KPRC-TV’s clear, dominating picture now reaches a larger, richer audience!

FIRST in every time period every day, KPRC-TV continues now, more than ever, to influence the viewing and buying habits of this tremendous Texas market.

MAXIMUM POWER
A GREATER BUY THAN EVER!

Now you’ll have greater coverage than ever before in the BIG Texas Gulf Coast Market. Up goes the power, down goes your cost-per-thousand.

KPRC-TV’s new, 750-foot tower with 6 Bay Antenna completes our TV Center . . . topping the South’s finest telecasting facilities with a tower that handles the maximum allowed power . . . 100,000 Watts on Channel 2.

KPRC-TV’s clear, dominating picture now reaches a larger, richer audience!

22ND Year
THE NEWSWEEKLY OF RADIO AND TV

BROADCASTING
TELECASTING

SEPTEMBER 7, 1953
35c PER COPY

IN THIS ISSUE:
TV Networks Fall Business Is Good  Page 27
Vitapix Contracts For First Run Film  Page 34
Directional TV Antenna Requests Expected  Page 48
Crosby Video Tape A Be Ready for Color  Page 72

FEATURE SECTION
Starts on Page 83

JACK HARRIS
Vice President and General Manager
Nationally represented by EDWARD PETRY & CO.
This was the biggest State Fair year for WLS! Enthusiastic crowds jammed WLS tents at the Illinois and Wisconsin State Fairs, where WLS entertainers broadcast direct daily.

As in 13 previous years, the WLS NATIONAL BARN DANCE was the opening Saturday night feature at the Illinois State Fair...and played before the largest post-war crowd ever to see the famed program at the Fair! 12,992 people paid to see the 29 year old NATIONAL BARN DANCE broadcast in front of the Fairground Grandstand.

This personal touch with the WLS audience...this acceptance, helps prove that in the concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever-increasing in size and importance, again demonstrates the power of radio to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.

LISTENER LOYALTY
PREDICATES
ADVERTISING RESULTS
WHK IS CLEVELAND

You can't cover it -- without it!

Represented by Headley-Reed Company

A four-state favorite—Jack's Juke Box, WDEL-TV Saturday night disc Jockey show featuring Jack Reynolds, pulls loyal, enthusiastic audience response from Delaware, Pennsylvania, New Jersey and Maryland—a market whose people have $1,730,561,000 to spend every year. To reach this big prosperous market—to increase sales for your product—buy WDEL-TV—featuring top local, NBC and Du Mont shows.
WOR-TV New York is contemplating closing down until it moves to its new Empire State location. Plan, under consideration before IBEW struck, would entail closure of its North River TV tower and its Sixth Street studios (except for portions under lease by NBC). Operation at Empire State, where new studios are 90% completed, would give WOR-TV self-contained facilities. Before striking Aug. 18, WOR-TV had planned to move in four weeks. TV silence plan may be effected this week. WOR will continue its operations without regard to strike.

**UPCOMING** analysis of official FCC figures will reveal that aggregate income of radio stations in television markets was 2% greater in 1952 than in 1951.

ELECTION of John K. Herbert to Board of Directors of NBC announced Friday by Brig. Gen. David Sarnoff, board chairman of RCA and NBC—but in fashion which, despite obvious elevation involved, created speculation as to his assignment, recently announced, as vice president in charge of television network. Friday's announcement that described him as vice president in charge of TV network sales. While emphasizing Mr. Herbert's primary identification with sales throughout his entire NBC service, this return to former title, without reference to responsibilities as head of TV network division, promptly inspired questions as to possibility that latter role may be reasigned. NBC authorities would not comment.

TOSS IN two new names for FCC commissioner vacancy which now is semi-officially described as wide open. Robert T. Mason, owner of WMRN Marion, Ohio, and Robert H. Owen, veteran chief engineer of KOA Denver, now are being considered in addition to Robert J. Dean, KOTA Rapid City, S. D. Latter isn't eliminated but time runs against him. Mr. Mason, prominent in industry affairs (past member NARTB board, failed to gain NARTB and its Legislative committees) and prominent in Ohio politics (he ran in GOP primaries for Congress on two occasions), hasn't been directly contacted but understands his name has been submitted. He's "highly flattered" that he's being considered. Mr. Owen, former KOA manager, reportedly has strong Western backing.

**NEWEST** candidate for FCC secretarialship is Forney A. Rankin, now on special assignment at State Dept., former counselor at U. S. Embassy in Mexico City and, prior to that, international advisor at NARTB under Justice Miller (then NARTB president). Others actively being considered are: Lt. Col. William B. Campbell, Signal Corps and formerly with Press Wireless; Mary Jane Morris, FCC attorney, an ardent Republican woman, and Francis B. Murphy, midwestern businessman.

PRIOR TO consummation of $500,000 transaction whereby ownership of KING-AM-TV Seattle (Mrs. A. Scott Bullitt) acquired control of KGW Portland (story page 64), it was ascertained that NBC sought to procure minority interest in Portland station but failed to come to agreement on terms. Fact that NBC was interested was disclosed several weeks ago (CLOSED CIRCUIT, Aug. 17).

UNDER consideration by FCC last Friday was modus operandi in selecting "hardship" or "manifest injustice" cases under new expedited hearing procedure. List of such cases expected promptly, after which "McFarland letters" will be sent. Cities which could be on list include Pittsburgh, Miami, Milwaukee, Memphis, Indianapolis, Spartanburg, S. C., and New Orleans.

It's NOT formally billed that way but loudest firecracker at approaching NARTB district meetings may explode at TV clinics as station operators tell their uhf troubles, most acute in upper part of ultra-high band.

FCC IS taking closed circuit TV merger or "take out" agreements, despite its desire to introduce new service in under-served areas. Last week it almost found itself stalemated on three merger proposals, finally approved 4-1, and it's certainty Commission hereafter is going to be tougher to satisfy where amounts in excess of reasonable "out of pocket" funds involved to "take out" competing applicants. While FCC majority feels these business transactions are of no immediate concern to it, question arises if it's in public interest to "buy out competition."

PI to end all PIs may be upon radio in next few weeks. It concerns sale of Dr. Alfred C. Kinsey's new Sexual Behavior in the Human Female, due to be published Sept. 14. One eastern bookstore is contacting local radio stations, offering deal by which station keeps $1.50 of book's $8 price.

SHOULD FCC issue tax certificate under Sec. 112 (m) of Internal Revenue Code to cover such situations as sale by Storer Broadcasting Co. of WMMN Fairmont, W. Va., for $350,000 to Peoples Broadcasting Corp.? After rugged debate FCC said "yes" by 4-2 vote last week on ground that while it wasn't actual "forced sale," under FCC multiple ownership policies, Storer had to sell station before it could acquire KABC San Antonio for $700,000. Recently FCC turned down similar petition from United Paramount on sale for $6 million of WBKB (now WBBM-TV Ch. 2) Chicago, to CBS as part of ABC-United Paramount merger, since ABC already owned WENR-TV.

THAT conference between Howard Hughes, RKO Radio Pictures board chairman, and group of Chicago businessmen looking toward possible release of RKO film backlog to television apparently failed to materialize past fortnight. It's understood, however, that deal is still on the fire and that group has definite TV film aspirations.

IN THIS ISSUE

LEAD STORY

A 25% increase in TV network billings this fall over last is predicted by B+T in an annual analysis which takes bigger network hookups, larger audiences and higher rates into consideration. Spot should do even better, the forecast says. Page 27.

FILM

Vitapix Corp. in an agreement with Princess Pictures will distribute 26 first-run, feature-length films with first-run Hollywood stars to television. Page 34.

REPUBLIC Pictures, major Hollywood motion picture producing firm, is getting into television first. Republic President Herbert Yates' feeling: "If you can't lick 'em, join 'em." Page 36.

FACTS & FIGURES

National advertising is up $49.2 million for the first half of this year over that of last year, PIB figures show. Page 38.

PROGRAM SERVICES

The push for subscription TV as a supplement to uhf station income picks up speed as the four uhf outlets who last month asked FCC to approve the system call a meeting of uhf station operators for Sept. 17 in Philadelphia. Page 44.

GOVERNMENT

FCC expects a number of TV stations to seek directional operation to improve signals where population is concentrated. Page 48.

STATIONS

King Broadcasting Co. (KING-AM-FM-TV Seattle) and others buy KGW-AM-FM Portland, Ore., for $500,000 from S. 1. Newhouse interests (Portland Oregonian and other newspapers, WSYR-AM-FM-TV Syracuse and WTPA [TV] Harrisburg, Pa.) Page 54.

NETWORKS

NBC Radio Network Affiliates Committee, meeting with NBC in New York preparatory to affiliates' meeting in Chicago Sept. 17, are told NBC Radio revamping will include 28 new programs and 13 more news periods. Page 68.

MANUFACTURING

Bing Crosby Enterprises' much-publicized video tape will be ready for color TV when it comes, Executive Director Frank Healey says. Page 72.

FEATURES

A lone uhf TV broadcaster enters the arena with seven uhf outlets in Los Angeles. Page 85.

Newspapers are wonderful if you believe the results of a survey conducted in Chicago by students at Northwestern U.'s Medill School of Journalism. Also wonderful is the way their questions were phrased. Page 91.

Tulsa is the place to watch as radio undergthes major test there starting Sept. 13 to determine its worth in retail store advertising. Page 95.
Effective February 1, 1954

WBZ-TV Channel 4

NBC Affiliate in BOSTON serving 1,314,000* TV Sets

AND

WPTZ Channel 3

NBC Affiliate in PHILADELPHIA serving 1,463,080* TV Sets

WILL BE AMONG THE OUTSTANDING VHF TELEVISION STATIONS REPRESENTED BY Free & Peters, Inc.

*TELEVISION AGE, AUGUST '53
## EASTERN

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<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
<td>NBC</td>
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**Free & Peters, Inc.**

*Pioneer Station Representatives Since 1932*

**NEW YORK**
444 Madison Ave.
Plaza 1-2700

**CHICAGO**
230 N. Michigan Ave.
Franklin 2-6373

**DETROIT**
Penobscot Bldg.
Woodward 1-4255

**ATLANTA**
Glenn Bldg.
Main 5667

**FT. WORTH**
406 W. Seventh St.
Fortune 3349

**HOLLYWOOD**
6331 Hollywood Blvd.
Hollywood 9-2151

**SAN FRANCISCO**
Russ Building
Sutter 1-3798
In radio, audience loyalty doesn’t just happen. It is inevitably the measure of the favored station’s responsiveness to the interests, needs and cultural and civic growth of all the people within its listening area. How responsive WSAV has been is clearly indicated by these few from many instances:

- The only Savannah Station which broadcasts regularly scheduled local news.

- The only Savannah Station which sends its remote crews out into the areas to bring its listeners all important events in the outlying towns and counties.

- The only Savannah Station which broadcasts a daily farm program direct from the Agricultural Agent’s Office and featuring farm news and information gathered on the local and regional levels.

- The only Savannah Station which schedules six remote broadcasts daily direct from the United States Weather Bureau at Travis Field in Savannah.

- The only Savannah Station which broadcasts news on the local level from the towns and counties in the surrounding area, through its regularly scheduled program, “County Edition.”
ABC-TV Will Start Daytime Programs Oct. 5

ABC-TV will launch daytime programming Oct. 5 with two half-hour programs between 4 and 5 p.m., Monday through Friday, according to full schedule announced Friday. ABC-TV network programming currently starts at 7:30 p.m. and will be TV's version of ABC radio's "Turn to a Friend," to be presented 4-4:30 p.m., and as yet undisclosed audience participation show in following half-hour.

Overall fall program lineup features "Star Power" acquired by ABC since its merger with United Paramount Theatres last February, said Robert M. Weitman, vice president in charge of programming and talent, who noted that Ray Bolger, Danny Thomas, George Jessel, Sammy Davis Jr., Joel Grey, Paul Hartman, Brandon De Wilde, Frank Leahy, and Arlene Dahl, among others, have been signed to join ABC-TV's established stars.

Noting that this is ABC's first major season since UPT merger, Mr. Weitman said: "Like a gala opening night on Broadway, we must now await the critical eye of the public."

**List of NBC Color Programs**

List of first NBC-TV commercial programs slated for "color premieres," in line with plans to stage such showings of all NBC-TV programs [B+T, Aug. 31], is being announced in NBC's产销 period. Robert Montgomery Presents, on Sept. 28; Dinah Shore Show, Oct. 6; Paul Winchell Show, Oct. 11; Television Playhouse, Oct. 18; Your Show of Shows, Oct. 24; Hit Parade, Nov. 7; Bob Hope Show, Nov. 17. All premieres to be held at NBC's Colonial Theatre in New York, with Bob Hope and Dinah Shore shows, normally originating on West Coast, transferring to New York for event. Pending FCC approval of compatible color standards, commercial shows will be given dress rehearsals in color but telecast in black-and-white.

**JULY RADIO SET PRODUCTION UP 36%**

Radio set production continues steady upward swing that started early year, according to July and seven-month figures released over weekend by Radio-Electronics-TV Mfs. Assn.

Output of radio sets for first seven months of 1953 showed gain of two million sets over year ago. TV output set new record, too.

July radio set production totaled 674,495 despite summer vacation shutdowns at factories. This is highest July radio figure since post-war boom month in 1948 and is 36% over same month year ago.

Total of 7,941,001 radio sets produced in first seven months of 1952 compared to 5,280,-

**CIRCULATION FORMULA**

PRINTED media have shown way to advertising world by proving that basic circulation standards are proper way to measure value of all media, Robert E. Duvalle, chairman, National Advertising Corp., president, told fall sales meeting of WLW eastern sales executives in New York. Laundering space measuring method, he said advertisers had benefited from realistic approach by which they gave space buyers fullest circulation knowledge. He said A. C. Nielsen Co. has been working at his instructions on plan to give advertisers type of measurement for WLW. He announced adoption of circulation formula as instrument to be afforded all WLW radio advertisers, with same plan to be extended to TV.

**61 New, Renewed Contracts**

TOTAL of 61 new and renewed contracts, representing $1,445,639 sales volume, has been signed by WABD (TV) New York for fall season, Sales Manager Norman Knight reported Friday, terming it greatest fall season in WABD history. He said 49 contracts were signed by national advertisers and that 80% represented new business. Food sponsors accounted for 36.1% of sales volume; home furnishings manufacturers 14.8%; drugs 13.1%; beer and wine 8.2%; instruction 8.2%; tobacco 4.9%; oils and lubricants 4.9%; jewelry and clothing 3.3%; political accounts 3.3%; religion 1.6%, and entertainment 1.6%.

**WGEM-TV Starts Last Friday**

WGEM-TV Quincy, III., began programming last Friday, 7:30 p.m., CDT. Ch. 10 went out on air 78 days after receiving FCC construction permit. WGEM-TV is affiliated with ABC and NBC-TV. General manager is Joe Bonansinga, also vice president and treasurer.

**BUSINESS BRIEFLY**

MILLION DOLLAR DRIVE • Monsanto Chemical Co. (All, washing machine detergents), St. Louis, expected to spend over a million dollars through Needham, Louis & Brorby, Chicago, for a six-day saturation campaign using radio and television spots.

600 STATION CAMPAIGN • Lincoln-Mercury, Detroit, planning giant four-week radio campaign starting Sept. 21 on over 600 radio stations, using one-minute announcements and chain breaks. Kenyon & Eckhardt, N. Y., is agency.

MANISCHWITZ PLANS SPOTS • Manischwitz wine, N. Y., through Donahue & Coe, N. Y., preparing radio spot announcement campaign, to be launched Sept. 14 and run to Jan. 1 in about 50 markets. Additionally, television campaign will get under way later with spots and few half-hour films in several markets.

GAMES FOR GIFTS • Parker Brothers Games, Salem, Mass., through Brubaker & Brown & Parchen, Boston, preparing special Christmas drive using radio spot announcements, effective Sept. 25 to Dec. 24 in 20 markets.

SECOND KRAFT SHOW • Kraft Foods Co., Chicago, oldest continuous sponsor of hour-long dramatic TV show, "Kraft Television Theatre," to sponsor second weekly one-hour dramatic show on ABC-TV effective Oct. 15 (Thurs., 9:30-10:30 p.m.). Kraft claims it is first sponsor to present two different full hour production weeks.

HUDSON CAMPAIGN • Hudson Motor Cars, through Brooke, Smith, French & Dorrance, Detroit, placing spot campaign, 95% radio and 5% television, effective later in September. More than 300 radio stations, east of the Rockies, will be used. Contracts vary from two to four weeks.

SAUCE SPOTS • G. F. Heublein Sauce (A-1 sauce), Hartford, Conn., through Scheidler, Beck & Werner, N. Y., is preparing radio spot announcement schedule, to be launched Oct. 1 in 18 large cities for 26 weeks.

SPEIDEL ADDS • Speidel Corp., will continue to sponsor alternate weeks of "Name That Tune" on NBC-TV (Mon., 8:30-9:30 p.m.) and will add another alternate-week sponsorship on Sept. 29 with debut of Danny Thomas show, "Make Room for Daddy," on ABC-TV (Tues., 9-9:30 p.m.). Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SWANEE CONSIDERS • Swanee Paper Napskins, through Geyer Inc., N. Y., is considering radio announcement campaign starting in October. Details are being worked out. Spots already have been placed in three cities, with national expansion to follow.

TINTEX SCHEDULE • Tintex Co. (Tintex tints and dyes), N. Y., through Storm & Klein, N. Y., planning its seasonal radio spot schedule, which kicks off Sept. 21 for 10 weeks on more than 250 stations.

September 7, 1953 • Page 9
San Antonio’s
KEYL-TV
Now 100,000 Watts
A STORER STATION

Channel 5... CBS • ABC • DUMONT

Tom Harker, Natl. Sales Director • 118 E. 57th., New York
National Representatives • • • • • Katz Agency
Truman Signs, Hoover Sought For Ford Foundation Show

FORD FOUNDATION announced officially Friday that negotiations have been in progress for acceptance of U.S. ex-presidents [Closed Circuit, May 18] on Foundation TV-Radio Workshop's new series for young people, Excursion. Former President Truman signed for release on air of 60-minute program to be on Sept. 20 telecast to discuss opportunities that lie ahead for young people and nation [Closed Circuit, Aug. 17]. Discussions with former President Hoover are still in progress and it is hoped his schedule will permit his appearance on later program.

Excursion, with Burgess Meredith as m.c., will start Sunday, Sept. 13 (NBC-TV, 3:30-4 p.m.). Show will be aimed at 6- to 18-year-olds. Martin Stone, president of Kagran Inc., and William Hillman represented Mr. Truman.

Channel Additions Approved; Other Actions by FCC

ADDITIONS of vhf Ch. 12 to Ardmore, Okla., and vhf Ch. 10 to Ada, Okla., were made final by FCC Friday in order which also substitutes Ch. 11 for Ch. 10 at Fort Worth; Ch. 10 for Ch. 11 at Waco, Tex., and uhf Ch. 26 for Ch. 12 at Elk City, Okla. Changes, proposed by KVSO Ardmore and Eastern Oklahoma TV Corp., Ada, are effective immediately.

Initial Ruling Made Final
INITIAL ruling to grant new AM station at Farrell, Pa., on 1470 kc with 500 w daytime to Sanford A. Schaffit made final by FCC Friday. Commission denied competitive bid of Greater New Castle (Pa.) Bcstg. Corp. for 1 kw daytime on 1460 kc.

WMAY-TV Relies for Ch. 2
REFILING for vhf Ch. 2 in Springfield, Ill., Friday was WMAY-TV Inc., principally owned by WMAY and Lee Ruwhil, vice president and general manager of WTVJ (TV) Miami. Applicant asks for 100 k, plans to spend $384,282 on construction. Application previously had been filed by owners of WTXAX Springfield, Ill., and WSOY Decatur, Ill., under name of Sangamon Valley Television Corp.

Chamber Urges Agreement
PRESSING for TV service in Chattanooga, Tenn., local Jr. Chamber of Commerce in public resolution urged agreement between contesting vhf applicants, also asked FCC not to extend Cps of WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49, but to force them to get on the air. In carrying out resolutions, layees plan to post petitions in public places, solicit citizens' signatures. First Chattanooga applicants to go to hearing were WDOO and WAPA, for vhf Ch. 3. Hearing ended Aug. 20. Still awaiting hearing date are Ch. 12 applicants WDOP, Southern Television Inc. (composed of local theatre interests), and Tri-State Television Inc. (composed of local businessmen). WTVT, owned by Texas oilman Tom Potter, and WOUC, principally owned by WMFS, both were granted in August 1952.

Amateurs May Interfere With Strip-Converted Sets

WARNING that vhf TV receivers strip-converted to uhf will be subject to interference from amateurs and other services operating in 108-174 mc region has been sounded by American Radio Relay League. More than half uhf channels may be affected by amateurs alone, ARRL pointed out in letter to FCC, with copy to TV manufacturers. Reason for trouble, ARRL emphasized, is that first intermediate frequency of strip converters falls in 144 mc band, allocated exclusively to amateurs. Putting problem directly in lap of manufacturers, ARRL General Manager A. L. Budlong said that "hams" do not propose "to go through another difficult period, again not of [their] own making, carrying the burden of public misunderstanding and abuse which arises solely because of the inadequacy of television receiving apparatus." Mr. Budlong asked that FCC publicize fact such interference to TV receivers is not amateurs' fault, also asked manufacturers to service this problem themselves.

Chamber Sees Color TV Boom

NEW opportunities in advertising and in $7 billion packaging industry will come with anticipated arrival of color TV next year, according to booklet put out by U. S. Chamber of Commerce. Styling of packages will be affected and dyemakers expect boom, it was stated. Booklet scans some of color TV developments, refers to TV receivers it does not visualize work of RCA and other interests. It's titled "Jobs, Markets and Production."

Doerfer Names Assistant

FCC Comr. John C. Doerfer announced appointment Friday of new confidential assistant, Patricia C. Siemien, who had been his private secretary when he was chairman of Wisconsin Public Service Commission. Mrs. Siemien succeeds Elizabeth L. Dannely who continues as secretary. Miss Dannely was confidential assistant to ex-Comr. Robert F. Jones. Comr. Doerfer has moved his office to Room 7207, New Post Office Bldg., Washington.

PEOPLE

G. WALTER LABORIE, formerly general sales manager of Lever Bros., to director of merchandising and sales promotion at Donahue & Coe Inc., N. Y.

JOHN E. BOLAND and WILLIAM W. PRIEST-MEYER have been elected vice-presidents of Fuller, Smith & Ross, N. Y.

O. B. FERNANDEZ, for past four years office manager of CBS Washington Division, has resigned to return to Spain to manage family estate.

D. R. COLLINS, vice president of Aubrey, Finley, Marley & Hodgdon, Chicago advertising agency, elected vice president of Marsteller, Gehhardt and Reed, also Chicago.

E. E. DEUESS, formerly head of his own advertising agency, has joined Critchfield & Co., Chicago, as vice president.

MILTON RICH, for past four years executive editor of The Advertiser, monthly publication, named director of press relations for WCBS, CBS-owned radio station in New York, effective Sept. 14. He formerly was associate editor of Today's Advertising, was publicity director for Claire Wolff Ad., and for 10 years was on news staff of New York Post.

BOYD A. RIPPEY, former partner in Harrington & Rippey Ad., San Francisco, and identified with radio-TV in San Francisco since 1941, joins San Francisco sales staff of Weed & Co., station representatives.

WELLS F. BRUEN, radio-TV veteran with experience in Cincinnati, Miami, and New York, has joined New York sales staff of George P. Hollingbery Co., station representation firm.

L. A. Meeting Agenda Changed

PROGRAM for NARTB Dist. 16 meeting in Los Angeles, moved from Sept. 18-19 to 17-18 [B&T, Aug. 31, 24], announced Friday by Albert D. Johnson, KOY Phoenix, district director. President Harold E. Fellows and Robert K. Richards, administrative vice president, will leave San Francisco for opening of Dist. 15 meeting Sept. 16 and appear on opening morning agenda at Los Angeles next day. Richard P. Doherty, NARTB labor vice president, who appears on opening morning of other district meetings, will appear on second morning at Los Angeles, with TV seminar moved to afternoon.

TUBE SALES ABOVE 1952 LEVEL

SALES of receiving and cathode ray tubes by factories in July dropped from June but ran ahead of 1952, according to Radio-Electronics-TV Mfrs. Assn. Cathode ray tube sales totaled 634,500 units, with 26,642,069 receiving tubes sold.

SEEK ADDITIONAL MICROWAVE

APPLICATION filed Friday with FCC by Long Lines Dept. of AT&T requests authority to install additional microwave transmitter on Chicago-Milwaukee-Minneapolis radio relay system, to provide two TV channels from Chicago to Milwaukee via Palmyra, Wis., and third channel supplying TV link from Palmyra to Minneapolis. Supplementing other microwave channels in area, new channels also will feed video network programs to proposed northbound TV channels linking Milwaukee to Green Bay and Oshkosh, Long Lines Dept. said.
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### Executive and Publication Headquarters

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

Sol Taishoff, Editor and Publisher

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### Subscription Information

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.40 per year.)

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

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

*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.
Things have changed in ARKANSAS, too!

Arkansas "ain't what she used to be"! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year's—276.9% ahead of ten years ago!*

The Arkansas radio picture is different, too. You can now cover almost all the State with one radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives primary daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

* Sales Management figures

50,000 Watts . . . CBS Radio

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS
- NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATING
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVICE
10

Only NBC offers guaranteed merchandising and promotion

When an advertiser purchases time on NBC Television, he is guaranteed—at no extra cost—three valuable adjuncts to successful advertising:

1. *The services of a nation-wide merchandising organization which will devise a merchandising plan especially for his particular needs.*

2. *A minimum of $4,500 worth of network promotion announcements for his program every week.*

3. *A newspaper advertisement promoting his show in over forty television markets.*

No other television network makes these guarantees. NBC offers these services because they help the advertiser gain the greatest value from his advertising. Guaranteed merchandising and promotion are good reasons why

**NBC is America’s No. 1 Network.**

Next week... further proof.

*NBC’s Audience Advantage is to Your Advantage...Use It.*

**NBC TELEVISION**

*a service of Radio Corporation of America*
AN UNPREDICTABLE young lady and her long-suffering, patient dad are back on television for the fall season. *My Little Margie* returned to NBC-TV last Wednesday evening to the usual array of stock characters, involved predicaments and contrived dialogue typical of so many shows bearing a situation comedy label. It is mediocre television fare. Margie, her father and supporting characters are acceptable enough. The show is nicely staged and well directed, which is as it should be. The series is on film, reducing production errors to a bare minimum. But these favorable traits are rather noticeably undermined by a shaky foundation—the script. It is a program badly in need of a writer.

In situation comedy, perhaps more than in any other drama form, success depends largely on a close-knit story line. A series of complications must be introduced but it is to the production's advantage if the complications pivot around a central situation. Involved characters in unrelated sub-plots weakens the main story line of any situation comedy, as was evident on the Sept. 1 telecast of *My Little Margie*.

The script was concerned chiefly with Margie's efforts to surprise her papa on his birthday with an oil painting of herself. There was ample opportunity for Margie to get herself into and out of hot water with such matters as getting the cash to have the portrait done without arousing her father's suspicion or explaining away her prolonged absence from home when she was sitting for the painting. These situations were considered but they were not explored as thoroughly as they might have been. Instead, the script was prone to wander away from the focal point. Its chief flaw was the length of time it took to get into the story in the first place.

Although *My Little Margie* poses no threat to the popularity of such programs as CBS-TV's *I Love Lucy*, which really got the situation comedy ball rolling a few seasons ago, it has the makings of a pleasant half-hour program if better integrated scripts are in the offing.

**IN REVIEW**

**ROGERS OF THE GAZETTE**

Network: CBS Radio
Time: Wed., 9:30-10:00 p.m. EDT
Producer-Director: Norman MacDonnell
Announcer: Bob Le Mond
Music: Wilbur Kate
Start: Will Rogers Jr.
Permanent Cast: Georgia Ellis and Parley Baxter

EARY in July, Will Rogers Jr. joined the radio roster of crusading never-say-die newspapermen as the star of a new series titled *Rogers of the Gazette*. The program is heard each Wednesday night on CBS Radio. Had the people who worked out the format for the series been blessed with an ounce of foresight, this drama might have been given a boost it could well stand. The Sept. 1 broadcast had all the essentials of a parody on the million-and-one shows listeners suffer through that concentrate intensely on the activities of righteous gentlemen of the press. But sadly enough, it was played straight. The production didn't indicate that anyone was aware that the situation with which the script dealt had its humorous aspects. The whole thing was a rather serious affair.

*Rogers of the Gazette* recounts experiences in the life of a small town newspaper editor played by Mr. Rogers. He has the traditional assistant. This time her name is Maggie. Last Wednesday, Will and Maggie covered a testimonial dinner for a retiring school teacher. In case there was any doubt in the listeners mind that this was an American teacher type she was given a good old homespun name, Besse Richards. Will and Maggie heroically fought the clock, made that deadline and got out a special edition eulogizing Besse in a manner she was too humble ever to hope for. But things weren't as easy for Besse as they might have been. Because the teachers retirement fund was at a very low ebb, she was retired at a sum that made it necessary for her to seek employment elsewhere. This was more than Will's sense of justice could take. Out came another special edition. Naturally the city council had a meeting. The school board had a meeting too. The town folk were so distracted at the facts that Will's sterling reportorial talent had uncovered that an immediate election was decided upon. Besse of course was brought back home presumably to live happily ever after on additional funds appropriated for the retirement fund in the new election.

It could have been an amusing broadcast. But instead of spoofing the pattern, it followed it to the letter. Had it been played as satire—and it easily could have been without re-writing a word—Mr. Rogers might shortly be recognized as humorist not unlike his famous father who made America smile at itself in a way that has not been duplicated since his death in 1935.

**BOOK REVIEW**

TELEVISION NEWS HANDBOOK, edited by Baskett Mose and Fred Whiting. Medill School of Journalism, Northwestern U., Evanston, II. $2.50.

This handbook is a compilation of the material presented at the first National Television News Seminar held at Northwestern U. under sponsorship of the Medill School and the Radio-Television News Directors Assn. Its editors do not term it not the last word on the subject, but rather, the first word. Subjects covered in the seventeen divisions of the book include equipment, camera and new techniques, weather programs, a glossary of TV news terms, and the RTNDA Standards of Practice.
FIRST WITH VHF IN PORTLAND, OREGON

... and right into the middle of a billion dollar market

KOIN-TV
opening on channel 6
October 15

CBS TELEVISION

The last big VHF market
Portland is the biggest, richest market in America still uncovered by VHF. When the first KOIN-TV program goes on the air October 15 it will bring time-tested telecasting to a family of cities with per capita retail sales more than double** the national per capita retail sales average.

1,228,800* people in KOIN-TV service area
The towering KOIN-TV antenna rises on the crest of Portland's picturesque West Hills, right at the juncture of the broad and populous valleys of the Willamette and Columbia rivers. From its 1,536-foot perch above average terrain with 56,000 watts ERP, it has a practically unobstructed reach over the most heavily populated areas of Oregon and Southern Washington.

125,000 TV sets—and growing fast
All of the 125,000* TV sets in the KOIN-TV area are VHF receivers, with UHF devices added or built-in. It is the last big, juicy market in the nation-wide TV grid, with a whopping big audience already available and TV set sales booming.

KOIN... best known call letters in the Pacific Northwest
KOIN radio has served the Pacific Northwest for 28 years with top ranking national and local programs, and with an excellent record of public service and responsibility. In public acceptance and in advertising effectiveness and volume KOIN has long been one of the West's outstanding stations.

In equipment, staff, experience and talent KOIN-TV will enter the TV picture as a full-fledged Big Leaguer.

C. HOWARD LANE, Managing Director

MOUNT HOOD RADIO & TELEVISION BROADCASTING CORPORATION, PORTLAND, ORE.

AVERY-KNODEL, INC., NATIONAL REPRESENTATIVES
New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas

KOIN - AM - FM - TV

Time-tested VHF telecasting covers a retail market of $1,484,528,000*

* CBS Television Research
** 2085%—Based on 1952-53 Consumer Markets

September 7, 1953 • Page 17
OPEN MIKE

Radio Listening Is Individual
EDITOR:
Your editorial "160 million people, 110 million sets" brings up an interesting point...
We believe, here at Rural Radio Network, that there are going to have to be some pretty basic changes in the thinking approach to radio listenershhip and radio audiences. For many years now, we have been thinking of the "radio home" and the "radio family." Today a more accurate approach would be "the radio individual."

When radio first hit the American scene it was considered to be, in the home and in the trade, something like the family grand piano—a family possession for family use. This is no longer the fact. There are, to be sure, a great many "family radio sets" but obviously to a much greater extent "Johnny's radio," "Mama's radio," the car radio, etc., etc., and radio listening is not family listening—it is individual listening.

This concept should change the whole base of radio audience research. The whole sampling question should be reviewed and renotated on an individual rather than a family unit base.

"In the home listening"—"out of the home listening"—terms becoming more common daily, illustrate how far we are getting away from the basic fact that radio listening today is as individual as voting...

Obviously, much larger samples will be needed to accomplish this, but the way it is being done today is so close to meaningless that we feel the price would be very well worthwhile to the whole radio industry.

Richard W. Sidenberg
Supervisor of Research
Rural Radio Network
Ithaca, N. Y.

Cradle To Grave
EDITOR:
... Have been a fan of B & T ever since I first saw a microphone, and am sure I will be clutching one when I retire in my old rockin' chair...

Sterling Quinlan, Gen. Mgr.
WENR and WBKB (TV)
Chicago

New Field to Conquer
EDITOR:
... I was naturally pleased that you found my letter on TV and the outdoors interesting. Recently I wrote both to the Christian Science Monitor and the Evening Star (Washington, D. C.) along similar lines and they were rather generous in the space given to the subject, which may indicate considerable general interest.

I would be glad to follow this up with a further analysis along slightly different lines, since I do feel the subject matter is of particular concern to the TV-radi0 industry. For instance, studies have been made which indicate the average American hunter and angler spends approximately $160 annually on outdoor equipment, transportation, etc., not counting license fees. This adds up to approximately $5 billion annually in the pursuit of these two sports.

Many of the 30 million recreational visits to national forests are, of course, by hunters and anglers. On the other hand, a large proportion are people who fall in an entirely different category, namely outdoor tourists and campers. Their expenditures, too, for outdoor equipment, transportation and lodging must reach extremely large proportions.

The tackle and the arms and ammunition people are taking a vital interest in this subject.
The 1953 edition of Accident Facts, just released by the National Safety Council, analyzes accidents in terms of vehicle registrations. Out of the total number of vehicles involved in accidents, the relative number of trucks declined for the fourth straight year.

The table below shows clearly that trucks now have a better safety record than automobiles. Particularly significant is this record when you realize that trucks have greater exposure to accidents, because they average greater mileage per year than do passenger cars.

**Table: Accidents vs. Registrations**

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<tr>
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<th>PASSENGER CARS and TAXIS</th>
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<tr>
<td><strong>YEAR</strong></td>
<td><strong>TRUCKS</strong></td>
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<td>Of all vehicles involved in accidents, truck percentage was:</td>
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<td>Of all vehicles registered, truck percentage was:</td>
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<tr>
<td>1948</td>
<td>17%</td>
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<td>1952</td>
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</table>

President, American Trucking Associations
since they know that any substantial diminution
in renewable wildlife resources will immediately
be felt in the purchase of their products.

In the future, TV and radio stations are cer-
tainly destined to obtain a larger share of the
advertising dollar in the outdoor recreation
field, but that will grow larger and will continue
only so long as wide recognition and support
is given to the very vital problem of maintain-
ing all forms of renewable natural resources,
including particularly forests, waters, wildlife
and fish.

John F. Claggett, Esq.
Attorney at Law
Washington, D. C.

[EDITOR'S NOTE: Our thanks to astute Lawyer
Claggett in ferreting out a new field to be tapped
by enterprising broadcasters and telecasters.
We're looking forward to his proposal to make a
further analysis.]

Set Count Credibility

EDITOR:

If Walter Damm (WTMJ-TV Milwaukee,
(see OPEN MIKE, Aug. 31) will permit me, I
should like to suggest that B&T didn't face up
to the challenge of his letter.

Sworn affidavits do not necessarily mean the
figures for TV receivers in a market are correct. Nor
does an affidavit by an operator relieve B&T of its responsibility to its readers any more
than a station operator can ignore advertising
claims purely because the client swears to them.

What happens to B&T's credibility if figures
it publishes are not corroborated by any other
source?

Victor A. Sholls
Vice Pres. and Director
WHAS-AM-TV
Louisville

[EDITOR'S NOTE: B&T reiterates it publishes TV
set figures on the basis of affidavits supplied by
station licensees (including those of WTMJ-TV
and WHAS-TV). We nevertheless have an add-
ing faith in the integrity and the honesty of the
nation's licensees. We'll continue to publish in
Telestatus the set counts supplied under affidavit
by station licensees, until a better method comes
along.]

EDITOR:

I consider it a privilege to be an operator in the
same market with Walter Damm...

I agree with Mr. Damm that most distribu-
tors are rather generous to themselves in issuing
sales reports that make up the TV set count in
the market...

If Walter Damm is going to "scream" I
pray it . . . may help to bring about one, uni-
form, standard measurement such as is enjoyed
by the printed media. I will be happy to scream
with Mr. Damm—he for VHF—me for UHF . . .

Lou Poller
General Manager
WCAN-TV
Milwaukee

Oops

EDITOR:

Sometimes a typographical error can be a
bit embarrassing.

In your answer to the FM letter from Ray
Torain, manager of KNOB Long Beach, Calif.,
(Open Mike, Aug. 31) you quote me as saying
that "best estimates place AM circulation
around 9 million sets."

I am no more worried about FM members
of NARTB seeing my name in the AM column
than I am about AM members getting the im-
pression that I have been out breaking up more
than 100 million AM receivers.

John H. Smith Jr.
NARTB
Washington, D. C.

[EDITOR'S NOTE: The typo was in an Editor's
Note to Mr. Torain's letter which inadvertently
referred to an "AM circulation of nine million
sets." Of course, the phrase should have read
"FM circulation of nine million sets."

OPEN MIKE

"I'll get 'em EASY
with this fire-power!"

Some situations may call for an all-out bombardment—but
believe us, doing a smart radio job in Kentucky isn't
one of them.

More than 50% of Kentucky's total retail sales are made in
WAVE's "home precinct"—the prosperous, concentrated
Louisville Trading Area which includes the economic heart
of Kentucky, plus a quarter-billion-dollar slice of
Southern Indiana!

5000-watt WAVE is powered, priced and programmed exclusively
for this one important market. WAVE covers it thoroughly,
without waste circulation!

Ask Free & Peters for all the facts.

WAVE
LOUISVILLE

5000 WATTS
NBC AFFILIATE

Free & Peters, Inc., Exclusive National Representatives
Before any public announcement of WEEU-TV's full power, our engineers had to be satisfied that everything was "working" according to plan. Now, we are interviewing TV dealers and others throughout the great Reading Market... watching Channel 33's bright, clear, interference-free picture with them—in their own homes, in their stores. Here are some of the preliminary results:

**LEBANON**
"A beautiful 33 picture, both at the store and in my home. More power than we need. Better than anything from Lancaster, Harrisburg, or Philadelphia. An excellent picture off the VHF antenna."—Alden Renaud, Keystone Appliance, Lebanon

**HAMBURG**
"Channel 33 reception very much improved. Receiving good picture on a bow tie antenna beamed in another direction."—George W. Fryer, Fryer's, Hamburg

**READING**
"An excellent picture, and the best UHF reception here. As good as anything from Philadelphia."—Robert Pensyl, Levitz Furniture, Pottstown

**EKRATA**
"The best UHF picture seen in this locality."—C. A. Kreider, Kreider Brothers, Ephrata

**PHILADELPHIA**
Philadelphia engineers report Channel 33 noise-free picture in 7 locations tested.
HOW a potential broadcaster and his medium find each other often makes good reading. It does in the case of Rogan Jones, president of KVOS-AM-TV Bellingham and KPQ Wenatchee, Wash., who used his background in the finance business to bail out an insolvent radio station and found the work so fascinating he chose it for a career.

That was back about 1927 when Mr. Jones, who then was with his father and brother in a savings and loan business in Aberdeen, Wash., took over a station in Aberdeen through a bad debt. For the previous three years he had been assistant to the president of Stephens & Co., investment bankers, and before that had taken graduate work at Columbia U.—with no previous undergraduate experience.

Supposedly Temporary

Mr. Jones took over management of the Aberdeen station supposedly on a temporary basis, but to this day he has remained in the radio-TV field.

From the Aberdeen AM venture, Mr. Jones and three partners branched out with stations in Seattle, Bellingham and Wenatchee, running each, as he recalls, with three men—a manager, engineer and announcer.

In 1929 Mr. Jones and partners took a flyer into the transcription business, with Tom Brennan as the principal source of talent. The venture failed because of poor technical quality of the transcriptions and in 1930 the original partnership was dissolved with Mr. Jones retaining principal interests in KVOS and KPQ.

Trailblazing Brings Fight

Mr. Jones’ intrepid and trailblazing ways soon landed him in the middle of a first-rate fight. In 1931 he had instituted broadcasting of local news in Wenatchee and Bellingham to the consternation of newspapers in the latter city. When in 1933 he adopted an editorial policy in Bellingham to augment local news the controversy with newspapers blazed into the open.

At one time, Mr. Jones was faced with 12 lawsuits and hearings before the FCC, including “KVOS vs. Associated Press” in the U. S. Supreme Court. The only case he lost was settled out of court for $75. The KVOS byline which precipitated the newspaper fight read: “That will be all until 9 o’clock tonight when we will clean up the news of the day and make it unnecessary for you to read your morning newspaper.” Within three years, according to Mr. Jones, one morning and one afternoon newspaper folded, leaving a solitary afternoon publication.

The KVOS-AP case, according to Mr. Jones, resulted from his refusal to sign a press-radio agreement limiting the amount of news a station could broadcast and limiting time of broadcast to favor newspaper publication time. KVOS won on a technicality, but from that time all wire services began to sell to radio, Mr. Jones says. AM news currently represents 25-30% of KVOS-KPQ income.

The court battles told on Mr. Jones’ health and he was forced to take a leave of absence from 1942-44, whereupon in 1944 he entered politics and served as head of the Washington Dept. of Finance, Budget and Business. He soon returned to Bellingham, however, and this time began pioneering in a new field, small-market television.

Pioneered ARBI

Mr. Jones was a pioneer in development of ARBI, the Advertising Research Bureau Index, which measures radio’s dollar-for-dollar results in comparison with other media instead of by radio listenership as do some other research organizations.

He concluded that small-market TV would work if rates and costs were kept low enough for local advertisers. Then he set out to build a ready-made audience for the advent of KVOS-TV by devisoring a $50,000 community antenna TV system. The system brought TV to 15% of area radio homes and proved so profitable that he has expanded it to Bellingham and Wenatchee to compete with KVOS-TV and the planned KPQ-TV.

KVOS-TV began telecasting in May 1953 with 33.4 kw effective radiated power at a cost of only $85,000, all equipment, transmitter and studio gear, except for the projector, having been constructed by KVOS technicians. Visiting engineers have called it equal and in some cases superior to factory-built gear, Mr. Jones says.

Mr. Jones, who will be 58 next month and is a native of Memphis, Tenn., is married to former concert violinist Catherine Smith of Bellingham. Their two children, Susan and Rogan Jr., are attending eastern universities.
This is dependence

This is INDEPENDENCE!

Only the STRONG Can be INDEPENDENT!

The word independent means competent, a

perfect description of independent radio. All the leading independent radio stations

are a strong, competent, competitive sales force in their cities—

strong because their success has resulted from their own abilities; competent in catering

to what the “home town folks” want in radio programming; competitive be-

cause listener-loyalty pays off with better results for national advertisers!

When you really want profitable results, schedule America’s leading independent

stations. Write for the facts to any AIMS station listed below.

THESE ARE STRONG, INDEPENDENT RADIO STATIONS:

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOG — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXWL — Indianapolis, Indiana
WXJN — Jackson, Mississippi
WKYW — Louisville, Kentucky
WMIN — Milwaukee, Wisconsin

WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WBOK — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KLAN — Seattle, Washington
KREM — Spokane, Washington

WACE — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

Broadcasting * Telecasting

September 7, 1953 * Page 23
it's here...NOW!

TV in CHARLESTON, W. VA.

with WKNA-TV

selling
the rich
multi-million
dollar
Charleston
market!

The television gateway is now
open to tap this rich, well-populated industrial market that
spends over $620,000,000 annually. And your product or service
gets tremendous consumer acceptance because of double
network programming, and the fact that WKNA-TV is
Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED TELEVISION

on all accounts

ADVERTISING brings results, and Jack V. Porter, manager of the Los Angeles office of
William G. Rambeau Co., is a testimonial to this. A full-page advertisement by WIBC In-
dianapolis in the June 17, 1946, issue of B+T featured Mr. Porter, then continuity editor, as
an example of the talent available on the station. A friend working in the Rambeau Co.
Chicago office saw the advertisement. He showed it to Mr. Rambeau: Shortly thereafter,
Mr. Porter became a salesman for the station representative firm.

An Indiana product, 37-year-old Jack Porter
was born in Roachsdale, graduated from
Wabash College, Crawfordsville, with a B.A.
in English and speech in 1937, and went to work
on the Indianapolis Times. He was financial
editor in 1939 when he entered radio on WISH
Indianapolis as a continuity writer. The tall,
affable Hoosier had become WISH continuity
editor in 1942 when the Army took an option
on his services.

Pfc. Jack Porter's army career was wide and
varied. He helped produce an army show,
"Khaki Capers," studied French at Fordham U. under the ASTP program and wound up a
combat infantryman on the front lines in Eu-
rope for 176 consecutive days with the 104th
"Timberwolf" Division.

Discharged in July 1945, he became display
salesman for the Indianapolis Star, then as-
sistant classified manager. Back he went to
radio next year, as continuity editor on WIBC.
In September 1946 he joined Rambeau Co. as a
result of the fateful B+T advertisement.

The Hoosier became a Californian later in
1946, when he was sent to manage Rambeau's
Los Angeles office. Leaving the firm in 1948
to become advertising manager of Cezaan Co.,
local tire and appliance dealer, he rejoined
Rambeau two years later.

Mr. Porter feels radio has taken a new lease
on life. For one thing, he finds it's easier to
sell than a year ago. "The high cost of TV
production helps radio," he explains.

"Good radio shows are going to stay, even
in heavy TV markets," he continues. "The
salvation of independents will be music and
news. This format is proving itself every day."

In his spare time Mr. Porter writes radio
scripts and short stories. He recently sold to
Stars Over Hollywood on CBS Radio and the
Grinnell College (Iowa) patriotic series.

After the war he married the former Dama
Wilson, who used to live across the street in
Roachsdale.
WATCH
KOLN-TV
GROW
IN
LINCOLN-LAND-
The Other Big Market
In Nebraska!

The Fetzer Stations
WKZO—Kalamazoo
WRZO-TV—Grand Rapids—Kalamazoo
WJEF—Grand Rapids
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBO—Peoria, Illinois
WNBW... Washington's ONLY television station with SUPER POWER... 100,000 watts

SERVING AN AREA OF 15,800 SQUARE MILES
1,108,600 FAMILIES... OVER 4 MILLION PEOPLE

- With its new maximum power of 100,000 watts and increased tower height, WNBW now is Washington's most powerful television station, serving a larger number of viewers than any other Washington station. Let your advertising message on WNBW prove these facts on your sales chart.

NBC in Washington

WNBW 4
CHANNEL

Represented by NBC Spot Sales
BROADCASTING

September 7, 1953

Vol. 45, No. 10

B•T FORECAST II: FALL TV SALES WELL AHEAD OF '52

Probable 25% increase in network billings is indicated. Factors include greater TV network hookups, larger audiences and higher rates for stations which were on the air last October. Spot TV business should do even better, by as much as 25-45%. Survey follows a favorable study of radio time sales a fortnight ago.

TV TIME sales to advertisers this fall will be well ahead of those of a year ago.

That statement can be made without qualification or hesitation. Already, according to Broadcasting•Telemcasting's annual analysis of video network business, the four TV networks have more sponsored hours signed up for this coming October than were on the air in October 1952. The 1953 network hookups generally are larger than those of last year, when fewer stations were on the air. Stations that were on the air then now have larger audiences—and higher rates—than last fall. It seems probable the TV network billings figures for October 1953 will top those for that month last year by about 25%.

Spot TV business for fall will do even better, according to a sampling made last week of leading TV station representatives, who told Broadcasting•Telemcasting that the spot business on the TV stations they serve will run this fall from 25% to 45% ahead of last fall.

"Considering only the pre-freeze stations on our list, spot business we've placed with them was something under 25% better this January than in January 1952," one representative said. "By June, the spot business on these stations totaled something over 50% better than the previous June. The percentage of increase won't be as large this fall—last fall's business was very good—but it will be far ahead in terms of actual dollars."

Still Selling

The comparisons of TV network advertising, itemized in the table starting on page 29 and summarized in the table on this page, are intended to provide a preview of the fall business outlook of the networks, but make no claim to do anything more than that. Between the time that these data were tabulated, Aug. 15, and October when the fall-winter business cycle will be underway, lie six to eight weeks during which many sales can be made, and the TV network sales staffs show every indication that they will keep on selling as long as a single time period is open.

On the basis of last year's sales, measured by time units, not dollars—and it should be kept in mind that the relationship between the two is far from a firm, constant ratio—the number of TV network-sponsored hours telecast in October was only slightly ahead of the total sold in August. This is in vivid contrast to the experience of the radio networks (B•T, Aug. 31), which showed a rise of more than 20% between time sold in August and used in October.

Even if not a single sale of TV network time was to be made between now and October—an extremely unlikely occurrence—the 1953 total of TV network sponsored hours would top that of October 1952 by a comfortable margin and, as explained a few paragraphs back, by a lot more than that dollarwise. There's even room for a few losses—such as that suffered last fall by DuMont, when a football series contracted in August fell through before October, reducing the number of DuMont daytime hours a week by three—without bringing the 1953 fall business down to last fall's level.

Most noticeable increase in the sale of TV network time over last fall is that of CBS during the daytime hours before 6 p.m. Six hours of Arthur Godfrey Time (Monday through Thursday, 10-11:30 a.m.), five hours of daytime serials (Monday through Friday, noon to 1 p.m.), Colgate's three hours (Strike It Rich for three hours morning half-hours and Big Payoff for a like amount of afternoon time), two hours and a half of Garry Moore's afternoon program and a like amount of Houseparty, plus Campbell Soup's three-week sponsorship of Double or Nothing, Seeman Brothers' twice-a-week sponsorship of Tell Me That and American Dairy's similar purchase of the Bob Crosby Show, plus some Saturday and Sunday pre- evening commercials boost the CBS-TV daytime total to 24 hours and 45 minutes worth of sponsored time, a 50% increase over this network's commercial time total last October.

As viewed by the sales heads of the TV net-

HERB SHRINER'S Two for the Money returns in its new Saturday night spot on CBS-TV for Old Gold cigarettes. P. Lorillard Co. sponsored a moonlight cruise on the Hudson River (renamed the Wabash for the night) to mark the fall start. Hoosier-hatted and waiting to receive a party of TV-radio editors are (I to r) Lorillard President William J. Halley, Chairman of the Board H. A. Kent and Alden Jones, vice-president and director of advertising.

works, in statements prepared for publication in this issue of Broadcasting•Telemcasting, the outlook is uniformly rosy for the TV networks. ABC's Charles R. Abry could have been speaking for them all and not for ABC alone when he termed the present situation "the beginning of a bright new era." Mr. Abry, who is national director of TV sales for ABC's TV Network, said in full:

"From even a quick glance at the roster of national advertisers who this year will be sponsoring the new top-flight video presentations that the ABC-TV Network will be offering, it immediately is apparent that a great number of the 'blue chip' advertisers in their respective industries will be in ABC's family of advertisers. "Securing such a stellar roster of national
advertisers is gratifying, but it is by no means a climax to the goals we have set for ourselves at ABC.

"There is as yet, we feel, a great untried and untapped potential among national advertisers of important stature to whom television is still an unknown quantity.

"It is our hope, through the success we are sure will be created with our present group of advertisers on the ABC-TV Network—to attract others into our network family, sponsoring programs that the ABC-TV Network has diligently and carefully evaluated in terms of entertainment and audience appeal, which we feel each of such properties is certain to secure.

"We are fully confident that this is but the beginning of a bright new era for the ABC-TV Network, its advertisers and audience."

"The outlook for fall is very good, both daytime and nighttime," stated William H. Hylan, vice president in charge of network sales, CBS Television. "Many new sponsors and new shows will be on the CBS Television schedule. Sig-

ificant changes this fall place the Gene Autry Show in the 8-8:30 p.m. Tuesday period, with the new Red Skelton program following in the Tuesday, 8:30-9 p.m. slot. The Saturday night picture will be commercial from 7:30 to 11 p.m., another significant change from last season.


Ted Bergmann, general manager of the DuMont Television Network, stated:

"DuMont expects 1953-54 to far surpass every year in its history. During the summer, the network signed four new commercial programs, with the promise of many more to come. To set to this fall, these programs will be sponsored by Monarch Wine Corp., P. Lorillard Co., International Shoe Co., Welch's Wine Division of Quality Importers Inc.

"Sportswise, the network will present the most comprehensive schedule of pro football games ever televised by any single web—49 games to be seen in 108 cities. The games will be sponsored by Westinghouse Electric Corp., Atlantic Refining Co., William S. Scull Co., Chester Ford, Dealers Assn., and Pittsburgh Zone Chevrolet.

"Responsible for this upsurge in business is DuMont's 'Four Freedoms'—freedom from 'must-buy' market, freedom of program choice, freedom from the limitations imposed by the period the advertiser purchases, and from high time costs.

"Also of great attraction to advertisers this season is DuMont's ability to clear stations. For its opening football game—the All-Stars classic—DuMont cleared 86 stations, a number unrivaled in TV's football history. The Bishop Sheen series-Life Is Worth Living, currently has a line-up of 111 stations—a month before it returns to DuMont. On other programs, the network's average clearance is double that for 1952, and indications are that the ratio will increase during the coming season.

"Program-wise, the network expects to step up its production of live shows, which it can produce for less than 50% of the cost of filmed programs. Greatly responsible for this ability is DuMont's recently opened Tel-Centre, which combines all production under one roof. This structure, plus the two theatres—Adelphi and Ambassador—will make for an even more streamlined, well-oiled production operation.

"With advertisers more and more interested in our low rate structure, our hand-tailored net-

works, our economical production costs, we are confident that the coming season will find us way ahead of last year."

T. F. Flannagan, managing director, Station Representatives Assn., summarized the TV spot situation this way:

"Naturally, there are high percentage gains in spot TV, higher every month, because there are so many new stations coming on the air. Those national and regional advertisers who rely on spot TV for all or an important part of their mass selling, tend to increase the number of stations as the new ones come on the air.

"For instance, to take a few at random, comparing the number of markets used for spot campaigns in the first quarter of 1952 and the second quarter of 1953, according to published figures:

<table>
<thead>
<tr>
<th>No. of Markets</th>
<th>First Qu. 1952</th>
<th>Second Qu. 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>333</td>
<td>338</td>
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<tr>
<td>Brown &amp; Williamson Tab. Co.</td>
<td>128</td>
<td>229</td>
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<tr>
<td>Bulleit Wine Co.</td>
<td>122</td>
<td>190</td>
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<tr>
<td>Colgate-Palmolive Co.</td>
<td>90</td>
<td>127</td>
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<tr>
<td>Miles Labs.</td>
<td>43</td>
<td>55</td>
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<tr>
<td>Reynolds Tobacco Co.</td>
<td>27</td>
<td>50</td>
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<tr>
<td>Chester Ford, Dealers Assn., &amp; Pittsburgh Zone Chevrolet</td>
<td>610</td>
<td>733</td>
</tr>
</tbody>
</table>

The total number of markets used by the 25 top spot TV advertisers in the second quarter of this year is 2,053. Those same advertisers a year ago used only 1,101 markets.

"The number of TV spot advertisers also has increased at a sensational rate, 1,876 of them in the second quarter of 1953 against 1,260 in the first quarter, topping the previous high, same quarter a year ago, by 36%.

"To show the increasing reliance on broadcast advertising buyers, who once only look back to the relative history of radio and TV spot volume. In 1940, the fifth year of spot radio, volume amounted to $30 million, 23% of the total radio network, national spot and local volume.

"But in TV's fifth year, spot times sales were $82,711,000, and represented 28% of the total of network, national spot and local TV.

"The campaigns of the station representatives for TV program business on a spot basis were rewarded with a large number of leading TV shows wholly spot, and many network shows partially on a spot basis. Death Valley Days, on a spot basis in 53 markets, is the leading spot program in station use.

"As the stations adjust their rates and guarantee time to the opportunity for sport programs, this part of the spot business is getting greater attention from agencies and advertisers.

"There are many problems in spot TV inherent in a new medium with different characteristics of the sister radio business. Fortunately, some of these problems have been solved and many more are on the way to solution through the joint efforts of representatives and stations."

Frey's Statement for NBC-TV

George Frey, NBC vice president in charge of television sales, made this statement on the outlook for fall TV. NBC in the fall season.

"Once again, NBC-TV enters the fall season with the SRO tag hanging on virtually all of its evening time spots, a further strong indication that NBC-TV offers its clients the best possible values in mass media advertising.

"NBC-TV, the first to put on a big afternoon network show (The Kate Smith Hour) and first also with a big morning network show (Today), has expanded its daytime programming even further. We find that more and more advertisers are recognizing that here is an area of TV which will stimulate strong sales for them at a relatively low cost.

"Advertisers on NBC-TV in both daytime and nighttime will be using a much larger station line-up this fall than last, due to the availability of many new stations.

"As for trends for the coming season, I look for an increasing number of advertisers to take advantage of the new uses of network television, a definite shift of print media funds to TV, an increased popularity for the 'magazine concept' of advertising on TV as exemplified by NBC-TV's Today, which enters the fall season with the largest client roster of any one show in the history of television."
<table>
<thead>
<tr>
<th>Adventurer Program</th>
<th>Gross Time Changes Oct ’52</th>
<th>Stations Oct ’52</th>
<th>Hours Per Week 1952</th>
<th>Stations Oct ’52</th>
<th>Hours Per Week 1953</th>
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</thead>
<tbody>
<tr>
<td>Adam Hat Stores</td>
<td>$18,051</td>
<td>DuM 6</td>
<td>0:15</td>
<td>DuM 6</td>
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<td>Famous Fights</td>
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<td>Admiral Corp.</td>
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<td>Life Is Worth Living</td>
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<td>Aluminum Co. of America</td>
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<td>Sea It Now</td>
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<td>American Circle Co.</td>
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<td>Date With Judy</td>
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<td>Rocky King</td>
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<td>Jackie Gleason</td>
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<td>American Dairy Assn.</td>
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<td>Bob Crosby</td>
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<td>American Hair &amp; Felt Co.</td>
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<td>Today</td>
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<td>American Home Products Corp.</td>
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<td>Love of Life</td>
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<td>Jackie McLean</td>
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<td>Sports Showcase</td>
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<td>American Machine &amp; Foundry Co.</td>
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<td>Omnimuse</td>
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<td>American Moire-Products Co.</td>
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<td>Today</td>
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<td>American Safety Razor Corp.</td>
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<td>Today</td>
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<td>American Tobacco Co.</td>
<td>107,880</td>
<td>NCB 55</td>
<td>0:30</td>
<td>NCB 55</td>
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<td>This Is Show Business</td>
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<td>Lucky Strike Theatre</td>
<td>99,450</td>
<td>NCB 61 89</td>
<td>0:30 0:20</td>
<td>NCB 61 89</td>
<td>0:30 0:20</td>
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<tr>
<td>CBS News</td>
<td>81,980</td>
<td>NCB 47 59</td>
<td>0:30 0:15</td>
<td>NCB 47 59</td>
<td>0:30 0:15</td>
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<tr>
<td>Big Story</td>
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<tr>
<td>Your Hit Parade</td>
<td>116,610</td>
<td>NCB 99 97</td>
<td>0:30</td>
<td>NCB 99 97</td>
<td>0:30</td>
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<td>Private Secretary &amp; Jack Benny</td>
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<td>Danny Thomas</td>
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<td>Roy Bolger</td>
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<td>Charles Antell Inc.</td>
<td>32,600</td>
<td>NCB 33</td>
<td>0:30</td>
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<td>Live Like a Millionaire</td>
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<td>Armour &amp; Co.</td>
<td>40,434</td>
<td>NCB 28 45</td>
<td>0:20 0:20</td>
<td>NCB 28 45</td>
<td>0:20 0:20</td>
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<td>Today</td>
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<td>Armstrong Cork Co.</td>
<td>70,275</td>
<td>NCB 43 51</td>
<td>0:30</td>
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<tr>
<td>Circle Theatre</td>
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<td>Atlantic Refining Co.</td>
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<tr>
<td>Football</td>
<td>47,935</td>
<td>v v 1:30</td>
<td>0:45</td>
<td>v v 1:30</td>
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<td>Avco Mfg. Co.</td>
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<td>Name's the Same</td>
<td>44,095</td>
<td>ABC 45</td>
<td>0:15</td>
<td>ABC 45</td>
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<td>Windmill-Mahoney</td>
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<td>Your Hit Parade</td>
<td>50,735</td>
<td>NCB 52</td>
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<td>B.B. Pelham Co.</td>
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<td>George Jessell</td>
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<td>Boyuk Cigars</td>
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<td>Eltney Queen</td>
<td>48,000</td>
<td>ABC 11</td>
<td>0:30</td>
<td>ABC 11</td>
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<tr>
<td>Ring-side Interviews</td>
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<tr>
<td>Fights</td>
<td>17,640</td>
<td>DuM 6 6</td>
<td>0:15 0:15</td>
<td>DuM 6 6</td>
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<td>Beatrice Foods Co.</td>
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<td>Today</td>
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<tr>
<td>Bessar Watch Co.</td>
<td>34,000</td>
<td>NCB 50 40</td>
<td>0:10 0:10</td>
<td>NCB 50 40</td>
<td>0:10 0:10</td>
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<td>Show of Show</td>
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<tr>
<td>Best Foods</td>
<td>41,710</td>
<td>CBS 32 50</td>
<td>0:15 0:15</td>
<td>CBS 32 50</td>
<td>0:15 0:15</td>
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<tr>
<td>Garry Moore</td>
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<td>Royal Bishop</td>
<td>141,870</td>
<td>NCB 56 59</td>
<td>0:30</td>
<td>NCB 56 59</td>
<td>0:30</td>
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<tr>
<td>This Is Your Life</td>
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<tr>
<td>Juke Box Jury</td>
<td>17,100</td>
<td>ABC 17</td>
<td>1:00</td>
<td>ABC 17</td>
<td>1:00</td>
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<tr>
<td>Black Drug Co.</td>
<td>75,570</td>
<td>CBS 32 51</td>
<td>0:30</td>
<td>CBS 32 51</td>
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<td>Danger</td>
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<tr>
<td>Borden Co.</td>
<td>88,655</td>
<td>NCB 30 32</td>
<td>0:30</td>
<td>NCB 30 32</td>
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<td>T Men in Action</td>
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<td>Borg-Warner Co.</td>
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<td>Garry Moore</td>
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<td>Brewing Co. of America</td>
<td>14,325</td>
<td>DuM v v</td>
<td>1:30 0:45</td>
<td>DuM v v</td>
<td>1:30 0:45</td>
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<td>Football</td>
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<tr>
<td>Bristol-Myers Co.</td>
<td>104,430</td>
<td>CBS 51</td>
<td>0:30</td>
<td>CBS 51</td>
<td>0:30</td>
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<td>Broak the Bank</td>
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<tr>
<td>Main Man Behind the Badge</td>
<td>55</td>
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<td>Pride of the Family</td>
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<tr>
<td>Brown Shoe Co.</td>
<td>45,500</td>
<td>CBS 59</td>
<td>0:30</td>
<td>CBS 59</td>
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<td>Smith's Ed McConnell</td>
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<tr>
<td>Smitty's Gang</td>
<td>48</td>
<td>ABC 48</td>
<td>0:30</td>
<td>ABC 48</td>
<td>0:30</td>
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### Advertiser

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**Reynolds & Gamble Co.**
- The Doctors
- Welcome Travelers
- Fireside Theatre
- Search for Tomorrow
- Kate Smith
- Red Skelton
- Those Two
- Guiding Light
- Letter to Loretta
- On Your Account
- Paul Windham
- Beulah
- Prudential Insurance of America
- Your Show of Shows
- You Are There
- Perry Corp.
- Jack Gleason
- Garry Moore
- Quaker Oats Co.
- Cosby Hayes
- Zoo Parade
- Quality Importers
- On Your Way
- Radio Corp. of America
- Dennis Day
- RCA Victor Show
- Kutia, Fran & Ollie
- Kelton Purin Co.

### VITAMIN Corp. of America

Came out of this huddle with a contract for a multi-exposure campaign of announcements on WNBT (TV) New York’s Herb Sheldon Show and the Morey Amsterdam show, Breakfast With Music. The pact-makers are (1 to r) Mrs. Sheldon; Mr. Amsterdam; Martin Harrison, NBC Spot Sales; Morton Edall, Vitamin Corp. president; Jay Heitin, WNBT sales manager, and Hope Martinez, BBDO.

### Advertisers

#### Program

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**Joseph Schilt, Brewing Co.**
- Playhouse of Stars

**Sears Paper Co.**
- Music Hall
- Mr. Little Margie
- Omnibus

**Sealy Inc.**
- Balance Your Budget
- Come Back

**Seamon Brothers Inc.**
- Today
- I’ll Buy That

**Serpuck Co.**
- Life Begins at 80
- Battle of Ages

**W. A. Sheaffer Pen Co.**
- Jackie Gleason

**Shawin-Williams Co.**
- Ray Bolger

**Shawbrothers Inc.**
- Welcome Travelers
- Your Show of Shows

**Simonco**
- It’s News to Me
- My Favorite Husband

**Simoniz Co.**
- Kate Smith
- Big Story

**Singer Mfg. Co.**
- Your Star Playhouse

**Smith Bros.**
- Today

**Spiegel Corp.**
- Wheel-in-Mahaney
- Name That Tune
- Spring Mills
- Today
- E. R. Stouhich & Co.
- Today
- Standard Brands
- Heavy Duty
- Today

**Standard Oil of Indiana**
- Football
- Person to Person

**Standard Packaging Corp.**
- Today

**Sterling Drug**
- Inspector Mark Saber
- Stokely-Van Camp
- Garry Moore

**Sunbeam Corp.**
- Ethel & Albert

**C. A. Swanson & Son**
- Name’s the Same

**Swift Co. of America**
- Touste Hipodrome

**Swift & Co.**
- Sky King
- Sky King

**Syndicate Electric Products**
- Beat the Clock

**Texas Co.**
- Tawano Star Theatre

**Thor Corp.**
- Quick as a Flash

**Tide Water Associated Oil Co.**
- Broadway to Hollywood

**Trailer Coach Mfrs. Assn.**
- Today

**U. S. Steel Corp.**
- U. S. Steel Hour

**U. S. Rubber Co.**
- Today

**U. S. Tobacco Co.**
- Morton Kane

**Universal Appliance**
- Kate Smith

**W. C. Weber & Co.**
- This Is My Melody

**Welds Graps Juice Co.**
- Howdy Dody

**Westinghouse Electric Corp.**
- Studio One
- Pick the Winner
- Pick the Winner

**Football**

**Wine Corp. of America**
- Where Was I
- Dollar a Second

**William Wright Jr. Co.**
- Gene Autry

**Young People’s Church of the Air**
- Youth on the March

**BROADCASTING • TELECASTING**

**September 7, 1953** • Page 31
**ADVERTISERS & AGENCIES**

**HADACOL AIMS PITCH TO RADIO COMEBACK**

LeBlanc Corp. has new radio agreement twist for its patent medicine. Lewis L. Block reveals plan whereby station would be paid according to the percentage of Hadacol sales in its coverage area.

HADACOL, which achieved nationwide fame through a shrewd combination of New Orleans jazz, hard selling and wide use of radio to disseminate both, is trying for a comeback, also via radio, but with a new twist—that stations shall be paid not according to their card rates but at a scale based on a percentage of Hadacol sales in each station's coverage area.

An agreement form, now being offered to station’s representatives, stations’ sales in each area described in the radio station relations for LeBlanc Corp., manufacturer of Hadacol, calls for the station to broadcast a certain number of Hadacol announcements per week to stations with the sponsor providing transcriptions or copy, and then states:

**Monthly Payment**

"The LeBlanc Corp. will pay monthly, direct to the radio station named above, an amount equal to 30% of all net factory shipments of Hadacol, liquid or capsules, into the area described in the radio station relations for LeBlanc Corp. It is expected that these shipments will be mailed to the radio station copies of all invoices covering factory shipments into the area described herein."

In case this commission arrangement should work out favorably for any station, LeBlanc thoughtfully has inserted into its station contract form the stipulation that "a regular schedule based on Hadacol’s usual rate may be instituted at any time, on the option of Hadacol, on two weeks’ notice. It is also agreed that this agreement may be terminated by either party thereto on 30 days written notice."

Station Representatives Assn. reported that all SRA members have been informed of this offer and that they are advising the stations they represent to accept Hadacol business only on card rates.

**WNAC, Reynolds Tobacco Slate Football Coverage**

**FOOTBALL play-by-play contract, described by WNAC Boston as the "largest in the history of Boston radio," has been signed by R. J. Reynolds Tobacco Co. on the station, Lincoln Travers, executive vice president of the Yankee Network, announced last week.**

**Combined Schedules**

Sponsorship is for the combined schedules of all 18 home-and-away games of Boston College and Holy Cross. Lester Smith of Yankee will describe 13 games and Vin Maloney the color, while Bill Crowley, of the Holy Cross publicity staff, will do play-by-play of the five remaining games. WNAC will add WAAB Worcester, Mass., for home-and-away games of Holy Cross, and WVOM Boston for games when the schedule is in conflict.

**ChicCafe Starts 3-Second Spots on About 18 Outlets**

**WHAT is said to be the shortest commercial ever to appear on radio—three seconds—has just been set in a month-long test by Southland & Coe for its client ChicCafe, made by Southland Coffee. Firm is using three-word announcements about 25 times per day in 6 markets on about 18 stations.**

**Special Rate**

Since stations do not have rates that low, the station's representatives, stations themselves and the agency have arrived at a special rate for the unusual campaign.

Most stations have already agreed to accept the three-second "quickies" and for the few stations that did not, a 10-second spot was placed, but the frequency was cut accordingly. The schedule started Aug. 30.

Copy of the spots reads: "Mothers say ChicCafe," "Fathers say ChicCafe," "Dentists say ChicCafe," "Policemen say ChicCafe," etc., enumerating practically every profession.

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**DN T Adds 3 Advertisers For Pro Football Games**

THREE advertisers were added last week to the group that will sponsor DuMont Television Network's coverage of professional football games this fall.

Signed to share in sponsorship of the Philadelphia Eagles and Pittsburgh Steelers games, they are William S. Scull Co. for its Boscul Coffee, B.T. Lamb & Keen Inc.; Chester Ford Dealers Assn., through J. Walter Thompson Co., and Pittsburgh Zone Chevrolet Dealers, through Ketchum, MacLeod & Grove.

Scull Co. and Chester Ford Dealers each will sponsor one playing quarter of five Eagles games and the one other contest in eight markets, with Atlantic Refining Co., through N. W. Ayer & Son, sponsoring the other two quarters. Pittsburgh Zone Chevrolet Dealers will share equally with Atlantic Refining in sponsoring six Steelers games in four markets.

The DuMont schedule calls for coverage of 49 games on national and regional bases, using a total of 108 markets.

**Rayco Boosts Fall Budget Three Times Over '52 Season**

RACO auto seat covers, New York, has increased its fall budget three times over last year's and is now planning a year-around advertising schedule instead of the seasonal campaigns previously used.

An example is Rayco's contract for 13 one-minute television spots per week on WNBH (TV) New York for 52 weeks. In addition to this, the firm's largest single TV commitment, Rayco also has bought 30 radio spots and 12 ten-minute programs per week on WNEW New York for 12 weeks.

Similar saturation schedules currently are running in 50 markets where Rayco has franchised operations. Rayco now has 1,159 radio spots per week on 51 stations and 125 TV spots per week on 43 stations. Emil Mogul Co., New York, is the agency.

**TV Introduces TobyJell**

EXPLORATORY campaign to introduce its product to the New York market is planned by American Brands Corp. for its TobyJell, powdered jelly concentrate. Advertising budget has been set at $250,000, including 100 TV commercials per month over WNBH (TV) and WCBS-TV New York. Radio use is planned after the introductory period.

**Philco Stresses '54 Line**

SPOT radio and the current network shows of Philco Corp. are being used along with printed media in a continuous 112-day promotion of the company's 1954 radio and TV line. Campaign commenced last week and will run through Dec. 13, according to John Gilligan, vice president in charge of advertising.

**Ohio U. Postpones Meet**

OHIO STATE U. has postponed its 10th annual Advertising and Sales Promotion Conference in Columbus from Sept. 25-26 to Oct. 3, Dr. Kenneth Damron, general conference chairman, announced last Thursday. Special meeting have been eliminated this year and speakers will appear in general sessions, he added. Program for the conference will be distributed soon.

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Reprinted from BETTER HOMES & GARDENS
Like Spot Two to One

SPOT radio is preferred two to one over all other major media combined by Richfield oil distributors, who select their own medium based on a share-the-cost plan with the parent company, Ben W. Pollak, sales promotion manager, Richfield Oil Corp. of New York, said last week. After the firm's spring promotion, an extensive fall-winter campaign will make widespread use of this cooperative radio advertising, Mr. Pollak said. Morey, Humm & Johnstone Inc., New York, is the agency.

Thor Ups TV Coverage

THOR Corp., Chicago (kitchen, laundry appliances), announced last week it will sponsor Quick as a Flash on a weekly basis than on an alternating-week basis on the ABC-TV network starting Sept. 10. The program will be telecast live in 15 markets and by kinescope in 23 others, and will be supported by a newspaper and trade advertising campaign.

NEW BUSINESS


Colgate-Palmolive-Peet Co. renewed 11-11:45 a.m. block on 52 weeks, starting Sept. 28. Firm sponsors Strike It Rich during first half-hour of this block Mon. through Fri., and Thrill That Pays in last quarter-hour also Mon. through Fri. Agency: William Esty Co., N.Y.

Bristol-Myers Co., N.Y. (Sul Hepatica), renewed Jimmy Wakely Show on 11 CPRN stations, Sat. 8-8:30 p.m. PST, for 15 weeks starting Sept. 19. Agency is Young & Rubicam, N.Y.

Carnation Co., L.A. (evaporated milk), starts five times weekly quarter-hour transcription program on 80 Keystone Network radio stations, connecting on Pacific and southern areas with further expansion planned. Deal, negotiated with Capitol Records Broadcast Sales Div., calls for selection of transcription music specially aimed at tastes of particular area.

Erwin, Wasey & Co., agency servicing account, will prepare copy to be read by local station announcers.


Corn Products Sales Co., N.Y. (Karo table syrup and Niagara laundry starch), to expand its Sunshine Sue series on CBS Radio, Mon.-Fri. 3:30 p.m., running five minutes to 15 minutes daily. Currently heard 4:14-20 p.m., it will be aired 4:14-30 p.m., effective Sept. 7. C.L. Miller, N.Y., is agency.

Gillette Safety Razor Co. of Canada Ltd., Montreal, will sponsor World Series Baseball Games on CBC-TV network. Agency is Spitzer & Mills Ltd., Toronto.


Shipstad & Johnson Ice Folies starts saturation spot announcement campaign on 16 radio and seven TV Los Angeles area stations, Sept. 9-17, with average of 10 spots daily. Folies premiere, Sept. 17, will be telecast on one local TV station and on an undetermined number of ABC radio stations, 11:30-12 midnight EDT. Agency: Walter McCreery Advertising Inc., L.A.

Sears, Roebuck & Co., L.A., starts 10-day spot announcement campaign on 12 local radio stations Sept. 9, to promote 67th annual sale, with average total of 30 spots daily. Agency: The Mayers Co., L.A.

Marshmallow Fluff, through Harry Frost Co., Boston, starting radio spot campaign effective Sept. 28 for 26 weeks in number of markets.

AGENCY APPOINTMENTS

American Pharmaceutical Co. (vitamin capsules), names Tracy, Kent & Co., N.Y., to handle its advertising.

National Potato Chip Institute appoints Robert Knox Adv., N.Y., to plan and carry out promotion for public relations program to promote consumption of potato chips. E. M. Bornak is assigned executive.

Iceberg Freezer Corp. appoints Robertson Potter Co., Chicago, to handle advertising and sales promotion in connection with introduction of new, upright, drawer-type home freezer. Spot TV and radio will be used.

Reelshav Razor, division of Warner-Hudnut Inc., N.Y., names Ruthrauff & Ryan, N.Y., to handle advertising for its automatic razor, which has continuous blade in cartridge which turns like film in camera and retails for $5.00. Radio and television spots will be used.

Davis Handkerchief Co., N.Y., names Gibraltar Adv., N.Y., to handle advertising for "Smiffies," all-cloth disposable handkerchief. Spot radio will be used.

Lucinda (sportswear and dresses), L.A., appoints Magge-Privett Inc., that city.

Connecticut Medical Service Inc., New Haven, appoints Wilson, Haight, Welch & Groover Inc., Hartford and N.Y., to handle advertising.

Fairmont Hotel, S.F., appoints Sidney Garfield & Assoc., this city. Benson M. Sherman is account executive.

Petcro Corp., Milwaukee (oil refineries), appoints Mathisson & Assoc., that city, as its advertising and merchandising counsel. Paul Wagner and Joseph Manning are account executives. Radio and television are tentatively planned.


Orange Julius Sales Co. (soft drink stands), L.A., appoints Beckman, Hamilton & Assoc., that city. Radio and TV spots will be used.


A. J. Meyer Inc., Detroit (retail pharmacy), and Mortensen’s Rug Cleaning Co., Oakland, appoint Robert L. Pickering Agency, S.F.
VITAPIX, PRINCESS PLAN FIRST RUNS MADE-FOR-TV

Feature length films star such names as John Ireland, John Hodiak, Dane Clark, Don Ameche and Alexis Smith. Vitapix has distribution rights (TV and theatre) to 26 films. Features have been pre-sold to 20 TV stations and will be offered to others. Series guarantees more than $300,000 gross income.

First Run feature motion pictures, featuring top Hollywood stars and made expressly for TV are on the way to screens in the nation's homes.

This is the import of the announcement that the station-owned Vitapix Corp. has signed distribution rights to 26 feature-length films to be produced here and abroad by Princess Pictures Inc. [CLOSED CIRCUIT, Aug. 31].

Agreement, signed with Princess Pictures President Burt Balaban, son of Paramount Pictures President Barney Balaban at a Vitapix board meeting in Washington Aug. 29-30, provides for Vitapix to have Western Hemisphere TV distribution rights and U. S. theatre exhibition rights for all 26 pictures, both for five years. First five pictures are due for delivery in January 1954, with the whole package due by October of next year.

Features will be made in 54-minute versions for TV, and in full-length for theatre exhibition. Some will be made in color and all will abide by the motion picture code and the NARTB TV Code.

Among the Hollywood talent will be John Ireland, Alexis Smith, Joanne Dru, John Hodiak, Dennis O'Keefe, Peggy Ann Garner, Dane Clark, Jeffrey Lynn, Don Ameche and Jackie Cooper.

The features have been pre-sold to 20 TV stations and will be offered to others. Stations already committed constitute the stockholders of Vitapix, which was organized three years ago and began operations late in 1952 [B*TV, May 11].

Princess History

Princess Theatres was organized by Mr. Balaban several years ago. Mr. Balaban was previously head of programming and production of the Vitapix Theatre Corporation Inc. (a subsidiary of Paramount Pictures) and also was executive of the parent corporation.

The schedule calls for the 26 features to be filmed continuously by a production group of 1954,

Tours titled based on original scripts. Plot themes will cover mystery, suspense, romance, adventure, comedy and musicals. Each picture will be edited in advance by the producers and will require no editing by individual TV stations. They will be produced in Hollywood, New York, Casablanca, Paris, Rome, Munich, Istanbul and other areas of the world.

Frank E. Mullen, president of Vitapix, saw in the agreement with Princess Pictures the possibility of reversing the "present pattern of broadcasting motion pictures of ancient vintage and dubious quality." He added:

"The reluctance of some leaders in the motion picture industry to make their top quality product available to television broadcasters, and the failure of the motion picture industry to grasp the importance of this new media of entertainment, is compelling the broadcasters to enter the field of motion picture production for initial television release. Mr. Balaban is to be congratulated for his leadership in this new and important venture."

Mr. Balaban said: "You can't fool audiences about entertainment. I've always felt that television viewers would welcome and deserve first quality film entertainment. We're determined to help in accomplishing that aim."

Agreement provides for a guarantee by Vitapix for each picture, and also spells out percentage of gross receipts to be split between the producer and the distributor—increasing in favor of the distributor after production costs are met.

Stations Planning Use

Stations already committed to take the series—which guarantees more than $300,000 as gross income for the 26 features—are the following, all shareholders in Vitapix:

KGNC-TV Amarillo, WSB-TV Atlanta, WMAR-TV Baltimore, WBZ-TV Boston, WBTV (TV) Charlotte, WIS-TV Columbus, S. C., WBNS-TV Columbus, Ohio, WHIO-TV Dayton, KLZ-TV Denver, WWJ-TV Detroit, KCMO-TV Kansas City, KWKO-TV Kalamazoo, WOW-TV Omaha, WPTZ (TV) Philadelphia, KPHO-TV Phoenix, KOLN-TV Port Huron, Ont., WHBF-TV Rock Island, KING-TV Seattle, WHEN (TV) Syracuse, KFTV-TV Wichita Falls, Tex.

Executive board committee of Vitapix comprises Mr. Mullen, as chairman, and John E. Fetzer (WKGO-TV and KOLN-TV), J. Leonard Reinisch (WSB-TV and WHIO-TV), Joseph E. Baudino (WBZ-TV and WPTZ (TV)), Richard A. Borel (WBNS-TV), and Payson Hall [WHEN (TV) and KPHO-TV].

Also attending the board meeting in Washington were directors Kenyon Brown (KWFT-TV), O. L. (Ted) Taylor (KRGV-TV Weslaco, Tex.), C. Howard Lane (KOIN-TV) and Horace L. Lohnes (Dow, Lohnes & Albertson, Washington law firm). Mr. Fetzer is chairman of the Vitapix board.

Non-directors present were Jerome Reeves, WBNS-TV; Robert H. Wormhoudt, executive vice president of Vitapix, and Mr. Balaban.

At the direction of the board a screening committee was established. It includes Messrs. Wormhoudt and Reeves and David R. Stickle, WMAR-TV; Jean Hendrix, WSB-TV; Edward G. Murray, WPTZ (TV), and Robert G. Duffield, WBZ-TV.

Fairbanks Alleges Others Infringe on 'Multicam'

HAVING been granted a patent on his Multicam

As Truth or Consequences, Dennis the Menace and sound recording with multiple cameras, Jerry Fairbanks, Hollywood TV film producer, will take immediate steps to halt the unauthorized use of his system by other producers.

Mr. Fairbanks said he will serve notice on Filmcraft Productions, Hollywood filers of the NBC-TV Groucho Marx You Bet Your Life, "to discontinue infringing upon this patent without making proper arrangements for use of the Multicam System." Other producers allegedly using the system will be similarly notified, he said.

Under the Multicam System, it is possible to film a 30-minute program in that number of minutes. Either 16 or 35mm cameras are used, allowing three or more different angles of a scene and getting long, medium and close-up shots at the same time, while simultaneously recording the sound track.

Starting his experiments with a multiple camera and sound system in 1946, Mr. Fairbanks put it into active operation two years later when he made TV pilot films of such programs as Truth and Consequences, Dennis the Menace, and Ed Wynn Show. It is claimed. The first TV series using the Multicam System to be seen on the air was Jackson & Hill. This was immediately followed by others at the Jerry Fairbanks Studio.

Filmmakers Enter TV

DISTRIBUTION rights contract signed last week with President Oliver Unger of Comet Television Films brings Filmmakers Inc., Hollywood independent motion picture production firm headed by Collier Young and Ida Lupino, into the video film field. Footage, recently purchased by Filmmakers and now in the editing stage, will comprise half-hour travelogue series, titled Ports of Call. Series, shot in both black and white and color, will be ready for release by end of the year. Duo, who handle action, crime, adventure, Western, musical, pictures, turned out the recent RK0-released feature, "The Hitch Hiker," and soon-to-be-released "The Bigamist." They plan a near-future start of full-scale dramatic TV film production.

NBC Film Reports Sales

NBC Film Division reported last week that new sales had put its Badge 714 in its 46th market, Captured (formerly Gangbusters) in a total of 36; Victory at Sea in 55, and Dangerous Assignment in its 12th. Among the sales was Sylvan Electric Co.'s acquisition, through Roy H. Durstine Agency, New York, of Captured for sponsorship in the Salinas, Eureka, Chico, and Sacramento, Calif., markets.

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Buy WHO and Get Iowa's Metropolitan Areas...
Plus the Remainder of Iowa!

Take food sales, for instance!

4.4% CEDAR RAPIDS
10.7% TRI-CITIES
10.7% DES MOINES
3.1% DUBUQUE
4.7% SIOUX CITY
4.3% WATERLOO
65.4% REMAINDER OF STATE

Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

The "Remainder of Iowa" accounts for these sales:
(Which You Miss Unless You Cover the Entire State)

65.4% Food Stores
61.6% Eating and Drinking Places
44.8% General Merchandise Stores
55.6% Apparel Stores
60.7% Home Furnishings Stores
65.1% Automotive Dealers
73.2% Filling Stations
79.6% Building Material Groups
60.4% Drugstores

Source: 1952-53 Consumer Markets

Buy all of Iowa—
Plus "Iowa Plus"—with WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

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REPORT PROJECTS TO ENTER TV, SEES EVENTUAL MERGER OF THE ARTS

The motion picture firm plans to expand its operations into production for television, in addition to the distribution activities it now handles. Herbert Yates, president of the company, says the movie industry must fuse with TV if it is to survive.

PREDICTING a fusing of the two entertainment mediums and declaring that the motion picture industry cannot afford to stay out of television if it expects to survive, Herbert J. Yates, president of Republic Pictures Corp., last week revealed that his company will expand operations with active production as well as distribution of films for video.

Republic's TV activities have been confined to its subsidiary, Hollywood Television Service Inc., which is distributing feature films, westerns and serials made originally for theatrical release; renting portions of its North Hollywood studios to TV producers; and processing TV film footage at Consolidated Laboratories.

More Study Soon

The new TV policy of Republic will be further explored and studied "within the next ten days" at meetings in New York with C. Bruce Newberry, director of sales, Mr. Yates said Wednesday.

He refused to predict when the studio's backlog of motion pictures will be made available to television, but indicated that it will come.

Although Republic will continue to produce higher budgeted feature films for theatrical release, Mr. Yates stated, "There's only one way to beat television and that's to get in it.

In pointing out that some of the leading theatre operators have acquired TV stations, Mr. Yates expressed the hope that others will do likewise rather than let licenses go to "outside" competitors who have never had a show business investment to protect.

"Film producers and exhibitors have much in common," he stressed. "Whereas theatre men had to go into the confectionery business to augment their revenue, producers will have to go into television film production to supplement reduced income."

Mr. Yates declared that the market for "B" pictures and small westerns is finished, pointing out that Republic formerly sold them to around eight thousand theatres. "Five thousand theatres are now closed because of television and the remaining are in precarious condition. We are able to make big pictures only by the revenue earned from television." Another threat to the motion picture industry is the advent of color TV, he opined.

"Picks Up" Million

Mr. Yates revealed that Republic "picks up" a million dollars a year in stage rentals to TV producers and Consolidated Laboratories has greatly increased printing and developing. "Last year more TV film was processed than that from the picture studios."

"Future planning will include many phases of studio, distribution and lab operation," he continued.

He refused to state if four new stages being built on the Republic lot are for MCA's Revue Productions which now produces all its TV film shows there. He indicated they are for TV but not necessarily MCA. He further denied a contemplated partnership or close association with the talent agency in production of TV film. Mr. Yates termed it a "close cooperation."

SMALL, GORDON, SILLERMAN FORM TELEVISION PROGRAMS OF AMERICA

TPA will produce and distribute film under the leadership of Hollywood producer Edward Small, board chairman; finance expert Milton Gordon, president, and sales executive Michael Sillerman, executive vice president. The firm already is in operation.

FORMATION of Television Programs of America, new TV film production and distribution firm, is being announced this week. It is headed by veteran Hollywood producer Edward Small as board chairman; Milton Gordon, financial expert, as president, and Michael M. Sillerman, who has resigned as sales executive of Ziv Television Programs Inc. [B*T, Aug. 24], as executive vice president.

Spokesmen said TPA already is in operation, has hired 75% of its national sales force, is handling some products and is negotiating for several new TV series featuring motion picture stars. The company has temporary offices at 729 7th Ave., New York.

Mr. Gordon said TPA originated "when Mr. Small and I both agreed that now was the time for independent TV producers to have a strong distribution organization. With Mr. Small's showmanship and production know-how and my experience in financing, we both felt that the secret to profitable and better TV productions was a top country-wide sales organization."

"When we were able to persuade Michael M. Sillerman to join us, we had assurance of the finest sales set-up for TV films. Mr. Sillerman was the man most people in TV gave us as their choice for the industry's No. 1 salesman. It is our intention to have TPA become the home of good programs and good producers."

Mr. Small has spent almost 30 years in show business and is widely known as a producer. Mr. Gordon is financial adviser to United Artists and also has his own investment company. As vice president and trouble-shooter for Walter E. Heller & Co., Chicago financier, from 1946 until early this year, he was said to be one of the first bankers to see the future in investing in TV films.

Mr. Sillerman has been identified with a number of advertising agencies, is former president of Keystone Broadcasting System, and also owned and was producer of Hamilton Radio Productions. He resigned his Ziv post to help in the formation of TPA.

Rosenbaum to File Awards Soon in Snader-Bisno Case

JUDICIAL awards will be filed shortly by Arbitrator Samuel R. Rosenbaum in the hassle between Louis D. Snader and his ex-partners, Alexander Bisno and Samuel Markovitch, in Snader Telescriptions Corp. and interlocking companies.

Meanwhile, a preliminary 255-page report, reviewing the history of the transactions covered by the arbitration agreement of those involved, together with comment by Mr. Rosenbaum has been sent to some 300 investors in the various corporations. The strongly worded report is highly critical of Mr. Bisno's business conduct and handling of funds.

In an accompanying letter, Mr. Rosenbaum explained that the lengthy and involved preliminary report was "to meet with expressions by those who have never had an adequate statement of what happened in the business, or of the claims which have arisen from it." The awards will be based on facts contained in his report, according to Mr. Rosenbaum. They await the conclusion of certain negotiations" with Mr. Bisno for a consent decree which is not yet complete pending disposition of the Dick Tracy TV film series and a group of Alexander Korda feature films.

Those involved in the drawn-out controversy had agreed to abide by the Philadelphia attorney's decision [B*T, Jan. 12].
Coverage that Counts!

WJIM-TV
CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!
Desilu Names Feldman

IN LINE with current expansion of Desilu Productions, Hollywood, Edward H. Feldman, executive in charge of national radio-TV program for Bowl Co., that city, has been elected vice president in charge of Desilu's newly formed commercial division, according to the firm's president, Desi Arnaz. An urgent need for a setup to handle commercials in a specialized manner on the West Coast, Mr. Arnaz added, has necessitated the formation of the new division to cope with sponsor and agency problems in filming commercials.

61 Buy CTS ' Starter Plan'

TV NETWORK affiliates have proved the best customers for the "Station Starter Plan" of Consolidated Television Sales, the film distribution firm reported last week. Of the 61 starter plan clients, 32 are network affiliates; 19 are independent stations, and 10, not yet on the air, cannot be classified as belonging to either group, CTS said. The starter plan offers stations a package of nine TV film series, with 18 months' unlimited use, for a weekly fee of the Class A one-hour rate.

Film Sales

Guild Films, New York, TV film producer and distributor, reported last week that its Liberase show had been sold in five additional markets, bringing the total to 85. Latest sponsors and stations: Thorpe Jewelers, KTVV (TV) Sioux City; Farmers National Bank, WDEL-TW Wilmington, Del.; Crosby Dealers, KELO-TV Sioux Falls; Collegienne Shops, WXYZ Detroit; and Kalsey-Frazier Dealers, WMBR-TV Jacksonville, Fla.

• Series of six 20-second TV film commercials has been completed by Atlas Film Corp., Chicago, for the timing device, the Deacy Adv. Co. Spots contain unusual photographic effects different from run-of-mill beer commercials, according to Norman Lindquist, Atlas vice president and TV director. Chris Cronin supervised the agency.

Production

21st Century Productions, newly-formed Washington, D. C., TV film production firm, has completed the pilot film of a weekly 15-minute series titled Know Your Congress and the pilot film for What's New This Week, a 30-minute weekly program on which Art Lamb, WTTG (TV) Washington performer, is m.c.

Col. John F. Fletcher, explorer and naturalist, is president of the new film company and says the firm will emphasize panel discussion programs and form-type shows. The company, which has two film studios in Washington, also will produce TV film shows for advertisers and stations.

John Convery, chairman of the board for 21st Century, was associated with Washington Photo & Sound, and formerly was with General Films, Hollywood. Mr. Convery was among the first TV producers to use color film, making both black and white prints from the color and holding the color film for release after color telecast begins.

Mr. Convery said the company is capitalized at $200,000. As soon as all the stock is subscribed to, he said, more productions—now in the planning stage—will begin.

The film production firm has its offices at Suite 200, 1025 Connecticut Ave. Telephone: National 8-3112.

Carla Productions Inc., Hollywood, newly organized to produce TV film commercials, has elected following officers: James Hirsch, vice president and director of advertising, Famous Department Stores, Los Angeles, as president; Carl Hirsch, president, Famous Department Stores, as secretary-treasurer; Charles A. Larrain, vice president, TV Ads Inc., Los Angeles, as vice president, and Robert Ganon, production manager, as general manager.

The firm currently is filming announcements for the following: Feigenson Bros. Co. (Faygo Beverages), Detroit, 13 spots through W. B. Doner & Co.; Sunbeam Bread, San Francisco, two spots through Guild; Burbon & Bonfiglio, P. F. Petersen Baking Co. (Peter Pan Bread), Omaha, two spots through Allen & Reynolds Advertising; Kelly Kar Co., Los Angeles, continuing six weekly series through Tullis Co., Inc.; Blishill Foods Inc. (Cheese, Candy, Salad Dressing, Peanut Butter), Denver, 11 spots through Glasser-Galley Inc., Los Angeles. Also in production is a series of 14 commercials featuring artist Alberto Vargas and the Vargas Girls for yet-unnamed sponsor.

Carla Productions' office is at 751 N. Highland Ave.

Distribution

KTTV (TV) Hollywood has acquired exclusive local video rights to "Superman" cartoon series from Mollon Pictures for television for telecasting on Sheriff John's Cartoon Time program, released theatrically by Paramount Pictures during 1941-43, recently reverted to the comic strip owners. Deal was handled by Richard A. Moore, station vice president and general manager, and Sy Weintraub, MFTP vice president.

• Cornell Film Co., New York, has acquired distribution rights to the one-reel animated shorts, of the total to 1953, headed by Procter & Gamble Co., of the $7.0 million went for radio and TV network time); Colgate-Palmolive-Peet Co., $133.3 million ($8.0 for radio-TV network time); General Foods Corp., $12.1 million ($7.0 million); Lever Brothers Co., $9.1 million ($1.8 million); R. I. Reynolds Tobacco Co., $8.2 million ($6.6 million); American Tobacco Co., $7.9 million ($4.8 million); General Mills, $7.4 million ($5.6 million); General Electric Co., $5.8 million ($2.8 million), and Ford Motor Co., $6.7 million ($2.1 million), the figures in parentheses in all cases being the firm's expenditure for radio and TV network time.

Of the 10 leaders, only the last two, GE and Ford, were not among the top 10 for radio-TV networks for the six-month period. Overall, the volume reports, magazine billings for the first half of 1953 totaled $304.1 million, 9% over the $279.1 million grossed in the like period of 1952. Network TV billings were up $15.9 million; newspaper supplements up $9.2 million, while network radio dropped slightly, less than $1 million.

ARF Releases First Study

On Motivation Research

FIRST of a series of reports designed to give advertisers' fundamental tools to understand motivation research and its place in advertising has been published by Advertising Research Foundation, cooperative industry research project.

Titled "An Introductory Bibliography of Motivation Research," the 50-page document is described as the most complete yet published on the subject. Soon to follow will be "A Guide to the Language of Dynamic Psychology as Related to Motivation Research." It will define some 500 terms and abbreviations used in the field of motivation. Next in line will be a directory of specialists in the motivation research field.
If your camera is here... you too can ZOOM from 20mm to 60mm with this variable focal length lens.

In line with its policy, "Bolex brings the best to 16mm Movie Making," the Pan Cinor variable focus lens was introduced to Bolex movie makers a year ago. Because of the demand from both professional and amateur owners of other cameras, we explored the possibilities of fitting the Pan Cinor on cameras other than the Bolex. Here are the answers. Now you, too, can enjoy zooming from wide angle to telephoto at the flick of the lever. Maximum aperture f/2.8. Complete with coupled variable view finder.

$447.50

---

Bolex brings the best to 16mm Movie Making

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Maurer Camera drops its own finder. Its regular "C" mount turret accepts Pan Cinor without further modification.

Mittell Camera. Remove Pan Cinor finder. Use "C" mount adapter. Turret knob diameter is turned down.

In Auricon Cine Voice Camera, Suggest special door without viewfinder. Purchased from Berndt-Bach for $42.

Bell & Howell 70. Suggest special door without viewfinder. Installed by B&H Service Center for $35.

Keystone 16mm Magazine or roll camera in general need no special adaptation for Pan Cinor and finder.

Cine Special 16F both use model 1 turret drilled & tapped for "C" mount by Kodak Service, 343 State St., Rochester.

Bell & Howell Auto load, Auto Master and Model 200 mount the Pan Cinor and finder with ease.

Morton Soundmaster drops its finder, and shortens the Pan Cinor lever to clear the film magazine.

Revere Magazine Camera model 16 and model 26 mount the Pan Cinor lens and finder with ease.

Pathé 16C. Instead of Pan Cinor Viewfinder, its own reflex finder may be used for viewing.

Pan Cinor is manufactured by Sole Importers & Distributors Patillard Products, Inc. 100 Sixth Avenue, New York 13, N. Y.
Atlanta’s WSB-TV, programming on low channel 2 with 100,000 watts from a 1062 ft. tower, is the South’s most powerful TV station

One of America’s truly great AREA stations

WSB-TV gives you the mass circulation you need if you want to build mass sales volume in this fast-growing market. WSB-TV’s low channel-high tower formula gives you a big coverage advantage over your competitor on any other Atlanta station. Get more for your money—get on WSB-TV.
## TELESTATUS®

### Weekly TV Set Summary—Sept. 7, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on a special, sworn affidavit. Totals of stations in each city represent sets claimed, within total coverage areas of stations listed. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations listed in cities where they have coverage of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in some city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

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<th>City</th>
<th>Outlets on Air</th>
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WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed National Representatives

NBC Affiliate

WSYR-TV

TELEVISION TRAINING
for Professionals only!

A profitable television career can be yours in just six weeks if you have had previous professional experience or training!

Southeastern's TV Engineering (plus complete maintenance instruction) and TV Production Courses are highly concentrated and extremely thorough. Your instructors are television career men, the equipment you use is of the latest design, and you work on an actual television station operating schedule. Classes are small and you will receive personal attention.

Get the complete story today! New classes begin every six weeks and your application should be made soon. (Non-professionals should inquire about our elementary training courses.)

AWRT Says 'Home-Making' Tops Women's Radio-TV Fare

SOME 61% of all women's radio and television programs carry "home-making" news, the New York Chapter of American Women in Radio and Television reported last week on the basis of returns from questionnaires sent to some 2,500 women broadcasters.

Purpose of the survey, spokesmen said, was to learn what type of program was most popular with local audiences. Runners-up in interest were listed as fashions, interviews, cooking, and beauty. It also was found, according to the report, that more than two-thirds of all women's radio and television programs are broadcast before noon, although in the case of TV shows alone, time generally is in the afternoon.

The survey was conducted by a group named by Duncan MacDougall, A.W.R.T. past president, as part of a project to set up a central clearing house for information on women's programs. Dorothy Kemple, president of the New York chapter, indicated that a similar survey will be made this year.

Direct Mail Up

DIRECT MAIL advertising dollar volume was up 7½% during first seven months of 1953 as compared to same period of 1952, Direct Mail Adv. Assn. has reported, placing this year's seven-month total at $716,099,- 127. Total for July was put at $99,737,573, gain of 1216% over July 1952.

Broadcasting • Telecasting

FACTS & FIGURES

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<th>Sets in Station Area</th>
<th>Total Stations</th>
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<td>25,000</td>
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<tr>
<td>Columbia</td>
<td>WCOS-T</td>
<td>24,825</td>
<td>248</td>
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<tr>
<td>Cleveland</td>
<td>WJWL-AM</td>
<td>28,183</td>
<td>282</td>
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<tr>
<td>South Dakota</td>
<td>KELO-AM</td>
<td>35,380</td>
<td>354</td>
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<tr>
<td>Tennessee</td>
<td>WMCX-AM</td>
<td>215,167</td>
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<td>Nashville</td>
<td>WSMV-AM</td>
<td>122,427</td>
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<td>Texas</td>
<td>KRL-AM</td>
<td>65,100</td>
<td>651</td>
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<tr>
<td>Abilene</td>
<td>KKYC-AM, KRGK-TV</td>
<td>6,114</td>
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<tr>
<td>Amarillo</td>
<td>KDFD-AM, KGNC-TV</td>
<td>29,420</td>
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'Godfrey & Friends' Tops Videodex Ratings Aug. 1-7

THE Arthur Godfrey and Friends show on CBS-TV topped the Videodex ratings for the week of Aug. 1-7, released last week. The list:

NAME OF PROGRAM
1. Godfrey & Friends (CBS) 77 43.9
2. Talent Scouts (CBS) 73 41.2
3. Dragnet (NBC) 76 35.4
4. Best of Grease (NBC) 84 33.5
5. Guest of the Town (CBS) 68 30.9
6. What's My Line (CBS) 80 30.3
7. Go Go TV Playhouse (NBC) 83 29.3
8. Godfrey & Friends (CBS) 76 26.6
9. The Big Payoff (Sunday) (NBC) 76 24.7
10. What's My Line (CBS) 86 24.7
11. Burnett & Allen (CBS) 72 22.2

NAME OF PROGRAM:

NAME OF PROGRAM:

EXECUTIVES Radio-TV Service, Larchmont, N.Y., has published a national and regional Advertisers Index, supplanting the current edition of its Time Buyers Register. The index is priced at $10 per copy.

Publishes Advertisers Index

EXECUTIVES Radio-TV Service, Larchmont, N. Y., has published a national and regional Advertisers Index, supplanting the current edition of its Time Buyers Register. The index is priced at $10 per copy.
we murder 'em in Paris!

It was a verée dark night, m'sieu, and the mist she was rolling in... a peestol shot, a scream... I rush to le chateau an' peer in... in a pale, blue glow that shrouds the room are la mere, le pere an' les enfants—entranced in Dangereux Assignation on Channel No. 8.

Oui, and it is the same mos' any night in Reno, Frisco, Bristol, Italy, Canton, Lancaster—wherever you go in WFAA-TV's rich DALLAS-Ft. Worth market. Amazed? Paris, Texas, is only a few kilometers by le taxi from WFAA-TV eye-ful tower. M. Petry will be mos' happee to sign you for le grande tour.

More than 295,000 TV sets in the Channel 8 picture
**FACTS & FIGURES**

**McCall's** Surveys Brides

BROADCAST media are not exerting much influence over brides, so far as their selection of home furnishings or their planning and preparation of meals is concerned, according to the findings of a survey conducted last December and January by J. E. Simons & Associates for McCall's magazine. McCall's summary of the results of interviews with 1,000 brides showed that only 2.5% reported radio or TV as the source of any of their habits or ideas, compared to 31.7% who got ideas from magazine articles. Cook books were reported as the source of ideas for meals by 51.8% of the brides; newspapers by 16.1%; and radio or TV programs by 5.2%.

**'Racket Squad' Heads Nielsen Video Ratings**

AT the head of the national A. C. Nielsen Co. ratings for the top 10 evening, once-a-week national network television shows for the two weeks ending Aug. 8 was CBS-TV's "Racket Squad," both in number of TV homes reached and per cent of such homes reached in program station areas. It was from the other top spots were dominated by various Arthur Godfrey (CBS-TV) shows. The ratings:

<table>
<thead>
<tr>
<th>NATIONAL NIELSEN-RATINGS</th>
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<tr>
<td><strong>TOP TELEVISION PROGRAMS</strong></td>
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<td><strong>For August 8, 1953</strong></td>
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<td>(Two Weeks Ending August 8, 1953)</td>
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<td><strong>Rank</strong></td>
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<td><strong>PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS</strong></td>
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(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 2-second ratings, Average Audience basis is used. Copyright 1953 by A. C. Nielsen Co.

**Radio-TV in Massachusetts**

A SURVEY on radio-TV listening and viewing habits within a radius of 50 miles around Boston has been compiled by William D. Alden, extension editor of the cooperating U. of Massachusetts Agriculture Dept. and County extension services, Amhurst, Mass. The study shows radio-TV habits of 1,000 people, mostly housewives, comprising audiences of the extension services' weekly New England Farm & Food Program on WDIH Boston and Down to Earth on WZB-TV Boston.

**PHILADELPHIA PAY-SEE TALKS SET BY STATIONS SEEKING FCC OKAY**

How subscription TV can aid uhf stations will be the topic for the Sept. 17 meet. Meanwhile, International Telemeter Corp. plans to begin its pay-see service in November at Palm Springs, Calif.

USE of subscription TV to aid uhf TV station operators will be discussed Sept. 17 in Philadelphia at a meeting called by the four uhf TV grantees seeking FCC approval of pay-as-you-see TV (BT). Attending will be Edge Lord, program manager, WLPO, who is to return to his home station, WLPO, leSales and president, Illinois Broadcasters' Assn., attended the event, which was broadcast by WBBM Chicago and other CBS midwestern stations and taped for delayed viewing by a number of independent stations.

**Aid to Newspapers?**

IF subscription TV were to take hold, it would change the economics of TV and might redound to the benefit of newspapers. Thus, Paul McNamara, public relations vice president of International Telemeter Corp., wrote in an Aug. 21 letter to newspaper publishers throughout the country, seeking publicity for the commencement of Telemeter's pay-as-you-see operations in Palm Springs, Calif., the first week in November.

Highlights of Mr. McNamara's letter follows:

"A publisher it is not necessary to call upon advertisers to the broads that TV has made on the newspaper advertising dollar. If what happens to newspaper generally if the total advertising dollar should diminish is a matter for concern, but I think many advertising experts believe that TV would be the last of the media to feel the effect. Therefore, any change in TV economics, which might shift the burden of cost from the advertiser to the public, might be of consider- able benefit to newspapers. TV would make such a change possible."

with ITC's closed circuit community television operation in the California resort town—is St. Louis' Telemeter Bond Division series, "Guest Star," include the following: Week of Sept. 6, Margaret Whiting; Sept. 13, Eve Arden (Our Miss Brooks); Sept. 20, Morton Downey; Sept. 27, Peggy Lee. "Guest Star" transcriptions are carried on 2,000 AM and FM stations. They are produced in New York and Hollywood.

**Ferrer Forms Music Firm**

JOSE FERRER, actor-producer, has turned songwriter-publisher and has formed his own publishing firm, Jose Ferrer Music Inc., a BMI affiliate. Larry Taylor will be general professional manager of Jose Ferrer Music, with offices in New York's RKO Bldg.

**New Bond Programs**

SEPTEMBER transcribed programs in the U. S. Treasury's Bond Division series, "Guest Star," include the following: Week of Sept. 6, Margaret Whiting; Sept. 13, Eve Arden (Our Miss Brooks); Sept. 20, Morton Downey; Sept. 27, Peggy Lee. "Guest Star" transcriptions are carried on 2,000 AM and FM stations. They are produced in New York and Hollywood.

**Firm Names Clarified**

JEWELL PRODUCTIONS, a newly-formed radio-TV motion picture packaging agency in Detroit [BT, Aug. 17], is not to be confused with Jewell Radio and Television Productions which has been in existence since 1945 and which has offices in both Detroit and Chicago, James E. Jewell, who heads the firm, has pointed out. Jewell Radio and Television Productions is located at 185 N. Wabash Ave., Chicago, and at 3062 Penobscot Bldg., Detroit.

**Haverlin Honored**

CARL HAVERLIN, president, BMI, and a foremost Lincoln and Civil War scholar, was awarded an honorary doctor of literature degree Sept. 1 in a special ceremony celebrating the centennial of the town of Lincoln, Ill. A large delegation of Illinois broadcasters, headed by William A. Harmon, manager, WLPO, LeSales and president, Illinois Broadcasters' Assn., attended the event, which was broadcast by WBBM Chicago and other CBS midwestern stations and taped for delayed viewing by a number of independent stations.

**BROADCASTING • TELECASTING**

Page 44 • September 7, 1953
KRNT DES MOINES
YOUR ALL-TIME BIG-TIME BUY!

* Morning Hoopers - KRNT is First . . . 51.1% AUDIENCE SHARE
* Afternoon Hoopers - KRNT is First . . . 49.8% AUDIENCE SHARE
* Evening Hoopers - KRNT is First . . . 36.9% AUDIENCE SHARE
* Morning, Afternoon, Evening - KRNT is the only station in Des Moines that can talk Hoopers!

SURE...you're right when you buy KRNT for your product or for your client's product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You'll go places with the "Know-How, Go-Now" station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.

SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX
TRADE ASSNS.

ANA's CHICAGO MEET SLATES PANEL TO ANSWER TV ADVERTISERS' QUERIES

Annual meeting of the Assn. of National Advertisers is set for Sept. 21-23. 'What Advertisers Really Want to Know About Television' is the top question to be resolved. FCC's Chairman Hyde will join industry members at the sessions.

FCC CHAIRMAN Rosel Hyde and a group of top TV broadcasters and advertisers will attempt to answer the five or six basic questions that add up to "What Advertisers Really Want to Know About Television" at the Tuesday morning session of the 44th annual meeting of the Assn. of National Advertisers, to be held Sept. 21-23 at the Drake Hotel, Chicago.

Questions for the panel are being prepared on the basis of responses to a questionnaire sent to ANA members by the organization's Radio and TV Steering Committee chairman, Edwin W. Ebel, director of advertising for General Foods Corp., who will serve as moderator at the Tuesday morning panel discussion. The panel treatment of these basic problems to be dealt with in open session can be, ANA hopes, "of great assistance to the industry in the formulation of sound policies and practices—to the end that this will help bridge the gap between advertisers in serving business and the public interest."

Panel Members

Panel members, in addition to Chairman Hyde and Mr. Ebel, will include Robert Kinlor, ABC president; J. L. Van Volkenburg, president, CBS Television; Chris Witting, managing director, DuMont TV Network; Sylvester L. (Pat) Weaver Jr., vice chairman of the board, American Broadcasting Co.; Lennard Reinsch, Cox stations, representing the broadcasters; Storrs Case, Sun Oil Corp.; Ben Donaldson, Ford Motor Co.; Wallace Drew, Bristol-Myers Co.; A. L. Halversiads, Procter & Gamble Co.; Stanley Pulver, Lever Brothers Co., representing the advertisers, and William Weddell, TV vice president, Leo Burnett Co., as agency representative.

Three cases histories dealing with the successful use of broadcast media under present day conditions will be presented and followed by the panel discussion of TV. John H. Boyle, manager of radio and TV advertising, Reynolds Metals Co. (sponsor of Mr. Peppers on NBC-TV and user of radio and TV spots), will discuss the use of TV for the consumer division of the industrial manufacturer. Robert Stolz, advertising manager, Brown Shoe Co. (Smillen Ed McDonnell), will talk on "Getting Your Dealers to Pay for Expansion of Your Radio and TV Program—and Like It." Linton Bagley, advertising manager, J. A. Folger & Co., which has added TV to its long use of radio, will talk on "Experience in a Retail Coffee Operation." Reidson, director of advertising and sales promotion, Motorola Inc., will be chairman of the morning session.

Newest innovation of TV, color, will be displayed to ANA members Monday evening, 5:30-7 p.m., when NBC will present a half-hour live program, originating in the network's Colonial Theatre color studio in New York and transmitted to the meeting in Chicago on a closed circuit. On request, ANA conventioners to see the color demonstration, it will be repeated Tuesday at the same time.

The three-day ANA meeting will open at 10 a.m. Monday with "Organizing Advertising to Meet Today's Challenges to Business Management," with George B. Park, manager of advertising and sales promotion, marketing services division, General Electric Co., as chairman, Henry Arthur, economics for Swift & Co., will forecast the economic climate in the months to come, noting trends which will affect advertising and which advertising can control or overcome. H. F. Smiddy, GE vice president for engineering, will discuss the wishes of the major advertisers, on the panel, and speak on advertising executive planning.

Success Stories

Case histories, success stories showing how advertising has met the challenge of business, will be reported by Carlton R. Asher, advertising manager, James Lees & Sons Co., and M. F. Peckels, manager, consumer relations department, International Harvester Co. J. Ward Maurer, director of advertising, Wildroot Co., and ANA board chairman, will preside at the Monday luncheon and business session.

Monday afternoon will be given over to three "off-the-record" sessions: One, "The impacts of package good companies, chaired by William Brooks Smith, director of advertising, Thomas J. Lipton Inc.; one for members whose products are more expensive and are subject to family consideration and shopping around, with Seymour Mintz, Admiral Corp., advertising vice president, as chairman, and one for industrial advertisers, with Ralph Window, public relations director, Koppers Co., as chairman.

John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., will preside over the Tuesday afternoon session on "Profit-Producing Advertising Strategies," which will be discussed by John H. Tinker Jr., senior vice president, McCann-Erickson; C. J. Allen, vice president in charge of merchandising, Gardner Advertising Co., and two other speakers not yet identified.

During the Wednesday morning session on "New Responsibilities for Advertising," Ben Duffy, president, BBDO, will speak on "Evolution or Revolution: Message or Medium?" Sigurd S. Laron, president, Young & Rubicam, on "The Third Dimension of Business Responsibility." The session will conclude with a dramatic presentation by the Advertising Council.

At the Tuesday banquet, NBC will provide entertainment.

Only Ones Who Don't Use It Are Those Who Haven't Tried

ONLY reluctant dragons in the use of radio are those who "haven't had the opportunity to test the magic of radio," James Cox, BMI West Coast representative, told the Spokane Advertising Club Sept. 2.

Mr. Cox said broadcasters "will talk radio until you actually listen. And having tried radio, you too will talk radio."

Heavy sales of radio sets, Mr. Cox said, can be interpreted as "an edict from the American people . . . they want radio and expect to have radio." This he said should be repeated "over and over again by all who advertise."

Agency timebuyers could be considered "audience buyers," Mr. Cox said. "Remember, the only advertiser who is reaching the sum total of the radio audience in the state of Washington is the advertiser who is being heard on all the stations in Washington," Mr. Cox stated.

Broadcasters Are Own Censors, Richards Tells AMA Institute

RADIO and television broadcasters, like doctors, are the arbiters of their own affairs to the extent that they stay "within the law governing decency and morality on the air" and insofar as they abide by their own code of behavior, Robert K. Richards, NARTB administrative vice president, told the American Medical Assn.'s Public Relations Institute.

Speaking Wednesday at the institute's Chicago meeting, Mr. Richards cited continued expansion of radio in the face of TV competition. He said any well-rounded public relations program "should anticipate the constant and intelligent use of radio broadcasting if it is to be your purpose to reach as many people as possible with your message."

The session was devoted to the role of TV in public relations and television writing-production techniques. NARTB's radio and TV codes were referred to in light with their role as industry guides toward good conduct. AMA officials told B+T they have conferred periodically with NARTB officials about code provisions applying to the medical profession.

Ad Schneider, NBC public relations director and Mr. Richards, presiding over a panel discussion on writing and production. Cooperation of WSB-TV Atlanta with local medical groups was described.

In the panel discussion Mr. Richards observed, "There is no more requirement on a licensed broadcaster to offer free time than there is upon a licensed doctor to work in a charity clinic. Like the doctor, he does it because he is a responsible citizen."

John Kadonsky, public relations director of Milwaukee County Medical Society, explained operations of a health program series on WMJ-TV Milwaukee, with Bruce Wallace, WMJ-TV special events chief, commenting on the programs. AMA members who have had four new films designed for TV use.

AWNY Ad Course Starts

REGISTRATION for the Advertising Women of New York's 25th annual Survey of Advertising campaigns, directed toward women interested in advertising, publicity and public relations, will start Sept. 23, 6-9 p.m. at the Hotel Astor in New York. Nancy Craig, ABC commentator, will outline the 18-lecture course. Lectures begin Sept. 25.

BROADCASTING * TELECASTING
RETMA Sets Industry Meet  
For Sept. 15-17 in N. Y.

THREE-DAY industry conference will be held Sept. 15-17 at the Biltmore Hotel, New York, by Radio-Electronics-TV Mfrs. Assn. Plans to reorganize the association in line with industry progress will be reviewed, the program having been approved at a proxy meeting July 27, according to James D. Secret, executive vice president.

First meetings will be held Sept. 17 by the new Radio-Television Industry Committee and the Electronics Industry Committee. The sessions will precede an RETMA board meeting at which Chairman Robert C. Sprague will preside. All board members serve on one of the two committees.

Under bylaw changes, as many as nine new directors will be elected. A special committee headed by H. J. Hofmann, Machlett Labs., is reviewing plans for RETMA reorganization.

Most of RETMA's major committees will hold meetings during the three-day conference. Topics holding top interest are color TV, subscription and educational television, trade practice conference rules before the Federal Trade Commission, and the role of television in the major sports.

A series of committee meetings will open the conference Sept. 15. All-day sessions will be held again Wednesday, with Thursday devoted to the top industry committees and the board.


Chicago Ad Groups  
Set Workshop Agenda

CHICAGO Federated Advertising Club and the Women's Advertising Club of Chicago have announced the radio-TV agenda and instructors for the 1953 advertising workshop, to be held in Chicago from Sept. 21 to Nov. 23. Workshop is in the 17th in the series of advertising clinics.

Radio topics and speakers scheduled for Thursday evenings are:


TV topics and instructors Wednesday's are:

- "An Introduction to Television"—Ben Park and Frank Schnepper, NBC; "Building a Show"—Jules Pemwar, Herbert S. Laufman & Co.; "Direction"—Don Meier, NBC; "Film in TV"—Norman Lindquist, Atlas Film Corp.; "Medias Analysis"—Dr. Charles Allen, Northwestern U.; "Writing for TV"—Marvin David, freelance writer; "Management and Programming"—George Hejerman, NBC; "Commercial in TV"—Herbert S. Laufman, Herbert Laufman & Co.

Secret Sees Better Servicing

TV SET servicing "is much better today and so are receivers," James D. Secret, executive vice president of Radio-Electronics-Television Mfrs. Assn. told Radio & TV Service Clinic and Electronics Fair, in Fort Worth. Reduction in calls per set will be more than offset by rapid growth in number of set owners, he said.

ALL RECORDS BROKEN!

She Asked For The Most Precious Thing in Life...  
And Got It!

The Peoria Regional Blood Center was in dire need of whole blood to be used in making Gamma Globulin, the new Polio serum. Dread polio in epidemic proportions struck Macon County, Illinois this summer and 19,000 children were to be inoculated.

This call for blood began on July 17, and WMBD was the ONLY station to carry a continuous appeal to Peoria area listeners. On July 20, all live talent shows originated from the Blood Center. Through July 31, two popular WMBD personality-packed live shows, "The Song Shop" and "Wayne West Entertains", continued to be broadcast from there.

Result—all blood donor records were broken in July, both for Peoria County and for the 39-county region served by the Blood Center. This is another instance of public service programming in action—and the personality power of WMBD people.

To SELL the Heart of Illinois BUY WMBD.

Florence Luandeke interviewing a donor on "The Song Shop".

September 7, 1953 • Page 47
FCC EXPECTS MORE TV STATIONS TO SEEK DIRECTIONAL OPERATION

Four outlets have modified their grants for permanent directional status (but one of these later surrendered its permit). Commission spokesmen warn that no requests will be granted which would effect a waiver of the national allocation plan.

EXPECTATION that applications will be filed in increasing numbers for directional operation of television stations to improve signals in areas of population concentration was voiced by FCC spokesmen.

Although no new-station permit has been issued specifying a directional antenna, several authorized outlets have been granted modifications of their initial permits to allow directional operation. These include KACY (TV) Topeka, KSHM Mo.; WITV (TV) Ft. Lauderdale, Fla.; KPIC (TV) Salem, Ore.; and KRIO-TV McAllen, Tex. KRIO-TV subsequently surrendered its permit.

Additional directional operations have been granted under special temporary authorizations.

Won't Waive Allocations
Commission representatives warned, however, that FCC at this time does not intend to consider requests for directionalized stations which would constitute a waiver of the allocation plan adopted in the Sixth Report and Order.

FCC's television rules, it was pointed out, allow a modified form of directional antenna by electrical or mechanical means, but prohibit the use of directional operation at sites which would violate the minimum co-channel or adjacent channel mileage separations prescribed in the rules.

The allocation plan, FCC officials explained, was the result of 3½ years of industry-government study and TV freeze. The final reallocation includes the minimum-spacing requirement and the principle of a single class of stations (achieved by allowing higher power for the shorter-ranged high-band vhf and the uhf) so that stations providing "relatively equal rings of service" could be assigned across the U. S. This permits a national competitive service with a minimum of interference, it was noted.

'Not Satisfied'
FCC concluded in its Sixth Report that it "is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than minus 10 db..." If the future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use of interference problems may be further considered.

The Commission stated directional arrays "may be employed for improving service or for the purpose of using a particular site" but that "they may not be used for the purpose of reducing the minimum station separations."

The Sixth Report specified that directional antennas could be employed under these conditions:

• The maximum radiation in the horizontal plane may not be more than 10 times the minimum radiation.
• The maximum effective radiated power in any horizontal direction may not be less than the minimum power allowed under FCC's rules (1 kw with antenna height depending on city population).
• The effective radiated power in any horizontal or vertical direction may not exceed the maximum values allowed in the FCC rules (100 kw for vhf Chs. 2-6; 316 kw for vhf Chs. 7-13, and 1,000 kw for uhf Chs. 14-83).
• The maximum effective radiated power in any direction above the horizon shall be as low as the state of the art permits (to reduce tropospheric interference).

In practical application, these restrictions mean that a Ch. 2 station at the edge of town could employ a directional antenna to beam its signals toward the city, but its ERP in that direction could not exceed the maximum 100 kw for Ch. 2. Further, in the direction of least radiation, the ERP could not fall below 10 kw.

Commission representatives explained that a television signal can be concentrated in a given direction or plane (horizontal or vertical) similar to AM, although the state of the art is not as well developed as in standard broad-casting.

Root-Mean-Square
In AM, it was noted, the power rating for a station using a directional antenna is given as the RMS ("root-mean-square") value; that is, an average of the radiations in the horizontal plane. Therefore, a standard station rated at 10 kw actually may be radiating 50 kw or more in the direction of greatest signal strength and only 1 kw in the direction of least signal strength.

This RMS value also is employed by FCC in defining the operation of TV stations using directional antennas. In addition, FCC rates the stations according to the larger ERP in the horizontal plane and the largest ERP in the vertical plane. The latter value, however, usually is for a radiation plane produced by either mechanical or electrical "tilting" of the antenna a fraction of a degree or so from the normal horizontal plane at the electrical center of the antenna.

The purpose of tilting an antenna, so that it is at a slight angle to the perpendicular of the supporting tower, is to throw a stronger signal closer to the base of the antenna. This frequently is done on a high antenna at the edge of town where the station wishes to put a good signal into the town as well as out covering the outlying areas to the horizon. Without the tilt, the signal might overshoot that portion of the city lying nearest the tower.

The tilting is done mechanically by actually bending the antenna on the tower, or electrically, which produces the same radiation effect as though the antenna had been bent physically. In some cases, both techniques are used.

The coverage pattern produced when an antenna is tilted looks oval rather than circular, hence is considered by the Commission to be a form of directional operation. However, when an antenna is made directional by electrical means and not merely tilted, the resulting pattern may be peanut, tear drop or boomerang shape. The nulls, or portions of least signal strength, are not as constructed as is usual in many AM tilting arrangements.

KACY, assigned uhf Ch. 14 at Festus, Mo., just south of St. Louis, was authorized by FCC last week to modify its permit to change its combination studio-transmitter site and to install a directional antenna. KACY found its original site too inaccessible.

Although KACY's original Grade A contour included St. Louis according to its coverage map, the Grade A contour now extends as far north as Alton, Ill., with the directional operation. The pattern was described as a "kind of boomerang" by an FCC staff member. One leg is toward St. Louis, the other toward Festus. KACY will use a GE 12 kw transmitter and a GE directional antenna mounted 930 ft. above average terrain. Besides its electrical directivity, the antenna will be electrically tilted. The RMS ERP authorized by FCC is 234 kw visual. The greatest ERP in the horizontal plane is 9 kw visual, about 10 kw ERP about 54 kw visual and 28 kw aural. In the tilted vertical plane (0.5° from horizontal) the greatest ERP is 562 kw visual.

One peanut pattern has been authorized by WITV Ft. Lauderdale on uhf Ch. 17 so that the exaggerated oval pattern runs up and down the coast with the signal restricted toward the ocean and the inland Everglades. WITV proposes to put its Grade A contour below South Miami and north to Lake Worth.

WITV's 752-ft. Tower
WITV will build a 752-ft. tower at Hollywood Ridge Farms and the antenna, besides directivity north and south, will have a 0.5° electrical tilt. Visual ERP will be 436 kw northward (10° true) and southward (190° true) in the horizontal plane. ERP will be 162 kw RMS and 372 kw in the vertical plane. RCA transmitter already is on hand for installation.

Comdr. Mortimer W. Loewi, president and 25% owner of WITV, a DuMont outlet, commented that the population in the area makes the directional operation unusually desirable.

"While pinpointing our strength," he said, "we will at the same time be giving the mass Gold Coast audience, from Palm Beach to Key Largo, a clearer picture on their sets without interference."

KPIC Salem, Ore., assigned uhf Ch. 24, has been modified to use a directional antenna that is electrically directed and tilted both mathematically and electrically. The KPIC site is at the edge of Salem and is backed by mountains.

The combined tilt is 0.8° with the greatest ERP in the vertical plane 380 kw. The horizontal maximum ERP is 324 kw and the RMS 166 kw.

Applications pending which seek authority to use directional antennas include KJEO (TV) Fresno, Calif., and WTVM (TV) Muskegon, Mich. KJEO, under permit to Lake Worth Broadcasting Co., is assigned uhf Ch. 47 and proposes to use the DA at its Bald Mt. site, 4,400 ft. above the valley floor. WTVM, assigned uhf Ch. 35, is owned by Versihi Radio & TV Inc. WRAY-TV Proctor, Ind., seeks a peanut pattern to increase service over Evansville and Vincennes, Ind.
For Bigger Sales and Profits

Television's "Big Mo" is the talk of St. Louis. For the first time in history, the nation's eighth market has multiple television programming. Now the individual viewer makes the choice of shows!

For ABC and CBS network shows, plus unique, entertaining local programs, St. Louis televiewers are turning more and more to the channel 36 spot where they find KSTM-TV with its 275,000 watts power.

Advertisers . . . national and local . . . are turning to KSTM-TV, too, for they've learned that "Big Mo" is a favorite in the St. Louis area. For a big chunk of sales and profits from this rich Mississippi valley market, get aboard KSTM-TV, Television's "Big Mo."

H-R TELEVISION INC. NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES

KSTM TV
ST. LOUIS
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL
11TH HOUR Mergers, Dropouts Spell Grants for Four VHF TVS

Commission approves uncontested bids of the survivors: WHO Des Moines; WPRO Providence; North Eastern Michigan, Bay City, and KWWL Waterloo. Comr. Bartley raises a policy question, contending withdrawing applicants should not receive a profit for leaving the race.

Mergers and dropouts on the eve of FCC's meeting day last Wednesday accounted for all of the four new vhf TV station grants approved last week as the Commission issued construction permits to Des Moines, Ch. 12 at Providence, Ch. 5 at Bay City, Mich., and Ch. 7 at Waterloo, Iowa.

In all cities but Providence, where WJAR-TV operates on Ch. 10, the grants provide first vhf service.

At Des Moines, Ch. 13 went to Central Broadcasting Co. (WHO) upon the dismissal of Independent Broadcasting Co.'s (KIOA) competitive application. Central plans to form a new TV corporation with Independent being given an option to purchase 40% interest in the Ch. 13 outlet after disposing of KIOA.

WPRO Wins Ch. 12

Ch. 12 at Providence was granted to Cherry & Webb Broadcasting Co. (WPRO) following the dropout of two competitors, Hope Broadcasting Co. and Greater Providence Broadcasting Co. Cherry & Webb also plans a new TV firm with options for 25% interest going to Hope and 20% going to Greater Providence.

C. George Taylor and Robert T. Engeles, former principals in Greater Providence, are given the joint option of buying 13% interest, 11% from Cherry & Webb (which would reduce its holding from 55% to 44%) and 2% from Hope.

In both the Des Moines and Providence cases, Comr. Robert T. Bartley disapproved because he considered a general policy question was involved in the considerations being given to those who withdrew competing bids. He questioned the wisdom in continuing to handle the problem on a case-to-case basis.

New Firm Gets Ch. 5

At Bay City, Mich., Ch. 5 was granted to North Eastern Michigan Corp., a new firm which seeks the three pending applicants who did drop their bids, James Gerity Jr., Saginaw Broadcasting Co. and Bay Broadcasting Co. Mr. Gerity, who owns WGRG Bay City and WABJ Adrian, Mich., is president and two-thirds owner of North Eastern. Saginaw Broadcasting, licensee of WSAM Saginaw, owns the other one-third. Bay Broadcasting receives a five-year option to acquire 40% interest for $120,000. The grant was conditioned upon Mr. Gerity's disposal of WGRG.

At Waterloo, Iowa, Ch. 7 was authorized to Black Hawk Broadcasting Co. (KWWL) after dismissal by Josh Higgins Broadcasting Co. (KXEL). Part of the dropout agreement involves dismissal of an anti-trust suit and suit between KXWL and KXEL in the U. S. District Court at Waterloo.

Details of last week's new station grants follow:

Des Moines, Iowa—Central Bestco, Co. (WHO) granted vhf Ch. 13; effective radiated power 316 kw visual and 156 kw aural; antenna height 600 ft. above average terrain. 708 ft. Address: 1902 Brady St., Davenport, Iowa.

R. J.—Cherry & Webb Bestco, Co. (WPRO) granted Ch. 12; ERP 316 kw visual and 168 kw aural; antenna 510 ft. Address: 214 Bay City, Mich.

Bay City, Mich.—North Eastern Michigan Corp. granted Ch. 5; ERP 49 kw visual and 28.8 kw aural; antenna 420 ft. Address: 814 Adams St., Bay City.

Waterloo, Iowa—Black Hawk Bestco, Co. (KWWL) granted vhf Ch. 7; ERP 50.1 kw visual and 25.1 kw aural; antenna 550 ft. Address: c/o B. J. McClery, Russell Lassen Hotel, Waterloo.

Cherry & Webb Broadcasting proposes to form a new corporation to be known as Cherry & Webb Television Broadcasting Co. with a capitalization of 1,000 shares, $100 par. Cherry & Webb Broadcasting will buy 350 shares, Hope Broadcasting 250 shares and Greater Providence 200 shares.

Messrs. Taylor and Engeles, for 12 months after FCC approves transfer of the Ch. 12 permit to the new firm, jointly are given option to buy 110 shares from Cherry & Webb Broadcasting and 20 shares from Hope Broadcasting.

However, after seven months of this time, the agreement provides that Cherry & Webb Broadcasting may discharge the option by paying Messrs. Taylor and Engeles a total consideration of $205,500.

Central Pays $25,000

In the Des Moines case, Central Broadcasting has paid $25,000 to Independent Broadcasting to reimburse it for expenses incurred in the prosecution of its competitive bid. Central proposes to form a new TV corporation capitalized at $500,000 in which Independent holds option to acquire 40% interest after disposing of KIOA.

In the event FCC does not approve transfer of the permit to the merged firm, the agreement provides that Central will pay Independent an additional $75,000. This consideration "shall be deemed complete satisfaction of any claims" which Independent may have against Central resulting from Independent's "failure to acquire an ownership interest in a television station in Des Moines or any loss which may be incurred" in the "immediate disposition of KIOA.

Although dissenting for similar reason in the Providence case, Comr. Bartley in the Des Moines action stated:

I am seriously concerned with the fact that there are certain points I believe should not be decided on a case-to-case basis. It is purely on this policy question that I find it necessary to dissent in this case, and my views are not to be construed as reflecting upon the qualifications of this particular applicant. Therefore, I have approved grants in "drop-out" cases where no more than expenses were paid to the applicant dropping out. Drawing the line at that point, wherein the applicant dropping out has made no profit from the filing andpendency of his application, would lend no encouragement to strike applicants.

Also, I am concerned that approval of profit to "drop-out" may well deprive the public of the services of the better qualified applicant, where the latter qualified applicant is financially able and is willing to buy off competing applicants.

Where I differ with the other Commissioners is in their belief that we will be able to keep the situation from getting out of hand by curtailing possible abuses on a case-to-case basis, without establishing a firm policy of drawing the line in "drop-out" cases at this time.

In the amended application of Central Broadcasting, which in addition to WHO also operates WOC-AM-FM-TV Davenport, Iowa, a balance sheet as of July 31 will be filed showing total assets and liabilities of $2.8 million. The financial report gave earned surplus at $1.8 million. Current liabilities were about $230,000.

In making the grant to Black Hawk, the Commission considered and dismissed a petition

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This sketch shows preliminary plans for the $33,000 remodeling of the Senate Radio-TV Gallery. Architect plans already have been drawn and construction begun. Subcontracts have not yet been let [B*NT, Aug. 31]. Legend: A—present TV studio to be used as radio studio, 12 x 6 ft.; B—outer office 12 x 8½ ft.; C and D—make up new TV studio, 20 x 15½ ft.; E—will have acoustical doors permitting two studios, 10 x 15½ ft., which can be used for filming of two separate shows at the same time; F—radio studio, 13½ x 6½ ft.; G—radio studio, 7 x 5 ft.; H—open acoustical door giving 10 x 7 ft. space for radio; I—stair leading to mezzanine (17 x 12½ ft.) for use of files, power, telephones and air conditioning controls; J—office space 28½ x 8 ft. 10 inches. (TR is dressing room, PB is phone booth.) Lines will be included for any of the networks (radio and TV) to use studios. Acoustical doors and sound proofing are among many modern installations planned. Target month for completion is next January. Capitol workmen are being used.
by L. E. Kelly, applicant for Waterloo's uhf Ch. 16, charging collusion between the KWWL owners and Charles H. Gurney, also a TV applicant for Waterloo's Ch. 16.

Mr. Kelly had charged that Black Hawk induced Mr. Gurney to file for the second TV frequency in Waterloo, in competition with Mr. Kelly, so that if it failed to receive a Ch. 7 grant it would still have a chance for a TV station in Waterloo through an unwritten understanding with Mr. Gurney to join him in his Ch. 16 application.

The Commission found, its Sept. 3 memorandum opinion declared, that the charges were "so speculative in nature that it fails to provide substantial support for the charge." Both Mr. Gurney and Black Hawk officials denied Mr. Kelly's allegations.

The court litigation began when KWWL filed a $500,000 anti-trust suit against KXEL charging that KXEL principals inspired a boycott against KWWL, made misrepresentations about its TV plans and defamed its stockholders and management [BT, July 13]. KXEL subsequently entered a counter-suit.

For KXEL's dismissal of its application, last week's order agrees provides that KWWL will pay KXEL the sum of $50,000 to cover cost of litigation. KXEL has dismissed its counter-suit. KWWL will also pay its costs.

Further, that KWWL's present TV equipment, on hand building.

Three New AMs, One FM
Granted by FCC Last Week

THREE AMs and one FM were granted by FCC last week.

Memorial Broadcasting Co., owned by W. W. Mangum, received a new station grant on 1450 kc with 250 w daytime at Commerce, Tex. Robert Neathery, owner of KWPW West Plains, Mo., was granted a new AM station at Thayer, Mo., for 1290 kc with 1 kw daytime. The third AM grant went to Hi Kinco Broadcaster for 1380 kc, 1 kw daytime directional at Waverly, Ohio. Hi Kinco is a partnership of Donald Kinker, Warren Cooper and Alice B. Hively, Cincinnati and Columbus auto dealer.

New Class B FM station on Channel 225 (92.9 mc) with effective radiated power of 6 kw for Spokane, Wash., was granted to Louis Wasmer. Mr. Wasmer is licensee of KREM Spokane and is applicant for a new TV station on vhf Ch. 2 there.

In another AM action, WPXY Punxsutawney, Pa., was granted a change from 500 w daytime, 1290 kc to 1 kw daytime, 1500 kc.

KLZ-TV comes from a family of showmen...has a flying start in the world of entertainment...and selling...with an ancestral background of KLZ Radio, for many years nationally recognized for its creative programming and personalities.

KLZ-TV will go on the air November first with a great line-up of local productions, plus the full schedule of CBS Television network shows. Aired from the finest, most complete TV operation in the area, KLZ-TV...reared to perform...will be the top entertainment—top-selling—TV in Denver.
COLOR COMMENTS DUE TOMORROW

Only known opposition to the NTSC color specifications is expected from American Television Inc. DuMont is only major manufacturer yet undeniably in the production line.

WILL there be any objections?

That is the big question mark hanging over tomorrow's deadline for objections on the FCC's proposal to approve the National Television System Committee's signal specifications for compatible color TV.

So far, only opposition is scheduled to come from American Television Inc., Chicago. This is the company headed by U. A. Sanabria, who three weeks ago took out advertisements in the Chicago newspapers soliciting the public to write to the FCC to "go slow" on color TV [B-W, Aug. 24]. Mr. Sanabria also said that ABC and eight other manufacturers, would file oppositions to the NTSC standards with the FCC. Mr. Sanabria's position is the FCC should allow color TV only in a few major centers until the rest of the industry catches up with the "know-how" of RCA, GE, and other color-active companies.

Only major manufacturer who has not yet declared himself is Dr. Allen B. DuMont. From close sources it is understood that Dr. DuMont will not oppose the establishment of color TV based on the NTSC standards. Dr. DuMont, it is said, does not believe that color TV is economically feasible at this time. He has no objection, it is understood, to the NTSC technical specifications.

KDKA Petition Bemoans Slowness on Ch. 11 Action

KDKA Pittsburgh has waited almost six years for a hearing on its Ch. 11 TV application for that city and it looks as if another two years will pass before the case can be heard, according to a petition filed Thursday with the FCC by Westinghouse Radio Stations Inc.

The pioneer Pittsburgh outlet asks an immediate hearing. The city has had only one station—WDTV (TV) on Ch. 2—until recently, although it is the eighth ranking metropolitan market in the U. S.

Reminding that its application was filed Nov. 21, 1947, WRS lists developments since that time as follows: FCC order of Feb. 25, 1948, setting consolidated hearing for May 17, 1948, later continued to July 19, 1948, on motion of another party; J. D. Bond named examiner June 24, 1948; hearing continued indefinitely July 9, 1948; freeze order issued in September 1948; all pending TV applications removed from hearing docket April 11, 1952; WRS filed amended application June 20, 1952; temporary processing procedure announced; WRS spent time and money preparing for hearing and made commitments for land, buildings and equipment; processing procedure revised effective Aug. 24, 1953, with new list of priorities.

The revised procedure list Pittsburgh, the eighth market, as 30th city in Group B, or sixth market in South since A and B lists alternate, according to WRS. It added that over 70 hearings are likely to be conducted before the Pittsburgh hearing is held.

Other applicants for Ch. 11 in Pittsburgh are WTA and WWAS (Braddock-Irwin). WCAE is a Ch. 4 applicant. Two Irwin applicants are Irwin Community TV Co. and Wepen TV Inc., both Ch. 4.

WCYB Charge Denied

CHARGE of WCYB Bristol, Va., that the competitive vhf Ch. 5 TV application of WOP! Bristol, Tenn., was not filed in good faith but to delay [B-W, Mar. 23, 9] was denied by FCC last week upon finding insufficient evidence to support the WCYB allegations. The Commission also found that WOP! showed evidence of diligence in preparation of an amendment, showing formation of a new corporation. FCC also turned down WCYB's request for conditional grant on Ch. 5 pending outcome of the competition, hearing since the Griffin A contour of Ch. 11 WJHL-TV Johnson City, Tenn., covers the Bristol market.

GAGUINE RESIGNS FCC EXAMINERSHIP

BENITO GAGUINE, FCC hearing examiner, has resigned to join the radio-TV law firm of Fly, Shubruck & Blume, effective Sept. 8. Mr. Gaguine, who was legal adviser to FCC Chairman Rosel H. Hyde, said he was a commissioner, will become a member of the firm, whose name will be changed to Fly, Shubruck, Blume & Gaguine. The organization will move its Washington offices from its present Wyatt Bldg. to 1001 Connecticut Avenue, N.W. New York offices remain at 30 Rockefeller Plaza.

Mr. Gaguine, who was born in France in 1912, attended Columbia U., New York, and was graduated from that law school in 1934. He received his Master of Laws degree from Washington U., December 1939. Before joining the FCC in 1941, he was a general attorney with the Federal Alcoholic Administration and Bureau of Internal Revenue. After eight years as a general attorney at the FCC, Mr. Gaguine was appointed Mr. Hyde's legal assistant in 1945. In 1952 he was named an FCC hearing examiner. During his FCC tenure, Mr. Gaguine took an active part in activities relating to the North American Regional Broadcast Agreement, color TV, the Paramount case, and the allocation proceedings.

During World War II, Mr. Gaguine was with the Judge Advocate General Dept., U. S. Army, with the rank of lieutenant colonel.

STORER RE-ENTERS MIAMI CH. 10 RACE

Application raises speculation: Which of the company's five presently-owned TV stations would be sold to make way for the Florida outlet.

STORER Broadcasting Co. relisted its Ch. 10 application for Miami, following the FCC's giving immediate rise to speculation as to which TV station it intends to sell in order to stay within the FCC limitation of five TV stations to one owner.

Storer already owns WBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, WBRC-TV Birmingham and KEYL (TV) San Antonio. It bought WBRC-TV, and its AM adjunct, for $2.4 million last spring, getting FCC approval in May of this year. In 1951 it bought KEYL for $1.05 million.

Storer originally filed for Ch. 10 in Miami, where it owns WGBS-AM-FM, in July 1952. This application was dismissed in April of this year when the purchase of WBRC-AM-TV was negotiated.

Other Ch. 10 applications for Miami include WKAT Miami Beach, WPEC Miami, L. B. Wilson Co. (WIVT), and North Dade Video Inc., comprising 10 local businessmen headed by contractor Angus Graham.

In its application, Storer asked for 316 kw visual power, with a 963 ft. antenna above average terrain to be located on Honeyhill Rd. Construction was estimated at $1.4 million, with yearly operating costs set at $780,000 and potential yearly revenue at $1 million.

Storer in addition to WGBS also owns AM-FM outlets in Detroit, Atlanta, Toledo and San Antonio (KABC) and WWVA-AM-FM Wheeling, W. Va.

Miami's only other vhf frequency, Ch. 7, has four applicants vying: Biscayne Television Corp., a combination of WIOD-Miami Daily News, WQAM-Miami Herald and Niles Trawmell, former NBC board chairman; Iowans Med Foster and Harold Hoersch, retailer and attorney respectively; nears last related dealer Jack C. Stein, and East Coast Television, a group of local businessmen headed by contractor D. Richard Mead.

Census Drops Plans For Quinquennial Survey

DEPREVED of a proposed $1.16 million budget by Congressional action, the U. S. Census Bureau has dropped plans for a full-scale quinquennial business census this year. The business census provides basic data showing what American business is, where it gets, how much it does and similar information.

Robert W. Burgess, Director of the Census, said private trade and business groups will take over some of the cost of making certain commodity surveys. A sample survey of manufacturers is now available $1,500,000 "to obtain helpful and informative statistics in these fields" and this sum will be used to improve sampling techniques, wholesale sales and inventory trends, sample surveys of manufacturers, etc.

A sample survey in two states, likely Utah and Virginia, will test procedures for possible use by the Dept. of Agriculture in handling its own research. The proposed agricultural census also was cancelled.

Continuity and timing of monthly Census Bureau population and labor force reports have not been changed by the revised program.

Wagner Gets Alaska CD Post

WILLIAM J. WAGNER, owner and president of Alaska Broadcasting Co., has been appointed vice president in charge of all broadcast- ing affairs of the Alaskan Civil Defense Organiza- tion, according to Col. James C. Crockett, director of Civil Defense for the Territory of Alaska. Alaska Broadcasting Co. operates KQFD Anchorage, KFBR Fairbanks, KINYJuneau, KTKK Ketchikan, KIBH Seward and KIFW Sitka, all CBS Radio affiliates.

Page 52 • September 7, 1953
IF YOU WANT AUDIENCE,
HERE ARE 2 OF AMERICA'S
MOST-LISTENED-TO RADIO STATIONS

According to the C. E. Hooper, Inc., Report* (covering 22 cities and 111 radio stations) here are the national standings of these two stations:

*for Jan. — Feb. 1953

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
<th>Power</th>
<th>Frequency</th>
</tr>
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<tbody>
<tr>
<td>kglo</td>
<td>Mason City, Iowa</td>
<td>5000W</td>
<td>1300KC</td>
</tr>
<tr>
<td>WTAD</td>
<td>Quincy, Hannibal, Keokuk</td>
<td>5000W Day 1000W Nite 930KC</td>
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<tr>
<th>National Rank</th>
<th>kglo</th>
<th>WTAD</th>
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<tbody>
<tr>
<td>Morning</td>
<td>1st</td>
<td>5th</td>
</tr>
<tr>
<td>Afternoon</td>
<td>1st</td>
<td>4th</td>
</tr>
<tr>
<td>Evening</td>
<td>1st</td>
<td>2nd</td>
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</tbody>
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<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
<th>MORNING</th>
<th>AFTERNOON</th>
<th>NIGHT</th>
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</thead>
<tbody>
<tr>
<td>kglo</td>
<td>67.9%</td>
<td>76.7%</td>
<td>80.3%</td>
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<tr>
<td>WTAD</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>44.7%</td>
<td>43.6%</td>
<td>56.9%</td>
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<tr>
<th>SAM WEEKLY AUDIENCE</th>
<th>FAMILY</th>
<th>DAY</th>
<th>NIGHT</th>
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<tr>
<td>kglo</td>
<td></td>
<td>59,400</td>
<td>48,374</td>
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<tr>
<td>WTAD</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>81,212</td>
<td>71,659</td>
</tr>
</tbody>
</table>

For availabilities, write or call Walter Rothschild, National Sales Manager,

Lee STATIONS
Quincy, Illinois
Represented by WEED AND COMPANY
WHUN GETS DAY CP, CITES TV AT NIGHT

Huntingdon, Pa., outlet gives up nighttime operation with FCC approval as nighttime television impact is recognized. AM interference at night also is noted.

IN AN ACTION that is considered a precedent in FCC policy, the Commission has approved the change of a fulltime local AM station to daytime-only operation because of nighttime competition from television.

WHUN, Huntington, Pa., was granted permission to change from 250 w full time on 1400 kc to 500 w daytime only on 1150 kc, leaving no local nighttime service available in the city of 12,000 population. WHUN, owned by the Joseph F. Biddle Pub. Co., cited economic reasons to justify the change.

WHUN said that advertisers complained that television is replacing the nighttime radio audience and interference from other AM stations on the same channel limited the range of the local outlet to too small an area in the market.

Heretofore, FCC has refused to consider the application of other types of stations when acting on an application of a given type outlet. In early FM cases, the Commission did not consider available AM signals. In TV, the availability of either AM or FM service has not played a significant role.

FCC originally wrote WHUN a McFarland letter questioning whether the elimination of nighttime local service would be in the public interest.

In its reply, WHUN pointed out its nighttime limitation of 19.47 mv/m allowed coverage of only 7,230 persons in an area of but 2.77 sq. mi. WHUN pointed out that advertisers and listeners complained of the background interference at night to the WHUN signal caused by other AM stations on the same channel.

It was noted that local residents at night preferred to listen to stronger distant AM stations or television and a survey showed 40% of the total local homes having TV sets. Service is received from Altoona and Johnstown.

"The applicant has tried in many ways to capture a nighttime audience but has been unsuccessful," WHUN wrote FCC. "We feel that the limited coverage at nighttime together with the inability to hold and obtain nighttime listeners." WHUN pointed out that its daytime coverage "while relatively small is adequate and saleable but with reduced coverage at night the sale of time becomes increasingly difficult.

Earlier, WHUN noted, the Commission granted WLET Tocca, Ga., permission to change from 250 w full time on 1450 kc to 1420 kc daytime only. WLET-FM has continued to provide a local FM service at night. WHUN explained that in the WLET case the "inroads of TV had not been made." Harry J. Daly is Washington counsel for WHUN. Engineering was handled by John H. Mullanev, Washington.

Revised ‘Daytime’ Rule Asked

WBMD Baltimore, a 1 kw daytime station on 750 kc, has asked FCC to "give serious consideration to the establishment of a more equitable time schedule for daytime stations" so as to allow uniform year-round programming from 6 a.m. to 10 p.m. without compromise thereon.

WBMD's letter follows a similar request by WGAY Silver Spring, Md., assigned 1 kw daytime on 1050 kc [B*T, July 27]. FCC's rules presently limit daytime stations to sunshine-to-sunset coverage, with three-fourths of the season of the year. WBMD's letter has received support by Rep. Edward A. Garmatz (D-Md.) and inquiry to FCC on the matter by Sen. J. Glenn Beall (R-Md.).

WSAU Seeks Vhf Ch. 7

WSAU Inc., operator of WSAU Wausau, Wis., is applicant for vhf Ch. 7 there in competition with the mutually exclusive bids of WSPA Wausau and Wisconsin Valley TV Corp. The WSAU application, filed in June 1952, inadvertently was omitted from the listing of Wausau Ch. 7 applicants in the Broadcasting "Telecasting" column of FCC's revised city priority list [B*T, Aug. 24]. WSAU is city No. 44 in the Group A priority list.

USIA Sets Divisions

FOUR geographic divisions of activities within the U. S. Information Agency have been set up by Theodore C. Streibert, director. Last week he appointed four persons, Nedville B. Nordness (Europe), William L. Clark (American Republics and Brazil), Frederick C. A. E. Nordness (Far East) and G. Huntington Damon (Near East, South Asia, Africa), All will be headquartered in Washington but will spend half of the time in their regions. USIA operates Voice of America.
"...Good Increases in Business..."

In January, Ragland Potter and Company of Nashville, having used television through the Walter Speight Advertising Agency for other products, decided to see what WSM-TV could do for their wholesale Gillette Tire Department. Here in the words of a Ragland Potter official is what happened:

"After our first program a Bottling Plant in Kentucky made immediate inquiry preparatory to placing an order for Gillette Tires on all their trucks (they placed it!). The bus line of a progressive Middle Tennessee town has made arrangements to equip all busses with Gillette Tires as a direct result of our television advertising. Also as a result of a TV commercial, a logger gave an order for tires for eight trucks. In addition to these, our dealers have reported good increases in business."

"Our dealers and salesmen are keyed up over our TV advertising. And judging from consumer demand, we expect to improve our position in the Tire Field as a direct result of TV advertising. . . ."

This is no isolated instance. Irving Waugh or any Petry man can cite similar success stories in every field. How about building one for your product?
EIGHT TVS IN SEVEN CITIES IS STARTING SCORE FOR WEEK

Six vhf, two uhf are the beginners. Butte, Mont., gets its first two at once; Twin Cities also see a pair begin. Other new outlets are in Chico, Calif.; Buffalo, Fla., and Columbus, S. C.

SEVEN cities saw eight television stations—six of them vhf—begin commercial operations last week.

In one of them, Butte, Mont., where there had been no commercially operating TV stations, two outlets began programming almost simultaneously.

In the Twin Cities of Minneapolis and St. Paul, WTCN-TV and WMIN-TV went on the air with programming, sharing vhf Ch. 11. This marks the second large city to see share-time stations in operation, the other being Kansas City, Mo., where KMBC-TV and WHB-TV share vhf Ch. 9 [B+T, Aug. 3].

The second uhf station and third television outlet in Buffalo, N. Y., was planning to begin its commercial schedule today (Monday) on Ch. 59. The only other uhf station to start programming during the past week was WNOK-TV Columbia, S. C., on Ch. 67.

WEAR-TV Pensacola, Fla., started operating on vhf Ch. 3, and KHSL-TV Chico, Calif., vhf Ch. 12, made its debut two days ahead of schedule.

Here are the newest stations to begin commercial operation:

KRLI-TV Ch. 12, representing W. S. Grant.
KOPR-TV, vhf Ch. 4 (ABC-TV and CBS-TV, represented by George P. Hollenberg).
KXLF-TV Butte, Mont., vhf Ch. 6 (represented by Walker Representation Co.).
KBES-TV Buffalo, N. Y., vhf Ch. 59 (represented by Bolling Co.).
WEAR-TV Pensacola, Fla., vhf Ch. 3 (CBS-TV, represented by George P. Hollenberg).
WMIN-TV St. Paul, Minn., vhf Ch. 11 (ABC-TV, represented by O. L. Taylor Co.) [share time with WTCN-TV Minneapolis].
KNOK-TV Columbia, S. C., vhf Ch. 67 (CBS-TV and DuMont, represented by Paul Raymer Co.).
WTCN-TV Minneapolis, Minn., vhf Ch. 11 (ABC-TV, represented by Blair-TV) [share time with WEMP-TV St. Paul].

Although most of last week's newest stations were vhf, many timebuyers and others in the industry were watching the Pittsburgh market, where a fortnight ago another uhf outlet began programming [Aug. 3-4].

WENS-TV (TV) was the steel city's second uhf facility to start regular programming. The impact of multiple television facilities in a major city previously served with only one vhf station is described by WENS executives as "beyond expectations."

The sponsors are on our side," one WENS official told B+T, "and so are the listeners. Conversion business is booming—and so is our signal." He said the station was being well received as far as 30 miles away.

Larry H. Isreal and Don Faust, managing partners of the station, said that in the choice evening time only two 30-minute periods remained to be sold. "That's how vhf has caught on in Pittsburgh," they enthusiastically asserted.

"We didn't go on the air with any special discounts because we were a uhf station, either," Mr. Isreal disclosed. "We sold everything—and are continuing to sell everything—at the full card rate. Discounts? We don't believe in 'em.'

Peter Thornton, publicity director for WENS, reported that one of the biggest boosts the station got was its televising of the Pittsburgh Pirates baseball game Aug. 29—the first time the Pirates had ever been telecast in Pittsburgh.

"With this kind of sports coverage, as well as all our other local and network (ABC-TV and CBS-TV) shows, we expect that 40% to 50% of the TV sets in the Pittsburgh area will be converted to uhf within three months," he said.

KHSL-TV Chico, Calif., went on the air two days before its scheduled date for the start of programming. The station, which made its debut Aug. 29, was host to mayors and civic representatives of seven Northern California cities.

Russell Pope, chief technical director for the station, said it was being well received 134 miles south of Chico in Sacramento. He claimed the signal thrown into Sacramento from KHSL-TV was better than that received in the California capital from stations located in San Francisco, less than 100 miles away. He attributes the Chico outlet's coverage to an antenna location 1,250 feet above the floor of the Sacramento valley. KHSL-TV is affiliated with CBS-TV and NBC-TV.

Howard Barrett, vice president and general manager of KRBC-TV Abilene, Tex., said the vhf Ch. 9 outlet, a primary NBC-TV affiliate, is using a 5 kw transmitter with an effective radiated power of 29.5 kw.

"Excellent reception—up to 160 miles away—and better than the three or four other stations seen in the area" was claimed by Mr. Barrett. He said 60 towns in the Central Texas region reported good reception.

WMIN-TV and WTCN-TV St. Paul-Minnesot-sa vhf Ch. 11 share time stations made their Sept. 1 target date, "one of the few times in television history that a station has named its opening day and kept it," according to N. L. Benton, president of WMIN-TV.

"The tee off was smooth and the reception excellent," Mr. Benton remarked.

David M. Campbell, program director for WNOK-TV Columbia, S. C., said the station, using the second 5 kw uhf Klystron transmitter produced by DuMont, began commercial programming Sept. 1. Mr. Campbell said that viewers more than 70 miles away said they were getting good pictures and sound. The station's ERP is 93.5 kw visual.

WNOK-TV is affiliated with CBS-TV and DuMont, with program service scheduled from 2 p.m. to 11 p.m. daily.

WCAN-TV's Plans

Elmer F. Jaspen, assistant general manager of WCAN-TV Milwaukee, Wis., uhf Ch. 25 outlet planning its debut this week, said a survey completed last week indicated that 18.3% of the Milwaukee area sets are converted to receive uhf. About 50% of the set owners say they will have converted their sets within three months.

"Perhaps the one single factor which stimulated conversions was a full page ad run in the morning newspaper on Aug. 14 in which WCHN-TV listed the 21 most popular TV makes in Milwaukee and what it would cost to equip each for Ch. 25," Mr. Jaspen said.

Joseph S. Field, president and general manager of WIRK-TV West Puffler Beach, Fla., said commercial telecasting was planned for Sept. 13. The test pattern went on Aug. 31, he said. Mr. Field said the station will serve 60,000 families "in the heart of the Florida Gold Coast."

Barton Pitts, president of KFFQ-TV St. Joseph, Mo., uhf Ch. 2, announced that the station will begin commercial operation Sept. 27 with ERP of 52 kw visual.

The station plans extensive farm programming under the direction of Harold J. Schmitz, farm service director, Mr. Pitts disclosed. He added the outlet is a CBS-TV and DuMont affiliate.

A. R. Hebenstreit, president of KGGM-TV Albuquerque, N. M., said his station has set a Sept. 27 target date. It will be a CBS-TV affiliate.

WINKY-TV Milwaukee, Wis., uhf Ch. 19 grante, will be on the air Sept. 30, Lee Bartel, station manager, said last week. He said the outlet has leased part of the transmitter building and tower of WEMP Milwaukee. The lease, he advised, will not affect a previous agreement between WEMP and the Milwaukee Vocational School, educational applicant for

INSPECTING the roll-out dolly which houses tuning coils and the Klystron amplifier for DuMont's 5 kw uhf transmitter built for WOKT-TV Columbus, S. C., are Stan Paulowski, research engineer for DuMont, and Don Willoughby, chief engineer for WOKT-TV. The Columbus station is assigned uhf Ch. 67 and began operating Sept. 1.

MUSING over drawings and comparing them to the real thing are L. C. Judd, vice president; Dick Troxel, operations director, and Bill Latham, chief engineer, of WITY TV) Fort Lauderdale, Fla., at the site of the station's new studios. Construction is nearly completed. Target date for the uhf Ch. 17 station is late November.
Black on map shows a portion of the vast market covered by KVOO. Consult Nielsen Map for entire coverage.

Since 1925 KVOO has been the dominant Voice of Oklahoma serving an ever-increasing audience with a continually increasing level of income. KVOO, alone, blankets the important Tulsa Market Area, and provides concentrated coverage in the rich adjoining counties of Kansas, Missouri and Arkansas which depend, to a large extent, upon Tulsa for shopping headquarters.

For the statistically minded — here are the Nielsen figures:

<table>
<thead>
<tr>
<th>Days Per Week</th>
<th>Weekly NCS Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daytime</td>
</tr>
<tr>
<td>6 or 7 Days a Week</td>
<td>277,720</td>
</tr>
<tr>
<td>3 or More Days per Week</td>
<td>347,780</td>
</tr>
<tr>
<td>1 or More Days per Week</td>
<td>405,360</td>
</tr>
</tbody>
</table>

Here are Pulse Reports for Tulsa County for April, 1953:

<table>
<thead>
<tr>
<th>Station</th>
<th>6 AM-12 Noon</th>
<th>12 Noon-6 PM</th>
<th>6 PM-8 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVOO</td>
<td>35</td>
<td>40</td>
<td>43</td>
</tr>
<tr>
<td>&quot;G&quot;</td>
<td>20</td>
<td>19</td>
<td>23</td>
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<td>&quot;C&quot;</td>
<td>18</td>
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<tr>
<td>&quot;D&quot;</td>
<td>10a</td>
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<td>&quot;E&quot;</td>
<td>8</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>&quot;F&quot;</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

(Does not broadcast for complete 6 hour period and share of audience is unadjusted for this situation.)

By every measurement of audience size, audience response, audience loyalty, KVOO always leads. By every measurement of advertiser satisfaction, KVOO continually stands far out in front. For proof, ask any National advertiser who has used Oklahoma's Greatest Station; ask any local advertiser (and they are legion) and you'll get firm, enthusiastic affirmation of KVOO's enviable position of dominance in Oklahoma's No. 1 market.

For further details write KVOO or see the KVOO Ad in Sales Management's 1953 Survey of Buying Power
vhf Ch. 10, under which the school also will share the tower.

Hugh Boice, general manager of WEMP, said that his station was one of three applicants for vhf Ch. 12. He said WEMP has sought a TV permit since 1948.

John K. Reese, vice president in charge of programs for WROL-TV Knoxville, Tenn., vhf Ch. 6, granted, advised B-T that the 2 kw RCA transmitter has arrived and programming is expected to begin Oct. 1. ERP will be 8.02 kw, he said. WROL-TV will be Knoxville's first TV station, according to Mr. Reese.

WTSK (TV) Knoxville, vhf Ch. 26, also has set an Oct. 1 target date. W. R. Tuley, principal owner of WTSK, said the station would be a network affiliate and will operate from 5:30 to 10:30 p.m.

A spokesman for WTOB-TV Winston-Salem, N. C., said the uhf Ch. 26 station will have a test pattern on the air by Sept. 15. Commercial programming debut had been planned for Oct. 1. Class A hour rate has been set at $200.

Frank W. Mayborn, president of KCEN-TV Temple, Tex., vhf Ch. 6 facility, said he hoped to begin programming about Nov. 1. "The tower is being erected now, and most everything else is in progress," he added.

KCEN-TV will be located half-way between Waco and Temple.

Comdr. M. W. Loewi, president of WITV (TV) Fort Lauderdale, Fla., said the station on uhf Ch. 17 will be the first in the nation to use RCA's new "peanut pattern" directional antenna. He said the devise will enable WITV to "pinpoint the strength" to cover the "mass Gold Coast audience from Palm Beach to Key Largo."

Comdr. Loewi said WITV will be the most powerful TV station in Florida with effective radiated power of 430 kw visual from a 752-foot tower. He added that the RCA transmitter already has arrived.

People want uhf conversion in Wisconsin, Don C. Wirth, vice president and general manager of WNAM-TV Neenah said last week. He reported that nearly every set sold is equipped to receive uhf Ch. 42. He said that no target date has been announced, but that "late November or early December" would be "a good guess."

More than 300 TV set dealers and distributors will be guests of WRTV (TV) Ashbury Park, N. J., on Sept. 17, when it holds a dinner party to preview its programming and plans to help dealers sell uhf sets and converters.

WRTV has a December target date. Mr. Reade asserts the outlet will be an independent operation, stressing local programming and local news coverage.

John J. Laux, executive vice president and general manager of WSTV-TV Steubenville, Ohio, vhf Ch. 9, said no target date has been set. He said the station's 800-foot tower will be the highest in the state area. With ERP of 230.5 kw visual, the station will cover cities as far away as Pittsburgh and Youngstown, Mr. Laux predicted.

William Carpenter, general manager of WTOV-TV Portsmouth, said the uhf Ch. 27 outlet has leased a 410-foot tower from the Portsmouth Radio Corp. The tower, he said, is the highest permitted by the CAA in the area and will allow WTOV-TV to begin test patterns by mid-September. ERP will be 20 kw visual.

WWOR-TV Worcester, Mass., has set an on-the-air target date for Oct. 31, a station spokesman said. He said WWOR-TV has bought land and building previously owned by General Teleradio for its WGTR (FM). The building, he added, is being remodeled and expanded for TV use. The site is 1,619 feet above sea level atop Mount Asnebumbik.

Ansel E. Gridley, president and general manager of WWOR-TV has set up a heavy pre-operational and continuing promotion budget.

WWOR-TV commercial manager is Leonard V. Cowin, formerly with Frederic W. Ziv. Representation is being handled by Paul H. Rayner Co.

The first uhf station in the Boston area, WTAO-TV on Ch. 56, was to have started its test pattern operations last week. The station opening is planned for Sept. 28. By that time, station officials predict, there will be 75,000 to 100,000 conversions to the uhf channel in the WTAO-TV viewing area.

W. A. Pomeroy, president of WLS-TV Lansing, Mich., said that in the Lansing area there already were 7,734 sets converted to uhf Ch. 54. The figures were obtained, he said, from a CPA report of dealers polled by Harris,

Rheames & Ambrose, Lansing certified public accountant firm.

WLS-TV, a DuMont affiliate represented by the O. L. Taylor Co., plans a Sept. 20 start of commercial programming.

The total number of commercially operating TV stations in the U. S. and territories (including WBBB-TV Buffalo, due on today) is 228. KUHT (TV) Houston and KETH (TV) Los Angeles, both noncommercial educational stations, raise the total-on-the-air number to 230. KUHT is vhf and KETH is uhf.

Commercial uhf outlets number 168, of which 60 are post-thaw stations. Commercial uhf stations total 60, all post-thaw. Total commercial post-thaw (vhf and uhf) number 120.

Here are the grantees which contemplate starting within the next 30 days. The informa-

ARIZONA
KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4
CALIFORNIA
KHS-LV Chico, vhf Ch. 12 (CBS-TV), rep-
Broadcasting • Telecasting
represented by W. S. Grant Co., started Aug. 29 (granted STA).

KIBM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, vhf Ch. 47 (ABC-TV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28).

KMBT-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KSBW-TV Salinas) (granted STA).

KICU (TV) Salinas, vhf Ch. 28, Fall.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KMBT-TV Monterey) (granted STA).

KFSF-TV San Diego, vhf Ch. 50 (NBC-TV), represented by The Katz Agency, Fall.

COLORADO

KRDQ-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGilivray Inc., Sept. 20.

CONNECTICUT

WATR-TV Waterbury, vhf Ch. 55 (ABC-TV and DuMont), represented by the William G. Rambau Corp., Sept. 18 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., started Sept. 1.

WFFA (TV) Pensacola, vhf Ch. 15, represented by Adam Young TV Inc., Sept. 27.

WIRK-TV West Palm Beach, vhf Ch. 21, Sept. 13.

ILLINOIS

WTIV (TV) Peoria, vhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 15.

WQEN-TV Quincy, vhf Ch. 10 (ABC-TV and NBC-TV), September (granted STA).

WICS (TV) Springfield, vhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, vhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, vhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, vhf Ch. 25, represented by Adam Young TV Inc., Oct. 28.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, vhf Ch. 56 (DuMont), Sept. 23 (test pattern started Aug. 31).

MICHIGAN

WBCK-TV Battle Creek, vhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

WIBS-TV Lansing, vhf Ch. 54 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MINNESOTA

WTCT-TV Minneapolis, vhf Ch. 11 (ABC-TV), represented by Blair-TV, started Sept. 1 (share time with WMIN-TV St. Paul) (granted STA Aug. 25).

WMIN-TV St. Paul, vhf Ch. 11 (ABC-TV), represented by O. L. Taylor Co., started Sept. 1 (share time with WTCL-TV Minneapolis) (granted STA Aug. 25).

MISSISSIPPI

WLOC-TV Meridian, vhf Ch. 39 Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KQVA-TV Hannibal, vhf Ch. 7, represented by Weed-TV, Sept. 10 (granted STA Aug. 21; test pattern started Aug. 27).

KCNO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

KFQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

KSTM-TV St. Louis, vhf Ch. 36 (ABC-TV), represented by H-R Television, Sept. 27 (granted STA Aug. 25).

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV and CBS-TV), George P. Hollingbery Co., started Sept. 1 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., started Sept. 1

For TV towers up to 3000 feet

Specify Emsco engineered "Towers of Strength"

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance ... and insures long structural life.

Every Emsco tower design is unconditionally guaranteed! ... backed by a pioneering experience of more than 25 years in steel tower fabrication ... and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequaled for safety ... performance ... and economy ... specify Emsco. Prompt delivery assured!
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50 GRAND IN WATTS

PROVIDING THE BEST IN PUBLIC SERVICE

THE L.B. Wilson STATION CINCINNATI
WCKY
50 GRAND IN WATTS

DOING THE REAL JOB

FOR

THE ADVERTISER

THE L.B. Wilson STATION CINCINNATI
TEXAS
KNUZ-TV, Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.
KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc. Sept. 24 (granted STA).
KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA
WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambouw Co., Sept. 19 (test pattern started Aug. 15) (granted STA).
WSVA-TV Harrisonburg, uhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 15. Oct. 1.

WEST VIRGINIA
WKNA-TV Charleston, uhf Ch. 49, represented by Weeden TV, Sept. 15.
WTAP (TV) Parkersburg, uhf Ch. 15, Sept. 21.

WISCONSIN
WCRY-TV Milwaukee, uhf Ch. 25 (CBS-TV), represented by O. L. Taylor Co., September.
WQTK-TV Milwaukee, uhf Ch. 19 (ABC-TV), represented by H.R. Television, Sept. 30.

RCA, GE GEAR GOES TO DOZEN

SIX TV stations not on the air and six already-operating TV outlets were shipped new transmitting and amplifying equipment by RCA and GE last week.

KOMO-TV Seattle, vhf Ch. 4 outlet planning a Dec. 11 debut, was sent a 25 kw transmitter by RCA. It will enable the station to transmit with effective radiated power of 100 kw visual.

A TVtemplko, which has set a Nov. 1 target date, was shipped a 10 kw RCA transmitter for its vhf Ch. 6 operation.

KSTM-TV St. Louis, Mo., uhf Ch. 36 station planning a Sept. 27 start, WBTM-TV Dallas, uhf Ch. 24 outlet proposing an Oct. 1 debut, and WECT (TV) Elmira, N. Y., uhf Ch. 18 facility which contemplates an Oct. 1 commencement, were all shipped RCA 1 kw transmitters.

GE, meanwhile, shipped a 1 kw amplifier to WPFA-TV Pensacola, Fla., uhf Ch. 15 station planning to begin Sept. 27.

Equipment by RCA last week to existing stations included a 50 kw vhf transmitter sent to WHNC-TV New Haven, Conn., which will boost the station’s ERP to 316 kw visual; a 25 kw amplifier to WGN-TV Chicago, which will increase the outlet’s ERP to 316 kw; a 10 kw transmitter to WDAY-TV Fargo, N. D., and another 10 kw transmitter to KROC-TV Rochester, Minn.

GE sent existing stations the following equipment: One 35 kw amplifier to KING-TV Seattle, and one 1 kw amplifier to KRTV (TV) Little Rock, Ark.

O'Shae Takes WFTL-TV Post

DAVID L. O'SHAE has been named national sales manager of WFTL-TV Fort Lauderdale, Fla., to complete the station’s executive sales staff. Mr. O'Shae formerly was with Weed TV, national representatives for WFTL-TV. He also has been associated with WMIE Miami, General Foods and the Miami Daily News. G. F. (Red) Bauer is WFTL-TV local and regional sales manager.

Jackson Joins WAKR-TV

LOWELL E. JACKSON, sales manager at Central Division of ABC radio, Chicago, has resigned to join WAKR-TV Akron, Ohio, as sales manager, it was announced last week. Mr. Jackson will assume his new duties Sept. 15. ABC has not appointed successor yet.

WDSU-TV Rate Card

WDSU-TV New Orleans has issued its rate card No. 7, effective Oct. 1, which revises one-time Class A rates to $600 per hour. Louis Read, vice president, said 85,000 new TV homes have been added to the station’s audience since its last rate card Sept. 1, 1952, and said there now are 200,000 TV homes in the Greater New Orleans market. WDSU-TV also boosted its effective radiated power to 100 kw maximum on Aug. 15, he said.
Soon ... within a day or two of October 1st . . . Memphis—capital city of the Mid-South Empire . . . Memphis, center of the nation's eleventh wholesale market . . . Memphis—serving four million people with purchasing power in excess of two and one-half billion dollars will have a new and powerful sales force ready to work for you. Soon WHBQ—a Columbia TV affiliate—will be on the air.

It's not too early—not too late—to get information on rates and availabilities.

WHBQ-TV

CHANNEL 13 • A New Columbia Affiliate

OFFICES: HOTEL CHISCA • MEMPHIS, TENN. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
BOULWARE NAMED WLWT (TV) MANAGER

ROBERT H. BOULWARE, commercial manager of WSAI Cincinnati for five years and before that national sales manager, has been appointed general manager of WLWT (TV) that city, Crosley Broadcasting Corp. outlet, according to a joint announcement last week by R. E. Dunville, Crosley president, and J. T. Murphy, vice president of Crosley TV operations. His appointment was effective last Tuesday. He is an Ohio U. graduate.

Wishful Thinking?

LAST Sunday's Youngstown (Ohio) Villager, in its lead editorial, discussed WFMY-TV's new 1,000 foot tower. The paper reported again and again that the tower would cost $225,000, would be 1000 feet high, would be guyed with nine cables as thick as a man's arm, would cost $225,000, would be of triangular construction, 11 feet to the side and would cost $225,000. "The high price of the tower," the paper observed, "illuminates the heavy costs of television. . . . Television is so expensive," the editorial continued, "that charges for time are necessarily high, so that few local advertisers can afford to buy more than 'spot' announcements measured in seconds. With outrageous high and income thus limited, all the new TV stations are losing money, and except for a few large stations the industry is still wondering how its economic problem is to be solved."

Fowler Succeeds Whaley As Brown Stations' AM Head

STORM WHALEY has resigned as vice president in charge of radio of the Brown Schools stations. Announcement was made by John E. Brown Jr., president of the John Brown U. Mr. Brown's broadcasting interests include KOME Tulsa; KGER Long Beach, Calif.; KUOA-AM-FM Siloam Springs, Ark.; and KQKZ AM-AM KCMJ Palm Springs, Calif. Mr. Whaley succeeds Mr. Whaley as the coordinator of the Brown stations. Mr. Whaley also was general manager of KUOA-AM-FM. Cecil Smith, chief engineer at the station, has been promoted to this post.

Anderson Stays at KOLN; Board of Directors Named

HAROLD (HAP) E. ANDERSON will continue as manager of KOLN-AM-TV Lincoln, Neb., according to John Fetter, new owner of the station. Mr. Fetter is president of Cornhusker Radio & Television Corp., licensee.

When KGA and KIQ were separated in 1946, Mr. Whaley was named general manager of KGA. Station was taken over on a lease basis June 30 by The Bankers Life & Casualty Co. of Chicago.

Mr. Boulware

Mr. Whaley

KGW-AM-FM SOLD TO KING, OTHERS

PURCHASE of KGW-AM-FM Portland, Ore., by a group comprising King Broadcasting Co. (KING-AM-FM-TV Seattle) and other principals of North Pacific Television Co., TV applicant for vhf Ch. 8 in the Oregon city, was announced last week. Purchase price is $500,000, and an application for FCC approval was being prepared for submission this week.

When KGA and KHQ were separated in 1946, Mr. Whaley was named general manager of KHQ. Station was taken over on a lease basis June 30 by The Bankers Life & Casualty Co. of Chicago.

Other Holdings

Some interests are principals in North Pacific Television Co., Inc., except that the company, Co., is 60% stockholder in the TV applicant. Competing with North Pacific for Portland's Ch. 8 are Portland Television Inc., with Ralph E. Williams Jr. and Robert F. Johnson and other local residents as principals; Westinghouse Radio Stations Inc. (KEX Portland), and Cascade Television Co., comprising George C. Sheehan, Clayton J. Jones and David McKay (KQX Reno and KORK Las Vegas, Nev.) as principals. The hearing record on the Portland Ch. 8 case was closed July 20, and an initial decision from the hearing examiner is being awaited.

Mr. Whaley

Mr. Boulware

Mr. Wixson

Mr. Hall

Mr. Fedderson

Hall Heads KLAC-AM-TV As Fedderson Resigns

MORTIMER W. HALL, president of KLAC-AM-TV Hollywood, will take over complete managerial responsibilities and will not appoint a successor to Don Fedderson, who has resigned as assistant president and commercial manager.

In an amicable release from his 10-year contract with Mrs. Dorothy Schiff, owner of the stations, Mr. Fedderson has agreed not to go into TV station management in the Los Angeles area for the next two years. He also will give his exclusive services as radio consultant to KLAC for the next two years, with a five year renewal option, according to agreement.

Mr. Hall denied Mr. Fedderson's contract release and settlement, which had 2½ years more to go, was the result of a pending sale of KLAC-TV to an unnamed group for approximately $225 million. Stating that "anything is for sale except your family," he admitted KLAC-TV can be bought "for a price" and that there have been offers made, but no deal is pending. He said emphatically that the radio station (KLAC) is not for sale.

Mr. Fedderson expects to establish his packaging business in Beverly Hills about Oct. 1. He will be associated with the half-hour filmed Liberace package (distributed in 82 markets by Guild Films) and Life With Elizabeth, starring Betty White, now being filmed for fall syndication by Guild.

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Mr. Whaley

Mr. Fedderson

KQX-AM-FM - TV, which provided the TV applicant. The newsgroup interest shortly after the end of World War II. Newhouse interests also include WSYR-AM-FM-TV Syracuse, N. Y. (Syracuse Post-Standard and Herald-Journal), and WTPA (TV) Harrisburg (Harrisburg Patriot-News). Principal stockholder of KQX-AM-FM-TV is Theodore R. Gamble, who also has interests in KJR Seattle, KLZ-AM-FM-TV Denver and KCMJ Palm Springs, Calif.

WWJ-TV Announces New Rate Increases

RATE CARD No. 12 for WWJ-TV Detroit has been announced by the station to go into effect Sept. 1. Edwin K. Wheler, general manager of WWJ-AM-FM-TV, stated that the revised rates take into account basic differences between summer and winter programming brought about by network observance of day-light savings time.

The new rate card "makes the same rate applicable throughout the year for programs that formerly shifted into different rate classifications at time-change," the station said. New Class AA one-hour, one-time rate is $1,600; Class A time for three or more is $1,400. The station also noted that sets-in-use for the area have increased from 750,000 to over 1,000,000 since its last rate increase was made in February 1952.

Mr. Hall

Mr. Whaley

Mr. Fedderson

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The ONLY professional turntable tailored specifically for "fine groove" 33\(\frac{1}{3}\) or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16\(\frac{1}{4}\)" deep
- **Faster starts.** Full speed in less than \(\frac{1}{4}\) turn
- **Easier cueing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

**Smaller** than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33\(\frac{1}{3}\)'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: The price is right!

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

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—one plenty of shelf space for program records.
VIOLENCE ENTERS N.Y. STRIKES: WEVD BACK

Mutual's Pete Johnson and William McEvilly were attacked by pickets when they tried to cross a line. WEVD returns to the air, while supervisory personnel are maintaining schedules at WOR-AM-TV.

SETTLEMENT of one strike but physical violence and court action in another marked last week's developments on the broadcast labor front in New York, where WEVD resumed operations on Friday after a 19-day silence due to an engineers' strike, while WOR-AM-TV continued fairly normal schedules only through the efforts of supervisory personnel substituting for their own striking engineers [B&T, Aug. 31, 24].

E. M. (Pete) Johnson, Mutual vice president in charge of station relations, and William McEvilly, executive in the traffic department, were beaten early Sunday morning when they arrived at Mutual's WOR headquarters, and four men were arrested on charges of simple assault. Messrs. Johnson and McEvilly were treated for cuts and bruises and released. Mutual authorities made plain that the arrested men were not members of the engineers' union which is on strike—Local 1212, International Brotherhood of Electrical Workers—but rather of Local 3, IBEW.

WEVD management and officials of IBEW Local 1212, representing the nine striking WEVD engineers, came to late Thursday and the station resumed operation at 8 a.m. Friday after being off the air since the strike began on Aug. 16. Henry Greenfield, general manager, said the engineers were granted $10 increases per week but that the station won a two-year contract instead of the one-year deal sought by the union. WEVD also won its fight against union demands for additional rest periods which would have added more engineers, and, additionally, retained management control of the work schedule, Mr. Greenfield reported.

Several developments stemmed from the physical violence on Mutual's WEAW and WEVD. The stations' announcers, members of American Federation of Television and Radio Artists (AFL), did not report for work late Sunday, at least one of them calling in to say he feared violence on the picket lines. Some called in to say they were sick.

The announcers were back on Tuesday, but Monday the musicians walked out, saying they feared violence, according to station spokesmen. The musicians, members of Local 802, American Federation of Musicians (AFL), returned to work late Wednesday, in time for WOR-TV's TV Dinner Date program. As in the case of the engineers, supervisory personnel filled in for the announcers during their absence, while recorded music was used while the musicians were out.

Meanwhile, on Monday, Mutual counsel filed a charge with the National Labor Relations Board claiming that IBEW Local 1212, since the strike started Aug. 16, had "restrained and coerced" other employees by threats and acts of violence. Late Tuesday the lawyers took the case into court, seeking a preliminary injunction to limit the number of pickets and prevent "intimidation" of employees entering and leaving the WOR-AM-TV headquarters. Hearing on this application was set for Sept. 9.

DuMont's WABD (TV) New York, which got the contract to telescast Brooklyn Dodgers home games after the WOR strike made it impossible for WOR-TV to continue such remote pickups, meanwhile apparently won out in its fight with Local 1212. DuMont engineers, members of International Alliance of Theatrical Stage Employees (AFL), had encountered an IBEW picket line when they showed up for the first telecast, and DuMont asked the courts for an injunction to prevent IBEW from interfering.

Pending the court's decision, it was agreed that WABD should go ahead with the telecasts, starting Aug. 28, and last week an agreement was reached whereby the station would continue to cover the games for the rest of the season, and DuMont withdrew its court suit. Games were sponsored by Schlitz Beer and American Tobacco Co., which also sponsored them on WOR-TV before the strike. BBDO, New York, is the agency.

Negotiations were continued looking toward settlement of the WOR-AM-TV strike. There were reports that settlement might be near.

WABT (TV) Boost to 316 kw
Delayed 5 Days by Mishap

WABT (TV) (formerly WAFM-TV) Birming- ham was scheduled to increase its effective radiated power to 316 kw today (Monday) after a five-day delay caused when a gin pole collapsed while the station's old antenna was being taken down from the 430-foot tower for erection of the station's new 12-bay antenna.

The gin pole and the old, nine-ton antenna fell across the WAPI (AM affiliate) building, caving in the ceilings of several offices and causing moderate damage, according to Henry P. Johnston, president of The Television Corp., licensee, and executive vice president of Birmingham News Co., which late last spring [B&T, April 13] purchased the TV outlet on Ch. 13, WAFM, FM outlet which increased power a fortnight ago to 71 kw. WAPI is leased by the firm on a long-term basis.

WEAW-AM Added to FM

WEAW Evaston, Ill., last Wednesday began regular commercial programming as the newest AM outlet in the Chicago area, operating on 1330 with 50 kw.

The AM service "is being provided as an additional service at no cost to our FM advertisers," Edward A. Wheeler, president of WEAW and WEAW-FM, announced in full-page advertisements. Stations are licensed to the Northshore Broadcasting Co.

Ads also called attention to increased hours of WEAW-FM programming from 6:30 a.m. to 12 midnight, with features of music, news, sports and community service.

Orville Littick Dies

ORVILLE B. LITTICK, 62, president and general manager of the Zanesville Publishing Co., which owns majority stock of WHIZ-AM-TV Zanesville, Ohio, died Sept. 2 after a two-year illness, described as a rare bone disease. Mr. Littick also served as vice president of Southeastern Ohio Broadcasting System Inc., stations' licensee.

Myer Abelson Dies

MYER ABELSON, 59, board member of General Broadcasting Corp., licensee of WVAM Altoona, Pa., died Aug. 22 at Carlisle, Pa. He was stricken en route home from Philadelphia.
Station Planning Meet Held
By Ala. Educ. TV Commission

Plan to apply for a vhf educational TV channel to operate from state's highest point is first business of the group.

THE Alabama Educational Television Commission, which was authorized and given a $500,000 appropriation by the Alabama Legislature last June, held its organizational meeting last Monday in the office of Gov. Gordon Persons.

The AETC elected Raymond D. Hurlbert, Birmingham educator, as chairman, and Thomas D. Russell, Alexander City textile manufacturer and president of the Alabama State Chamber of Commerce, as secretary. Others are Milton K. Cummings, Huntsville cotton merchant; Rex Sikes, Luverne auto dealer, and Mrs. T. S. Acker, Ohatchie housewife.

The firm of Norton & Holt (Ed Norton and Thad Holt), television and radio consultants, Birmingham, was employed as consultants by AETC. Messrs. Norton and Holt built WAFM-TV Birmingham (now WABT [TV]), Alabama's first TV outlet, which was sold last spring to the Birmingham News Co. [WBT, April 13]. Messrs. Hurlbert, Russell and Cummings comprise AETC's executive committee.

AETC voted at its meeting to apply to the FCC for its first educational TV station, which would be erected on Mt. Cheaha, highest point in Alabama, some 12 miles south of Anniston. The AETC outlet's tower would reach 2,000 feet above average terrain and, according to the AETC, "give the widest possible coverage to the most populous area of the state." It would operate with 316 kw effective radiated power.

The AETC television outlet would work in cooperation with the Birmingham Ch. 10 non-commercial educational outlet currently applied for by the Birmingham Area Educational Television Assn. Inc. The latter, or some similar "responsible group," upon grant of Ch. 10 would benefit from an offer of a 5 kw DuMont TV transmitter, antenna and use of studios and cameras made last May by Storer Broadcasting Co., which owns WBRC-AM-TV there [B*1T, Aug. 10, May 18].

The state group's plan is eventually to build relay facilities from program sources, particularly from studios to be located on campuses of the U. of Alabama, Alabama Polytechnic Institute and other educational centers.

The AETC named a program board including Mr. Hurlbert, representing public school education; Graydon Ausmus, director of the U. of Alabama Extension Division's radio and TV broadcasting, and L. O. Brackeen, Alabama Polytechnic Institute director of information. It also authorized a programming advisory committee of 15 Alabama citizens, and approved the employment of A. D. Ring & Co., Washington, as consulting engineers.

The Norton & Holt firm will "aid the chairman" and "supervise the planning and construction of all facilities to be used by the commission and . . . advise in matters of budget, personnel and technical and program operations . . . ."

100 kw for WOI-TV

WOI-TV AMES, Iowa, last week announced it will increase power to 100 kw late in November. The station is owned and operated by Iowa State College. New equipment ordered also will transmit "the currently proposed color TV system," WOI-TV Chief Engineer Keith Ketcham said.
TV Booms Atlanta's Gate

As the 1954 baseball season headed into the home stretch, proof came last week from Atlanta that not only could baseball and television live in harmony but that TV can help to jam the turnstiles.

Reports on attendance of the Atlanta Crackers show that Southern Association club to be leading the league in attendance with 290,510. Of these admissions, 80,000 came from “TV Booster Books”, promoted by WSB-TV Atlanta before the season began.

Cliner for TV might be the five-day span at August's end when, with WSB-TV telecasting three of those games, the Crackers played to a 42,399 gathering.

'Newark News' Sells WNJR To Rollins for $145,000

WNJR Newark, N. J., has been sold by the Newark News for $145,000 to Rollins Broadcasting Co., it was announced last week. The sale is subject to FCC approval.

Rollins Broadcasting operates WRAP Norfolk, Va.; WJWL Georgetown, Del.; WRAD Radford, Va., and WFAI Fayetteville, N. C. President of the purchaser is Wayne Rollins. Vice president is John Rollins, lieutenant governor of Delaware.

WNJR is licensed to North Jersey Radio Inc., a subsidiary of the Newark News. Founded in 1947, WNJR is assigned 5 kW full time on 1430 kc, directional night. Sale was negotiated by Blackburn-Hamilton Co.

Tower Goes to WABC

MYRTLE M. TOWER, ABC national director of program operations, has been appointed program director of WABC, ABC o & o station in New York, it was announced by Ted Oberfeld, ABC vice president and general manager of WABC. Miss Tower has been with ABC for the past eight years. She succeeds as WABC program director William A. Bens, who was recently appointed vice president of WNEW's New York City station.

WJAN Slates Start Thursday

WJAN Spartanburg, S. C., is set to begin commercial operation Thursday with 250 w on 1400 kc, according to James C. Byrd Jr., president and chief engineer. Station will be affiliated with ABC and Mutual. W. Ennis Bray is vice president-general manager. Personnel includes Charles Goodyear, sales manager; Charley Spears, continuity and news chief; Bob Way, program director, and Jack Davis, morning personality and special events director.

REPRESENTATIVE SHORTS


KMLS Lincoln, Neb., appoints Joseph Hershey McGilvra Co. as exclusive national representative, effective Sept. 11.

CHLN Three Rivers, Que., appoints Omer Renaud & Co., Toronto and Montreal, as national representative in Canada.

NETWORKS

NBC RADIO AFFILIATES HEAR PLANS FOR 28 NEW PROGRAMS, MORE NEWS

Meeting in New York, NBC Radio Network Affiliates Committee members are told of plans for new shows and 13 additional news periods and of a proposal to double sponsors of the “Tandem” plan. The group's chairman, Robert Swezey, and secretary-treasurer, Harold Essex, report to affiliates on the session.

PLANS for wholesale revamping of NBC's radio programs that were disclosed last week [BT, Sept. 17], providing for 28 new programs and 13 additional news periods a week, were sketched to members of the NBC Radio Network Affiliates Committee at a meeting in New York last Tuesday.

Sales plans disclosed at the meeting, it was understood, included a proposal that NBC's "Tandem" plan be expanded to permit doubling—from three to six—the number of participating sponsors. The proposal reportedly was met with dredges from the affiliate committee but is slated for submission to the full meeting of NBC Radio affiliates in Chicago on Sept. 17.

Under the present "Tandem" operation, three half-hour or 25-minute programs per week are offered to each of whose networks gets a commercial on each of the three shows. Under the new proposal "Tandem" shows would be saleable to three advertisers in 15-minute, rather than 30-minute, segments. This fall's Tandum lineup consists of Ted Cott, operating director, a western starring Jimmy Stewart (Sunday, 8:25 p.m.); Barrie Craig, detective series (Tuesday, 8:30-9 p.m.), and Eddie Canzon Show (Thursday, 9:35-10 p.m.).

After the meeting with NBC officials, Affiliates Committee Chairman Robert D. Swezey, of WDSU New Orleans, and Secretary-Treasurer Harold Essex, of WSJS Winston-Salem, sent to all NBC Radio affiliates a brief report on the session, which was preliminary to the full session to be held in Chicago. Messrs. Swezey and Essex stated in their message that they regard the Sept. 27 meeting as one of "utmost importance" which station management but is slated for submission to the full meeting of NBC Radio affiliates in Chicago on Sept. 17.

Meeting with Mr. Swezey's eight-man committee to preview plans to be presented by the network at the Chicago session were William H. Fesh, vice president in charge of the network's radio; Ted Cott, operating vice president of the radio network; Fred Horton, director of radio network sales; Harry Bannister, radio division vice president; David McCollough, vice president for administration; John Cleary, director of radio network programs, and Merrill Mueller, radio news and features executive.

Report to Other Affiliates

The Swezey-Exxie report to other affiliates said, "The principal presentations were made by Messrs. Finshriber, Cott, and Horton," and continued:

"The reasons for and results of the separation of the operating departments in radio and television, which had been generally urged by the affiliates, were fully discussed with us. "Messrs. Cott and Finshriber outlined to us in some detail the program plans which NBC proposed to put into effect Oct. 4. It is the general opinion of your committee that these proposals are constructive and stimulating and give evidence of careful analysis and originality of thought."

"The NBC representatives also discussed with us on a tentative basis certain proposals for sales and station relations, to create a greater interest and obtain new business. These reports have not been entirely finalized. We were advised, however, that they would be finalized in time for full presentation to you at the Chicago meeting on Sept. 17.

"This is merely an interim report. It is impossible for us to cover in any detail the various plans and proposals which will be presented in the consideration of the meeting on Sept. 17.

"We believe that meeting to be one of utmost importance to all affiliates and again urge that you make every effort to attend."All eight members of the affiliates committee attended the Thursday session. In addition to Messrs. Swezey and Essex, they are: Paul W. Morency, WTIC Hartford; John Norton, WAVE Louisville; Clair R. McCollough, the Steve Allen Station in Chicago; WGY Schenectady; E. R. Wadehousecoeur, WSYR Syracuse, and Milton Greenbaum, WSAM Saginaw, Mich.

NBC's radio program plans as detailed by Mr. Cott were in line with overall plans he disclosed previously to BT for "overwhelm- ing the public with such a collection of new programs that they won't dare tune any place else" [BT, Aug. 17]. The big kickoff is planned for the week of Oct. 1, although some of the new programs will be on before that time.

Although times still are tentative and in some cases tent contracts last week still awaited the familiarity of signatures, Mr. Cott reportedly outlined program schedules which would make NBC's Monday nights Music Nights. Tuesdays and "Adventure Night, Fridays Comedy Nights," and will provide, overall, a substantial expansion of news programming.

"Two-hour 'Sunday newspaper' called "Weekend," previously disclosed as a round-up of sports, political events, international news, Hollywood and theatre reports, is tentatively set for Sept. 16. Sundays, featuring Jinx Falken- berg, Bob Goodway, Mary Allen, and others. New regular news strips are planned throughout the week, including a "mid- night column"—for which a total of 50 newsmen on paper throughout the U. S. have been signed, according to Mr. Cott—which would go into the 11:15 p.m. spot seven nights a week.

The plans include multiple star programs, telephone "party line" techniques for use in quiz shows and "grass roots origination" programs to be picked up from affiliates. A Golden Treasury program, consisting of recordings of poetry readings by name stars, is slated for Sunday afternoons. "Fibber McGee and Molly," formerly a weekly half-hour show, is on the schedule as a quarter-hour strip at 10:15 p.m. Monday through Friday.

Singer Frank Sinatra has been set for a private-eye role in "Frankie Gehrach" on the log for Tuesdays at 9:35-10 p.m. Robert Mont- gomery's Radio Playhouse is slated for 6:30- 7:30 p.m. on Sundays. Actor Jimmy Stewart is slated to appear in "The Six Shooter," a western, at 8:00-8:25 p.m. on Saturdays. "A two- hour Big Preview program, consisting of latest record releases with three guest disk jockeys, is on the books for 11 a.m. to 1 p.m. on Saturday, while a series of lectures by guest experts is scheduled for 7:30-8 p.m. Saturdays, among the other new programs outlined.

Page 68 • September 7, 1953
1 KW UHF TRANSMITTER: Features new air cooled ceramic seal tubes. Developed especially for UHF television, they are employed in both visual and aural output amplifiers. Also offers: independent operation of driver unit; stability controlled by a single crystal; a complete factory test before shipment.

Take the sure road to higher TV power with G-E's 1 KW UHF Transmitter and Helical Antenna!

UHF HELICAL ANTENNA: Features outstanding simplicity of construction; unusually high power gain of 5 per bay; low installation cost; current for deicing — fed through helical radiator; provision for beam-tilting; uniform close-in coverage; special hurricane design.

☆ The important thing for broadcasters to remember is that General Electric can provide the ideal transmitter unit for low ... intermediate... or high power operations... today! If your market currently demands intermediate power, then start with this powerful General Electric UHF combination—the 1KW Transmitter and the High Gain Helical Antenna. With this equipment... and General Electric studio gear... you'll get outstanding dependability and power now and you'll be on the sure road to higher power when you want it!

General Electric Co., Section 293-7, Electronics Park, Syracuse, N. Y.

You can put your confidence in... GENERAL ELECTRIC
CBS RADIO MAPS '53-'54 CAMPAIGN

New York Clinic tells promotion managers and affiliates that a "six-figures" drive will attempt to boost the network's billings even beyond the record 1952 total.

AMID confident predictions that network radio is on the upswing again, CBS Radio's 1953-54 campaign—whose cost is placed in "six figures"—was launched last week to some 125 promotion managers and other executives of CBS Radio Affiliates at a two-day clinic in New York.

John Kaeri, vice president in charge of network sales, told the group at its opening session Tuesday that CBS Radio's time sales as of August were 16% ahead of those of last August. "This," he said, "is important to you both as a general reflection of the CBS Radio picture and as a factor that increases the desirability of your station in the national and local spot picture."

Radio's Biggest Year

W. Eldon Hazard, network sales manager, reminded the clinic that 1952 was the year of radio's biggest billings to date, and predicted that this year would be better.

Details of the network's 1953-54 promotion campaign, whose slogans are "CBS Radio goes wherever you go" and "CBS Radio is America's greatest traveling show," were presented by Charles Oppenheim, administrative manager of sales promotion and advertising. The general design is to promote radio generally as well as CBS Radio specifically [B.T., Aug. 31].

George Bristol, director of sales promotion and advertising, officially welcomed the group and spoke of the local promotion support which affiliates have given CBS Radio's programs and its promotion campaigns. CBS Radio President Adrian Murphy also welcomed the station officials and introduced the network's new promotion film, "It's Time for Everybody."

The visiting promotion managers were advised by George Crandall, director of press information, that annual fall kits, containing sales releases promoting each show on the network,

Booklet Tells CBS-TV Plans
To Plug Fall, Winter Shows

THREE consecutive program promotion campaigns planned by CBS-TV for the fall and winter season are detailed in a 24-page brochure, titled "Eye Openers," which was being distributed last week to promotion and general managers of CBS-TV affiliates, clients, and prospective advertisers.

First of the three campaigns is a six-week drive launched Aug. 24 and slated to run to Oct. 1 to tell viewers about new programs and the return of those which took summer hiatus, as well as those which continued throughout the summer. Second drive will run from Oct. 1 to Dec. 31 and is calculated to hold audiences won during the first drive. Third will start Jan. 1 and will be designed to keep up the momentum of the two preceding drives.

CBS-TV said it will supply affiliates with basic promotion material for both fall campaigns before the 1953-54 season starts. Kits will include 20-second trailers, audio scripts for the trailers, slides, suggested announcement copy, mats and proofs of ads, copy for billboards, products and client stories and pictures, publicity releases, etc.

would be distributed to them shortly. As last year, the kits will be divided into two sections—one covering daytime shows, the other covering nighttime shows.

CBS Radio's creative programming plans were reviewed by Lester Gottlieb, vice president in charge of network programs. He reported five programs launched this season would continue in the regular lineup: Crime Classics, 21st Precinct, Johnny Mercer Show, Cathy and Elliott Lewis Onstage, and Rogers of the Gazette.

Wells Church, director of news broadcasts, forecast that radio news during the coming year would reach a record peak, while John Derr, director of sports, predicted increasing interest in the network's four sports programs. Stuart Novins, director of public affairs, emphasized the local effects of CBS Radio's feature projects series, with affiliates presenting local shows based on themes treated in the network's feature productions. Activities in the religious broadcast field were outlined by Dr. George Crothers, director of such broadcasts.

Other speakers included Irving Pein, director of public relations in Hollywood, and John Coffin, treasurer of General Printing Co., which prints a monthly station promotion magazine with material furnished by CBS Radio.

A surprise appearance at the opening session was made by Jack Benny, who thanked station executives for their promotion of his radio series. "I'm happy about the excitement about people going ahead with radio plans, and I hope that no medium will ever take its place," Mr. Benny said.

Wednesday's session consisted of special seminars dealing with specific station promotion subjects.

A similar clinic for 35 West Coast affiliates of CBS Radio is slated for Sept. 10 at the Palace Hotel in San Francisco.

SCANNING MAP of new Great Western Network are its sales manager, Holly Moyer (I) and Alvin G. Pack, program manager.

GREAT WESTERN NETWORK FORMED

Nine Montana, Idaho and Utah stations band with KDLY Salt Lake City the key outlet. All are NBC-affiliated.

Nine NBC-affiliated stations comprise the new Great Western Network, grouping Utah, Idaho and Montana with KDLY Salt Lake City as key station [At Deadline, Aug. 31]. The network's plans is to place an undercard representative in the Pacific Northwest, a national representative in the near future.

Revised plans completed just before Great Western was announced formally revealed selection of Holly Moyer, KDLY, as sales manager. Mr. Moyer has been in charge of national spot radio sales at KDLY for the last three years. He has extensive experience in western radio sales operations. Alvin G. Pack, KDLY program manager and former executive vice president and owner of Intermountain Net- work, will be director of program operation for the network.

Headquarters will be maintained at KDLY offices in Salt Lake City. This will be central clearing point for sales, programming, availability and billing. Network advertisers will be able to deal with one office rather than with individual stations.

Organizers of Great Western Network are E. B. Crane, operating the XL Stations (KXXL Butte, KXXL Helena, KXQX Bozeman, KXXL Great Falls, KXXL Missoula, all Mont.); Henry F. Fletcher, manager of KSEI Pocatello, Idaho; Walter E. Wagstaff, manager of KIDO Boise, Idaho; Florence M. Gardner, manager of KTFI Twin Falls, Idaho, and G. Bennett Larson, president and general manager of KDLY Salt Lake City.

They pointed out that time will be guaranteed on all stations, with all using the line facilities of NBC. Thus the network will be able to offer rates at a lower cost-per-thousand than are now available in the Intermountain West, they contended, along with a more complete coverage pattern.

Mr. Moyer, a graduate of U. of Colorado, was active in Denver radio for years, moving from the talent side into sales at KFEL Denver. He became sales manager and joined CBS as account executive in 1943. Two years later he joined the Hollywood office of John Blair & Co., handling Pacific Coast accounts for the representative firm. In 1950 Mr. Moyer joined KDLY as national sales manager and has functioned on a national and local sales level.

Mr. Pack has been in advertising and radio for over 20 years. A Salt Lake City native, he entered radio in 1930 and in 1942 was named KDLY program director, moving six years later to Intermountain Network as organizer and executive vice president. He opened his own advertising agency and recording company in 1950, returning to KDLY as program director last July.

WKY-TV Signs ABC Basic Pact

WKY-TV Oklahoma City, vhf Ch. 4, has signed a two-year contract with ABC as a basic affiliate, according to P. A. Sugg, manager of the station. WKY-TV already has been carrying ABC TV programs. It also is a basic affiliate of NBC-TV and carries certain CBS-TV and DuMont programs.

Mr. Sugg also announced that ABC has ordered a new microwave relay system to serve WKY-TV. The system will be ready Sept. 26, Mr. Sugg said.
**NBC-TV Releases Circulation Promotion Handbook**

A 45-PAGE handbook on "Circulation Promotion For Television Station, Uhf and Vhf." has been published by NBC's advertising and promotion dept. for distribution among NBC-TV affiliates. Based on actual station experience, the material is divided into four main groupings: "Principles, policies and planning"; "Operations, before you go on the air"; "How NBC will help you build circulation," and "after you are on the air."

**Drop Contract Suit**

BREACH of contract suit, filed in Los Angeles Superior Court July 15, against David Hare and David Hare Productions, Hollywood producers of transcribed MBS Wild Bill Hickok [B*T, July 20], has been dismissed by Delira Corp., creator and owner of "Wild Bill Hickok" trade name. Action was dropped Aug. 27.

**Eight Affiliates Sign CBS Television Pacts**

SIGNING of eight new affiliates by CBS-TV was announced last week by Herbert V. Ackerberg, the network's vice president in charge of station relations. The eight:

- KMBY-TV and KSBB-TV Salinas-Monterey, Calif., sharing time on vhf Ch. 8, the affiliation effective Sept. 1; KEBO-TV Bakersfield, Calif., vhf Ch. 10, effective Sept. 8; KAQA-TV Quincy, III., vhf Ch. 19, Sept. 27; KOMU-TV Columbia, Mo., vhf Ch. 8, Oct. 1; WDKA-TV Columbus, Ga., vhf Ch. 28, Oct. 12; WJNY-TV Water- town, N. Y., vhf Ch. 38, Nov. 15; WKAG-TV San Juan, Puerto Rico, vhf Ch. 2, Feb. 15, and KOKR-TV Billings, Mont., Ch. 2, Sept. 27.

**WABI Adds Yankee, Mutual**

WABI Bangor, Me., next Monday will add affiliations with the Yankee and Mutual Networks to its present ABC tieup, Leon P. Gorman Jr., station's general manager said.

**ABC-TV Stations Offered Co-Ops**

SEVEN programs, totaling eight hours a week, will be made available to ABC-TV affiliates for sale on a local co-operative program basis in the network's full schedule, Frank Atkinson, manager of ABC-TV's co-operative program department, announced last week.

The list includes three shows sponsored by national advertisers on portions of the ABC-TV network. Available for co-op sale by other stations, these are: *Baseball Game of the Week*, which Falstaff Brewing Corp. sponsors on 17 stations; *Saturday Night Fights*, sponsored by Bayuk Cigars Inc. on 23 stations, and the Chicago Bears and Chicago Cardinals professional football games, sponsored by Standard Oil of Indiana on eight stations.

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**TAPE DUPLICATION GOES INTO "MASS PRODUCTION"**

with the NEW AMPEX Tape Dupliator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Dupliator is easy to set up, simple to operate and produces up to 90 hours of duplicate performance in 15 minutes operating time.

**Duplicate tapes open new opportunities**

**RADIO BROADCASTING**—"Tape networks" and programming services become practical supplements or alternatives to line networks.

**BACKGROUND MUSIC**—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

**RECORD MANUFACTURE**—With mass duplication of tapes now feasible, all performances currently sold on LP records can also be offered on tape.

**EDUCATION**—Systemwide duplication and distribution of educational tapes music and outstanding school performances becomes practical.

**COMMERCIAL Duplicating Services**—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

**Features of the AMPEX Tape Dupliator**

- One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
- Time saving speedup during duplication (as much as 32 to 1)
- *15,000 cycle response on 7½ in./sec. duplicates
- *45 to 50 db signal-to-noise ratio
- Duplicate tapes of any standard speed from any master
- Single or double track duplicates in one pass
- Any standard reel sizes up to 1½ inch
- Centralized pushbutton controls

*From master tape of audible quality.*

Write Today for further information: Dept. D, 1204B

AMPEX ELECTRIC CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities
CROSBY TAPE READY FOR COLOR TV

Frank C. Healey of Bing Crosby Enterprises reveals magnetic tape recording of color TV will be ready whenever color sets, available to the public, capture a suitable color picture. The firm’s laboratory recording system will tape first color test programs in Los Angeles.

MAGNETIC tape recording of color television will be ready as soon as set manufacturers provide receivers to the public that will capture a suitable color picture. This assurance was given last week by Frank C. Healey, executive director of the electronic division of Bing Crosby Enterprises, Hollywood. He revealed that his company’s VTR (video tape recorder) system (still in laboratory) has been set to take down, on magnetic tape, the first color test programs on Los Angeles network stations.

Although the Crosby activities still will be in the nature of experiments, Mr. Healey said, “We already know that we need not apologize for either the efficiency or fidelity of our VTR for color television pictures. It is almost as simple to us at this point as our early recording of black and white television on magnetic tape.”

Mr. Healey believes that the prospects of general circulation of color television should be promised only when some system is achieved that will preserve color programs for repeat performances or for use in widespread areas at different program times.

Prohibitive Costs

He predicted that without a recording system, color program costs would be prohibitive to any broadcaster or advertiser, and warned that such costs would serve only to delay general use of color in live shows in color.

Opining that, “It is still the public who pays the freight for television by the degree of favor it shows toward products advertised,” Mr. Healey asserted, “It appears the industry may have lost sight of this fact in making glowing promises of color shows.”

He questioned whether viewers will invest “a small fortune” in expensive receivers to get “occasional” color programs, and said the only solution to the problem was “low cost color recording and low cost tape duplicating of master shows or films so that they receive widest possible circulation and lowest initial cost paid per unit.

“Even present color film costs are prohibitive to most advertisers, despite a sensible desire of merchants to enhance programs with color and to fully dramatize the picture of their product.”

Crosby Enterprises’ answer lies in its new system, which will not only permit the taping of shows magnetically in color but will turn out duplicate tapes at a small fraction of the cost of processes now in use by the motion picture industry, according to Mr. Healey.

He also said the duplicating process in magnetic tape recording permits any desired number of copy “picturizes” to be made, reducing the per-unit cost and giving wide circulation to shows dressed for color.

Optical Demonstration Features Depth, Clarity

OPTICAL systems which produce clarity for both foreground and distant figures simultaneously on TV and which also enhance roundness of figures, recently were demonstrated by agency executives and the trade press in Hollywood by J. Melville Terwilliger, scientist-inventor.

The systems, called “Inspacian” and “Depth-dimension,” are combined in a single lens, consisting of vertical sets of metal-refractor strips in place of the customary between-lens iris, and which modify the focus of previously divided beams of light. A rotating “modulator” then “blends” these two images, according to Mr. Terwilliger. The combination can be used with both live and film TV, he said. The demonstration was on film.

21,000 Visit Exhibits At Chicago Exposition

A REPORTED 21,000 high fidelity fans and others attended exhibitions by manufacturers of radio-TV-phonograph combinations and receivers at the International Sight and Sound Exposition and 1953 Audio Fair last Tuesday through Thursday at Chicago’s Palmer House. Manufacturers and companies covered by more than 100 companies including Admiral, Scott Radio, Zenith, Hallcrafters, Crosley, Lion, General Electric, Jensen, Regency, Magnecord, Newark and others.

Alliance Fall Campaign

ALLIANCE Mfg. Co. this fall will spend a half-million dollars to advertise its TV boosters, uhf converters and remote TV antenna control systems, in its largest promotion campaign in history, according to John Bentia, vice president, who said Alliance, now entering its fifth year of TV advertising, already is using 110 TV stations for its minute and chain-break announcements adjacent to top network programs. He said Alliance has sold more than a million Tenna-Rotors and will introduce two new models this fall.

RCA Ups TV Set Prices

PRICE INCREASES averaging 5% on 14 of the 32 models in RCA Victor’s “Lemonade” line of television sets were announced by the company last week, effective Sept. 21. The increases range from $10 to $30 and were attributed to rising production costs. RCA Victor also reported that present line models will not be replaced before the spring of next year.
Magnalink 2000 mc

now meets full FCC specifications for STL

- 15,000 cycles audio frequency response
- 55 db signal to noise ratio

The first multiplexed audio-video equipment to meet full FCC specifications for STL, Raytheon Magnalink, because of its high power, also permits flexibility through the use of 100 ft. of RG-14U for normal applications, difficult remotes or STL. Combinations of RG-14U and 7/8" coax may be used for greater height between the equipment, housed indoors, and the parabola (no limitations on length of coax at receiver installation). Passive reflectors may be omitted for normal installations, thus eliminating their cost, but may be used where maximum radiated power is required.

Specifications and FCC Filing Data Available

Write for full information

Raytheon Manufacturing Company

Equipment Sales Division
Dept. 6270-BT
Waltham 34, Massachusetts

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PERSONNEL RELATIONS

Peak Employment Record
Set By SDG Members

INCREASED TV production is credited with a peak 40% employment of the Screen Directors Guild total membership of 740, according to SDG President George Sidney. Employment in video, which has shown a 20% increase over last year, provides about $2,000,000 of the guild's $12 million total annual income.

Of the 296 active video directors, 85 are first assistant directors and 41 are second assistants. Although some of the number alternate TV work with feature film assignments, there are more assistants active in the former than in the latter.

With other directors in New York to work live and filmed TV shows and still others signed to network producer-director contracts, SDG current membership is 43 over that of last year.

AFL May Hold Brewer, Who Would Quit IATSE

RESIGNATION of Roy M. Brewer as Hollywood international representative of AFL International Alliance of Theatrical Stage Employees, announced forthright ago, may be held in abeyance by the general executive board in New York in an effort to solve the differences between him and Richard Walsh, international president.

Controversy between the two top IATSE officials revolves around "the scope and activities of the Hollywood office" it was revealed in Mr. Brewer's announcement. With TV having become a major industry on the West Coast, he has advocated the expansion of the union's Hollywood offices' activities while Mr. Walsh reportedly favored confining of major activities to New York.

In asking to be relieved of duties, Mr. Brewer said that he offered to remain on until negotiations with the major motion picture studios, scheduled to start tomorrow (Tuesday) were completed on a new contract to supplant the one expiring Oct. 25.

WXEL (TV) Election Ordered

AN ELECTION to give studio and technical employees of WXEL (TV) Cleveland a chance to decide whether they want to be represented by NABET or IATSE was ordered Thursday by National Labor Relations Board. Two voting groups are specified: (1) All program employees including studio crewmen, projectionists, art director, scenic designer, and newsreel cameraman, but excluding talent employees and supervisors; (2) all engineers, excluding supervising engineers and other supervisors. Those in the first group may select IATSE or NABET, or neither; those in the second group may select whether they wish to be represented by NABET or by no union.

TWA Moves Quarters

TELEVISION Writers of America has moved to new quarters at 1600 N. LaBrea Ave, Hollywood 28, telephone number Hollywood 52193. Membership is currently being balloted by mail on an anti-communist by-law, with tabulation of results expected tomorrow (Tuesday).

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ... Roanoke's LARGE ECONOMY SIZE

Virginia has:
- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area includes about ¼ of Virginia's Population and Retail Sales.

Source: A. C. Nielsen Co., Inc.

INTERNATIONAL

Election Boosts TV Use In Ontario; Montreal Down

ELECTION COVERAGE on Aug. 10 brought Canadian TV sets-in-use ratings in southern Ontario to 57.3 from a summer low of 49.7 in July, according to the Teleratings report of Elliott-Haynes Ltd., Toronto. In the Montreal area sets-in-use dropped from 59.6 to 58, despite the first Canadian federal election since TV came to Canada. In southern Ontario U. S. stations were still favorite at two-to-one ratio.

On CBUT (TV) Toronto, leading five programs during August were federal election coverage rating 31.1, Wrestling (U.S.) 30.8, TV Soundstage (U.S.) 30.3, Amateur Boxing 27.7, and Feature Film (U.S.) 25.3.

Buffalo Shows

From WBEN-TV Buffalo, leading five shows were Big Pay-Off 68, Droget 65.5, TV Theatre 63.7, Wonderful John Acton 62.3, and TV Playhouse 62.2.

On CBFT (TV) Montreal, leading five shows were Wrestling (U.S.) 76, election results 72.7, Regal Theatre (U.S.) 72.5, Serenade for Strings 70.3, and French Feature Film 70.

Elliott-Haynes gives number of TV sets in areas covered by Teleratings report at 324,200, of which 175,000 are in the Toronto-Niagara Falls area, 62,600 in the Montreal-Ottawa area, 74,700 in the Lake Erie region, and 12,000 in other parts of Canada.

BCAB Holds Summer Meet

OPTIMISTIC outlook for fall business for member stations of the British Columbia Assn. of Broadcasters was forecast at the group's summer meeting in Nanaimo last month by BCAB President Bill Rea. He pointed to "tranquil" labor relations in lumber and fishing industries, and to an "avowedly free-enterprise government" in British Columbia as adding to the prospects.

Maurice B. Mitchell, president of Encyclopaedia Films Inc., was a guest speaker during the sessions. Host stations to the meeting were CHUB Nanaimo and CJIW Port Alberni.

CBUT (TV) Target Plans

CBUT (TV) Vancouver, scheduled to go on the air early in November, will have the first directional TV antenna in Canada, CBC has announced. The pattern will be in two lobes, one sending the 100 kw video on Ch. 2 westward to southern Vancouver Island, the other sending the signal southward to the international border area and into the state of Washington. CBUT will have a Canadian Marconi transmitter and mobile unit.

Andrew Forms Canadian Unit

FORMATION of Andrew Antenna Corp. Ltd. as a Canadian affiliate with John W. McLeod as manager headquarters in Whitby, Ontario, was announced last Tuesday by C.

CANADA Russell Cox, vice president and general manager of Andrew Corp., Chicago. Mr. McLeod, a member of the Institute of Radio Engineers, previously was associated with Canadian Marconi and Canadian Pacific Airlines in the industrial communications field.

BROADCASTING • TELECASTING
GILLETTE BASEBALL BOOK
GILLETTE Safety Razor Co. is giving away a 96-page baseball record book, titled the "Gillette World Series Record Book," with each Super-Speed Razor Set as a World Series Special. Edited by Hy Turkin, baseball authority and sports writer for the New York Daily News, the vest-pocket-size book covers such topics as scoring, rules, baseball lingo, diagrams of all big league parks, player rosters, final '52 stand- 
ings, All-Star game history and a special 38-page 
section devoted to the World Series. Interest has been high, the company reports, resulting in a record shipment of over 2½ million Super- 
Speed sets for August. The drive will be backed by window displays and specially filmed TV commercials for the Series to be used on 80-100 stations.

PROMOTION ON MENU
WROX Clarksdale, Miss., used restaurant 
menus as a means of promoting the Perry Como Show on Mutual and WROX. A 
promotion piece with pictures of Perry and 
the Fontaine Sisters was attached to menus at 
most of downtown Clarksdale restaurants 
on the night of the show's fall premiere. The "menu 
clip" which was headed "Tonight After 
An Enjoyable Evening Meal . . . " will be used 
again at later dates.

TIME TO SELL AN AUTOMOBILE
BAB recently ran an ad in Automotive News 
which pictured a close-up of an automobile 
clock under which was written: "What's the 
best possible time to sell a man an automobile?"
The answer, as explained in copy below, is 
when he's driving with the radio turned on. 
The reason, BAB explained, is because at that 
time he's automotive-minded and can receive 
the full story without competition getting in a 
word edgewise. The ad is the second in BAB's 
1953 business paper advertising campaign to 
sell radio to the decision-makers in the four 
fields responsible for the bulk of radio adver-
sing revenue—department, furniture and cloth-
ing stores; food and grocery product firms; 
drug, toiletries and cosmetics, as well as the 
avtive industry. There will be 12 ads in the 
series before the end of the year.

NEWSPAPER COVERS WNAO-TV
THE TELEVISION section of the Raleigh, 
N. C., News and Observer was devoted to a 15-
page coverage of WNAO-TV there. Titled "Television Comes to Capital City," the sec-
tion is filled with pictures of station personnel, 
equipment, including the tower, CBS-TV stars and 
pertinent news items. Featured on the first 
page are history of the station's origin and con-
struction and hints on the placing of a TV set.

MERCHANDISING CAMPAIGN
SHWAYDER Bros. Inc., Denver, Colo., (lag-
gage), will back up its participating sponsor-
ship of NBC-TV's Your Show of Shows and 
All Star Revue this fall with a huge dealer mer-
chandising campaign, the firm has announced. 
Dealers will receive point-of-sale material, in-
cluding TV slides, for local tie-ins with Your 
Show of Shows. A full-page four-color adver-
sisement with Imogene Coca and Sid Caesar.

DRUGGISTS SELECT

Members of the Nashville Retail Druggist's Association recently contacted with WSIX for 624 half-hour programs to be used within a year, in what may be the largest local co-operative drug campaign in radio history. NTRA officers are shown at the Association celebrated the event at a barbecue.

These merchants chose WSIX to get:

- Maximum coverage and penetration of Greater Nashville at low cost.
- The EXTRA sales-punch and listener-confidence provided by WSIX, assuring the achievement of their objectives in the shortest possible time.

The NTRA joins an impressive list of national, regional, and local advertisers whose advertising successes have kept them on WSIX for years! Get the WSIX story from the station...or call your Hollingerbery man.

WVEC-TV JAMBOREE
SEVERAL thousand Tidewater television 
fans attended an open air TV jamboree plugging 
NBC performers who will be seen over WVEC-
TV Norfolk beginning Sept. 19, the station re-
ports. The lengthy variety show was 
pre-sisted over by Jack Lescucl of the Today pro-
gram, assisted by Red Benson, Name That Tune 
m.c. Among other celebrities present were Jack 
Carson, Dorothy Lue, Doris Hoyt and J. Fred 
Muggs, monkey-star of Today. A beauty con-
test was held to select Miss WVEC-TV who will 
act as official hostess at the station opening on 
Sept. 19.

BOSTON as of last Monday has a Morn-
ing News Beat. That's the name given to a 
two-hour broadcast strip (6-8 a.m.) of 
newscasts, time announcements and 
weather information on WVDA Boston. 
WVDA says its new programming tech-
nique, which divides the period into 
quarter-hours—12 minutes news, three 
minutes weather and time every two 
minutes, was conceived after careful 
study of research data on early morning 
listening habits. Two news announcers, 
Rod MacLeish and John Mounteer, 
handle reports.

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Turnpike Promotion

WCMB Lemoyne, Pa., which recently sold time segments to the Pennsylvania Turnpike Commission for broadcasts of weather and road condition bulletins to Turnpike travelers [B&T, Aug. 10], has a new promotion idea for the campaign. The station is distributing leaflets to all motorists as they enter the Turnpike, featuring the WCMB frequency number and advising drivers of the features the station presents. Ed Smith, vice president-general manager of WCMB, reports that a million leaflets have been given out, with an expected four million to be distributed by Dec. 1.

stars of the program, will appear in an October issue of the Saturday Evening Post. Tie-in with the stars and program also will be made in other consumer magazines. Grey Advertising Agency, N.Y., handles the luggage account.

TV PROMOTES AM

ABC Chicago will go all out to promote its WENR staring Sept. 1—and use its TV outlet as the vehicle. Announcers at WBKB (TV) will utilize station breaks to advise listeners: “Listen to WENR—980 on your radio dial.” Similar messages will be carried on WBKB station identification cards. Move is designed by Sterling Quinlan, general manager of both ABC stations, to promote the network’s o & o radio outlet by television.

WHO PERSONALITIES

WHO Des Moines is giving away more than 25 thousand folders titled “Radio Station WHO Personalities” at the Iowa State Fair. The colorful promotion piece is filled with pictures of staff members from the news department, talent staff and farm department.

CAMBING EXPO


RADIO DIRECTORIES

CPRN sales promotion department is distributing 3000 "KNX Radio Directories" to radio-TV executives and sponsors in the Southern California area. The large single sheets of card-board list names, addresses and telephone numbers of advertising agencies, recording studios, station personnel, radio-TV production service firms and radio-TV stations and network in the L. A. area.

KONA (TV) INVITATION

LOCAL representatives and distributors for national firms sponsoring NBC-TV programs on KONA (TV) Honolulu have been invited to introduce Premiere telecasts of their respective programs. Representatives include those from United States Tobacco Co., RCA, American Tobacco Co., Pet Milk Co. and Coca-Cola Co.

'EXCERISE MARINER'

A LIVE studio telecast of a briefing session launching "Exercise Mariner," the North Atlantic Treaty Organization's fall maneuver and said to be the largest peacetime international training exercise ever attempted, will be presented by NBCTV on Sept. 13 at 3-3.30 p.m. EDT. A planning and briefing room with wall charts, model ships and planes, will be simulated on the show, with officers of the Allied Command Atlantic discussing various phases of the operation.

NEWSPAPER COVERS UHF

WTVI (TV) Belleville, Ill., was the subject of the St. Louis Post-Dispatch TV feature section recently. The 12-page section began with a full-page drawing of the station's tower, titled "Ultra High Frequency Television." Featured in the section were pictures of DuMont stars and station personnel.

HAPPY BIRTHDAY

A SPONSOR-arranged birthday party surprised Helen Neil Henry, program personality at WNLA Indianapolis, Miss., recently. Mrs. Henry had just finished her morning 25-minute show of newsy notes for shut-ins and housewives, when she found herself still on the air. Her participating sponsors, Crosby Home Appliances, City Dry Cleaners, Indiana Laundry and Caldwell's Rexall Drug Store, had arranged with Chuck Allen, station manager, for additional time. The birthday party was emceed by Mr. Allen and was attended by several guests, including John McLendon, station partner.

JUNE AND CCKOK

june and CCKOK are busting out all over, according to the Penticton, B. C., station's release of its June ratings by Elliott-Haynes Survey. The release advises timebuyers and account executives who are still buying from some other Okanagan area stations to hide this promotion piece. But if they have been among those who have watched the growth of CCKOK, they can be mighty proud, the station asserts. Breakdown covers listening trends by hours and by cities.

Flint's Operation Tornado

Radio was in the van of "Operation Tornado" in Flint, Mich., on Aug. 29-30, during which 7,800 volunteers rebuilt 186 homes of the hundreds destroyed in a tornado which visited that city last June 8 [B&T, June 15]. Participating in the campaign to enlist volunteers and coordinate groups for the big rebuilding project were Flint stations WKMF, which prepared a spot campaign; WTAC, which gathered and routed "Operation Tornado" news to all stations; WBBC, which secured feature material for use with personality shows on all stations, and WDFD, which produced feature programs and interviews available to all stations. NBC-TV covered the events and stations made feeds to their respective networks. After the two-day building program, Flint's Mayor Donald Reigle congratulated Flint radio stations for their part in the campaign.
Advertisers
James M. E. Mixter, director of advertising and sales promotion for The Baldwin Co., Cincinnati (pianos and organs), adds duties as member of board of directors, filling vacancy left by retirement of George W. Lawrence.

Lester Krugman, account executive, Grey Adv., N. Y., to Bulova Watch Co., N. Y., as advertising manager.

E. Terry Southard, national sales manager of Columbia Records, to O. W. Ray Corp., N. Y., distributors of photographic equipment, as vice president in charge of sales and merchandising, effective Sept. 1.


Walter Frank, retiring president of Jacksonville, Fla., Advertising Club, named field secretary of Advertising Federation of America, effective Sept. 7.

Agencies
Sam M. Ballard, recently resigned as chairman of management committee and director of Gardner Adv. Co., St. Louis and N. Y., to Geyer Adv., N. Y., as vice president and chairman of account policy committee.

Robert B. Owens Jr., formerly account supervisor at Lennen & Newell [BET, June 15], appointed vice president and chairman of plans board at Robert W. Orr & Assoc. Inc., N. Y.

William Maxwell, art director, and James Burton, manager of television dept., Hutchins Inc., N. Y. and Phila., appointed vice president-art director of agency, N. Y. and Phila., and vice president of agency's radio and television dept., respectively.

Mr. Maxwell

Mr. Burton

Thomas I. Burch, account executive, Young & Rubicam, N. Y., transfers to Los Angeles, where he becomes account supervisor and vice president; Robert H. Brinkerhoff, account executive, named vice president and account supervisor on General Foods account, and James P. Wilkerson, account executive, also named vice president and account supervisor on General Foods.

Vincent Tutcing, vice president in charge of Canadian and Latin American operations, Foote, Cone & Belding, named president of agency's international div.

Laurence H. Foster, formerly advertising director of Mandel Bros. department stores, Chicago, partnership group at Gray & Rogers, Phila., resign to form own agency.

J. E. (Jake) Hines, director of public affairs and integrated services at WNBK (TV) and WTAM Cleveland, appointed general manager of newly created TV and radio dept. of R. C. Wellman & Assoc., industrial adv. agency, that city.

Samuel Chew, William S. Harvey and Edmond G. Thomas, all partners in 12-man partnership at Ivan Hill Inc., same city, as vice president and agency manager.

Robert M. Barton, advertising promotion manager, San Jose (Calif.) Mercury and News, forms own advertising agency, Robert M. Barton & Assoc., that city.

Clarence R. Palmer, media director at John Falkner Arndt & Co., Phila., retires but remains

The Branham Network

San Francisco

Los Angeles

St. Louis

Memphis

Charlotte

Dallas

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

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with agency in consulting capacity. Mrs. William A. Farren named acting media director.

Frank Egan, account executive at D. P. Brother & Co., Detroit, named manager of agency’s New York office.


Jay B. Rhodes Jr. to Robert B. Selby & Assoc., S. F., as account executive specializing in food accounts.

Evelyn M. Wiggins, formerly with Guild, Bascom & Bonfigli, S. F., to Public Relations Bureau of San Francisco, as advertising counselor. PRB is expanding its services to include radio and TV, and has also moved to larger offices in Mills Bidg.

Richard Rust, recently separated from USAF special services, to publicity dept., Frank Bull & Co., Hollywood.

Nellene C. Zehs, market research dept. of Gardner Adv. Agency, to Krumpick & Assoc., Inc., St. Louis, as librarian and assistant to director of research.

Gabriel Massimi, formerly with Chapman-Nowak, Syracuse, N.Y., to copy staff of Van Sant, Dugdale & Co., Baltimore.


Esther Wachtel Greenberg, formerly with Ben Sackheim, N.Y., to copy staff of Kal, Ehrlich & Merrick, Washington advertising agency.

J. M. Russakoff, president, Vanguard Adv., N. Y., who conducts course on Introduction to Advertising at School of General Studies, Hunter College, N.Y., also will handle new course on Advertising Copy, one of two new courses being added, starting Sept. 15, as result of success of Introduction to Advertising study.

Francis C. Barton Jr., general manager of radio-TV, Lennen & Newell Inc., N.Y., and Miriam Powers, former casting director, Commodore Productions Inc., Hollywood, were married Aug. 29.

Marvin Mirvis, account executive at WTH Baltimore, appointed general manager of WSID that city.

Bill Harrell, commercial manager of KVOP Plainview, Tex., to KXVO Cheyenne, Wyo., as vice president. He became father of girl, Mary Katharine Angela, Aug. 25.

Perry Nelson, sales manager, KFBK Sacramento, and David Harris, general manager, KWG Stockton, named managers of KMJ-TV and KMJ Fresno, respectively. They succeed late William S. Sanford who handled both AM-TV operations.

Will Ketter named station manager of WVAM Altoona, Pa.

E. Anson Thomas, station manager of KFXJ Grand Junction, Colo., named executive vice president of Western Slope Bstg. Co., in charge of radio operations, and Roy Adamson, auditor, named secretary-treasurer. Ruth Howell, former secretary-treasurer, elected vice president and will assume direction of KFXJ-TV program dept.

Dave Crockett, director of radio and TV for Cole & Weber, Seattle, named program manager for KOMO-TV there.

Dale Robertson, general manager of WENT Gloversville, N. Y., resigns due to ill health, but remains with station in advisory capacity.

Charles M. Higgins, commercial manager at WIRK-AM-TV West Palm Beach, Fla., to WFCF Miami in similar capacity.

William R. Terry, program director of WMBR-AM-TV Jacksonville, Fla., becomes program director for WMBR-AM with Harry Kalkines, production manager of WMBR-TV, taking over duties as program director for TV outlet. Windsor Bissel, TV director, replaces Mr. Kalkines as WMBR-TV production manager. Gerald White, chief of continuity dept., appointed sales service manager of WMBR-AM-TV replacing Larry Scarborough, now account executive with WMBR. Phyllis Bishop, assistant copywriter, replaces Mr. White as continuity chief.

Guy F. Main, sales staff of KTLA (TV) Hollywood, appointed sales manager of WCIA (TV) Champaign, Ill.

James K. Hareston, formerly TV director at WBKB (TV) and WBBM-TV Chicago and sales director for Academy Films, Chicago, named program manager, WICS-TV Springfield, Ill.; John Begus, formerly with NBC Chicago, named sales promotion director; Bazil O’Hagan, formerly with WJIM-TV Lansing, Mich., and WBKZ-TV Battle Creek, appointed chief engineer; Harold Hoskins, network program operations director at NBC and with Borden Co. in sales promotion, named film director; Robert Steffen, Springfield Theatre Guild, becomes production manager, and Helen Kinner named executive secretary to general manager.

Cecil Bland, assistant program manager of KTHS Little Rock, Ark., appointed program manager replacing Jack Woliever who has resigned. George Moore, free lance sales promoter, named Mr. Bland’s assistant.

Bob Castelon named program director at KLKF Lafayette, La. Jim Vorhoff to station’s announcing staff and Toni Coons to station as disc jockey.

Gerry Grainger, chief announcer at KOSA Odessa, Tex., to KRIG same city as program director.
Scott King, KDSJ Deadwood, S. D., named program director of KVWO Cheyenne, Wyo.

Cecil L. Richards, assistant promotion manager, WBZ-AM-TV Boston, appointed advertising and sales promotion manager for WBZ-AM replacing John G. Still, who transfers to KDKA Pittsburgh [8*T, Aug. 10].

Joseph L. Lamb Jr., promoted to chief engineer at WCGO Greenboro, N. C.

Mr. Richards

Al Ackerman appointed sports director at WHTC Holland, Mich., succeeding Bob Greenhoe who transfers to sales staff of WLA Grand Rapids, Mich.

Burton Lambert, account executive, named assistant to Ira Herbert, WNEW New York vice president in charge of sales, to aid in administration of station's sales staff.

Rosie Whitehead, engineer at CBU Vancouver, named technical director of CBUT (TV) Vancouver.

Carl Rehle, formerly with WMPMS Memphis, to sales staff of KOTV (TV) Tulsa.

Helen Replogle, WFTL-TV Fort Lauderdale, Fla., to sales staff of WFLA Tampa. Bobbie Beckwith, WJNC Jacksonville, N. C., to continuity staff of WFLA.

Diane Cameron, free-lance radio-TV artist, to sales staff of WOL Washington.

Mary Jean Wood, formerly with Greater St. Louis Community Chest, to press information, public relations and sales promotion departments of KMOX St. Louis.

Leslie Mouyepenny, reporter for Chicago Tribune, to WGN Chicago as news broadcaster.

Ted Powers, chief announcer and sports director, WDEV Waterbury, Ct., to WBRM Marion, N. C.

James T. McDaniel, WBGE Atlanta, to engineering staff of WSB there.

Nancy Dixon to staff of WJAR-AM Providence, R. I., as hostess on The Nancy Dixon Show, Mon.-Fri., 9-10 a.m.

Joe Monroe, KENT Sheepshead, La., to KZIQ that city as disc jockey.


Joan Van Orden, former assistant women's editor of Grand Rapids Herald, to WNHC-TV New Haven to handle continuity.

Charles J. Pendleton, program director and promotion manager, KUBS San Francisco, elected to board of directors, Public Relations Club of San Francisco.


Anne Holland, director of women's activities for public affairs and information dept., WBAL-AM-TV Baltimore, and 1952 winner of McCull's Award to Women in Radio and Television named judge for 1953 McCull Award.

Ira Blue, star of Fun in the Sun program on KNBC San Francisco, awarded by Calif. State Fair "for pre-eminent public service in promoting California's magic" on program, which provides information on state's vacation resorts.

Carl E. George, general manager of WGAR Cleveland, appointed captain of advertising and media div. in 1953 Cleveland Community Fund Campaign.


Frank Sweeney, announcer at WGN-AM-TV Chicago, father of girl, Patricia Marie.

Bill Burrud, producer on KTTV (TV) Hollywood, Before Your Eyes, The Open Road and Destination Unknown, father of boy, John William, Aug. 21.

June Dunn, copychief at WTVI (TV) Miami, and Ben Robert Drake, account executive at WBKB Chicago, were married recently.

Norma Gilchrist, star of KTTV (TV) Hollywood Norma Gilchrist Show, and Bud Cole, TV producer-director, were married last Friday.

Art McCracken, station manager at WPGA Bethlehem, Pa., returns to work after six weeks absence due to spinal operation.

Networks

Harvey Gannon, with NBC in various capacities, including program manager of its WNBC New York, director of traffic for WNBC-WNBT (TV) New York, named to new post of service supervisor for NBC-TV.

Don Moore, writer and former magazine editor, named head of CBS-TV's story, script, and rights clearance dept.

Angus Robinson, formerly with Walter O'Keefe Enterprises, Hollywood, in management-sales capacities, and Cy Wagner, ABC Chicago TV account executive, to NBC Chicago's TV network sales dept. as account executives.


Lynn Phillips Jr., vice president and advertising director of Ziff-Davis Publishing Co., named account executive in NBC's television network sales dept.

Ralph Glazer, merchandising manager, KNX Hollywood Housewives Protective League, transfers to Columbia Pacific Radio Network to "package" service, to NBC Chicago TV network sales dept. as account executive. Succeeding him is Richard de Varennes, KNX account executive, who was married Aug. 29, to Nancy Katherine Brand.

John Schultz, account executive with Headley-Reed Co., Chicago radio-TV station representative firm, to national TV spot sales dept. of NBC Chicago.


Artie Stander, writer on NBC-TV Joan Davis

THE WHOLE JOB Wrapped Up

That's why our customers say "TOWER is TOPS in TOWER Construction." For coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . In performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Gayed type . . . Heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and control lines or waveguide . . . complete erection by experienced crews.

MICROWAVE too!

TOWER is a pioneer in Microwave Towers and Microwave Belfectors. For the vital "know-how" that only experience gives, write or phone TOWER Construction Company. We invite you to check with our satisfied customers.
Show, assigned as head writer of CBS-TV Red Skelton Show, scheduled to start Sept. 22.

Fletcher Marble, former producer, CBS-TV Studio One assigned to produce forthcoming CBS-TV Life With Father and Mother. Also assigned to series are Vincent McConner, associate producer on Studio One, and David Schwartz and Robert Ross, writers on CBS-TV Amos 'n Andy.

Rudy Schrager, music director, CBS-Radio Lux Radio Theatre, will handle similar duties on CBS-TV Lux Video Theatre.

Gordon MacRae, star of NBC Radio Railroad Hour, has secured release from Warner Bros. contract, leaving him free to enter TV and consider video version of his radio program.

Dr. Frances Horwich and NBC-TV received award from American Legion Auxiliary for Ding Dong School program which Auxiliary voted "best children's program of the year for 1953 on TV."

Ed Dunbar, account executive, NBC San Francisco, father of girl, Aug. 20.

Manufacturers

A. L. Champigny, manager of replacement sales promotion for General Electric Tube Dept., Schenectady, N. Y., replaces G. A. Bradford as manager of advertising and sales promotion for Tube Dept.


Frank J. Powers, Burndy Engineering Co., named head of Industrial Engineering Dept. of CBS-Columbia Inc., Long Island City, N. Y. Israel Metman, engineer in charge of advanced development laboratory, CBS-Columbia Inc., promoted to chief engineer of special productions div. of CBS-TV set-manufacturing subsidiary. He will be identified with development of CBS-Columbia color TV receivers and other special items.


Jules Joslow, sales engineer with Raymond Rosen Engineering Products, to Ampex Corp., Redwood City, Calif., as manager of customer service engineering in firm's New York office.

Axel H. Kahn, commercial vice president of General Electric Supply Co. in Chicago, has retired.

John N. White, formerly associated with RCA, General Electric and Westinghouse, appointed manufacturing assistant president of Cory Corp. (appliances, housewares and advertising specialties), Chicago. W. D. (Bill) Morgan, manager of Cory Corp.'s Kansas City territory, named Southwest Div. sales manager.

Representatives

Ray Barnett, manager, KEAR San Mateo, Calif., to W. S. Grant Co., L. A., as manager.

Program Services

Walter B. Bruce, ad and sales promotion manager, Grand Union, to Robert Bories, radio and TV package shows organization, as general manager.

C. Gillman Johnston, former account executive, CBS Radio Spot Sales, to Air Features Inc., N. Y., live package program production firm, as sales manager, effective Aug. 31.

Michael North, owner of Hollywood merchandising promotion firm, to Art Rush Inc. (talent agency), that city, as head of new live and film TV program packaging division.

Ray Benson, Beverly Hills radio and television producer, to John Gibs Talent Agency, N. Y., as sales representative.

Carl Haverlin, BMI president, received honorary degree from Lincoln College during centennial celebration of Lincoln, Ill., Sept. 1. Special broadcast was aired by WBMM Chicago.

Services

James C. Campbell is manager of Survey Services, new western market and opinion research agency formed as affiliate of Field Research, with offices at 400 Montgomery St., S. F.


Roy V. Whiting, former co-owner of TV Forecast, to Boulevard magazine as co-publisher and consultant on promotion-publicity. He continues as account executive at National Advertising Co., Waukesha, Wis.

Albert Zughmuth, Hollywood station broker, and Peter Miller, president, WLPO LaSalle, Ill., re-elected president and treasurer, respectively, of American Pictures Corp., Hollywood independent movie producer.

Lt. Col. Charles A. Moore, USAF, chief of operations, Armed Forces Radio Service, Hollywood, released from active duty. He plans to re-enter commercial advertising field.

Dr. Edwin H. Lombard, director of radio at Fresno, Calif., State College, to U. of Miami radio-TV film dept. under fellowship from Ford Foundation.

Trade Associations

Herschel Burke Gilbert elected to fifth successive term as president, Los Angeles Chapter, American Society of Music Arrangers.

Page 80  September 7, 1953

PUSH-BUTTON CONTROL gives WBNS advertisers bonus listeners!

Listening habits don't change when the audience slides behind the wheel. Uncounted listeners swell the volume of WBNS regulars...add thousands of prospects for this area's most-listened-to radio station. Pulse Ratings prove WBNS has more listeners than all local stations combined—carries the top 20 rated programs, both day and night. Push-button selling on WBNS can push up sales for your product.

Ask JOHN BLAIR

CBS for CENTRAL OHIO

WBNS RADIO

COLUMBUS, OHIO
COMMERCIAL TV's AID TO EDUCATION NUMBERED BY NARTB INFORMATION UNIT

Stations contribute time and facilities, the Information Committee fact sheet shows. Value of educational TV programming is highlighted in the report.

TELEVISION stations are performing their responsibilities in this connection," the committee points out. "Approximately 90% of the stations answering the NARTB questionnaire had made new offers of their facilities in the fall quarter of 1952. "In addition, 68% of the stations had received unsolicited requests for program availabilities during the quarter, scheduling periods from local or nearby educational institutions-practically all of which were granted. "Extra service to schools in planning and developing television programs and techniques was offered by the majority of stations on a gratis basis."

Professional Techniques Cited

The committee emphasized that "the vast majority of commercial television-school relationships studied are working pleasantly and satisfactorily. And, there is a prevalent opinion that education via picture tube is often best accomplished and most effectively promoted through the use of techniques and methods in the professional telecaster's own bag of tools."

The fact sheet shows that television has not cut down library circulation of books in District of Columbia. Actually, District Librarian Harry N. Peterson notes, "the tendency has been to increase circulation of books of world events, economics, history, self-help, etc., which have been featured on TV shows-and decrease circulation of pot-boiler fiction."

A Gesell Institute study is quoted. It showed that a reading habit which can be seriously interfered with by TV is not a "very firmly ingrained habit" and reported the institute has found the variety of reading habits in the home to be unaffected by the medium.

The NARTB committee is planning later releases, including an amended version of the U. S. Office of Education's report on 1952-53 educational programs staged by local TV stations in conjunction with educational organizations, supplemented by a book listing national TV programs of an educational nature carried by the four major networks.

Among survey findings for the week (Nov. 30-Dec. 6, 1952) are these:

- 885 hours of programs (local only) by or on behalf of educational organizations (all but 1 hour 20 minutes live (in studio or on location). 167 hours 35 minutes of educational programs originated by stations in cooperation with cultural and civic groups (121% hours live).

- 221 hours 5 minutes of educational programs (1% of total time these stations had available for local shows)

- 128,129 cost to stations for time, talent and production of these educational programs, more than $2,000 per station.

Majority of these programs telecast in afternoon when children and young people are at home.

Some of programs produced at station's own inspiration telecast during commercially attractive evening hours than were programs "tuned" by educational stations.

NARTB used a "tight" definition of educational programs. It follows: "An educational program is one which, in its entirety, by reason of its format or content, is intended to impart to the viewer knowledge, skill or discipline of character-exclusive of straight news programs."

This definition, it was explained, eliminates

DRIVING into Four States

UTAH, IDAHO, NEVADA, WYOMING

Whether it's radio or television in this great market you can count on KDYL to swing your sales for you with programs that are right down the fairway and a hit with everyone.

Play KDYL and you are on the right course.

KDYL

SALT LAKE CITY, UTAH

REPRESENTATIVES — JOHN BLAIR & CO. AND BLAIR-TV, INC.
straight news, religious, juvenile, quiz and panel programs as well as personality interviews.

Five most prevalent types of programs by or in behalf of educational programs are:

1. General lectures by instructors and professors; agricultural and horticultural programs; child care and guidance; demonstration and discussion of in-school training; scientific and home economics programs (tied).

2. Other types of educational programs include public debates on current issues, literary talks, business administration and economics, foreign language lessons, historical dramatics, analyses of current events, art talks, music lessons, career studies, conservation programs, geography and travel, sports instruction, health and safety tips.

Most prevalent types of educational programs voluntarily arranged by TV stations were women's, children's, how American industry works, farm and explanation of civic problems. Other station-originated programs produced in conjunction with educational groups included civil defense, national and world problems, Army and Navy information, handicrafts, after-graduation guidance, rehabilitation of handicapped people, gardening, home repair, nature and wild life, music appreciation and first aid.

The NARTB report cited findings of Prof. Paul Witty, Northwestern U., in his fourth annual TV study in Chicago homes. Prof. Witty found an absence of correlation between number of viewing hours and IQs of grade 3-5 children studied during the past 5 years. Analyses of television with child behavior problems by teachers; increase to 12 hours per week in teachers' viewing habits compared to nine hours in 1950, and a corresponding increase in viewing by high school pupils.

Grady School's 'Co-op' Plan
Finding Favor, Drewry Reports

INCREASING interest by radio-TV stations, as well as newspapers and students themselves, is being shown in the new "co-operative" plan of study at the Henry W. Grady School of Journalism, U. of Georgia, Athens.

Dean John E. Drewry states that under the plan, two students of a community can be selected for university education. They go to school and work in alternate quarters, providing the station or newspaper with continuous help.

Only expense, according to Dean Drewry, is what normally would be paid for an employee.

He further pointed out that selection might be done in cooperation with local school officials and that in some instances it could have contest possibilities.

Indiana Courses on TV

INDIANA U. will offer correspondence courses on TV starting Sept. 28. The university last week announced courses in art appreciation and American language 30 minutes twice a week for 12 weeks on WTTV (TV) Bloomington, Ind. They will be produced and telecast in the university's campus studio. Courses will cost $16 each for students taking them for credit. For students taking the courses without credit, the charge will be $5 each.

TV Film Reporting Course Set

TV filming reporting, a new phase of journalism, will be offered this fall in courses at the U. of Houston School of Journalism. Theory and practical experience with TV photo news equipment will be included. Teacher will be Bob Gray, now chief film reporter for KPBC-TV Houston. Jim F. Palmer, acting director of the school, cited the need for preparing "qualified reporters who handle the motion picture camera as easily as they do typewriters and microphones."

KVTV-9 is the buy to reach Sioux City Sue-land*

* 33 counties in Iowa, South Dakota and Nebraska, rich in retail sales ($670,313,000 last year), effective buying income ($825,004,000), and people ($89,800).

Rates are low (basic hour: $200), viewers are new to TV—and enthusiastic. Last set count: over 56,896. See your Katz man.

Sioux City, Iowa
CBS, NBC, ABC & DuMont
A Cowles Station


digested by AI

Page 82 • September 7, 1953
Eighty-two motor freight lines on 12 Federal Highways keep a constant stream of goods moving into every city and hamlet in the Memphis Market. WREC keeps sales rolling by providing an eager audience throughout the entire 76-county area. Moving the goods into the Memphis Market is a bigger and bigger transportation job. Moving the goods out of the stores is a selling job best performed when you select WREC —the station that gets the "better half" of the audience. Ask to see the latest Standard Audit and Measurement Report, Pulse and Hooper ratings that prove it!

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATT
WOAI
the most POWERFUL advertising influence in the Southwest!

IN BEXAR COUNTY

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<td>91,265</td>
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WOAI has MORE families OUTSIDE Bexar County than the next three stations COMBINED!

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49.7% MORE! 410.9% MORE!

WOAI is the most listened to station in 79 COUNTIES with more than 345,000 radio families!

Ask Petry for full report

EDWARD PETRY & COMPANY, INC.
NEW YORK—CHICAGO—LOS ANGELES—ST. LOUIS
DALLAS—SAN FRANCISCO—DETROIT

Note: All figures SAMS
• Uhf faces its most severe competitive test with vhf, when John Poole starts his ultra-high KPIK in Los Angeles, a market long served by seven vhf stations. Page 86.

• Newspapers are wonderful, if you accept without question the findings of a journalism school survey on media impact. But it's worth a closer study of the technique utilized. Page 90.

• A Tulsa department store decides on a swarm of spots on all local radio outlets. Page 95.

ARNOLD F. SCHOEN Jr., general manager of WPRO Providence, R. I., keeps as close a check on his public service programming as on his commercial shows. He knows, of course, that while many organizations request many hours of broadcast time, they seldom bother to help out the station by promoting their own programs.

About a year and a half ago, Mr. Schoen decided that his experience with public service programs notwithstanding, it would be in the public interest to present a program covering various business and economic problems that the average taxpayer faces today. He wanted a program that would help the typical WPRO listener with his day-to-day economic affairs.

He suggested to officials of Providence's Bryant College, an 89-year-old "non-profit institution of education for business," that the school produce the series. It would mean prestige for the school, he pointed out, and, aware of the school's reputation, he was sure a series produced by Bryant would meet his requirements.

Not only did the school like Mr. Schoen's idea (it had never before aired a radio program), but also Bryant promised a promotional campaign to exploit the series using advertising-agency methods. It was this, in particular, that delighted Mr. Schoen.

The school's public relations director, Mrs. Gertrude Meth Hochberg, sparked the series.

Spontaneous Action

As soon as Bryant College instructors agreed to appear on the program, Mrs. Hochberg began working out promotion plans for the programs.

She decided, first of all, to use commercial advertising methods in promoting the programs.

In addition to telling the newspapers about the series, Mrs. Hochberg sent stories to all the New England trade papers, consumer magazines distributed in the area and the wire services.

At the same time letters describing the series were sent to 17,000 people in the Providence area—employers in the 500 largest New England industries, all public relations directors in Rhode Island, Massachusetts and Connecticut, every high school principal and guidance teacher and the Bryant College list of employers.

Mr. Schoen described the campaign as "a full-scale advertising campaign—the kind of thing done in agency work." He said it was something he never expected from producers of public service programs.

He was even more astonished when, after the program started, Mrs. Hochberg began running ads in the Providence newspapers on the series. She also persuaded the newspapers to list the programs in the radio highlights box on their radio log pages.

Mrs. Hochberg sent copies of the program scripts to the Providence newspapers and, Mr. Schoen said, this practice usually resulted in a story the next day.

Success of the series was measured in various ways:

The WPRO ratings were high when the program was on the air—frequently as high as for the Bing Crosby Show or American Way network programs which preceded the Thursday night Bryant's View shows.

Popular Scripts

An increasing number of requests for copies of the scripts came into Mrs. Hochberg's office. The requests came from companies with training courses who wanted to distribute the information to trainees, from schools with commercial classes (where listening to Bryant's View had become a regular assignment backed up by required reports), from libraries, which wanted to stock their career department files, and from listeners.

Mrs. Hochberg said the series gave the college increased prestige in the community, the alumni are happy over the programs, and the faculty, which serves the program for no compensation, enjoys a definite advance in status—both on the campus among students and in the general community outside.

From a broadcaster's viewpoint, Mr. Schoen said Bryant's View is one of the most successful educational program series in WPRO's history. "We were on the right road when Bryant College gave us the kind of program we were looking for," he said, "but assured success was the result of full and continued cooperation between the college and the station on program objective, production, broadcast time and—particularly—the all-out promotional effort of the college itself."
Uhf Faces A Test: Los Angeles’ 7 Vhfs

Today's television counterpart of Daniel entering the lion's den is John Poole, 36-year-old California broadcaster who is putting a uhf television station into operation next fall in vhf-saturated Los Angeles.

There are seven pre-freeze vhf stations in that market. A reported five out of seven were still losing money at the end of 1952. It was faith that enabled Daniel to survive. If faith can do as much for Mr. Poole, he as well as has it made with KPIK(TV) which is scheduled to begin operation within a couple of months on Ch. 22. However dim others may think his prospects are, Mr. Poole is not at all discouraged.

"People ask me why I'm building the station," he has told B*T. "I have faith in the future of television and of Los Angeles. Statistically speaking, enough people move here every year to support the addition of a new TV station annually," he explains.

In radio "all my life," Mr. Poole built his first ham station at 14. Before the war, he shipped out as a Merchant Marine radio man and from 1940 to 1945 served in the Army Signal Corps. Afterward he acquired and operated KSMA Santa Maria, KALI Pasaden and built KBIG Avalon. John Poole Broadcasting Co. now owns KBIP Fresno and KBIG and holds construction permits for Ch. 46, Sacramento, and Ch. 53, Fresno, as well as for KPIK(TV). Five years ago he established experimental uhf KM2XAZ (TV) Signal Hill, Long Beach, of which KPIK is the outgrowth. "So you can see this isn't a 'smart money' move, but part of a long-continuing program," he states.

The financial picture of Los Angeles television isn't quite as grim as the FCC reports indicate [B*T, Aug. 3], in Mr. Poole's opinion. While apparently five of the seven stations are in the red, "some don't mind too much losing money now," he says. "They're doing things in the grand way to make a name for their stations. Meanwhile, their properties are becoming more valuable. Eventually, I think all the existing stations will solve their problems, or the problems will work themselves out, and they all will be operating at a profit."

"What Happened at Roanoke" [B*T, July 13] doesn't dismay Mr. Poole. There, uhf WROV-TV, in the face of increasing losses against the single vhf competition of WSLS-TV, has turned Ch. 27 back to the FCC and entered a competitive application for vhf Ch. 7.

Cites Comparative Circumstances
"They're losing a lot less than many vhf stations," he says. "Of course, theirs is a special case, but if a vhf channel weren't available for them to jump after, they might have stayed on uhf and made a go of it."

"It took the pioneers in vhf four or five years to get started," he comments. "They didn't have competition, but neither did they have the equipment, the services and the acceptance of the public and advertisers we have today."

John Poole Broadcasting Co.'s KBIG started operation last year and was showing a profit four months later, so Mr. Poole can point to this latest in a number of successful projects to back up his ideas on station management. To him, there are two major approaches to putting black ink on the ledger of a uhf station entering a highly competitive situation.

One is a fast, intensive development, gambling heavy initial losses on high quality, exclusive programming with the hope of gaining quick audience acceptance and accompanying advertising revenue. Mr. Poole admits he did think of obtaining exclusive telecasting rights to certain athletic events. With Ch. 22 the only station to carry these, perhaps a high proportion of Los Angeles' more than 1,500,000 setowners might have felt it worthwhile at once to invest the $30-to-$60 required to convert their receivers to one or more uhf channels.

But when KPIK's owner says, "I don't think uhf in Los Angeles will pay off in a hurry," he indicates that the station will follow the other approach, which can be summarized as keeping costs down, programming modestly, and gradually building up an audience.

"Uhf will develop, but not overnight," he opines. "The rewards will be the same as those of vhf, if the stations will only stick with it. We'll realize our returns, although perhaps a little later than the vhf stations."

The first part of the formula—keeping costs down—does present a lot of prickly problems and Mr. Poole admits labor costs are the prickliest of the lot. "If the unions will cooperate, we can keep our costs down and create new jobs in television. But if we're forced to operate on the costly labor budget of our vhf competition, KPIK may never become a reality."

Another problem is to create in the Los Angeles area's video audience a desire to

by LEO KOVNER

A modern-day Daniel reads his uhf for competition in a den of seven currently-operating vhf outlets in Los Angeles. Here he gives his long-range reasons on why he believes he will succeed.
To sell dog food to inland Californians (AND WESTERN NEVADANS)

Be on the Beeline

Dog food or whatever you're selling—take this pointer to boost your sales in inland California. Be on the BEELINE! That's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations...more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(GBMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(GBMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA  PAUL H. RAYMER, National Representative

September 7, 1953  Page 87
convert to uhf. John Poole Broadcasting Co. is already campaigning, mainly on KBIG, with the slogan, "America's New Standard—All-Channel TV." Immediately after KBIG's test pattern goes on the air, the promotion will be expanded to use billboards, newspapers and magazines. In this, Mr. Poole hopes for the cooperation of television manufacturers and distributors.

"We hope to build up a receiver market of roughly 200,000 sets a year. The manufacturers say all-channel sets will be rolling into the Los Angeles area in six months. Then, if the distributors want to sell sets, they can sponsor good shows on Ch. 22," Mr. Poole pointedly suggests.

His strongest immediate support will come from television set manufacturers and distributors, John Poole expects, primarily because he is starting a uhf station in a vhf area. "The Los Angeles area is practically saturated with vhf sets and the average receiver is two or three years old," he observes. "Their big problem is how to sell new sets. Uhf opens a vast new market, both for dealers to replace present vhf—only with all-channel receivers and for television services to convert existing sets."

All-Channel Set Need

Current receiver manufacturing is a subject on which Mr. Poole has strong feelings. "The manufacturers can't continue to construct 'custom-made' sets. At present they make vhf receivers for Los Angeles, for instance, and uhf for other markets. They'll have to standardize on all-channel receivers so they can mass-produce."

Color television might serve other purposes beyond offering a new facet of the medium, he thinks. "Conversion to color might clean out the old, exclusively-vhf sets. Of course, it won't happen overnight. The change to all-channel, color receivers will take place slowly until the price comes down. But it will eventually."

If preliminary observations are borne out by further research, one characteristic of uhf may prove a valuable selling point. Mr. Poole explains, "It's been definitely shown uhf signals are subject to less interference from certain kinds of electrical disturbances, such as 'snow' caused by automobile ignition."

KBIG's success is attributed, in large part, to John Poole's ideas on programming, but he ruefully admits he has no "secret weapon" in store for KBIG's viewers. "The programs won't be costly," he says. "We'll have to rely on ingenuity for our low-budget, one-or-two-camera shows. We don't intend to compete with the networks. Rather, we'll try to develop a programming to satisfy people not now completely happy with that of the networks and independents."

The four permittees who recently told the FCC that subscription television was a necessity to make uhf-TV economically sound (B&T, Oct. 11) do not find agreement from Mr. Poole. "We don't have to have it to survive. But if it brings additional new service to the public, fine. However, I think people are so used to seeing television free, subscription TV will have to be very good to succeed."

KBIG will operate fewer hours than its vhf competition, owner Poole reveals. This will serve two purposes: To keep expenses down and to help the station's programming. "We'd rather have better than more shows," he says.

Less Than Authorized Power

The station will go on the air with less than its authorized power, mainly because of the difficulty in getting transmission equipment delivered. "We're asking the FCC for permission to operate with 12 kw at first, which, plus antenna gain, should give us 50,000 watts in all. There will be a substantial antenna tilt of 3 degrees. But when our custom-built equipment becomes available, we plan to go to 540,000 watts."

Commenting on KBIG's transmission building on Mt. Wilson, overlooking the greater Los Angeles area, Mr. Poole says, "We did consider building on Catalina Island, where KBIG's transmitter is located, so we could serve some areas now covered by television—Laguna Beach, for instance. But the advantages of Mr. Wilson outweigh those of Catalina. We get a better signal from Mt. Wilson. With our present interim equipment, we expect to serve virtually all of metropolitan Los Angeles with only slightly greater technical difficulty than the Mt. Wilson vhf stations."

"The great and growing Los Angeles area can ultimately make use of 10 television facilities, which is the present plan," Mr. Poole says, deferring to the authorized nine commercial and one educational station allotted the region. "Five years ago, when we were experimenting with KM2XAZ near Long Beach, I knew all the vhf channels were used up and that any other station coming into this area would have to be uhf."

Uhf television will not fade in importance as did FM radio, Mr. Poole feels. A number of cities must turn to uhf for second and third service because of the limited vhf channels. In some areas, uhf is the first service. Unlike FM, uhf in many places will not have to overcome the strong competition of long-established stations while trying to earn public acceptance. However, the entire controversy of uhf vs. vhf will become theoretical in the not-too-distant future because, he believes, "It will all be called television, whether it's uhf or vhf."

So Daniel, alias John Poole, marches into the lions' den with a firm faith that:

* Although five of the seven Los Angeles vhf stations currently are not operating at a profit, they eventually will solve their problems and find their way into the black.

* Uhf television will achieve an equal basis with vhf in a number of years, mainly through modernization of receivers.

* Los Angeles has enough varied tastes to make practical use of 10 TV facilities.

TRANSMITTER building of John Poole Broadcasting Co., atop Mt. Wilson near Los Angeles, houses two other stations besides uhf Ch. 22. Ground floor is leased by KFWB-FM (whose tower can be seen at right) and part of second floor by Ch. 28, USC/Hancock Foundation educational station (center tower). Both Los Angeles, KPIK (TV), same city, has cooling equipment, engineering offices and workshop on first floor, transmitter equipment on rest of second floor, and microwave equipment on top floor. Tower at left is that of KHJ-TV Los Angeles.
“In the past, most highway safety promotion has been emphasized in the summer months. However, because of the increasing amount of driving in the winter months, in addition to slippery roads and other travel hazards, careful driving is an all-year-round responsibility. For that reason the safety theme will be one of our most consistent and heavily promoted messages.”

STANLEY C. HOPE
President, Esso Standard Oil Company

The illustration above is appearing in hundreds of newspapers published in the area from Maine to Louisiana, where Esso Products are marketed. This advertisement was adapted from a design now being seen on thousands of outdoor poster panels.

Similar safety messages are constantly broadcast over radio and television for full and complete coverage. Even on Esso road maps, and other promotional material, safety slogans are being used to constantly remind the public of safe driving on the highways.

The promotion of safer driving has always been an important goal at Esso Standard Oil Company. During recent years Esso highway safety campaigns have been honored with the National Safety Council's Public Interest Citation, the Alfred P. Sloan Highway Safety Award and the Advertising Council's commendation for outstanding public service broadcasts.

This year, the new and greater emphasis on safe driving for Happy Motoring will be carried on throughout the year by Esso Standard Oil Company because “safety knows no season.”
A student interviewer—
A set of slanted questions
And it's easy to prove that . . . .

By J. Frank Beatty

Managing Editor—Your name, young man?
Young Man—J. Adolphus Browning III, Sir!
M. E.—Well now, so you want to be a newspaperman?
Y. M.—Yes, Sir. It's a life-long dream.
M. E.—What are your qualifications?
Y. M.—I have just received my degree summa cum laude at Modal School of Journalism.
M. E.—A fine newspaper school.
Y. M.—It has a wonderful reputation.
M. E.—You've had practical experience?
Y. M.—Of course, Sir. We had many field assignments at school.
M. E.—Excellent. Do you have any background in economics and research?
Y. M.—Yes, Sir. I worked on surveys showing what the public thinks of various media.
M. E.—You did? What did your surveys show?
Y. M.—For one thing, they showed that 48% of women find newspapers the most useful of all media.
M. E.—Naturally. And if you'll pardon the hated word, what did you find out about radio?
Y. M.—Only 6% of women find radio most useful.
M. E.—And, hrmph, television?
Y. M.—Only 10% of women find television most useful.
M. E.—Most interesting, and obviously correct.
Y. M.—Of course, Sir.
M. E.—Your definition of useful is . . . ?
Y. M.—It sort of had the ladies guessing, Sir.
M. E.—And if they asked?
Y. M.—If they asked, the interviewer was instructed to say, "The kind of advertising which you use must in your buying."
M. E.—A real cutie, I must say.
Y. M.—I agree.
M. E.—What were your qualifications as interviewers?
Y. M.—We were students of the journalism school.
M. E.—And newspaper-minded?

M. E.—We were studying for advertising degrees.
M. E.—Perfect. And where did you do your interviewing?
Y. M.—Some of the interviews were conducted at home and others at women's organizations and in stores.
M. E.—Ah, where the girls were doing their weekend marketing, buying small-day-to-day items.
Y. M.—That's right. I had a little gimmick of my own.
M. E.—Yes?
Y. M.—Well, one weekend I stationed myself at a meat counter. There was a special on sirloin steaks, 70 cents a pound.
M. E.—And they had learned about the steaks. . . ?
Y. M.—In the newspapers, naturally.

Y. M.—A most receptive and impartial group. You have had professional experience at this sort of thing.
M. E.—Oh no, Sir. It was really just one of several classroom exercises by us students.
M. E.—But professionals couldn't have produced better results.
Y. M.—Thank you, Sir. It made us feel mighty good to see how the exercises turned out.
M. E.—Of course you stratified results.
Y. M.—Not exactly, Sir. Only by occupational groups and that only applied to perhaps 50% of the sample. We like to think the occupational groups were typical.

M. E.—It's just as well you didn't pursue the matter too carefully.
Y. M.—You see, this was just a routine classroom project so we didn't figure it was necessary to recognize such factors as income, age groups, educational levels and geographical areas, to mention only a few of the thousands of variables.
M. E.—Your sampling was scientific?
Y. M.—Very much so. Our procedure consisted of the sampling of clusters chosen at random in the area.
M. E.—And you saw that they were properly exposed to all media?
Y. M.—We didn't bother with that since it was only a school exercise.
M. E.—I must say your results are impressive.
Y. M.—We were pleased that people respond so well to newspaper advertising.
M. E.—And you tested copy impact?
Y. M.—Not exactly, but it is inherent in our results.
M. E.—You mean you were really testing both media and copy?
Y. M.—Yes, I'll have to concede you're right.
M. E.—And then you translated impact of different kinds of copy into media terms?
Y. M.—In a way, yes but . . .
M. E.—But?
Y. M.—. . . In a classroom exercise we don't explain these trival details.
M. E.—Very good. Now, how many interviews did your group conduct?
Y. M.—In 1952 we did 1,400 in the winter series and 725 in the fall.
M. E.—And where did you operate?
Y. M.—Only in the Upper Shore area.
M. E.—Convenient. And your audience was typical?
Y. M.—Yes, we met the best people. Many of them were driven to stores by their chauffeurs. It's a desirable area.
M. E.—What were their reactions to advertising?
Y. M.—They found it useful, as I said before.
M. E.—Were they annoyed by advertising?
Radio and television media stations around the country are finding themselves portrayed as unpopular and ineffective on the basis of a "Continuing Study of Housewives' Attitudes Toward Advertising Media" directed by Dr. Charles L. Allen, Assistant Dean & Director of Research, Medill School of Journalism, Northwestern U., Evanston, Ill. The studies are conducted in the North Shore area of Chicago (Devon St. on the South, Northern limits of Lake Forest and westward to Des Plaines city limits on the east).

There are surveys, and there are surveys. And then there are the uses to which surveys can be put. Herewith is the story of an interview that never took place in a newspaper office that never existed and by characters who never lived. Any relation between this interview and any survey, living or dead, is purely coincidental.

A Critical Look at Medill's Survey

NEWSPAPERS are beginning to show around—to their advertisers and prospective advertisers, for instance—an advertising study conducted by students of Medill School of Journalism of Northwestern U., Evanston, Ill. [B & T, June 15].

In the opinion of broadcast researchers, it is the sort of study best calculated to turn up the best answers for newspaper promotion people—and newspaper promotion people, in the opinion of broadcast researchers, would be idiots not to use it for all it's worth.

All they ask is that the people to whom it's presented—advertisers, for instance—consider the whole circumstances (and technique) of its making.

Actually, it's a series of surveys.

Since 1944, two, three, or four times a year Dr. Charles L. Allen, assistant dean and director of research of the Medill School, has assigned his students a task: To talk to housewives in their homes (about 50% of the cases) and in grocery stores, clothing stores, meat markets, elevated railway stations, church meetings, women's clubs, etc.

Three or four questions are put to the housewives in the pursuit of this scholastic assignment. Broadcast researchers consider them reasonable questions from the newspaper standpoint, but something less than proper ones if fairness to all media is the desired result.

For instance, a key question is: "What kind of advertising is most useful to you?"

In the results which newspapers are not concealing—especially in markets which by coincidence have recently acquired, or are about to acquire, television stations—newspapers come out on top.

The top four media, in percentage of nominations in answer to that question, are as follows (survey of fall, 1952):

- Newspapers 43.72%
- Magazines 26.46%
- Television 16.68%
- Radio 4.68%

Broadcast researchers accept these figures as being approximately accurate—based on the wording of the question.

The Medill studies also found that, of the major media, more people would prefer to do without ads on television and radio than on, unsurprisingly, newspapers and magazines. The "prefer without ads" score as shown by the fall 1952 Medill study is as follows:

- Newspapers 6.34%
- Magazines 11.72%
- Television 58.75%
- Radio 63.03%

Yet other, admittedly more national, studies have produced opposite results. A nationwide survey reported in the book, "The People Look at Radio," by Paul Lazarsfeld and Harry Field showed that 62% of respondents voted in favor of radio with commercials; 35%, without, and 3%, no opinion.

In the same book it was pointed out that people had been asked to appraise the local "institutions" which were doing the best jobs in their communities. Radio came out ahead of newspapers—and also, incidentally, of churches—with this lineup.

Among those "institutions" listed as

(Continued on next page)
A Critical Look at Medill's Survey

(Continued from preceding page)

performing "excellent" service to the community, radio led the list with checks from 28%; churches took second place with 25%; schools took 17%, newspapers came next with 12%, and local government received 7%.

But they question the wording. They question most especially the word "useful."

Such a word, they contend, is calculated to make the housewives think first and most often of the ads which newspapers carry telling of what's on sale today at the meat market, or what clothing buys are hot, or where bacon is 60 cents a pound.

The "proper" approach, in the minds of broadcast researchers, would be first to draw a distinction in the minds of the housewives between the various types of advertisement—local (i.e., essentially, those called up by the "useful" question) versus regional or national; those designed to make immediate sale, which is basically the newspaper type, as against those where the intent is to build up brand names for sales-in-the-long-run, etc.

If these distinctions were drawn, researchers say, the answers of the housewives would have been different.

Another question in the Medill study concerns the media whose advertising is "most distasteful."

It is not surprising that, among the figures being distributed by newspapers, television and radio advertising lead the list in this category:

Television 27.17%  
Radio 18.48%  
Direct Mail 12.83%

Newspapers and magazines come out just ahead of "no opinion," with 27.1% and 11.66%, respectively.

Only trouble with this is the word "distasteful."

Numerous surveys on a nationwide scope—as distinguished from surveys conducted in a single area among 500 to 1,000 persons—have indicated that people "accept" newspaper ads for the simple reason that they can ignore them.

The broadcast media are considered more as entertainment media, and the commercials, though they occupy less space proportionately than newspaper ads, are more apt to be heard or seen.

Going further, nationwide studies have shown that people react more strongly to radio-TV commercials than to other advertisements. If they dislike them, they dislike them more strongly; but on the other hand, if they like them their ardor is stronger.

they would rather not have any advertising?

Y. M.—Many times.

M. E.—And what . . . ?

Y. M.—Our impartial classroom exercise shows that 93% of women prefer to have advertising in their newspapers.

M. E.—Of course. And radio?

Y. M.—Over 65% would rather have radio without advertising.

M. E.—I don't wonder. Now, about television?

Y. M.—About 60% would rather not have advertising on television?

M. E.—You know, it's a mystery why the big advertisers are spending so much money on radio and television.

Y. M.—They should see our survey, Sir.

M. E.—I recall now that our industry is taking advantage of these unbiased surveys.

Y. M.—I've noticed it, too.

M. E.—You've seen some of the promotional material?

Y. M.—Yes, Sir.

M. E.—Such as?

Y. M.—Some papers really tied into radio and TV by printing the results.

M. E.—Exactly as you released them?

Y. M.—They aren't exactly released, Sir.

M. E.—I see. They're sort of inadvertently available.

Y. M.—They get to the right places. The American Newspaper Publishers Assn. put our survey on their list.

M. E.—Is it reproduced accurately?

Y. M.—In general, Sir.

M. E.—Meaning?

Y. M.—Several of the newspapers have rather elastic versions.

M. E.—Elastic?

Y. M.—Maybe I shouldn't say this, but one paper, for example, said the results were based on about 12,000 intervieweis in 1952.

M. E.—Go ahead.

Y. M.—Actually we only conducted about 2,000 interviews.

M. E.—Perfectly natural. They wanted to lend an aura of authenticity.

Y. M.—Well stated, Sir.

M. E.—So your questions weren't loaded?

Y. M.—Of course not.

M. E.—And your interviews were carefully conducted?

Y. M.—That's right, and in the right places at the right time, I might add.

M. E.—Most commendable. Your results confirm the impartiality of your research.

Y. M.—We're very happy about the results. And, Sir, about an opening on the Nonpareil-Banner?

M. E.—I'm glad you mentioned that again. I must congratulate you on your grasp of our industry's problems. I predict a bright future in journalism for a youth of your ability.

Y. M.—And the job?

M. E.—There isn't anything open at the moment except in the newsroom. We need a copy boy.

Y. M.—Oh.

M. E.—But that's the way I started. You should begin at the bottom and work your way up, acquiring a good foundation in the process.

M. E.—It pays ?

M. E.—Twenty dollars a week to start, but you should advance quickly.

Y. M.—To what, Sir?

M. E.—We may have an opening in our promotion department by the end of the year. Possibly we can expand our activities in the research field. Suppose you think it over.

Y. M.—Thank you. I'll think it over, but it isn't quite what I expected.

M. E.—Life, unlike some surveys, is full of the unexpected.

Y. M.—You state things amazingly well, Sir.

M. E.—On second thought, we might be able to use a man of your ability right away. Some of our misguided people around Metropolis are succumbing temporarily to this radio and television foolishness.

Y. M.—It's tragic, Sir.

M. E.—And bring in some ideas for a research campaign. We'll really hang one on them.

Y. M.—I understand, Sir. Thank you.

KWBW Radio Rolls

THAT "old" medium, radio, just keeps rolling (responses and sales) along! A recent radio success comes from KWBW Hutchinson, Kan., which found the facts and figures just too good to be kept under a bushel basket. These are the computations as released by KWBW:

Lustercraft Corp. of Kansas placed an offer on both radio and television to stimulate demonstrations of its products in the home.

The TV offer was a free stainless steel mixing bowl for allowing a demonstration and a french fry basket with the purchase of a set of Lustercraft. The radio offer was the bowl only, to be given for permission of a demonstration.

Length of time of the TV commercial was four weeks. Cost of time and phone service was $395. The TV campaign brought in 400 replies, 100 in the Hutchinson market, the rest in the Wichita market.

Radio time was one week with cost of time and phone service of $60. The radio campaign caught 536 replies, all in the Hutchinson market. Breakdown of TV cost: $1 per reply. Of radio: 12 cents a reply.
Check the new WBZ MAIL MAP against the areas where you want action in New England

Map shows where listeners are, and where they're influenced to act.

A survey that plots audience location is a big help in time-buying. Even more helpful is a survey that indicates sales-action. And that's exactly what the new WBZ mail map does!

The map is based on accurate analysis of more than 100,000 pieces of mail. Counties are shaded to indicate degree of penetration shown by intensity of mail returns.

Check this new map with your New England sales picture... and find out how important it is to tell your story on WBZ! For further information, get in touch with WBZ or Free & Peters.
They brought you the Age of Flight because

They Were Free To Try The Impossible

In 1903 the “experts” said it was impossible for a powered heavier-than-air machine to fly. But the Wright Brothers weren’t discouraged by the experts. Free to put energy and money into a challenge to the impossible, they flew at Kitty Hawk—opened up the Age of Flight—and created new jobs and opportunities for millions.

This same freedom—under a system where the opportunity for rewards exists—has also been a major reason for the constant progress U.S. oilmen have made.

One example—in the early 30’s the experts said it was impossible to produce low-cost 100 octane aviation gasoline. But competing U.S. oil companies, stubbornly invested millions learning how—long before a market for the product existed.

When World War II came, oilmen were ready. 100 octane gasoline, which the Germans never had in quantity, was one vital key to victory because it gave Allied planes vastly greater speed and range.

Because they were free to try the impossible again and again, oilmen, like the men of aviation, have served you and the nation well in the 50 years since Kitty Hawk. They will continue to search out new horizons for you so long as this great American freedom exists.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N.Y.

1911—EARLE OIVINGTON, pilot of early air-mail run, gets mail from Postmaster General Hitchcock before 10 mile flight. Better planes, fuels, lubricants later made dependable air-mail service possible.

1927—CHARLES LINDBERGH—(arrow) stands by as the Spirit of St. Louis is fueled for its historic flight from New York to Paris. Over 450 gallons of gasoline were poured by hand into the plane’s tanks.

WILBUR WRIGHT is here shown carrying gasoline to plane for one of man’s earliest powered flights. Girl is believed to be Harriet Quimby, America’s first woman pilot.

1940—“SCRAMBLE”—RAF pilots race to Spitfires to repel attack. British call American-produced 100 octane gasoline, which Germany didn’t have in quantity, margin of victory in Battle of Britain.

1953—OFF KOREA—carrier jets being refueled at sea. Even though new jets gulp fuel 3 times faster than World War II planes, U.S. oilmen are keeping ahead of record demands for these special fuels.
BROWN-DUNKIN BUYS

360 SPOTS A WEEK

USING ALL SIX TULSA STATIONS

NEXT Sunday will be a historic day in Tulsa radio.

It will mark the opening of a one-year campaign of saturation spots on all Tulsa stations by Brown-Dunkin Co., "Tulsa's Dominant Department Store."

All six radio stations will take part in the campaign, a significant triumph of Associated Tulsa Broadcasters. This incorporated group conceived and sold the Brown-Dunkin spot series [CLOSED CIRCUIT, Aug. 24].

In brief, each Tulsa radio station will carry 60 spots per week, adding up to an estimated $125,000 for the year.

This spectacular approach to the department store problem started to develop last April when Kevin Sweeney, vice president of Broadcast Advertising Bureau, was scheduled to talk in Oklahoma City on his favorite subject.

Tulsa’s six ATB members thought it would be a good idea to have Mr. Sweeney address a similar meeting in Tulsa and talk to some advertisers about the blessings of radio.

ATB made the arrangements, subtly hinting at radio’s importance by sending out appropriately engraved invitations to 125 leading local businessmen. This list represented the top echelon of commercial Tulsa, including advertising executives of companies able to influence advertising budgets.

John Dunkin, operating executive of Brown-Dunkin, agreed to serve as chairman of the meeting. He lauded radio’s sales potential in his opening remarks and after Mr. Sweeney concluded added another tribute to the medium’s effectiveness.

After the luncheon Mr. Dunkin remarked informally that he and his staff appreciated the chance to hear Mr. Sweeney’s story of the power of broadcasting.

And then he voiced a thought that started a chain reaction—the reaction that led to the saturation campaign.

“I wonder if you could find some way of integrating radio more effectively into our own advertising program,” he said.

Gustav K. Brandborg, KVOO, asked if he would like ATB to work out a tailor-made plan for Brown-Dunkin. Mr. Dunkin was agreeable and things began to happen.

William B. Way, ATB president, and other association members, with their station staffs, started a series of meetings to plan a program designed to do the radio job for Brown-Dunkin. A sales representation was developed, consisting of 23 large panels.

At a second luncheon the presentation was made to Mr. Dunkin and members of the store operating committee. For three hours the radio and store executives tossed the subject back and forth.

The store made available confidential information which ATB used in developing projections. This included figures on charge accounts in the territory. These figures were matched against newspaper circulation in the area, yielding effective indications of radio’s superior coverage and its ability to increase the number of sales messages delivered to the charge customers.

In essence the Brown-Dunkin campaign looks like this:

1. The program is an announcement saturation campaign employing all Tulsa AM stations, with each station running the same number of spots per week.
2. Each station is scheduling 60 spots per week, divided 70% day and 30% night.
3. A radio director for Brown-Dunkin will be an exclusive "voice." This voice will be heard on Brown-Dunkin announcements only and will be a new voice in Tulsa.

Each day he will give the following day’s announcements to all stations on the ATB interconnected loop. Each station will record the announcements by tape or disc, and they will be used in accordance with each station’s schedule.

In the event any item is sold out quickly, the radio director will replace that item with another, using the same interconnected network. Weather changes can also be accommodated in this manner, an

The advertising and retailing eyes of the nation will be on Tulsa, starting Sept. 13, as a major test of radio’s effectiveness as a medium for retail stores will be put to a test by Brown-Dunkin, Tulsa’s dominant newspaper advertiser. Again the Southwest becomes a proving ground for radio, lowest-cost-per-thousand medium, recalling the Joskes of San Antonio test in the mid-‘40s. The six radio stations in Tulsa developed the project, working in harmony.

TULSA’s dominant newspaper advertiser, Brown-Dunkin Co., becomes its largest radio advertiser as Ben Jumper, B-D sales promotion manager (seated, left), signs contracts for all six stations. Seated beside him is William B. Way, KVOO, president of Associated Tulsa Broadcasters. Standing (l to r): Frank Lane, KRMG; John Wheeler, KAKC; Charles Grim, KOME; Bud Blust, KTUL; Gustav Brandborg, KVOO; Jim Neil, KAKC; Lawson Taylor, KFMJ, and Bill Swanson, KTUL.
advantage radio does not always exploit properly.

5. All items used on radio will be identical with those used in all other promotion. This is deemed the logical plan since it is recognized that heavy traffic items in newspaper advertising are also heavy traffic items on the air. The whole pitch is designed to increase the traffic load into the store.

At the suggestion of Brown-Dunkin, billing operations will be confined to a single invoice each month, made up from the separate invoices submitted by each station. ATB, in turn, will pay separate invoices to the stations.

The radio director at Brown-Dunkin will enjoy equal stature with other department heads and report directly to Ben Jumper, sales promotion manager.

He will acquaint sales personnel and department heads with the radio activity and offer suggestions on ways of taking advantage of the items. This will involve placement of radio copy at departments, use of the radio spots on the store's PA system, talks at sales meetings and similar activities.

Whole Pie Is Better

The presentation submitted by ATB to Brown-Dunkin took this theme: "A part of the pie is fine but the whole pie is better—especially if you want to share it with others (like stockholders, for instance)."

ATB cited Advertising Research Bureau Inc. tests showing newspapers produce one-fourth of department store traffic producing 26% of sales. Radio-influenced traffic, it was noted, is 35.7% of the total and responsible for 38% of all sales.

"Radio has no quarrel with newspaper advertising," it was stated. "We know it's good and does produce results.

"But, for Brown-Dunkin to do a complete advertising job, radio advertising must be used on a fulltime, comprehensive basis."

Radio Serves 173,902

The presentation cited the 192,028 homes in the Tulsa retail trade area, claiming one paper served 62,933 of these homes compared to 173,902 served by radio. Another paper was said to serve 61,434 homes.

This point was then made: "Since ARBI studies prove greater response from radio than from newspapers; since ABC and census figures prove the tremendously greater radio penetration of Tulsa retail trade area homes over newspaper circulation—why continue to depend upon newspapers to do a job which is beyond their capability to perform...alone."

"Do as other great department stores throughout the nation are doing. Use radio advertising to promote at an economical cost (Schusters, Pomeroy's, Bloch & Kuhl, Joske's, Harveys, Blatt [which uses radio exclusively] and many others.)."

These stores, it was stated, are making radio advertising an important and profitable part of their regular advertising."

ATB Sums Up

The ATB presentation summed up these arguments in this way: "To get the WHOLE customer pie Brown-Dunkin must make radio advertising a major part of its advertising program; must use radio advertising on a regular schedule; must devote as much thought and planning to radio as to newspaper promotion...must devote specialized thought and planning to the preparation and handling of radio copy."

These practical advantages were cited by ATB in the proposal for a Brown-Dunkin campaign:

We propose: That a small studio be set up in the store to be used to originate all Brown-Dunkin commercials.

All Tulsa radio stations would be connected with this studio by leased telephone wires.

Record Simultaneously

Each day the radio director, through "The Voice," will notify the radio stations that commercials for the following days' broadcasts will be sent to them. Each station will record its own announcements at that set, specified time.

This means elimination of mistakes; guarantees every commercial will be exactly right; permits flexibility of copy handling to take quick advantage of weather conditions; arrival of seasonal merchandise, and all other contingencies.

This method eliminates the necessity for Brown-Dunkin management to see the representative of six Tulsa radio stations to supply copy.

It allows the radio director to plan and execute his duties with greater dispatch, and to keep his store personnel advised of radio promotion that is accurate and impressive.

Observing that Brown-Dunkin will have 360 announcements per week reaching every radio home in the Tulsa retail trade area many times per day every day in the week, ATB pointed out that Brown-Dunkin becomes the dominant radio advertiser in Tulsa just as it is the dominant newspaper advertiser. Furthermore, according to ATB, "this schedule will support newspaper advertising in Tulsa County where paper circulation is greatest, and will deliver Brown-Dunkin selling messages into that great area where newspaper circulation is thin or non-existent."

Monthly Cost $9,550

Using 360 announcements per week on the six Tulsa stations (252 daytime spots, 108 nighttime spots) based on 4/3 weeks per month, total cost per month is roughly $8,650, plus radio director and radio voice, or a total of $9,550.

These final reminders were submitted:

Brown-Dunkin needs impact where newspaper advertising is very thin.

Brown-Dunkin needs protection against constantly rising newspaper costs.

Brown-Dunkin needs to woo the existing market that can be reached only by radio.

Brown-Dunkin needs the extra impact in the group reached by both newspaper and radio.

$66 Brings $30,000

SIXTY-SIX dollars worth of time signals on KREM Spokane, Wash., paid off in $30,000 in sales for the Standard Lumber Co. there. The firm took the advertisements to publicize a home it had constructed. Sixty-one prospects came to the open house. One bought it, another ordered a second just like it, and a third ordered extensive remodeling.
Only a stretch of the imagination—a big stretch—could visualize and create towers like this. Towers stretching high into the sky, their influence reaching far in every direction.

Along with this thinking goes the increased use of film pickup and film programming. With Eastman Film, shows are freed from the limitations of studio walls and time-zones. And flexibility, both of entertainment and commercials, increases tremendously for the same dollar investment.

For complete information concerning film selection and processing, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6705 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.
American Research Bureau Inc., found that in an exhaustive survey conducted in July, 1953, 75,956 people read BROADCASTING • TELECASTING every week.*

This huge audience is far bigger than that of any other publication in the radio and television fields. It includes everybody who is anybody in the business. Advertisers can influence all the decision-makers in radio-TV by placing their messages in BROADCASTING • TELECASTING

* ARB found that an average of 4.68 persons read each of BT's 16,230 copies circulated each week—the largest paid circulation in radio and television. Further details on request.
Information in following order: Location, call letters, channel, core grammar, starting target date, network and representative.


Rochester, WHEC-TV (71), 1/5/54-Unknown.

Rochester, WHEC-TV (10), 3/11/53-12/15/53. ABC, CBS, Bolling share with WHEC-TV.


Syracuse, WHBT-TV (19), 7/11/53-Unknown.

Utica, WFRB-TV (19), 7/11/53-Unknown.


MINNESOTA


MISSISSIPPI

Columbus, WCBT-TV (28), 3/11/53-Unknown.

Gulfport, WPGO-TV (34), 3/11/53-Unknown.

Jackson, WSLI-TV (12), 7/22/53-Jan. '54, ABC, Weid TV.

Jackson, WDTN (TV) (3), 8/7/53-Early '54, DuB, Taylor.

Meridian, WLOJ-OC (TV) (30), 12/23/53-9/1/54.


MISSOURI

Cape Girardeau, KGOY-TV (18), 4/16/53-Unknown.

Clayton, KYUO-TV (30), 2/5/53-Unknown.


Fort Smith, KFTV (TV) (13), 12/11/53-2/10/53.

Hannibal, KHQA-TV (7), 2/11/53-9/11/53-Weid TV.


St. Louis, KETC-TV (19), 5/7/53-Unknown.

St. Louis, KSDK (TV) (30), 1/13/53-11/15/53. ABC, H-R Television.

St. Louis, WLW-TV (43), 2/12/53-Late '53.


MONTANA


Billings, KRTV (TV) (8), 1/1/53-Early Fall '53.


NEBRASKA

 Kearney, KHOL (TV) (13), 7/22/53-Unknown.

NEVADA


NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53-Unknown.

Manchester, WMUR-TV (9), 8/26/53-Unknown.


NEW JERSEY

Asbury Park, WTVF (TV) (58), 10/2/52-Late Dec. '53.

Atlantic City, WOCN (TV) (52), 1/8/53-Unknown.

New Brunswick, WDBC (TV) (47), 4/2/53-Unknown.

New Brunswick, WBBF (TV) (13), 12/4/53-Unknown.

Trenton, WTTM (TV) (41), 7/11/53-Unknown.

NEW MEXICO


Santa Fe, KTKV (TV) (2), 1/23/53-Unknown.

NEW YORK

Albany, WFPB (TV) (22), 6/10/52-Unknown.


Binghamton, WQVT (TV) (46), 8/14/53-Unknown.

Buffalo, WBSE (TV) (59), 12/23/52-9/7/53. Bolling.

Buffalo, WKBW-CT (TV) (11), 8/26/53-Unknown.

Elmira, WECT (TV) (18), 2/26/53-10/1/53, NCB, Everett-McKinney.

Ithaca, WJVC-TV (20), 1/8/33-11/53.

Ithaca, WSKT (TV) (14), 8/15/53-Unknown.

Jamestown, WJHN-TV (58), 1/23/53-Unknown.

Kingston, WNYT (TV) (68), 1/23/53-Unknown, NBC, Meeker.

New York, WGY (TV) (22), 8/14/52-Unknown.

WGRD

1939-40

"The People's Station"

"Radios of Rapid Transmissions"

ASK—Gill-Perna, Inc.

BROADCASTING • TELECASTING

R-E-S-U-L-T-S

September 7, 1953 • Page 101

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience - advancement into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

WASHINGTON
Vancouver, KXV (5), 10/19/53-12/20/53, NBC, Portland.

TULSA
El Paso, KEPO-TV (13), 7/14/53-12/31/53, ABC, Austin.

NEW JERSEY
Jersey City, TVC (9), 12/1/53-3/1/54, NBC, Radio.

NEW YORK
Orchard Park, WGR (5), 12/1/53-3/1/54, ABC, Rochester.

ILLINOIS
Chicago, WGN (7), 6/1/53-12/31/53, NBC, Chicago.

Los Angeles, WABC (9), 7/15/53-12/31/53, ABC, Los Angeles.

TEXAS
Beaumont, KTVM-TX (TV) (4), Initial Decision 7/22/53.
Dallas, KRTV (TX) (9), 8/14/53-12/31/53, CBS, Dallas.
Fort Worth, KTVT (TX) (11), 11/1/53-12/31/53, A., Fort Worth.
Galveston, KTVR (TX) (4), 11/20/53-12/31/53, CBS, Galveston.
Houston, KTRK (TX) (13), 11/20/53-12/31/53, NBC, Houston.
Kingsville, KVTB (TX) (4), 11/20/53-12/31/53, CBS, Kingsville.
K.Canyon, KVCTV (TX) (8), 9/4/53-12/31/53, A., Canyon.
Lufkin, KTRE (TX) (9), 8/1/53-12/31/53, NBC, Lufkin.
Midland, KMIN (TX) (25), 7/1/53-1/1/54.
San Antonio, K-sign (TX) (25), 7/1/53-1/1/54.
Swantown, KSTV (TX) (12), 9/1/53-12/31/53.
Texas City, KTVB (TX) (16), 6/1/53-12/31/53.
Temple, KVTX (TX) (4), 2/19/53-12/31/53, NBC, Temple.
Victoria, KXAM (TX) (5), 7/16/53-12/31/53.
Waco, KAM (TX) (24), 3/15/53-12/31/53.
Walls, KRGG (TX) (7), 1/15/53-9/30/53.

COLORADO
Denver, KFWB (CO) (6), 11/15/53-12/31/53.
Greeley, KRMN (CO) (24), 11/15/53-12/31/53.
Grand Junction, KGLB (CO) (25), 11/15/53-12/31/53.
Junction City, KTVZ (CO) (22), 11/15/53-12/31/53.
Littleton, KXDO (CO) (20), 11/15/53-12/31/53.
Pueblo, KFTH (CO) (4), 11/15/53-12/31/53.
Rapid City, KFTR (SD) (11), 11/15/53-12/31/53.
Sturgis, KESC (SD) (10), 11/15/53-12/31/53.
Wiggins, KTVK (CO) (21), 11/15/53-12/31/53.
Wyoming, KWN (WY) (4), 11/15/53-12/31/53.

MICHIGAN
Bay City, WJBK (MI) (4), 8/15/53-12/31/53.
Dearborn, WMU-TX (15), 12/16/53.
Detroit, WTVS (MI) (6), 1/15/53-12/31/53.
Flint, WJTV (MI) (20), 12/15/53-12/31/53.
Grand Rapids, WOOD (MI) (91), 12/15/53-12/31/53.
Saginaw, WSGS (MI) (9), 12/15/53-12/31/53.
Taylor, WMU (MI) (37), 12/15/53-12/31/53.

OHIO
Akron, WJOT (OH) (10), 12/15/53-12/31/53.
Cincinnati, WDAY (OH) (23), 12/15/53-12/31/53.
Cleveland, WTOV (OH) (13), 12/15/53-12/31/53.
Columbus, LOTV (OH) (29), 12/15/53-12/31/53.
Dayton, WRGB (OH) (21), 12/15/53-12/31/53.
Dayton, WOH (OH) (30), 12/15/53-12/31/53.
Dayton, WWC (OH) (30), 12/15/53-12/31/53.
Dayton, WYG (OH) (30), 12/15/53-12/31/53.
Dayton, WWOH (OH) (30), 12/15/53-12/31/53.
Youngstown, WYPC (OH) (24), 12/15/53-12/31/53.
Zanesville, WZTV (OH) (14), 12/15/53-12/31/53.
Zanesville, WZTV (OH) (13), 12/15/53-12/31/53.

WISCONSIN
Beloit, WREB (WI) (10), 12/15/53-3/15/54.
Eau Claire, WEUX (WI) (13), 9/15/52-12/31/53.
Green Bay, WOCN (WI) (9), 9/15/52-12/31/53.
Green Bay, WKOW (WI) (1), 9/15/52-12/31/53.
Milwaukee, WTMJ (WI) (21), 8/20/53-12/31/53.
Milwaukee, WYCT (WI) (6), 6/25/53-9/30/53, ABC, H.I.R.

WYOMING
Cheyenne, KCPV (WY) (5), 1/15/53-12/31/53.
Cheyenne, KCPI (WY) (3), 1/15/53-12/31/53.
Cheyenne, K chasing (WY) (51), 1/15/53-12/31/53.

Note: Amended processing procedures and reduced priority of base cities with contested applications went into effect Aug. 24 (3F, Aug. 31).
APPLICATIONS DISMISSED


Des Moines, Iowa — Independent Best Co. (KIOA) granted dismissal of its bid for new TV station on uhf Ch. 57 at request of attorney. Dismissed Sept. 7.

Bay City, Mich. — James Gerity Jr. granted dismissal of bid for new TV station on uhf Ch. 5 at request of attorney. Dismissed Sept. 7.

Bay City, Mich. — Bay Best Co. granted dismissal of bid for new TV station on uhf Ch. 5 at request of attorney. Dismissed Sept. 7.

Prudence E. R. — Greater Providence Best Co. granted dismissal of bid for new TV station on uhf Ch. 12 at request of attorney. Dismissed Sept. 7.

Skegby, Wash. — WHBL Inc. (WBL) granted dismissal of bid for new TV station on uhf Ch. 58 at request of attorney. Dismissed Sept. 7.

Existing TV Stations...

KHEO (TV) Fresno, Calif. — J. J. O'Neil granted SPA to operate commercially on uhf Ch. 37 for the period ending Aug. 10. Granted Aug. 27, announced Sept. 7.

WIEV (TV) Ft. Lauderdale, Fla. — Gerco International granted modification of CP for uhf Ch. 17 to change ERP to 162 kw visual and 80.1 kw aural; antenna height above average terrain 730 ft. Granted Aug. 25, announced Sept. 7.

WTCN-TV Minneapolis, Minn. — Minnesota TV Public Service Corp. granted STA to operate commercially on uhf Ch. 11 for the period ending July 1, 1954. Granted Aug. 27, announced Sept. 7.


KXEL-TV Fort Collins, Colo. — Colorado Broadcast House Inc. granted STA to operate commercially on uhf Ch. 9 for the period ending Jan. 1, 1955. Granted Aug. 28, announced Sept. 7.


KNBC-TV Cleveland, Ohio — NBC granted modification of CP for uhf Ch. 3 for the period ending Dec. 31, 1954. Granted Aug. 26, announced Sept. 7.

KGBA-TV Eau Claire, Wis. — Lee Best Co. granted new SPA to operate commercially on uhf Ch. 7 for the period ending Feb. 28, 1954. Granted Aug. 21, announced Sept. 7.

KTQV (TV) Oklahoma City, Okla. — Republic TV and Radio Co. granted modification of CP for uhf Ch. 25 to change ERP to 275 kw visual and 144 kw aural; antenna location to First National Bank Bldg., Oklahoma City. Granted Aug. 28, announced Sept. 7.

WJHL-TV Johnson City, Tenn. — WJHL Inc. granted SPA to operate commercially on uhf Ch. 11 for the period ending Sept. 28, 1954. Granted Aug. 27, announced Sept. 7.


WJKY-TV Columbus, Ohio — WQW Co. granted SPA to operate commercially on uhf Ch. 37 for the period ending Dec. 31, 1954. Granted Aug. 25, announced Sept. 7.

APPLICATIONS

KETV (TV) Little Rock, Ark. — Great Plains TV Properties of Arkansas Inc. seeks modification of CP for uhf Ch. 33 to change ERP to 16.4 kw visual and 9.8 kw aural; change transmitter location to Southwest corner of Lee Ave. & McKinley St., Little Rock; antenna height above average terrain 1,700 ft. Filed Aug. 28.

KTVT (TV) Los Angeles, Calif. — KTVT Inc. seeks modification of CP for uhf Ch. 11 to change ERP to 144 kw visual and 70 kw aural; antenna height above average terrain 2,685 ft. Filed Aug. 28.

KTVF (TV) Colorado Springs, Colo. — Col-CO Radio Inc. seeks modification of CP for uhf Ch. 11 to change ERP to 291 kw visual and 121 kw aural; antenna height above average terrain 1,732 ft. Filed Aug. 24.

WKBV-TV West Palm Beach, Fla. — WRK-TV Inc. seeks modification of CP for uhf Ch. 21 to change ERP to 18.4 kw visual and 10 kw aural; change transmitter location to 4 miles W of Pine Ridge; antenna height above average terrain 1,700 ft. Filed Aug. 28.

KCTV (TV) Redlands, Calif. — KCTV Inc. seeks modification of CP for uhf Ch. 57 to change ERP to 144 kw visual and 70 kw aural; antenna height above average terrain 2,685 ft. Filed Aug. 28.

KCTV (TV) Colorado Springs, Colo. — Col-CO Radio Inc. seeks modification of CP for uhf Ch. 11 to change ERP to 291 kw visual and 121 kw aural; antenna height above average terrain 1,732 ft. Filed Aug. 24.

KTVF (TV) Colorado Springs, Colo. — Col-CO Radio Inc. seeks modification of CP for uhf Ch. 11 to change ERP to 291 kw visual and 121 kw aural; antenna height above average terrain 1,732 ft. Filed Aug. 24.

WKBV-TV West Palm Beach, Fla. — WRK-TV Inc. seeks modification of CP for uhf Ch. 21 to change ERP to 18.4 kw visual and 10 kw aural; change transmitter location to 4 miles W of Pine Ridge; antenna height above average terrain 1,700 ft. Filed Aug. 28.

KCTV (TV) Redlands, Calif. — KCTV Inc. seeks modification of CP for uhf Ch. 57 to change ERP to 144 kw visual and 70 kw aural; antenna height above average terrain 2,685 ft. Filed Aug. 28.

KCTV (TV) Colorado Springs, Colo. — Col-CO Radio Inc. seeks modification of CP for uhf Ch. 11 to change ERP to 291 kw visual and 121 kw aural; antenna height above average terrain 1,732 ft. Filed Aug. 24.
change to 21.2 kw visual and 11.5 kw aural; change studio and transmitter location to State Hwy. 54, E of Kingston; antenna height above average terrain 618 ft. Filed Aug. 28.

KGL-TX, N. D.—North Dakota Bost. Co. seeks modification of CP for RF Ch. 13 to change ERP to 23.1 kw visual and 11.36 kw aural. Filed Aug. 28.

WJHL-TY Johnson City, Tenn.—WJHL Am. seeks modification of CP for RF Ch. 19 to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 616 ft. Filed Aug. 28.

WORY-TY Milwaukee, Wis.—Bartell Bst. Co., Inc. seeks modification of CP for RF Ch. 19 to change ERP to 18.2 kw visual and 8.68 kw aural; transmitter location to 5407 W. Martin Drive, Milwaukee; antenna height above average terrain 616 ft. Filed Aug. 28.

New AM Stations

Applications


Vero Beach, Fla.—Indian River Bstg. Co. (WIRA St. Pierre, Fla.) amends application for CP to change from WIRA to WJHL on RF Ch. 1400 kc, 100 w unlimited to specify studio location as 1825 14th Ave., Vero Beach. Filed Aug. 12.

Springfield, La.—Springhill Bstg. Co., Inc. seeks modification of CP to change from 1300 kc, 1 kw daytime to change frequency to 1600 kc. Filed Aug. 17.

Jefferson City, Mo.—Jerral M. Shepherd amends application for new AM station on 950 kc, 1 kw daytime to change name to Empire Bstg. Co. and to change studio location from 301 E. Capitol Ave., Jefferson City, Mo., to 2419 S. Main St., Columbia, Mo. Filed Aug. 15.

Sepulveda (71.59.) West Los Angeles Bstg. Co. (WAPA) amends application for new AM station frequency 1500 kc, 2 kw daytime to change transmitter location to South Side of East Gore Blvd., extended, 2.6 miles E of C.R.I. and Pacific RR. Lawton, Okla.—Boyd Kelley tras Lawton Bstg. Co. seeks modification of CP for new AM station on 1500 kc, 250 w daytime to change transmitter location to Tannery Knob, Ext. 1 1/2 miles N of Thayer, Mo. Filed Aug. 15.

Lawton, Okla.—Boyd Kelley tras Lawton Bstg. Co. seeks modification of CP to change from 500 kc, 50 w daytime to change to 1350 kc, 50 w daytime. Filed Aug. 15.

Existing AM Stations

Applications

KGU Honolulu, Hawaii—Advertiser Pub. Co. seeks modification of CP to change from 196 kc to 197.5 kc limited to 560 kc; 1 kw only; unlimited. Filed Aug. 25.

WIZZ, Sterling, III.—Sterett Bstg. Co. seeks modification of CP to change transmitter location to 0.25 mile S of junction of HWys. 13 and 50 and studio location to 221 N. Holden St., Warrensburg. Filed Aug. 14.

KCMC, Carroll, Iowa—Carrell Bstg. Co. seeks modification of CP to change daytime transmitter location to 0.2 mile S of junction of HWys. 13 and 50 and studio location to 221 N. Holden St., Warrensburg. Filed Aug. 14.

WLNA, Minot, N.D.—Northeastern Bstg. Co. seeks modification of CP to change from 1340 kc, 250 w to 1350 kc, 500 w daytime and night. Filed Aug. 17.

WLBC, N. Y.—Northeastern Bstg. Co. seeks modification of CP to change from 1340 kc, 250 w to 1350 kc, 500 w daytime and night. Filed Aug. 17.

WCBM, Columbus, Ohio—Birney Innes Jr. seeks modification of CP to change frequency from 700 kc, 550 w night, 1 kw day, directional day and night. Filed Aug. 17.

KORO, Warrensburg, Mo.—Clinton Bstg. Co. seeks modification of CP to change transmitter location to 0.29 mile N of junction of HWys. 13 and 50 and studio location to 221 N. Holden St., Warrensburg. Filed Aug. 14.

KQCH, Coal City, Ill.—Coal City Bstg. Co. seeks modification of CP to change transmitter location from 25 miles NE of city limits of Alton to Alton. Filed Aug. 20.

WMYE, St. Petersburg, Fla.—South Florida Bstg. Co. seeks modification of CP to change transmitter location to 25 miles NE of city limits of St. Petersburg. Filed Aug. 25.

KIPN Phoenix, Ariz.—Western Bstg. Co. amends application for modification of CP (to change from 1250 kc, 1 kw, unlimited, directional night) to change daytime transmitter location to 2100 ft. Filed Aug. 25.

Applications Amended

KIPF Phoenix, Ariz.—Western Bstg. Co. amends application for modification of CP to change from 1250 kc, 1 kw, unlimited, directional night to specify 1250 kc, 1 kw daytime and change transmitter location. Filed Aug. 28.

APPLICATION DISMISSED

WRBA Oyster Bay, N. Y.—Key Bstg. System Inc. (FCC) dismissed application for CP to change power to 250 w from local sunrise to 11/2 hours after local sunset and 11/2 hours after local sunset to 1 1/2 hours after local sunset. Dismissed Aug. 10.

New FM Stations

Applications

Deland, Fla.—John B. Staton University seeks new FM station on Ch. 239 (59.7 mc) with power of 15 kw and antenna height above average terrain 290 ft. Filed Aug. 28.

Moscow, Idaho—Associated Students of University of Idaho seeks new FM station on Ch. 239, 88.1 mc with power of 10 w. Filed Aug. 13.

Existing FM Stations

Action by FCC

WJHL-FM Johnson City, Tenn.—WJHL Inc. granted modification of CP to change ERP to 93 kw, change transmitter location to Tannery Knob, off 400 block E of Market St.; studio location to Dr. John H. Johnson City; antenna height above average terrain 662 ft. Granted Aug. 28; announced Sept. 1.

Ownership Changes

Applications


Sacramento, Calif.—Arthur L. Robeson and Frank E. Huston d/b as Cal Tel Co. granted voluntary assignment of CP for new FM station on Ch. 40 to Capay Bstg. Co. for local service to Capay, Yolo Co., for local service to Capay, Yolo Co. Granted Aug. 20; announced Sept. 1.

Burlington News Inc. granted voluntary assignment of CP (which authorizes change from 1900 kc, 250 w unlimited to 1430 kc, 1 kw daytime) to WMOC Inc. CP was inadvertently continued from assignment of license granted July 18 (BT, July 20). Granted Aug. 26; announced Sept. 1.

KIUL, Garden City, Kan.—Telegraph Pub. Co. granted voluntary assignment of license of KIUL Inc. No consideration involved as both companies are subsidiaries of Hutchinson Pub. Co. Principalstockholders are President John P. Harris (36.5%) and Secretary-Treasurer Sidney F. Harris (36.5%) and Mrs. Margaret M. Harris (27%). Filed Aug. 21.

WANC, Covington, Va.—War Merch. Inc. Granted transfer of control to Star Bstg. Co. (WGVA), Greenville, S.C., by stock of stock for $100,000. Principals of Star are President Maurice R. Forman (91.5%), owner of stock; Enterprises; Vice President Thomas B. Long (11.9%); Secretary Frank Carlin (11.9%) and Murder Minden (11.9%). New York City real estate broker. Granted Aug. 24; announced Sept. 1.

WSGC Sumter, S. C.—J. A. Gallimore and Hugh H. €vanston, S. C., granted voluntary assignment of license to Radio Sumter Inc. No consideration is involved as transfer is from partnership to corporation with each partner maintaining 50% interest. Granted Aug. 24; announced Sept. 1.

WBFC-AM-FM Greenville, S. C.—Greenville

WCLI-AM-FM Corning, N. Y.—Elmira-Corning Corp. seeks assignment of license to Radio World, a school and community station. Chairman is President Gordon M. Jenkins (51.8%), WCLI station manager is Thomas D. McVey (39.7%), Wireless Engineer and program director is Virgil W. Dodool (21%). WCLI program director and Vice President are both licensed to QIC, 32-7.


WFIL Springfield, Ohio—Champion City Corp. seeks voluntary transfer of control to George T. Walker through sale of 95% of interest by Chester A.符合 (54.8%), Vice President and General Manager Verl K. Thomas (30.2%), Vice President F. C. Walkup (16.8%) and Secretary L. L. Dibble (9.4%). Filed July 24.

WBCS-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy, Elizabeth B. Murphy and Evening Telegraph Co. seek voluntary transfer of control through corporate reorganization setting up a holding trust. Ralph M. Immell purchases 5.8% interest for $4,211.37; Ralph W. Pohlschmidt (12.3%) and George H. Johnson purchases 2.5% interest for $1,615.20, with the additional 47.8% interest. Purchasers have option of re-selling stock to Radio Wisconsin Inc. for $3,500. Filed Aug. 13.

KOMO-AM-TV Pittsburgh, Kan.—KQR Corp. seeks voluntary assignment of license to Flough Btg. $500,000. Flough Btg. is subsidiary of Plough Inc., and is owned by W.C.S. Financial Corp. Principals include President Abe Flough, Executive Vice President of W.C.S. Financial Corp., President of WMPS, subsidiary of Plough Inc., Vice President Harry B. Solmon and Secretary-Treasurer of WMPS. Filed July 27.

KODA-AM-AM Pittsburgh, Pa.—Mid-Century Telecasting Inc. for $20,000 which represents aggregate consideration plus miscellaneous expenses incurred with application of CP to be licensed for operation of WQCP-FM. Filed Aug. 13.

KOAM-AM-FM Pittsburg, Kan.—To be licensed to Mid-Century Telecasting Inc. for $20,000 which represents aggregate consideration plus miscellaneous expenses incurred with application of CP to be licensed for operation of WQCP-FM. Filed Aug. 13.

KOBX Stockton, Calif.—KOBX Inc. seeks voluntary transfer of control of Clem J. Rando to Joe K. Fomby through sale of all stock for $67,000. Prices include $25,000 cash and obligations totaling $42,000. Mr. Gamble, controller of KCJY, Palm Springs, Calif., is brother of Theodore R. Gambe, the present owner of KOBX. Filed Aug. 13.


KXDB Chicago, Ill.—WARJ Inc. seeks voluntary assignment of license to Plough Btg. $500,000. Plough Btg. is subsidiary of Plough Inc., and is owned by W.C.S. Financial Corp. Principals include President Abe Flough, Executive Vice President of W.C.S. Financial Corp., President of WMPS, subsidiary of Plough Inc., Vice President Harry B. Solmon and Secretary-Treasurer of WMPS. Filed July 27.

WPGM Pittsburgh, Mass.—Wachusett Corp. seeks voluntary transfer of control of licensee corporation by sale and agreement to Mid-Century Telecasting Inc. for $20,000 which represents aggregate consideration plus miscellaneous expenses incurred with application of CP to be licensed for operation of WQCP-FM. Filed Aug. 13.

KLOX-AM-FM El Paso, Texas—Collins and associates seeks to sell RPX Inc. for $200,000. Filed Aug. 13.

WFLC and WFLY, Fort Worth, Texas—Arkansas Broadcasting Corp. seeks voluntary assignment of license to United Building and Investment Co. through sale of 50% in Druwald Inc., by James P. Walden and First National Bank and Trust Co. Trustees. Druwald Inc. is parent corporation of Pasco Daily News, which in turn is parent of licensee. Consideration to be paid by assignees. Filed Aug. 13.

WQLI-AM-FM Corning, N. Y.—Elmira-Corning Corp. seeks assignment of license to Radio World, a school and community station. Chairman is President Gordon M. Jenkins (51.8%), WCLI station manager is Thomas D. McVey (39.7%), Wireless Engineer and program director is Virgil W. Dodool (21%). WCLI program director and Vice President are both licensed to QIC, 32-7.


WJFI Springfield, Ohio—Champion City Corp. seeks voluntary transfer of control to George T. Walker through sale of 95% of interest by Chester A.符合 (54.8%), Vice President and General Manager Verl K. Thomas (30.2%), Vice President F. C. Walkup (16.8%) and Secretary L. L. Dibble (9.4%). Filed July 24.

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KISD Sioux Falls, S. D.—KISD Inc. request voluntary acquisition of interest by Verl K. Thomson through purchase of 5% of stock from other stockholder. Principle includes Vice President and President E. L. Johnston (15.6%), Vice President F. C. Walkup (16.8%) and Secretary L. L. Dibble (9.4%). Filed July 24.
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FOR THE RECORD

Routine Roundup...

August 26 Decisions

BY COMMISSION EN BANC

McFarland Letter

Parkerburg, W. Va.—Clarence E. Franklin is being advised that his application for new AM station on 1460 kc with 100 kw fulltime (BP-8727) indicates necessity of a hearing.

Extension Granted

KONA (TV) Honolulu, T. H.—Radio Honolulu Ltd. Granted request for extension of time from Sept. 17 to Nov. 16 within which island Bcstg. Co. must dispose of its interest in XFOA Honolulu in order to comply with condition imposing transfer date of June 3 for purchase of part interest in KONA.

August 26 Applications

ACCEPTED FOR FILING

Renewal of License

KRPL Moscow, Idaho—Interstate Radio Inc. seeks renewal of license (BR-1899).

Extension Requested

WCPD-TV Cincinnati, Ohio—Script-Howard Radio Inc. resubmits application for mod. CP new TV station for extension of completion date to 5/1/54.

KROD-TV El Paso, Tex.—Roderick Bestg. Corp. seeks mod. CP new TV station for extension of completion date to 3/30/54.

WCHY-TV Charlotteville, Va.—Charles Hammond Jr. et al seeks mod. CP for new TV station for extension of completion date to 4/1/54.

August 27 Decisions

BY COMMISSION EN BANC

McFarland Letter

WIND-AM-TV Chicago, Ill.—Johnson-Kennedy Radio Corp.—is being advised that application (BPC-1466) to transfer control to WIND Inc., indicates necessity of a hearing.

Extension of STA

Pursuant to order of Court of Appeals for the District of Columbia Circuit dated Aug. 29, 1953, directing Commission “to extend the termination date” of existing temporary authorization to Allentown Broadcasting Corp. to operate Station WYOR Allentown, Pa., on 1290 kc, 250 w. unti., Commission authorized that station to continue operation under its existing license specifications until 12:00 midnight EST of 30th day subsequent to final decision by Court in this case (Docket 1778; BP-4121 and Docket 7186; BP-4374).

August 28 Applications

ACCEPTED FOR FILING

License to Cover CP

KLCN Blytheville, Ark., Harold L. Sudbury—License to cover CP (BP-7515) as mod., which authorized change in frequency and increase in power. (BL-5099).


KXON San Diego, Calif., KSON Bcstg.—License to cover CP (BP-6997) which authorized change in frequency. (BL-5099).

KWRT Boonville, Mo., William R. Tedrick—License to cover CP (BP-4371) as mod., which authorized new station. (BL-5097).

WOAI-TV San Antonio, Tex., Southland Industries Inc.—License to cover CP (BPCT-154) which authorized change in facilities of existing station. (BLCCT-140).

KDFJ-TLV Salt Lake City, Utah, Intermountain Bcstg. & TV Corp.—License to cover CP (BPCT-650) as mod., which authorized changes in facilities of existing station. (BLCCT-140).

Modification of CP

WEZB Homewood, Ala., Voice of Homewood—Mod. CP (BR-7953) as mod., which authorized new station, for extension of completion date. (BMPCT-559).

WCOY-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. CP (BPCT-825) as mod., which authorized new station, for extension of completion date to March 1954. (BMPCT-1343).

KICU-TV Salinas, Calif., Salinas-Monterey TV Co.—Mod. CP (BPCT-1486) which authorized new station, for extension of completion date to 3/31/54. (BMPCT-1546).

WKRC-TV Cincinnati, Ohio, Radio Cincinnati Inc.—Mod. CP (BPCT-860) as mod., which authorized change in existing station, for extension of completion date from 5/10/53. (BMPCT-1341).

WHUM-TV Summit Station, Pa., Eastern Radio

NOTE TO SUBSCRIBERS: Write to TELECASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 TELECASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.
**Help Wanted—(Cont’d)**

**Manager**

Station manager wanted, strong on sales, 250 watt Mutual affiliate in good Kentucky market. Send Box 76X, B-T.

Immediate opening—assistant to manager of CBS Radio-TV combined operation. Excellent details on position available. Write wire Box 67X, B-T.

Manager-salesman, 1 kw daytime station, independent programmer, must have car. Send full details first letter to Box 67X, B-T.

Top sports director-salesman. One who can sell or help sell his own notgchay play-by-play games. Send full details to Box 47X, B-T.

Happy-go-lucky, yet conscientious salesman-anouncer to manage remote studio 18 miles from station. Must be 25% car owner, liberal salary and commission. If interested, write W. E. Farrar, Carrolton, Alabama.

**Salesmen**

Experienced, "radio-minded," local salesman for 50,000 watt western station. Excellent compensation, reasonable. Send full details first letter to Box 67X, B-T.

Commercial manager, 250 watt Mutual affiliate in good market. Send full details to Box 72X, B-T.


Salesman wanted. Immediate availability for an aggressive man looking for a good future in television. Must have some radio background. Good opportunity in southwest Virginia station market in midwest's richest farm area. Guaranteed plus liberal commission. Write Box 73X, B-T.

Rural time salesman. 35% for tough, small town accounts. Car necessary. Current billing $1,800 with sales earning putting to $1,800. Full particulars please. Box 73X, B-T.


Salesman-anouncer. Need salesman with good voice. We'll teach you announcing. Excellent salary plus liberal commissions. Spouses accepted at Kansas kw with bright future. Box 78X, B-T.

Immediate opening. salesman. Guarantee $100. Top salesman gets executive or high coaching package. Send photo, references. KCHJ, P. O. Box 285, Delano, Calif.

**Salesman—go-getter, not ad-taker.** Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Young man. Here's an opportunity to join a leading independent in the rich eastern Pennsylvania market. If you really want to get into this end of the business. Must have some radio background. Guarantee plus car allowance. Our staff knows of this ad. Write Manager, WCOJ, Coudersville, Pa.

**Help Wanted**

**Classified Advertisements**

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.50 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

**BROADCASTING • TELECASTING, 670 National Press Bldg, Washington 4, D. C.**

Announcements or, bulk $1.00 per hundred (readership separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. Backnumbers—Telecasting expressly regulates any liability or responsibility for their custody or return.

**Help Wanted—(Cont’d)**

We need a local salesman to work in this ideal southern city of 125,000. Looking for a man between 25 and 35 who wants steady and good living from local sales. Good move on Radio, WATS, with full details, WXCN, Box 785, Jackson, Miss.

**Announcers**

Florida—$80; 44 hours. Experienced announcer can also do old time shows. I.D. by best voices, please. Send tape first letter. Box 82X, B-T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to produce network radio. Will supervise all newscasts and handle two or three personally. Also strong commercial continuity man. Wide experience. Both positions permanent in aggressive 5,000 watt station dominating area. Box 625X, B-T.

Cembo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineer- ing. If you can handle the personality of the commercial announcing should be diversified in abilities. Post is permanent, 40 hour week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 65X, B-T.

We need a well-rounded newshound on emphasis on ability to cover local news. Voice a secondary consideration. Man might be buried in a large news department and qualified to build his own operation. He will supervise all newscasts and handle two or three personally. Also strong commercial continuity man. Both positions permanent in aggressive 5,000 watt station dominating area. Box 64X, B-T.

Immediate opening for great newsman. Must be able to take over established program. Excellent salary. Box 69X, B-T.

Network station in large southeastern city offers excellent opportunity to man who can do morning show or originate and produce all shows. Young man, with voice and imagination. Open. Send full details, resume and letter. Box 88X, B-T.

Looking for your big opportunity? News and pop music, 250 kw operation. Send audition to Box 70X, B-T.

Straight staff announcer. If you want a good job in a top city and a top time slot, you should audition for this position. If you want to investigate this one open- site control. No transmitter duties. 6 hour week plus overtime. Variety of material and good-sized market. Send full details, resume and letter. Box 205, 250 watt network affiliate. Send full details and letter of application. Box 69X, B-T.

Immediate opening for staff announcer. 250 Virginia network. Send audition, resume and salary expected first letter. Box 74X, B-T.

Needed immediately. Good commercial voice and experience. Good performance. Send full details, resume and letter. Box 78X, B-T.

Immediate opening for staff announcer. 250 Virginia network. Send audition, resume and salary expected first letter. Box 74X, B-T.

Announcer—salesman. Will teach you to sell. Real future with Kansas daytimer. Salary above average plus commissions. If ambitious and need more than announcer's salary, write Box 78X, B-T.

Immediate opening. salesmen. Combination of work, Productions, Sales. Send full details, references. WMBD, Des Moines, Iowa.

**Help Wanted—(Cont’d)**

**Technical**

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio equipment, preferably television. Must have driver's license. Transportation supplied. Prefer applications from those who have list of experiences, references and enclose a personal photograph. No phone calls. No replies.

**Wanted**—Central Penna. network affiliate needs experienced, topflight newsman. Experience preferred, but not necessary. Studio and transmitter combined. Union scale wages and benefits. Write Box 783X, B-T.

Engineer, first class phone. Experience preferred but not necessary. Write Harold Grifflin, KEYS, KHTB, variety market, Jackson, Miss.

Immediate opening for 1st engineer, preferably announced. KIRX, Kirksville, Missouri.

Engineer with first phone for combination transmission and control, announcing helpful but not necessary. WBRM, 250 watt, the Carolinas. Send resume with date available in first letter. Box 66X, B-T.

Immediate opening for 1st class operator. No announcing. Experienced man preferred. $65 per hour. WJFF, Herrin, Illinois.

Chiefs engineer, and announcing. 250 watt, daytime independent on Gulf Coast. Immediate opening. WWMF, Pensacola, Mississippi.


**Production—Programming, Others**

Program and production assistant for southeast growth market. Excellent opportunity to work with topflight personnel. Send qualifications, references and date available in first letter. Box 66X, B-T.

Program director-morning man, tops in both, will be in charge. knob here. WRNR, Brandywine, Delaware. Send photo, full particulars, background, references. Box 72X, B-T.

Working program director. Full shift—special events. Daytimer, city network. Send photo, full particulars, background, references. Box 72X, B-T.

News man. Experienced, topflight newswoman wanted for permanent position requiring careful listening. Good writing, good air work. Salary open. Box 76X, B-T.

Radio copywriter for net affiliate. Good pay and working conditions for experienced commercial continuity writer. Enclose recent photo and references. Some TV work soon. WBCH, Battle Creek, Michigan.
Help Wanted—(Cont’d)

Copywriter wanted immediately. Main emphasis on commercial copywriting. Good pay and working conditions. Contact Norman Glenn, WNYL, Georgetown, Delaware, phone 2567.

News director: experienced man to pound newsbeat, world news, etc. Some staff announcing. Good voice, personal integrity and interest in news. 1000 watt regional independent. Send complete resume. C. W. Cheney, Manager, WMKX, Mt. Vernon, Illinois.

Television

Salesmen

New 196 kw VHF television station in southwest needs program director, film editor, announcers. Give full details. State salary expected. Box 742X, B-T.

Announcers

AM-TV announcers wanted for new TV station in Peoria market. Immediate openings for two experienced men with news background. Send tape and photograph to Don Roper, WTVH-TV, 410 Payette St., Peoria, Ill.

Technical

Immediate opening—assistant chief for maintenance and studio supervision. On the air in twenty days. Excellent salary, WTPA (TV) phone 75211, Parkersburg, West Virginia.

Production-Programming, Others

New 196 kw VHF television station in southwest needs program director, film editor, announcers. Give full details. State salary expected. Box 742X, B-T.

New Illinois TV station has opening for production man, preferably with middle market sales experience in its sales department. Interest in sales is only sales requisite. This job has managerial potential. Salary commission. Write P. O. Box 476, Rockford, Illinois.

Situations Wanted—(Cont’d)

Manager

Manager, 15 years in radio. Last position as manager of station that was only breaking even. Doubled the billing in one year. Native Texan. Please write. Box 782X, B-T.

Manager-sales manager. Strong, experienced radio manager, success record. Mature, good sales, fine appearance, character. Prefer south and medium to small market. Box 782X, B-T.

Need experienced manager? Best references. Vernon Ward, WUST, Bethesda, Maryland.

Salesmen

Salesman—sports announcer, now employed, desires change to contract position in family market. Hilbilly personality. Knows radio—all phases. South only. Box 792X, B-T.

Announcers

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sport editor and program director. Available now. Box 714X, B-T.

Experienced announcer — network, independent. College degree, excellent voice. Will work any part of the country. Box 714X, B-T.

West—NBC trained announcer; six years experience in news and programming. Possibility of employment by AM-TV station, Minimum $100. Top references. Box 723X, B-T.

Competent, versatile announcer. Married, excellent references. Any station California. Box 742X, B-T.


Situations Wanted—(Cont’d)

College education, 3 or 4 years staff work. Favor news. Experience in radio; offers engineering opportunity with good large city, Rocky Mountain. Four years experience; Navy veteran. Employed 3 kw CBS. Work Box 744X, B-T.

Desires change. Prefer east. Nine years previous location, eliminates individual naming personality. Married, veteran, dependable, conscientious. Way above average. Box 746X, B-T.

Twenty years experience. From local to 50 kw. From staff announcing, play-by-play thru operations manager. Want job with greater opportunity and future in TV, southeast or west. Age 46. Box 746X, B-T.

Pulled qualified chief engineer toftop announcer smooth 10 years experience successfully handle any assignment engineering or announcing. Prefer west. Box 746X, B-T.

Announcer, cultured, mature voice, strong news, special features, ad-lib. Tape, disc on request. Box 746X, B-T.

Identical twins, fresh approach, Play-by-play sports our forte. Originality in DJ and interview shows. Tapes available upon request. Personal audition if desired. Box 746X, B-T.

Pleasing voice, clear, mature. Approximately one year experience in network type outlet. Single, 31; university background. Desire position with eastern network, midwest. Charles May, 4001 Bell, Kansas City, Missouri. Phone Valentine 6755.

Excellent newscaster, five years experience. Staff work is top and once launching career as fulltime newscaster. California, northern states, and midwest make offer. $100 week minimum. Box 736X, B-T.

Rhythm and blues DJ, news, jive specialty, 3rd stream. Phone, tape included, will relocate, references. Box 786X, B-T.


Announcer, new, fresh experience, any part of the country. Box 735X, B-T.

All-round staff duties, strong on sports, play-by-play, personal DJ, control board, veteran, tape, report. Lenny Capone, 1446 43St., Brooklyn, New York. Gedney 6-0680.


Announcer, young, single, draft exempt. Light experience in music background. Tape, references. Larry Dent, 552, West 113th St., New York 23, New York.

Announced, experienced announcer, excellent every phase news, KDKA, 92-Kerst 30Th, New York City. Box 787X, B-T.

Announcer-djockey desires position. Good voice, pleasant appearance. Very friendly and easy to get along with people. Bob McGuire, 262 Lorimer St., Brooklyn, N. Y.


Announcer, young, versatile, limited experience, will relocate, excellent personality, skillful in commercials, sports, DJ. Control board. Draft exempt. Box 733X, B-T. Home. Box A. Williams, 15 Hackensack Ave., Ridgefield Park, New Jersey.

Announcer-engineer. First license, good voice, good commercial delivery. Experienced. Minimum $79.00. Box 215, Rushville, Nebraska or PA 304-586.

Technical

Experienced engineer wishes to relocate. Box 647X, B-T.

Chief engineer, 11 years experience AM-FM-TV, TV experience with major network. Available September 15th. Box 787X, B-T.

Situations Wanted—(Cont’d)

First phone radio-TV school graduate honor student. TV transmitter or studio work light. Immediate experience. State hours and salary. Box 748X, B-T.


Due to merger chief engineer regional with 19 years experience all phases broadcasting available immediately, rely anywhere. Family man with best of references. Bill Atkinson, WGBA, Columbia, Georgia.


Engineer available immediately due to merger of two stations. Family man with six years broadcasting experience, excellent references, prefer Georgia or Tennessee. James McCracken, 712 Forrestville Drive, Columbus, Georgia. Telephone 26588.

First phone, six years experience, available immediately. C. A. Terry, 220 E. State St., San- vanah, Ga.

Production-Programming, Others

Newsmen; 3 years experience; BJ degree. Fool victim in 1925. Car, braces, cuticles. Box 648X, B-T.

Topflight news director. Wide experience in gathering and writing news, interviewing rea- sonably prominent people. Desire position in metropolitan area. Best of references. Box 641X, B-T.

Looking for woman experienced in continuity, programming, production, administration? 7 years air experience, wide background, writing and editing. Work under pressure, assuming respon- sibility. Northern location preferred. Box 677X, B-T.

Interested producing women’s program—radio or TV. Background includes all media, theatre, radio, TV, films (N.Y.C.) production, writing and performing female. Single, early thirties. Will relocate. Box 738X, B-T.

Thoroughly experienced copywriter and traffic manager. Some experience in LA or South Carolina. Presently employed. Box 742X, B-T.

Television

Manager

Television experienced TD 15 years leading major network. In field over 50 years. Licensed; experienced executive. Excellent references. Reply Box 585X, B-T.

General manager, sales manager or combination of the two. National Telefilms, Inc. and program experi- ence. Have been in television since the first day. Milk, beer,伫ue. интерес. Desires executive personal interview so that an immediate decision can be made. Box 724X, B-T.

Salesmen


Technical

Engineer desires position TV studio supervisor or TD. Immediatly new station. 3 years TV studio, remote 1/2 miles, 1st phone, presently employed. Prefer west coast. Box 747X, B-T.

Production-Programming, Others

Film operations program manager. Thorough experience with tip company, write. Box 731X, B-T.

For Sale

Musk franchise in thriving midwestern city of 300,000. No competition. Reasonable down payment. Box 737X, B-T.

Stations

Southwest 250 watt, fulltime network. Progress- ive solid community. Priced to sell. Selling based on health and other interests. Box 740X, B-T.

Television station, UHF, located in one of the fastest growing areas in the country. Full in- formation will be given upon showing of interest and financial responsibility. Write Box 709X, B-T.

(Continued on next page)
For Sale—(Cont'd)

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, etc. Now stored—ready to ship anywhere. Price for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B.T.

DuMont T124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 506X, B.T.

RCA FM nylon, 4-section heavy duty, type 1AD. Designed for mounting TV antenna. Make offer. Box 697X, B.T.

200 foot Wincharger type 101 galvanized tower with lighting equipment and 250 watt tuning box available immediately. Radio Station WGGA, Gainesville, Georgia.

Western Electric 25B dual console with power supplies, Gates three wire lower lighting chocks in weather proof housing. Western Electric metal weatherproof antenna coupling unit housing. Three, General Electric, 106 KVA, 2500/230/115 volt, oil filled transformers. This equipment is reasonably priced. Write Chief Engineer, WRIF, Washington, North Carolina.


Gray Telep II projector with five extra slides. Used three months. Available immediately. $1500. P. O. E. South Bend. Contact WSBT-TV, South Bend, Ind.

For rent sale: liquidated equipment of Radio Station WHTX, New York. In use two years. RCA, Presto, Fairchild, Scott, etc. Send for printed list. 10 Gohman Technical Corp., 2 West 46th Street, New York 30, N. Y.

Wanted to Buy

Stations

Successful commercial manager wants to buy all or part and manage a 500 watt upper Midwest daytime. Box 794X, B.T.

Equipment, etc.

Used 100 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B.T.

RCA 15 mm projectors, film camera and control. W. C. Grover, KBFL-TV, Plains Hotel, Cheyenne, Wyoming.

250 watt AM transmitter, Late Model. Good condition. KXKL, Ephrata, Washington.

One RCA and one GE console. Two RCA, ribbon microphones. Two RCA, 2000-2040 tunables. Reply by giving make, model, condition, time used. Dwight Associates, 1665 Milwaukee Avenue, Chicago.

Two 16" turntables suitable for student programing, also microphones, Pathfinder School of Radio, 727 11th St., N. W., Washington, D. C.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 4-weeks resident class begins September 14. Grantham School of Electronics, 6044 Hollywood Blvd., Hollywood, California.

Miscellaneous (Cont'd)

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ober's display ad on this page.

Help Wanted

Announcers

MORNING MAN

Our topnotch man leaving due to illness. We are a red hot promotional station in the east and want to find the man who fits in to our bright future. Salary to go with ability plus free life insurance and other benefits. Send details and tape to 2008 John Hancock Bldg, Boston, Mass.

Technical

1st class engineer. Chance to be promoted to chief engineer. We want an engineer with experience and one who wants to settle down. Station in central Illinois. Box 764X, B.T.

Television

TV STAFF POSITIONS

Available this fall at the COMMERCIAL TELEVISION STATION OF THE UNIVERSITY OF MISSOURI: announcer-producer, operations supervisor, camera man, film editor. Contact Program Director, KOMU-TV, Columbia, Missouri.

Technical

Experienced engineers wanted immediately. Send resume, references in first letter. New station in Charleston, West Virginia — WRNA-TV.

Help Wanted—(Cont'd)

Experienced TV engineers

New station in sunny Florida. $85 per week. Resume, references first letter.

Box 890X, B.T

ENGINEER-SALES

TV transmitter proposals, foreign market, assistant to manager New York City office. State experience, language, and salary requirements to personnel dept.

R.C.A. International Division, 30 Rockefeller Plaza, N. Y. 20, N. Y.

Situations Wanted

Announcers

NEWSCASTER


For Sale

Equipment, etc.

FOR SALE

RCA Field Sync Generator
GE Film Camera
Both nearly new.
Contact Chief Engineer
KGUL-TV
Galveston, Texas

Wanted to Buy

Equipment, etc.

Wanted to Buy! Television Equipment
1 1/2 kw Transmitter
1 500 kw tower
6 bay radiators
All equipment adaptable for VHF high band.
State condition, length of use and price for quick sale.
Write Box 676X, B.T

Miscellaneous

General Manager Available

This is to announce the availability of Walter M. Windsor for employment in a position in a radio-television operation that demands a man of thorough experience, creative ability, aggressive leadership, absolute integrity and complete loyalty.

Mr. Windsor has managed our station, WGBA-WGAB-FM in Columbus, Ga., for the past 5 years. He has been responsible for tremendous progress and achievement during that time.

He was scheduled to become general manager of both radio and television if and when our TV application was granted. In this connection he handled most of the details of our application and preparation for hearing. He acquired, as our representative, much valuable training and indoctrination in TV operation and management.

Mr. Windsor is a man of high integrity. If our competing TV stations believe Mr. Windsor cannot be offered a position in the newly organized company to commensurate with his ability and standing, we are happy to recommend him to anyone needing a completely competent manager for either radio or TV, or both. He can be reached in care of our station through me personally.

A. H. Chapman, President
Radio Station WGGA
Columbus, Ga.

Phone: 3-3603

SALES MANAGERS

Top new market with housing headlines, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews encouraged, 12-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1258 Connecticut Avenue, N.W., Washington, D. C.
Remote Control
Following stations required to operate trans- mitter by remote control:

BWCWM (BRC-KR); 850 kc, Rich- mond, Va.; WBCW, Bcstg. Co. of Va.—Granted mod. CP to change type trans.; condi- tions (BMP-2304).

Modification of CP
KIMA Yakima, Wash.—Granted mod. CP to change type trans.; condi- tions (BMP-2304).

The following were granted mod. CP's for ex- tension of completion dates as shown:

KYYV (TV) Mo. to 1/1/54; KUTV (TV) Lake- land, Fla., to 1/1/54; KVBY (TV) Victorville, Calif., to 1/1/54; WLOK Limas, Ohio, to 3/1/54, conditions.

Actions of August 31
Remote Control
The following stations were granted authority to operate remote control.

WAFP-FM WAPF McComb, Miss. to be- ginning of new trans.; conditions (BMP-2306).

The following were granted mod. CP's for ex- tension of completion dates as shown:

WCVT-TV Montgomery, Ala., to 3/10/54; WABC-TV Channel 4, New York, to 3/10/54.

Actions of August 26

Modifications of CP
WSAZ-TV Huntington, W. Va.—WSAZ Inc.—Granted mod. CP for extension of completion date to Feb. 1, 1954.

Actions of August 24

Granted License
WNRV Narrows, Va., Giles Bcstg. Co.—Granted license for AM broadcast station; 995 kc, 1 kw, SBD—(BLCT-2303).

KLO Ogden, Utah, Interstate Bcstg. Co.—Granted license; covering installation of new trans. (BLCT-2304).

KL家人 Beaver, Colo., Denver Bcstg. Co.—Grant- ed license for AM broadcast station; 996 kc, 1 kw, SBD—(BLCT-2303).

WWB (FM) Lexington, Ky., U. of Kentucky—Granted license covering changes in FM educa- tional station; 217; 91.3 mc; 3 kw, unil. (BLCT-2303).

Modification of CP
KUGN Eugene, Ore., KUGN Inc.—Granted mod. CP to use RCA BTA-5G trans. for day and night operation (BLCT-2306).

KEAN Brownwood, Tex., Lyman Brown Ent- rprises—Granted mod. CP for 2 kw, 50% of ant. trans. and studio location; condition (BMP- 2303).

The following were granted mod. CP's for ex- tension of completion dates as shown:

WHCI-AM WCHI-FM Hartford, Conn., to 12/15/53; WBRD Fort Lauderdale, Fla., to 2/24/54, conditions.

Granted CP
WJDM Lansing Mich., WJDM Inc.—Granted CP to replace expired CP (BL-8444, as mod.), which authorized changes in ant. system; condition (BMP-2303).

September 1 Applications

Application Approved for Filing
Modification of CP
WGN-TV Chicago, Ill.—Mod. CP (BMP-723) which authorized changes in exist- ing station to 9/30/52. Extension of completion date to October 954. (BMPCT-1994).

KGVL-TV Kingston, N. Y.—Kingston Bcstg. Corp.—Mod. CP (BMP-1644) which authorized new station, extension of completion date to 3/1/54. (BMPCT-1994).

KGPL-AM Galveston, Tex., Gulf Co.—Mod. CP (BMP-1644) which authorized new station, extension of completion date to 11/1/53. (BMPCT-1994).

WJSL (TV) Bridgeport, Conn., Harry L. Littig—Mod. CP (BMP-1010) as mod., which authorized new station, extension of completion date to 11/1/53. (BMPCT-1994).


KFUO-TV Clayton Mo., The Lutheran Church Mo., Synod—Mod. CP (BMP-464) as mod., which authorized new station, extension of completion date to 7/1/54. (BMPCT-1994).

KACY (TV) Mt. Pleasant, Mo., Ozark TV Corp.—Mod. CP (BFC-1419) as mod., which authorized new station to change ERP to 490 kw, 500 kc, 2 kw, SBD—(BMP-1419).

WXEL (TV) Cleveland, Ohio, Empire Co.—Mod. CP (BFC-1838) as mod., which authorized changes in existing station, extension of completion date to 12/31/53. (BFC-1838).

License to Cover CP
WDSU-TV New Orleans, Bcstg. Co.—License to cover CP (BFC-745) which authorized changes in existing station. (BFC-1846).

Renewal of License
Following stations requesting renewal of license:


APPLICATION RETURNED
Assignment of License

UPCOMING EVENTS

Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.


Sept. 14-17: BETMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Coast Regional convention, Empress Hotel, Victoria, B. C.


Sept. 25-26: Board of Governors, Canadian Broad- casting Corp. meeting, Winnipeg.


SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 15-17: Dist. 8, Mark Hopkins Hotel, San Francisco.

Sept. 18-20: Dist. 16, Statler Hotel, Los Angeles.


Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-30: Dist. 6, Plankton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbus Club, Indianapolis.


Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.


Nov. 2-3: Dist. 6, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

September 7, 1953 • Page 111
Here is the boxscore as of Aug. 31 of the competitive television hearings currently in various stages before FCC hearing examiners and the Commission. It was compiled by Frankie J. Fox under the direction of Frederick W. Ford, chief of the Broadcast Bureau's Hearing Division, for the use of Commissioners and the FCC staff.

Since Aug. 31, FCC also has designated for hearing the following competitive TV applications: Perkins Bros. Co. (KSCI) and KCOM-Best Co. (KCOM) for vhf ch. 4 at Sioux City, Iowa; United to Bros. Co. (WHL) and WWJ Inc. (WWJ) for uhf ch. 19 at Cleveland; Gordon Bros. Co. (WSYR), Atlantic City; and Tri-City Broadcasting Co. (WNOP), Newport, Ky., for uhf ch. 76; and Georgia Institute Technology (WGST) and Robert W. Romovassil (WQXM) for uhf ch. 30 at Atlanta, Ga. All of these hearings are to begin Oct. 2 in Washington.

The Commission on Aug. 24 announced re-visions of its processing procedure and amendment of its city priority list in order to speed handling of hearing cases (B-T, Aug. 3, 24). Since FCC is current in processing of unopposed applications, the revised city priority list contains only those cities in which contested applications are pending. The fiscal 1954 appropriation to FCC provides additional funds to clear the hearing backlog through the appointment of a total of 24 hearing examiners. While one examiner, Benito Gagline, resigned this week to enter private practice, the Commission has appointed two new examiners, Millard F. French and John B. Peindexter. Examiner total now is 13.

For comparison of hearing case progress, see summaries published in May and July (B-T, July 13, May 18).

HOWARD E. STARK
Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELDorado 5-0405
<table>
<thead>
<tr>
<th>LOCATION</th>
<th>APPLICANT</th>
<th>CALLS</th>
<th>LICENSED ON</th>
<th>LICENSED TO</th>
<th>AUTHORIZED HD</th>
<th>COMMISSION DECISIONS</th>
</tr>
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**BROADCASTING • TELECASTING**

*September 7, 1953* • Page 113
Preconceived Notion; Predetermined Result

THE MEDILL School of Journalism is well known in every city room. Many newsmen—some now in broadcasting—first learned their "who, what, where, when and why" there. Let's call it an "old school" journalism school.

A year ago Medill's students undertook a "classroom exercise" titled "Continuing Study of Housewives' Attitudes Toward Advertising Media." The exercise was under the direction of Dr. Charles L. Allen, assistant dean and director of research. Let's call him an "old school" journalism prof.

The results, just released, are of the old school, too. They were highly satisfactory to newspapers. They give radio and television a black eye.

Newspapers have been quick to realize the promotional possibilities of the survey and the "results" are popping up here and there across the country as "promotion" for local newspapers. One such case occurred at Wheeling, W. Va., recently. Others have been reported in the wake of an ANA circular on the subject.

We have no doubt that Dr. Allen is an earnest and honest professor. But we have it from his friends that he can't "see" radio and is far from an ardent television booster.

Researchers are critical of the technique used by Dr. Allen. We are not researchers, and we disclaim being experts. But we can add. When we add a personal interviewer dedicated to newspaper work to his professor, who is sure radio is no good, we should not be surprised when the answers favor the medium to which both are dedicated—the newspaper.

It goes to prove the maxim that when you go out with a preconceived notion you're certain to get the predetermined result.

On page 90, this issue, we "report" an interview that never happened in a newspaper office that never existed by people who never lived.

While the situation is imaginary, the results could be very real.

Saturation in Tulsa

EYES of the advertising-retailing world will be turned on Tulsa during the next 12 months. In this Southwestern metropolis will unfold a unique test of radio's power to reach more people oftener and for less money than any other advertising medium.

One of the Southwest's better-known department stores, Brown-Dunkin, has decided to use saturation radio—360 spots a week for a year. Thus, Tulsa's dominant newspaper advertiser also becomes its dominant radio advertiser.

The Brown-Dunkin contract is a tribute to the famed cooperative endeavor of Tulsa's six radio stations—Associated Tulsa Broadcasters. Every station in the city is carrying its quota of 60 spots a week, two-thirds of them in the daytime.

It's interesting to note that teamwork is paying off in Tulsa for every station in the city—and we'll venture the prediction that it will pay off for Brown-Dunkin, too. The store is able to buy a $125,000 year-long campaign with a minimum of effort and billing. Details of the arrangement, printed on page 95 of this issue, offer an object lesson in the technique of making it easy for advertisers to do business with radio stations.

Less than a decade ago a courageous store in another Southwestern city, Joskes in San Antonio, startled the retail world by entering a year-long laboratory test of radio's effectiveness as a medium for department stores. They howled, these retailers, at the folly of this reckless enterprise. When the score was totaled, however, they had to concede that Joskes had profited immeasurably from its extensive use of radio, and the whole retail field was presented with new techniques in using the lowest-cost medium of all.

Brown-Dunkin is shooting mainly for additional store profits. Radio is the logical medium, reaching practically all homes frequently and effectively at low cost. It's Radio Saturation Year in Tulsa. Let's see what happens!

Sporting Answer to the Sports Question

LAST YEAR Southern Association directors were among the most vociferous of the many minor league executives who charged television was ruining the baseball box office. The wails were heard even in Atlanta where the games had not been telecast since 1951.

Despite the calamity howlers, WSB-TV Atlanta signed the Crackers for telecasts three days a week for the 1953 season. Early in the year the station got behind the club with a TV Booster Books campaign which sold over 80,000 tickets.

Last week, with the team fighting it out for first place, WSB-TV telecast a doubleheader on Sunday, a single game Monday and a single game Wednesday. (See story this issue). The attendance for the period was a record 42,399. On Friday the league announced that the season's total attendance for Atlanta had already reached 290,510, to assure the city first place in baseball gate for the year in the Southern Association.

Credit for the fine attendance must go to two factors—a fine Crackers team and the creation of many new fans by the regular telecast. The pleasant clicking of the turnstiles in Atlanta should answer for all time the question of how baseball can get along with television. And the same would seem to go for all sports.

Air Power

THE FACT that TV time sales this fall will be well ahead of those for the fall of 1952 is one that is not apt to surprise any reader of this journal. At the end of August of last year there were 110 TV stations on the air in 65 markets, serving 18.2 million video receivers. By last week the total number of U. S. TV stations had risen to 224 in 160 cities; the TV set count was 26.8 million. How could the TV business go any way but up?

Most of the increase has been in the daytime hours, another fact which hardly could be described as startling. Evening time on the major networks was pretty well filled up last year, with little room for growth. Daytime is a different story; daytime network sales for this fall are up more than ten hours a week, and more than 20% ahead of the total amount of sponsored time on the TV networks in October 1952. And, while similar detailed information is not available for spot TV, it's a safe assumption that the picture is about the same here. Increased hours of programming provide new availabilities, enabling more advertisers to get abroad the TV bandwagon.

Probably the most significant fact about the fall outlook comes by looking at that for radio [B*T, Aug. 31] as well as for TV. Both studies show more business signed for fall this year than last, and that's true for both network and spot. Advertisers have learned that adding TV doesn't mean dropping radio, that each broadcast medium, properly used, is a profitable investment, and that the two used together are the best investment of all.
Once in a while, one radio station comes close to capturing the true nature of its city... draws its strength from the same forces that have made its city great... and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh... and the station is WWSW.

liked most by Pittsburghers...

because it is most like Pittsburgh!

WWSW
Detroit is the world’s Motor City in usage, as well as in production. Autos and auto radios get plenty of mileage!

Two-thirds of Detroit area workers DRIVE to their daily employment. 12% of them drive 30 miles or more each day. Another 13% drive from 20 to 29 miles. Less than one-half of one percent ride on Detroit’s one commuter railroad!

What a BONUS audience that represents for Detroit’s radio advertisers!

In this market of 980,000 cars, WWJ is the favorite radio station. It has been for 33 years. And, because it delivers the most listeners per dollar, it’s the most economical buy.

To put your product in the driver’s seat in the Detroit market, put your story on WWJ.