ralph Stoeckel, KROS Clinton, and Ken Gordon, KDTU Dubuque.
OPTIMISM KEYNOTES RTMA MEET; RECORD SET PRODUCTION PREDICTED

Chicago convention recalls Glen McDaniels association. Bright future for TV developments, including color, lend confidence to the sessions, and a "new surge in vitality" in radio set output is seen. Dr. Baker wins the group's Medal of Honor. Robert Sprague becomes

NOTWITHSTANDING temporary seasonal lulls in set sales and an imminent recession in military electronics procurement, confidence radiated throughout the membership of the Radio-Television Manufacturers Assn. at its 29th annual convention in Chicago last week.

Reviewing production-sales accomplishments in 1952 and the first half of 1953, manufacturers looked ahead optimistically to continuous growth in TV markets, improvement in television receivers, advent of colorcasting "in another few years," the progress in uhf and a "new surge of vitality" in radio set output to confound prophets of radio's doom.

In a comparatively unprecedented move, RTMA recalled to its helm Glen McDaniels, first paid president of the association [1951-52], as temporary president pending the selection of a full-time president, to succeed A. D. Plamondon Jr., Indiana Steel Products Co. Mr. McDaniel continues as general counsel of RTMA.

Robert C. Sprague, Westinghouse Electric Co., was elected board chairman, a post also held by Mr. Plamondon, for the next fiscal year. Mr. Sprague is past RTMA president and also served as board chairman during 1950-52.

Over 1,000 manufacturers attended the four-day convention at Chicago's Palmer House, which produced these other developments:

High TV Output Seen
* Prediction that output of TV receivers the first six months of 1953 will reach the highest level for any first-half period in the industry's history—and that the figure will exceed seven million for the year.

* Report that radio receiver production has continued at a "high level," with marked increase for clock, portable and auto radios.

* Report that $5.5 billion worth of electronic equipment has been delivered to the armed services since the start of the Korean war, with deliveries of equipment-components expected to hit $3 billion in 1953 alone.

* Presentation of the RTMA 1953 Medal of Honor to Dr. W. R. G. Baker, vice president of General Electric Co., for outstanding contributions to the radio-TV-electronics industry.

* Re-election of most top officers of RTMA and reorganization of the association, providing for expansion of some services and broadening of representation in the industrial and military fields.

The reorganization plan will be submitted to the proxy membership vote at a meeting in Washington, D. C., July 27 and, if approved, will call for two new committees of the board—one called the Research Committee and the other the Electronics Industry Committee.

Under the reorganization plan setting up two new committees, directors will elect to serve on one of the committees and be permitted to name an alternate from their respective companies to sit on other committees.

The plan is to increase the board of directors substantially—from 21 to perhaps 40, over-seeing the activities of both groups. The boost in membership of RTMA, however, still is subject to final approval.

It is felt that with creation of electronics and industry committees, the new RTMA will be more representative of the entire electronics industry.

In recognition of the electronics role in the vast expansion of the whole industry, the board of directors also recommended late Thursday that the name of its organization be changed to Radio-Electronics-Television Manufacturers Assn. (RETMA). The recommendation will be placed before the RTMA membership.

Other Officers

Other officers for RTMA include Leslie F. Muter, Muter Co., re-elected treasurer, and Dr. Baker, re-elected director of RTMA's engineering department. Also re-elected were James D. Secret as executive vice president and secretary, Philip and John W. Van Allen, general counsel emeritus.

Heading up RTMA's five main divisions and serving as directors are:


* Parts Div.—Matt Little, Quan-Nichols Co., chairman (re-elected).

* Technical and Standards Div.—Carlty W. Miller, Westinghouse Electric Corp., chairman (re-elected); Harold A. Mow, Aircraft Co., director.

* Amplifier and Sound Equipment Div.—Floyd W. Hall, Bell Sound Systems, chairman and director.

* Dr. Baker accepted the Medal of Honor during the industry's convention-closing banquet Thursday evening. He was introduced by outgoing President Plamondon. The ceremony was transmitted by CBS Radio for airing later that evening.

* Dr. Baker, who also is chairman of RTMA's Television Committee, noted the industry brought TV "out of the laboratories" and into 23 million homes in six "short" years.

"We now are preparing to bring color television out of those same laboratories and in another few short years color will be providing an additional service to a complete nationwide coverage of black and white television."

Earlier, at a meeting of his TV committee last Tuesday, Dr. Baker reviewed the work of the National Television System Committee, which is conducting field tests looking toward the development of a self-contained, compatible, all-electronic color system. It hopes to complete technical work by September and submit them to the FCC in October or early November.

Another highlight of the convention was Mr. Plamondon's annual report to RTMA members during a membership luncheon Thursday. His remarks also radiated confidence as he predicted a future that was "never more promising."

Plamondon noted high production and sales the past year, which led to the prediction that the first half of 1953 "the highest of any first half since the television boom began." Coupled with output the last six months of 1952, output the past 12 months may equal the 1950-51 record, he added.

New Radio Set Vitality

"Radio receiver production has continued at a high level and there are good indications that it is experiencing a new surge of vitality to confound those who prophesied the doom of radio broadcasting when TV made its debut," Baker said.

With respect to TV, an informal poll by RTMA's Board of Directors pointed up belief that set output might reach eight million this year. Lowest prediction was five million TV sets.

Forecast for record TV production these first six months also was given in a report by J. B. Elliott, RCA Victor Div., acting chairman of the RTMA Set Div.

Other topics commanding interest of RTMA delegates in some two dozen committee sessions included subscription TV, educational television, planning proposals for rehabilitation of industry after any air attacks, TV set servicing, red ink operation of some manufacturers, progress in parts and components output, labor legislation, public relations and advertising, government relations and uhf.

RTMA committees took no decisive action on subscription, educational or uhf television. Problems involving delivery and set servicing of uhf equipment were aired.

All major committees and the five divisions of RTMA met during the convention. Officers and directors were elected at the membership luncheon that same day and new directors met later that afternoon. Past directors were guests of RTMA's board and officers at a dinner Wednesday evening.

Convention arrangements were handled by convention chairman Muter and co-chairman Charles M. Hofman, Raytheon Manufacturing Co. General Electric provided entertainment consisting of the Fred Waring musical aggregation (on CBS-TV for GE), with Mr. Muter serving as toastmaster.

NARD meet June 28-30

IMPROVED selling and stronger business management will top the agenda of the National Appliance and Radio-Television Dealers Assn. which holds its mid-year meeting in Chicago June 28-30. Some 400 retailers are expected at sessions at the Conrad Hilton Hotel.

Among other topics are appliance merchandising, home and sales and store management, problems and relations involving government, manufacturers and distributors. Wallace Johnston is NARD president.

Board's Political Guest

GUEST of the combined NARTB Radio and Television Boards at luncheon Thursday was Leonard Hall, chairman, Republican National Committee. Mr. Hall said he hoped to see Congress meet with President Eisenhower at their next joint session in the autumn. He topped off his remarks with some "campaign stuff." Robert Humphreys, national committee publicity director, also was a guest.

Mr. McDaniels
TV KEEPS PAPERS ON THEIR TOES, BIGGERS TELLS ANPA CONFERENCE

American Newspaper Publishers Assn.'s president portrays video as a "cockleburr under the saddle," and warns newspapers they must improve mechanically and otherwise if they are to keep up to the pace.

NEWSPAPERS were warned by their association's publisher-president last week that "television is the cockleburr under the saddle that will keep newspapers on their toes from here on out."

President George C. Biggers of the Atlanta Journal and Constitution (WSB-AM-TV), president of American Newspaper Publishers Assn., told an ANPA mechanical conference in Milwaukee that television is "breathing down the neck of every advertising and every circulation department in every newspaper in the land."

He admonished the entire newspaper business that "every detail" must be improved.

He said he does not subscribe to the "doctrine" of raising subscription rates to meet rising newspaper costs, asserting that "we are approaching the point where further price increases will shrink circulation." Nor did he go along with "hiking advertising rates at will to capture whatever additional revenue is needed," because, he said, "when the cost becomes prohibitive, [the advertiser] will desert newspapers and seek some other more economical medium."

His advice to newspapers, Mr. Biggers said, is this: "Don't be satisfied with anything we have at present ... present day industrial and economic conditions, plus the increasing strength of our competitors, plus a peek into what's just around the corner, should make it plain that we better not be satisfied; neither with our machines, nor with the accomplishments of our personnel, from copy boy to publisher."

Referring not only to present-day TV, but to the imminence of color television, Mr. Biggers asserted: "They aren't sitting still in television. They aren't satisfied with what they have. In five years they've come from nowhere into millions of dollars. They've come from the zero to an annual take of $580 million [time talent, production, etc.]. And, gentlemen, most of that has been brought about by mechanical improvements.

"The television mechanics took what they had, and they made something better. It wasn't good enough, and they improved it again. Now they are breathing down the neck of every advertising and circulation department in every newspaper in the land.

"They have done that in five years. Let us, as newspapermen, be frank and perhaps a little ashamed ... I dare suggest, gentlemen, that mechanically we are coasting. We seem content with what we have. I also suggest that improvements in everything—from the make-up rule to the linotype machine, from a pig of lead to the presses themselves. ... We need is to put our wagons and buggies in the newspaper barn and take off in jets."

Mr. Biggers noted that in 1952 newspapers' national advertising volume totaled $526 million while magazines' was $320 million and network television's was $181 million. But, he added, the TV figure is "for time only," and "when you add production costs, talent costs, and all other extraneous expenses incurred in television, the total cost jumps to a staggering $580 million."

He continued: "Television's impact on our lives means only one thing—that in every home where there is a television set our newspapers have a stiffer fight for the reader's time. We still have advantages—newspapers can be picked up and read after the entertainment is over—they are a permanent record. We hear that televising big news events only whets the reader's appetite for a full explanation of what happened, and that his newspaper gives him that the next day. We know that radio and television programs have become very important in our news columns, and we see many newspapers going to special tabloid sections elaborating on this very important item. We see television sets installed in news departments of newspapers so that editors may keep better informed on which TV programs will be worth reporting the next day. Circulation departments of newspapers know they must get those afternoon papers delivered into the homes earlier. Newpapers which own television stations are learning first hand the effectiveness of promotion on TV. Editors who go on TV are becoming better known to their readers and their by-lines suddenly have a deeper and more personal meaning to that great unseen audience that is gathered in front of the TV set in such deep absorption these evenings."

"Television Changing Habits"

"Television is changing people's habits. We hear it on all sides. The movies complained first, blaming a loss of attendance on television. Now baseball complainrs. Mr. Warren Giles, president of the National League, was quoted from the San Francisco Chronicle that perhaps television would force the major league baseball teams to play their games in the afternoons again and leave the evening hours free for television programs. Movies are doing something about their predicament. First they made a strenuous effort to improve the quality of their shows and they adopted a more aggressive selling attitude, and secondly they have gone to the three-dimensional film which gives them an entirely new technique. Baseball will have to do something about improving its technique in some manner; it will have to do something to win the attention and the affection of the fans that it once held; it will have to use radio and TV constructively to help popularize the game, because it certainly has to live with television.

"Mr. Biggers quoted at length from the address which Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, delivered before the NARTB convention [B*T, May 4] in stressing the scope of TV today and TV to come, including color.

"One does not have to be a soothsayer or a crystal ball gazer to see what job confronts newspapers," Mr. Biggers observed.

COMMITTEE CANDIDATES of the American Assn. of Advertising Agencies are listed on a chart being reviewed by Henry M. Stevens (1), AAAA chairman, J. Walter Thompson Co., and Frederic R. Gamble, association president. Some 250 members to stuff 15 standing committees will be appointed by Mr. Stevens. Chairmen and vice chairmen are named by the board of directors.

TAYLOR ASSAILS RADIO OBITUARY"

A ROSY present and future were pictured for the radio broadcasting industry, by J. Glenn Taylor, vice president and member of the board of Mutual, in a speech Thursday that referred to "hasty, wishful thinking that has had radio 'dead' since 1948."

In a talk before the North Carolina Broadcasters Assn. at Nags Head, Mr. Taylor declared that "radio's obituary has been published regularly" since the approach of television, and added:

"But let's take a look at the sales gain of just one radio network [ Mutual]. Actually there was a 17% increase in 1952 over 1951. And the business is going up in 1953. In fact in the first five months of 1953, we're 8.4% over 1952. And frankly, any month now, we expect to find we've set an all-time high—even before and after television came along."

He pointed out that more than nine million radio receivers were purchased in 1952 alone, which he described at "half again as many as all TV sets purchased last year." He urged broadcasters who are planning to enter TV operations to guard against excessively high fixed costs, pointing out that such a manner of operation "will not leave much for variable costs."

Burton to Head ADS: Group Honors Bedell

PHILIP WARD BURTON, professor of advertising at Syracuse U., was elected president of Alpha Delta Sigma, national professional advertising fraternity, at the group's convention June 14 at Daytona Beach, Fla. He will serve until 1955.

Clyde Bedell, retail advertising specialist, was presented a trophy on behalf of ADS by Charles G. Nichols, president of the G. M. McKelvey Co., Youngstown, Ohio, for contributing the most to advertising education since 1951.

Peter Schaal, advertising director of Silver Springs, Fla., discussed use of TV, direct mail and outdoor advertising. Douglas Leigh, New York, was co-host at the convention.

Page 38 • June 22, 1953
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</th>
<th>WOMEN (Over 18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the radio</td>
<td>5.75 HOURS</td>
</tr>
<tr>
<td>Watching television</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.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
CBS Radio's John Karol advises of a "new attitude" developing toward radio meaning "bigger budgets" for the medium. NBC's Hugh M. Beville sees uhf's growth and coming color as prime signposts of the TV future. Still other relationships of broadcast media and advertisers' budgets were detailed.

OUTLOOK in radio and television for both small and large budget advertisers was examined by a speaker panel at a radio-TV clinic Wednesday at the 49th annual convention of the Advertising Federation of America in Cleveland.

The radio-TV discussions were part of a four-day series of sessions held at the Hotel Statler through last Wednesday, supporting the convention's theme of "advertising for better business, better living.”

Panel participants, who considered the subject of "Radio-TV, or How to Live on a Small Fortune,” included John Karol, vice president in charge of sales, CBS Radio; Jack Denove, president, Jack Denove Productions; Bayard Pope, vice president and group head, BBDO.

Also Ben Webster, president, Videx Corp., New York; Mel Grinspan, advertising manager, Black & White stores, Memphis; Hugh M. Beville, research and planning director, NBC, and J. G. Baird, sales promotion manager, Westinghouse Electric Corp., Mansfield, Ohio.

Both small and large advertisers were advised by Mr. Karol that a "new attitude" is developing toward radio, which he said is being translated into "bigger budgets" for the medium. In a talk titled "The New Outlook for Radio," he acknowledged that for the past few years there had been "a certain stigma attached to talking about radio in public," but stressed that this attitude is changing.

He attributed this shift in values by advertisers and agencies to results of research studies brought about by TV's increasing costs. He said they proved that “newspaper circulations were generally down and line rates generally up; magazines showed an even greater disparity between circulation and cost increases; and radio, on the other hand, was still—by far—the medium that delivered the largest audience at lowest cost.”

As an example of the advertiser's renewed confidence in radio, Mr. Karol cited CBS Radio statistics showing that the network had 45% more advertisers in 1952 than in 1948. He estimated that for the first half year of 1953, gross billings will run about 8% ahead of the corresponding period for 1952, and added:

"On the basis of this evidence, I believe I'm being conservative when I say that radio broadcasting is facing—is already in—a new period of major attention by agencies and advertisers.

. . . I can say with conviction that radio's future is a very bright one. The appropriations for radio advertising have assumed new importance in the thinking of experienced advertising executives and astute advertisers. And this thinking is being translated into bigger budgets for radio."

Beville on TV

In a speech on "What's The Future for Television," Mr. Beville pictured the growth of uhf and the advent of color TV as the two single factors of prime significance to advertisers, and asserted:

"Television is well on its way to becoming a truly national mass medium, thanks to the addition of the new uhf channels, the mounting evidence of its power to move merchandise and the exciting possibilities of color to add new values and commercial achievements to the greatest communications medium ever seen."

"Advertisers of every size and type will find a profitable way to use the video medium when they see its unparalleled performance demonstrated," Mr. Beville declared. "The advertiser who really learns about how much television costs is the advertiser who doesn't use television, while his competitors do. The costliest element in your business is the customer you lose to a competitor."

Mr. Baird, evaluating the potentialities of television for the big-budget advertiser, stressed that TV is a tremendous sales-builder for the clients whose products must be demonstrated. He traced the sales effectiveness for Westinghouse by such programs as Studio One and Meet Betty Furness.

Though he acknowledged that TV costs were high, Mr. Baird contended that advertisers in TV grapple with the same problem in other media—"fitting the coverage and the costs to marketing problems and your pocketbook." He said that national advertisers must think in terms of TV in the future because the medium "demonstrates and sells.

Echoing Mr. Baird's remarks was Mr. Grinspan, who spoke on "TV and the Small-Budget Advertiser." He attributed the plunge of the Black & White stores into TV advertising to the medium's ability "to show our goods and talk about them at the same time.

Mr. Grinspan recounted that his company's television experience thus far has been profitable, but he urged agencies and stations to cooperate with small advertisers, particularly retailers, by helping them to use the medium effectively and profitably.

Mr. Webster, who formerly was manager of staging services for the NBC television network, offered suggestions on what he would do about live production if he had a TV budget. Contending that TV production is "fundamentally no different from any other human endeavor," he outlined three steps to achieve creative programming.

He listed them as follows: "The acquisition of clear and simple concept of the desired end result, the detailed and careful preparation of a plan for bringing that concept into reality, and the execution of that plan without major deviation."

Thomas Presides

Presiding over the radio-TV clinic was John Thomas, radio and television director, Ewells & Thurber Assoc. Elected to the "Hall of Fame" for their contributions to advertising were: The late Samuel C. Dobbs, who achieved recognition and distinction as president of the Coca-Cola Co., Atlantic-Statesan, who helped found the American Assn. of Advertising Executives, and Charles Coolidge Parrin, for 27 years head of the Consumer Research Div., Curtis Publishing Co., Philadelphia.

Awards were presented to Margaret Diver, advertising manager, John Hancock Mutual Life Insurance Co.; "Advertising Woman of the Year," and to Peggy Busick of Dayton, winner of the 1953 AFA essay contest for high school students.

Re-elected as president and general manager of AFA was Elron G. Burton. Newly-elected vice presidents were Dale C. Rogers, advertising and sales promotion manager, Mid-Continental Petroleum Corp., Tulsa; Ellis S. Perlinman, Coleman Todd & Co., Mansfield; Mr. Grinspan, and Mabel S. Obenchain, promotion manager, Famous Features Syndicate, Chicago.

Rita G. Eastman, director of public relations, VanSant, Dugdale & Co., Baltimore, was chosen secretary, and Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., Dearborn, treasurer. Re-elected chairman of the board was Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co., New York.


Guests at a New York Spot Radio Clinic sponsored by Station Representatives Assn. were officials of the National Biscuit Co. L to r, Reg Rollinson, SRA advertiser relations director; Stewart Boyd, advertising manager, Nabisco cereals div.; John Beaton, John Blair & Co.; Edward A. Gunspert, advertising manager, Nabisco biscuit and crackers div., and Thomas Campbell, Branham Co. Clinic was held at the Biltmore Hotel June 9.
**On the Pacific Coast...**

**EVENING IS EVEN BETTER**
particularly on Don Lee, the Nation’s Greatest Regional Network

Better? Why, evening radio time is even better than early morning, a period which has always been recognized as an outstanding value because of number of listeners per set, audience turnover and family-type audience involved.

An analysis* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday yields the following amazing comparison:

**155% more listening homes on Don Lee alone during the evening.**

**125% more sets in use during the evening.**

Evening radio time is equally attractive in many other radio markets across the nation... including mature television markets... where it offers a much bigger audience than early morning AT THE SAME PRICE!

That’s why we urge advertisers and agencies to re-examine nighttime radio. It is obviously a great advertising value right now. We are prepared to prove this statement in markets throughout the country.

For the full story coast to coast, call your John Blair man today.

---

**On the Pacific Coast, Evening is Even Better**

Comparison Don Lee Average Ratings and Sets in Use
6–9 A.M. vs. 6–9 P.M. Mon.–Fri. 6–9 A.M. equals 100%

*Source: Nielsen Radio Index, Pacific Coast, March 1953

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**The Don Lee Broadcasting System’s**

forty-five stations blanket California, Washington and Oregon, providing dominant penetration of all the West Coast by coverage from within.

---

This is the first ad in a continuing John Blair & Company series based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John Blair-represented outlets... all one-rate stations... all in the top 50 markets.
APRIL NETWORK RADIO CLIENTS BUY MORE THAN THEY DID IN 1952

April AM network advertisers spent more and were greater in number than during April 1952, PIB figures indicate, with 163 putting up $14.1 million, compared to 161 spending $13.9 million. Their average expenditure also was higher, $86,862 compared to $86,608 in April 1952.

Not only did advertisers spend a larger total this April than last, but their average also was higher—$86,862 compared to $86,608 in April 1952.

For the first four months of 1953, advertisers using radio networks totaled 189, ten more than during the like period but combined expenditures of advertisers for radio network time in the first third of this year amounted to only $55,336,131, in contrast to $56,544,685 for the same part of last year. On the average, the 1953 four-month expenditure was $292,784; the 1952 four-month average was $315,892.

Nine Make List Twice

Nine of the top ten radio network clients in April (Table I) also were in this select list in April 1952, the sole change being the addition of Gillette Co., ranking seventh, and the deletion of Philip Morris & Co., which ranked ninth in April 1952. Procter & Gamble Co. was the number one radio network sponsor this April, as last, and the only client to purchase more than $1 million worth of time (gross each month). Similar consistency is shown on Table II and III. Table II, listing the leading advertiser in each class of radio network business, includes 25 categories, of which 19 classes are led by the same advertisers as for April 1952. Table III, showing total radio network time purchases of each class of advertiser for April and January-April, with 1953 compared to 1952, reveals advertising of foods ranking first, toiletries second, drugs third, smoking materials fourth and soaps fifth this April and during the first four months of this year. The same five also are the top group for January-April 1952, and in the same order, and they also head the list for April of last year, but for that month drugs ranked second and toiletries third, soaps fourth and smoking materials fifth.

### TABLE I

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>April 1953</th>
<th>April 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>3,368,111</td>
<td>2,970,014</td>
</tr>
<tr>
<td>2</td>
<td>General Foods Corp.</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>3</td>
<td>Miles Labs.</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>4</td>
<td>Sterling Drug</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>5</td>
<td>General Mills</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>6</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>7</td>
<td>Gillette Co.</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>8</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>9</td>
<td>Lever Brothers Co.</td>
<td>2,970,014</td>
<td>2,970,014</td>
</tr>
<tr>
<td>10</td>
<td>American Home Products Corp.</td>
<td>2,970,014</td>
<td>2,970,014</td>
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### TABLE II

<table>
<thead>
<tr>
<th>Category</th>
<th>April 1953</th>
<th>April 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Materials</td>
<td>35,012</td>
<td>33,946</td>
</tr>
<tr>
<td>Insurance</td>
<td>6,240</td>
<td>6,132</td>
</tr>
<tr>
<td>Food</td>
<td>226,454</td>
<td>219,732</td>
</tr>
<tr>
<td>Tobacco</td>
<td>6,979</td>
<td>6,971</td>
</tr>
<tr>
<td>Textiles</td>
<td>1,348,111</td>
<td>1,284,912</td>
</tr>
<tr>
<td>Newspapers</td>
<td>2,275,128</td>
<td>2,210,078</td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>2,275,128</td>
<td>2,210,078</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2,275,128</td>
<td>2,210,078</td>
</tr>
<tr>
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<tr>
<td>Newspapers</td>
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<td>2,210,078</td>
</tr>
<tr>
<td>Soft Drinks</td>
<td>2,275,128</td>
<td>2,210,078</td>
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### TABLE III

<table>
<thead>
<tr>
<th>Category</th>
<th>April 1953</th>
<th>April 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewellery</td>
<td>95,553</td>
<td>90,400</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>68,580</td>
<td>66,087</td>
</tr>
<tr>
<td>Printing Supplies</td>
<td>117,240</td>
<td>103,820</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>2,379,217</td>
<td>2,310,639</td>
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<tr>
<td>Stationary &amp; Office Supplies</td>
<td>124,808</td>
<td>110,041</td>
</tr>
<tr>
<td>Rubbers, Tires, &amp; Materials</td>
<td>1,321,572</td>
<td>1,256,844</td>
</tr>
<tr>
<td>Textiles</td>
<td>2,229,371</td>
<td>2,128,840</td>
</tr>
<tr>
<td>Tires</td>
<td>1,123,589</td>
<td>1,069,989</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>417,650</td>
<td>391,778</td>
</tr>
</tbody>
</table>

**CBS-TV spokesman 'Ford' Lead**

CBS-TV spokesmen last week claimed for the network a 61.2 portion of the 92.5 Trendex rating for the "Ford Fiftieth Anniversary Show" presented last Monday. NBC, it was pointed out, was credited with a 31.3 share of the Trendex rating (see in Review, page 16).

**ADVERTEST FINDS CARTOONS LIKED**

MORE than half of 753 television set owners interviewed in the New York area prefer cartoon type commercials, according to the May 1953 "Television Audience of Today" study by Advertest Research, New Brunswick, N. J.

Advertest found 89% of those interviewed could remember what they saw on commercials and 92% could describe what they had seen on the same commercials. Best liked were Lucky Strike, Muriel and Ajas commercials, while those disliked were Philip Morris, Pils, Knickerbocker. Method of presentation best liked was a demonstration of the product in use.

**Reasons for liking commercials:** "Contains music, song, jingles" "like person who delivers ads," and "cute and clever." For disliking: "Dislike the announcer," "false claims," "commercial is too long."

Most convincing commercials in 12 categories: Automobiles, Chevrolet; beer; Ballantine; cereal; Cheerios; cigarettes, Chesterfield; coffee (instant), Maxwell House; cosmetics, Hazel Bishop; deodorants, Stoppette; laundry soaps, Tide; shampoo, Halle; soft drinks, Coca-Cola; toothpaste, Colgate; TV sets, RCA.
Add football to your sales force this fall... and watch your sales soar. The big games can easily be your best salesman. The All American Game of the Week is definitely the big game every week... for thirteen weeks.

Produced by Sportsvision, Inc., it is the only film series that can give you full coverage of the 1953 football games between such collegiate standouts as: Michigan, Oklahoma, S.M.U., Army, Notre Dame, California, Pitt and the other giants of the gridiron.

Each game in the All American Game of the Week series is filmed from starting kickoff to the last thundering rush for the goal line. Every exciting play is shown in closeup detail... with all of the lulls snipped out to give your viewers 30 minutes of smack-dash action. Then the completed film — with top flight narration, pre-game color, half-time ceremony and slow motion recaps of the decisive plays — is rushed to you within a matter of hours.

The All American Game of the Week is yours exclusively in your market. Only Sportsvision can film the games of the nation’s major collegiate conferences.

Act fast... football is just weeks away. Write or wire your nearest Consolidated Television Sales office: Sunset at Van Ness, Hollywood 28; 25 Vanderbilt Ave., New York 17; 520 N. Michigan Ave., Chicago 11; 890 West Peachtree St., N. W., Atlanta 3; P.O. Box 6125, Houston 6.
When you want to go calling in the Greater Indianapolis Market, call on WFBM to open doors for you. WFBM leads all Indianapolis stations in city and county audience, as well as total weekly audience, nighttime.
TELESTATUS

Weekly TV Set Summary—June 22, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed thereon. Coverage over or under emerald others than those whose sets are listed, and no attempt is made here to define geographically limited areas of mutual coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. Total U.S. sets in use, however, is unduplicated estimates.

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>vhf</th>
<th>uhf</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOX-TV</td>
<td>---</td>
<td>---</td>
<td>26,434</td>
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</table>

Total Stations on Air 179* Total Cities with Stations on Air 122* * Includes XELO-TV Matamoros, Mexico and XETV Tijuana, Mexico

FACTS & FIGURES

825,000 year round Residents

SOUTH FLORIDA'S POPULATION HAS MORE THAN DOUBLED SINCE 1945

You can reach this $1,000,000,000.00 market BEST thru Miami's WTVJ Television

181,000 VHF RECEIVERS AS OF MAY 1953

Now under construction—1,000 ft. antenna—100,000 watts

SEE THE FREE AND PETER COLANIS TODAY

Broadcasting • Telecasting

June 22, 1953 • Page 45
ABR SURVEYING UHF ACCEPTANCE

Within two weeks, results of American Research Bureau's second survey on the acceptance of uhf TV in 31 cities will be announced. Last April's study in 11 cities showed uhf saturation ranged from 1.6% to 34% while TV saturation ranged from 26.9% to 75.7%.

SECOND survey of acceptance of uhf television in 31 cities was conducted last week by American Research Bureau, according to James W. Seiler, director, following up an 11-city survey conducted in April.

Analysis of the new figures, to be ready in a fortnight, will show how far TV listeners have gone in acquiring receiving equipment for the upper band. Mr. Seiler said the survey will be carried out by a quarterly basis to meet the needs of advertising agencies, with cities removed from the study when uhf conversion reaches 75-80%.

Market Study

ARB's 11-market study, conducted in April with 1,000 interviews recorded for each market, showed that uhf acceptance was based on four elements, including distance from vhf stations, number of good uhf signals entering area, time local uhf station has been operating, and uhf station's programming.

None of the sample cities in the 11-market study had uhf stations over 4½ months when the interviews were conducted in April.

City-by-city summaries of ARB's findings follow:

1—75.1% TV saturation; 1.6% uhf saturation with 2.1% of TV homes having uhf; 11 vhf and 1 uhf signals available; three uhf channels received by 93-99% of TV homes; uhf in neighboring city on air short time.

2—61.9% TV saturation; 6.8% uhf saturation; 11% of TV homes have uhf; nine uhf and 1 uhf signal available; three uhf channels received by 93-96% of TV homes; in station viewed most category, the uhf station had 4.9% of TV homes, none by uhf stations.

3—26.9% TV saturation; 14.8% uhf saturation or 55% of all TV homes, seven channels available; in station-viewed-most category the uhf station had 16% of TV homes compared to 76% for vhf.

4—28.9% TV saturation; 24.7% uhf saturation, or 85.6% of all TV homes; local uhf station received by 85.6% of TV homes and viewed most by 72.2% of TV homes.

5—75.1% TV saturation; 5.8% uhf saturation, or 7.7% of all TV homes; local uhf station (newly received by 1% of homes.

6—34.9% TV saturation; 16% of all homes have uhf, or 46% of TV homes; vhf station viewed by 96.6% of homes, uhf by 3.4%.

7—54.6% of homes have TV; 34% have uhf, of 63.1% of all TV homes; first vhf station viewed most by 48% of TVs, uhf station next with 30.3%.

8—61.8% of homes have TV; 8.4% have uhf, or 13.6% of TV homes; first vhf station viewed most by 95.6% of TV homes, first uhf by 2.8%.

9—39.6% of all homes have TV; 33.8% have uhf, or 85.6% of TV homes; two uhf stations viewed most by 83.2% and 12.6% of TV homes, respectively, with vhf station viewed most by 33.8%.

10—62.4% of homes have TV; 27.2% have uhf, or 43.6% of all TV homes; of 14 channels available, vhf is first with 97.9% of TV homes and uhf second with 43.6%; vhf station viewed most by 89.9% of TV homes, uhf next with 76.6%.

11—55.8% of all homes have TV; 20.6% have uhf, or 36.9% of all homes; two vhf stations viewed most by 60.9% and 29.6%, respectively, with two uhf stations viewed most by 14.4% and 9.9%.

Ditto for 'Lucy' in Nielsen TV Ratings for May Period

CBS-TV's 'I Love Lucy' led the A. C. Nielsen Co. top ten evening, once-a-week network TV shows for the two weeks ending May 23, both in number of homes reached and percentage of homes reached in program station areas.

The list:

NATIONAL NIELSEN-RATINGS
TOU TELEVISION PROGRAMS
Second Report for May, 1953
(Two Weeks Ending May 23, 1953)

<table>
<thead>
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<th>Rank</th>
<th>Program</th>
<th>Homes Reached</th>
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<tr>
<td>1</td>
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<td>2</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>11,477</td>
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<td>3</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>10,039</td>
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<td>4</td>
<td>Dragnet (NBC)</td>
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<td>5</td>
<td>Your Best Life (NBC)</td>
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<td>6</td>
<td>Pabst Blue Ribbon Bows (CBS)</td>
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<td>7</td>
<td>Red Buttons (CBS)</td>
<td>9,477</td>
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<td>8</td>
<td>Texaco Star Theatre (NBC)</td>
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PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

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<td>Colgate Comedy Hour (NBC)</td>
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<td>Your Best Life (NBC)</td>
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<tr>
<td>10</td>
<td>Pabst Blue Ribbon Bows (CBS)</td>
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('Hooperade' Says 'Lucy')

CBS-TV's 'I Love Lucy' took first place in all six cities in the "Hoop erade of TV Stars" for May, C. E. Hooper Inc. has reported. NBC-TV's Dragnet and Colgate Comedy Hour were the only other programs which made the "Hoo perade" ranks in all six cities covered.

These are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

lower had ratings than the average of those in other areas.

James M. Gaines, General Tel eradio vice president in charge of WOR-AM-TV, pointed out that sponsors of half-hour filmed programs can offset the lower New York ratings by participating in WOR-TV's "Double Exposure" plan [B+T, June 1, May 18], which com pletes the rebroadcast by WOR-TV of films originally shown on other New York TV stations at no cost for their advertisers.

"Through this plan," Mr. Gaines said, "spon sors of filmed programs get an opportunity to increase their exposure to the four-million-home audience without additional costs, because 'Double Exposure' enables them to repeat their programs on WOR-TV on another night of the week." Throughout New York TV ratings result from the fact that this is a seven-station market where network programs compete not only with each other but with local programming as well, the survey points out. A similar analysis made of the Los Angeles market, another seven-TV station area, where General Tel eradio owns KHI-TV, found that of 122 sponsored TV programs tele cast in that city 114 had ratings below the average for other areas.

PACIFIC Nielsen Listed

PACIFIC Nielsen ratings for April list Lux Radio Theatre as the top evening once-a-week radio network program, with 9.5 million homes reached.

Top weekday program was Aunt Jenny, with 567,000 homes. PACIFIC NIELSEN-RATINGS (TOP RADIO PROGRAMS)

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<td>Little Orphan Annie (CBS)</td>
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<td>Great Gildersleeve (NBC)</td>
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<td>General Electric Theater (NBC)</td>
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<td>Our Miss Brooks (CBS)</td>
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<td>Charlie McCarthy (CBS)</td>
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<td>7</td>
<td>Jack Benny (9:30) (CBS)</td>
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<td>Four Justs, Johnny Dallas (CBS)</td>
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<td>Phillip Reinfeld (CBS)</td>
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<tr>
<td>10</td>
<td>People Are Funny (CBS)</td>
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TOECASTING

EVENING, ONCE-A-WEEK

1. Lux Radio Theatre (CBS) 959
2. Little Orphan Annie (CBS) 804
3. Great Gildersleeve (NBC) 768
4. You Bet Your Life (NBC) 722
5. Our Miss Brooks (CBS) 711
6. Charlie McCarthy (CBS) 679
7. Jack Benny (9:30) (CBS) 675
8. Four Justs, Johnny Dallas (CBS) 650
9. Phillip Reinfeld (CBS) 650
10. People Are Funny (CBS) 659
KSTL’s May Sales Best in History

32% Increase Over April Despite TV Expansion

Yes, sales keep booming on KSTL despite the normal summer slump and the television industry’s ever-encroaching expansion into our market. For instance, May sales were 32% above those of April . . . the highest in station history. Every day additional national, regional and local advertisers are climbing on the KSTL bandwagon, where results are not promised but assured.

An Entertainment Choice For Every Age and Taste

The reason for the KSTL gains? With 1000 watts on 690 k.c., KSTL sends out the fourth strongest signal in St. Louis . . . at the lowest cost per thousand listeners. Then, too, there’s a type of program on schedule to suit every taste . . . religious, hillbilly, popular music, Slavic melodies, news, markets, weather. For any and every type product, you can’t afford to overlook St. Louis and KSTL.

Contact Your Nearest FORJOE Office for

KSTL is St. Louis

1000 watts—690 k.c.

William E. Ware, President

On the Air Soon on Channel 36 . . . the KSTL Affiliate

ABC Network

KSTM-TV 275,000 Watts

Missouri’s Most Powerful Television Station

Represented Nationally by H-R Television, Inc.
61 TELEVISION STATIONS PLAN OPERATING STARTS BEFORE FALL

Three new video outlets began operations during the week, while 20 of the grantees changed their starting dates. Scoreboard: 75 post-thaw stations on the air; total operating stations, 184.

LAST week 61 television station grantees expected to begin commercial operation before fall.

During the week about 20 of those stations changed their expected starting dates. Three new outlets began operating, however, and several more are putting on test patterns and testing equipment.

WCSC-TV Charleston, S. C., vhf Ch. 5, WROM-TV Rome (Ga.-Tampa (Fla.), vhf Ch. 5, and WFAA- TV (Fla. Elmlia, N. Y., vhf Ch. 24, all began commercial programming.

KFXD-TV Nampa, Idaho, vhf Ch. 6, and WAKR-TV Akron, Ohio, uhf Ch. 49, both have test patterns on the air.

Today WKOW-TV Madison, Wis., vhf Ch. 27, went on the air; WAGA-TV Atlanta, Ga., first test pattern, and four more stations—two vhf and two uhf—expect to begin programming this week.

Counting just those three stations which went on the air with commercial programming, there now are 75 post-thaw outlets operating in the U. S.

KONA-TV Honolulu began operating again last Wednesday under its new ownership [BST, June 15], so the total stations in the states and Hawaii stands at 184—39 vhf and 37 uhf—since the freeze was lifted, plus the 108 prefreeze stations.

Late reports from stations:

- John M. Rivers, president and general manager, has reported that test pattern of WCSS-TV Charleston, S. C., vhf Ch. 5, went on the air at 3 p.m., June 17. Commercial operation, he said, was to have begun June 19.

- S. Bernard Berk, president of WAKR-TV Akron, said the uhf Ch. 49 station began airing its test pattern last week. Mr. Berk said "... reception reports ... [indicate] about 99.44/100% of the Akron area will receive us without difficulty, even with our interim operation. People are reporting reception on our uhf antennas, indoor antennas and uhf indoor antennas. ... Our antenna is on top of the Tower Bldg., which is in the geographic center of Akron."

- "We are the first station to use a special uhf antenna designed by Dr. Frank Kear and RCA, so that nulls in the close-in area would be eliminated. We are also the first [uhf] station to have our antenna up off the ground, using a short transmission line. Although our antenna is almost 500 feet above the ground, our transmission line is only about 135 feet. Since we are one of the first stations to use a new 65% transmission line, our losses are further reduced," Mr. Berk said.

- KFXD-TV Nampa, Ida., vhf Ch. 6, went on the air with a test pattern last Thursday. The date commercial programming will start is to be announced later, a spokesman for the outlet said.

The station is telecasting from a transmitter location 6,500 feet above sea level, near Deer Point Peak in the Boise National Forest. Its signal is expected to cover the Boise valley. The station, represented nationally by George P. Hollingbery Co., will be represented regionally by the Rocky Mountain Broadcasting System Television Network, Salt Lake City. KFXD-TV will be an ABC-TV affiliate.

- KOMU (TV) Columbia, owned by U. of Missouri, names H-F Television Inc. as its national representative. Affiliated with NBC-TV [BST, June 15], KOMU is assigned vhf Ch. 8 and is expected to go on the air Oct. 1. Interim ERP will be 48.7 kw, and station has applied to FCC for maximum of 316 kw. General Electric transmitter, antenna and camera chains will be used, with Blaw-Knox Tower.

- Rate card No. 1 for KCTV (TV) Kansas City, Mo., mailed to advertisers last week, discloses that the uhf Ch. 25 outlet's one hour rate is $400, with the 20-60-second one time Class A announcement rate $80.00. There is a unique "Charter Advertiser's Discount," however. Under the discount plan, advertisers who sign before Aug. 1 will receive a 40% discount; during the month of August, new advertisers will receive a 30% discount; during September, a 20% discount, and during October, 10%. The station began commercial operation last week [BST, June 15], and is the third Empire Co. station to go on the air.

- William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., said the uhf Ch. 32 outlet's $100,000 studio building is nearly completed and that the station plans to be on the air Aug. 1.

- L. E. Chenault, general manager of KJEO-TV Fresno, Calif., uhf Ch. 47 said he expects the station to go on the air in October. Edgar L. Deatherage is the station's newly-appointed national sales director.

- Alfred Lowe, vice president of WETV (TV) Macon, Ga., uhf Ch. 47, announced the station, planning an Aug. 22 debut, will be affiliated with ABC-TV and NBC-TV.

- Robert L. Epstein, vice president and general manager, WRAY-TV Evansville-Princeton-Vincennes, Ind., said the uhf Ch. 52 station has set Oct. 15 as its target date. Licensee has been changed from M. B. Lankford, owner of Princeton Broadcasting Co., to Southern Indiana Telecasting Inc. The WRAY-TV main office is Outer West Broadway, Princeton, Ind.

- WITP (TV) Decatur, Ill., uhf Ch. 17, reports that its new building is nearly completed, and that the 550-foot tower was equipped with beacon lights last week. This week the 52-foot 24-gauge RCA antenna is due to be shipped, W. L. Shellabarger, president, said, "We hope to have our test pattern on the air early in July," Mr. Shellabarger said, "—perhaps the week of July 6."

- William T. Knight Jr., president of WOTC Savannah, said no target date has been set for WOTC's television station. An initial decision by FCC proposed a TV grant. Mr. Knight said the TV station would be affiliated with CBS-TV and ABC-TV. The Katz Agency would be the representative, he indicated.

- WITV (TV) Fort Lauderdale, Fla., uhf Ch. 17, is scheduled its date for completion is Sept. 30. The station will employ a 700-ft. tower with an ERP of 286 kw visual.

- WFTV (TV) Duluth, Minn., introduced its staff to viewers via a full page picture ad in the Duluth Herald. The station is assigned uhf Ch. 38.

- WDAY-TV Fargo, N. D., announced the uhf Ch. 6 outlet began on schedule, June 1. The Sudbury (Ont., Canada) Daily Star carried a page of news and pictures about CKSO-TV and the Daily Star, which plans telecasts in September. The official opening will be Dec. 15.

- WEHT (TV) Henderson, Ky., uhf Ch. 50, expects to air a test pattern about Sept. 1, with programming to start shortly thereafter. Meeker TV will be the national representative. Hecht S. Lackey, president of the station, said a contract for the construction of studio, office and transmitter has been awarded to Anderson & Veatch of Evansville, and that completion has been promised within 60 days.

- KFEO-TV St. Joseph, Mo., vhf Ch. 2, now has target date, and reports that work is being hurried on the station's construction, including an 810-foot tower. The station will begin operating with an effective radiated power of 52 kw visual.

- WDAY-TV Fargo, N. D., uhf Ch. 6, began its official programming schedule June 1 with a premiere telecast featuring Senators and other dignitaries. The station, an affiliate of all four plans to be on-the-air Aug. 1. A. James Henry is station president and William M. Morrow is commercial manager.
selling TV is no longer a buggy ride

Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avail were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMA NSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESMEN who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to Send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.
TV networks, broadcasts from 5 p.m. to midnight daily.

- WSUN-TV St. Petersburg, Fla., uhf Ch. 38, began regular programming May 31, and now is telecasting on a daily schedule from 5 p.m. to 11:30 p.m. The station is owned by the City of St. Petersburg.

Following is a complete listing of expected starting dates of 61 stations going on the air between now and next fall:

**On the Air**

WESC-TV Charleston, S. C., uhf Ch. 5, represented by Free & Peters, affiliated with all TV networks (started June 19).

WRMT-TV Rome (Ga.):Chattanooga (Tenn.), uhf Ch. 3, represented by Weed Television (started June 19).

WTVE (TV) Elmina, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., affiliated with CBS-TV and DuMont (began on limited basis June 18).

Today (Monday)

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

This Week (June 21-27)

KROC-TV Rochester, Minn., uhf Ch. 16, represented by George Meeker TV Inc., affiliated with DuMont.

KWSW Roswell, N. M., uhf Ch. 8, represented by Meeker TV Inc., affiliated with ABC-TV.

WPAM-TV Lafayetted, Ind., uhf Ch. 59, represented by the William Rambeau Co.

June 27

WOSH-TV Ososkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV.

Next Week (June 28-July 5)

KCSJ-TV Pueblo, Colo., uhf Ch. 5, represented by Avery-Knodel Inc.

July 4

KCMC-TV Texarkana, Tex., uhf Ch. 6, represented by O. L. Taylor Co., affiliated with CBS-TV.

KTVM (TV) Hutchinson-Wichita, Kan., uhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV.

WTVI (TV) St. Louis (Mo.):Belleville (III.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 9

KTXL-TW San Angelo, Tex., 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 CBS-TV, DuMont and NBC-TV.

July 15

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

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV.

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGVL (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

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., affiliated with DuMont.

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

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTFA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.

**CONGRATULATIONS** are exchanged as WESC-TV Charleston, S. C., began programming Friday on uhf Ch. 5. On hand are I to r; Herbert E. Taylor Jr., manager of the Transmitter Div. of DuMont Labs which supplied equipment for the station; Dr. Thomas E. Goldsmith Jr., director of research for DuMont and a native of Greenville, S. C.; Mayor William Mcgee Morrison of Charleston, and Fred Steiner, manager of American Distributing Co., DuMont distributors for the area.

13, represented by Joseph Hershey McIlvira Inc.

Sept. 1

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WNCT (TV) Greenville, N. C., uhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WPHV (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. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

WTOR-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27-30

WMF-TV Cedar Rapids, Iowa, uhf Ch. 2, represented by Kats Agency, affiliated with CBS-TV.

WMAM-TV Macon, Ga., uhf Ch. 13, represented by Kats Agency, affiliated with CBS-TV and DuMont.

Oct. 1

WDAK-TV Columbia, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMSV (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Indefinite

WCHY-TV: Charlottesville, Va., uhf Ch. 64, represented by The Walker Representation Co.

WJON-TV St. Cloud, Minn., uhf Ch. 7, represented by William G. Rambeau.

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.

Broadcasting • Telecasting
That WREC reaches the highest type listener, economically and educationally, IN MASS is evident from a casual examination of the programming of WREC, and the latest Standard Audit & Measurement Reports and Hooper Ratings.

A further examination of the names of advertisers on WREC shows both in spot, and of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

With a single schedule on WREC, your message reaches the "better half" of both the rural and metropolitan listeners in this rich $2 billion market and carries prestige from the start. The cost is still another influencing factor, 10% LESS, per thousand listeners, than in 1946.

MEMPHIS NO. 1 STATION
REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS
Radio Raises Money For Disaster Victims

BROADCASTERS around the country last week were receiving their share of applause for work during earlier tornado disasters. And several reported on their fund-raising activities in behalf of disaster victims.

The Flint Journal carried a letter-to-the-editor in which a reader praised WKMF Flint, Mich., for its coverage of a disastrous tornado in that area [B+T, June 15].

WKOX Framingham, Mass., reported it was the subject of "noteworthy commendation" in that city's newspapers for its reporting on the Worcester, Mass., tornado.

WXEL (TV) Cleveland raised $120,000 for local victims after staging a telethon June 13, the station said. Working in conjunction with the Red Cross, the station used talent from local TV and radio stations and interviewed disaster victims.

WJR Detroit aired a 2½-hour program for benefit of the Flint Disaster Relief Fund, the station said. The program featured CBS network personalities, WJR talent and national and local civic leaders, WJR reported.

WBZ-AM-TV Boston appealed to the people of New England for donations to aid tornado victims in the Worcester area, and during the first two days received more than $3,000, the station reported, adding that additional funds were arriving every mail.

WPCT Putnam, Conn., raised more than $6,000 plus a freight carload of clothing for the Worcester tornado victims. The station, which has been on the air only a few weeks, received thanks and the keys to Worcester from its mayor, Andrew Holstrom.

A special message from President Eisenhower, who flew over the Worcester area to inspect tornado damage, was aired by WTAG Worcester newswoman Chris Condon.

WOI-TV Changes to Ch. 5

WOI-TV Ames, Iowa, last Saturday changed from vhf Ch. 4 to vhf Ch. 5 and its effective radiated power was nearly doubled, Richard R. Hull, director of radio and television at Iowa State College, announced. A six-bay RCA antenna replaces the station's former three-bay antenna, Mr. Hull added.

WTAG Worcester newswoman John Woods, for the station's "Tornado—Part II" documentary on the aftermath of the tornado in the Worcester area [B+T, June 15], interviews a local family in what once was their home. The recorded documentary was aired June 12.

Dr. Douglas S. Freeman Dies; Early Newscaster

DR. DOUGLAS SOUTHALL FREEMAN, 67, retired editor of the Richmond News-Leader (WRNL-AM-FM), Pulitzer-prize historian and radio news commentator from 1925, died June 13 in Richmond after a heart attack.

Dr. Freeman began making news broadcasts in 1925 and besides making two broadcasts a day, more than 100 speaking engagements a year and editing the News-Leader, he found time to write a four-volume biography of Confederate Gen. Robert E. Lee, for which he won the Pulitzer prize, and a three-volume biography of Lee's Lieutenant.

WAGA-TV Now Operating

STORER Broadcasting Co. reported last week its WAGA-TV Atlanta began operating with 100 kw on June 10, making it "the most powerful TV station in the deep South." During recent tests, the company said, calls were received from parts of North Carolina and Tennessee. WAGA-TV is on Ch. 5.

FULTON QUITS WGST, AKERMAN SUCCEEDS

JOHN FULTON, general manager of WGST AM-FM Atlanta (Georgia Tech station) and recently-seated NARTB Dist. 5 director, has resigned from the station and will announce his new connection about July 1. Freeman Strickland, chairman of the Radio Committee of the University System of Georgia Board of Regents, announced last week.

Mr. Strickland said he accepted the resignation "with a great deal of regret." Ben Akerman, assistant manager since 1948, has been appointed to succeed Mr. Fulton, Mr. Strickland said.

Mr. Fulton has been on the WGST staff 17 years, and has served as announcer, program director and associate manager, becoming general manager in 1945. Mr. Akerman has been with WGST since 1930 and was named chief engineer in 1931.

Carl R. Bamford Dies

CARL R. BAMFORD, principal owner of WSKY Asheville, N. C., died June 9 in his home at Asheville. Until 1951, Mr. Bamford had an interest in the United Paramount Theatre Corp. and was head of Asheville's Publix-Bamford Theatres. He served terms on the Asheville City Council and was a member of the Asheville Chamber of Commerce. Mr. Bamford and Zeb Lee, general manager of WSKY, established the station in 1946.

KSWS-TV Roswell, N. M., 7.5 kw transmitter is scheduled to go on the air this week with 107 kw effective radiated power, and claims to have the largest antenna ever built, 16 bays with a gain of 13.1 on vhf Ch. 8. It will be an ABC-TV affiliate.

Page 52 • June 22, 1953
FOOD STORES
in the Philadelphia area cooperate to insure success for advertisers on the
KYW SUMMER SALES BANDWAGON
(3rd great season!)

4557
COUNT 'EM
4557

All these stores have agreed to hypo sales of KYW-advertised products during the summer of 1953. Special promotions, newspaper support, circulars, shelf tabs, window posters, and many other sales-productive activities come your way on the KYW Bandwagon. There's still time to get aboard! For details, see KYW or Free & Peters.

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KOKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for WBZ-TV and WPTZ; for the television stations, NBC Spot Sales
KTBC-TV Goes 100 kw With New RCA Transmitter

KTBC-TV Austin, Tex., first vhf station in the nation to install the new RCA 10-kw high-band vhf transmitter, June 9 stepped up its effective radiated power to its full authorized 100 kw.

In a brief ceremony Texas Governor Allan Shivers gave the signal for the switch to KTBC-TV Chief Engineer Ben Hearn. Later on, according to General Manager J. C. Kellam, more extensive ceremonies are planned to mark the stepping up in power as well as the tenth anniversary of the Texas Broadcasting Corp., operators of KTBC-AM-TV.

KTBC-TV started last Thanksgiving with an interim RCA 2 kw transmitter. Station is affiliated with all TV networks.

Bolling Family Buys KHMO for $130,000

SALE of KHMO Hannibal, Mo. (1070 kc, 5 kw day, 1 kw night), from Hannibal Courier-Post ownership to James P. Bolling and wife for $130,000 was announced last fortnight. Application for approval was filed with the FCC June 12.

Transfer of ownership of the 12-year-old Hannibal station was made necessary by the pending application to assign KHQA-TV Hannibal (owned by the Courier-Post) to Lee Broadcasting Co., licensee of WTAD in the adjacent city of Quincy, Ill. Assignment of the Ch. 7 construction permit (the station is not yet on the air) includes a provision for 20% ownership in Lee Broadcasting by the Courier-Post Co. Therefore, it was felt necessary to dispose of KHMO to meet the Commission's duopoly regulations which forbid ownership of more than one AM station in the same area. KHMO and WTAD had interlocking ownership through Lee Syndicate newspaper principals.

Mr. Bolling is a livestock dealer in Brown- ing, Mo.

TEXAS Gov. Allan Shivers (r) and J. C. Kellam, general manager, KTBC-TV Austin, join in smiles during brief ceremonies at which the station stepped up effective radiated power to its full authorized 100 kw.

WDAF-AM-TV STRIKE ENDED AFTER MONTH

WDAF-AM-TV Kansas City resumed operations at 6 a.m. Friday after a four-week shutdown caused by an AFTRA strike over commercial fees.

The shutdown kept about 70 employees out of work for a month and cost the Kansas City Star stations vast advertising revenues.

Settlement was reached shortly after Thursday midnight. The Friday operations were described as almost normal.

The new contract calls for a $6 wage increase above the basic $102 scale for announcers, effective last March 1 when the last contract expired. The new pact runs until Nov. 1, 1954.

Principal contention for the last fortnight, it was understood, centered around the expiration date, with the stations originally wanting a two-year agreement. There was difficulty, too, over the language used in connection with the commercial fee matter.

AFTRA's key demand had been for payment of extra fees to announcers for commercials read during regular shifts. While this was not included in the new contract, the stations are understood to have agreed to conduct a nation-wide study to find out what fee systems are used and their possible effect if applied to Kansas City. The negotiators agreed on procedure involving arbitration of the fee issue, based on discussions to be held next autumn, it was reported.

The settlement was reached before a Federal conciliator, Earnest E. Myers, with Don Roberts, AFTRA local negotiator, accepting for the employer. Agreement had been near at times during the last fortnight, only to have the parties stall at unacceptable points. Ed Scheslinger, from the national AFTRA, was on the scene during some of the negotiations.

A Kansas City benefit for the striking union members, arranged for Saturday night in advance of the settlement, was to go ahead, with Hildegard and other name stars slated to participate.

Only office workers have been retained at the WDAF headquarters. The stations are reported to have received sympathetic consideration from many of their sponsors.

The strike started at 6 a.m. May 22. Announcement had been made by the union on radio newscasts the night before that AFTRA personnel would not report for work and would set up picket lines. IBEW technicians refused to cross the picket lines and the stations are reported not to have had adequate engineering personnel in the executive staff to maintain radio and TV operations.

Kansas City has had evening television service from KCTY (TV), operating on uhf Ch. 26. Before KCTY took the air recently the city had only one TV outlet.

Weed TV Adds Lindsay

WDEL Television last week announced that George Lindsay of Edward Petry & Co., Chicago, has joined the company in that city, and that the Chicago office has moved to larger quarters at 20 W. Wacker Drive. Changes were said to be in line with Weed Television's policy of completely divorcing radio and television operations.

Taylor Moves N. Y. Offices

THE O. L. Taylor Co., radio-TV station representation firm, has moved its New York offices from 488 Madison Ave. into larger quarters at 444 Madison Ave.
According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously. 54.6% more people. 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area.

According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously. 54.6% more people. 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area.

HEIGHT COUNTS MOST!

WAVE-TV's Far Higher Tower Increases Area Coverage
By 85.5%!

"Seeing Is Believing!"

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level.

Tower height is of course far more important than any other factor, in "reaching out" to fringe TV areas. Next most important—WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual viewing results. Ask your distributors, dealers or salesmen about WAVE-TV coverage, and about the great WAVE-TV television market. It's actually far greater than the Louisville Trading Area itself!

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives
A SMALL parade of candidates for the remaining FCC vacancy was on the Washington scene last week and most of them had their trimmings both at the White House and Republican National Committee.

Activity was stepped up with only a fortnight remaining before the expiration of the term of Paul A. Walker, Oklahoma Democrat, who, however, probably will remain in office until his successor is qualified.

Those who have been interviewed by Presidential Assistant Sherman Adams include:

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

Charles Garland, vice president and general manager of KOOL Phoenix, one of the "original" strong candidates for the vacancy. Julian N. Cahn, 30-year-old counsel to the Senate Foreign Relations Committee.

In addition, campaigns were still underway for J. Paul Marshall, Maryland-Washington attorney, and a member of the Maryland House of Delegates; Glenn D. Gillett, consulting radio engineer who retires from active practice July 1, and Edward J. Heffron, former NARTB (then NAB) public relations man, and formerly with Johnson & Johnson.

Although it seemed to be touch and go last Friday, Mr. Dean's supporters appeared to be the strongest. It was said in his behalf that he is seeking to dispose of his 55.5% interest in the South Dakota properties—essential under the terms of the Communications Act. He had lunch last week with Sen. Francis Case (R-S.D.), who originally submitted his name for the FCC post and is strongly endorsing him.

Mr. Dean was a member of the delegation which played host to President Eisenhower on his visit to the Black Hills and it obviously was felt that the FCC vacancy was discussed at that time.

Meet with Adams

Mr. Garland, strongly backed by Eugene C. Pulliam, dean of Arizona publishers and owner of WIRE Indianapolis, called on Presidential Assistant Adams last Tuesday, accompanied by Sen. Barry Goldwater (R-Ariz.). In the nearly one-hour conversation—his second session with Mr. Adams—the overall FCC regulatory situation was discussed. Mr. Garland, when he left Washington, was not represented as being as optimistic about the appointment as his South Dakota broadcaster colleague.

Mr. Cahn was noncommittal but it was learned that he likewise had conferred with the sphinx-like presidential assistant. Mr. Cahn, although counsel to the Foreign Relations Committee, is not a lawyer, but he has evinced great interest in suppression of crime and has been identified with broadcast activities in the crime sphere. In addition to Chairman Willey of Wisconsin, of the Senate Foreign Relations Committee, Mr. Cahn is understood to have strong support from other important figures in public life. As a New Yorker, he has been actively identified with both the Young Republicans in New York and the Republican Committee.

Mr. Gillett had not been called either to the Republican Committee or the White House, an essential step before serious consideration is given, but he had whipped up considerable support from his Virginia delegation, with Rep. Joel T. Broyhill (R-Va.) leading the campaign.

Mr. Heffron was given a strong endorsement of the Maryland delegation. It is understood Vice President Nixon, a friend, also is urging his candidacy. He had been offered other Administration positions, it's understood, but was not interested.

Mr. Heffron parted from NAB in 1947 after a conflict on a fundamental policy issue—he supported FCC control over program balance as exemplified in the so-called "Blue Book." Mr. Heffron, prominently identified with lay Catholic organizations, is understood to have rallied support among church leaders, including some of the top prelates.

Even if a deal is hashed out by the White House this week, there is little likelihood of an immediate nomination. FBI clearance is entailed. It is understood that Mr. Garland previously had been cleared, presumably for the vacancy filled two months ago by John C. Doerfer of Wisconsin.

Anything Could Happen

Generally, it is thought that anything could happen and that the Administration had not settled on any one man, but Mr. Dean's supreme optimism and his quest for a buyer of his interest in KOTA and its sister FM outlet, KOZY, led to the view that he had received more than a superficial indication that he would get the appointment. Mr. Dean is both a lawyer and a broadcaster. He also owns Radio Games Service, which controls a series of "service marks" he is syndicating in the premium coin field on radio.

Mr. Dean is 51 and started in radio in 1912, after having practiced law in South Dakota. He has built seven stations. He has not been an active politician, but has been a Republican for 25 years and did support Eisenhower. He is married and has two daughters, 20 and 22.

Mr. Garland, with a 30-year background in radio, was trained in the H. Leslie Adass School in Chicago. He was active in politics and served as mayor of Des Plaines, Ill., for four years. He has lived in Arizona for a decade, identified with the Gene Autry stations. Mr. Autry conferred with President Eisenhower on Wednesday, but it was doubted whether Mr. Garland's candidacy was mentioned.

Mr. Walker, former chairman of the FCC, is in his 72d year. He will retire on part pay, having served on the FCC since its creation in 1934—its only charter member. His plans have not been disclosed but there has been some thought that he might join one of the educational broadcasting organizations as consultant or lecturer.

Pratt Post Eliminated

OFFICE of telecommunications advisor to the President was abolished Wednesday by President Eisenhower. Haraden Pratt, who has held the post under a 1951 appointment by President Truman, resigned effective with the transfer of functions to the Director of Defense Mobilization.

Autry, Gammons & Ike

GENE AUTRY, singing cowboy star who is president and owner of KOOL Phoenix, Ariz., and Earl H. Gammons, CBS Washington vice president, called at the White House at 9:30 a.m. Wednesday. They chatted with President Eisenhower about golf, politics and mutual friends, they said after the conference.

Streibert Will Assist Conant

THEODORE C. STREIBERT was on the way to Germany last week to begin a several months task as consultant on public affairs for U. S. High Commissioner James B. Conant.

The State Dept. announced the appointment Wednesday.

Mr. Streibert formerly was president of WOR New York and chairman of the board of MBS before joining the State Dept. as consultant to Dr. Robert L. Johnson, administrator of the International Information Administration (which includes Voice of America).

The State Dept. said Mr. Streibert was assigned to Germany at the request of Dr. Conant. He will assist Dr. Conant and his staff in a reorganization of the PAP.

The post in Germany was left open by the resignation of Theodore Kaghan, which was forced after a bitter exchange on his security qualifications with Sen. Joseph R. McCarthy (R-Wis.).

After working on earlier special overseas projects for Dr. Johnson, Mr. Streibert had returned from abroad. He had completed a field study of radio programming centers and organizational problems under a separate information agency-the proposed U. S. Information Agency. He was in Washington only three weeks before being sent overseas again.

FCC Issues 4 New AMs, Facility Changes to 4 Others

FOUR new daytime standard stations were approved by FCC last week. They are:

Bogalusa, La.—Bogalusa Bstg. Co., 1 kw daytime on 920 kc. Partners Charles W. Holt and Dave A. Matison control WSHY Hattiesburg, Miss.

Seattle, Wash.—W. Gordon Allen, 5 kw daytime on 1550 kc. Mr. Allen is majority owner of KGAEL. Lebret, Ore.

Corvallis, Ore.—Mid-Land Bstg. Co., 1 kw daytime on 1050 kc.

Poteau, Okla.—Lefflore Bstg. Co., 1 kw daytime on 1280 kc.

FCC also approved change of power for WSVW Harrisonburg, Va., from 1 kw fulltime, directional night, to 5 kw daytime, 1 kw directional night, on present frequency of 550 kc. KYAK Yakima, Wash., was granted change from 250 w fulltime on 1400 kc to 1390 kc with 1 kw day and 500 w directional night. WAVA Ava, Ill., was given consent to change its main studio location from Ava to Dupo, with transmitter tower remain at Ava. WAVA is on 1580 kc with 250 w daytime.

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BROADCASTING • TELECASTING
KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

- So you know you're right when you buy the Big-Time Buy... the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER... MORNING - AFTERNOON - EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines
'LESS CENSORSHIP' TREND SEEN AS PRESIDENT UNVEILS NEW ORDER

The proposed system of classifying government information would eliminate the "restricted" category. Twenty-nine agencies would be limited, while 16 others would be restricted.

The Eisenhower Administration, showing a trend away from censorship of news, is awaiting the views of media on a proposal to relax the still-existing Truman security order, issued Sept. 19, 1951.

Trial balloon was sent up by the President at his Wednesday news conference. He distributed text of a proposed Executive Order which would revoke the Truman order and set up less severe restrictions on release of news by federal agencies.

The proposed order was drafted after a study of the security problem by Attorney General Mitchell and Sen. Joseph McCarthy of Wisconsin.

Media claims that the Truman order, while designed to safeguard government documents, was broadly drawn and loosely administered were noted by Mr. Brownell in a letter to the President. This had led to charges that government officials could use the order to cover up their own mistakes.

Conferences Held

Mr. Brownell will hold a conference, with J. Russel Wiggins, managing editor of the Washington Post and chairman of the Freedom of Information Committee of the American Society of Newspaper Editors. In addition he has met with officials of most major government agencies. A departmental committee reviewed complaints against operation of the order.

Objections to the Truman order were listed by Mr. Brownell as follows:

- Official can withhold non-security news by using vague and broad descriptions in the order.
- There is a tendency to follow "the dangerous policy heretofore used by dictators nations of authorizing government officials to use the term 'national security' indiscriminately and thereby throw a veil of secrecy over many items which historically have been open to the public."
- Authorization of too many kinds of documents as security information has promoted a careless attitude on the part of some government employees handling such material.
- The order has tended to build up a barrier between government and media, imbalancing freedom of the press.

In view of these developments, Mr. Brownell said the proposed new order will protect national security requirements and "honor the basic tenets of freedom of information which are so vitally important to the preservation of our form of government."

The new order, he said, will establish a system differing in the following major respects from the existing system:

a) It withdraws original authority to classify information from 29 agencies of the government.

b) It limits the authority to classify in 10 additional departments and agencies to the head of the agency without power to delegate.

c) Information may be classified only if required in the interest of the defense of the U.S.

d) One of the categories of classified material—"Restricted"—is eliminated.

e) The remaining categories of classified material ("Top Secret," "Secret" and "Confidential") are explicitly defined to prevent indiscriminate use of the power to classify.

Positive provisions are included for reviewing classified material, for the purpose of removing the classification, or down-grading it, when the interests of national defense no longer require the protection of classification.

g) Procedures have been revised to make them more definite and certain, so that employees handling classified information will be more alert to the dangers of unauthorized disclosure.

In listing government agencies where "original classification authority" is limited to head of agency, the President included the FCC. If an agency head fears the new limitations endanger national defense, he can file a written request to the President for an exception.

Original classification authority is removed from 29 agencies, including Federal Trade Commission, National Labor Relations Board and Securities & Exchange Commission.

Mock Conference Planned To Test Hearing Shortcuts

DEMONSTRATION of techniques for shortening the length of comparative television hearings before the FCC [B*T, May 18] will be held next Monday (June 29) in Hearing Room A of Washington's ICC Bldg.

The mock hearing conference, arranged by the Federal Communications Bar Assn. and FCC, will show one way of eliminating all unnecessary material from hearings and will be conducted by "Hearing Examiner" Henry G. Fischer, FCBA member. Counsel for the applicants will include Frederick W. Ford, chief of FCC hearing division; Benito Gagnon, FCC hearing examiner, and Max Paglin, FCC trial attorney. They will represent the Alpha Television Co., the Bravo Broadcasting Co. and the Coca Television Co. seeking vhf Ch. 4 in Metropolis.

Dempsey is Counsel

Counsel for FCC broadcast bureau will be William J. Dempsey of the FCBA. A question and answer period following the "conference" will be moderated by William C. Koplovitz of the FCBA.

Preliminary remarks will be made by FCC Chairman Rosel Hyde and Fred Albertson, FCBA president. J. D. Bond, FCC hearing examiner, will discuss the use of pre-trial technique in administrative hearings.

The committee handling arrangements for the mock conference is headed by Mr. Koplovitz, of Dempsey & Koplovitz, Washington law firm.

MCARTHUR WANTS INDUSTRY REACTION TO BILL TO REQUIRE RECORDINGS

Sen. Joseph R. McCarthy tells B*T: No connection between bill and Senate probing of FCC, no need for speedy hearings on measure but wants broadcasters to "kick it around a bit."

Sen. JOSEPH R. MCCARTHY (R-Wis.) last Thursday denied to B*T any link between his newly-introduced bill that would require radio and TV stations to make and keep recordings of everything going on the air and various investigations of FCC files being made by members of his staff.

Sen. McCarthy also indicated he was in no hurry to press his legislation but looked at the proposal as more of a trial balloon to test broadcaster reaction.

Kick It About

As he told B*T, he wanted the radio-TV industry "to kick it around a bit" to see how effective the legislation would be [see editorial, page 114].

The bill would amend Sec. 303 (i) of the Communications Act. It would give FCC "authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable" and FCC would "make rules and regulations requiring broadcasting stations to make and keep recordings, or verbatim records, of all communications transmitted."

It was introduced without fanfare by the Senator near the close of Senate business June 11 [At Deadline, June 15]. The measure was referred to the Senate Interstate & Foreign Commerce Committee.

Sen. McCarthy said he did not expect an early hearing on the legislation. Measures introduced in this session of Congress carry over until the second session which begins next January.

Sen. McCarthy told B*T there were several reasons why he introduced the measure. Primarily, he wanted to urge FCC to have available a permanent record of everything said on the air. Such records are not required at the present.

Sen. McCarthy also said it was impossible now to police shortwave sets sending information overseas. He asserted there were "strong indications" of "uses" of shortwave to send information abroad for espionage purposes.

The Senator also asserted the legislation was designed to act as a check on what night disc jockeys say on stations. As the Senator saw it, the disc jockey "can say anything he cares to" because there is no record of what is broadcast. "He can indulge in libel and slander," Sen. McCarthy charged.

A member of Sen. McCarthy's Permanent Investigations Committee staff has been engaged for some weeks in sifting over FCC files. It was reported at the agency that the investigator has not been "around for the past five days."

Sen. McCarthy said the bill's introduction had no relation to the investigations.

Most unusual effect of the bill would be the establishment of procedure among stations which never has been ordered in full even during the last war. In World War II some spot checking of what went on the air was made. News censorship in the broadcast industry was voluntary. Recordings of some foreign language programs were required to be kept.

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TOWERING HIGH IN THE SKY for a soaring distance of 1550 feet above average terrain (and a half mile above sea level) is KTYL-TV's antenna on South Mountains, a few miles from downtown Phoenix. From this lofty peak... four times higher than any other Arizona station... KTYL-TV delivers 63.2% coverage of the most fabulous, flourishing sales potential in the nation!

MEDIA BUYERS will raise an interested eyebrow at these significant comparisons: New York City's majestic Empire State Building is only 1250 feet high... Chicago's famed Wrigley Tower is only 398 feet high... and the familiar landmark — the "Top of the Mark" in San Francisco — is only 563 feet above sea level!

THE GREATER THE HEIGHT, the greater the coverage. The greater the coverage, the greater the sales. And, in free-spending Central Arizona, only KTYL-TV provides both! See your Avery-Knodel man today!

How HIGH is HIGH?
KTYL-TV is HIGH in Antenna Height
...and HIGH in Sales Impact!

KTYL-TV
CHANNEL 12

NBC and DuMont affiliate for Phoenix and Central Arizona...

Arizona's merchandise-minded "Showmanship" station that's first in everything that spells more sales!
NARTB ATTACKS BASEBALL BILL

As NARTB attacked anew Senate legislation to permit baseball to reinstate its radio-TV restrictive rule 1 (d), two identical bills were introduced in the House last week.

The companion bills, referred to the House Interstate & Foreign Commerce Committee, were offered by Reps. A. S. Herlong Jr. (D-Fla.) (HR 5721) and Wilbur D. Mills (D-Ark.) (HR 5725).

The Senate bill (S 1396), authored by Sen. Edwin C. Johnson (D-Colo.), was approved unanimously by the Senate Interstate & Foreign Commerce Committee a fortnight ago [B+W, June 15].

NARTB uncorked a twin assault:

- On Thursday its combined boards of directors in a unanimous resolution condemned the Johnson bill and called upon Congress to defeat it.

- The action was taken during a three-day board meeting in Washington.

- The preceding Monday the board okayed a special NARTB bulletin issued to every radio and television station in the country. This, too, directed its fire against the proposed law restricting radio-TV coverage of baseball.

The resolution, which summarized the earlier bulletin, was to be sent to every member of Congress.

NARTB Explains Rule

Rule 1 (d), as explained by NARTB, would prevent a team from authorizing the broadcast of its games over a station beyond its home territory, which would include a "network" format to a remote country. This, too, directed its fire against the proposed law restricting radio-TV coverage of baseball.

The resolution, which summarized the earlier bulletin, was to be sent to every member of Congress.

Asks Early Hearing

SEN. EDWIN C. JOHNSON (D-Colo.) last Thursday asked the Senate leadership to schedule his baseball bill for consideration as early as possible. Sen. Johnson's statement before the Senate floor after Sen. Everett Dirksen (R-Ill.) had asked that the bill be held up. The Dirksen bid was made during a routine call of the Senate calendar (roll call on bills to be considered).

BASEBALL SUES TRINITY (KLIF, KLBS)

The Brooklyn Dodgers and the New York Yankees have filed complaints last week with the Federal Trade Commission against Trinity Broadcasting Corp., alleging that since opening of the 1953 baseball season Trinity stations KLIF Dallas and KLBS Houston have "without authorization or consent" broadcast "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

Gordon B. McLendon, executive director of the Dodgers and principal announcer of the alleged unauthorized re-creation of major league games, was formerly associated with Liberty Broadcasting System, the "fifth" radio network, which went bankrupt last year. A $12 million suit by the defunct Liberty Broadcasting System against all the major league clubs except the Dodgers, the Chicago White Sox and the Cincinnati Reds, charging restraint and monopoly on baseball broadcasts, is pending in U.S. District Court [B+W, May 18].

The complaints of the Dodgers and Yankees to FCC allege that the broadcast of the games by KLIF and KLBS are made in such a manner as to convey to the listening public the misleading impression that they are authorized by the major league clubs and are being made directly from the park in which the game is being played. This is said to be done by means of recorded crowd noises and simulated public address announcements.

The complaint against Commission to issue an order under the Telecommunications Act of 1934 to Trinity Broadcasting Corp. to show cause why a cease and desist order should not be made to KLIF and KLBS to terminate the unauthorized broadcasting.

In the alternative, the complaints request an order to show cause why the licenses issued to Trinity to operate KLIF, KLBS and KELP El Paso should not be revoked.

Mr. McLendon recently testified before the Senate Commerce subcommittee in opposition to S 1936 which would permit the baseball clubs to reinstate former Rule 1 (d).

Asks Fewer Closed Sessions

HELP in fighting the "alarming" increase in the number of "secret" sessions by Congressional committees has been asked on Sen. Spezzard L. Holland (D-Fla.), by Sigma Delta Chi, journalism fraternity.

V. M. Newton Jr., chairman, Committee for Advancement of Freedom of Information, has written the Senator that one of every two committee meetings is held behind closed doors (executive sessions). When this is done, the public and the press (and radio, TV) are barred. He also warned that local and state governments were following this pattern set by Congress.

FTC AGAIN HITS ANTELL AD CLAIMS

July 21 hearing is set in Baltimore on soap and shampoo copy.

The Federal Trade Commission again is nipping at the heels of Charles D. Kasher and Leonard L. Rosen, principals in an FTC complaint and preliminary injunction issued last November in U.S. District Court in Baltimore restraining the two from certain "pitch" advertising claims on television about their NFA Complex vitamin compound [B+W, Jan. 19].

This time the FTC charges misleading and deceptive advertising on radio, television and newspapers on the merits of Charles Antell Formula #9, Charles Antell Shampoo and Hexachlorophene Soap. Named in the complaint are: Charles Antell Co. Inc., Baltimore, Mr. Kasher, its president, and Mr. Rosen, its vice president, secretary and board chairman, and of which Mr. Rosen's brother, Julius J. Rosen, also named as a respondent, is vice president and treasurer; TAA Inc., of New York and Baltimore, of which Mr. Kasher is a staff officer and Leonard Rosen is president and director.

The FTC, giving the respondents 20 days to file an answer, has scheduled a hearing July 21 in Baltimore before FTC Hearing Examiner John Lewis.

RTMA Throws Weight Against EPT Extension

RETOACTIVE relief from the excess profits tax for the radio-TV manufacturing industry was asked the House Ways & Means Committee in a statement filed last week by the Radio-Television Manufacturers Assn.

RTMA's position on EPT was similar to that voiced two weeks ago to the committee by the Television Broadcasters' Tax Committee's John B. Poole [B+W, June 15].

The RTMA statement was made at a time when the House Committee was considering getting to a six months extension of the excess profit tax in the face of opposition from Chairman Daniel Reed (R-N.Y.) of the Ways & Means Committee. The six-month extension was requested by the broadcasting industry. The tax is due to expire at the end of the month.

RTMA President A. D. Plamondon Jr. outlined the burden imposed on the industry by the tax. He asked the industry to be extended but should be amended "to retroactively remedy its deficiencies as it applies to members of our industry."

Network Color Test

NETWORK testing on NBC-TV of the compatible color system of the National Television System Committee was approved by the Federal Communications Commission. The Commission ended its TV rules to allow tests of the "non-standard" color signals during the regular broadcast day, but limited to sustaining programs. The authorization is effective immediately and runs until July 31. Besides testing feasibility of the network color TV under NTSC specifications, the Federal Communications Commission is expected to obtain the reaction of the non-technical viewing audience to reception on regular black-and-white receivers.

Page 60 • June 22, 1953
A necessary buy in New England —
with more than a million viewers
and a signal so clear and strong . . .

125 newspapers
from Montauk Pt., L. I., to Springfield,
Massachusetts, carry
WNHC-TV program listings.

WNHC
TELEVISION
NEW HAVEN

REPRESENTED BY
THE KATZ AGENCY, INC.

New England's First Complete Broadcasting Service
REVAMP ‘VOICE,’ SENATORS URGE

Gist of special Senate committee report is that the Voice of America program is necessary but that many improvements are needed both in its organization and its operation.

THE RADIO arm of the U. S.—Voice of America—is necessary—“radio broadcasts are our sole information contact with Communist dominated peoples. But Voice is sorely in need of a revamping.

The basic Senate Committee on U. S. Overseas Information Programs thinks of VOA. Its report (S Rept 406) was released last week. Sen. Bourke A. Hickenlooper (R-Iowa) is chairman of the group which held hearings on the entire information program earlier in the year. The committee plans to probe further into the information programs.

Recommended by the committee:
- Reorient the entire structure of VOA.
- The International Information Administrator should decide on the physical structure—New York or Washington. Reorganize the engineering section from top to bottom... secure the best available assistance.

TV Networks Urged
- Consider “feasibility of linking the Atlantic nations and much of the non-Communist world... in vast television networks.” This could be “a reality in a comparatively short time,” IIA hardly has recognized TV's potential uses.
- President Eisenhower is urged to take a personal hand in strengthening the entire information program.
- National commission should be set up drawing people from government, telecommunications industry, and other groups to study the present organization and “the potentialities of the international use of all forms of telecommunications.”

President Eisenhower already has recommended to Congress that VOA be placed under an independent U. S. Information Agency. Under that program, Voice policy would be “guided” by the Secretary of State but administratively the agency would be on its own, reporting to the President.

The committee warned of “entrenched incompetence” in the information agency with which the Administration “must do battle.” It also warned of “the reticence and waste” that has delayed implementation of the broadcasting program.

Two major tasks upcoming for the committee are to (1) examine the operation and effect of the program in the American Republics and (2) “test-check” action taken on the Committee’s recommendations, the report noted.

Three days before the committee released its report, the State Dept. said much of local broadcasting time in Latin America previously occupied by VOA shortwave now is being used by IFA. For locally-produced shows, Latin America, State Dept. added, still receives a VOA 30-minute, world-wide program broadcast shortwave in English.

Associated Broadcasters Inc. is shortwave Spanish-language operation, to be privatized but with State Dept. and FCC approval (Art Danes, chairman) which would be taken over by two frequencies left which VOA vacated, waves lengths could have been pre-empted by other nations.

Other points discussed by the committee:
- In cost and personnel, the U. S. information program is second only to Russia which spends an estimated $1.4 billion a year for propaganda.
- Psychological Board, created to coordinate psychological policies of the U. S. “is not effect- ively discharging its functions.”
- Deficiencies exist in the reception of shortwave signals overseas; engineering has been “inexpert and mediocre; often inadequate.”
- No overall continuing monitoring service exists in Washington.
- Policy should not be made by the Voice.
- RIAS (U. S. radio station in Berlin), which broadcasts with 300 kw and relays several VOA programs daily and originates 16 more hours, is “overstaffed” but performs “effectively.”

Electron Controls Bill asks Radio-TV Listings
SEN. THOMAS C. HENNINGS Jr. (D-Mo.) has offered a bill (S 2081) to regulateprimaries and political party conventions (federal candidates) and to revise upward the limit on campaign spending listing radio-TV time purchases.

Ceiling Raised Asked
Co-sponsors were Sens. Carl Hayden (D-Ariz.) and Robert C. Hendrickson (R-N. J.). Sen. Hennings proposed raising the ceiling on spending by national committees for all candidates from the current $3 million to $10 million. He said present day limitations are “totally unrealistic in the light of present-day costs, particularly in view of new campaign devices such as radio and television.”

Each engineering committee would have to be carefully listed. In case of purchasing radio or television time, stations used would be listed. Bill was referred to the Senate Rules and Administration Committee.

Senators Film, Tape Red Hearings for Home Folks

SOMETHING new has added to the Senate scene—a subcommittee is making movies and tape recordings of hearings to be distributed on a loan basis. The subcommittee is Sen. William E. Jenner’s (R-Ind.) group on Internal Security. Subject matter is its investigations of Communism.

Funds for Production
Work is done by the Senate-House Joint Recording Facility which makes radio recordings and television films for Senators and House members to send to their home districts. It was reported last week the facility probably would be paid for the work from subcommittee funds.

Word of unprecedented radio-movie- TV production by an official Senate group came from a subcommittee spokes-

Senator B. Keating (R-N. Y.), Jacob J. Javits (R-N. Y.) and George Meader (R-Mich.) appeared on behalf of such a probe. Rep. Keating noted that he had not yet reached a “final conclusion” on radio-TV coverage of hearing proceedings or House sessions. While he saw “wholesome” results of such coverage he said he recognized problems caused by microphones and cameras at committee sessions. He also noted that courts and judicial proceedings are free from radio-TV devices and asserted witnesses should have the right to object to their presence. Rep. Keating noted that the courts have ruled to this effect. Rep. Clarence Brown (R-Ohio) said he objected to televising hearings.

KXEL, WNOE Protest Two New AM Grants
PROTESTS against two new AM stations authorized by FCC within the past month have been filed with the Commission. They objected to grants at Columbus, Miss., and Ville Platte, La., both alleging interference.

KXEL Waterloo, Iowa, assigned 50 kw fulltime on 1540 kc, directional night, protested FCC’s May 7 grant of 10 kw daytime on 1540 kc to J. W. Furr at Columbus. Mr. Furr is in the auto supply business.

WNOE New Orleans, operating on 1060 kc with 30 kw daytime and 5 kw nighttime, complained about FCC’s grant of 250 w day and 1050 kw nighttime to Ville Platte Broadcasting Co. Part owners in the new grantee include Vincent and Joseph Riehl and Roland Fink, all interested in KEUN Eunice, La., and Thomas and Paul De Clouet, part owners of KUNE and KLFY Lafayette, La.

Petitions in both cases requested hearings on the new station grants.

House Unit to Study ‘Fair Play’ for Witnesses
THREE-man subcommittee—Rep. Hugh Scott (R-Pa.), chairman; J. Edgar Ch'enoweth (R-Colo.) and Howard W. Smith (D-Va.)—were named last week by the Senate Committee a fort-night ago to study ways of ensuring “fair play” for witnesses before congressional committees.

No Final Conclusion
Rep. Kenneth B. Keating (R-N. Y.), Jacob J. Javits (R-N. Y.) and George Meader (R-Mich.) appeared on behalf of such a probe. Rep. Keating noted that he had not yet reached a “final conclusion” on radio-TV coverage of hearing proceedings or House sessions. While he saw “wholesome” results of such coverage he said he recognized problems caused by microphones and cameras at committee sessions. He also noted that courts and judicial proceedings are free from radio-TV devices and asserted witnesses should have the right to object to their presence. Rep. Keating noted that the courts have ruled to this effect. Rep. Clarence Brown (R-Ohio) said he objected to televising hearings.

Three methods for distribution are still incomplete but a subcommittee spokesman said “many requests” for films and tapes have been received.

TV newsreel firms provide films taken at the hearings to TV stations. But not all the hearings have been filmed. Usually the firms supply films on matters considered newsworthy. It was said the “official" cameraman also respects witnesses’ desires not to be photographed but tape recordings are made of all witnesses because an official shorthand reporter takes down entire proceedings anyhow.
The STUDIO TELESCRIPTION Library

"...one of our most valuable sales assets..."

says DICK WATTS, Sales Manager, KROD-TV, El Paso, Texas

Today All Of These Alert TV Stations Use UTP Studio Telecasts!

KGBB Amarillo, Texas  KUBB Lubbock, Texas
WFBG Altamena, Pa. WMCT Memphis, Tenn.
WAGA Atlanta, Ga. WMNI Milwaukee, Wisc.
WTVI Atlanta, Ga. WALA Mobile, Ala.
WSB Atlanta, Ga. KFVZ Monroe, La.
WAFM Birmingham, Ala. WOSH Oshkosh, Wisc.
WICC Bridgeport WEEC Peoria, Ill.
KOBO Boise, Idaho KRAL Portland, Oreg.
WMOK Columbus, S. C. KCSJ Pueblo, Colo.
WCRS Columbus, S. C. WNAQ Raleigh, N. C.
WOC Davenport, Iowa WSLA Roanoke, Va.
KROD El Paso, Texas WRGV Roanoke, Va.
KMJ Fresno, Calif. XETV San Diego, Calif.
KNBH Hollywood, Calif. KRON San Francisco
KJH Hollywood, Calif. KLY Santa Barbara, Calif.
KONA Honolulu, Hawaii KZMU Salt Lake City, Utah
KNUZ Houston, Texas KELO Sioux Falls, S. D.
KPRC Houston, Texas KTTV Springfield, Mo.
WJTV Jackson, Miss. WTVU Scranton, Pa.
KSWO Lawton, Okla. KELO Sioux Falls, S. D.
WJIM Lansing, Mich. KSD St. Louis, Mo.
KFOR Lincoln, Nebr. WTBW St. Petersburg, Fl.
KOLN Lincoln, Nebr. KMO Tacoma, Wash.
KRTV Little Rock, Ark. KCNO Texarkana, Texas
KTVK Longview, Texas KVOA Tucson, Ariz.
KLCI Los Angeles WKRC Palm Beach, Fla.
KBDB Lubbock, Texas KDFX Wichita Falls, Texas

The STUDIO TELESCRIPTION Library is the only music library that gives you all the top musical stars...all your favorite tunes, both old and new...and complete program and promotion service. And it's priced right! Write for details of this top money-maker and other UTP films today!

NEW YORK 444 Madison Ave. Ph. 2-4620
CHICAGO 360 N. Michigan Ave. CE 6-0041
Hollywood California Studios 650 N. Bronson Ave. HO 5-2195
The stockholders, at a recent meeting, and in keeping with their policy of a company wholly owned by its own personnel, have elected Charles C. Coleman (Southeastern Manager in Atlanta) and Philip Schloeder, Jr. (Assistant Treasurer in New York) as new stockholders in AVERY-KNODEL INCORPORATED NEW YORK CHICAGO ATLANTA SAN FRANCISCO LOS ANGELES DALLAS

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NETWORKS

**NBC PONDER DIVIDING AM-TV**

Not all departments would be divorced. Radio affiliates plan fall meeting on their own and with network, as NBC reports it is stabilizing its TV affiliates.

PLANS for divorcing radio and television operations in some departments were under study at NBC last week [CLOSED CIRCUIT, June 15], with the sales department deemed most likely to be thus split.

An "informal" study of the question is being made, officials said, indicating at the same time that although sales and perhaps some other departments may be un-integrated, the separation policy is not expected to be applied throughout the company again.

Disclosure of this study was one of several developments at or affecting NBC during the week. Others included:

- Network officials said they planned a fall meeting with radio affiliates, while radio affiliates planned a late-July session among themselves—and reportedly were prepared to insist that NBC officialdom, headed by Brig. Gen. David Sarnoff, meet with them to go over radio plans and problems.

- Officials jubilantly reported that WHAM-TV Rochester, which they had considered the only affiliate still apt to switch to CBS-TV after the now-famous "crisis" session with TV affiliates a few weeks ago (B&T, June 1), has now said it will remain with NBC and has authorized preparation of renewal contracts.

**Signs WVEC-TV Hampton**

- NBC plugged the TV hole left by the only affiliate defection it suffered, signing uhf station WVEC-TV Hampton, Va., as its Norfolk-area affiliate in place of WTAR-TV Norfolk, which moves to CBS-TV in September. Successor to WTAR, which moves to CBS Radio after a 19-year association with NBC, remained to be selected.

- Concurrently with the WVEC-TV signing, a high-powered campaign was being devised to get Norfolk area set-owners to convert to uhf, with the goal set at 50,000 to 75,000 conversions within a month after the station's Sept. 1 target date for the start of full commercial operations.

- NBC President Frank White, who returned from his European vacation Tuesday, was back at his desk on Friday, and was planning, according to associates, to continue in the job—a decision which Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, told the TV affiliates would be entirely up to Mr. White and the state of his health upon his return from the vacation and rest.

On the subject of radio-TV divorcement, observers felt that, especially in sales, a return to the separation plan would do much to mollify radio affiliates who feel that under the present integrated setup, TV is getting emphasis out of proportion to that given radio.

A session with the radio affiliates—a card-on-the-table meeting similar to the "crisis" sessions with TV affiliates—is being planned for the fall, probably in October or November according to present network thinking, though at least some affiliates want it in July. It is known that NBC is blueprinting plans for a buildup of its radio programming [CLOSED CIRCUIT, June 15], and these plans undoubtedly
Paul Bunyan, it’s said, liked flapjacks for breakfast the year round. They made his dough in an oversized cement mixer, and cooked it on a 440-foot griddle.

Today most of the big dough in the Northwest is being made (and no foolin’) by advertisers who use giant wcco Radio, the Northwest’s 50,000-watt selling machine. Skillfully mixing sales messages with topnotch local and CBS Radio shows, wcco Radio creates a marked preference for its advertisers’ products throughout 109 counties in four Northwest states. What’s more, wcco’s cost-per-thousand circulation is considerably lower than that of any other station the length and breadth of this gigantic area—6¢ per thousand families daytime, 11¢ per thousand nighttime.

If you’ve been pouring big dough into your Northwest advertising and are still on the griddle for sales results, this vast coverage and low cost should be right to your taste. For details call... **WCCO RADIO**

Minneapolis-St. Paul
Represented by CBS Radio Spot Sales
How many pounds are sirloin steak?

☐ 250 lbs.  ☐ 150 lbs.  ☐ 50 lbs.

SIRLOIN on a plate comes as thick as you want it and as big as your appetite.

Sirloin on a steer comes surrounded by hamburger, chuck, stewing beef and a lot of other cuts. The meat packer has to buy them all. And sell them all, too.

The part that is sirloin figures out like this:

From a 1000 pound steer, you subtract 400 pounds of hides, hoofs, inedible fats, etc. That leaves 600 pounds of “eating meat.” But only 8% of this, or around 50 pounds, is sirloin.

That’s why you pay more for sirloin than for most other cuts. The price of each cut, you see, is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it “shopping.” They compare, pick, choose. In a free market, their choice sets the values.

Did you know

...that about 40 different cuts come from a side of beef...that the more moderately priced meats, such as hamburger, have the same complete, high-quality protein as the fanciest steak...that it takes 4,000 different meat packing companies to supply the 60 million pounds of meat that we eat every day?

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

Would also be aired at such a meeting, whenever it may be held.

A committee of the AM affiliates is getting ready for a session of their own, now proposed for Chicago about July 25. This is the group formed during the NARTB convention in Los Angeles, headed by Robert D. Swezey of WDSU New Orleans [B&T, May 4]. The Chicago meeting presumably is designed, at least in part, to complete the organization of the AM group along the autonomous lines of the TV affiliates committee headed by Walter Damm of WTMJ-AM-TV Milwaukee [Mr. Damm also is a member of the Swezey committee]. NBC officials emphasized that the Chicago meeting has the network’s “complete blessing.”

A group of NBC affiliates attending the NARTB board meetings in Washington held an informal session Thursday night, with Mr. Swezey presiding. The affiliates would like to see some fast action at NBC, leading to a full-blown meeting with Gen. Sarnoff next month in Chicago, but it appeared the network could not be ready before autumn.

Radio sales apparently is the affiliates’ main concern. They point out that NBC’s evening commercial volume has dropped off, that CBS Radio is well out in front of NBC radio in gross billings, and they want to know what NBC plans to do. They want to hear more details on NBC’s current program-strengthening plans and, as one affiliate put it, they would rather get these details and other information in the summer than in the fall. Hence the strong feeling evidenced by at least some key affiliates that Gen. Sarnoff and other NBC officials should meet with them in a frank dis-

WVEC-TV Hampton becomes a primary affiliate of NBC as Thomas P. Chisman (I), president-general manager of the Peninsula Broadcasting Corp., signs the contract with Harry Bannister, NBC station relations vice president.

Discussion of AM problems and plans, at the TV affiliates meeting, in conjunction with the Chicago sessions.

Meanwhile, the signing of WVEC-TV (uhf Ch. 15) as NBC-TV’s primary affiliate in the Hampton area was announced jointly by Thomas P. Chisman, president and general manager of the Peninsula Broadcasting Corp., licensee, and Harry Bannister, vice president in charge of NBC station relations. Both network and station officials voiced confidence the station will be on the air with test pattern by Aug. 1 and will go into full commercial operation by
REASONS FOR RELIABILITY
IN THE COLLINS 250 WATT TRANSMITTER

Lost air time is expensive. The most economical transmitter for the long run is a quality transmitter with built-in reliability. Collins broadcast equipment has long been famous for reliability, and the 300J 250-watt transmitter lives up to this well-earned reputation. Best of all, you pay little more for this full size, modern 250-watt transmitter.

1. NO LOST AIR-TIME BECAUSE OF CRYSTAL-OVEN DIFFICULTIES...
   A new and radically improved crystal, developed especially for Collins modern new transmitter line, has made crystal ovens obsolete! The crystals in the Collins 300J are so stable that constant-temperature operation is unnecessary! Warm-up drift is only 1 or 2 cycles.

2. IMPROVED TUBE RELIABILITY...
   Long-lived 4-125A tetrodes are used in the modulator and power amplifier, and the entire transmitter contains only 7 tube types. This simplifies spare tube problems, increases transmitter efficiencies, and reduces both operating and replacement tube costs.

3. MINIMUM LOST AIR TIME...
   After instantaneous carrier interruptions, the thermal time delay relay returns the 300J to the air in a fraction of a second. When longer carrier interruptions occur, the time delay equipment automatically selects the proper delay period, resulting in least possible lost air time.

4. IT'S COLLINS ENGINEERED...
   Collins advanced engineering concepts have been tested and approved all over the world. The 300J represents this engineering superiority to the fullest. Complete details and descriptive literature on this full size, heavy duty 250-watt transmitter are yours for the asking. Write today.
Wherever you go there’s radio

You’re going places—everywhere—when WGR carries your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It’s the most listened-to station in the area.

For example: Record audiences tune in daily...morning, afternoon and night...to WGR’s “top three” disc spinners—John Lascelles, Billy Keaton and Bob Glacy.

CBS Radio

Network

Sept. 1. It will use a General Electric 12-kw transmitter. Peninsula Broadcasting also operates WVVC, a 250-w independent on 1490 kc. Whether the AM outlet also would take over the NBC affiliation was an undecided question, however. Network officials said “several” stations in the area were under consideration, but that a decision should be forthcoming soon.

CBS-TV, NBC Radio Air Korean War, Truce Shows

SPECIAL documentary programs centering around the Korean conflict were presented last week by NBC radio and CBS-TV in connection with the third anniversary of the war and the imminence of a truce.

CBS-TV’s “Korea Is My Home” was scheduled for presentation yesterday (Sunday) from 6:30-7 p.m. EDT. Program, which pointed up the effects of the war on millions of Korea’s inhabitants, consisted of new footage shot in all areas of the country during the past three weeks by CBS-TV Newsfilm cameramen William Hartigan and William Gross.

NBC Airs Korea Story

NBC broadcast “Three Years of Korea” on June 14, 8:30-9:30 p.m. EDT. It was described as “a tape-recorded history of the war,” prepared by NBC commentator James Fleming, who edits historical recordings for RCA Victor.

The effect of the Korean war on people in America will be outlined in a CBS Radio documentary show, “38th Parallel—U.S.A.” which will be broadcast Friday, 9-10 p.m. EDT. Program will show how the war has affected the lives of Americans who live on the 38th parallel in the U.S., which crosses 12 states from California.

KHSI-TV, KLAS-TV to CBS

KHSI-TV Chico, Calif., will join CBS-TV as the network’s 119th affiliate, effective Aug. 15, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. KHSI-TV, which will operate on Ch. 12, is owned and operated by Golden Empire Broadcasting Co., with M. F. Woodling as general manager. KLAS-TV Las Vegas will join CBS-TV July 20. On vhf Ch. 8, it will be owned and operated by Las Vegas Television Inc., with Alex Struthers as station manager.

DuMont Host to RTES

DUMONT TV Network will play host to New York’s Radio & Television Executives Society June 24 at DuMont’s new Tele-Centre. Tour of the building and buffet luncheon are scheduled. Remodeling of the eight-story structure at 205 East 67th St. is nearing completion, with formal dedication tentatively set for late September or early October, Chris J. Witting, network’s managing director, said Tuesday.

ABC to Cover Sugar Bowl

ABC radio and TV will cover the Sugar Bowl football game next New Year’s Day, Robert E. Kintner, ABC president, announced last week. It will be the second time ABC-TV has covered the New Orleans classic and the 20th for ABC radio.
"We can't afford traffic jams at Packard!"

"An automobile plant is geared around its assembly lines. And they can be stopped for lack of a bolt! We simply cannot afford to let a traffic jam get started at Packard! When we face unforeseen delays on the part of our suppliers, we make extensive use of Air Express. Such shipments may range from 5 lbs. to more than a thousand.

"Recently, for instance, we needed a heavy shipment delivered overnight from the East Coast to meet a production crisis. The vendor was located in a non-airport city. We called Air Express — and the load was rolling into the plant gates at Detroit the next morning! Dependability like that is priceless. Yet in a good many weights and distances you actually save money by specifying the fastest service — Air Express. "We handle several thousand pounds a month via Air Express, every shipment of which is important and must be on time. We give Air Express credit for valuable assistance in maintaining production of 1953 Packards and Packard Clippers from our assembly lines."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

— C. R. Herrick, Director of Traffic, Packard Motor Car Co.
LAST RITES HELD FOR LEWIS ALLEN WEISS

The broadcast industry pays final tribute to the former MBS board chairman who for a quarter century was one of the top executives in the field.

FINAL tribute was paid Thursday by broadcasters, advertisers and leaders in the political and governmental world to Lewis Allen Weiss, 60, for a quarter-century one of the top executives in the industry.

Funeral services for the West Coast executive were held at Church of the Recessional in Forest Lawn Memorial Park, Glendale, Calif.

Mr. Weiss was found dead early Monday morning, victim of a self-inflicted bullet wound.

Mrs. Sue Weiss, his wife, who found the body, told police he had been suffering from high blood pressure and progressive muscular atrophy. Doctors had given him only six months to live.

Surviving, besides Mrs. Weiss, is a daughter, Patricia, wife of John Austin Armitage, career diplomat now with Voice of America in New York, and a grandchild, Lewis Leighton Armitage.

The career of Lewis Allen Weiss ranged through advertising and media enterprises to chairmanship of the board, MBS, followed by government service in connection with the Korean campaign and national rearmament.

In recent months he had been mentioned prominently for the FCC Chairmanship, which went to Rosel H. Hyde, and for the Commission term starting July 1.

Mr. Weiss held the post of MBS chairman of the board several years, retiring after assumption of MBS control by General Tele-Radio and the General Tire interests.

After leaving MBS he served 14 months as assistant administrator of National Production Authority and director of the Office of Civilian Requirements. He resigned in March 1952, taking a lengthy tour of European nations.

Born in Chicago May 8, 1893, Mr. Weiss attended grammar and night school before entering the Class of 1914, Chicago-Kent College of Law.

In World War I he joined the U. S. Cavalry, becoming a captain in the 4th Cavalry and eventually commanding the widely known "Black Horse Troop." In 1922 he married the former Sue C. Stephenson.

His early business career included every phase of advertising, merchandising and marketing, as both buyer and seller. For several years he was with Hearst newspapers on the West Coast. He took an advanced course in economics at U. of Southern California in 1926-29.

While serving in an executive role at the Mayers Co., Los Angeles agency, he caught the attention of Don Lee network and in 1930 joined that organization. He resigned in 1932 to join WJR Detroit as business manager and assistant general manager, returning to Don Lee Jan. 1, 1937, as general manager. About that time Don Lee network became the Pacific Coast affiliate of MBS, switching from CBS, and fed service to five other California stations.

In his tenure at Don Lee, the radio operation became an important and profitable enterprise instead of merely an adjunct of a large automobile business. Among firsts credited to Mr. Weiss were sale and production of the first commercial network program originated on the West Coast for CBS, which at the time had only a single east-west line.

Fond of golf, Mr. Weiss played frequently. In 1934 he won the Broadcasting magazine trophy at the Cincinnati NAB golf tournament. His favorite indoor hobby was woodworking.

Among his official connections were: President and director, California Broadcasters Inc.; president, T. S. Lee Enterprises; director, Organic Chemicals; member, Los Angeles Airport Commission; director, vice president, Los Angeles Chamber of Commerce; member, Hollywood Chamber of Commerce, and others.

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Radio's GROWING

The average American spends more time with Radio than with newspapers, magazines and television combined.

And in WGN's Nielsen Coverage Area, more than 2,199,000 radio homes tune in WGN one or more times a week—during the daytime—a great audience for your advertising messages.

A Clear Channel Station Serving the Middle West

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

MBS Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y., for New York City, Philadelphia and Boston

Gmb P. Washingwo Co.

Advertising Solicitations for All Other Cities

Los Angeles—51 W. 9th Street • New York—616 5th Avenue • Atlanta—595 Peachtree Street Chicago—317 N. Michigan Avenue • San Francisco—369 Market Street

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Broadcasting • Telecasting
TO the PRESS and RADIO:

Subject: "STINTING ON THE FEED"

"You don't make milk by stinting on the feed."

Thus simply, Secretary of Commerce Weeks stated in a recent address a profound business truth which is frequently overlooked.

"If the regulated industries are to render their full services to the nation," the Secretary said, "it is my judgment that the regulatory bodies must allow earnings adequate to attract and support the equity capital they can use effectively for economies, improvement and growth." And he observed further that "the courage and inventiveness that risks great sums for improvements and economies in the future does not naturally emerge from men who have not the credit to raise the money nor the assurance that they would be allowed a return on it when their dreams come true."

That has been the situation of the railroads. Earning a return on their investment which over the years has averaged less than 4 per cent, the railroads have not found it possible to attract the equity capital they could "use effectively for economies, improvement and growth."

Nevertheless, by drawing heavily on their reserves and by sharply increasing their obligations for the purchase of equipment on the installment plan, the railroads have put into service since the end of World War II more than 500,000 freight cars and almost 18,000 new diesel-electric locomotive units. For these and other improvements they have spent more than a billion dollars a year.

Such improvements mean not only better service to the public but also more efficient railroad operation, with costs and rates lower than would otherwise have been necessary. And as research opens up other possibilities, there will be other opportunities for railroads to make improvements which will mean still better service at the lowest possible cost.

To take advantage of these opportunities, the railroads will need not only "the courage and inventiveness that risks great sums for improvements and economies in the future," as Secretary Weeks said, but also the cash and the credit which, in the long run, can come only from "not stinting on the feed."

Sincerely yours,

William T. Faricy

June 20, 1953
ABC-TV Signs Seven; Affiliates Total 124

SIGNING of seven new stations as affiliates of ABC-TV, bringing the network's total to 124, was announced last week by Alfred R. Beckman, national director of the station relations department. The seven are:

WTVF (TV) Elmira, N. Y. (Ch. 24), owned by Elmira Television with Thompson K. Cassel as general manager, affiliation effective last Monday; KCMC-TV Texarkana, Tex. (Ch. 6), owned by KCMC Inc. with Frank O. Myers as general manager, starting about July 1; KEDD-TV Wichita (Ch. 16), owned by KEDD Inc. with Ben Baylor as general manager, also effective about July 1; KANG-TV Waco (Ch. 34), owned by Central Texas Television Co. with Clyde L. Weatherby as general manager, effective about July 15; KLAS-TV Las Vegas (Ch. 8), owned by Las Vegas Television Inc. with Alex Struthers as manager, also starting about July 15; WNAO-TV Raleigh (Ch. 28), owned by Sir Walter Television Co. with Charles Stone as general manager, effective about Aug. 1; KNOE-TV Monroe, La. (Ch. 8), owned by James A. Noel with Paul H. Goldman as general manager, effective about Aug. 2.

NBC Renews Miss Truman

RENEWAL of Margaret Truman's contract with NBC for a third year, calling for nine guest appearances on both radio and television during the 1953-54 season, was announced last week by Charles C. Barry, vice president in charge of programs.

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RCA Ships VHF High-Power Gear

RCA VICTOR Div.'s Engineering Products Dept. said last week that stations operating in vhf channels 2 to 13 are getting deliveries of new high power vhf superturnstile TV antennas which have 50-kw input ratings.

A. R. Hopkins, manager of RCA Victor's Broadcast Marketing Div., said the antennas radiate in all directions providing power gains up to 12 and effective radiated powers up to 600 kw "or well beyond the 316 kw maximum set by FCC." Antennas can be "stacked" for community TV operation or "may be tower or pedestal mounted," RCA said in its release.

The company said the series of superturnstile antennas with technical and design data, mechanical and electrical specifications and features are in its catalog (B 739) and that a brochure provides complete information on vhf superturnstile antenna gains. The data can be obtained from Broadcast Equipment Section, RCA, Camden 2, N. J.

RCA, GE Report TV Equipment Shipped to UHF, VHF Outlets

RCA VICTOR last week announced shipment of its first new air-cooled 25 kw vhf transmitters. RCA says they are the most powerful TV transmitters it has manufactured.

The new units were shipped to WAVE-TV Louisville, vhf Ch. 5, and WTMJ-TV Milwaukee, vhf Ch. 3.

Each of the stations, both pre-thaw outlets, will install high-gain antennas to boost the ERP to 100 kw-low-band vhf maximum power allowed by FCC.

The 25 kw transmitter is nearly 30 feet long, seven feet high and about three feet deep. It weighs more than five tons, and uses air-cooled tubes and transformers.

RCA expects to make first delivery of 50 kw vhf and uhf transmitters next year.

RCA shipped a 1 kw uhf transmitter last week to WATR-TV Waterbury, Conn. The station is on Ch. 53 and will have an ERP of about 25 kw visual.

General Electric Co. has shipped a 12 kw uhf transmitter to WEEH-TV Peoria, Ill., operating since February with a GE 100 w transmitter.

GE also sent an antenna to WOSH-TV Oshkosh, Wis., which has a GE 100 w transmitter shipped in April. The station, on uhf Ch. 48, plans a June 27 starting date.

VHF Transmitter Record Claimed by DuMont Labs

TRANSMITTER Div. of Allen B. DuMont Labs claimed last week to have supplied the transmitters (5 kw and up) for most freeze vhf stations than any other manufacturer.

In a giant telegram-like promotion piece, National Sales Manager J. B. Tharpe said "DuMont out-sells and out-delivers all other vhf TV manufacturers," and has "more on-schedule deliveries."

Referring to transmitters of 5 kw and larger, he said 13 DuMont vhf stations have started since the freeze, compared to seven for "manufacturer A" and four for "Manufacturer B", and that a score of new stations are preparing for "quick starts with DuMont."
BALANCED PERFORMANCE

gives you highest overall sound recording quality

...at no extra cost

Audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in your recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—without compromise on quality anywhere along the line. Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at no increase in price.

Here are some of Audiotape's extra-value features:

More Uniform Frequency Response — Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

Low Noise Level — Extremely uniform dispersion of magnetic particles results in exceptionally low noise level—completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion — Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Maximum Uniformity — All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±1/4 db or better—and a reel-to-reel variation of less than ±1/8 db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability — Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios—played back perfectly on any machine.

Highest Coating Adhesion — keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

Guaranteed Splice-Free — Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

Low-Tension Reel Design — with 2½" hub now standard for all 1200 foot, 7" reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

COMPARE AUDIOTAPE in an end-to-end run with any other sound recording tape available. Compare the prices, too. You'll find that Audiotape speaks for itself—in performance and in cost!
MAXIMUM Coverage...
51 Nebraska, Iowa, and Missouri Counties in the heart of the Agricultural-Industrial Midwest.

MAXIMUM Market...
More than a million and a quarter people...396,100 families...with nearly 2 billion dollars ($1,848,622,000) to spend ★

MAXIMUM Value...
Every sales message reaches the largest possible potential audience —

ON OMAHA'S
FIRST MAXIMUM POWER TV STATION

WOW-TV
A Meredith Station represented by Blair TV, Inc.

BASIC NBC-TV AND DUMONT AFFILIATE
★ 1953 Sales Management Survey of Buying Power

NOTE: Additional market information is included in WOW-TV's new "Market Data and Factbook". Write WOW-TV, Omaha, for your FREE Copy.

RADIO & TV STOPWATCH

Minerva

Filmometer
Model #106F

Special
Professional Price
★ $18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCB, KEX, KFBR, KRLT, KTVM, WHAX, WJW, WJHO, and others.
Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • Plaza 7-2540

Award Winner DuMont Outlines 3-D TV Field

CURRENT developments in three-dimensional television and in color TV were outlined by Dr. Allen B. DuMont, president of Allen B. DuMont Labs and DuMont TV Network, in a talk preared for delivery June 12 before the annual awards dinner of the New York State Society of Professional Engineers.

Dr. DuMont was presented with the society's annual achievement award in recognition of his "outstanding contributions to the improvement of communications among the peoples of the free world by his achievements as the pioneer of television."

Noting that in May 1950 the Atomic Energy Commission announced that a stereo or three-dimensional TV system had been developed through the cooperation of DuMont Labs., Dr. DuMont said his company has not been "satisfied to leave 3-D. TV merely in the realm of atomic research." He added that his research men have continued to work with the system and plan to demonstrate publicly in the fall a compatible three-dimensional system.

Dr. DuMont again emphasized that it is his opinion that color TV will not be an important factor in broadcasting for several years to come.

Acknowledging that the tests have "brought gratifying results," Dr. DuMont said the work up to now has been experimental.

RCA Plans New Plant

RCA has announced purchase of ground to construct a plant at Findlay, Ohio, for manufacture of electronic component parts for radio and TV home receivers.

Plans are for a modern, one-story structure with approximately 150,000 sq. ft. of floor space, according to Richard T. Orth, vice president in charge of the RCA Tube Dept., which will operate the plant. Ground-breaking is scheduled late this summer.

Vacuum Transistors

CBS-HYTRON, tube-manufacturing subsidiary of CBS, is starting production of junction transistors sealed in vacuum, further improvement on original hermetic sealing process announced less than two months ago, Bruce A. Coffin, president, has announced. The new method, it was claimed, achieves the "final solution" of keeping transistors sealed against moisture, essential for dependable operation of hearing aids in which junction transistors are commonly used.

Cathode Ray Orders

INCREASE of 19% in orders booked for cathode-ray tube instruments by the Instrument Division of Allen B. DuMont Labs, for the first four periods of the company's fiscal year (Dec. 29, 1952-April 19, 1953) over the comparable periods last year has been announced by Emil G. Nichols, technical manager.

New Zenith Line

ZENITH Radio Corp., Chicago, has announced introduction of 1954 line of radio-phonograph sets, including 48 new TV models. Automatic, one-knob turret tuning for vhf and uhf is added—uhf provided in each TV receiver.
Years are compressed into minutes in the Cyclic Aging Laboratory of Anaconda's subsidiary, Anaconda Wire & Cable Company, at Hastings-on-Hudson, N. Y. Here, through rigorous 24-hour testing cycles simulating actual conditions but decidedly more severe, high-voltage insulated cable is tested for long life, stability, and other desirable characteristics.

By such tests, Anaconda beats not only the clock, but the calendar. Vital engineering data, essential in the evaluation of cable design, which would ordinarily take from 20 to 50 years of in-use operation to acquire, is now available in a year or two, or less.

This research geared to the future is no isolated "for instance." Rather is it typical of Anaconda's continuing policy of planning for tomorrow... a policy unmistakably expressed in Anaconda's company-wide program of expansion and improvement now being carried on at mines, mills and fabricating plants. This multi-million-dollar program is based on the premise that as the nation's need for metals and metal products continues to expand, so should Anaconda's ability to produce them.
Ampex Unveils New Tape Recorder

NEW tape recorder featuring sloped operating panels and easy servicing has been announced by Ampex Electric Corp. The machine, Ampex Model 350, has both tape transport and control sections at a 30-degree angle.

All tape motion and record controls are push button operated, which Ampex says allows full remote control of those functions. Operative units all are in the top portion of the console.

Servicing features: The top plate is pivoted at the balance. For routine checks the tape transport can be secured in the vertical position, even while the machine is running. Both top and bottom of the electronic unit can be serviced while in operation by sliding the unit from the cabinet on special runners.

Sheraton, RCA Exhibit Closed Circuit Hotel TV

PREMIERE demonstration of closed circuit television by hotels for business and sales meetings and guest service was conducted Wednesday by the Sheraton Corp. and RCA at the Park Sheraton Hotel in New York.

Ernest Henderson, president of the Sheraton Corp., said next fall the hotel chain was planning to install a closed circuit system that would connect its 30 hotels in 24 cities.

Folsom Recuperating

FRANK FOLSOM, president of RCA, was reported recuperating satisfactorily after what was described as a minor operation in a New York hospital, and was slated to return to his home shortly. The nature of the operation was not disclosed beyond the statement that it was a "minor" one.

Orrin Dunlap Sr. Dies

FUNERAL services for Orrin E. Dunlap, 92, father of Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity, were held last Tuesday at Niagara Falls, N. Y. One of the best known newspapermen in the Niagara Falls area, where he was the New York Times correspondent for 70 years, Mr. Dunlap died June 14.

On the Record

ROUND TABLE by recorder—that's the newest procedure developed by Webster-Chicago Corp. Five sales executives of the firm hold monthly sales meetings simultaneously in 14 different cities by using a portable tape recorder. A committee puts on a "Merchandising Round Table" in the Chicago offices and the session is recorded on tape, copied and sent to regional representatives who play it on a specified day—sometimes later for Webcor distributors.

RCA, Columbia, DuMont See Good Sales for TV Sets

BRIGHT prospects for the sale of television receivers during the second half of 1953 were expressed by RCA and CBS-Columbia at their respective distributors meetings in New York last week.

David H. Cagan, CBS-Columbia president, predicted a 50% rise in business for the 12 months beginning July 1 and said the company is planning an expansion move to meet sales increases. He pointed out that sales for the first five months of 1953 were 115% greater than for the comparable period of 1952.

Henry G. Baker, vice president in charge of Victor's home instrument department, said expected RCA set sales in the six months to remain "at the high level maintained during the first half." He said a factor in continued high sales will be the addition of three table TV sets to the RCA line.

Allen B. DuMont Labs showed its new series of 16 television receivers to distributors in the New York area Wednesday. At the showing J. Calvin Affleck, receiver division advertising and sales promotion manager, said the company planned a comprehensive advertising campaign keyed to the theme, "DuMont Television Invites Complete Comparison of All Features." Continuing high volume of sales has been forecast by several DuMont officials.

MM&M Expands Holdings

AMERICAN Lava Corp., Chattanooga, Tenn., will become a wholly-owned subsidiary of Minnesota Mining & Mfg. Co., St. Paul, under a $5 million stock transfer announced recently.

Acquisition of American Lava, maker of electrical insulating materials, was negotiated in a move designed to broaden MM&M's participation in the electronics field, according to Herbert O. Beutow, MM&M president. The work of the subsidiary will dovetail with Minnesota Mining's sound recording tape and other divisions. Robert L. Westbom, tape division general manager, will serve as liaison.

American Lava, founded in 1902, produces more than 40,000 types of insulating materials, most of which are used in the manufacture of radio and television components and sold under the name "AISIMA."
Bringing Television to America's Communities

...is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.
PETRILLO WARNS
NETWORKS ON AFTRA

AFM-AFTRA jurisdictional fight over musicians who double as singers or m.c.'s gets going as AFM's Petrillo warns TV networks he will not tolerate AFTRA infringement.

AFM President James C. Petrillo last Tuesday notified ABC-TV, CBS-TV and NBC-TV he would not tolerate AFTRA infringements on his union's domain.

His action is a further step in the battle between American Federation of Musicians and American Federation of TV-Radio Artists over jurisdiction of musicians who double as singers and m.c.'s on TV shows. [BT, June 15]

With the AFTRA Hollywood local holding to its policy that all singers and m.c.'s must belong to that union, AFM cut out last week to all musicians who double on TV shows that they are not under any circumstances to join the TV-Radio performers union.

AFM Local 47 also instructed Duke Martin of Duke Martin Show on KTTV (TV), Cliffie Stone of Hometown Jamboree on KLAC-TV, Tex Williams of Tex Williams Show on KNBH (TV) and Jimmy Wakely who recently had his own KNXT (TV) program, to turn in their AFTRA memberships. They all double on their respective TV shows.

Alvino Rey, m.c. of his own KNBH (TV) show was cautioned by AFM not to join AFTRA. Harry Owens and Spade Cooley previously were instructed to drop their AFTRA memberships and Lawrence Welk was told by AFM to bypass that union.

Despite the forced resignations, and others expected to follow, Claude McCue, Hollywood AFTRA executive secretary, said his union would continue to refuse them. Having paid their AFTRA dues, they are considered members in good standing, he stated.

Mr. McCue reiterated that AFTRA is only following a contractual policy which prohibits members from working with non-members. Any violation of that policy, he cautioned, will result in AFTRA members being pulled from the TV show involved.

In appraising the networks of the Hollywood controversy, Mr. Petrillo said it is not new for musicians also to sing or emcee. He termed AFTRA's action an infringement of our jurisdiction and charged the TV-radio performers union with trying to "intimidate our people" and warned that "this practice has to stop."

Although Mr. Petrillo did not indicate what action AFM would take if AFTRA continues its current campaign to sign musicians who sing or emcee on radio or TV shows, an AFM Local 47 executive intimated it would be "most drastic."

Besides ordering those who have AFTRA cards to turn them back, Mr. Petrillo has instructed other AFM members not to join the TV-radio performers union.

AFTRA Admits Veep

FORMER Vice President Alben W. Barkley, star of Meet the Veep programs on NBC radio and television, was presented an honorary membership—said to be the second of its kind—in the American Federation of Television and Radio Artists. Only other person said to have received an honorary membership card from AFTRA was former Treasury Sec. Henry W. Morgenthau Jr., who was cited for his wartime work with USO entertainers.

SAG Defines Terms

Of Commercials Pact

SCREEN Actors Guild has billed members with additional details of its agreement with producers and advertising agencies on filmed TV commercials covering dealer and seasonal spots.

Dealer commercials are now defined as those made for a manufacturer or distributor for teletasking as a spot or Class B or C program commercial on local non-interconnected stations, or on station time bought by dealers. For such dealer spots, the following payments apply: All players except group singers, for one year period, on camera, $575, or off camera, $295; for six-month period, on camera, $295, or off camera, $155. Group singers, one-year period, two to four voices, $170 per singer, over four voices, $135 each; six-month period, two to four voices, $90, over four voices, $75 each.

For seasonal commercials, the maximum overall period of permissible use is extended to 39 months. SAG also waived all rights to added compensation for use and repeated telecasts of film messages produced for the U. S. armed forces, State Dept. and other government agencies.

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SUITE CASE 
ROCK

U. S. Oilmen Drilled 17,714 Dry Holes in 1952—Yet found More Oil Than the Nation Used

Oilmen call it "suitcase rock," because when they hit it they know there's no chance of finding oil with this well. They have drilled a dry hole and might as well pack up and move on.

Last year, during the greatest oil search in history, oilmen spent huge sums in drilling 17,714 dry holes. Yet, by expanding known fields and exploring entirely new areas, they found more oil in the U.S. than the nation used.

To find this amount of oil involves risks unparalleled in any other business. Can you imagine a businessman who has to build nine factories before he gets one that produces goods? Of course not. But that's what the men who drill for oil must do because the odds against bringing in a successful oil well in a promising but unproven area are 8 to 1—eight costly dry holes for every single producer.

Yet, year after year, America's privately-managed oil businesses find more oil in the U.S. than America uses. As long as the chance to earn a profit exists, the men who compete in the search for oil will invest money, plow back earnings and take risks to assure you of ample oil supplies.

For a free booklet, "Searching for Oil—The Gamble That Pays Off For You," write to Oil Industry Information Committee, American Petroleum Institute, Box 127, 50 West 50th Street, New York 20, N.Y.

WHY SEARCHING FOR OIL IS SUCH A RISKY BUSINESS

Only 1 out of 9 wells drilled in a promising but unproven area turns out to be an oil producer. The other 8 are costly dry holes. Odds against finding a new oil field are even greater—only 1 out of every 44 wildcat wells ever opens a field yielding oil to supply the U. S. for just 4 hours.

"SUITE CASE ROCK" MEANS MOVE ON and try again. δ marks the spot where oilmen in West Texas have just drilled a dry hole. But they won't quit. This photograph, taken from a Bell Helicopter, shows them "skidding" their rig to a new location where they'll try again. This persistence in the face of big risks is one important reason why America's oilmen continue to find more oil than the nation uses.
PERSONNEL RELATIONS

RWG-TWA MERGER IS UNDER STUDY

Initial word on whether Radio Writers Guild will combine with the Television Writers of America may be forthcoming before the end of this month. RWG's executive board in New York will determine future action. TWA already has won bargaining representation for writers of live network TV.

Proposed merger of Radio Writers Guild (RWG) with Television Writers of America (TWA) will be determined by the New York RWG executive board before the end of the month, it was apparent last week.

TWA has defeated the Authors League of America and the Screen Writers Guild in an NLRB election to determine the national bargaining representative for writers of live network TV. The RWG councils in Hollywood and New York last Monday discussed a merger with TWA thereby establishing a single writers union for both media. The RWG executive board of national president Hector Chivigny and the vice presidents of the two councils will consider the merger proposal.

Because RWG is a link of ALA and thus lacks autonomy, it cannot vote a merger with TWA, but must abide by the League's ruling, it was explained. However, RWG members can withdraw individually and join TWA. That pattern was established when TWA was formed by RWG members.

TWA also won jurisdiction over TV film writers on NBC-TV's I Married Joan (Joan Davis Enterprises), and the Red Skelton Show (Russell M. Seeds Co.). The Burns & Allen unit (McCadden Corp.) election was not decided because SWG challenged the votes.

The ALA national television committee contract with the networks is now void. TWA, therefore, will begin negotiations for an agreement in "the immediate future," it was said.

Dick Powell, TWA president, said his union's demands would include more money, an increase in TV film writer minimum and additional re-run money.

AFTRA Decision Due On 'Unfriendly Witnesses'

AFTRA Hollywood board of directors will render its decision tonight (Monday) on what penalty to impose upon four members who violated union rules by refusing to cooperate with House Un-American Activities Committee during its Los Angeles hearings.

Facing possible ousting from AFTRA are Libby Burke, Shimen Ruskin and Murry Wagner. Jody Gilbert, fourth "unfriendly witness" who refused to cooperate, is confined to a sanitarium.

An AFTRA by-law adopted some months ago requires all members to cooperate with legislative groups investigating left-wing activities.

NABET Named Bargainer

Seventeen building maintenance department employees of ABC-AM-TV Hollywood, in an NLRB conducted election fortnight ago unanimously voted NABET as their bargaining agency. Choice was between NABET or no union.
LOS ANGELES AMs, AFTRA REACH TERMS

AFTRA Hollywood Local and 13 Los Angeles area radio stations have worked out a new contract which gives staff announcers wage increases of from 6 to 11½% for a 40 hour, five-day week.

Retroactive to May 1 and for one year, the new contract places announcer salaries at $85 to $115.25 per week, and gives sick leave to two weeks each year, cumulative for a period of three years. Demands for severance pay and a clause requiring proper cause for discharge of any staff announcer were withdrawn by AFTRA.

Stations are KMPC KFWB KLAC KRIG KNLA KFVD KSKD KGER KPOL KFOX KWFK KGFI KALI. The union will renew its negotiations with KGIL upon FCC approval of the pending application for transfer of ownership. New contract with KFAC is yet to be completed.

Kinescopes, Films Cleared

BLANKET clearance for the use of all kinescope recordings and TV films for the Florence, S. C., community television system has been secured from American Federation of Musicians, American Federation of Television-Radio Artists and other theatrical unions, Murray Borkon, president of Community TV Systems Inc., has announced. Community TV Systems is constructing a closed circuit TV system in Florence, to be fed programs originated by the community television company [B*T, June 1].

SAG Says Television Shows Can't Use Movie Excerpts

SCREEN Actors Guild has reported that live television shows no longer may use scenes from theatrical films unless an agreement is made with film companies providing for extra compensation to actors for TV use.

The action primarily affects Ed Sullivan's Toast of the Town program on CBS-TV, which has made use in the past of scenes from M-G-M and 20th Century-Fox motion pictures. A SAG spokesman told BROADCASTING • TELECASTING that it was her understanding that the union's specifications will be followed on future Toast of the Town programs.

According to SAG, the manner of use of the films on live shows is such that they go beyond use as trailers and become program material. For such use, SAG contends, the actors are entitled to additional pay.

SWG Lifts Ad Ban

SCREEN Writers Guild has revoked a ruling that prohibits its more than 1,200 members from advertising in trade papers. Lifting of the ban resulted from a special meeting on April 22 at which a majority of the members indicated that publicity and advertising of credits, awards and accomplishments "are an important factor in developing the career of a professional writer."
WMCT (TV) DONATES TO EDUCATIONAL TV

H. W. (Hank) SLAVICK, general manager of WMCT (TV) Memphis, announced Thursday that the station's licensee, Memphis Publishing Co., will present the newly formed Memphis Community TV Foundation with a new RCA 5-kw transmitter for its proposed educational station on reserved vhf Ch. 10 there. MCTF will file with F.C.C shortly for the outlet, it was indicated.

The foundation is composed of a cross-section of Memphis educational institutions.

In addition, Mr Slavick said, WMCT (TV) is completing an addition to its transmitter building to accommodate the technical facilities of the educational group and will allow use of its 360-ft. auxiliary tower for mounting the antenna of the proposed noncommercial outlet. Total contribution of WMCT (TV) is nearly $160,000 in value, the Memphis Publishing Co. radio-TV executive stated.

WMCT (TV) earlier this year changed from vhf Ch. 4 to Ch. 5 and now operates with an effective radiated power of 60 kw. This summer, Mr. Slavick reported, the station will boost ERP to full 100 kw and operate from a new 1,050 ft. tower, moving from its present 750 ft. tower. Station also is installing a 5-kw auxiliary transmitter for emergency use.

Mr. Slavick

Columbia U. Announces Gifts for TV Projects

GIFTS totaling $32,500 for the expansion of TV news writing, programming and broadcasting work of the Columbia U. Graduate School of Journalism were announced last week by Dean Carl W. Ackerman.

William Morris Agency presented a $25,000 endowment “based upon the previous cooperation of both organizations in producing the Pulitzer Prize Playhouse program on television,” while Samuel A. and Fannie C. Fromer of Miami made a 10-year guarantee of $7,500 to the school, which for the current academic year will award its first television news scholarship.

“These generous gifts will enable the school to expand its study and practical courses in television news,” Dean Ackerman said. “During the winter we expect to resume the weekly News-O-Rama program by our students on WPIX (New York). Other television projects are in the planning stage...”

William Morris Agency has exclusive right to produce radio and TV programs and motion picture films based on the Pulitzer Prize awards.

Walker Asks Leadership

RESPONSIBLE leadership in broadcasting was invoked by FCC Comr. Paul A. Walker in an address last Monday before the fourth annual Radio & Television Public Relations Seminar of the Lutheran Church-Missouri Synod, meeting in Houston.

"Serving the public cannot mean merely responding to the desires of the greatest number of listeners,” Mr. Walker said. He said the broadcaster "should offer that which is new, that which is intellectually challenging. He thus can play a large part in molding public taste."

The Lutheran Church-Missouri Synod is licensee of KFUO-AM-FM Clayton, Mo. (a St. Louis suburb), operating since 1934, and is granted for KFUO-TV on uhf Ch. 30 there.

Summer TV Training

TRAINING in use and production of educational TV programs will be given for university credit to thousands of teachers and professional television people at 110 summer sessions and TV workshops at leading universities and colleges, Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education, said last week.

BUY WCKY

AND GET FULL COVERAGE

IN CINCINNATI—

PLUS A BIG BONUS OF

OUT OF HOME LISTENING

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DON'T STOP SHORT OF YOUR GOAL

GET OVER THE TOP IN ERIE, PA.,
the profitable sales and test market
by using WICU TV
CHANNEL 12

Yes, sir, if sales start to lag in Pennsylvania's Third City, just try WICU-TV and watch how fast you reach your goal. It's been done time and time again. There are sales success stories galore. 4 Networks, 4 Years of Telecasting, and 4 great Expansion Programs—and that means more sales 4 you, too, on this great VHF station.
SUCCESS OF WEEK-TV SETS OPERATING PATTERN FOR OTHER MID-WEST STATIONS

First Illinois UHF TV Outlet Reports Outstanding Reception—Both Signal and Audience!

“Due to high interest in the operating experience of Illinois’ first UHF television station, WEEK-TV at Peoria, Illinois, this report is submitted. Operating less than three months on Channel 48, we have reached distances far beyond the expectation of most engineers and elicited a wide, enthusiastic audience throughout central Illinois. Today, WEEK-TV serves as a pattern for television station owners and engineers in other Mid-west cities.”

Known Fringe Area Adds Pre-Opening Interest

“C. B. Akers, partner in WEEK-TV, was responsible for supervising construction of the station and succeeded in his efforts to put this new outlet on the air in record time.

“Progress of the station’s erection was carefully followed from the day our local newspaper headlined the TV grant for Peoria. Day-to-day events were pictured almost daily and culminated with a special section, a 28-page edition, on the starting date. WEEK-TV opened officially, Sunday, Feb. 1, 1953 at 7:30 P.M. From the first telecast, in fact from the broadcast of a test pattern several days earlier, we were strictly ‘on the spot.’ The Central Illinois area, particularly the populous Peoria and Pekin metropolitan market, had been a fringe reception area for years. No wonder all eyes in the Peoria area were on the transmitter at 2907 Springfield Road that night!”

800 Calls Received—Reception Reported

“IT was a pleasant experience for the engineering and executive staff of WEEK-TV to say that the state’s first UHF telecast was a distinct success. More than 800 phone calls were clocked through the switchboard of the West Central Broadcasting Co., owners of WEEK and WEEK-TV. Most comments were highly favorable as to clarity of picture, and range of coverage. We learned that WEEK-TV, operating on an interim General Electric 100-watt transmitter, sent out an effective useful picture as far away as 50 miles, despite the fact that our most optimistic hopes had been for a 12-mile radius. That was the initial happy side of the picture! We weren’t prepared, however, for what happened afterward.”

Program Time Has Been Sold Out

“WEEK-TV, through the intervention of Fred C. Mueller, General Manager, a man widely known in radio and TV circles over the country, started operations with a full evening program schedule. Less than three months later, practically all program time on the station has been sold.

“WEEK-TV is situated on one of the highest points of land in Central Illinois, its tower is 1161 feet above sea level. Films are used mostly, but on August 1, 1953 we expect to be interconnected with our network, NBC.

G-E Equipment Praised

“We are very happy over both our coverage experience and the acceptance of WEEK-TV. In equal measure we appreciate the performance of our General Electric equipment. Eventually, we expect to reach more than a million viewers with WEEK-TV programs.”

Dealer Reports 2400 Converter Sales in One Month

“We were literally swamped by dealers, distributors, and servicemen requesting suggestions as to how TV conversions should be made. Requests from dealers for speeches by our executive staff were numerous. Even our commercial staff was besieged by inquiries from national and local advertising prospects. This is not a ‘padded report’ but rather an objective estimate.

One dealer alone reported 2400 converter sales from Jan. 9th through Feb. 28th.”

Much of the credit for WEEK-TV’s outstanding success must be credited to its staff, who worked long hours to get Illinois’ first UHF television station on the air.

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features

- For the first time in any magazine, Edward W. Barrett, former chief of the Voice of America, tells the inside story of the radio war that has been raging for the past five years. Page 86.
- Will there be color by Christmas? A special B•T report traces the background of the color controversy and estimates how soon color TV will be made available to the public. Page 94

A radio success story:

HOW TO MOVE A HOUSE: USE RADIO

IT'S 11:35 a.m., any weekday, in Belleville, Ill., a town with a population of some 30,000.

Bill Schmale, president of the Schmale Realty Co., sits at his desk. A few salesmen and local people in the community straggle in and take seats. But it isn't just a sales meeting or a meeting with community leaders.

What transpires 10 minutes later is a familiar routine to citizens of Belleville—a direct-from-office broadcast aired by WIBV Monday through Friday, with Mr. Schmale presiding over one of the most unusual programs in local broadcasting. For the past eight months, Schmale Realty Co. has been regaling listeners with real estate listings, news coverage and interviews with local people—and reports excellent results.

Pay-Off and Prestige

"We are well pleased," Mr. Schmale told B•T. "We have been getting enough returns to pay for the cost of the broadcasts. The series also is a great prestige-builder."

Schmale pays between $3,600 and $4,800 on an annual projected basis for the program or between $300 and $400 per month. Last year its overall advertising budget called for $7,500 but that was before the radio show; this year, it has run close to $4,500 thus far, Mr. Schmale said. The realty firm spends 15% of its gross earnings in advertising. In 1952 gross earnings were roughly $75,000, meaning its 1953 ad budget could approximate $12,000 if earnings hold to that level.

Real estate being the commodity it is, one or two sales a month are gratifying to the company—and that's what Schmale has been averaging. Bill Schmale attributes certain sales (like recent ones in St. Clair and St. Louis counties) to listenership of the program.

One listener drove over 100 miles to visit the Schmale offices in Belleville.

While Mr. Schmale does participate in the broadcasts, most of the discussions are led by members of his organization, using an informal format. There is no prepared script. Mr. Schmale and his staff may discuss a recent sale or inject an institutional message. Interviews with the local Chamber of Commerce president and other community leaders may follow. These civic interviews have aroused favorable comment in Belleville. Schmale budgets its time about one-third to institutional and the remaining two-thirds to direct selling of homes.

"It's a terrific help in getting listings when we tell owners that the homes we list will be broadcast over the air and that we will have other mediums of advertising as well," says Mr. Schmale.

Five Got Them Eight

The realty firm has chosen the 11:45 a.m. segment because of its adjacency to previously aired programs on WIBV. At first it used only five minutes; now the program is on eight minutes each day.

Mr. Schmale points out his "radio realtor" show enjoys high local ratings and is, in fact, outpulling programs on larger stations (WIBV operates with 250 w daytime only). He claims it has the second best rating of any show aired at that time.

The "direct-from-office" broadcasts have been extensively promoted by newspaper, direct mail, envelope stuffers and displays. WIBV also has donated free spot plugs, so happy is it with the program's rating, according to Mr. Schmale. This is particularly gratifying because the firm got off to a slow start. Before Schmale launched its program, it bought spots describing its properties. There was no initial promotion, leaving results greatly to be desired. It backed up the show's debut with a newspaper and direct mail tien. Now it uses ads and envelope stuffers as supporting aids.

Mr. Schmale's unique series has received publicity from the National Real Estate & Building Journal and other publications, pointing out how a $1 million-a-year organization is stimulating greater sales with fresh, original thinking and "a willingness to try new ideas."
The electro-

By Edward W. Barrett

As Congress and the Administration currently re-examine U.S. efforts in international propaganda, it is timely to take a long-view look at the war of the airwaves that has raged for several years. No one is better qualified to write the recent history of the Voice of America's part in that war than the man who ran the Voice in two of its most critical years. As assistant secretary of state (1950-52), Edward W. Barrett presided over a vast expansion program which, though subject to recent criticism, undeniably caused plenty of Russian headaches. In this article, an adaptation from his new book, "Truth Is Our Weapon" (Funk & Wagnalls), Mr. Barrett relates the little-known story of the electro-magnetic war.

"YOU KNOW, the best brains in the country haven't yet been focused on finding all possible ways of getting the truth through the Iron Curtain."

Justin Miller, then president of the National Assn. of Broadcasters, made that remark at a small dinner he gave just after I became Assistant Secretary of State early in 1950. It wasn't clear whether Miller's remark impressed the few Congressmen present or his fellow members of the U. S. Advisory Commission on International Information. It made a deep impression on me and set me digging, as one of my first official efforts, into the whole maze of international communications. From that research, one fact quickly emerged: Like it or not, the United States was in the midst of a full-scale electro-magnetic war with the Soviet Union.

The first shots in that war were fired in February, 1948. U. S. government monitors then noted raucous noises interfering with Voice of America Russian-language transmissions beamed to Asiatic Russia from West Coast, Honolulu, and Manila transmitters. Engineers readily spotted the noises as systematic jamming. Such technical procedures as triangulation indicated that the jammers were located in the Soviet Union.

The Soviet technique was not new. It amounted just to broadcasting various noises to disrupt any communications on the same wavelength. In World War II, all major powers had early used such jamming as a tactical weapon against enemy military communications. Then Germany, Italy, and Japan began jamming in an effort to block Allied broadcasts to the Axis peoples. The Allies never jammed normal broadcasting. With the end of the war, peace returned to the air waves and was interrupted only by some reciprocal jamming by Spain and Russia in 1946.

In early 1947, when the U. S. government found the Kremlin systematically misrepresenting this country to the Russian people, the Voice of America started a short (one-hour) daily broadcast to the Soviet Union in Russian. Even then the Kremlin did not begin jamming the Voice. Within a year, however, the American Embassy in Moscow detected many signs that Russians were listening to the Voice. It was then, in February, 1948, that the Soviet Union began its first weak attempts to drown out the Voice's trans-Pacific broadcasts. In March and April, jamming began against Voice programs relayed from Munich and Tangier. In August, the Russians started jamming BBC transmitters which relayed the Voice's Russian programs. British and U. S. locating equipment confirmed that the interference was coming from about 25 transmitters in the Soviet Union.

On Aug. 12, 1948, a woman in New York started a chain of events that really set the Russian electronic defense into high gear. A Russian school teacher, Mrs. Anna Kasenkina, escaped from her Soviet captors by jumping from a window of the U.S.S.R. Consulate in New York. The Kremlin suppressed the news entirely within Russia and the satellites. The Voice of America carried it full blast. Within a few hours, embassy employees of the U. S. and other nations found the jump was being talked about in elevators, restaurants, and buses all over Moscow. Twenty-four hours later, Soviet officials felt forced to admit the episode, but their distorted versions evoked snickers. "It may have been the Kasenkina affair," says General Walter Bedell Smith, then Ambassador to Moscow, "that caused the Kremlin to decide to eliminate this source of truthfulness"—by all-out jamming of the Voice of America.

At that time, according to many indications, the U.S.S.R. started construction work on a far more elaborate new jamming network, even while intensifying its more routine interference. On April 24, 1949, the new jamming set-up went into operation with a vengeance. On every frequency used by the Voice for Russian broadcasts from the United States, the Far East, and Europe, multiple squawks appeared. Russian broadcasts from the BBC and the Vatican radio ran into a din. The air waves were filled with beeps,
squelks, and siren-like howls. Meticulous tests by agencies of the United States and other governments indicated the U.S.S.R. was now using at least 100 sky-wave (long distance) jammers and 250 ground-wave (local) jammers. Clearly the Kremlin had embarked on a major campaign to blot out anything in the Russian language from the outside world.

The jammers were all violating at least two international telecommunications conventions, to which the U.S.S.R. had subscribed, but by that time Soviet violation of agreements had become routine procedure. Brushing aside protests within the U.N. and outside, the Kremlin kept intensifying its campaign. By early 1950 the local ground-wave jammers had increased to 500. The coordinated actions of the jammers made it evident that all were linked in a complex teletype network.

In April, 1950, the Soviet went beyond the jamming of the Russian-language programs and began trying to jam the Voice in Polish, Czech, Hungarian, Rumanian, Slovene, and Serbian. The blockage of those satellite-language programs was far from complete but research indicated that only about 5% of Voice transmissions in the Russian language were getting through to Moscow.

Clearly the Kremlin intended to go much further. Its extraordinary campaign and elaborate mechanism even then made two things clear: (1) The Soviet government deeply fears the truth from the outside world, and (2) the Voice would have to employ extraordinary measures in order to get its programs continually heard in the U.S.S.R.

Jamming and Counter-Jamming

Voice of America engineers, headed by a veteran of international radio named George Herrick, had already done much research into counter-jamming measures. With help from the Bureau of Standards and others, they had devised new techniques that showed promise. However, they talked in a kind of engineering gobbledygook that was about as clear to my non-technical colleagues and me as Urdu slang. To double-check and to be sure no bets were being missed, we dispatched in mid-1950 to hear justin Miller’s suggestion: To have a team of outstanding American scientific brains review the whole radio counter-offensive and search for possible new measures.

With the enthusiastic cooperation of Secretary Acheson, Under Secretary James Webb and I asked President Robert KIillian of the Massachusetts Institute of Technology to have M.I.T. round up a team of outstanding scientists to tackle the whole problem. M.I.T. did so with astounding thoroughness.

The group that was soon assembled and cleared for security included such scientists as Edward Purcell, the world-renowned expert on radiation who later won a Nobel prize; Merle Tuve, who was widely credited with developing the proximity fuse; Jerome Wiesner, chief of M.I.T.’s Research Laboratory of Electronics; John R. Pierce of the Bell Telephone Laboratories; Lloyd Berkner, brilliant all-around scientist and former executive secretary of the Pentagon’s Research and Development Board, and Dana K. Bailey, radio propagation expert from the U.S. Bureau of Standards.

To keep the project from becoming too narrowly technical, M.I.T. put it under Dean John E. Burchard, a science social scientist experienced in administering large special projects. A few others like Clyde Kluckhohn, eminent Harvard anthropologist, and John A. Morrison, the U. of Maryland geography specialist on Eastern Europe, were added. In all, the group comprised 30 top-flight American minds. I had meanwhile enlisted Davidson Taylor, former vice president of CBS, to represent the Department of State in coordinating the work. We dubbed the enterprise “Project Troy,” for the wooden horse behind hostile walls.

With night sessions and day sessions extending over many months, the team labored away. We emptied the State Department’s “brainwave files” of extreme ideas submitted by outsiders and staff members and passed them to Project Troy team members to study. They looked into the entire lot: Transmitting messages via migratory birds or seals (impractical), floating messages downstream (most rivers run the wrong way), and bouncing signals off the moon (potentially feasible but long-range). They found possibilities in distributing leaflets by balloon, which had been tried as early as World War I, and which has now been tried with some success by a private organization.

Most important were their verifications and findings in the radio field. Many are still classified, but some can be mentioned.

Project Troy early examined the super-duper of all the schemes devised by Mr. Herrick and his Voice of America crew: The “Ring Plan.” This imaginative—and expensive—program called for stringing a necklace of 14 powerful short-wave, medium-wave and long-wave transmitters around the periphery of the Soviet-dominated land mass. The units were to be linked by multiple relay circuits, so that the most effective link could be selected in times of bad atmospheres. After studying the plan, for which the Congress had already appropriated some funds, the Troy group found it “an ambitious step, boldly conceived and, in our opinion, basically sound.”

The group similarly studied and endorsed “Operation Clipper,” another plan already adopted by Mr. Herrick and his crew. By attaching an electronic device to each Voice transmitter, this system increased about tenfold the strength of the signal at the point of reception, thereby permitting the Voice to override much jamming.

Cuddling Stumps the Russians

Another technique already in force was known by the coy name of “cuddling.” Under this, Voice engineers simply put a few Voice of America transmitters on frequencies so close to those used by the U.S.S.R. domestically that the Russians couldn’t jam the Voice transmitters without jamming many of their own. For a while, cuddling apparently stumped the Moscow strategists.

Ultimately, they decided that even their own programs weren’t worth letting outside voices through. They started jamming the cuddle frequencies—and themselves—with some regularity.

In 1950, the engineers of the Voice of America developed new “brute force” techniques. These involved massing a vast array of transmissions in an effort to swamp Soviet jammers. First, the Voice used all its available transmitters to broadcast Russian-language programs simultaneously. The engineers even threw baby transmitters in Munich into the array, because they found that each, little larger than an upright piano, tied up two or more Soviet jammers. Later, arrangements were made for western nations—including Britain’s BBC, Italy’s Radio Rome and the Vatican Radio—to join in the simultaneous transmissions. Soon a total of more than 70 free-world transmitters were broadcasting to the Soviet in Russian for a half-hour each evening.

By the time the Troy team got deep into the electro-magnetic
war, such ingenuity by the Voice’s engineers was beginning to pay
dividends. From a low of about 5%, the Voice had come back to
where some 20% of its broadcasts were getting through to Moscow,
and 60 to 70% to smaller cities and rural areas. Tests showed a
majority of Voice broadcasts to be audible in satellite areas.
The showing was all the more remarkable because the Kremlin,
in its now frantic jamming drive, had again doubled its jamming
network. By late 1950, it had some 200 long-range or sky-wave
jammers and at least 1,000 local or ground-wave jammers in
operation. Rough guestimates by Troy team members indicated
the Soviet probably employed as many as 10,000 scarce technicians
in its jamming operations—more than all U.S. information workers
around the world.
Troy group highly commended the work of the Voice’s
engineers. They reviewed and helped improve new projects just
aborning. And they added others that are still highly classified.
In collaboration with Voice engineers, they even figured out on
paper ways to combine new super-powered transmitters together
and to focus their power so sharply that they could light an elec-
tric light bulb 50 miles away and deliver an unprecedented signal
a thousand or more miles away. They devised and started testing
a new relay technique that may yet revolutionize communications
and ultimately simplify transoceanic television. For more than
a year, initial experiments carried on between the states of Iowa
and Virginia have proved largely successful. For the Voice, the
new technique should immensely improve the standard of its
signals reaching relay bases overseas.
Most important of all, the Troy scientists studied the whole
electro-magnetic war and reached a surprising conclusion: For
every expenditure made in increasing the Voice’s power, the Soviet
must spend at least five times as much in manpower and equip-
ment to combat the increased strength. If certain large-scale elec-
tronic measures were adopted, the ratio could go far above five-
to-one. Moreover, the true cost to the Soviet would be still
greater. Since its electronic industry is more limited than Amer-
ica’s, the diversion for jamming Voice broadcasts would impede
U.S.S.R. developments of radar, communications and other mil-
tary electronic gear.
Finally, if as now planned, the Voice’s added strength is largely
in the field of medium-wave (like standard broadcasting in
the United States) instead of short-wave, the Soviet’s added jamming
power cannot be used against western military communications
(“shorts” of war).
Thus radio warfare, aside from the influence it has on listeners,
can become economic warfare of the first magnitude. In no other
field, except preemptive buying of a very few scarce materials, can
the U. S. deter the U.S.S.R. so effectively for so few dollars.

Overworked and Underpaid
Despite all this, Voice of America technicians have never had
smooth sailing. First-rate engineers and electronic experts, scarcer
than good cooks, could draw far better pay in industry than in
government. So Voice technical ranks have never been filled and
the small staff has been perennially overworked. Each overseas
relay base had to be located on another nation’s land; that required
months and sometimes years of negotiation. Most nations didn’t
even want to negotiate unless the Voice could guarantee that it
had the money allotted and was ready to proceed with installation.
Congress, on the other hand, never wanted to appropriate for a
transmitter until the site was all set. So the poor old Voice always
faced a chicken-and-egg problem.
Other complications perennially plagued the Voice. Its technical
bosses had sometimes bruised Congressional feelings in picking
domestic transmitter sites and in dealing roughly with some semi-
competent employee who would then run bleating to his Congres-
sional patrons. More important, Mr. Herrick and his colleagues had
the occupational failing of many top radio engineers: incurable
optimism. They would give Congressional committees optimistic but "sound" forecasts of when a new super-transmitter could be com-
pleted; they would finally win an appropriation on that basis but three months behind sched-
ule; then they would run smack into new metals priorities, unforeseen diplomatic hitches over
relay sites, and still tighter shortages of engi-
ners...

The next year some Congressional sub-
committee chairman, informed that Transmitter
A was far behind schedule, would soar like a two-stage rocket.
When he landed, he was rarely in a mood to listen impartially to
a plea for four more super-transmitters, no matter what it would
cost the Soviet in relation to America’s costs.

It took me many months to learn that in international radio
all "sound engineering estimates" concerning likely construction
time should be precisely doubled. International broadcasting, I
learned, wasn’t normal radio; it involved too many delayed
appropriations, intricate diplomatic maneuvers, intragovernment tangles,
and shortages of skilled personnel. Doubling the estimates
proved just about right, but that didn’t become apparent until one
major appropriation request for added transmitters had received a
drubbing from a key Congressional committee.

Hazards of Government Employment
George Herrick provided a case history of why it is so hard to
keep good professionals in government for long terms. He
impressed his colleagues as a splendid, if incurably optimistic, public
servant—hard-working, imaginative, and widely respected in
the radio industry. Unable to complete college, where he studied
engineering, he had acquired much of his knowledge the hard
way. After a short term as engineer for a small network of sta-
tions, he had given more than 10 years of his life to the Voice of
America, working his way up through the ranks. He had built
the largest control board in the world and had won widespread
plaudits for his speedy erection of the Voice’s mammoth trans-
mitter in Munich. Offered more than double his salary to become
chief engineer for a national network, he had been patriotic enough
to remain with the Voice.

In view of that record, I was shocked to find George Herrick
being slam-banged around on more than one occasion. True,
some of his transmitters fell well behind his optimistic schedule,
because of the Korean war and resulting metals shortages, loss
of personnel to private industry, loyalty-clearance delays on new
manpower, and related difficulties. But on one occasion members
of one subcommittee went far beyond that, questioning his in-
tegrity and publicly wondering why "a man with so little experience
in private industry should be entrusted with so important a job." Part
of the subcommittee even publicly charged "mismanagement
and maladministration" of the Voice’s radio facilities.

With Secretary Acheson’s concurrence, I promptly asked Justin
Miller, as head of the National Association of Broadcasters and
as a member of the U. S. Advisory Commission on International
Information, to appoint a special committee from the radio field

The U.S. Courier, a floating radio station, is now anchored off
Santorica, Greece, relaying Voice broadcasts by both short and
medium wave. Balloon (upper right of page) supports ship’s an-
tenna. The Courier carries high-powered transmitters.
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(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel

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Broadcasting • Telecasting

June 22, 1953 • Page 89
Here's how the Voice hits its target areas throughout the world. Medium and short wave coverage patterns to investigate the charges impartially. He named three recognized specialists. They studied the situation for weeks, examined documents, heard witnesses, and came up with a detailed report. In it they found "no significant evidence of mismanagement," made a series of helpful recommendations of a detailed nature, and urged "speedy completion of the facilities expansion plan" as "vital to the interests of the United States."

Shortly thereafter, the Awards Committee of the Department of State singled out George Herrick for special honors. The citation read in part, "George Q. Herrick for superior service, loyalty and devotion to duty—and especially for his outstanding contribution to the development of the clipper amplifier which has made possible a vast increase in the effectiveness of each domestic and overseas transmitter."

In 1953, long after I had left the government, the cycle started over again. Senator Joseph McCarthy made the same sort of charges against Mr. Herrick, emphasizing he did not have a formal college degree in engineering. Well-known experts had come to differ over the location of two transmitters, which many of them had endorsed in the first place. So, on the basis of a statement from one unhappy ex-employee of the Voice, the Senator publicly implied Mr. Herrick had been guilty of "sabotage." A first-rate engineer on Mr. Herrick's staff committed suicide, leaving a letter complaining of harassment and insisting that, if there was anything wrong with the location of transmitters, the error was made in good faith and on the advice of well-known experts. In the midst of the tragedy, George Herrick must have wondered why he had passed up fat outside salaries to stay in government.

Happily, all developments were not adverse in Congress. Needed operating funds were regularly voted. In alternate years, roughly speaking, the Congress appropriated large funds for strengthening broadcast facilities. It voted $11,320,000 in facilities funds for the fiscal year 1950, $41,288,000 for 1951, and $9,533,939 for 1952. With those funds, many improvements have been made. The power of the Munich transmitter has been doubled. New relay bases have been constructed at Tangier, North Africa, and

Salonika, Greece. Construction has started on three unprecedentedly powerful transmitters overseas. Other large-scale improvements are under way. A new-type directional antenna, sharply focusing its signals, should give these focused signals 4,000 times the power of those of any major station in America! The power should not only immensely improve the signal reaching relay points abroad, but should blast powerful broadcasts directly to the Iron Curtain zones.

Two of these new-type transmitters in this country ran into widely misinterpreted snarls when the dispute, mentioned earlier, broke out in 1953 among competent experts regarding their location. They were to have the power of 1,000 kilowatts each—20 times the strength of any transmitter in this country—and were to be located, on the advice of some of the Project Troy experts and others, at points where they would have maximum signal strength at peak hours. Later some experts came to feel the transmitters could better be located further south, where, they said, the signal would be more consistent, though weaker at peak hours. While the world heard from Senator McCarthy only that the transmitters had been flagrantly "mislocated," Secretary Dulles suspended construction of the two.

Presumably, they will finally be constructed and will effectively replace much weaker and obsolescent transmitters now leased from private companies.

Voice officials have always recognized one potential threat. The Soviet theoretically could make the radio weapon impotent by confiscating all domestic receivers. Those now capable of hearing one or more Voice transmissions appear to total nearly 4 million in Russia, 2 million in Czechoslovakia, and smaller numbers in other satellites. But for such confiscation, the Kremlin would pay a heavy price. It would immensely increase home-front grumbling. It would impair the Soviet system for spreading its own gospel, in which it relies heavily on both short-wave and standard broadcasting. And "wired radio" throughout the vast area would be astronomically expensive.

Nonetheless, the outside possibility has always existed. For that reason, the Voice, with help from scientific organizations and major radio manufacturers, has focused much research on small, long-life receivers that might be infiltrated into key areas in large numbers. It had to abandon an earlier project because the sets

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BROADCASTING * TELECASTING
Station WGLV-TV at Easton, Pennsylvania, will go on the air shortly on channel 57 equipped with a Workshop Model WA-25-57 cosecant television antenna. This new Workshop UHF antenna has a power gain of 25. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Simple mechanical design eliminates all insulators (except for gas seal), de-icing and field repair problems. The plastic weatherizing windows, dyed "international orange," completely eliminate painting.

For further information on Workshop UHF-TV antennas, write for Bulletin TV-100.
TIMED for the 1953-54 season, a brand new member of the B. T. family, the TELECASTING Yearbook & Marketbook combines the indispensable analyses of the MARKETBOOK heretofore published in mid-August, with the all-inclusive reference directories and guides of the YEARBOOK...two fully-indexed and annotated productions in a single volume.

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proved too expensive, too bulky, and too short-lived in terms of better power. With the help of transistors (minute eratubes requiring only infinitesimal power) and other new developments, the use of such receivers is now nearer reality.

Meanwhile, another radio development of basic significance has taken place. In late 1950, the Voice embarked on one of the most fascinating undertakings of all—Project Vagabond, a floating radio station of great power. This had been a pet brainwave of mine for years, and I was happy to find, upon taking office, that Voice of America engineers had at least toyed with such a plan.

This time, after some difficulty, my colleagues and I persuaded the appropriate Congressional committees to go along with a project for a new sea-going transmitter. Voice engineers could evoke little enthusiasm from the Navy but finally induced the Maritime Commission to ante up a small but fast freighter, then mothballed. The U. S. Coast Guard agreed to staff her, and Project Vagabond was under way. After interminable red tape and countless frustrating and construction problems, the Vagabond (officially christened U.S.S. Courier) was commissioned at Hoboken, New Jersey, in March, 1952, and dedicated by the President in Washington in April.

Ship Is Relay Point

As of this writing, the U.S.S. Courier is tied up off the Greek coast, generating her own power (enough to light a small city), picking up broadcasts from New York, and boosting them on their way with two potent short-wave transmitters and one standard transmitter that is three times as powerful as any in the United States. Even with a balloon-supported antenna, soon to be replaced by a highly directional antenna on shore, the Courier is hitting certain Iron Curtain zones with a power unapproached by any other non-Communist transmitter. Should the scene of conflict—cold or hot—shift, the Courier can hoist anchor and move to the contested area at the respectable speed of 17 knots. And, unlike land-based transmitters abroad, she could more readily avoid capture in the event of enemy advances in an all-out war. All old propaganda hands hope for Congressional approval of more Vagabonds with the greater power now known to be practicable.

In the aggregate, the Vagabonds, the Ring Plan, the Cuddles, the Clippers, and the still-unmentionables prove one thing conclusively: It is possible, at relatively small expense, to put Malenkov and the Kremlin crowd on the defensive on the one front where they and we are in open conflict—the radio front. The Voice of America can hit them increasingly with the one weapon they fear more than any other—the weapon of truth. And if they are to counter that weapon effectively (without the desperate step of wrecking their own radio), they must spend at a rate many times our own and at a sharp cost to the military mechanism that now threatens the world. As David Sarnoff, Board Chairman of RCA, has said, "International broadcasting is a major weapon which can pay for itself many times over."
IT isn't often that an industry leapsfrog from the first "line" of a new product into an advanced model before the market has been half-tapped with the original item. Yet, that's exactly what seems to be in view for the television industry with the almost certain advent of color sometime before the end of this year—or—most likely—1954.

There are today some 23.5 million black and white television sets in use and 180 stations on the air.

Most competent observers see 1,000 TV stations as the optimum potential in the next five years. Best guess is that there is a 25 million additional set sales potential in that time.

Small wonder then that most TV set makers eye more with sorrow than eagerness the coming of color TV.

Sometime in the next few weeks, RCA or the all-industry National Television System Committee, or both, will petition the FCC to authorize the commercial use of a compatible color video system. From every indication the NTSC standards (which RCA will also ask to be approved) are the answer to the color controversy—which has raged sometimes at low level (1941 and 1945) and sometimes loud and furious (1946-47 and 1949-50).

In the 1941 TV allocations hearings, the industry and the FCC agreed that color TV was premature—the child (TV) wasn't even in the crawling stage yet. Again in 1945, following the end of World War II which had stalled the beginning of commercial television, it was agreed that color must wait.

A large block of the ultra high frequency spectrum (300-3,000 mc) was allocated for TV's future expansion, both as a national service and for color.

Hardly a year elapsed before CBS reopened the color question by formally requesting that the FCC authorize commercial polychrome. A six-month hearing followed. Competing with CBS was RCA, which showed its conception of what color TV should be.

It was during that hearing that the cry, which has become so meaningful, was first raised.

Although CBS's system showed good color, the standards proposed were different from those in use for monochrome TV. RCA claimed that its "simultaneous" system had the virtue of "compatibility."

Meaning of Compatibility

Most people think of marriage or divorce when they hear the word compatible, but in the rarefied atmosphere of electronics, compatibility has an altogether different meaning. A color system is compatible when the black-and-white set owner receives the colorcast (in black-and-white) without having to do a thing to his set.

Therefore, RCA—and most of the industry—objected to the CBS system on the ground that it was incompatible with the existing black-and-white standards and would be unfair to the then 200,000 set owners.

The FCC turned thumbs down on both systems on the ground that they each required too much spectrum space. The official monochrome system uses a 6 mc bandwidth. At that time, CBS's color system required 16 mc and RCA's 18—later reduced to 12 mc.

In 1948, the Commission called a halt to further TV application processing while it studied the spacing of vhf stations (Channels 2-13) and the opening of uhf.

In the midst of these deliberations, the Commission (prodded by former Comr. Robert F. Jones and Comr. Frieda B. Hennock) reopened the color question. Two reasons were at the bottom of this: (1) CBS had proudly announced it had gotten its color system into 6 mc, and (2) since there seemed to be every indication that uhf was going to be opened up, another look at color was necessary or there would be no place left for color TV.

The 1949-50 hearings ran for a year. Long, tedious, technical and acrimonious, they saw CBS put out a good TV color picture, simple, inexpensive—but still incompatible. Opposing CBS, again, was RCA, with the bulk of the manufacturers supporting it. RCA had a complex system that did not show to advantage until late in the proceedings. But RCA's system, again, was compatible. Both were within the 6 mc width demanded by the Commission.

After hearing the pros and cons and deliberating among themselves, the FCC late in 1950 chose the CBS system and denied the RCA proposition. RCA refused to accept the decision, appealed it up to the Supreme Court. In 1951, the Supreme Court upheld the FCC's choice.

CBS almost immediately began colorcasts over the network. Its manufacturing subsidiary, CBS-Columbia Inc., commenced the production of color TV sets. A few other manufacturers tentatively produced color receivers.

Late in 1951, a few months after the eruption of what was then called the
Korean "police action", the National Production Authority issued its Order M-90 which in effect prohibited the manufacture of color TV receivers.

So, because of the Korean War, the CBS color system was still-born. For two years, color TV was academic, not an actuality.

When the Commission issued its final decision favoring CBS's field sequential system, it "left the door open" for future developments. It said that if a superior system came along it would certainly take it under consideration.

Radio-TV manufacturers, still convinced that only a compatible color system was worthy, formed the National Television System Committee (NTSC). Its purpose was to pool the knowledge of the industry in order to come up with standards for a compatible color system. In the more than two years of its existence—based on the work of 200 engineers representing 91 companies—it has drawn up specifications, tested, re-tested and is now on record as claiming it has the answer.

Relatively quiescent in the last two years, color TV was splashed to the fore again early in 1953 when Sen. Edwin C. Johnson (D-Colo.) publicly charged that "large interests" were conspiring to retard its introduction until they had saturated the black-and-white set sales market. He called on the Senate Interstate and Foreign Commerce Committee to investigate the situation.

Before Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Commerce Committee, could do more than issue a statement acknowledging Sen. Johnson's request, the House Interstate and Foreign Commerce Committee announced it was going to hold a hearing on that very subject. Chairman of the House committee is Rep. Charles A. Wolverton (R-N.J.). That hearing ran for a month, earlier this year. It heard an array of industry witnesses and FCC officials. Generally, what was brought out was this:

1. The NTSC standards were acknowledged to be in final form—except for some further testing.

2. RCA vowed it would petition the FCC to commercialize NTSC standards by summer.

3. CBS said it would make no move to resume operations on the authorized field sequential system until the color situation was "clarified."

In holding the door open for the consideration of other color TV systems, the FCC in its 1950 color decision specifically spelled out the "minimum criteria" which would have to be met in order to supersede what was then considered the only workable system—CBS's field sequential method. These are the criteria that any color system must have:

- It must operate in a 6-mc band.
- The color picture must have a high quality of color fidelity, adequate apparent definition, good picture texture and be unmarred by misregistration, line crawl, jitter or unduly prominent dot or other structure.
- The color picture must be bright enough to permit adequate contrast range and capable of being viewed under normal home conditions without objectionable flicker.
- The color receiver must be simple enough to operate in the home, with no critical registration or color controls, and cheap enough to be available to the "great mass of the American purchasing public."
- It must be capable of being operated by normal station technicians and the costs of apparatus must not be so high that it would restrict color TV station operation or ownership.
- It must not be unduly susceptible to interference.
- It must be capable of being transmitted over intercity relay facilities in existence or which may be developed in the "foreseeable" future.

There the matter rested—officially. Within the industry, battle lines seem to be forming. RCA has promised and gives every indication of going to the Commission soon asking for commercialization of the NTSC standards. NTSC is understood to be split—between those who feel more tests are required and those who feel that...
the things should be wrapped up and submitted, pronto, to the FCC. Mr. Balderston's phrase, "color by Christmas," have gotten rough treatment from manufacturers. Only in the last few weeks, one of the most outspoken, Philco's James H. Carmine, termed that hope "silly."

Mr. Carmine's boss, Philco President William Balderston, predicted at the Philco convention in Atlantic City early this month that the mass production of color receivers cannot occur before 1956—assuming that the FCC gives its blessing to the NTSC standards by Jan. 1, 1954.

Dr. Allen B. DuMont, who has been bluntly antagonistic to the view that the NTSC standards were ready, expressed his confidence on the other yard of study and testing was required and that color TV was still five years away.

Other manufacturers have been equally pessimistic on the time element.

The NTSC's official position—or, at least, that of its chairman, Dr. W. R. G. Baker, GE Electronics vice president—is that the current NTSC project can be wound up by September. Then, he said recently, allowing 45 to 60 days for writing up reports and putting them together, NTSC can go to the FCC with the whole works tied up in a nice, multi-hued ribbon. Dr. Baker looks for FCC approval by March 1954, and for color COD-broadcasting by mid-1954, with the beginning of significant color TV receiver production in the fall of that year.

In more recent announcements, RCA has strongly intimated that it would file "before July 1." This conflict between NTSC spokesmen and RCA is basically the reason for the uncertainty as to when the FCC will get the case and when it might come out with a decision.

Suggestions that the FCC take the bit in its own teeth and start the hearings on its own motion, or telescope them so that a decision would be issued, have gone ten little encouragement from FCC officials. Both former Chairman Paul A. Walker and present Chairman Rosel H. Hyde have insisted that so momentous a move as setting up color TV standards must be given careful examination. Also, they have pointed out, certain time elements are required by law. Both acknowledged that with two previous color hearings behind them, the new hearing should not take too long.

Gen. David Sarnoff, who has been in the forefront of the fight for a compatible color system, implied that RCA would file before the FCC at the NARTB Los Angeles convention that he thought the NTSC standards were ready then for submission to the FCC. He said RCA would go along with a few more months of testing, but he warned any further delay would mean RCA would go it alone in filing with the Commission.

There are other unknowns. How deeply does the FCC consider the patent situation? How many demonstrations will Commission engineers insist on and how extensive must they be? Will various factions within NTSC shoot holes in its final report? Are there any other color systems lying fallow, awaiting the Commission's call? And what are their views on the imminence of color TV?

One of Philco executives' estimates are generally those of the majority of their fellows. General Sarnoff told RCA licensees last month that his company could start production of color TV sets in nine to 12 months after the FCC's decision. He said he thought mass production (500,000 sets a year) could be on stream in about three years thereafter. Admiral's Ross Siragusa told his distributors that satisfactory color sets won't be on the market for at least 18 months, more probably two years.

All manufacturers are in agreement that the cost of color receivers is going to be high—compared to the $200 or less for today's basic black-and-white table models. Gen. Sarnoff estimated $800-$1,000 for the early receivers. Mr. Balderston said that a 14-in. table model would cost that much.

RCA's Dr. E. W. Engstrom estimated that the first sets would be about 50% higher than comparable black-and-white sets, that this would fall after mass production started, to about 25% higher. Dr. DuMont unqualifiedly estimated that color receivers would always cost 50% more than comparable monochrome sets.

Arthur V. Loughran, Hazeltine Electronics Corp. director of research, figured the first color receivers would be priced at three times their sister black- and-white sets. Dr. Baker recently used the $800 figure as his estimate of the probable price of a 21-in. color receiver.

Only three tri-color tubes are known to be available today. RCA has one, Chromatic Television Labs. Inc. has the Lawrence tube, and GE has the Lafferty tube. The RCA tubes will cost $175-200 each, it has been estimated. The Lawrence tube is said to be about $30-$35 more expensive than its companion black-and-white tube. No figures have been released on the cost of the Lafferty tube. Undoubtedly there are other color tubes in various stages of development, but these are the only three that have been made public.

Heart of any color receiver would be the color tube. One of the objections to the CBS system was that it uses a whirling disc to rotate the color to the tube. Manufacturers have tagged the CBS system the "mechanical" system because of this, but a workable tri-color tube could be used for the CBS method.

What about programming? Only RCA-NBC has made public its plans for that aspect. As related by NBC Vice Chairman Sylvester L. (Pat) Weaver to NBC affiliates a few weeks ago, NBC plans an hour and a half of evening half-hours weekly, plus additional time in the daytime to two color studios in New York at the inception of color. Plans call for five color studios, he said. Costs to stations, Mr. Weaver said, would be about $15,000 to add equipment to receive and broadcast network color TV. As a part of their faith in NBC, 37 affiliates have signed up to show network color when it arrives.

With so much smoke, there must be fire somewhere. In this case even if the fire is but an ember, it is struggling to flare up. With members of Congress blowing on it there doesn't seem to be much doubt that its chances of becoming a blaze are good.
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tion's new 1,600-foot tower (above sea-level)
literally pops up. In front of the new tower
pop-up, is a pop-up of the old tower, illustrat-
ing in three dimensions and in correct propor-
tions the difference between the old and new
towers. Also illustrated are old and new
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DECO RATED CONTINUITY SHEETS
IT IS the feeling of KDAL Duluth, Minn., that
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more actual prospects and customers than do
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stations. In line with this attitude KDAL has
developed four-color continuity sheets, which
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pact on the advertiser. Each sheet has clever
illustrations running around the edge showing
various types of radio listening: the farmer
milking a cow, housewife, teen-ager, motorists,
etc. The overall theme is "Everywhere you go—
there's Radio" I. F. L., Duluth, is the agency.

CBS FILM
CBS Radio's new motion picture, "It's Time
for Everybody," which highlights the changing
character of American market and its effect on
advertising media, was premiered June 16. The
16-minute, full-color animated film was shown
at Ciro's in Hollywood, and additional showings
are scheduled for New York and other major
cities. The film is said to suggest that adver-
sisers must consider more even distribution of
incomes among Americans today and to note
that radio covers 98% of American homes.

TV COVERAGE BOOKLET
WABI-TV Bangor, Me., has released an inter-
esting transparent-acetate-covered booklet ex-
plaining its wide coverage despite its low power.
According to the station, WABI is the lowest-
powered TV station in the country. The Al-
most-completely mimeographed brochure con-
tains graphs, tables and colored maps, as well
as market data.

AP HISTORY
HISTORY of the AP from its founding in 1848
up to the present time will be portrayed in a
weeklong television series over WABD (TV)
New York, starting today (Monday), 6:30-6:45
p.m. EDT. The series, which will be produced
on the station's Mono-Drama Theatre program,
will use one actor, films and still pictures to
recount the story of the press association. It
is based on the book, AP—The Story of News,
by AP assistant general manager Oliver Gram-
ing.

PEOPLE
Advertisers
William H. Ferriss, copy chief for men's adv.
department of General Shoe Corp., named ad-
vising manager for Temco Inc., Nashville, Tenn.
(Floor furnaces, wall heaters, space
heaters and clothes dryers).

Agencies
Gordon D. Cates, vice president of Biow Co.,
N. Y., for past two years, rejoins Lennen &
Newell, N. Y., as senior vice president.

Fred D. Dwyer, account executive, appointed
vice president of Ingalls-Minter Co., Boston.

Crofton Jones and Tyler MacDonald, accoun-
t executives, Hixson & Jorgensen Inc.
L. A., named vice president in charge of
industrial marketing and vice president-ac-
count supervisor, respectively.

Ben Alcock, head of television commercial
production dept., and Roy Winsor, head of
creative programming for radio and tele-
vision, of Biow Co., N. Y., have been ap-
pointed vice presidents of agency.

Joe Fulghum, account executive, Biow Co.,
N. Y., to Young & Rubicam Inc., Hollywood,
in similar capacity on Max Factor Co. ac-
count.

Robert H. McCullough, production manager
and account executive, Showalter Lynch Adv.
Agency, Portland, Ore., named production
manager for Don Allen & Assoc., that city.

Ken McAllister, account executive on Procter
& Gamble's Camay Toilet Soap, promoted
to account supervisor, Benton & Bowles.
Mark Becker, member of agency's Tide ac-
count group, named account executive on Ivory
Snow.

E. M. Bressett, Duane Jones agency, named
executive assistant to president, as general
supervisor on plans for all accounts.

James R. Johnson, advertising manager, Camp-
bell Soup Co. (tomato juice, catsup and Franco-
American products), Camden, N. J., to BBDO,
N. Y., as account executive.

William A. Murray, space buyer, Brooke,
Smith, French & Derrance, Detroit, to Geyer
Adv., N. Y., as media director of its Detroit
office.

Edwin M. Benedict named head of BBDO,
L. A., market research dept.

Diane Fairbrother, KSTP-AM-FM St. Paul,
appointed radio and TV director for David
Inc. Adv., that city.

Edward P. Roden, director at KTTV (TV)
BROADCASTING • TELECASTING
Wayne Hansen, public relations staff, Cam-Pro Corp., Hollywood, elevated to program supervisor, replacing Sam Benson, operative programming at Procter & Gamble Inc., N. Y., to Morey, Humm & Johnstone, that city, in sales promotion dept.

Daniel C. Ellis, J. Walter Thompson Co., N. Y., to Kudner Agency Inc., N. Y., as member of copy staff.


Bud Gammon, Benton & Bowles, N. Y., to Blow Co., N. Y., as agency producer of Search For Tomorrow.

Stations
Frank Silva named station manager of WPTS Pittsburgh, Pa.

Everett Wren, senior producer at KBTV (TV) Denver, promoted to production manager.

Edgar L. Deatherage, formerly sales service manager of KYNO Fresno, Calif., appointed director of national sales for KJEO-TV Fresno.

Eugene B. Dodson, WKY-TV administrative assistant manager, promoted to newly created position of station manager for night operations. Wakefield Holley, chief announcer, appointed assistant manager for night operations.

Virginia B. Welch, continuity chief, promoted to program director and Tom Leby promoted to production manager and chief announcer at KWBB Wichita, Kan. Bill Hart, electronic div. of Beech Aircraft Corp., to KWBB engineering staff.


Sam Benson, senior staff announcer, KLAC Hollywood, elevated to program supervisor, replacing Charles Craig, who has resigned.

Ken Goldblatt, national sales manager of cooperative programming at MBS, to WOY New York, as member of sales staff.

Charles R. Laurel, divisional sales manager for Cam-Pro Corp., Fox du Lac, Wis., to sales staff of KBWU Corpus Christi, Tex. Bayless Corbett, WFIX Findlay, Ohio, named head of publicity and public relations for KBWU.

Duncan Oliphant, producer on WGAN Portland, Me., named education director of Guy Kaniess Bestig. Services (WGAN and WGUW-AM-FM Bangor, Me.).

Wayne Hansen has returned to WHBF-TV Rock Island, Ill., on technical staff; Milton Boyd is new announcer on WHBF-TV. William Rhodes to WHBF-TV technical staff, and Marvin Houz to sales staff, WHBF-AM.

Jack Mitchell named technical operations engineer of WDTV (TV) Pittsburgh.

James McNamara, following military leave during which he handled press relations for General James Van Fleet in Korea, returns to KLC-AM-TV Hollywood, as day news editor. Ed Lyon becomes night news editor.

James Narz, staff announcer-disc jcc. at KPOL Los Angeles, resigned to freelance in TV.

George Sanders, continuing to free lance in TV, joins KPOL Los Angeles staff as disc jcc.

Manufacturing
E. Finley Carter, vice president in charge of engineering, appointed vice president and technical director of Sylvania Electric Products Inc., N. Y. Howard L. Richardson, vice president in charge of industrial relations, replaces Mr. Carter as vice president in charge of engineering.

Martin Gorn announces acquisition of assets of International Connector Corp., formerly of Paterson, N. J., to be known as Gorn Electronics, div. of Gorn Electric Co., Stamford, Conn.

John L. Lyons, sales manager, Kaye-Halbert Corp., Culver City, Calif., TV set manufacturers, resigned to establish own distributing concern.

A. Cameron Duncan named manager of merchandising operations of home instrument dept., RCA Victor Div., RCA, Camden, N. J. Joseph J. Kearney, manager of East Central renewal sales district for RCA tube dept., advanced to renewal sales manager for RCA radio batteries, replacing Mr. Duncan.

Dr. Willard Geer, associate professor of physics at USC and inventor of one of three recognized color TV tubes, to Hoffman Radio Corp. and Hoffman Laboratories Inc., L. A., as consultant on color in TV and military applications.

Harry Schecter, general sales manager of N. Y. factory branch of Motorola, named general manager of CBS-Columbia Distributors Inc., N. Y.

George E. Dittman, renewal field sales representative for RCA tube dept., RCA Victor Div., N. Y., appointed manager of East Central renewal sales district of tube dept.

Ross Mason, executive vice president in charge of sales and advertising, Coronet Television Corp., Windsor, Canada, to Pacific Mercury Sales Corp., L. A. (TV set distributors), as advertising manager.

Jacob J. Repetto, superintendent of design and drafting, Clarostat Mfg. Co., Dover, N. H., promoted to assistant sales manager.

J. Calvin Affleck, advertising and sales promotion manager of receiver div., Allen B. DuMont Labs, elected national president of Middlebury College Alumni Assn.

Broadcasting • Telecasting

June 22, 1953 • Page 99
New Grantees' Commencement Target Dates

For list of operating stations, see Telestatus, in Facts & Figures section, this issue. For data on other grantees, see 1953 Telecasting Yearbook.

LISTED BY CITY ALPHABET

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<tr>
<th>Location &amp; Channel</th>
<th>Date Granted &amp; Target for Start Representative</th>
<th>Network Representative</th>
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<td>WRCB-TV Abilene, Tex. (3)</td>
<td>4/16/53</td>
<td>8/1/53 Pearson TV</td>
</tr>
<tr>
<td>WRCB-TV Albany, N. Y. (33)</td>
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</tr>
<tr>
<td>KGGM-AM - TV Alamosa, Colo., N. M. (12)</td>
<td>3/11/53</td>
<td>CBS</td>
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</tbody>
</table>

What a station executive says about Standard Rate Service-Ads:

to sell more time,
reach the people
in a position to buy

Howard Summerville, general manager, Station WWL, New Orleans, says...

“We know that media men must eventually turn to SRDS when they are considering schedules for this market, and we feel we are reaching the people who are ready and in a position to buy WWL.”

8 ways a Service-Ad in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good “action” closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations right then.
8. It provides a “last chance” point from which a prospect can get a final “briefing” on your story before he makes his final decision.

THE SCOPE OF THIS LIST

B. T. New Grantees’ Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the Telecasting Yearbook forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been changes in call letters, target dates, networks or representatives from the information in the Yearbook the list is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement issued to the Yearbook. Where a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.
FOR THE RECORD

Key Excerpts of NARTB Bulletin on Baseball

To appreciate the full significance of the new and far-reaching problem raised by this proposed legislation, one must realize that professional baseball, or the so-called "professional baseball" from the title of S 1396 and insert in their place any one of many other types of radio and television program matter regularly broadcast in response to the public interest. The danger is obvious.

The Congress of the United States is being asked . . . to make a specific exemption for professional baseball from the anti-trust laws on the basis of an alleged—or as yet unsubstantiated—charge that radio and television broadcasting is the principal cause of its economic trouble . . .

The bill dealing with the broadcasting of professional baseball is doubly dangerous because, to use a term familiar to the sports world, it is a "sleeper." On the surface, and in the language of its supporters it appears to be nothing more than a commendable effort to shore up the shaky economics of the minor league baseball clubs of the country. But when you strip it of its lengthy definitions and legislative decoys, it is revealed as one of the most serious attacks ever to be made on a necessary right of radio and television.

It would seem evident from most of the testimony given at the hearing that a major strategy of the proponents of this bill is to make it appear that a "vote for" S 1396 is a "vote for" baseball. On the other hand, anyone who has shown a disposition to oppose the bill has been pictured as being "anti." Professional baseball, the great American sports pastime.

On anti-trust aspect: The supporters of S 1396 say over and over again that they do not think joint agreements between baseball clubs to restrict radio and television broadcasts are in violation of the anti-trust laws. Yet at the same time, this bill has been prepared and its advocates now ardently press for its passage. The one clear purpose of this bill is to specifically exempt certain baseball club agreements pertaining to broadcasting from anti-trust sanctions—a radical and unnecessary departure from established anti-trust principles which would deny broadcasters and the public the right to contest the legality of these restrictive agreements.

During the Senate hearings, those who were in favor of this bill took frequent occasion to blast the Dept. of Justice for its part in raising the anti-trust question about the baseball Major Leagues. Yet the courts have authorized restrictive broadcast rules by baseball clubs acting in concert. And yet, even as the witnesses and the chairman of the subcommittee berated the Dept. of Justice, in the very next breath baseball officials stated that they did not think it would be a "good idea" (14). Such a move would have determined the true legal status of this device which permitted the baseball clubs acting together to restrict radio and television broadcasts of games in specified

PIONEER Electronic Supply Co.
2115 Prospect Ave., Cleveland 15, Ohio

For The Record

Location & Channel
WNYW-TV, Rochester, N. Y. (77)
STN Braggs, Cel., N. Y. (15)
Greater Rockford, Ill. (13)
KPEC (TV) Salem, Ore. (54)
KUTV (TV) Salt Lake City, Utah (2)
KALA (TV) San Antonio, Tex. (58)
WJDN-TV St. Cloud, Minn. (17)
KMBI-TV St. Paul, Minn. (12) st-Mitch-TV
KSWK Salinas, Calif. (5) st-KMBY-TV
WGOC-TV Salisbury, Md. (16)
KFRO-TV San Diego, Calif. (10)
KBA-TV Sonor, Ariz. (30)
KSBG-TV San Francisco, Calif. (29)
Van Curfle Strisp Corp. Schenectady, N. Y. (5)
WARM-TV San Antonio, Tex. (16)
KONQ Seate, Wash. (4)
KQDO Sedalia, Mo. (9)
Sherman TV Co., Sherman, Tex. (46)
WICS-TV Springfield, III. (46)
Stamford-Newton (Conn.) TV Corp. (27)
KCMQ TV Exeter, Penn. (6)
WBBW-TV Topake, Kan. (13)
KCCY-TV Taron, Des Moines, Ia. (32)
KESC (TV) Telos, S. Dak. (22)
KLXK Twin Falls, Idaho (31)
KGVD-TV Valdosta, Ga. (37)
KNAL-TV Victoria, Tex. (19)
WINT (TV) Watertown, S. Dak. (16)
WLTV (TV) Wheeling, W. Va. (31)
WPTA (TV) Wheeling, W. Va. (31)
KEDO (TV) Vicksburg, Miss. (7)
Wisconsin, Rac. (16)
Williamson, Ill. (5)
WLTV (TV) Winston-Salem, N. C. (24)
KMBN-TV Yakima, Wash. (22)
WMOW-TV York, Pa. (49)
KMSG-TV Yuba City, Calif. (58)
KXNW Yuma, Ariz.

Date Granted & Target for Start
4/3/53
4/10/53
5/14/53
1/29/53
2/5/53
2/5/53
5/15/53

Network & Representative
ABC
12
ABC
Hollingbery
ABC

PIONEER and instructions included, Television Stations

Accuracy
Epperson,
Pioneer Electronic Supply

This new
in signal range and calculator
by 1500
June
on
and designed
for
10% of

Charts.

Principal

A

merchandising
that
as WPTR offers its jet-fire plan
36 SUPER MARKETS in Albany-Schenectady

-Jose and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

Jet Fire is Sure Fire!

Sure Fire Merchandising that is— as WPTR offers its jet-fire plan.
tensions in proposal with respect to requirements in this bill which has been glossed over by its supporters. . . .

On property rights:

The NAB recognizes the property right of a professional baseball club in the actual performance of its exhibition, and in opposing this bill, does not challenge the individual club's privilege to sell or to withhold its actual performance. We oppose this move which gives legal authority to procedures which would deprive the public of its right to enjoy through radio and television those events which by their very nature, the interaction of competition have won high priority in the scale of public interest.

FCC Proposes Sec. 1.342 Change

HERE is text of FCC order revising its proposal with respect to requirements on filing of network affiliation, ownership, bulk time sales, management contract and other reports [B&T, June 15]. Original proposal was issued in February [B&T, Feb. 23]. Deadline on comments is July 13. Revised text follows:

APPENDIX

Section 1.342 of the Commission's Rules and Regulations is proposed to be amended by deleting paragraphs (a) and (b) of the following:

§ 1.342. Filing of contracts, broadcast licenses and permittees. Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, agreements, documents, together with amendments, supplements and cancellations:

(a) Contracts relating to the network service. This provision does not require the filing of transcription contracts or group contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements, contracts with news agencies, or cancellations of such contracts. The term "network contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(b) Contracts relating to the supplying of film for television stations which do specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements, contracts with news agencies, or cancellations of such contracts.

(c) Contracts relating to functional music operations such as "storecasting," "translating," "background music," and similar services.

(d) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the contract broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in management capacity of any person other than officers, directors of the licensee or permittee, and management contracts with any persons, whether or not officers, directors or regular employees which provide for both a percentage of profits and a salary to the employee. (Some exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personal, contracts with chief engineers or other engineers, attorneys, or accountants, contracts with independent management consultant agreements with independent contractors.)

the NBC station serving greater YOUNGSTOWN, O. 30th population area in U.S. 5,000 WATTS WFM Duplicating on 50,000 Watts FM
IN THE 7th MARKET, CLEVELAND

—your lowest cost per 1000

1260 KC
5000 WATTS
FULL TIME INDEPENDENT

Represented by McGilvra

LONDON BRIDGE IS FALLING DOWN...
falling down . . . falling down.
London bridge is falling down,
MY FAIR LADY!

If your product or service shows a tendency similar to
that of the bridge in the
nursery game, call KMB-CFRM, Kansas City, or your nearest
Free and Peters office, for
availabilities on the
KMB-CFRM Team.

“My Fair Lady” is a pretty important
person in your sales game, and
she’s buying the things she hears about
on the radio station she listens to most!

Television Station Grants and Applications
Since April 1, 1952
Grants since July 11, 1952:

- Commercial
Vhf Uhf Total
125 3 128
13 4 17

- Educational
1 1 1

Total Operating Stations in U. S.:
Vhf Uhf Total
144 47 191

Noncommercial on air
1 0 1

Applications filed since April 14, 1952:
New Ammd. Vhf Uhf Total
762 567 1,329
8 48 52

Applications filed since April 14, 1952:

1 Five Cps (2 vhf, 3 uhf) have been returned.
2 One applicant did not specify channel.
3 Includes 24 already granted.

Note: Processing of uncontested TV applications
has been expedited on the Group A-2 and Group B city priority lists.

Schenectady, N. Y. —Van Curier Betg. Corp.
granted new TV station on Ch. 35 (106-682 mc);
ERP 245 kw visual and 126 kw aural;
anenna height above average terrain 416 ft., above
ground 435 ft.; estimated construction cost $565,200,
first year operating cost $200,000. revenue
$250,000. Post office address: Farmers Theatre Block,
53 State St., Schenectady, N. Y. Mc). ERP 245 kw
transmitter location; estimated antenna 45° 35' 15" N.,
11° 15' 10" W. Long. Transmitter and antenna fee.
Consulting engineer: George B. Adair, Schenectady.
Principals include: President, Simon H. Fabian
(25%), corporation. Fabian Theaters Inc.; vice
President, Allan Fabian Rosen (25%); Treasurer
Samuel Rosen (25%), vice President. Edward L.
Fabian (25%), assistant secretary. Fabien Thea-
ers Inc.; Secretary-Treasurer, Harold C. Wylde,
and associates; owners. WTRY Troy.

Seattle, Wash.—Fishier’s Blend Stations Inc.
(KOMO) granted new TV station on Ch. 4
(66-72 mc); ERP 100 kw visual and 50 kw aural;
anenna height above average terrain 812 ft.,
above ground 800 ft.; estimated construction cost $1,110,400.
First year operating cost $1,000,000. Revenue
$1,110,400. Post office address 104 Ave. N.,
Seattle and transmitter location 100 Ave. N.
 Georges 47° 21' 09" N. Lat., 122° 30' 30" W. Long.
Transmitter and antenna fee. Legal counsel Fisher,
Wayland, Duvalil and Southmayd, Seattle. Consulting
Flouring Mills Co. is sole owner. Principals
include: O. W. Fisher, president; D. B. Fisher
director. Grant was made possible by dismissal
of antitrust action of Mt. Ranier Studio
& TV Betg. Corp. (KJR), whose chief owner,
Theodore R. Gamble, receives option for one
third interest in new firm to be formed to operate
new TV station. KOMO will remain under
present ownership and separate operation. KJR
would be sold by the Gamble interests (B-T, June 15).

52 SHOWS READY FOR YOU

The Sportsman’s Club
35 minutes hunting, fishing and outdoors with Dave
Newell. Panel type show. Write for audition prints.
SYNDICATED TV
1022 Forbes Street
Pittsburgh 19, Pa.
Applications

Evaston, Ill.—Northwestern TV Bestg, Corp. requests vhf Ch. 37 (578-584 mc); ERP 23.25 kw visual and 309 kw audio; antenna height above average terrain 167 ft., above ground 253 ft. Estimated construction cost $160,000, first year operating cost $200,000, revenue $200,000. Post office address 115 Proctor St., Evaston. Transmitter location 2201 Oakton St. Geographic coordinates 42° 42' 54" Lat., 87° 56' 14" Long. Transmitter and antenna GE. Legal counsel A. Thrush I. Harvey, consulting engineer John Creutz, Washington. Principals include President D. E. Frost (56%), and Vice President and Secretary Howard 8. Martin (56%). Mr. Martin is vice president and one-third owner of Evaston Bestg, Co. Inc. licensee of WNMN Evaston. Filed June 12.

Bendon, Mass.—Massachusetts Bay Telecasters request vhf Ch. 5 (76-82 mc); ERP 100 kw visual and 30 kw audio; antenna height above average terrain 600 ft., and above ground 450 ft. Estimated construction cost $260,000, first year operating cost $150,000, revenue $150,000. Post office address 115 Essex St. Studio location to be determined. Transmitter location at Canton Ave., Great Blue Hill, Milton. Geographic coordinates 42° 12' 67" Lat., 70° 50' 31" Long. Transmitter and antenna GE. Legal counsel Michael Ivkovich, Boston. Principals include general partners Jan P. F. Gershow (45%), Roger L. Patum (45%) and William L. Patum (5%). Roger Patum is president of WWWW TV, uhf Ch. 61 at Springfield. Massachusetts Bay Telecasters is the treasurer of WWWW TV (see Ownership Changes). Filed June 16.

Cincinnati, Ohio—Gordon Bestg, Co. requests vhf Ch. 14 (301-306 mc); ERP 150 kw visual 83.0 kw audio; antenna height above average terrain 300 ft., and above ground 200 ft. Estimated construction cost $850,000, first year operating cost $600,000, revenue $600,000. Post office address 560 E. 11th St. Studio location to be determined. Transmitter location at Black Dog Twp, 3 miles N of South Springs. Geographic coordinates 39° 17' 52" Lat., 84° 56' 59" Long. Transmitter and antenna RCA. Legal counsel A. Bertram Roth, New York, City. Consulting engineer Frank McNulty, Cincinnati. Legal counsel Gordon B. Gordon, president; Sherwood B. Gordon, (10%), consultant to president; George S. Willard, Sales Corp., New York, geographical arts firm; Secretary-Treasurer Edna W. Gordon, Cincinnati. Gordon is principal in the TV Corp of Greater Miami, applicant for Ch. 6 and Ch. 7 in Miami. Gordon has purchased WSAI Cincinnati (see Ownership Changes). Filed June 16.

Tulsa, Okla.—PalaVision Inc. requests vhf Ch. 2 (64-60 mc); ERP 100 kw visual and 60 kw audio; antenna height above average terrain 1,961 ft., above ground 1,101 ft. Estimated construction cost $2,330,000, first year operating cost $1,200,000, revenue $1,200,000. Post office address 560 E. 11th St, Studio location to be determined. Transmitter location at Black Dog Twp, 3 miles N of South Springs. Geographic coordinates 39° 17' 52" Lat., 84° 56' 59" Long. Transmitter and antenna RCA. Legal counsel Huley, Doty & Schellens, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals, Inc: President John C. Mullins (56%); Secretary and Treasurer R. M. Hays and Chairman of the Board John E. Mabley (50%). Mr. Mullins is president and general manager of KPHO-AM-TV Phoenix. Filed June 16.

Houston, Tex.—Houston TV Co. requests vhf Ch. 13 (210-216 mc); ERP 316 kw visual and 239 kw audio; antenna height above average terrain 1,943 ft., and above ground 1,079 ft. Estimated construction cost $1,200,000, first year operating cost $800,000, revenue $800,000. Post office address 2000 Louisiana, Houston. Studio location to be determined. Transmitter location at intersection of Post Oak Rd. & Airline Drive 13.5 miles N of the center of Houston. Geographic coordinates 29° 50' 30" Lat., 82° 44' 14" Long. Transmitter and antenna GE. Legal counsel Paul F. Whipps, Houston. Consulting engineer Janesky & Bailey, Washington. Principals include President J. Gregory; Vice President, Edward H. Dyer; Secretary-Treasurer George B. Black. Ownership is distributed among 15 stockholders each holding an equal share. Mr. Gregory in 1956-1951 was vice president of WOAI-TV, San Antonio. Post (KPFW-TV) has granted a 50% interest in Gregory-Greenfield Annex. Filed June 16.

Existing TV Stations . . .

Actions by FCC

KCJ—Pueblo, Colo.—Star Bestg, Co. granted STA to operate commercially on vhf Ch. 5 from June 10 to 20, Granted June 9; reported June 16.

WROM-TV Rome, Ga.—WROM-TV Inc. granted modification of CP to change ERP from 2.9 kw visual and 10 kw audio to 30 kw visual and 15 kw visual and 15 kw audio; antenna height above average terrain 1,076 ft. Granted June 8; reported June 16.

WFAM-TV Lafayette, Ind.—WFAM Inc. granted modification of CP to change ERP from 1 kw visual and 3 kw audio to 1 kw visual and 1.5 kw audio; antenna height above average terrain 2,993 ft. Granted June 8; reported June 16.

WOCY-TV Meridian, Miss.—Mississippi Bestg, Inc. granted modification of CP to change ERP from 2 kw visual and 10 kw audio to 25 kw visual and 12 kw audio; antenna height above average terrain 416 ft. Granted June 12; reported June 16.

WBBO-TV Dayton, Ohio—Miami Valley Bestg, Corp. granted modification of CP to change antenna height above average terrain to 1,146 ft. Granted June 12, reported June 16.

KBS-TV Bedford, Ore.—Southern Oregon Bestg, Co. granted modification of CP to change ERP from 19 kw visual and 9.8 kw audio to 25 kw visual and 15 kw audio; antenna height above average terrain 460 ft. Granted June 12; reported June 16.

WFTL-TV Philadelphia—Triangle Publications Inc. granted CP to increase ERP from 27 kw visual and 13.2 kw audio to 100 kw visual and 50 kw audio; change designation of studio location (not a move); antenna height above average terrain 650 ft. Granted June 10; reported June 16.

WPRT-TV Philadelphia-Westminster Radio Stations Inc. granted change of ERP from 16 kw visual and 7 kw audio to 100 kw visual and 50 kw audio; add power amplifiers, correct geographic coordinates (not above) and install emergency antenna pending change-over to improved operation; antenna height above average terrain 750 ft. Granted June 12; reported June 16.

WGBI-TV Scranton, Pa.—Scranton Bestg, Inc. granted modification of CP to change ERP from 250 kw visual and 100 kw audio to 95 kw visual and 30 kw audio; make slight change in transmitter location (description same but geographic coordinates change); antenna height above average terrain 1,170 ft. Granted June 12; reported June 16.

KOMO-TV Tacoma, Wash.—KMO Inc. granted modification of CP to change ERP from 130 kw visual and 50 kw audio to 85 kw visual and 35 kw audio; Granted June 11; reported June 16.

WKWW-TV Madison, Wis.—Monona Bestg. Co. granted STA to operate commercially on uhf Ch. 37 from June 21-Dec. 31. Granted June 9; reported June 16.

Call Letters Assigned

KOY-TV Phoenix, Ariz.—KOY Bestg, Co. vhf Ch. 2. Share time with KOOL-TV.

KOL-TV Phoenix, Ariz.—Maricopa Bestg. Inc., vhf Ch. 10. Share time with KOY-TV.

KRAY-TV San Francisco, Calif.—Lawrence A. Harvey, uhf Ch. 36.

WCTB-TV Bridgeport, Conn.—Connecticut State Board of Education, educational uhf Ch. 7. Changed from WCTB.

WDTH-TV Hartford, Conn.—Connecticut State Board of Education, educational uhf Ch. 24. Changed from WCCH.

WCTW-TV Norwich, Conn.—Connecticut State Board of Education, educational uhf Ch. 63. Changed from WCN6.

WJYP-TV Jacksonville, Fla.—The Jacksonville Journal Co., uhf Ch. 36.

WEAR-TV Pensacola, Fla.—Gulfport Bestg. Co., vhf Ch. 3.

THE QUAD-CITIES No. 1 Radio Station

WHBF joins the nation's No. 1 Radio Network

CBS

Effective July 1, 1953


Up to 239% More Audience Families than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write or ask Headley-Reed

WSYACUZ

570 KC

NBY Affiliate In Central New York

June 22, 1953 • Page 105
output
uniformity
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PROFESSIONAL RECORDING TAPE
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*Perfect reproduction — that's the reason you'll want to use Soundcraft Professional Recording Tape. Every high is crisp, clean — every low clear, full-bodied. Soundcraft Tape is Micro-Polished; polished, buffed and re-polished to a glossy smoothness, to produce greater output uniformity, lower distortion, improved high frequency response, better head contact and longer head life.

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MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Beacon on duty all night every night
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AM • FM • TV
Complete installations
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" VACANCY"
YOUR FIRM'S NAME in this "vacancy" will be seen by 16,000 readers...station owners and managers, chief engineers and technicians — applicants for AM, FM, Television and fac-simile facilities.

Page 106 • June 22, 1953

FOR THE RECORD

WTRC-TV Elkhart, Ind.—Truth Pub. Co., uhf Ch. 52.
KDKO (TV) Davenport, Iowa—Mel Foster, Harold Horrock, uhf Ch. 40.

WOW-AM-FM St. Paul, Minn.—WOW Telecasting Co., uhf Ch. 57.
KCMO (TV) Kansas City, Mo.—KCMO Bestg. Co., uhf Ch. 9.
KGRT-H Arlington, Tex.—The Magic Triangle Televisions Inc., uhf Ch. 4.
KALA (TV) San Antonio, Tex.—Alamo TV Co., uhf Ch. 38.
WORY-AM Milwaukee, Wis.—Bartell Bros. Inc., uhf Ch. 19.

New AM Stations...

Alexandria, La.—Dixie Bestg. Service granted new AM station on 1490 kc with 1 kw daytime power. Grantee includes WOLA, owned by Miss W. Reddoch, Klien, Evans and Ralph L. Hooks. Mr. Hooks is 35% owner of KOLA, and commercial manager. Post office address % Cyril Reddoch, Box 16, Delshire, La. Granted June 10.

Existing AM Stations...

KIMA Yakima, Wash.—Cascade Bestg. Co. granted power increase to 1460 kc from 500 w night, 1 kw day to 5 kw fulltime, directional night. Granted June 10.

Reduce Operation

WSUI Iowa City, Iowa—State U. of Iowa granted authority to reduce hours of operation from unlimited to minimum of 6 hours per day from Aug. 13—Sept. 26 during regular vacation period. Granted June 8.

Remain Silent

KBPS Portland, Ore.—Benson Polytechnic School granted authority to remain silent during summer vacation June 5—Sept. 21. Granted June 9.

Call Letters Assigned

WMRE Monroe, Ga.—Walton Bestg. Co., 1490 kc, 250 w unlimited.

Existing FM Stations

Actions by FCC

WBUC (FM) Oakland, Md.—Chesapeake Bestg. Co. granted modification of CP to change ERP from 6.3 kw to 18 kw and antenna height above average terrain to 106 ft. Granted June 8; reported June 16.

Call Letters Assigned

WGVE (FM) Gary, Ind.—School City of Gary, noncommercial educational, 89.1 mc, 16 w.

FM Station Deleted

WJPQ—FM Green Bay, Wis.—Green Bay Newspaper Co. granted request to cancel license and delete FM station on Class B Ch. 266 (101.1 mc). Deleted June 9; reported June 16.

Ownership Changes...

WAPI, WAFM (FM) and WAFM—TV Birmingham, Ala.—The Television Corp. granted transfer of control from Ed Norton (75%) and Thad Holt (25%) to The Birmingham News Co. for $24,000. Transfer may not be consummated until transfers have disposed, itself, of all interest in WAFM—FM—TV there, and only Micro-Polished. To General Teleradio Inc., for $300,000 subject to FCC consent (see Ownership Changes). A. T. Wright and Freda B. Hennon dissolved. Granted June 10.


WTVP (TV) Decatur, Ill.—Decatur Prairie TV Co. granted modification of CP to change name to Prairie TV Co. No change in ownership. Granted June 12; reported June 16.

WLAM-AM—FM Boston-Lawrence, Mass.—Wilk- drath & Rogers Co. granted transfer of control from Irving E. Rogers, individually and as trustee for Irving E. Rogers Jr., Alexander H. Rogers II and Allen B. Rogers, to General Teleradio Inc. for $75,000. Assignment of licenses from Hildreth & Rogers Co. to General Teleradio also approved. Transfer and assignment may not be consummated until General Teleradio gives up interest in WNAC Boston and WAFW—FM. Latter will be deleted. Granted June 10.

WNAC Boston—General Teleradio Inc. granted assignment of license to Vic Dishon Assoc. Inc. for $120,000. General Teleradio, which acquires WILK in transfer may not be consummated, and WNAC—FM and WNAC—TV. Dieth group will retain ownership and control of CP and General Teleradio will retain ownership and control of WNAC (B-T) June 15, Vic. Dishon Assoc. is owned 24.75% each by Mr. Diehm, Hilda Diehm, Ephraim D. Whitney and George M. Chesswell. Kathryn Kahler Diehm owns 15% of Dieth group and also owns WAZL-AM—FM—TV Hazelton, Pa.; WIDE Biddle, Maine, and WPAT, New Jersey. General Teleradio is majority owner of MBS, owner and operators of WAZL-AM—FM—TV New York. Granted June 10.

(WNAC, TV, uhf Ch 16) Providence, R. I.—New England TV Co. of Rhode Island granted modi- fication of CP to cancel corporate name to Ch. 16 of Rhode Island, Inc. No change in ownership. Granted June 11; reported June 16.

Applications

WSGN-TV Birmingham, Ala.—Birmingham News Co. requests assignment of CP to Jimelson Bestg. Co. Latter has bought WSGN—AM—FM from assignor for $300,000 and CP for new TV station on uhf Ch. 42 also will be transferred. Birmingham News Co. disposes of WSGN prop- erty because of its purchase of WAPI, WAFM (FM) and WAFM—TV Birmingham for $25,000 from Ed Norton and Thad Holt (B-T, June 10), and Jimelson Bestg. Co. granted by Jun 9; Jimelson Jr., investment banker. Filed June 15.

WSBA-AM—FM Cincinnati, Ohio—Buckeye Bestg. Corp. requests assignment of CP to Gordon Bestg. Co. for $300,000. Buckeye is sub- sidiary of Dry Bestg. Corp. which sells lease of purchase of WBNR-AM—FM-TV Birmingham for $32,000. Principals in Gordon Bestg. Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon, (30%) who are principal in TV Corp. of Greater Miami,applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp. New York graphic arts firm. Mr. and Mrs. Gorden are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Filed June 9.

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FOR THE RECORD

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Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE*

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Upper Montclair, N. J., MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE*

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501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
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INTERNATIONAL BLDG. 301 W. Adams
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1052 Warner Bldg. National 8-7757
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Craven, Lohes & Culver
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CONSULTING RADIO ENGINEER
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Sheraton Bldg.
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Radio & Television
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garrison & waldschmitt
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BOND BLDG. EXECUTIVE 5-5670
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KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
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DALLAS 5, TEXAS
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WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETFERS
EDMUND E. PENDLETON
927 19th St. N. W.
Republic 7-3383
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GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
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1311 14th St., N. W.
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Quarter Century Professional Experience
Radio, Television, Electronics-Communications
1910 1 St. N. W., Wash., D. C.
Executive 5-1200 , Executive 3-8811
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Telephone Emerson 4-0871
Box 2450 Birmingham, Ala.
Phone 6-7974
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

Vandivere,
Cohen & Wear
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2698
1420 New York Ave., N. W.
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June 22, 1953 • Page 107
**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

**Deadline—Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.**

**Situations Wanted 20¢ per word — $2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum**

**Classified Sections—Display ads $1.00 per inch.**

**Help Wanted**

**Salesmen**

Salesman-announcer. Florida, Mostly selling but good announcing required. Salary plus commission. Box 110W, B-T.

Salesman for North Carolina daytimer. If experienced or if interested in radio sales salary phd. Athens, Texas.

Sales manager for prospective TV station or $1,000 watt New England radio station. Top salesman without previous experience or strong will be preferred. Want man who first thought is fact, hard work and is looking for future. Box 851W, B-T.

Need good salesman northeast in good, paying salary. Right man has future here. Box 911W, B-T.

Sales manager, $400 month, plus commission. Forward experience, resume, photo, references. Manager, KDKD, Clinton, Missouri.

**Announcers**

Florida coast. Morning man DJ. Must have top vault, excellent voice, commercial. Send tape first letter. Box 111W, B-T.

Announcer, $50 start, 40 hours. Net affiliate. Salisbury, Minnesota. Send tape and background. Box 665W, B-T.

Station managers: Is there a morning man on your trip to Ohio that you want to get out of his hair? If so, write all about him to Box 850W, B-T.

New 18,000 watt independent daytime opening about September 1st in southeast, needs personality, disc jockey, also good staff man able to handle news, special events. Salary dependent on manager thinks of your audition tape and background. Box 940W, B-T.

Livewire DJ who can sell own show; accent on sales; salary plus commission. 250,000 market. 10 hour day. Box 960W, B-T.

Expanding independent needs experienced announcers with ideas. Prefer community-minded family oriented, no drugs, etc. Radio experience, background, under construction. Salary open. Send complete data and tape first letter. Box 591W, B-T.

Announcer, experienced. Small town daytimer. KXCT.

Immediate opening for good announcer to do radio and television work. Audition, references, pictures, salary. Contact Valley RFD, Gillett, Wisconsin.

Shenandoah Valley AM-FM-TV needs men with first tickets interested in announcing, production. Contact Braun, WSVA, Harrisonburg, Virginia.

Announcer—engineer at KWCQ, Chokoka, Okla- homa.

Progressive independent has opening for staff announcer. Contact William Pogue, KXKK, Forrest City, Arkansas.

Experienced staff announcer immediately by Independent. preferably in Midwest, will be preferred. Send full details, photo, audition to Calo Mahlock, WJKJ, Fort Wayne, Indiana.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Illinois.

Immediate opening top grade announcers, salary open, references required from past employers. Send tape and photo first letter. Manager, WJMP, Cordele, Georgia.

Help Wanted—(Cont’d)

Progressive independent in Ohio has immediate opening for a good announcer with first class license. Starting salary $250 a month for fifty-five hour week. Contact Gene Mills, WOHJ, Defiance, Ohio.

Experienced announcer. Must be versatile. $75 up, Interview necessary. WIVC, Somerset, Pa.

**Technical**

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio equipment. Will be working continually. Must have driver’s license. Transportation supplied. Good salary. Write full list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 660W, B-T.

Chief engineer with medium station experience. Daytime engineer in northern Ohio area. Please write including background, experience and salary requirement. Box 905W, B-T.

Regional midwest network wants chief engineer who is an expert radio man. Box 969W, B-T.

AM control room operator. Start at $70 for 5 day 10 hour week. Transfer to well established midwest VHF TV operation when opening occurs. Start salary $500. Box 965W, B-T.

Cool colorful Colorado needs 1st ticket combo man, permanent, top pay. Box 963W, B-T.

Opening for transmitter or control operator. No announcing. First class license. Call or wire W. H. Torrey, Chief Engineer, KGNC, Amarillo, Texas.

Combination chief engineer-announcer. Contact Manager, KILB, Breville, Texas.

Chief engineer-announcer. Base $300. Extras. Furnished apartment available. Sports area. Excellent position. Phone or air mail photo, disc KFRA, B-T.

Two combination men. One should be able to install new equipment and remain to operate it. New station independent. Box 910W, B-T.

Engineer—WIKM, Iron River, Michigan. Going remote after September. This is the WUPA Vac- ationland. 1st rate. 25,000. $300, forty hour week. Car required.

Opportunity for engineer with first class license at WHJ, West Virginia. Excellent salary. Opportunity to operate in TV necessary. Permanent job. 40 hour week. Excellent pension plan and free life insurance benefits. Write Personnel Director, WBSTB, TV, South Bend, Indiana.

Production-Programming, Others

Woman’s director. Good pay for a young nice appearing, woman’s director who can sell to local accounts. Contact Mary L. O’Shea, 422 Sherman Ave., Portland, Oregon.

First phone engineer. $60 for 40 hours. Time and half overtime. Daytime, background, WYFQ, Pineville, West Virginia.

Very versatile announcer, know control board, TV programming, can write copy. Box 940W, B-T.

**Help Wanted**

**Salesmen**

Selling tape or family.- Leading disk DJ's draw against foot and head work preferred. watt salesman

Situations Wanted wanted. $80 to sell on local accounts. Excellent looking man wanted for public relations for Oregon station in Willamette Valley. Box 930W, B-T.

Repeater under thirty to enter radio and television business. Good personality and capable reporting background and good feature style. Apply Director, KXWW, Radio Station KWKH, Shreveport, Louisiana.

Copywriter for 260 Mutual affiliate in friendly city. Excellent salary, good benefits, good work environment. WMTT, New Bern, North Carolina.

Immediately—Girl to handle copyrighting and traffic. WRAC, Arcade Bldg., Racine, Wisconsin.

**Television**

**Salesmen**

Experienced, record proven television salesmen for WMIN-TV, Minneapolis and St. Paul. This well known AM station plans to start televising soon on VHF Channel 11. Tremendous opportuni- ty for topflight United States.or applications re- quested giving background, references and minimum salary. All those holding a first class radiotelephone license need apply. Salary es- tablished at base with regular increases. Box 977W, B-T.

**Technical**

Chief engineer for prospective TV station. Ability to supervise installation and do maintenance required. Previous TV experience preferred but not required. Prefer 30-to 40 age bracket un- married, older man wishes to retire to mod- erate size New England city. State all details and salary requirement. All replies strictly confi- dential. Identity of advertiser will be dis- closed to applicants and letters returned. Box 956W, B-T.

**Situations Wanted**


**Salesmen**


**Announcers**

Good, deep voice, Radio announcing school and 20 months’ experience. Desire announcing position near Minneapolis. Box 74W, B-T.

Announcer, married, veteran, experienced DJ, needs new catching, personality. Currently employed. 5 kw, steady, reliable, sober. Box 985W, B-T.


Announcer. Solid experience at kwikpox indepen- dent. News personality, show, board, Col- lege graduate, wide musical background, sober, congenial. Tape, resume, best references. Box 932W, B-T.

Versatile announcer, know control board, TV programming, can write copy. Box 940W, B-T.

**Accentuate news!** Resourceful reporting, authori- tative voice. Big station, $100 minimum. Box 942W, B-T.

Announcer with 3 years experience seeks position 20 to 25 year old man. $70 minimum. Box 944W, B-T.

Sponsor, DJ. Ten years in radio. Presently employed by regional Independent. Married, veteran, DBA personality and blues a spe- cialty. Box 955W, B-T.

Staff, Versatile. Single. Korean veteran. 22 will travel. Data, photo on request. Box 954W, B-T.

Situations Wanted—(Cont'd.)

Versatile, all-round staff man. Sports specialty, strong on commercials. Available after July 15. Box 9418W, B.T.

Announcer, moderate experience, versatile, production background on 50 kw, College graduate. Currently employed. Available July 6th. Box 959W, B.T.

Hhillbilly DJ—now employed on 5000 watter seeking advancement. Does not drink, can give references. Box 961W, B.T.

Announcer, some experience, news, DJ control board. Tape available. Box 967W, B.T.

Announcer, draft exempt, thoroughly trained in radio, television. Can operate board. Stage-TV—jock calls available. Box 968W, B.T.

Experienced announcer to maintain your present standards. Minimum $100. Box 972W, B.T.

Experienced announcer, engineer, manager. Radio writer, 10 years radio experience. First phone, all phases announcing. Built own station from red to black. Available immediately. Box 998W, B.T.

Announcer and/or engineer. For summer. Experienced commercial, educational radio. First class radiotelephone, MA English; now teaching. Prefer east, midwest, TV okay. George Britnell. 23 Thelma Street, Northlyn Heights, N. Y.

Combs, 1st ticket, announcer-DJ, 27, married. Dick Ivan, 1216 Rosalis, Los Angeles.

Experienced announcer, versatile, all-round staff man, now permanently with Marty Ladd. 26-11 Crescent Street, Astoria, L. I., 2, N. Y.

Looking for a good experienced morning man? Contact Bob Peters, 8 Upland Road, Brookline, Mass.


Announcer-operator, now employed, desires relocation. Auditions on request. Leonard Sharpe, 816 E. 56th Street. Hopkinsville, Kentucky. Phone 916.


Situations Wanted—(Cont'd.)

Program director-deejay. 31 years old, 8 years experience. Can handle all phases of directing, producing, composing. Available June 1st. Good references. Available July. Box 954W, B.T.

Just separated from Navy, not subject to recall. Ten years experience theatre, radio, directing, producing, acting—sure bet for TV if I can just get started. I, married, two children. Can afford to take nominal salary until I can prove my ideas, energy and experience will be of asset to you. D. W. W., 1357 Humphrey Road, Birmingham, Michigan.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 789W, B.T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 901W, B.T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 945W, B.T.

News editor-writer-TV and radio experience with CBS and similar networks. Want triup, new TV station. Box 985W, B.T.

For Sale

Stations


Equipment, etc.

19 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 912W, B.T.


Five 290 foot guy towers, new, at a real discount. Buy one or all. Towers stored in Fort Worth, Texas. Write KGBS, Harlingen, Texas.

5 kw AM transmitter RCA type BTA-5F and seven 250 ft. self-supporting Blau-Kox towers. Regulated, marked for erection. Write John W. Sherman, WJNO, Minneapolis, Minn.

New Gray Telep, I only used few hours. Only $2,200. WCOV-TV, Montgomery, Ala.

UHF amplifiers—500 mc radar set (ASB-3) for site measurements. WECT-TV, Corning, N. Y.

Model BK 401 broadcast portable Brush tape recorder with zipper. Heavy-duty, photo-cassette all in good condition. Speed 3%, 7 1/2. Input 50-200-500 ohms. Output 600 ohms. First $120 takes it. WJJL, Niagara Falls, New York.

Component parts or complete, 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

129 foot section of H-30 Truscon self-supporting tower; Collins portable FM antenna; RCA BFT-3B FM transmitter. Will sell separately or as a package. Write WPRI, Providence, R. I., Rhode Island.

Transmitter 1000 watts. standard broadcast uses 850. As modulators and final power amplifier, cesium-cored equipment, power supply, 14 thousand feet of copper wire. All or part of above immediately available. Write John D. Caylor, Box 670, Knoxville, Tennessee.

34 sheets expanded copper mesh ground screen, 3 ft by 3 ft. W. Whiteham, P. O. Box 3064, Belmont Station, Long Beach, Calif. Phone: 5-7511.

Wanted to Buy

Equipment, etc.

Recently calibrated General Radio 916-A BP bridge; also FS meter. Cash waiter. Box 969W, B.T.

Used control console with control panel or control panel only for work for communications station. Box 982W, B.T.

Wanted to Buy—(Cont'd.)

RCA 79-C vertical laterial turntable. Also RCA BA-120 booster amplifier. NFMO, Longview, Texas.

Used equipment, 10 kw transmitter including rack, control and accessories. Cable: "Mac". Write W.O. Box 45, Guatemala City, Central America.


Miscellaneous


Help Wanted

Immediate Opportunities

IN BOTH RADIO AND VHF TV

One of the most progressive properties in the North Central states with a well-established organization now has an opening for an experienced engineer. Both the network and local affiliation are excellent. Our needs include experienced radio people for AM and TV traffic; we need announcers for special events and straight announcing, who can work in both radio and TV. A film photographer with studio film experience will find a well-paying job. Write in complete detail, first letter, to Evans Nord, KELO (AM and TV), Sioux Falls, South Dakota.

Executive Director-Producer of proven ability able to produce high quality filmed programs at low budget and capable of succeeding to top management position. Our people know this of ad, so answer in strict confidence, giving complete details, include recent photo.

Box 943W, B.T

Salesmen

Network affiliated station in one of the south's largest markets has immediate opening for an experienced salesman who wants to make money, good money. If you are not capable of making $10,000 or more with this opportunity, don't answer. Send full details, past experience, etc., first letter to Box 981W, B.T.

Announcers

EXPERIENCED DJ

Disc jockey, thoroughly experienced, to handle long established show with strong negro appeal. New York City stations. Excellent opportunity for right man. Replies held in strict confidence. Box 979W, B.T.

(Continued on next page)
Opinions and Orders . . .

Actions by FCC

Central City, Ky.—Central City-Greensville Co., Inc., in order to replace expired CP for new AM station (WCTL), on 1390 kc on motor oil to be licensed was granted Nov. 21, 1931, and was deleted for lack of protection. Acting in his absence was Justice Without Prejudice to filing of new application for same facilities. Petitioner indicated permit was allowed to expire because of local emergency, insurance, and unemployment there. Order June 10.

Savannah, Ga.—New TV, uhf Ch. 23. FCC issued memorandum opinion and order to deny petition of Daily News Television Co. (WHRB) requesting that Commission refuse to accept the competitive application for Ch. 23 tendered by Lou Polet. Petitioner denied June 10.

Sauk City, Wis.—New radio station to be licensed at 955 kc to be known as the "Sauk City Times Radio Station" is granted the proposed application for a new station. Order June 10.

Savannah, Ga.—New TV station to be known as the "Savannah-Beach Co. (WTOC)" is granted the proposed application for new TV station on uhf Ch. 23 with ERP 902.9 kw visual and 48,948 kw audio and antenna height above average terrain 550 ft. Order June 11.

Changes in Rules on Filing of Reports (Docket 1053) —Changes in rule making (originally instituted Feb. 19) which looks toward revision of Sec. 1342 of rules to clarify present provisions specifying documents, instruments and contracts relating to ownership, management, operation and control of stations which broadcast licensed under the Act is announced. The rule change is made in order to render more uniform the filing of the pertinent documents. Order June 11.

TV Spurious Emission (Docket 1035).—FCC finds that, under amendment of Sec. 3.307(11) of its rules to specify temporarily a spurious emission by TV broadcast stations for all frequencies at least 3 mc removed from edge of the channel. Stations are advised to give consideration to the installation of equipment with greater attenuation than that specified. Order June 11.

Motions for Reconsideration of Decisions

Savannah, Ga.—New TV, uhf Ch. 15. Motion for reconsideration of decision of Board of Telephone & Telegraph Co. (Whitney). Motion is allowed. Order June 10.

Trenton, N.J.—New TV, uhf Ch. 61. Motion for reconsideration of decision of Reconstruction of Board of Telephone & Telegraph Co. (Whitney). Motion is allowed. Order June 10.

New Petitions . . .

May 29

TV Allocations—Akon Public Schools advised FCC it would file progress report to request extension of reservation of uhf Ch. 55 there. Lynn R. Shryock

June 1

TV Allocations—Robert R. Thomas Jr. of Oak Hill, W. Va. (WOAX) petitions FCC to set aside demotion of Ch. 3 in May 1932 and patent the application for Ch. 4 to Fayetteville, W. Va.: expunge charges of circumvention of one-year rule against Mr. Kelly, and file demotion of Ch. 4 to Sheffield, W. Va.: to build main studio at Oak Hill with auxiliary studio at nearby city. Order June 1.

TV Allocations—Charlotte, N. C., Committee for Educational TV files support Governor's committee and requests amendment to its rule making in its request for renewal of state's educational program for uhf Ch. 42 at Charlotte. Chairman of committee is Lee E. Glidden, WTV; vice chairman, Earl J. Guic, WSO.

Waterloo, Iowa.—New TV, uhf Ch. 16. L. E. Kelly, secretary-treasurer of Waterloo Television Co., asks for reconsideration of amendment of Sec. 3.128(a) of it's rule to specify temporarily a spurious emission by TV broadcast stations for all frequencies at least 3 mc removed from edge of the channel. Order June 10.

WMFY (TV) Madison, Wis.—WMFY-TV Cedar Rapids, Iowa, supplements earlier petition requesting FCC to grant TV station license for service of Cedar Rapids area. Order June 10.

KOB Albuquerque, N.M.—Extension of SSA on 770 kc (Docket 1058). Chief of FCC Broad band Division of WABC New York to warrant reopening of rec-
June 8

**TV Allocations—Inter-City Adv. Co., uhf Ch. 36 grants an amendment application to change Ch. 38 from Harlan, Ky., to one of several other uhf channels. Cities spacing between transmitting areas in Appalachian Belt, Inc. (WCYB Bristol, Va.), submits renewed request that Ch. 9 not be allocated to Glendale, Va., as requested by Polan Industries, but that Ch. 3 be allocated to Weston, W. Va., and uhf Ch. 32 at Weston be assigned to Glendale. Polan Industries asks extension to June 19 to file reply to Appalachian.**

**Evrya-Loral, Ohio—New TV, uhf Ch. 31, Loral Journal Co. (Loral, Docket 10532), and Loral of Ohio, Inc. (Docket 10533), both applicants request postponement of hearings, scheduled for June 9. Both applicants oppose Chief's proposed findings of issues on June 10, claims right to hearing. Jefferson Amusement Co., voire dire, asks Co. to specify in its reply in this case. Chief Penguin Bosig asks injunctive relief to support interference claim.**

**Lebanon, Pa.—New TV, uhf Ch. 15, Lebanon TV Corp. (WLBR) (Docket 10439) and Steits Newspapers Inc. (Docket 10469). Steit's Newspapers Inc., amicus curiae, opposes acquisition of one-third interest in Lebanon TV Corp.**

**KIFN Phoenix, Ariz.—KOA Denver petitions for reconsideration by Chief Penguin Bosig of KIFN for modification of permit for 1 kw daytime on vhf Ch. 28, City of Phoenix, Ariz. as to make KIFN usable in the area. Effective date of Chief's proposed findings.**

**KPLN Camden, Ark.—KAMD Camden for reconsideration of Chief Penguin Bosig's finding of interference to CKLOJ-Cascade on vhf Ch. 7A or 7B for use on Ch. 28, Springdale, Ark., citing spacing required by rules between transmitting antenna.**

**Portland, Ore.—New TV, uhf Ch. 8, Westerhouse Radio Stations Inc. (KEX) (Docket 10519), Portland TV Inc. (Docket 10426), North Pacific TV Inc. (Docket 10319) and Cascade TV Co. (Docket 10426). Cascade petitions for reconsideration of permit to Cascade and June 4 denying Cascade's petition for review of examiner's ruling which refused Cascade's request for reconsideration of Chief Penguin Bosig's findings of interference. Eugene, Ore.—New TV, uhf Ch. 13, W. Gordon Allen, permittee for KTVF (TV) Eugene on uhf Ch. 9 petitions Chief Penguin Bosig for reconsideration of Chief's findings of interference to KTVF from the proposed station of KTVN. Spokane, Wash.—New TV, uhf Ch. 2, Louis Wasington television Inc. (SNW) (Docket 10425). Chief Penguin Bosig grants Chief's requests to apportioning hearing in order to investigate claim of interference to KSSA, station assigned to Spokane sheriff's office, from proposed station of TV Spokane. Both applicants for reconsideration of Chief's findings of interference on June 10.**

**June 9**

**June 10**

Television station financing is available for reasonably good markets. May we suggest written inquiries giving full details as to requirements, market analysis and other pertinent data.

R. C. CRISLER & Co.

**RADIO STATION BROKERS—FINANCING**

CINCINNATI, OHIO

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DUNBAR 7775

June 22, 1953 | Page 111
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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn.
Month: Mar.-Apr. '53

MEMPHIS
Time WDA B C D E F G H
T.R.T. 24.6 23.8 18.0 12.2 11.5 8.5 7.3 3.3
(Note: WDA's share Saturdays: 24.8, Sundays 29.8)

MEMPHIS WDA

FOR THE RECORD

KWTO Springfield, Mo.—Appellant to increase night power from 1 kw to 5 kw for operation on 660 kc with 5 kw day, 1 kw night, directional night (KPink). Proposed findings submitted by KWTO, KLZ Denver and Chief of FCC, Supreme. The matter was granted operation conditionally. WIND Chicago submitted, additional findings, asking conditions to afford protection. Dickerson, Kan.,—New TV, VHF Ch. 19, Mid-Continent TV Co. (Docket 16052) and KAMK Best Co. (KAME) (Docket 16083) have applied for station license. WIBD Detroit (Docket 16089) and WSB Butler Theatres Theatres (Docket 10296). Exceptions filed by Chief of FCC Broadcaster Bureau WJR and Butterfield to initial decision recommending grant to Treon.

June 16

Commerce and Paris, Tex.—AM, 1450 kc. Memorial Best Co., seeking extension of license for operation on 1450 kc with 250 w unlimited (Docket 8586): KPLT Paris, seeking change from 1450 kc to 1456 kc (Docket 8586). KDNT Denton, Tex., newly licensed 25 kw day, 500 w night, directional night, petitions to intervene in 1450 kc hearing, alleging adjacent channel interference.

Gainesville, Ga.—8-Time-Radio (KMYB-TV) Monterrey, Calif., and KBWW-TV Salinas, Calif.—The U.S Court has granted KMYB-TV the right to use its transmitters in Salinas and Monterrey. It is the only station in the U.S. that has both a vhf and uhf license.


WFUAX-AM Sacramento, Calif. (BMP-1429).—Granted CP to install new trans. at present location of main trans. to be used as auxiliary to be operated on Channel 6 and WJHO (DA-1); engineering conditions (BP-38056). KVDQ Tucson, Ariz., Ariz. Best Co. Inc.—Granted CP to move main TV and top of present AM tower (increase in height); condition (BP-8974).

KJIG Newton, Kansas, George Basti Anderson—Granting license covering frequency 1450 kc, 1 kw, D; condition (BFL-5007).

WWEH Portsmouth, N. H., WWEP Inc.—Grant license covering installation of new trans. (BFL-5006).

KWBQ-Buba Bluff, Mo., Poplar Bluff Best Co.—Grant license covering change in facilities, installation of tower, and new trans. 550 kc, 500 w I-S-LS, Uni., Da-2 (BFL-9989).


KHOU-AM Plano, Texas, Poplar Bluff Best Co.—Grant license covering change in facilities, installation of new tower, location and installation of new trans. 550 kc, 500 w, I-S-LS, Uni., Da-2 (BFL-9989).


Remote Control

KVMA Magnolia, Tex.—Poplar Bluff Best Co.—Returned application for remote control operation.

June 15 Applications

ACCEPTED FOR FILING

KTEC Pittsburg, Kan.—Mod. CP (BP-3599), as reinstated, which authorized changes in N maximum expected operating values, for extension of lease date (BMP-3599).

WHDW Hollywood, Fla., Circle Bestco. Corp.—Mod. CP (BP-7760), as mod., which authorized new AM for completion date (BMP-3211).

WKNR-TV Willsboro, Pa., WKBK, Inc.—Mod. CP (BP-521), which authorized new commercial CPs for completion date (BP-1167).

June 16 Decisions

BY BROADCAST BUREAU

Remote Control

The following stations were granted authority to operate trans. by remote control:

WMLR Torrington, Conn. (BC-83): KGOO Provo, Utah (BC-84), when using non-DAA sys-

Granted License

WMRN Marion, Ill., of Wix. Marcon Best Co. —Granted license covering installation of new trans. (BFL-5006).

KXHAI-Salt Bluff, Mo., Poplar Bluff Best Co.—Grant license covering change in facil-
ities, installation of new tower, extension of lease date and authorization of new trans. (BFL-5006).

WATF Decatur, Tex.—Grant license covering installation of new trans. (BFL-5006).


KROQ-Bubba Bluff, Mo., Poplar Bluff Best Co.—Grant license covering change in facil-
ities, installation of tower, and new trans. 550 kc, 500 w I-S-LS, Uni., Da-2 (BFL-9989).


WWEH Portsmouth, N. H., WWEP Inc.—Grant license covering installation of new trans. (BFL-5006).

KCBM-TV Berlin, N. H., White Mountain Best Co. Inc.—Grant license for FM. Ch. 279 (BP-1151); 10 kw; antenna 160 ft. (BFP-8891).

KJRO Newton, Kansas, George Basti Anderson—Granting license for AM; 950 kc, 500 w D (BFL-5006).

KWLH Little Falls, N. Y., Rock City Broadcasting—Granted license covering increase in power and change in type of trans. 1320 kc, 250 w Uni. (BFL-5006).

Annunciation of CP

WISE-TV Asheville, N. C., Radio Station WISE Inc.—Granted mod. CP for extension of completion date to Dec. 29, 1983 (BFP-11535).

KXXL-TV Spokane, Wash.—Granted mod. CP for extension of completion date to Nov. 13, 1983 (BFP-11143).

WLW Columbus, Ohio, Crosby Bestco. Corp.—Granted CP to move trans. and amplifiers, type of ant. and make other equipment changes; ant. 436 ft. (BMP-1128).

WATR-Waterbury, Conn., WATR Inc.—Granted mod. CP for extension of completion date to Dec. 29, 1983 (BFP-11535).

KRBI Seattle, Wash., Wash. Telecasters Inc.—Granted mod. CP to change type trans. (BMP-5005).

WFAX Fails Church, Va., Larson A. Newcomb—Granted extension of completion date to 7/3/83 (BMP-3225).

KSTD San Antonio, Texas—Grant CP to install new trans. at present location of main trans. to be used as auxiliary to be operated on Ch. 13 (BP-38056). New extension of completion date to 12/15/83 (BMP-11144).


June 16 Applications

ACCEPTED FOR FILING

WATW Ashland, Wis., Upper Michigan-Wisconsin Co.—Application for remote control operation of trans. accepted for filing (BC-86).

Renewal of License

WJKO Opeeka, Ala., Yetta G. Samford, C. S. Short and Allen L. Martin, executrix of estate of Thomas Anderson Jr., deceased, and Miles
of testimony shall be fixed at conference on July 9, 1953. It being understood that such date for taking testimony will not be fixed on or after July 22, 1953. (Action taken June 10/12.)

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—Granted petition for leave to amend its application (Docket 10286; BPCT-796) to show death of stock subscriber and distribution of deceased's stock among existing subscribers. Maria Helen Alvarez, Sacramento, Calif.; a) SCA Tel Co., Sacramento, Calif.—Upon request, continued hearing from June 18 to June 23, 1953, in re Docket 10286-410.

By Hearing Examiner Basil P. Cooper

Television Corp., Tampa, Fla.—Received into record in re Docket 10230 et al, document marked Tampa Exhibit 64, which is recitation of payment of ant. system and trans. power output requested by Telecasters Inc.

By Hearing Examiner H. Gerald Irion

The Mobile TV Corp., Mobile, Ala.—Petition for leave to amend its application (Docket 10458; BPCT-995), to reduce height of proposed antenna, etc.

By Hearing Examiner J. Daniel Bond

Tri-State Telecasting Corp., Chattanooga, Tenn.—By memorandum opinion and order, granted in part petition requesting leave to amend dated May 22, 1953, and amendments in five different respects were accepted in re their TV application for Ch. 12 (Docket 10472; BPCT-865); denied foregoing petition in all other respects and, rejected amendment submitted with petition in all respects other than those indicated above.

By Hearing Examiner Benito Gaguine

WGTV, Savannah, Ga.—Granted petition for leave to amend its TV application (Docket 10617); BPCT-995, to make certain corrections concerning stockholders and officers.

By Hearing Examiner Hugh B. Hutchinson

Peoples Broadcaster, Trenton, N. J.—Granted petition for leave to amend its TV application (Docket 10653) financial specifications, etc.

By Hearing Examiner Fannay N. Liddin

Southland Tel. Co., Shreveport, La.—Granted petition for leave to amend its TV application (Docket 10629) for minor engineering corrections, etc.

June 17 Applications

ACCEPTED FOR FILING

Renewal of License

WHIP, Spotsylvania Co., Va.—Renewal of license (BR-2913); JTM, McAlester, Okla.—Renewal of license (BR-1502); WUGA, Columbus, Ga.—Radio license (BR-1028); KEKE, Jackson, Tenn.—Granted petition for renewal of license (BPCT-901); WKZ, Eau Claire, Wis.—License to cover (BR-1554); WSAU, Wausau, Wis.—License to cover (BR-1515).

Remote Control

KOZY Rapid City, S. Dak.—Application to extend license for remote control operation (BRPC-926).

License Renewal

WTTS Toledo, Ohio, Board of Education, City School District—Renewal of License (BR-1531); WUOA, Athens, Ohio—License to cover (BR-1532).

New Tax

KKY-1078

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Weed and Company, National Representatives
Showdown on Strikes

The FCC moved with dispatch last Thursday against an alleged "strike applicant." It dismissed the application of Arkansas Television Co., for vhf Ch. 7 in Pine Bluff, and granted the earlier application of Central-South Sales Co.

A fortnight ago, the FCC wrote a "McFarland Letter" to Arkansas TV Co., asking for an explanation of its application for Ch. 7. It had information that the application was designed to block service, based on an investigation made on the ground by members of the FCC staff. The FCC received no reply within the 10-day period stipulated for a response. So it took the summary action.

This establishes precedent. It is courageous. It is a warning to those who have filed applications with no serious intent of following through. The FCC suspects there are at least two dozen such cases.

The immediate result should be salutary. Even more drastic action may be ahead. That would be by way of referring extreme cases to the Dept. of Justice for possible prosecution.

This is the kind of action responsible broadcasters, eager to get under way, have been awaiting. We congratulate Chairman Hyde and the FCC majority (Comr. Hennock not participating).

Low & Inside

Baseball may be the American game, but American principles of fair play and free enterprise are being ignored by advocates of the special baseball bill that has been reported favorably by the Senate Interstate and Foreign Commerce Committee.

The bill would exempt baseball from antitrust laws and enable big leagues to restore rule 1(d), a onetime league regulation that was rescinded when the leagues decided not to test its legality in court. That rule prevented a team from authorizing radio and/or television broadcast of its games over stations in the territory of another club without the consent of the other club. It is obvious how rule 1(d) restricted teams and broadcasters from freely making broadcast agreements.

The unfortunate implications of an adoption of the new bill were clearly described last week in a special bulletin which the NARTB sent to its members. As the NARTB pointed out: "The public suffers most when restrictive agreements such as rule 1(d) are in effect." If passed, the bill "would establish a dangerous precedent; it would put the Congressional stamp of approval for the first time on restrictive agreements denying to broadcasters a fair opportunity to compete for broadcast rights to program material in the open market."

However sympathetic Congressional baseball fans may be to the economic problems of organized baseball, they should not let their sympathies overcome their good sense. To date it has not been shown that radio and television have been significant factors in baseball's financial crisis or that the proposed legislation guarantees relief from that crisis.

And even if it could be proved, as it cannot, that the bill is a sure way to improve baseball's balance sheets, there would still be reason to oppose it on the grounds of principle alone. Why the American game should be exempt from laws that apply to other American enterprises is a question no logician could explain.

McCarthy's Newest Machination

It seems Sen. Joe McCarthy can't keep his nose out of the broadcasting business. He now authors a bill to force all 3,000 stations (AM, FM, TV) to keep recordings of all broadcasts.

This is sheer nonsense. Even during wartime, the Government requirement was merely that foreign language scripts be preserved and that some talk programs be recorded for spot checks. This was done, without serious incident, on a self-regulating basis.

How would one record a full-days TV schedule? What about small stations that would be thrown into deeper red ink in taping a 12-16 hour schedule? This smacks of censorship; even thought control.

Life Is Like That

The new Life magazine study of accumulative audiences of magazines, a weekly supplement, radio and television is worth remembering if only for an introductory note accompanying its announcement by the man who supervised the job.

Edward Miller, Life research director, wrote: "Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task. By that definition, the study which Life is now circulating could not have been done. But it was done and, as Mr. Miller said, it is impossible. Life compares the accumulative audience of complete magazine issues and of a handful of radio and television shows. Despite Life's elaborate explanation of this trick, its validity must remain in question. As Harper Carraway, CBS Radio research director said a fortnight ago [B*T, June 15], the device is "no simple comparison of apples and oranges; this is comparing houses with rooms—magazine houses with radio and TV rooms."

We suspect that in this instance they are glass houses. Gentlemen of broadcasting, the rock pile is this way. Start throwing.

Last Week's Obituaries

Last Week's obituaries recorded the passing of two notable personages—Lewis Allen Weiss and Dr. Douglas S. Freeman. Each in his own sphere held an important status in radio.

The attainments of Lew Weiss as head of Don Lee and as board chairman of Mutual are amply recorded in radio annals. He was a rugged free enterpriser, who would not capitulate to expediency, whether in government or in business. He looked to the day he could return to the art he helped pioneer, but he knew the malady with which he was afflicted. He didn't wait.

Dr. Freeman's status in radio is not so indelibly recorded. He was revered as an editor and biographer. For 34 years he edited the Richmond News Leader, which owns WRNL. For 28 years—until the day he died—he had been a radio reporter and commentator. In 1949, when Dr. Freeman relinquished his editorship, he elected to continue as a commentator. He could have written an occasional column or editorial.

Why did he choose radio? Morgan Beatty, NBC commentator, knew. Dr. Freeman told him that he would be "proud to be a radio reporter in the atomic age." The first man in the front line in modern warfare, the great editor said, is the "radio reporter." This, he said, is "the gravest responsibility in journalism today"—being at the microphone to tell the people at first hand; to prevent hysteria; to thwart enemy propaganda.

Each man—Weiss and Freeman—was gifted. One pioneered in radio as an art and profession. The other grew into it, in his zeal to serve on the journalistic front lines.

Neither had the opportunity to complete his work.
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