

TELECASTING

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in our
8th
year

More MERCHANDISING ASSISTANCE...

...and MORE of everything else!



- ★ RADIO
- ★ TV
- ★ NEWSPAPER



New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.

WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.

ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WTOD—Toledo, O.—Headley-Reed Co.

WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction



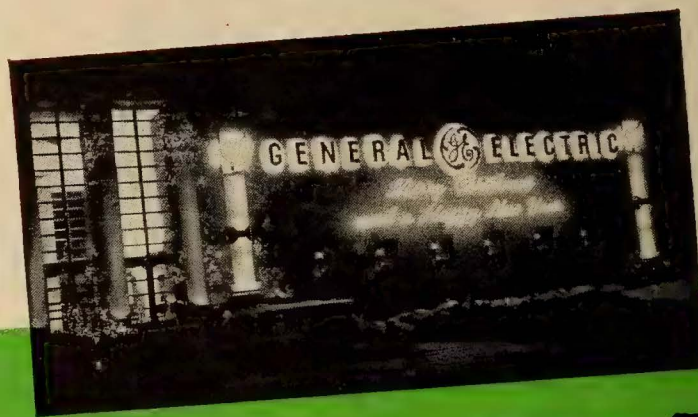
TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N. Y.



Seasons Greetings

FROM ELECTRONICS PARK
TO BROADCASTERS EVERYWHERE

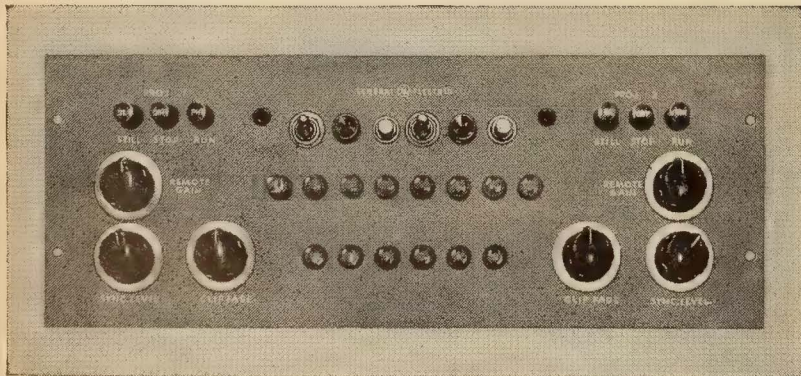


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new amplifier to boost

Leonard, General Sales Manager of Transocean Air Lines, far left, supervises equipment loading at Oakland, Calif. Transocean used four planes on this special assignment.

New Low Cost TV Switching Combination Announced



A new Video Switching Panel, type TC-39A shown above, has just been announced by General Electric at Electronics Park. This Panel is being acclaimed for its simplicity, compactness and low cost, the design being especially adapted to the requirements of the smaller television stations.

The unit provides Video Program Switching for 6 picture signals as well as separate selection for preview monitoring, program output and news. Additional facilities include remote control

for two stabilizing amplifiers, two film projectors and two slide projectors.

When used with the new BC-15A Audio Switching Panel, simultaneous or separate audio and video switching is achieved. This audio panel includes four mixers—allowing as many as seven inputs, a master gain control, VU meter, monitor selector and monitor level control. The audio panel may also be used to extend the facilities of the more comprehensive BC-11A Studio Console.

LIMITING AMPLIFIERS USED EXTENSIVELY

Nearly 500 AM stations throughout the country are now using G-E Limiting Amplifiers. This moderately priced piece of broadcasting equipment gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise. The G-E Limiting Amplifier helps prevent aural distortion on TV receivers, helps TV stations meet competitive modulation levels.

Among the many satisfied stations now using the Limiting Amplifier is Station KGON, Oregon City, Ore. Chief engineer Ed Saxe recently wrote, "We made a very careful survey of circuitry and theory behind its operation and after selection of two BA-5-A models, found the amplifier performed even better than anticipated."

After three years of operation, Saxe found, "... the G-E Limiting Amplifier delivers—even without faithful checking—for periods as long as 9 months."

J. H. Douglas

Mr. Douglas, as representative of the Southwestern District for G.E.'s Electronics Department, is responsible for the sale of products of the G.E. Transmitter Division in Arkansas, New Mexico, Oklahoma and Texas. His head-



J. H. Douglas

quarters are at the Dallas offices of General Electric.

He has been with the company since graduation from Iowa State College in 1942. First in the test department, he was later named a radio electronic field engineer. A native of Emerson, Iowa, Mr. Douglas belongs to the I.R.E. and the Dallas Electric Club.

GENERAL  ELECTRIC

DECEMBER 29, 1952

DOZEN NEW TV GRANTS

Open Way for Vhf in Ida., Nev.

BRINGING television for the first time to Idaho and Nevada through vhf grants to Boise and Reno, FCC last week further pushed processing of uncontested new-station applications and issued a dozen construction permits—three vhf and nine uhf.

Two uhf permits went to Pittsburgh, where the sole operating outlet is WDTV (TV) on vhf Ch. 2, and another uhf permit went to Buffalo, N.Y., where WBEN-TV operates on vhf Ch. 4. Buffalo earlier was given two uhf permits, one commercial and one educational.

The Commission also approved an increase in the effective radiated power of an existing station, KSTP-TV Minneapolis on vhf Ch. 5, from 24.7 kw visual and 17.3 kw aural to 100 kw visual and 60 kw aural. This is the second power boost to the Twin Cities, the FCC Broadcast Bureau earlier granting WCCO-TV on vhf Ch. 4 an increase in ERP from 17.9 kw visual and 9.2 kw aural to 100 kw visual and 50 kw aural [B•T, Dec. 22].

New station processing last week pushed Commission action down the Group A line to Reno, city No. 148. Buffalo, city No. 181 on the Group B list, is as far as the Commission went a fortnight ago in awarding a commercial uhf permit there.

Stress on A Group

Concentration of FCC attention to the Group A line, cities now not having service, was seen by Washington observers as indicating that the Commission continues to be seeking to "clean up" the uncontested requests in those cities as soon as possible—perhaps virtually all by the time Congress convenes and the new Republican Administration takes office.

Total number of post-thaw construction permits stands at 169 with last week's actions. Ten of the total are noncommercial, educational authorizations. Total number of TV stations authorized in the U.S. now is 277. Of this number, 122 are on the air.

The new station permits issued last week were:

Muskegon, Mich. (City priority Group A-2, No. 83)—Versluis Radio and Television Inc. (WLAV Grand Rapids), granted uhf Ch. 35, effective radiated power 270 kw visual and 140 kw aural, antenna height above average terrain 970 ft.

Meridian, Miss. (Group A-2, No. 101)—Mississippi Broadcasting Co.

(WCOC), granted uhf Ch. 30, ERP 210 kw visual and 110 kw aural, antenna 500 ft.

Lafayette, Ind. (Group A-2, No. 128)—WFAM Inc. (WFAM-FM), granted

uhf Ch. 59, ERP 20 kw visual and 10.5 kw aural, antenna 360 ft.

Bakersfield, Calif. (Group A-2, No. 132)—Bakersfield Broadcasting Co. (KAFY), granted uhf Ch. 29, ERP

20.5 kw visual and 11 kw aural, antenna 460 ft.

Lawton, Okla. (Group A-2, No. 133)—Oklahoma Quality Broadcasting Co. (KSWO), granted vhf Ch. 7, ERP 10 kw visual and 5 kw aural, antenna 540 ft.

Boise, Idaho (Group A-2, No. 135)—KIDO Inc. (KIDO), granted vhf Ch. 7, ERP 51 kw visual and 26 kw aural, antenna 80 ft.

Watertown, N. Y. (Group A-2, No. 136)—The Brockway Co. (WWNY), granted uhf Ch. 48, ERP 185 kw visual and 100 kw aural, antenna 570 ft.

Neenah, Wis. (Appleton, Wis., Group A-2, No. 139)—Neenah-Menasha Broadcasting Co., granted uhf Ch. 42, ERP 15.5 kw visual and 8.3 kw aural, antenna 290 ft.

Reno, Nev. (Group A-2, No. 148)—Nevada Radio-Television Inc. (KWRM), granted vhf Ch. 8, ERP 3 kw visual and 1.5 kw aural, antenna minus 440 ft.

Pittsburgh (Group B-4, No. 180)—J. Frank Gallaher, Loren Berry and Ronald B. Woodyard, partnership, granted uhf Ch. 47, ERP 230 kw visual and 120 kw aural, antenna 480 ft. Operating: WDTV (TV), vhf Ch. 2.

Pittsburgh (Group B-4, No. 180)—Telecasting Co. of Pittsburgh, granted uhf Ch. 16, ERP 89 kw visual and

(Continued on page 58)



LOUIS G. BALTIMORE (l), owner, WBRE-TV Wilkes-Barre, Pa., and A. R. Hopkins, general sales manager, RCA Engineering Products Dept., are on hand as uhf equipment is loaded for shipment from the RCA Victor Div. plant in Camden, N. J. Other stations receiving transmitters are WSBT-TV South Bend; WSBA-TV York, Pa., and WFPG-TV Atlantic City.

UHF SERVICE SPEEDS

In Four Cities

WITHIN 48 hours following delivery of RCA's first four uhf TV transmitters [B•T, Dec. 22], three cities began receiving uhf TV signals and a fourth was preparing to begin transmission today (Monday) or tomorrow.

The three cities—first to put uhf broadcasts on the air since KPTV (TV) Portland, Ore., began last September—were Atlantic City, N. J., York, Pa., and South Bend, Ind. Wilkes-Barre, Pa., was hoping to get its station on the air today or tomorrow.

On full-scale commercial operation is WFPG-TV Atlantic City, which began regular telecasting at 10:45 p.m. Dec. 21, following a successful test pattern broadcast at 8:12 p.m. that day.

WSBA-TV York put a test pattern on the air at 2:06 a.m. Dec. 21, and followed this with a limited number of network and commercial programs. Full commercial operation is scheduled in York Jan. 1.

Out in South Bend, WSBT-TV put on a test pattern at 11:50 p.m. Dec. 21. Regular commercial op-

eration began at 7 p.m. Dec. 22, with two hours a night programming since then.

With the way cleared by New Jersey State Police, WFPG-TV got its transmitter at 4:15 p.m. Dec. 19, according to President Fred Weber. Video test pattern went out from the station's 458-ft. antenna at 3 p.m. Dec. 20, but the transmitter began failing later that day, Mr. Weber said. For the next 28 hours, RCA officials, including Lester Lapin, uhf transmitter design engineer, worked to get the 20-kw signal on the air and at 8:12 p.m. Dec. 21, a Ch. 46 video and aural test pattern was transmitted from the WFPG-TV antenna, Mr. Weber said. At 10:45 p.m. that day the station's dedication began, with a Philco TV Playhouse kinescope of "The Gift" as the first commercial program, Mr. Weber reported.

Regular schedule runs 1-5 p.m., test patterns; 5 p.m. sign-off for programs from all four networks, Mr. Weber announced. Station is linked by AT&T microwave from Philadelphia. Local originations

are programmed from a Telop and two 16mm film projectors. Camera chains for local live pickups are due this spring, Mr. Weber said. Charge is \$150 for one-time, Class A hour program, and \$20 for an announcement.

Ninety miles from the RCA factory at Camden, WSBA-TV York, Pa., received its transmitter at 7 o'clock Friday night (Dec. 19), according to Vice President Walter J. Rothensies. Mr. Rothensies said that a test pattern went out over the air at 2:06 a.m. Dec. 21, and continued for a time with slides, film and live camera shots of personnel working on the installation. A limited number of network and local commercial programs are being carried by WSBA-TV, said Mr. Rothensies, but full commercial operation has not been scheduled before Jan. 1.

The York Ch. 43 station is putting out 20 kw from its 550-ft. antenna. Rate of \$200 for one-hour one-time Class A program has been set, with \$37.50 for announcements. Affiliation contracts have been

(Continued on page 77)

television grants and applications

Digest of Those Filed with FCC Dec. 19 Through Dec. 24

Grants Since April 14:

	VHF	UHF	Total
Commercial	45	114	159
Educational	2	8	10
Total	47	122	169

Commercial television stations on the air 119¹ 4 123¹

¹ Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	654	323	549	427	977 ²
Educational	19	...	5	14	19
Total	673	323	554	441	996²

² One applicant did not specify channel.

³ Includes 169 already granted.

Processing on city priority status Gr. A-2 line has extended to city number 148.
Processing on city priority status Gr. B-4 line has extended to city number 181.

NEW STATION GRANTS

Listed by States

BAKERSFIELD, Calif. — Bakersfield Bestg. Co. (KAFY). Granted uhf Ch. 29 (560-566 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 460 ft., above ground 297.75 ft. Estimated construction cost \$210,083, first year operating cost \$300,000, revenue \$350,000. Post Office address P.O. Box 1432, Bakersfield, Calif. Studio and transmitter location North end of Sterling Rd. in East Bakersfield. Geographic coordinates 35° 23' 52" N. Lat., 118° 55' 54" W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include President George Crome (33 1/3%), Vice Presidents Geneva Anderson and Rosalie C. Anderson, executrices of the estate of Herman Anderson, deceased (16 2/3%), Secretary-Treasurer R. F. Harlow (33 1/3%) and General Manager Sheldon Anderson (16 2/3%). [For application, see TV APPLICATIONS, B-T, July 7.] City priority status: Gr. A-2, No. 132.

BOISE, Idaho — KIDO Inc. (KIDO). Granted vhf Ch. 7 (174-180 mc); ERP 51 kw visual, 26 kw aural; antenna height above average terrain 80 ft., above ground 387 ft. Engineering condition. Estimated construction cost \$189,018, first year operating cost \$91,300, revenue \$120,000. Post Office address Chamber of Commerce Bldg., 709 Idaho St., Boise. Studio and transmitter location 0.2 mi. NNW of Crestline Drive. Geographic coordinates 43° 37' 50" N. Lat., 116° 10' 44" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include president Georgia M. Davidson (93.1%), Vice President Walter E. Wagstaff (6.9%), and Secretary-Treasurer Oscar W. Worthine. [For application, see TV APPLICATIONS, B-T, June 30.] City priority status: Gr. A-2, No. 135.

LAFAYETTE Ind. — WFAM Inc. (WFAM[FM]). Granted uhf Ch. 59 (740-746 mc), ERP 20 kw visual, 10.5 kw aural; antenna height above average terrain 360 ft. Engineering conditions. Estimated construction cost \$158,700, first year operating cost \$75,000, revenue \$75,000. Studio and transmitter location on McCarty Lane, Lafayette, 40° 23' 40" N. Lat., 86° 50' 15" W. Long. Transmitter and antenna RCA. Legal counsel Guilford Jameson, Washington. Engineer Harry C. Garba, WASK and WFAM (FM) Lafayette. Applicant is licensee of WASK and WFAM (FM) Lafayette. Sole owner is O. E. Richardson, who has no other business interests. Post Office address McCarty Lane, Lafayette, Ind. [For application, see TV APPLICATIONS, B-T, June 2.] City priority status: Gr. A-2, No. 128.

MUSKEGON, Mich. — Versluis Radio & Television Inc. Granted uhf Ch. 35 (596-602 mc); ERP 269 kw visual, 137 kw aural; antenna height above average terrain 972 ft., above ground 842 ft. Engineering condition. Estimated construction cost \$293,385, first year operating cost \$225,000, revenue \$258,322. Post office address 6 Fountain St.,

N. E., Grand Rapids, Mich. Studio location to be determined. Transmitter location at intersection of Wilson St. and 16th Ave., 2 mi. East of Conklin. Geographic coordinates 43° 07' 58" N. Lat., 85° 48' 52" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Lee G. Stevens. Sole owner is Leonard A. Versluis, president of Versluis Radio & Television Inc., owner of Special Services Co. and 50% owner of Versluis Studios. He is former licensee of WLAV-AM-TV Grand Rapids, Mich. Commission adopted memorandum opinion and order dismissing petition filed by Music Broadcasting Corp. (WGRD), Grand Rapids, Mich., on Sept. 19, requesting that Versluis application be designated for hearing. [For application, see TV APPLICATIONS, B-T, July 28.] City priority status: Gr. A-2, No. 83.

MERIDIAN, Miss. — Mississippi Bestg. Co. (WCOC). Granted uhf Ch. 30 (566-572 mc); ERP 210 kw visual, 110 kw aural; antenna height above average terrain 500 ft. Estimated construction cost \$139,050, first year operating cost \$185,000. Post office address P. O. Box 591, Meridian, Miss. Transmitter location about 2 mi. south of Meridian on U. S. 45. Geographic coordinates 32° 19' 40" N. Lat., 88° 41' 28" W. Long. Transmitter GE, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer F. O. Grimwood & Co., St. Louis. Principals include President and Secretary D. W. Gavin (75%), general manager, and Vice President Mrs. R. S. Gavin (25%). Applicant also is licensee of WJQS Jackson, WMBC Macon and WACR Columbus, all in Mississippi, and publishes *Clark County Tribune* (Quitman, Miss.) and *Meridian* (Miss.) Record. City priority status: A-2, No. 101.

RENO, Nev. — Nevada Radio-TV Inc. (KWRM). Granted vhf Ch. 8 (180-186 mc); ERP 3 kw visual, 1.5 kw aural; antenna height above average terrain —440 ft., above ground 217 ft. Engineering conditions. Estimated construction cost \$160,720, first year operating cost \$104,400, revenue \$132,000. Post office address Riverside Hotel, Reno. Studio location 19 S. Virginia St. Transmitter location East 2nd St., 1/4 mi. E. of Kistoke Lake. Geographic coordinates 39° 31' 45" N. Lat., 119° 47' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals include President Kenyon Brown (50%), 20% owner of the Rowley-Brown Bestg. Co., licensee of KEPO El Paso, Tex. KWFT-AM-FM Wichita Falls, Tex.; Secretary-Treasurer Donald W. Reynolds (50%), president and 66 2/3% owner of Southwest Publishing Co., licensee of KFSA-AM-FM Fort Smith, Ark. [For application, see TV APPLICATIONS, B-T, July 14.] City priority status: Gr. A-2, No. 148.

BUFFALO, N. Y. — Buffalo-Niagara Television Corp. Granted uhf Ch. 59 (740-746 mc); ERP 91 kw visual, 51 kw aural; antenna height above average terrain 410 ft., above ground 430 ft. Estimated construction cost \$200,000, first year operating cost \$150,000. Post office address Ellicott Square Bldg., Buffalo, N. Y. Transmitter location 391 Washington St. Geographic coordinates

42° 53' 05.4" N. Lat., 78° 52' 21.4" W. Long. Transmitter DuMont, antenna GE. Legal counsel Frank J. Delaney, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President Charles R. Diebold (33 1/3%), banking; Vice President Joseph Davis (33 1/3%), heating and refrigeration contractor, and Secretary-Treasurer Vincent M. Gaughan (33 1/3%), attorney. City priority status: Gr. B-4, No. 181.

WATERTOWN, N. Y. — The Brockway Co. (WVNY). Granted uhf Ch. 48 (674-680 mc); ERP 185 kw visual, 100 kw aural; antenna height above average terrain 570 ft., above ground 362 ft. Estimated construction cost \$285,000, first year operating cost \$150,000, revenue \$150,000. Post office address 120-132 Arcade St., Watertown, N. Y. Studio and transmitter location Rutland Ctr. Rd., 3.6 mi. East of Watertown. Geographic coordinates 43° 57' 23" N. Lat., 75° 50' 28" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer John B. Johnson (1.8%), Estate of Harold B. Johnson, deceased (75.6%) and Estate of Jessie R. Johnson, deceased (22.6%). Applicant also is licensee of WMSA-AM-FM Massena, N. Y., and publishes *Watertown Daily Times*. [For application, see TV APPLICATIONS, B-T, June 23.] City priority status: Gr. A-2, No. 136.

LAWTON, Okla. — Oklahoma Quality Bestg. Co. Granted vhf Ch. 7 (174-180 mc), ERP 10 kw visual, 5 kw aural; antenna height above average terrain 540 ft., above ground 520 ft. Estimated construction cost \$175,000, first year operating cost \$78,000, revenue \$90,000. Studio and transmitter location four miles East of Lawton. Geographic coordinates 35° 35' 31" N. Lat., 98° 19' 08" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton, Okla. Applicant is licensee of KSWO Lawton. Partners include R. H. Drewry (50%), owner of M & D Finance Co. and 45% owner of KRHD Duncan, Okla.; T. R. Warkentin (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; R. P. Scott (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; J. R. Montgomery (16%), president of City National Bank, Lawton, and 14% owner of KRHD, and Dr. G. G. Downing, M.D. (4%), 3% owner of KRHD. [For application, see TV APPLICATIONS, B-T, May 26.] City priority status: Gr. A-2, No. 133.

PITTSBURGH, Pa. — J. Frank Gallaher, Loren Berry and Ronald B. Woodyard. Granted uhf Ch. 47 (668-674 mc); ERP 230 kw visual, 120 kw aural; antenna height above average terrain 480 ft., above ground 391 ft. Engineering condition. Estimated construction cost \$259,800, first year operating cost \$200,000, revenue \$250,000. Post office address 5 South Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location on Chicago St., between Mazant St. and Aner St. Geographic coordinates 40° 28' 39" N. Lat., 80° 00' 15" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruck & Blume, Washington. Consulting engineer John H. Mullaney, Washington. Principals include equal (1/3) partners J. Frank Gallaher, treasurer and 8.1% owner of WONE Dayton (permitted to WIFE [TV] there), chairman of board and 51% owner of The Gallaher Drug Co. (chain drugs), Dayton, and vice president and 50% owner of Stock Gallaher Co. (building), plus various real estate holdings and interests; Loren M. Berry, vice president and 12.33% owner of WONE, president of L. M. Berry & Co. Ltd. (nature of business not revealed in application), Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton, and officer or director in various telephone companies, and Ronald B. Woodyard, president and 17.87% owner of WONE. [For application, see TV APPLICATIONS, B-T, Nov. 3.] City priority status: Gr. B-4, No. 180.

PITTSBURGH, Pa. — Telecasting Co. of Pittsburgh. Granted uhf Ch. 16 (482-488 mc); ERP 89 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 480 ft. Engineering condition, including requirement that A. D. Faust and L. H. Israel sever their connections with WDTV (TV) Pittsburgh before construction permit is issued. Estimated construction cost \$402,430, first year operating cost \$660,000, revenue \$675,000. Post office address 2237 Henry W. Oliver Bldg., 535 Smithfield St., Pittsburgh 22. Studio location Pittsburgh, to be determined. Transmitter location Rue Grand Vue & Attica St., Pittsburgh. Geographic coordinates 40° 26'

45" N. Lat., 80° 02' 04" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include General Partners Thomas P. Johnson (45.5%), partner in Kirkpatrick, Pomeroy, Lockhart & Johnson (law firm), 10% stockholder in United Bestg. Corp. (inactive corporation and pre-thaw applicant for TV in Pittsburgh); Henry Oliver Rea (45.5%), part owner of WPOR Portland, Me., less than 25% in United Bestg. Co. (above), vice president and more than 25% in Oliver Iron & Steel Corp., general partner and more than 25% in Allegheny Pub. Co.; Managing Partners A. Donovan Faust (5%), assistant general manager of WDTV (TV) Pittsburgh; Larry H. Israel (5%), WDTV sales manager; William H. Rea (1%), treasurer of WPOR. [For application, see TV APPLICATIONS, B-T, Oct. 6.] City priority status: Gr. B-4, No. 180.

NEENAH, Wis. — Neenah-Menasha Bestg. Co. (WNAM). Granted uhf Ch. 42 (638-644 mc); ERP 15.5 kw visual, 8.3 kw aural; antenna height above average terrain 290 ft., above ground 287 ft. Engineering conditions. Estimated construction cost \$129,950, first year operating cost \$75,000, revenue \$70,000. Post office address 101 East Wisconsin Avenue, Neenah, Wis. Studio and transmitter location 0.7 mi. South of Neenah city limits. Geographic coordinates 44° 09' 36" N. Lat., 88° 27' 57" W. Long. Transmitter and antenna RCA. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President Samuel N. Pickard (80%), Secretary-Treasurer Reinhold D. Molzow (4%), Vice President Don C. Wirth (54%), Dorothea W. Pickard (15.4%). [For application, see TV APPLICATIONS, B-T, June 30.] City priority status: Gr. A-2, No. 139 (uhf Ch. 42 is allocated to Appleton, Wis., within 15 miles of Neenah).

GROUP D GRANTS

WBZ-TV BOSTON, Mass., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 530 ft.

KSTP-TV MINNEAPOLIS, Minn., granted 100 kw visual, 60 kw aural, antenna height above average terrain 563 ft.

WCCO-TV MINNEAPOLIS, Minn., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 540 ft.

KMTV (TV) OMAHA, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 590 ft.

WOW-TV OMAHA, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 580 ft.

WBTV (TV) CHARLOTTE, N. C., granted 100 kw visual, 60 kw aural, antenna height above average terrain 1,070 ft.

KRLD-TV DALLAS, Tex., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 460 ft.

KEYL (TV) SAN ANTONIO, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 440 ft.

WOAI-TV SAN ANTONIO, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 480 ft.

GRANTED SPECIAL TEMPORARY AUTHORIZATION

KHQ-TV SPOKANE, Wash. — KHQ Inc. Granted special temporary authorization to operate on commercial basis until March 11, except without frequency and modulation monitors provided frequency measurements are made at weekly intervals.

NEW APPLICATIONS

DECATUR, Ala. — Tennessee Valley Bestg. Co. (WMSL), uhf Ch. 23 (524-530 mc); ERP 21.54 kw visual, 11.63 kw aural; antenna height above average terrain 118 ft., above ground 180 ft. Estimated construction cost \$153,000, first year operating cost \$94,000, revenue \$138,658. Post office address 520 Bank St., Decatur, Ala. Studio location to be determined. Transmitter location Danville Road, at side of WMSL transmitter. Geographic coordinates 86° 59' 27.8" N. Lat., 34° 36' 44.2" W. Long. Transmitter and antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals

include President **Frank Whisenant** (84%) and Treasurer **Alice Whisenant** (15%), wife of Mr. Whisenant. City priority status: Gr. A-2, No. 266.

MIAMI, Fla.—East Coast Television, vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 439 ft., above ground 474 ft. Estimated construction cost \$643,240, first year operating cost \$400,000, revenue \$500,000. Post Office address % E. Albert Pallot, 1504 DuPont Bldg., Miami 32, Fla. Studio location to be determined. Transmitter location West Dixie Highway between 192 and 193 St. Geographic coordinates 25° 57' 17" N. Lat., 80° 08' 56" W. Long. Transmitter and antenna GE. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer Vandiver, Cohen & Wearn, Washington. Principals include President **Charles Silvers** (30.01%), president and 52% owner of Adams Engineering Co., manufacturers of aluminum windows and furniture, and president and 50% owner of ABC Equipment Co., Ojus, Fla., wholesaler of building equipment and machinery, and interest in a number of related firms; Vice President **D. Richard Mead** (23.33%), real estate and contracting; Treasurer **William Atwell Jr.** (23.33%), stock and bond broker, and Secretary **E. Albert Pallot** (23.33%). Miami attorney. City priority status: Gr. B-4, No. 193.

CAMBRIDGE, Mass.—Middlesex Bestg. Corp. (WTAO), uhf Ch. 56 (722-728 mc); ERP 20.2 kw visual, 11.45 kw aural; antenna height above average terrain 475 ft., above ground 289 ft. Estimated construction cost \$125,000, first year operating cost \$190,000, revenue \$200,000. Post office address 439 Concord Ave., Cambridge 38, Mass. Studio and transmitter location Zion Hill, west of Ridge St., in town of Woburn, west of Winchester at site of WXHR (FM). Geographic coordinates 42° 27' 18" N. Lat., 71° 10' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gauthney, Washington. Principal stockholder is President and Treasurer **Frank Lyman Jr.** (74%) and remaining 26%, which also is voted by Mr. Lyman, is owned by **Harvey Radio Labs. Inc.** City priority status: Gr. B-5, No. 208.

WICHITA FALLS, Tex.—Parker Television Co., vhf Ch. 6 (82-88 mc); ERP 70.92 kw visual, 35.46 kw aural; antenna height above average terrain 426 ft., above ground 471 ft. Estimated construction cost \$350,000, first year operating cost \$180,000, revenue \$200,000. Post office address 2019 Berkley, Wichita Falls, Tex. Studio location 724 Indiana St. Transmitter location 1½ mi. west of Wichita Falls on highways 82 and 277. Geographic coordinates 33° 53' 12" N. Lat., 98° 33' 13" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer W. E. Billington, San Antonio, Tex. Sole owner is **Garnett Parker**, owner of Wichita Falls Wholesale Grocery Co. City priority status: Gr. A-2, No. 56.

RICHMOND, Va.—Richmond Television Corp., vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 763 ft., above ground 800 ft. Estimated construction cost \$700,000, first year operating cost \$850,000, revenue \$955,250. Post office address 1013-A East Main St., Richmond, Va. Studio location 4011 MacArthur Ave. Transmitter location near intersection of U. S. 250 and Penick Road. Geographic coordinates 37° 36' 25" N. Lat., 77° 31' 15" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Morton G. Thalheimer**, Vice President **Claude R. Davenport** (4.473%), Treasurer **James A. Galleher** (0.894%), Secretary **Robert T. Barton** (1.073%) and Assistant Secretary **Andrew J. Brent** (0.358%). City priority: Gr. B-4, No. 195.

APPLETON, Wis.—Bartell Broadcasters Inc. (WOKW), uhf Ch. 42 (638-644 mc); ERP 18.6 kw visual, 9.4 kw aural; antenna height above average terrain 288 ft., above ground 340 ft. Estimated construction cost \$112,785, first year operating cost \$120,000, revenue \$150,000. Post Office address 710 North Plankinton Ave., Milwaukee 3, Wis. Studio and transmitter location Route #2, Old Manitowoc Road, town of Menash. Geographic coordinates 44° 13' 04" N. Lat., 88° 24' 33" W. Long. Transmitter and antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph K. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.667%), Vice President **Melvin M. Bartell** (0.4%), Secretary - Treasurer **Lee K. Beznor** (41.266%) and **David Beznor** (41.667%).

City priority status: Gr. A-2, No. 139.

MADISON, Wis.—Bartell Television Corp., uhf Ch. 33 (584-590 mc); ERP 17.8 kw visual, 10.7 kw aural; antenna height above average terrain 434 ft., above ground 494 ft. Estimated construction cost \$137,285, first year operating cost \$180,000, revenue \$250,000. Post office address 710 North Plankinton Ave., Milwaukee, Wis. Studio and transmitter location in Township of Madison, 3.5 miles SW from downtown area of Madison, at intersection of West Belt Line and Chicago & Northwestern Railroad. Geographic coordinates 43° 02' 10" N. Lat., 89° 24' 55" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Lee K. Beznor, Milwaukee, Wis. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (245 shares subscribed, 5 shares held), president of WOKY Milwaukee and WAPL Appleton, Wis., 49% owner of WOKW Sturgeon Bay, and other broadcast interests including **Gerald A. Bartell** Assoc. (sales representatives for radio and television productions), Milwaukee; Vice President **Earl W. Fessler** (249 shares subscribed, 1 share held), owner of WMFM (FM) Madison; Secretary - Treasurer **Lee K. Beznor** (396 shares subscribed, 4 shares held), secretary-treasurer of WOKY and WAPL and Milwaukee (Wis.) attorney, and **David Beznor** (595 shares subscribed, 5 shares held), stockholder in WOKY and WAPL and Milwaukee (Wis.) attorney. City priority status: Gr. A-2, No. 30. [Note: Bartell Bestrs. Inc. filed for TV station have earlier; see TV Applications, B.T., July 28.]

BING CROSBY VISITS KXLY-TV TOWER

Crooner Snowshoes to Inspect TV Property

HARRY L. (better known as Bing) Crosby, part owner of KXLY-TV Spokane, visited the station's tower and transmitter under construction atop Mt. Spokane Dec. 18, making the last two miles of the trip up the mountain by snowmobile and snowshoes.

Accompanying the radio and screen crooner on an inspection of



ON SNOWSHOES at KXLY-TV tower-transmitter site are Mr. Crosby (r) and son, Lindsay.



CHECKING progress of tuning changeover of KXLY-TV transmitter from Ch. 13 to 4 are (l to r) Chief Engineer Provis, RCA consulting engineer Martin and part owner Crosby.

RCA VICTOR PLANS

Big Advertising Campaign

ADVERTISING and promotion campaign "surpassing any previous year's program" has been prepared by RCA Victor to support its 1953 line of television, radio and Victrola phonograph instruments, J. M. Williams, advertising and sales promotion manager of the firm's home instruments department, said last week.

The new TV model will receive major emphasis, he said, with the firm advertising on network radio and television programs, newspapers in 129 markets and regional and trade magazines. Devoted to TV receivers will be most of the commercial time on its Friday evening *RCA Victor Show* and its Sunday afternoon *Kukla, Fran & Ollie*, both on NBC-TV. TV sales also will be strengthened on RCA Victor's Sunday evening *Phil Harris-Alice Faye Show* on NBC radio.



PRESIDENT - General Manager Lawrence (l) and Board Chairman Roderick of KROD-TV, which went on the air Dec. 14.

KROD-TV ON AIR

Pioneer in El Paso Area

KROD-TV El Paso, Tex., became the first station in that area to go on the air with a regularly scheduled telecast of local personalities at 2:25 p.m. Dec. 14, according to Val Lawrence, president and general manager of the Roderick Broadcasting Corp., licensee.

The new uhf Ch. 4 TV outlet claims its antenna, 5,285 ft. above sea level, is the highest above ground in Texas. The tower and transmitter were constructed at a cost of more than \$85,000, after a \$35,000 road was "carved out of" solid rock to haul equipment to the top of Mt. Franklin, Mr. Lawrence said.

The road, which ziz-zags for 4,100 ft. and has a grade of 15%, is an engineering feat in itself, according to Mr. Lawrence. The transmitting tower, 200 ft. high, is topped by an 85-ft. antenna.

Ed Talbott, KROD-TV director of engineering, worked with local contractors and supervised construction of the tower, with which the station expects to bring television to a potential audience of about 750,000 within the tower's 100-mile radius. It is three miles from downtown El Paso.

KROD is the key station of the Southwest Network which includes KSIL Silver City, N. M.; KAVE Carlsbad, N. M., and KOSA Odessa, Tex. Board chairman of Roderick Broadcasting Corp. is Dorrance D. Roderick.

KROD-TV is affiliated with CBS-TV and DuMont TV Network.

Other KROD-TV executives include **Bernie Bracher**, television director, and **Dick Watts**, sales manager. KROD-TV's ERP is 53.3 kw visual and 28.1 kw aural.

Charles Bulotti Jr.

FUNERAL services were held in Glendale, Calif., December 24 for **Charles Bulotti Jr.**, 41, director of production at KTTV (TV) Hollywood. Mr. Bulotti died Dec. 22 of complications following an accidental fall. He was formerly program director of Don Lee Network. Surviving are wife, **Geraldine**, and son, **Charles**, 8.

DuMONT FORECAST 75 More TV Outlets in '53

TELEVISION already "has proved itself to be the most dynamic, fastest growing industry in American history" and will make 1953 remembered "as the year when a new, strong, psychological bond between Americans was cemented," Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said in a year-end statement for release today (Monday).

He said "indications are that some 75 additional stations will go on the air in 1953 and that the manufacturing segment of the industry will produce upwards of 6.5 million receiving sets."

Dr. DuMont predicted that "during 1953 television will be a prime instrument in bringing government closer to the people." Noting that in January "television will enable more people to view the inauguration of President-elect Eisenhower than the total population of the nation in 1900," and that more will be able to see that ceremony than have seen "all the other previous inaugurations combined," he continued:

"The public's attitude towards having a more intimate insight into governmental workings, sharpened by video's coverage of the political conventions and the campaign, already has led to discussions for the televising of sessions of Congress and the various state legislatures. Aside from its part in bringing out the record-breaking 61 million vote, television has done more to stimulate interest in our government than any other medium in our history."

During the past six years, Dr. DuMont said, TV "has fashioned a brilliant chronology of achievement," and though largely thought of as an entertainment medium, also "has taken a serious and constructive view of its responsibilities in public service." For the year ahead, he asserted, "the industry is stimulated and inspired to accept an even greater challenge to its public service opportunity. Its

potential is limited only by the imagination and skill of those using it."

With its growth in 1953, Dr. DuMont said, television "will broaden the nation's horizons as nothing else ever could. . . . Combining the visual with the auditory, video's variety and intensity of im-

pact will prove it to be the most potent force the world has ever seen. Television will help raise the nation's mental levels, thereby helping to eliminate some of the suspicion and prejudice that are at the heart of many of our problems."

He forecast that "during 1953

The New Grantees' Commencement Target Dates

* On the air, operating commercially.

* Educational Permittees.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET					
Call	City and State	Ch.	Granted	Commencement	Network
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 21*	NBC, ABC CBS, DuMont
KCTV (TV)	Austin, Tex.	18	July 11	Unknown
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27*	CBS, ABC, NBC
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC
Capital Television & Bcstg.					
Co., Baton Rouge, La.		40	Dec. 18	Unknown
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont
KBMT (TV)	Beaumont, Tex.	31	Dec. 4	May
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown
Buffalo-Niagara Television Corp., Buffalo, N. Y.					
WBUF (TV)	Buffalo, N. Y.	59	Dec. 23	Unknown
WBUF (TV)	Buffalo, N. Y.	17	Dec. 18	April 1
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown
KKTU-TV	Colorado Springs, Col.	11	Nov. 28	Dec. 7*	ABC, CBS, DuMont
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April
WCOS-TV	Columbia, S. C.	25	Sept. 18	March
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS, DuMont
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown
WBTV-TV	Danville, Va.	24	Dec. 18	Unknown
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown
KBTU (TV)	Denver, Col.	9	July 11	Oct. 2*	CBS, ABC
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953
KFEL-TV	Denver, Col.	2	July 11	July 18*	NBC, DuMont
KIRV (TV)	Denver	20	Sept. 18	Unknown
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953
WTVF (TV)	Elmira, N. Y.	24	Nov. 6	March
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14*	CBS, DuMont
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	NBC
WSEE-TV	Fall River, Mass.	46	Sept. 14	May
WTAC-TV	Flint, Mich.	16	Nov. 20	Unknown
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown
KMJ-TV	Fresno, Calif.	24	Sept. 18	May 1
WTVS (TV)	Gadsden, Ala.	21	Nov. 6	April
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1
Rudman Television Co., Galveston, Tex.					
WBAY-TV	Green Bay, Wis.	41	Nov. 20	Unknown
		2	Nov. 13	March 1

(Continued on page 76)

educators will begin to realize some of the unlimited potential of television as a teaching aid. They will begin to make the most of their opportunity to utilize and make a place for this, the most powerful means of communication yet devised by science.

"Classroom television will be able to embrace the objectives of educating adult school classes, college or university classes, secondary school classes, and in-service teacher training classes. Public educational television will be used in educating the entire viewing public, special interest groups, and enrolled students for credit courses.

"Each of these classifications, general and specific, requires programming designed and produced with special techniques to attain their objectives. Already educational groups all over the nation are working toward this end."

Dr. DuMont noted that, apart from its educational value "in the varied fields of industry, science, research, and in the national defense effort," TV also "gives daily increasing assurance of public service importance in our national life and safety." Non-broadcast television, he continued, is so versatile and has so many still unexplored facets that "no one man can accurately foresee all of its uses in the future."

In all of its phases television in 1953 "will serve a better enlightened and educated public through a high level of programming coming into our homes daily," Dr. DuMont said. "In 20 years we will be able to look back on 1953 as the year when the 20th Century invention in communications began to help mold the thinking of the American people in unprecedented fashion."

EDUCATIONAL TV

ACLU Asks Filing Extension

AMERICAN Civil Liberties Union has told FCC that plans of non-commercial educational TV applicants to restrict or eliminate discussion of controversial public issues are "contrary to the public interest."

In a letter to FCC Chairman Paul A. Walker, the ACLU gave its support to "the view that television broadcasters, like radio broadcasters, have, as condition of the granting of a license . . . responsibility to present . . . a many-sided treatment of controversial questions of interest to the communities they serve.

"Educational broadcasters, so far from being exempt, would seem to have, if anything, an even greater responsibility than commercial broadcasters in this matter."

ACLU also, in another letter, asked FCC to extend the period for filing educational TV applications for another year beyond next June.

NIELSEN SERVICE

NBC-TV, Others Subscribe

NBC's television network, Thomas J. Lipton Co. and Shell Oil Co. have subscribed to the Nielsen Coverage Service, Arthur C. Nielsen, president of the Chicago market research organization, reported last week.

Five agencies have also subscribed to the service in recent weeks. They are: Benton & Bowles, New York; Leo Burnett Co., Chicago; Knox-Reeves, Minneapolis; Lennen & Newell, New York; and J. Walter Thompson Co., New York. Each has purchased the complete circulation reports of the Nielsen Coverage Service for the entire U. S., Mr. Nielsen said.

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1953

HIGHLIGHTS

Analysis of 1952 Advertising
TV Audience Analysis
Television Station Directory
Station Representatives
Nat'l - Regional Advertisers
Television Agencies
Network Billings
TV Supplies Directory
Film Distributors Directory
Directory of Television
Program Producers
NARTB Television Code
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Fifth Graders Prefer Switch to Switch-off

(Report 248)

YOUNGSTERS would rather be spanked than give up their favorite television shows when it comes to punishment within the family circle. This was reported in Chicago last week by Scott Radio Labs., which conducted a survey among 300 public and parochial school children attending the fifth grade in suburban Wheaton.

Fully 20% prefer a spanking to losing video privileges, with only 13% reporting they would sacrifice TV to forego a paddling. Some 18% would do without movies before they would give up TV, and 21% would rather renounce their allowances after misbehaving.

The favorite form of punishment, if there is such a thing, is doing chores around the house. Some 78% said they had to perform certain household duties before being permitted to watch video, and 55% reported parents, at one time or another, turned off the set when the offspring misbehaved.

* * *

'Lucy' Loves Top Spot, Nielsen List Shows

THAT hardy perennial at the top of television show rating lists, CBS-TV's *I Love Lucy*, maintained its position on the A. C. Nielsen Co.

report for the two weeks ending Nov. 22, reaching 13,618,000 TV homes and 69.7% of TV homes in areas where it was telecast. Nielsen ratings follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,618
2	Texaco Star Theatre (NBC)	9,842
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	9,551
4	Colgate Comedy Hour (NBC)	9,300
5	Goodyear TV Playhouse (NBC)	9,250
6	You Bet Your Life (NBC)	8,674
7	All Star Revue (NBC)	8,472
8	Dragnet (NBC)	8,328
9	NCAA Football Games (NBC)	8,220
10	Philco TV Playhouse (NBC)	8,018

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	69.7
2	Texaco Star Theatre (NBC)	58.2
3	Arthur Godfrey's Scouts (CBS)	57.6
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	52.2
5	Goodyear TV Playhouse (NBC)	49.5
6	Colgate Comedy Hour (NBC)	47.4
7	Dragnet (NBC)	45.9
8	You Bet Your Life (NBC)	44.9
9	All Star Revue (NBC)	44.8
10	Philco TV Playhouse (NBC)	43.6

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* * *

WNBK (TV) Reports New Rate Card Jan. 1

RATE CARD No. 6 providing for some increases and expansion of discounts to program and announcement advertisers has been an-

nounced for WNBK (TV) Cleveland, Ohio, by General Manager Hamilton Shea, to be effective Jan. 1. Card also sets up new Class D time classification (sign-on to 1 p.m., Mon.-Sat.), with a new low rate for advertisers. Mr. Shea pointed out that 126,588 TV families have been added to the area for 18.2% circulation increase since Jan. 1, 1952, when the card was issued. Number of TV receivers in area as of last Dec. 1 was 694,280.

* * *

U. S. Shows Still Tops In Canadian TV Area

AMERICAN TV stations and programs still attract the bulk of Canadian viewers in the Toronto, Hamilton, Niagara Falls area, where more than half the Canadian TV sets are located, according to the December ratings of Elliott-Haynes Ltd., Toronto.

The survey, made in the first week of December, shows 77.1% of viewers looking at WBN-TV Buffalo, and 22.9% watching CBLT (TV) Toronto. Sets-in-use index was at highest, 80.3%, since monthly TV ratings were started in September. U. S. network shows claimed top interest, with *I Love*

(Continued on page 61)

Weekly Television Summary—December 29, 1952—TELECASTING SURVEY

City	Outlets on Air	Sets in Area	City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500	Louisville	WAVE-TV, WHAS-TV	210,000
Ames	WOI-TV	109,771	Lubbock, Tex.	KDUB-TV	7,000
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000	Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Atlantic City	WPFG-TV	12,200	Memphis	WMCT	168,493
Austin	KTBC-TV	434,807	Miami	WTVJ	159,700
Baltimore	WAAM, WBAL-TV, WMAR-TV	98,500	Milwaukee	WTMJ-TV	386,021
Binghamton	WNBF-TV	122,000	Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Birmingham	WAFB-TV, WBRC-TV	194,050	Nashville	WSM-TV	90,388
Bloomington	WTTV	986,567	New Haven	WNHC-TV	340,000
Boston	WBZ-TV, WNAC-TV	315,738	New Orleans	WDSU-TV	133,213
Buffalo	WBNF-TV	268,203	New York	WABD, WBS-TV, WJZ-TV, WNBT	3,059,400
Charlotte	WBTV	1,258,765	Newark	WOR-TV, WPIX, WATV	
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	391,000	Norfolk		
Cincinnati	WCPO-TV, WKRC-TV, WLWT	694,280	Portsmouth-Newport News	WTAR-TV	147,437
Cleveland	WEWS, WNBK, WXEL		Oklahoma City	WKY-TV	170,801
Colorado Springs	KKTU	268,000	Omaha	KMTV, WOW-TV	154,876
Columbus	WBNS-TV, WLWC, WTVN	196,985	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	156,000	Phoenix	KPHO-TV	67,400
Davenport	WOC-TV	264,000	Pittsburgh	WDTV	535,000
Dayton	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	78,198	Portland, Ore.	KPTV	30,734
Denver	WHIO-TV, WLWD	817,000	Providence	WJAR-TV	248,000
Detroit	KFEL-TV KBTU	175,550	Richmond	WTVR	145,954
El Paso	WJBK-TV, WWJ-TV, WXYZ-TV	223,961	Rio Grande	WSLS-TV	30,700
Erie	KROD-TV	141,215	Rochester	WHAM-TV	164,000
Ft. Worth	WICU	5,750	Rock Island	WHBF-TV	156,000
Ft. Worth	WBAP-TV, KRLD-TV, WFAA-TV	196,985	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Grand Rapids	WOOD-TV	223,961	Salt Lake City	KDYL-TV, KSL-TV	96,750
Greensboro	WFMY-TV	141,215	San Antonio	KEYL, WOAI-TV	115,262
Honolulu	KGMB-TV, KOMA	253,253	San Diego	KFMB-TV	158,050
Houston	KPRC-TV	211,500	San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Huntington			Schenectady		
Indianapolis	WSAZ-TV	127,904	Albany-Troy	WRGB	244,300
Jacksonville	WFBM-TV	292,000	Seattle	KING-TV	211,900
Johnstown	WMBR-TV	88,900	Spokane	KHQ-TV	
Kalamazoo	WJAC-TV	177,301	St. Louis	KSD-TV	468,000
Kansas City	WKZO-TV	241,832	Syracuse	WHEN, WSYR-TV	202,556
Lancaster	WDFA-TV	253,253	Toledo	WSPD-TV	209,000
Lansing	WGAL-TV	177,313	Tulsa	KOTV	134,275
Los Angeles	WJIM-TV	123,000	Utica-Rome	WKTV	83,000
	KECA-TV, KHJ-TV, KLCB-TV, KNBH	1,422,981	Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
	KTLA, KNXT, KITV		Wilmington	WDEL-TV	126,281

Total Stations on Air 125*

Total Markets on Air 74*

Total Sets in Use: 19,702,297

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

In Atlanta

there is no question about which
radio station has the audience

witness:

Of the top 5 radio shows each night in Atlanta,
Sunday through Saturday, WSB carries 32*. The nearest
competitive station carries 6*.

Of the top 5 daytime radio shows in Atlanta, Monday-Friday,
Saturday and Sunday, WSB carries 15*. The nearest competitor
carries 2*. Pulse Reports for September-October
reveal this strong leadership by WSB.

This dominance becomes even more impressive when viewed
alongside rating comparisons of network stations in
many major markets. And it is further revelation of the
unique position WSB holds among radio audiences
of the Southeast.

If you are concerned with how to get a fair shake
for your radio dollar—buy where you
get the most for that dollar.

wsb
The Voice of the South

Affiliated with The Atlanta Journal
and The Atlanta Constitution.
Represented by Edw. Petry & Co.

*Ties account for 3 "extras"
at night, 2 during day.

Dozen More TV Grants Made

(Continued from page 51)

50 kw aural, antenna 520 ft. Conditional upon A. D. Faust and L. H. Israel severing their connections with WDTV (TV).

Buffalo, N. Y. (Group B-4, No. 181) — Buffalo-Niagara Television Corp., granted uhf Ch. 59, ERP 91 kw visual and 51 kw aural, antenna 410 ft. Operating: WBEN-TV, vhf Ch. 4. Authorized earlier: WTVF (TV), uhf Ch. 23 (noncommercial educational); Chautauqua Broadcasting Corp., uhf Ch. 17.

In the action granting Versluis Radio a permit for uhf Ch. 35 at Muskegon, the Commission dismissed the petition of WGRD Grand Rapids which asked that the bid be set for hearing. WGRD charged the new grantee was trying to establish a new Grand Rapids outlet via a Muskegon channel and alleged Leonard Versluis had trafficked in a license when he sold WLAV-TV, now WOOD-TV Grand Rapids [B•T, Sept. 22].

Pittsburgh Grant

The grant of uhf Ch. 16 to Telecasting Co. of Pittsburgh included a condition that made issuance of a permit subject to A. D. Faust and L. H. Israel severing their connections with WDTV (TV).

The Commission also advised Agnes Jane Reeves Greer, owner of WKJF (FM) Pittsburgh, that her application for uhf Ch. 53 in that city was being placed in the pending file to await receipt of additional information.

By memorandum opinion and order, the Commission dismissed the petition of WKBS Oyster Bay, Long Island, to "reallocate or reassign adequate television channels for the area of Mineola, L. I., Nassau County, N. Y." Action was without prejudice to the station's re-filing after June 2, end of the one-year waiting period for such changes.

Two FCC hearing examiners

heard further testimony in comparative hearings part of last week but most proceedings resume after the holidays.

Examiner Hugh B. Hutchison heard more of the Wichita vhf Ch. 3 case on Monday and Tuesday and then continued the hearing until Jan. 5. Examiner Thomas H. Donohue heard more of the Sacramento vhf Ch. 10 case on Monday and Tuesday, also, recessing until today (Monday). The Duluth-Superior vhf Ch. 6 hearing is to resume Jan. 26 before Examiner Herbert Scharfman. No other is slated this week.

Meanwhile, three of four uhf stations receiving RCA's first factory-built transmitters are reported on the air and the fourth plans to commence shortly (see story page 51).

Last week's grantees also have submitted operation estimates and other details.

Walter E. Wagstaff, general manager of KIDO Boise, said he hoped to have the station on the air by July 1. RCA equipment throughout has been ordered, he said, but a transmitter building has to be built. The national representative will be Blair-TV. The station hopes to have NBC basic and other TV networks until such time as other services may be available in the market.

Donald W. Reynolds, KWRN Reno, said it is hoped to have the station on the air within three months and that equipment would be purchased promptly. No arrangements yet have been made on station representation or network, he said.

Withers Gavin, president-general manager of WCOC Meridian, reported GE equipment has been ordered and that he hoped to have

the station on the air as soon as the installation could be made. The station, he said, will be affiliated with CBS. He plans to negotiate for national representation shortly.

Hy W. Steed, general manager of WLAV Grand Rapids, on behalf of Versluis Radio and Television, Muskegon grantee, said the station had no actual target date because of difficulty in getting a firm date on delivery of equipment. GE equipment will be used. No arrangements have been made on network or national representative. Operation is not anticipated any time soon—it may be as long as a year, Mr. Steed said.

KSWO-TV Lawton hopes to commence operation in April using RCA equipment, according to Paul Goode, business manager of KSWO and manager of the TV outlet.

Telecasting Co. of Pittsburgh has no commencement date at this time, it depending upon equipment which yet must be purchased. A. D. (Don) Faust, assistant general manager of WDTV (TV), and Harry H. Israel, WDTV sales manager, have resigned those posts effective Jan. 1 to meet condition of the grant.

Don C. Wirth, Neenah-Menasha Broadcasting Co., Neenah grantee, hopes for commencement by late summer. Equipment and networks are unspecified. George W. Clark Inc. has been named national representative.

Other Reports

Reports also have been received from others planning commencement soon.

WALA-TV Mobile, Ala., has a Jan. 1 target date, according to W. O. Pape, president. RCA transmitter was en route from Camden last week, with the antenna shipped from Atlanta. Headley-Reed will be TV representative as well as AM. TV network affiliations include NBC, CBS and ABC, Mr. Pape said.

WKAB-TV Mobile expects to start telecasting Jan. 1, said R. H. Moore, commercial manager. All equipment but the antenna had been set up last week, with the antenna en route from Syracuse by express. Forjoe & Co. will represent both TV and AM stations. TV network affiliations include CBS and DuMont, Mr. Moore said.

Karl O. Wyler, president of KTSM-TV El Paso, Texas, said the RCA transmitter and antenna had been erected and several days of shakedown tests will start early this week. He said some miscellaneous items are en route. "We want to start off with a good picture," Mr. Wyler said. "A great disservice can be done television and the public by TV stations if they start service without proper programming and a technically satisfactory signal." He estimated KTSM-TV would start regular service late this week. The station will be an NBC-TV affiliate with George H. Hollingbery Co. as representative.

Following is the list of mutually-exclusive applications which FCC passed over last week when acting

upon the 12 new grants. Passing over of contested bids is part of the temporary expediting procedure begun Oct. 15 to speed service to cities now without TV. Applications passed over:

GROUP A

Applicant	Location	Channel
Alexandria Bstg. Co.	Alexandria, La.	5
KSYL Inc.	"	5
Jacob A. Newborn Jr.	"	62
Barnet Brenner	"	62
Lemert Bstg. Co.	Bakersfield, Calif.	10
Kern County Bstg.	"	10
Fayetteville Bstg.	Fayetteville, N.C.	18
Rollins Bstg.	"	18
Cape Fear Bstg. Co.	"	18
KVOS Inc.	Bellingham, Wash.	12
Bellingham Telecasters	"	12
Owensboro-on-the-Air Inc.	Owensboro, Ky.	14
Owensboro Pub. Co.	"	14
Valley Television & Radio Inc.	Ottumwa, Iowa	15
KBIZ Inc.	"	15
Evangeline Bstg. Co.	Lafayette, La.	10
Camellia Bstg. Co.	"	10
Columbia Amusement Co.	Paducah, Ky.	6
WKYB Inc.	"	6
Appalachian Bstg.	Bristol, Tenn.-Va.	5
Station WOPI Inc.	"	5

PARAMOUNT TV

Enters Film Production

PARAMOUNT Television Productions Inc., a wholly-owned subsidiary of Paramount Pictures Corp., has completed arrangements for entrance into the TV film production field, Paul Raibourn, president of Paramount Television and vice president of Paramount Pictures, announced last week.

Mr. Raibourn said that his firm has entered into an agreement with Edward J. and Harry Lee Danziger, independent producers of motion pictures for theatres, to produce a series of 39 half-hour dramatic films for television. He added that 39 scripts already have been written for the series and photography is scheduled to begin Jan. 5.

"This marks our first venture into production of films for television," Mr. Raibourn stated. "We believe that television and motion pictures are sister arts and that each has a constructive contribution to make to the other."

Mr. Raibourn has assigned Burt Balaban, director of programming and production for Paramount Television, to supervise production of the programs. An exploitation and merchandising campaign is now being prepared under the direction of John F. Howell, the company's director of sales and merchandising, according to Mr. Raibourn.

Daly to DuMont Post

ARTHUR J. DALY, account executive for Geyer Adv., New York, last week was appointed account executive in the network sales department of DuMont TV Network. Mr. Daly began his broadcasting career in 1929 as an executive producer for NBC. He also has served as radio and television director for the William H. Weintraub Co. and Peck Adv.

63% POWER INCREASE

ON OMAHA'S WOW-TV

WOW-TV, as part of its \$110,000 improvement and expansion program, has raised its video power from 17,200 to 28,000 watts. Before this power increase, WOW-TV was Omaha's most powerful TV Station. Now, WOW-TV is the most powerful TV station in the Mid-West!

Use WOW-TV's increased power and increased coverage in this 160,000 plus set market for better-than-ever sales results.

A MEREDITH STATION

FRANK P. FOGARTY, Gen. Mgr.

FRED EBENER, Sales Mgr.

NBC and DUMONT Affiliate

Represented Nationally by BLAIR-TV, Inc.

CALIF. TV PLAN

\$2 Million for 7 Stations

CALIFORNIA'S legislature, meeting in January, may be asked to appropriate up to \$2 million for quick construction of seven television stations for educational use throughout the state.

This was among a series of recommendations to Gov. Earl Warren at the close of a two-day state-wide conference called by him to explore ways and means of getting the seven channels into operation [B•T, Dec. 27].

Eight channels up and down the state have been set aside tentatively by the FCC for noncommercial educational use. Only one station actually is under construction, in Los Angeles.

The conference, attended by more than 2,000 leaders in education, business, agriculture, labor and television, adopted no recommendations as a body. But these proposals were drawn up by various discussion groups:

1. The legislature should put up the money for construction of the seven stations. But the stations should be operated strictly under local controls, and the state funds ultimately should be paid back by the local areas served, if possible.

2. Educational groups in the areas involved should act now to get FCC approval for station construction prior to the June 1953 deadline after which the FCC has indicated it may turn the reserved channels over to commercial use.

Financing of Stations

3. If possible, areas served should pay the costs of operating the stations through use of school funds of other tax monies, or with the help of private grants. If necessary, the state may be asked to help pay operating costs for the first year, or perhaps longer. Where there is private financial support, it should be without private controls.

4. A co-ordinating committee should be established at the state level, but the state should leave station operations and programming entirely up to local groups. The legislature should create a commission on educational television for a continuing study of the problems involved. The commission would submit regular reports to the law makers.

5. Programs to be presented by educational TV stations—and sent into classrooms, institutions, and private homes alike—should be entertaining as well as educational, and should be free from propaganda and politics. Program participation should be open to all races and creeds.

At the conclusion of the conference Gov. Warren said he will name a Citizens' Advisory Committee to sift the recommendations and draw up a program for action.

The governor estimated yester-

\$1 Million Haul

EACH night last week \$1 million worth of jewelry was to be delivered to WOR-TV New York's studio by armored car and picked up at the end of the station's *Broadway TV Theatre* presentation of "The Enchanted Cottage," spokesmen said. Jewelry was worn by dancers in ballet sequence of play, and was made available to the station by Harry Winston, Fifth Avenue jeweler.

day that all the stations for which educational TV channels are reserved in California could be constructed and operated for one year for \$2 million, which he said represents a small percentage of the state's total contributions for public education.

McCALL'S 'MIKES'

Anne Holland Is Top Winner

DESIGNATION of Anne Holland of WBAL-TV Baltimore as top winner in the second annual *McCall's* "Mike" awards to women in radio and television and selection of seven other outstanding women in three categories of broadcasting were announced last week by *McCall's* magazine.

Awards were established in 1951 to honor the public service achievements of women broadcasters and executives. Winners will receive their awards, golden microphones, in their home towns during the on-sale period of the January issue of *McCall's*. Formal presentation will be made at a dinner May 3 during the convention of American Women in Radio & Television in Atlanta.

Miss Holland was selected for the accomplishments of her medical series, *Live and Help Live*, conducted in collaboration with Baltimore physicians and the Dept. of Public Welfare.

Other classifications and winners were:

Service to community in general: Jo Stafford, for her "Voice of America" broadcasts; Mary Morgan, CKLW Detroit, for her *News Digest* and its radio crusade against narcotics, and Christine Spindel, WDIA Memphis, for her *Workers Wanted* program, designed to raise the standards of living for Negroes.

Service primarily for women: Evadna Hammersley, KOA Denver, for her *KOA Home Forum*, and Phyllis Adams, NBC-TV, for *It's a Problem*, discussion program on far-reaching issues.

Service primarily for youth: Madeline Long, WCCO-TV Minneapolis, for her *Video School*, and Nena Badenoch, director of radio and TV relations for the National Society for Crippled Children, Chicago.

Judges for the 1952 *McCall's* awards were: Irene Dunne, Dr. Earl J. McGrath, U. S. Commissioner of Education; Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Elizabeth E. Marshall, vice president, AWRT, and Otis Lee Wiese, editor and publisher, *McCall's*.

Nielsen Article

(Continued from page 26)

low cost-per-thousand-homes averages—substantially lower than for TV; that means daytime radio serials will be the most economical vehicles of all; that a number of TV sponsors will find their costs-per-thousand reduced to attractive levels, such as \$3 or \$4; that some of them, on the other hand, will be spending as much as \$18 and \$20 per thousand homes.

Even if allowance is made for increases in rates, in production costs, and in station lineups to embrace new TV markets, the advertiser still has the possibility of reducing his cost per thousand delivered homes.

Finally, it is pertinent to examine what advertisers have been doing in relation to these audience facts, and what trends in marketing practices and media selection they indicate for '53:

1. Radio can continue to do a sizable job, despite the inroads of TV. Regardless of decreases in AM listening levels, our own analyses indicate that for many large advertisers in both media, radio shows account for the larger share of their total broadcast coverage.

2. Daytime radio is as strong as it ever was in achieving circulation and impressions at low cost. Many advertisers have been using it as an important adjunct to their nighttime radio-TV brand promotion, and will undoubtedly continue this successful combination.

3. Only the foolhardy buyer of time will eliminate his radio schedule to pay for TV alone. We have considerable evidence that this practice can be disastrous in

reducing net coverage and impressions. On the contrary, an additional radio show (with TV) is often far more profitable than an additional TV show. The complementary nature of the media would indicate that, after careful analyses, many sponsors will continue substantial radio efforts in '53.

4. In TV, alternate-week sponsorship may become more popular with certain advertisers—those who have found, after analysis, a greater circulation per dollar in bi-weekly than in weekly efforts, despite a consequent loss in frequency of impact.

5. More national advertisers are turning to spot radio and TV to broaden coverage. Radio schedules are used by TV network sponsors to hit non-TV markets; TV schedules are used to increase coverage in TV markets.

6. There's a trend toward using radio facilities selectively, in which advertisers may buy networks tailor-made to their marketing patterns. This increased adaptability of radio to sponsors' needs can be considered a healthy omen for the networks in '53.

The broad dimensions of the changes indicated for radio and television in the year ahead demonstrate the nature of the challenge to all facets of the business: Networks, stations, agencies and advertisers. Just as the media themselves will show that a great deal of their strength comes from their versatility, flexibility and dynamic quality, so everyone in broadcasting must look at 1953 with the same spirit. Under such conditions, the industry can expect a continuation of its known vitality.

The "HOOSIER HEARTLAND"

is the 26th TV Market in America.

Served and sold by

WTV

from BLOOMINGTON

2 Million People...

\$2 Billion Retail Sales



WTV—affiliated with all nets—maintains its own micro wave relay system from Cincinnati to bring LIVE network shows to the "HOOSIER HEARTLAND." WTV is owned and operated by Sarkes Tarzian, and represented nationally by

ROBERT MEEKER ASSOCIATES, Inc.

New York • Chicago • Los Angeles • San Francisco

Erickson Article

(Continued from page 25)

vision. The ideal liaison man should be a sound advertising man with background in several of the following fields:

- (1) Programming and production
- (2) Merchandising
- (3) Research
- (4) Network & Station Relations
- (5) Sales
- (6) Writing
- (7) Business management and accounting
- (8) Diplomacy

As the cost of television rises, the direct responsibility for actual production is shifting to the package producer or the network producer, with few exceptions, because the rising cost of television has forced more and more advertisers to reduce their television expenditures to alternate week frequency, participations, or other plans of sharing the cost. The agency's greatest responsibility under these conditions is to recommend and deliver an affordable method of using television designed to best take advantage of merchandising, distribution and advertising factors to move merchandise at reasonable cost . . . and to write and produce commercials that will make full use of the media facilities so delivered.

The high cost of servicing television is also a factor. Many agencies—especially those of middle or small size—found that television was excessively expensive to them because of the great number of producers, directors, assistants, etc., necessary to keep on staff even during months when they got no television billing. In addition, it is not uncommon for a top television producer to get as high as \$100,000 a year, a salary which makes him prohibitively expensive to any agency staff.

As a result, more and more agencies began buying package shows where all production ingredients were included and fully commissionable. The writing and production of film and live commercials is now the agency's primary and most important function.

The Liaison Man

The television supervisor of the future is therefore beginning to assume his true identity. He will vary in stature and income in accordance with the agency and its television billing. He will exert influence on the shows he supervises in direct proportion to his ability, reputation, and diplomacy.

The definition of the ideal liaison man goes something like this:

He is in his thirties or early forties.

He dresses conservatively and is well groomed.

He is social but natural.

He has a good education.

He has responsibilities at home and is mature.

He has network experience, pref-

erably as a director and producer.

He has some advertising agency experience in radio or television.

He can balance his own check-book and the budgets he is responsible for.

He can sit down and edit a script or write it, if necessary.

He can negotiate talent contracts and has done so, many times.

He is familiar with technical aspects and limitations of the media.

He is aware of the advertising benefits on a cost per thousand basis of all media.

He knows all of the important personnel of networks, talent agencies and other agencies and is on good terms with them.

He can expedite any request from the client or his agency executives.

He never loses his temper.

He is courteous but firm in dealing with all.

He is logical and reasonable at all times.

He is persuasive with talent on the client's behalf.

He is, therefore, expensive.

The Writer

Increasingly important in the advertising agency organization is the commercial writer. He or she is assuming a stature never achieved in radio but frequently achieved in print media or overall sales planning. Since there is nothing magic about television, sales depend directly on the sell. The sell comes from the genius of the writer and the production ability of the staff that works with him.

The production of commercials is now assuming great importance, generally under the direction of the writers. New, experienced film directors are joining agency staffs to insure quality. The great barns of Hollywood with their technical perfection are beginning to replace the convenient New York lofts which "just grew" to serve a boom time in early television. This department, too, must grow in importance relative to the print production departments but always subordinate to the creators of the selling ideas.

It is not unlikely that as programming becomes more a matter of good judgment from the agency point of view the top writer will increasingly be the most important man in the radio-television department—or head of a separate department on a level with the director of the radio-television department. At these prices you've got to move merchandise to keep using the medium.

The Media Men

Of course, not all agencies are organized so that related media report to the radio and television department, but, nevertheless,

there is always a strong relationship, particularly in the buying of participations or network packages, between the radio-television executive and the timebuyers. As television station licenses are issued, the present great skill in getting good television time in monopoly areas becomes less important, and it looks as though in a year or two television time-buying will be as routine as radio timebuying.

The media man *must* therefore assume new proportions. He should become a scientist who relies more on research to guide him in making his basic decisions. He should become an all around media man who assists accounts and clients in wide decisions of allocation of advertising dollars between print and electronic media. In effect, the media man should emerge a far more important factor in the agency organization than he ever was in

AS MANAGER of Young & Rubicam's radio-TV department, Mr. Erickson has plenty to do. Y&R has 21 major clients using network television, 15 using network radio, 18 using spot and regional TV, 23 using spot radio, is second only to BBDO in radio-TV billings. Mr. Erickson got his broadcast training at WHN New York, KFEQ St. Joseph, Mo., and WHP Harrisburg, has directed important radio shows at NBC and CBS, and in 1946-47 was director of program operations for WOR New York. He was radio consultant to Procter & Gamble for three years, has been a radio account executive and assistant head of radio for Foote, Cone & Belding, joined Y&R in March, 1948, as producer of *We, the People* and was named to his present post three years ago.

the past when there were absolute specialists in radio or print.

The Networks

After the present period of uncertainties, trial and error, new studios for old, personnel shake-ups and retirements, and after FCC decisions are less industry-shaking, the networks will again settle down as they did in radio in the late thirties. The struggles for power will be over and the new generations will move in to replace the pioneers. Programming will become increasingly important since so many advertisers will be buyers of participations, partial sponsorships, seasonal programs, and other types offered by network program departments.

If you agree in general with the theory of the changing characteristics of the advertising agency radio and television departments and their relationships to the industry, you will readily reduce

these changes to a few handy axioms.

First is the necessity for change. A generation has passed since the radio industry was formed. The leaders of that industry have done a remarkable job, but the drains of rigorous pioneering and time are beginning to take a toll of the leaders. The energies required to whip the unending problems of a new industry, even more demanding than radio, are no longer theirs. So our first axiom is: New leadership must arise in television.

Second is the agency changes which must occur as major adjustments are made to orient to the rising percentage of gross billing going into television. Mergers, declining agencies which once were major agencies, the ascendancies of the bright new agencies, and the continued strength of the big agencies that prepared for the new medium are rampant around us. Our second axiom is: Advertising agencies, in order to survive or grow, must adjust to television to a greater degree than any other media in the past.

Third is the character of the personnel within the agency radio and television departments. As the costs of television become measured in millions of dollars the television executives will become increasingly aware that their function is not to entertain the public but to sell the products manufactured by the agency clients. To be sure, each major agency executive will have the training and ability to step in and produce or direct a television show. He will use this knowledge in the selection of programs for his client. He will constantly supervise, police, and improve the quality of the programs under his supervision. His composite talents will insure his client of high circulation programs. He will be aware that high circulation shows are the vehicles necessary to carry sales messages, but he will know that entertainment is secondary to the sell supplied by his commercial writers. Our third axiom is: The radio and television executive must assume the responsibility of selling the products advertised on the programs he contracts for.

And, there we hold the mirror up to nature and discover our latter day radio-television executive—for better or worse, for richer or poorer.

His problems are no fewer and his responsibilities are broader and more demanding. His eternal search for security is more frenetic than ever. He remembers with nostalgic affection his halcyon radio days. He longs for them to come back, but he knows they never will as he changes the name of his department to "The Television Department." He looks at the huckster selling produce in his suburban community and nods to him with fraternal understanding. He, too, must now move merchandise.

Telestatus

(Continued from page 56)

Lucy receiving the highest rating of 75.2. Top Canadian show continued to be *The Big Revue* with a rating of 47.5, followed by NHL Hockey with 45.3.

* * *

Best & Worst Programs Poll Shows 'Lucy' at Top

BEST and worst shows thus far tabulated in the annual *Television Forecast Awards Poll*, conducted in midwestern states around Chicago, are *I Love Lucy* and *Milton Berle*. Runners-up in the best class are Arthur Godfrey and *Show of Shows*, while *Howdy Doody* and Tom Duggan (local WNBQ (TV) Chicago sportscaster) rank in the worst category.

Final tabulations from readers in a six-state area will be announced in mid-January. Other current favorites, according to results already in, follows:

Mystery, *Dragnet*, *Racket Squad*, *The Web*; kid, *Kukla, Fran & Ollie*, *Howdy Doody*, *Super Circus*; discussion & educational, *Meet the Press*, *Quiz Kids*, *Bishop Sheen*; situation comedy, *I Love Lucy*, *Our Miss Brooks*, *Ozzie & Harriet*; drama, *Studio One*, *Robert Montgomery*, *Fireside Theatre*.

M.c.-announcer, Arthur Godfrey, Bert Parks, John Daly; male singer, Perry Como, Frank Parker, Julius La Rosa; female singer, Dinah Shore, Marion Marlowe, Dorothy Collins; newscaster, Ulmer Turner (locally on WBKB (TV) Chicago), Clifton Utley (network and local on WNBQ Chicago), John Cameron Swayze.

Sportscaster, Bob Elson (local on WBKB); Jack Brickhouse (local on WGN-TV), Tom Duggan (local on WNBQ); comedian, Martin & Lewis, Sid Caesar and Imogene Coca, Jackie Gleason; quiz show, *What's My Line*, *You Bet Your Life*, *Strike It Rich*; music, Fred Waring, *Hit Parade*, *Voice of Firestone*; variety, Arthur Godfrey, *Show of Shows*, Garry Moore.

SHAPIRO NAMED

KDUB-TV's Commercial Mgr.

MIKE SHAPIRO, veteran of broadcasting and advertising in the Southwest, has been appointed commercial manager of KDUB-TV Lubbock, Tex., it was announced last week. Mr. Shapiro, who goes to KDUB-TV from WFAA-TV Dallas, will be in charge of all local, regional and national sales.

Mr. Shapiro has been manager of KECK Odessa, Tex., and has been associated with KTXL San Angelo, Tex.

Named to Mr. Shapiro's commercial staff were George Collie, formerly with XELD-TV Matamoros, Mex.; Jimmie Isaacs, previously with KRUN Ballinger, Tex.; KRBC Abilene, Tex., and WKIK Burbank, Calif., and John McMinn, formerly with West Texas Advertising Co., Lubbock.

CANADA IN '53

TV will make its first impact on Canadian radio early in 1953, and simultaneously new Canadian Broadcasting Corp. regulations will change Canadian station programming. This is the opinion of several broadcasting industry executives at Toronto.

Generally speaking, advertising agencies, station representatives and transcription importers report business good in 1952 and expect it to remain about the same in early 1953. There has been a decided increase in radio accounts. National accounts in the past year have increased more than 25%, with 700 national accounts using Canadian radio stations at the close of 1952. Besides, many old accounts were reported spending more, according to a survey by the sales division of the Canadian Assn. of Broadcasters.

Networks will be using about the same amount of time in early 1953 as during 1952, according to CBC's commercial division. Nearly all network shows, both Canadian and U. S., have renewed for the winter, and several new Canadian shows are being investigated by advertisers.

It is expected the new draft regulations of CBC when finalized, after public hearings in January, will call for greater Canadian program content, based on the Massey Royal Commission report which urged more Canadian talent development.

Programming Revision Underway

Canadian stations and advertisers already have made such a start in 1952, with national advertisers buying local live shows on stations. This trend is continuing with more newscasts and commentaries used by national advertisers. It is expected new Canadian variety and musical shows will be produced at Toronto, with tape and disc versions going to stations for national advertisers. A number of advertisers in recent months bought such shows produced by All-Canada Radio Facilities and S. W. Caldwell Ltd., both of Toronto. This will answer the Canadian program content difficulties for some stations in smaller markets where not much good local talent is available.

In larger markets individual stations are having no trouble selling all possible time, including Montreal, Toronto and Windsor, where TV has made inroads. Some smaller stations are finding some national business has passed them by, in part because of increased costs of radio advertising. A number of stations increased rates in 1952, but this trend is expected to drop off in 1953. Advertising budgets, however, are heavier, to take care of the rate increase and other increased costs.

Canadian telecasting, which started in September at Toronto and Montreal, in itself has not dented Canadian radio, although it has stimulated TV receiver sales. This in turn has given nearby U.S. TV stations bigger audiences.

'52 Business Up; TV Impact Projected

Audiences for the Montreal and Toronto stations still are small, but some advertisers are using the two CBC stations.

Other advertisers are negotiating for shows and spot announcements on the two stations. Costs are high, both for time and talent, and some changes are expected in costly Canadian AM network advertising later in 1953. About half the Canadian market is in the Toronto-Montreal area, and an increasing appropriation for Canadian TV is expected to be felt on network shows heard in the same area. Currently the CBC TV stations cannot handle many more sponsored shows because of staff and equipment problems as well as programming which calls for more Canadian than imported shows under CBC mandate from the government.

A solution to the stalemate on importation of U. S. TV sponsored network shows via kinescope or microwave relay is expected to be reached soon, allowing more international advertisers with Canadian subsidiaries to bring U. S. network shows into Canada, and give



PRESIDENT M. T. Harrington (c) of Texas A & M College accepts TV transmitting equipment presented by Westinghouse Electric Corp. to equip laboratories for expansion of the college's TV instruction. L and r are C. E. Nobles, manager of Westinghouse detection system, and J. A. Baudino, Westinghouse vice president.

Canadian TV stations bigger audiences. Stalemate has been over the percentage to be paid U. S. networks on high rates charged by CBC's TV stations at Montreal and Toronto. The rates at these stations include production costs regardless of the program being live, film or relayed.

Biggest threat to Canadian AM stations is the loss of more audience in southern Ontario and southwestern Quebec provinces to new U.S. TV stations being built near the international border.

we're
having
our
own
Inauguration

out Jan. 19
the new BROADCASTING - TELECASTING

INDEPENDENT GROCERS CLEAR MANY A CASE WITH TV

THE 56 participating grocers really had nothing to fear when they chose "Dangerous Assignment" as a test of TV's effectiveness as a sales medium. Success of that experiment substantiates the belief of Robert Lemon, of WTTV (TV), that television has a powerful impact for a whole area as well as a metropolitan district. One showing of the program sold 3½ tons of tea in a week.

TELEVISION's success in advertising grocery products in a 21-county area in south central Indiana covered by WTTV (TV) Bloomington has caused one week of the campaign to be labeled "The Bloomington Tea Party."

The occasion was one showing of Brian Donlevy in *Dangerous Assignment*, TV film show (8-8:30 p.m. Wed.), after which 56 Independent Grocers' Alliance members, served by John R. Figg Wholesale Grocer Inc., Bloomington, sold 3½ tons of Lipton's tea in one week—with six tons the total sale for 1951—as a result of the weekly NBC-TV Film Syndicate Sales' program.

The 56 participating grocers, located in 21 counties within a 60-mile radius of WTTV, last January selected *Dangerous Assignment*, for which each paid a fractional part of the cost instead of buying space in local newspapers, according to WTTV. The plan was adopted after Bob Lemon, WTTV general manager, had spent several months convincing Figg Inc. of his belief in TV as an area—instead of a metropolitan—sales medium.

The success of the IGA sales plan, which showed by Figg Inc. figures that the 56 participating

grocers sold several times the amount of the one or two items advertised each week than they had sold formerly, indicates the correctness of Mr. Lemon's belief.

None of the grocers were located in Indianapolis or Bloomington, but in smaller towns in the 21-county area.

In the campaign, the grocers were furnished pictures of Brian Donlevy. Ads were run promoting the show in the *Indianapolis Times* and *TV News*. Each IGA grocer was furnished with large "TV Special" displays of the items advertised each week.

WTTV reported the program an "immediate success from the start," not only for the retailer but for the wholesaler. Figg Inc., the wholesaler, was able to add larger and better stores to its IGA list.

Besides the \$8,000, 3½-ton (583 cases) Lipton's tea sale, a letter to WTTV from Figg Inc. shows other figures for the 56 IGA stores as a result of the *Dangerous Assignment* TV show, which compare, according to the wholesale firm, with the 1951 average "20 to 60 cases per week" of each item sold. Covering 12 telecasts and 13 items, the TV-inspired sales showed:

Hunt's peaches, 444 cases, and

Hunt's fruit cocktail, 267 cases until ran out of stock (both on one telecast); Green Giant peas, 249 cases; Musselman's jelly, 183 cases; Dole or Libby pineapple juice, 356 cases; IGA salad dressing, 342 cases; Marlene margarine, 541 cases; Lipton's tea, 583 cases; Van Camp pork and beans, 573 cases; Stokely's catsup, 561 cases; Peter Pan peanut butter, 306 cases; Snopuff marshmallows, 309 cases; RSP cherries, 504 cases.

The letter added that "sales generally are very good on replacement stock the week after the item is advertised."

Convinced of TV's potency, Figg Inc. has completed and distributed new store promotion signs. A merchandising plan has been formulated for all the IGA food advertisers of WTTV which guarantees product displays. Herschel Hart, Figg Inc. supervisor, visits each store weekly and helps prepare displays, also sending weekly bulletins on the next week's advertising effort.

The WTTV live commercials on the show are delivered by George Languell, one of the grocers, and are written by Susan Bartlett, WTTV continuity director. Each commercial plugs IGA and the item advertised, then tells viewers of

each week's program where six of the IGA stores are located in their communities.

Success of the "tea party" and the show's other food sales leads WTTV Manager Lemon to affirm his belief that TV is an area medium. "It makes no difference if a TV station is located in Podunk as long as it is on high ground and can serve a large population," he says, adding that within a 60-mile radius of WTTV there are 1½ million people, an annual \$2 billion in retail sales and 170,000 TV sets reachable by the station. The WTTV tower is 720 ft. above average terrain, he adds.

Mr. Lemon quotes SRDS food sales figures in the 36 counties in which WTTV claims coverage as \$312,025,000 annually, or \$168,872,000 when excluding Indianapolis. "The advertiser who buys only the metropolitan area misses this huge potential almost entirely," he says.

"WTTV has hurdled one of newspapers' last bulwarks—the old effective grocer advertising myth," says Mr. Lemon. He adds:

"There's no longer any doubt that television's area coverage and local selling impact make TV the most powerful advertising medium in America today."



This store remodeled



and then used TV

WORKING with a limited budget, Factor-Breyer Inc., Los Angeles, has built a smoothly-integrated live and film Saturday evening half-hour program around 3½-minute filmed Snader Telescriptions for its client, Maier Brewing Co., Los Angeles, on behalf of Brew 102.

For about one-twentieth of what a live program would cost, the musical shorts were combined with a night club setting and disc m.c. Alex Cooper to make *Club 102*, seen weekly on KNBH (TV) Hollywood.

On live camera is shown Mr. Cooper, seated at a corner table discussing the headline entertainers he has stopped in to see. The camera then dissolves into the filmed musical numbers, which feature Herb Jeffries, Peggy Lee and Nat "King" Cole and others in similar night club settings.

The switch back and forth between the live and filmed portions has succeeded in producing the effect of a live show, according to Farlan Myers, director of radio-TV for the agency. The effect is further heightened by having one of the performers, scheduled on film for the evening, make a live guest appearance with Mr. Cooper.

Sales . . .

INS Telenews has sold its daily TV news service to KOLN-TV Lincoln and WWLP (TV) Springfield, Mass., and its weekly review of the news and *This Week in Sports* to KGNC-TV Amarillo.

WFPG-TV, Atlantic City's new uhf station, signed a six-month contract last week for the complete TV film library of the Atlas Television Corp., New York. The transaction was worked out by Edna Latimer, station's film director, Fred Weber, WFPG-TV president, and Jackson E. Dube, director of eastern sales for Atlas.

Al Simon Productions, Hollywood, is filming 13 three-minute TV commercials for Miller Linoleum Co., Kansas City, Mo. The order was placed direct.

Guild Films Inc., New York, has acquired TV distribution rights to 36 feature films, produced this year with video programming in mind, from A-B-TV Movies Inc. All are dramatic, adventure, mystery or suspense in nature. Stars include Joan Rice, Valerie Hobson, Michael Wilding and Sarah Churchill. The acquisition marks a new phase in Guild's expanded operations, according to president Reub Kaufman,

Production . . .

Reid Ray Television Productions, St. Paul, has completed first three half-hour films in *The Sporting Chance* TV series. Firm's Hollywood office has moved to 8913 Sunset Blvd.

Random Shots . . .

Arrangements are being made by David O. Selznick whereby his mo-

tion pictures, with the exception of "Duel in the Sun," will be made available to television on a one-run basis. Plans include the possibility of introductions by Mr. Selznick or the films' stars.

Some of the features will be edited to 54-minutes with others scheduled to be telecast in two installments. The package of 26 films will be offered at a reported \$1 million.

The Alexander Film Co., Colorado Springs, Col., has signed a six-month contract with KKTU (TV) Colorado Springs for time periods rated as having the fewest number of viewers.

Don M. Alexander, vice president in charge of production for the film company, said the firm wants to conduct an extensive series of quality-control tests of actual telecasts of film commercials, instead of closed-circuit viewings. The screenings, to include various tests of film types, are to be chiefly for the benefit of production technicians and research men at the film company.

Richard A. Foley Adv. Agency, Philadelphia, has begun an experimental series of live 20-second spot announcements on WCAU-TV Philadelphia. These are the first live 20-second spots to be presented in Philadelphia, according to the agency, and were prepared for Abbotts Dairies Inc.

James A. Nussbaum and Frank Barrett Jr. announce the formation of Totem Film Productions, Seattle, with activity centered around television spots for local and regional accounts.

Mr. Nussbaum has worked primarily in the field of commercial and illustration photography (stills), while Mr. Barrett's specialization has been mainly motion pictures. Several of Mr. Barrett's films have won national awards in the non-theatrical field during recent years. He was previously associated with American Advertising, Seattle.

Accounts of the new firm include Heidelberg Beer, RCA television and radio products, CBS Columbia television sets, public service activities such as Union Label Week and the Christmas Seal drive, and several retail stores.

"With the advent of new television stations in the region," Mr.

film report

Barrett told BROADCASTING • TELECASTING, "the volume trend of film production is expected to show a sharp rise. Present tendency is to use more film and less live production in the TV field."

The Seattle address of the company is 912-A Pine St.; telephone is Mutual 3422.

Film timing chart and cartoons lampooning television are being mailed with calendars this week by Academy Film Productions, Chicago. The chart includes the number of words and pacing for narrators and the corresponding film

(Continued on page 73)

NCAA CRITICS

Misquote Report—NORC

NATIONAL Opinion Research Center charged last week that critics of the National Collegiate Athletic Assn.'s 1952 program and of NORC's TV survey are using the findings of the study "out of context to prove their points."

In a statement from Paul B. Sheatsley, NORC's eastern representative, the research organization centered its attack upon a recent declaration by advertising man Lester Jordan. Mr. Sheatsley asserted that Mr. Jordan's statement quoting the NORC report to indicate that "colleges in TV areas showed a 3.9% rise in gate receipts in 1950 under unlimited telecasting" was "typical of the way advertising men treat survey findings."

"The TV-area colleges' gate receipts were up 3.9% over the pre-TV base years," Mr. Sheatsley acknowledged. "But where there was no television competition, gate receipts were up 17.7%. Furthermore, while gate receipts in non-TV areas climbed 7.4% over 1949, in TV areas they actually dropped back from 1949."

Mr. Sheatsley declared that a paragraph in the survey commented significantly that "the larger differential between the two [TV and non-TV] areas is on the gate receipts rather than attendance." This section of the study, according to Mr. Sheatsley, pointed out that colleges in TV areas "were hurt worse in the pocketbook than mere attendance figures show and the results are further confirmation of the adverse effects of TV."

Quoting critics of the NCAA plan as saying that "football is doing all right in spite of television," Mr. Sheatsley replied that if gate receipts are up 18% without television and 4% with it, it is evident that colleges "are better off without television."

'TODAY' PLAN

NBC Notes New Sales Format

A NEW sales format for its early-morning *Today* television show (Mon.-Fri., 7-9 a.m. EST and CST)—with time to be offered to advertisers only in five-minute segments—was announced by NBC last week, effective Feb. 1.

Although some 92% of sales on the show have been made on the five-minute basis, officials said, time also have been available in 7½-, 10- and 15-minute segments.

The new plan, which was outlined to advertisers in a letter from George Frey, vice president and director of radio and television sales, will permit four advertisers to occupy each 25-minute portion of the program, with each sponsor receiving one minute of commercial time. Affiliates will continue to have five minutes of every half-hour for local sale, plus chainbreaks midway in each of the 25-minute periods.

Rates under the new plan will be one-fourth of the 30-minute rate, or 15% of the Class "C" rate, which increases the cost per participation by about \$300.

Officials said the new sales format will give the show greater editorial flexibility and make every network minute available to advertisers.

82nd in POPULATION

among Sales Management's
162 Metropolitan Areas

All people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,500 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in radio broadcasting.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery Knodlen, Inc.

Ryan Article

(Continued from page 27)

look is good—but the specific one for individual retailers is dependent upon a number of factors. Important among these are his own advertising plans. And understanding of how he arrives at those plans should be a basic part of a radio salesman's education . . . but only after our salesmen have a thorough conception of just what type of medium it is they're selling.

They should never forget for a single minute that they're selling the largest, most universal, enormous, widespread advertising medium that ever came down the pike—a fact borne out by the revelation that 98.1% of all U. S. homes are radio homes. That means there are more homes with radio sets than there are homes that use white bread or packaged coffee—or have beds, electricity or indoor plumbing.

Multi-Radio Homes

Surveys, financed by BAB and conducted by leading research firms, now reveal that 66.1% of metropolitan homes have more than one radio—and it is interesting to note that radio-TV homes have more radios than homes without TV.

A new pattern has emerged for radio in the American home—with the radio set no longer exclusively found in the living room. Half of all kitchens in the U.S. now have a special radio; half the homes have a bedroom radio—radio has moved all over the house.

Already more than 10% of all American homes have four or more radios. Right now, about one-third of all homes have two radios, another third have three or more working radios, and an underprivileged third have only a single set. Yet only six years ago the home with more than one radio was quite a novelty.

Let's not overlook our "Listeners on Wheels"—because at least 70.5% of all U. S. automobiles are radio equipped. 92.4% of all post-war automobiles have radios. Radio's automobile circulation alone is 27,424,500.

Local application of these facts

should be the basis upon which our presentations are built.

Absorbing and using these facts are but step number one . . . because they're not worth a plugged nickel if they're presented at the wrong time. And therein lies the key to the retailer's thinking because he lives (or dies) by the clock. The success of his business is predicated on *good timing*. He has to know *what* the consumer wants, *when* he wants it, in *what amounts*, and at *what price*.

When a media salesman is aware of these factors, he's then in a position to make a "realistic" presentation at a time when the advertiser is more inclined to be in a receptive mood. Your key to his timing, then, is *consumer demand* . . . and that's not too difficult to ascertain because, with few variations, it remains the same year after year. The retailer's sales figures from the previous year—item by item . . . department by department . . . month by month—are the mirror that reflects the basis on which the bulk of his advertising for the coming 12 months will be planned.

Variables to Watch

This yardstick of past experience is subject to change, though, when other factors vary such as general business conditions, competition, store policies and location . . . plus media rates and circulation. When any of these materially change—retailer's advertising percentage is likely to change.

There are far too many other ramifications to the media salesman's understanding of the retailer than we can deal with here—but the awareness of the importance of timing alone can mean many extra advertising dollars.

As for improving the retailer's understanding of the use of our medium—that's a task we can, and should, embark on immediately.

Here we have to practically start from scratch—because there are few local advertisers in this country that even know the basic components of a radio station—much less have knowledge of such

finer points as the elements of radio commercials.

Relatively speaking, radio is the easiest medium an advertiser can use. No headaches with art work, engravings, type selection and the thousand and one other time-consuming features of black and white advertising.

Each local advertiser represents an educational job that has to be accomplished by our medium regardless of whether it's done by an individual station or a city-wide organization representing all the broadcasters.

It's time we drained some of the ink out of the veins of many retailers and replaced it with a little high potency radio fluid. I'd be derelict in my duty if I failed to point out to you that the Broadcast Advertising Bureau is the industry blood bank that can help you with those transfusions.

EDUCATORS' TV

Wash. Group Meets Jan. 9

A STATEWIDE meeting of the recently formed Washington Citizens' Committee for Educational Television [B•T, Dec. 8] will be held in Seattle Jan. 9, BROADCASTING • TELECASTING was informed last week by Ed C. Whiting, chairman.

In addition to officers already named, chairmen will be announced at the January meeting for the following standing committees: Programming, technical, financial and planning, legislative, legal, commercial and educational cooperation, local organization, public information.

The citizens committee, Mr. Whiting reported, represents state leaders in labor, industry, finance, the professions, agriculture and education.

Radio Highlights of '52

(Continued from page 20)

Supreme Court in his conspiracy suit against nine former employees.

Oct. 28—FCC eases rebroadcast rule dropping clause requiring licensees to file reports within 10 days if they refuse to give consent for program rebroadcasts.

Nov. 8—Radio and TV credited with swelling national vote by millions.

Nov. 14—FCC Examiner Leo Resnick recommends that FCC approve long pending ABC-United Paramount merger.

Nov. 20—Exclusion of radio and television newsmen from group asked to accompany President-elect Eisenhower to Korea brings protests from many, resulting in change of plans to provide for media.

Dec. 4—Foote, Cone & Belding resigns the \$5.5 million Toni Co. account. Over \$3.5 million of company's advertising was in radio and television.

Dec. 10—NARTB TV board meets at Cat Cay, Florida coastal island, to discuss TV code, subscription TV and other current problems.

NELSON CASE, TV announcer-m.c., is author of article in forthcoming issue of *Academy Magazine*. Article is entitled "Can TV Commercials Be Improved?"

Our Respects To

(Continued from page 42)

ever programmed. Not that they are against hillbilly music but rather, they feel that programming serious or popular music gives KCOH the opportunity to offer sponsors and advertisers a segment of the audience unreached by competition.

In what has been described as a "hillbilly town," the going was rough at first. But Messrs. Smith and Meeker and KCOH listeners feel that the results have been worth all the headaches.

At first, classical music was used to program the entire broadcast day. As the pattern formed, KCOH expanded programming to include other audience segments. "Pop shows" were added to morning and afternoon schedules.

High school disc jockeys were used as a popular Saturday afternoon stint. To reach Houston's large Negro population, colored disc jockeys were employed.

The end result is a Meeker form of block programming that conditions listeners to expect their favorite programs at fixed times daily.

Mr. Meeker asserts "KCOH bows to no other Houston station in the size of its daytime listening audience on many of its program blocks."

Late in 1949, the reward for KCOH's success came to Mr. Meeker. In a conversation, Mr. Smith said, "Bobby, there are lots of vice presidents doing nothing in every firm. You can't be vice president because you work, so from now on you are president and general manager of KCOH. That's your Christmas present. . . . President."

KCOH goes to bed at sunset. With television having its biggest impact at night, Mr. Meeker is happy the station signs off at nightfall.

Mr. Meeker believes that radio is here to stay regardless of the first fright of TV. He points to the tremendous automobile audience. The housewife, he says, cannot watch television and also do her work.

His hobbies—following football, baseball and other sports such as wrestling ("which has developed into a terrific dramatic production these days")—indicate Mr. Meeker enjoys an occasional break from his daily duties. For "the most entertaining escape," he admits "it's the movies for Meeker."

As a native of Chicago where he was born Jan. 10, 1902, Mr. Meeker has been a long time shaking off the appellation, "dam-yankee." But like most everyone else who has lived in the Lone Star State, the infectious Texas spirit has corralled him. Though his speech may have a trace of northern accent, he is apt to greet you with "Howdy, podnah."

..... INCREASED

CREAMETTES SALES

10% first eleven weeks



(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

Reinsch Article

(Continued from page 27)

distribution and a good volume of business in North Georgia. Within the past month our volume has been multiplied by ten times. This is a most unusual record."

One of radio's weaknesses centered around lack of familiarity with the selling products of clients. If we had a radio program or time period available we tried to find a customer, not appreciating that many business firms plan their advertising months ahead. For instance, some retail groups already are planning their Easter campaigns.

We didn't know enough about the client's selling problems when we sold radio. Now, in television, we are first studying the problems of our customers and prospects, then suggesting means by which they can sell merchandise through advertising. We study industry journals, familiarize ourselves with the practices and problems of merchandising particular products, and find it much easier to advise a sponsor on the best use of TV for selling his wares.

In a multiple-station market such as Atlanta a TV station must do a lot of local programming. At WSB-TV we try to produce local programs that will provide a good outlet for local clients—TV shows that fall within local budgets and create local interest. This is particularly true of participation shows where there is no heavy talent or production charge, but audience interest runs high.

Local Stressed

For more than four years WSB-TV has averaged 20 hours or more of local programming per week. This formula makes the station an integral part of the community and provides an attractive vehicle for sale to local clients, besides balancing out the schedule.

It has been our experience that the local advertiser must first be completely sold on the possibilities of television so he will enter the medium with confidence. We try to make even the smallest prospect appreciate that TV combines the

sales appeal of all other media and then delivers the resounding "plus" of product demonstration right in the home.

We feel this indoctrination is essential to the advertiser's future success. It prepares him to follow this basic formula—buy what you can afford, buy carefully and stick with it. This avoids over-extending the TV budget, with the danger that TV will be abandoned before it has a chance to prove its merits. The account should stay on the low side rather than risk the hazards of "shooting the works." However, we also dissuade advertisers from buying an occasional single spot announcement in the hope that it will work sales miracles.

At WHIO-TV Dayton a welcome trend toward local point-of-sale results is developing. This trend has become increasingly apparent over the last several months. Station account men are reporting less resistance to television among many classes of local retailers. These same retailers are admitting results from television time purchases, with merchants classifying these results all the way from fair to spectacular.

Let's take a look at four main classifications in Dayton: 1. Local jewelry sales; 2, automotive campaigns, both new and used car; 3, appliance dealers; 4, miscellaneous sponsor participations in local feature film shows.

To go into brief detail, Dayton jewelers in the past had used TV sparingly and with some reluctance. Some months ago a leading jeweler bought one 15-minute slot weekly, in cooperation with Gruen Watch. Results were so satisfying that the sponsor gradually increased time purchases until today he uses five quarter-hours weekly, with a yearly contract of \$30,000.

Four Jewelers

Other jewelers soon followed suit. Each reported gratifying results. Now four leading jewelers are using regular campaigns on WHIO-TV.

Curiously, there is little similar-

ity in program content among this group. One uses a local western band. Another employs a narrative story about famous diamonds. A third uses a half-hour studio audience participation program, and the fourth employed live spots during football games.

One point of similarity is worth noting. Each jeweler uses live-product demonstration in the studio, with an individual salesman (station announcer or freelance talent) representing the individual account. Warm, personal selling technique combined with vivid, dramatic product demonstration is used in each case to produce the results. The half-hour audience show produced 23 watch sales the first time it was on the air, and 40 after the second show.

In the automotive group, Dayton dealers are employing varied program vehicles, again obtaining the same fine results. They, too, use live studio demonstrations of automobiles as a sales technique. One local dealer sold 12 used cars following a single Sunday half-hour swap-shop program.

Local automotive accounts also have used spot campaigns. Several dealers have obtained excellent results by using saturation spots, with announcements bracketing the WHIO-TV schedule from 7:30 a.m. until signoff.

Appliance Activity

More activity is developing in the appliance field as local dealers prepare for a period of "hard sell" campaigns. Tying-in with radio announcement schedules in many cases, these dealers are using participation programs on WHIO-TV which allow them flexible time for live product demonstration. One dealer, in particular, reports spectacular sales results.

A fourth WHIO-TV classification is made up largely of participation on feature film theatres at 4-5 p.m. daily and 11:15 p.m. Monday through Friday. The afternoon strip, though bucking the highly rated NBC *Kate Smith Show*, has produced excellent results for most clients. A local sewing machine dealer who depends on telephone leads reported 12 sales after the first day.

The night feature strip was an experiment in theatre programming, using the same m.c. each night. It was built as an arcade, with various merchants in the arcade presenting the movie. Opening and closing billboards are employed, in addition to live cutouts with camera demonstration. The show is currently selling such varied items as cameras, sandwiches, ice cream, automobile service, vacuum cleaners and oil furnaces. Significantly, many of the clients never before used television and almost all have renewed after experimental periods.

Local Gets Results

Our experiences in Atlanta and Dayton are typical of the effective job television can do for the local advertiser. They provide a clear

answer to the charge that TV is too luxurious for the merchant or dry cleaner or used-car dealer. The local businessman who spends his advertising money wisely in television can expect to get results.

As the television industry expands into every corner of the country, it will find the local firm is the backbone of station revenue and the businessman in turn will discover a new and powerful sales weapon.

SLOAN PREDICTS

6.5 Million Sets in '53

BEST year in history has been predicted for TV receiver sales in 1953 by F. M. Sloan, operations manager for the Westinghouse Television-Radio Div., who said he believed 6.5 to 7 million sets will be sold during the coming year.

Predicting 50 million receivers and 2,000 stations in television in the next five years, Mr. Sloan last week said the industry now has the products, "know-how" and visible expanding markets "upon which to build its future."

TV was established as "the most wanted product in the American home" by the "history-making" TV coverage of the national political conventions, campaigns and elections, he said. He said Westinghouse has no fears of heavy market penetration by TV in some areas, because 1952 research assures the electronic industry new products for years.

30
Years

of
Fitting a Medium
to a Market

WSYR ACUSE
NBC
AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

Still Going STRONG!

A coffee account, using KGW,
increased sales in this area
42 per cent.

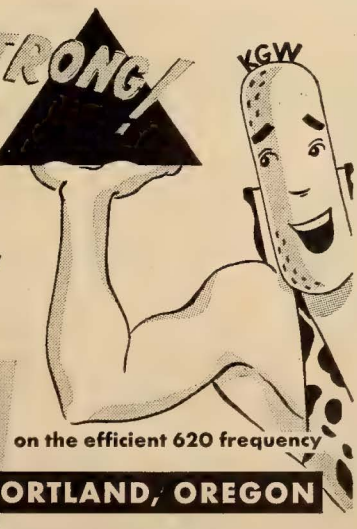
For Sales Results Use KGW

Economical and efficient medium for
covering the mass market.

KGW
on the efficient 620 frequency
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC



front office



GEORGE NICKSON, vice president and general manager, KXXX Colby, Kan., to KEEP Twin Falls, Ida., in same capacities.

PAIGE HOLDER and **N. E. WALLACE** to sales staff, WCOG Greensboro, N. C.

WILLIAM SNYDER to Avery-Knodel, Chicago, station representatives, as account executive.

HENRY THIELE to sales staff, WNOE New Orleans.

ALVIN M. BENTLEY to WKNX-AM-TV Saginaw, Mich., as vice president and director.

WARDE Q. BUTLER, announcer, WHIZ Zanesville, Ohio, transfers to sales staff.

Personals . . .

R. J. ROCKWELL, engineering vice president, Crosley Bestg. Corp., Cincinnati, appointed to Ohio Program Commission, group studying possibility of state TV station. . . **WILLIAM S. MORGAN**, general manager of KNOR Norman, Okla., elected president of Oklahoma Kiwanis Club of 1953 and received Norman Chamber of Commerce service award for 1952. . . **CHARLES STANDARD**, network salesman at NBC Chicago, father of girl, Patricia, Dec. 9.

Strictly Business

(Continued from page 16)

former home of the Academy of Motion Picture Arts & Sciences, and is redesigning it to house the first motion picture stage constructed for video filming before an audience.

A plunge into film is economically feasible according to Mr. Lindenbaum, because "actually costs are about equal, if everything else is the same. Additional cost of film comes mainly from the additional directors want, such as bigger and more lavish sets, exterior scenes, etc."

Pleased to note that eastern skepticism to filmed programming has disappeared almost completely, he feels there is a trend to decentralize agency and network authority. While final decisions heretofore have had to be made in New York, "key men of agencies and networks soon will be and now are being shifted to Hollywood, so that

decisions may be made on the spot."

Having filmed the pilot programs in *Life of Riley*, *Louella Parsons Show*, *Two for the Money* with Fred Allen, and Walter O'Keefe's *Out of the Red* series, Filmcraft is branching out into the production and distribution of its own packages. Already in production is *Small World*, a half-hour series beamed at regional distribution. In the pre-production stage is *The Mark Twain Television Theatre*, scheduled as a prestige half-hour series for network syndication.

Mr. Lindenbaum married the former Regina Levy of Berkeley in 1926. They make their home in the Sunset Towers on Hollywood's famous Sunset Strip. For relaxation, Mr. Lindenbaum enjoys gardening, reading—and watching television.

SCBA MEETING

Jan. 9-10 at Charleston

SOUTH CAROLINA Broadcasters Assn. convention Jan. 9-10 at Charleston will feature a Saturday trip on the Navy minesweeper *U.S.S. Rodman*, according to SCBA President John Rivers of WCSC that city.

The Friday morning session of the convention, to be held at the Francis Marion Hotel, will include talks beginning at 11 a.m. through luncheon, with L. H. Christian of WRFC Athens, Ga., addressing the afternoon session, which begins at 2. A BAB sales clinic will follow at 3 p.m. with a question and answer period, and a 4:30 panel on rate cards will feature Wallace Martin of WMSC Columbia as moderator with panelists from four state radio stations.

Mr. Rivers will display WCSC TV equipment Friday evening.

Bill Stubblefield, NARTB stations relations director, at 9:30 a.m. will discuss NARTB services at the Saturday morning session, which begins at 9. Joe C. Good, branch manager of the National Cash Register Co., Columbia, S. C., will talk at 9:45 on "How Do You Sell?"

Some 100 masculine members of SCBA will take part in the sea trip, which will last from 11 a.m. to 4:30 p.m. The women will take part in luncheon, entertainment and a trip to Charleston's Famous Gardens. Cocktails will be served at 6 p.m. at the home of President Rivers.

SCBA's annual banquet will be held at 7:30 p.m., with Bevo Whitmire of WFBC Greenville as entertainment chairman. Main speaker will be Tony Vaccaro of the AP's Washington bureau.

SUBSCRIPTION TV

RTMA Names Committee

SPECIAL committee to study subscription television has been named by President A. D. Plamondon Jr., of Radio-Television Mfrs. Assn. Paul V. Galvin, Motorola Inc., is chairman. Creation of the committee was authorized Nov. 21 by the RTMA board.

NARTB's TV Board at its Florida meeting directed President Harold E. Fellows to name a subscription TV committee [B•T, Dec. 15]. Chairman is Paul Ralibourn of KTLA (TV) Los Angeles.

Serving on the new RTMA committee with Chairman Galvin are W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, Zenith Radio Corp.; John W. Craig, Crosley Division; Allen B. DuMont, Allen B. DuMont Labs.; J. B. Elliott, RCA Victor Division; Larry F. Hardy, Philco Corp.; H. Leslie Hoffman, Hoffman Radio Corp.; Leslie F. Muter of Muter Co.

CORONATION

Willys to Pay \$215,000

CBS radio and television coverage of the Coronation of Queen Elizabeth II will cost Willys-Overland, whose contract to sponsor it was announced the weekend of Dec. 20 [B•T, Dec. 22, Dec. 15], a total of approximately \$215,000.

Time and talent costs for CBS-TV's coverage of the London ceremonies were estimated at about \$135,000, while those for CBS Radio's broadcasting of the event were placed at about \$80,000.

CBS-TV is understood to be planning to devote a total of about two hours to the Coronation. CBS Radio was said to be planning about three hours—one in the morning, one in the afternoon, and one during the evening. Final arrangements are being worked out by Wells Church and Sig Mickelson, news and public affairs directors for CBS Radio and CBS-TV, respectively.

Willys-Overland also sponsors the New York Philharmonic broadcasts on CBS Radio and participates in sponsorship of the 90-minute *Omnibus* program on CBS-TV. Referring to these shows and the contract for coverage of the Coronation next June 2, Ward M. Canaday, president of the automobile company, said:

"In behalf of the new Aero Willys passenger cars, we are proud to be able to combine the best in radio and television broadcasting in bringing before the public the finest in automotive design and production. Willys-Overland realizes that good taste is the essence of good salesmanship and is the basis of American appreciation and acceptance of quality merchandise."

Agency for Willys-Overland is Ewell & Thurber Assoc., New York.

NBC's radio and television coverage of the Coronation will be sponsored by General Motors [B•T, Dec. 15]. Detailed plans have not been revealed.

CHICAGO FM

19 Stations Join Drive

NINETEEN FM-AM broadcast stations in the Chicago area will contribute more than 5,000 spot announcements urging listeners to ask stores for FM demonstrations, according to Edward A. Wheeler, WEAU (FM) Evanston, chairman of the broadcaster-distributor FM campaign to be held in February.

Special programs on FM are being arranged by the group. Virgil E. Otto, Chicago Electric Assn., is supervising the campaign for the association. C. F. Parsons, Zenith Radio Corp., is chairman of the association's standing radio-TV committee. At least 80 outdoor billboards will be used to promote the campaign. John H. Smith Jr., NARTB FM director, is coordinating the drive to stimulate FM sales and listening.

the cornerstone
of every
advertising
campaign
in New Haven
and New England

represented by the Katz Agency

HOLIDAY SPIRIT

Wreathes Stations' Programs

BIG '53 SET SALES

Johnson Sees in Old TV Cities

STATIONS across the nation decked their program schedules with boughs of holly, in keeping with the advent of Yuletide.

Among stations which last week had reported their special Christmas activities were:

WEEI Boston offered a festival of music to commuters of the Boston & Maine Railroad for the 14th consecutive year. WEEI aired seasonal music at Grand Concourse of North Station from Dec. 17 through Dec. 24.

WALK-AM-FM Patchogue, Long Island, N. Y., presented several Christmas transcriptions and remotes, including a program of carols by combined choirs of all Patchogue churches.

WIP Philadelphia went all out for Christmas week festivities with programs designed for fun, music and the holiday spirit. Schedule included nationally known stars and music units.

WDTV (TV) Pittsburgh offered viewers the most elaborate Christmas programming in the station's four-year history.

WFIL-TV Philadelphia, among other offerings, presented "The Story of Silent Night" for the sixth consecutive year, midnight to 12:30 a.m. Christmas Day.

United Broadcasting Co. held its annual Christmas party Dec. 14 at Washington's Shoreham Hotel for executives of UBC stations: WOOK WFAN (FM) Washington; WANT Richmond, Va.; WARK Hagerstown, Md.; WSID Baltimore, and WINX Rockville, Md.

WRC, NBC outlet in Washington, D. C., presented "Amahl and the Night Visitors" Dec. 20.

WNBW (TV) Washington offered Midnight Mass from St. Patrick's Cathedral in New York from midnight to 2 a.m. Dec. 25.

WWDC Washington broadcast the Christmas Tree lighting ceremony from the White House front lawn Dec. 24. Ceremony featured an address by President Truman.

WGAY-AM-FM Silver Spring, Md., on Christmas Day, aired a four-hour "Christmas Festival" for the fifth consecutive year. Show featured Christmas stories and songs.

WATV (TV) Newark, N. J., on Dec. 23 offered a new play entitled "Christmas Junction." Play was written by Don Luftig, WATV staff director.

WHIM Providence, R. I., for the sixth consecutive year, serenaded downtown Christmas shoppers with a daily noontime program of holiday music.

WGY Schenectady's Dec. 19 show, "Christmas Around the World," featured boys and girls from Canada, Australia, England, France, Italy and Greece telling what Christmas is like in rural areas in their countries.

WBAL-TV Baltimore began its Christmas programming Dec. 13 with a slate of Christmas music sung by combined glee clubs. Dec. 21, the station presented its own drama, an especially written story, entitled, "The Christmas Sparrow."

WMAR-TV Baltimore, for the

fifth straight year, telecast 2½ hours of Christmas services Dec. 24.

WTAG-AM-FM Worcester, Mass., presented the biggest Christmas party in the station's history Dec. 13. Two-hour show was presented in the 3,000-seat Poli Theater.

WDSU-TV New Orleans, for the fifth consecutive year, telecast Midnight Mass from the city's St. Louis Cathedral, beginning midnight, Dec. 24.

WDEF Chattanooga, Tenn., entertained more than 5,000 youngsters at the station's second annual Children's Christmas Party.

WTVJ (TV) Miami, Fla., offered an original play, "Christmas in Korea," Christmas Eve. Play was written by Arthur L. Gray, WTVJ national sales manager.

WNOX Knoxville enriched the city's Empty Stocking Fund campaign by \$2,000, raised through a special broadcast Dec. 12.

WELP Easley, S. C., helped underprivileged children by promoting the city's "Doll House," a collection and distribution center for toys and other contributions.

WENK Union City, Tenn., for the fifth consecutive year, gave enthusiastic support to the local Junior Chamber of Commerce's "Chimes for Charity" project.

WLW and WLWT (TV) Cincinnati talent staffs said "Merry Christmas" to their audiences in a two-hour "Holiday Hellos" simulcast Dec. 21.

WJEL Springfield, Ohio, presented two special programs of Christmas music, featuring a local well-known blind organist.

KRES St. Joseph, Mo., observed Christmas Eve by carrying three separate church services that night and early Christmas morning.

Kukla, Fran & Ollie (NBC-TV), under the direction of Burr Tillstrom, entertained at the annual Christmas Party of the Chicago Television Council.

Kling Studios, Chicago, presented a special puppet feature, "Jingle All the Way" for children of employees, clients and friends.

WJR Detroit, among other season programs, on Dec. 24 offered "Bud Guest's Special Christmas Party."

WNAX Yankton, S. D., presented more than 700 gifts and over \$100 in cash to the nearby Sioux City (Iowa) Boys and Girls Home, at its eighth annual Christmas Party.

KMOX St. Louis, for the 17th consecutive Christmas Eve, presented Midnight Mass from what was reported to be the oldest permanent white settlement west of the Mississippi River. Services were aired from the historic Catholic Church in St. Genevieve, Mo.

KDYL-TV Salt Lake City brought Christmas into the children's wards of several local hospitals, through

BIGGEST sale of TV sets will continue for some time in established markets where competition is heavy, supplemented by demand in areas opening up to the medium, with both markets offering a potential of six million sets in 1953 if newly licensed stations take the air when scheduled, in the opinion of W. C. Johnson, vice president in charge of sales for the Admiral Corp., Chicago.

Mr. Johnson estimates the six million figure after analyzing results of new television stations going on the air, replacement of small screen or obsolescent receivers, and the "trend" to family ownership of two or more sets. He believes 750,000 to 1,250,000 of the sets sold in 1953 will be marketed in new TV cities, since some 100 stations have scheduled starting dates that year.

an entertainment troupe, which included a Santa Claus.

KSFO San Francisco on Dec. 21 broadcast a complete performance of Bach's "Mass in B Minor."

KFEL-AM-FM Denver on Dec. 19 aired the Christmas Tree Lighting Ceremony from the City & County Building in Denver. Program featured city's leading choirs.

KROW Oakland presented a five-hour Christmas greeting to northern California Dec. 24. Program included carols, cantatas and other Yuletide music.

FTC IN LATHER

Eyes Chlorophyl Ads

CHLOROPHYL — the chemical agent which has changed many a pink toothbrush to green and given gag writers new heart — has fallen under the scrutiny of the government. The Federal Trade Commission Dec. 19 directed its Bureau of Industry Cooperation to hold a conference on advertising claims made for chlorophyl and chlorophyl products.

The commission said it felt a meeting "to be in public interest at this time because (1) of the many all-inclusive advertising claims made in various newspapers and other media [including radio and TV], and (2) the conflicting statements made by the experts quoted in such advertising."

All available scientific and other data will be explored and developed by FTC with a view toward taking possible corrective action, the commission added.

OREGON'S Only

50,000 WATT STATION

KEX

ABC Affiliate
in Portland



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio is King!

King with the listeners!

They've given WWDC the best ratings we ever had — against the toughest kind of radio and TV competition.

King with national spot advertisers!

They've spent more on WWDC in the first 11 months of 1952 than in any similar period in our history.

King with local advertisers!

They spend more money on WWDC than any other radio station in the Washington area.

Yes! The king of the advertising buys is radio! And the king of the stations in Washington is WWDC! Let your John Blair man give you the whole WWDC story.

In Washington,
on a value basis—

WWDC is King

Represented nationally by
John Blair & Co.

ACLU INQUIRY

Hits Subversive Hearing

AMERICAN Civil Liberties Union said last week that it has urged the Senate Judiciary subcommittee probing subversive infiltration of radio, television and the entertainment industry to guarantee fairer procedures for persons accused at hearings.

In a letter to Sen. Pat McCarran (D-Nev.), Judiciary Committee Chairman and subcommittee member, ACLU expressed opinion that activities of the subcommittee investigation of the Radio Writers Guild were not in accordance with due process of law.

The letter declared that persons attacked in testimony should be permitted "to submit statements to testify on their own behalf, to cross-examine and confront their accusers and to present a limited number of witnesses." It noted that the ACLU did not oppose the scope of the subcommittee's investigations "so long as they are limited to subversive activities and do not infringe upon the personal and political views of individuals."

ACLU's letter pointed out that three previous messages to Sen. McCarran had failed to elicit a statement as to the truth or falsity of a charge that part of the testimony of one witness at the RWG hearings, Welbourne Kelley, had been suppressed by the subcommittee. ACLU commented, in this connection, that it did not know whether testimony had been suppressed, but "merely wished to inquire" whether there was any foundation for the charge.

Paley Commission

PRESIDENT Truman last week thanked the National Security Resources Board for its work in connection with recommendations offered by his Materials Policy Commission under CBS Board Chairman William S. Paley. NSRB agreed with the Paley commission that a long-range program should be instituted to assure the U. S. of adequate raw materials. The recommendations will be explored at a national conference on materials policy, to be held in Washington, D. C., early next year.

air-casters



BOB STROH, chief announcer, WCOG Greensboro, N. C., promoted to program director. **BILL OWN-BEY**, announcer, WHPE High Point, N. C., returns to WCOG in same capacity. **NORMAN GERO**, WAYS Charlotte, and **JOHN PARKER**, WGH Newport News, Va., added to WCOG announcing staff.

PAUL DROUBAY to KEEP Twin Falls, Ida., as program director.

JERRY LEIGHTON, chief announcer and special events director, WSAZ-AM-TV Huntington, W. Va., to WBSA-TV York, Pa., as chief announcer and production manager.

WEBLEY EDWARDS, producer - m.c. of *Hawaii Calls* on MBS, adds duties of executive producer at KONE (TV) Honolulu.



Mr. Edwards

STU WILSON, production manager, KBIG Avalon, Calif., adds duties as public service director.

WILLIAM N. ROBSON, Hollywood radio-TV writer-director, appointed to executive council of Radio & Television Directors Guild, that city, succeeding **ELLIOTT LEWIS**, director of CBS Radio *Suspense*, resigned.

MARION BELL appointed publicity director, WDOK Cleveland.

J. HENRY BOREN to KSL-AM-TV Salt Lake City, as merchandising director, succeeding **MELVIN B. WRIGHT**, who has resigned [B•T, Dec. 22].

KENNETH LLOYD MAPES to WOR-TV New York as scenic designer, replacing **RAY TEMPLE**, who has resigned.

WILLIAM HOHMANN named research supervisor at ABC Chicago, replacing **BOB ANDERSON**, who has joined research staff of Admiral Corp., same city.

DICK MILLER to production staff of *Welcome Travelers*, aired on NBC-AM-TV from Chicago.

BOB MARCUS, news bureau, KNX Hollywood, shifts to editing department, CBS that city.

BOB RYAN, news editor, KJR Seattle, to KING same city, as disc jockey.

DON MORTIMER, production staff, WBAL-TV Baltimore, appointed film editor there. **JACK MARSH** added to station's production staff.

ROBERT P. ANDERSEN Jr., director of television program operations, KNXT (TV) Hollywood, to KECA-TV Los Angeles as nighttime supervisor.

PAUL E. X. BROWN, announcer-sports editor, WERD Atlanta, appointed chairman of Negro Div., 1953 March of Dimes campaign.

CHRISTINE PETERSON appointed record librarian at WSYR Syracuse, replacing **BARBARA FETHERSTONE**, who has resigned. **PEGGY CARR** returns to cast of WSYR-TV's *The Jim Deline Gang*, as vocalist.

HENRY SCHACHT, agriculture director, KNBC San Francisco, has won Ralston-Purina Co.'s award for best promotion job done on any program under its sponsorship in Central Pacific region.

RAYMOND E. NELSON, producer-writer-reporter of Mutual's *Rod and Gun Club of the Air*, appointed outdoors editor of *Real*, men's magazine.

VI STOKESBERRY, hostess on *Queen of Clubs* program on WTVJ (TV) Miami, presented with award from PTA of Liberty City primary school for "outstanding service to Miami community in helping to preserve lives of our boys and girls."

E. H. MEEKS, director of sales promotion, WTOP Washington, to WMAL same city, as director of promotional and publicity activities replacing **JOHN GHILAIN**, head of promotion, and **VAN DeVRIES**, head of publicity, who have resigned.

GUY LEBOW, WPIX (TV) New York announcer and sportscaster, appointed TV sports chairman of March of Dimes for fifth consecutive year.

MARY SINCLAIR, CBS-TV actress, has terminated her motion picture contract with Paramount Pictures through mutual consent and returned to New York for video work.

JOYCE TERRY, Hollywood radio actress, assigned role in Wisberg-Pollexen feature film, "The Neanderthal Man."

IRENE TEDROW, who portrays Mrs. Archer on ABC radio *Meet Corliss Archer*, assigned role in James Cagney Productions feature film, "A Lion in the Streets."

RON HAGGARTHY, star of *Files of Jeffrey Jones* TV film series, assigned role in 20th Century-Fox feature film, "Fight Town."

DUDE MARTIN and **SUE THOMPSON**, star and vocalist, respectively, on KTTV (TV) Hollywood *Dude Martin Show*, were married Dec. 15.

JACK PAVIS, press writer at ABC Chicago, and **Lila Fortier** have announced their engagement.

GEORGE THOMPSON, ABC Chicago guest relations manager, father of girl, Chaya Lucette, Nov. 26.

CHUCK FULLER, WORZ Orlando, Fla. program director, father of boy, Charles Arthur Hunter, Dec. 15.

BENDIX CANCELS

Closed Circuit Theatre TV

CLOSED circuit theatre telecast to dealers, scheduled by Bendix Home Appliances Div. of Avco Mfg. Co., South Bend, Ind., has been cancelled because of clearance problems. According to Edward C. Herbert, advertising manager, the theatre and distributor meeting availabilities did not coincide, and the company decided to conduct its regular sales training sessions in each individual market as in the past.

The closed circuit telecast was to have originated in Chicago Garlick Theatre Dec. 30, with more than 40 movie houses picking up the transmission from coast-to-coast for dealer instruction on the new (and first) line of kitchen appliances.

Media plans to back the new line in the biggest advertising campaign of the company's history are being completed now in South Bend and at the Bendix agency, Earle Ludgin in Chicago, where George A. Rink is account executive. Radio and television spots will be used, but the quantity has not been determined. Much of the spot business is expected to be bought on a dealer coop basis. The company also plans to use network television, and tentatively has decided upon participation in NBC-TV's *Today*. The broadcast schedule is not expected to take the air until late February or March.

SEATTLE SURVEY

Junior League Conducts

A SURVEY of locally produced television shows began this month in Seattle, under the auspices of the Junior League there, with completion scheduled for Feb. 1. Only one such survey has been conducted in the U. S. before—in the Los Angeles area two years ago, according to Mrs. Charles M. Clark, chairman of the League's radio and TV committee.

More than 70 Junior Leaguers are taking part in the survey, which will be based on the following questions:

1. What was the program attempting to put across? Was it accomplished?
2. What was the quality of the production? The writing? The sets? The actors? The director? The camera technique?
3. Was the pace and timing of the program good or bad?
4. Was the program televised at a suitable hour?
5. Was the commercial suitable and well handled?
6. Any additional criticism?

The questions are to be answered by set-owning members of the Junior League and others of the general public, after several months' observation of specific programs.

Awards are planned for those programs found to be of high standard, according to Mrs. Clark. She asserted the opening of additional channels in the Seattle area will raise the standard of programs already produced on KING-TV Seattle.

FAMILY

WIBW has been a farm station for almost a quarter - century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas
in TOPEKA

'52 SET RECORD

For Electronics—Balderston

ELECTRONICS industry made greater strides in 1952 than in "any previous 12 months," William Balderston, Philco Corp. president, said last week. He specified microwave communications, transistors and color television.

Microwave communications stepped "from the engineering stage into reality" during 1952, Mr. Balderston said, adding microwave has been used by utilities, pipe line companies and railroads, with industry sales of microwave equipment about \$25 million and a backlog of orders in "the hundreds of millions."

He said limited use of transistors may be made in industrial equipment during 1953 and "certainly in 1954." He praised "tremendous strides" in 1952 by the National Television Systems Committee, a group representing makers of TV equipment, for work toward a compatible color TV system, although he said he did not believe color TV can go on the market for "some years to come."

Mr. Balderston predicted a record year for manufacturers of TV receivers, stating, "We expect at least 6.5 million will be manufactured in 1953," to compare with 6 million sets in 1952. He said Philco believes the 7 million radio sets made in 1952 will be increased to 8 million in 1953.

Philco sales in 1952 set a record of \$350 million and the firm expects further sales gains in 1953, he said. He said Philco's Government and Industrial Div. operations were increased in 1952 and that Philco now has a backlog of \$160 million in orders for defense equipment.

He said Philco expects national income to continue rising in 1953 and government expenditures to remain high from Congressional appropriations already made.

RAYTHEON Mfg. Co., Waltham, Mass., has declared quarterly dividend of 60 cents per share on \$2.40 cumulative preferred stock for payment on Jan. 1 to holders of record at close of business Dec. 15.



CHNS

HALIFAX

NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

allied arts



JOHN L. McCAFFREY, president of International Harvester Co., Chicago, elected a director of AT&T, N.Y.

RICHARD A. GRAVER, vice president-general manager, Capehart-Farnsworth Corp., Ft. Wayne, Ind., to Hallicrafters Corp., Chicago, as vice president and director of marketing.

W. J. GOERISCH appointed central district sales manager, Graybar Electric Co., Chicago, replacing L. C. ESTHUS who moves to Des Moines as firm's sales manager there. Mr. Goerisch is succeeded as general power apparatus sales manager in N. Y., by B. P. VANINWEGEM.

RICHARD WEINER appointed head of newly opened Milwaukee office of Weiner-Morton & Assoc., Madison, Wis., public relations firm.

A. D. HAMMOND, Atlanta district manager of Graybar Electric Co., N. Y., and J. W. FRAZIER, Kansas City district manager, elected to company's board of directors.

EVERETT BERNARDO appointed midwest sales representative for H. H. Buggie & Co., Toledo, electronic device and component parts manufacturer. He will be headquartered in Chicago.

Equipment . . .

BROADCAST EQUIPMENT SPECIALTIES Corp., Richmond Hill, L. I., announces production of new portable

'PITCH DEAL'

Whitmore, Green Sued

NEWEST radio pitch deal of Ralph A. Whitmore backfired Monday when he and Phillip E. Green, his partner in Famous Perfumes Co., were sued in Los Angeles Federal Court by three internationally known perfume companies for trademark infringement and unfair competition.

Demanding an accounting of all profits made, Chanel Inc., Lanvin Perfumes Inc., and Guerlain Inc., in the injunction suit allege the defendants illegally marketed perfumes under trade marks owned by those three companies.

Gail B. Selig, attorney for the plaintiffs, said the perfumes marketed by the two men were bottled in tiny capsules containing a few drops of liquid with fragrance indicated by varying colors on each. Suit charges products capsuled by the defendants and sold for \$1 is of inferior quality.

A defendant in the notorious 1951 Christmas tree ornament "pitch deal" on radio and TV, Mr. Whitmore and his then partner Harold Cowan stood trial early this year on charges of mail fraud. The case was thrown out of court when Federal Judge Leon R. Yankwich ruled that no intent to defraud had been proved [B•T, Jan. 21].

The two men reportedly hauled in more than \$100,000 in the Christmas tree pitch, but later filed bankruptcy petitions.

tape recorder called Travis "Tapak." Unit will be distributed by Terminal Radio Corp., N. Y.

RADIO TUBE Div., Sylvania Electric Products Inc., Emporium, Pa., announces production of miniature, high permeance, double triode, vertical deflection amplifier, Type 12BH7.

WARD E. RICE INDUSTRIES, Gary, Ind., announces production of Sprakleen, electrical contact cleaner and lubricant in pressurized dispenser can. New product eliminates necessity for removing controls and other components from radio or TV chassis because of pressure feature.

Technical . . .

JACK ALMON to WCOG Greensboro, N. C., as control operator.

AP ELECTIONS

N. Y. Assn. Names Brown

ELECTION of officers was held at annual meeting of New York State Associated Press Broadcasters Assn., Hotel Ten Eyck, Albany, Dec. 7-8. New officers are: Thomas Brown, news director WGVA Geneva, president, and Monroe Benton, WNYC New York news director, vice president. Norris Paxson, Albany bureau chief, was re-elected secretary-treasurer.

CBS 20-Year Club

AT CBS Hollywood's annual Christmas party, 15 new members of the network's 20-Year Club were installed. New members are Edith Todesca, radio-TV personnel assistant; Les Bowman, radio-TV director of technical operations; James Melick, executive assistant to radio-TV management; Wilbur Hatch, CPRN musical director; Fred Olson, radio-TV concert master and contract manager; Larry Lazarus, radio-TV budget supervisor, and radio-TV engineers Paul O'Hara, Carl Campbell, Harry Felch, Ben Harper, Leo Shepard, Herman Bruck and Henry Peterson.

WEC OUTLOOK

Gwilym Price Optimistic

AMERICAN industry's postwar foresight and willingness to take a risk have paid off for the nation during 1952, Gwilym A. Price, president, Westinghouse Electric Corp., said last week in a year-end statement.

"The great expansion of productive capacity since 1946 made it possible during the past year to turn out an ever-increasing volume of defense equipment and at the same time maintain a high level of consumer and industrial goods production," Mr. Price declared.

The electrical industry, he continued, is at the forefront of this two-pronged productive effort. "It is aiming at new high levels of defense production, while at the same time increasing output of such consumer goods as appliances and television sets and industrial products."

Since the start of 1946, Mr. Price said, Westinghouse has invested \$245 million in new plants and improved facilities. By 1955, he added, this investment will amount to some \$450 million and the increase in productive capacity will be 125%.

Mr. Price said "engineering and production-wise, 1952 marked a new peak in the history of Westinghouse growth and accomplishment."

Optimistically, the WEC president commented that "barring an unexpected turn of events in the international situation, industry's 1953 course should be one of continued high production. . . . We believe the business outlook for Westinghouse is most favorable."

FARM FEDERATION

Espouses TV's Freedom

TELEVISION is "an excellent medium" for disseminating information and should be as free as other media, the American Farm Bureau Federation declared at its national convention in Seattle Dec. 11.

The federation adopted a resolution urging its board of directors to give "prompt attention" to TV channel allocations with the objective of encouraging maximum use by private institutions.

Another **BMI** "Pin Up" Hit

TILL I WALTZ AGAIN WITH YOU

Published by Village

On Records:

Teresa Brewer (Coral)
 Russ Morgan (Decca)
 Dick Todd (Decca)

BROADCAST MUSIC, INC.

580 Fifth Avenue, New York 36, N.Y.
 NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

fcc actions



DECEMBER 19 THROUGH DECEMBER 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	
SSA-special service authorization		

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

December 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WAPI Birmingham, Ala.—License for CP, which authorized increase in D power. AMENDED to change name of applicant to The Television Corp.

APPLICATION RETURNED

License for CP

WJXN Jackson, Miss.—License for CP which authorized change in trans. location, installation of new trans. and change in ant. type.

TENDERED FOR FILING

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP, which authorized change in facil-

ities, to change type transmitter from that specified in application.

December 22 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WLSA Andalusia, Ala.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

KBIM Roswell, N. M.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and make changes in ant. system.

WBAW Barnwell, S. C.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WRIS Roanoke, Va.—Mod. CP, which authorized new AM, for approval of ant. and trans. location. AMENDED to specify studio location.

KCHY Cheyenne, Wyo.—Mod. CP,

CAB VOTE PLANNED On Survey Standards

CANADIAN broadcasters at their annual meeting in March at Montreal will be asked to vote on establishment of standards for listener surveys. At a joint meeting of directors of the Canadian Assn. of Broadcasters and the Bureau of Broadcast Measurements, it was decided to ask the CAB annual meeting to approve of a full-time BBM research director, who among other duties would set up standards for firms making listener surveys.

Duties of the research director also would include suggestions for improving the BBM system, examining systems of listener survey companies, informing agencies and advertisers of the merits and limitations of these survey systems, and other jobs for improving audience surveys of all kinds used for broadcasting.

Real significance of this move is that it will allow Canadian stations to use whatever listener survey service they wish pending a seal of approval system to be developed by the full-time research director to be appointed.

Merle V. Watson, Inc.

Over \$5,000,000.00 in successful sales campaigns that grossed from \$5,000 to \$150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

which authorized new AM, for approval of ant., trans., and studio location.

Replace Expired CP

WANA Anniston, Ala.—CP to replace expired CP, which authorized new AM, to be operated on 1490 kc, 250 w-unl.

Extension of Completion Date

KLCN Blytheville, Ark.—Mod. CP, which authorized change in frequency, for extension of completion date.

WJIM Lansing, Mich.—Mod. CP, which authorized change in ant. system, for extension of completion date.

KFYO Lubbock, Tex.—Mod. CP, as mod., which authorized change in facilities, for extension of completion date.

Change Name

KSON San Diego—Mod. license to change name to C. Fredric Rabell and Dorothy Johnson Rabell d/b as KSON Bestrs.

License for CP

KLIL Estherville, Iowa—License for CP, which authorized new AM.

Change Transmitter Type

WKIK Leonardtown, Md.—Mod. CP, which authorized new AM, to change type trans. and make changes in ant. system.

Replace Expired CP

WLON Lincolnton, S. C.—CP, to replace expired CP, which authorized new AM, to be operated on 1270 kc, 500 w-D.

License Renewals

Following stations request renewal of license:

KHUB Watsonville, Calif.; WCVI Connellsville, Pa.; KPKW Pasco, Wash.; KFEL-FM Denver, Col.; WMBR-FM Jacksonville, Fla.; WIOD-FM Miami, Fla.; WHOO-FM Orlando, Fla.; WGBA-FM Columbus, Ga.; KRCS-FM Clinton, Iowa; KRNT-FM Des Moines; KCSJ-FM Sioux City, Iowa; KVOL-FM Lafayette, Ind.; WLAP-FM Lexington, Ky.; KWKH-FM Shreveport, La.; WBSM-FM Bedford, Mass.; WBCM-FM Bay City, Mich.; WTCN-FM Minneapolis, Minn.; KFUD-FM Clayton, Mo.; KCHR (FM)

POWELL ELECTED

Is President of TWA

DICK POWELL has been elected president of Television Writers of America, Hollywood group currently in NLRB hearing over jurisdictional dispute of video writers on network shows. He succeeded Charles Isaacs, pro tem president.

Other officers elected were John Fenton Murray, vice president, and Bob White, secretary-treasurer. Named to two-year terms as board directors were Jess Oppenheimer, Charles Isaacs, Ann Kazarian and Hal Goodman. One-year terms went to Seaman Jacobs, Shelby Gordon, Ben Freedman, Ben Brady, Nate Monaster, Bernie Ederer, Phil Sharp and Jack Elinson.

Farmington, Mo.; KDRO-FM Sedalia, Mo.; KTTS-FM Springfield, Mo.; WBT-FM Charlotte, N. C.; WNAO-FM Raleigh, N. C.; WOHF-FM Shelby, N. C.; WCAE-FM Pittsburgh, Pa.; WSCF-FM Charleston, S. C.; WISC-FM Madison, Wis.; WJMC-FM Rice Lake, Wis.; WCRS-FM Greenwood, S. C.; WPDH-FM Clarksburg, W. Va.

December 23 Decisions . . .

BY BROADCAST BUREAU

WOW-TV Omaha, Neb.—Granted mod. CP to change name to Meredith WOW Inc., ERP from vis. 16.2 kw, aur. 8.5 kw, to 20 dbk (100 kw) vis., 17 dbk (50 kw) aur. and change type transmitter.

Remain Silent

WSAJ (FM) Grove City, Pa.—Granted authority to remain silent for period Dec. 20 through Jan. 5, 1953, to observe Christmas vacation.

Cancel License

WIBM-FM Jackson, Mich.—Granted request to cancel license and delete FM.

WMBI-FM Chicago, Ill.—Granted request to cancel license and delete FM.

License Granted

WFOB-FM Fostoria, Ohio—Granted license covering changes in FM; Ch. 244; 1 kw, ant. 215 ft.

WAPI Birmingham, Ala.—Granted license covering increase in D power from 5 kw unl. DA-N, to 5 kw-N 10 kw-LS, DA-N unl.

WEVA Emporia, Va.—Granted license for new AM; 1400 kc, 250 w unl.

Modification of CP

WHVF Wausau, Wis.—Granted mod. CP to change trans. location to north of Wausau Ave.; change type trans. and make changes in ant. system; condition.

WGGG Gainesville, Ga.—Granted mod. CP to change trans. location; conditions.

Cancel License

KWTN Crystal City, Tex.—Granted request to cancel license and delete call letters effective Dec. 15, 1952.

Change Type Transmitter

KSVC Richfield, Utah—Granted license covering change in type trans.

KOVO Provo, Utah—Granted mod. CP to change type trans.

Extension of Completion Date

Granted mod. CP's for extension of completion dates, as shown:

WBRY Waterbury, Conn., to 2-15-53, condition; WRDB Reedsburg, Wis., to 2-21-53; KMYC-FM Marysville, Calif., to 1-7-53; KTHS Little Rock, Ark., to 4-1-53, conditions; WNAC-FM Boston, to 1-15-53; KWOC-FM Poplar Bluffs, Mo., to 7-14-53.

Granted License

KANU (FM) Lawrence, Kan.—Granted license for noncommercial educational FM; Ch. 218; 35 kw.

WGAR-FM Cleveland, Ohio—Granted license for new FM; Ch. 258; 31 kw; ant. 410 ft.

WKRC-FM Cincinnati, Ohio—Granted license covering changes in FM.

Granted CP

WQAN-FM Scranton, Pa.—Granted

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CP to make changes in licensed FM;
Ch. 297; ERP 1.8 kw; ant. 1,200 ft.

KNX-FM Los Angeles, Calif.—Grant-
ed CP to change ERP from 59 kw to
72 kw, and ant. from 2,800 ft. to
2,750 ft.

Modification of CP

WAEW Crossville, Tenn. — Granted

mod. CP for approval of ant., trans.
and studio locations; condition.

Extension of Completion Date

KNBR North Platte, Neb.—Granted
mod. CP for extension of completion
date to 2-15-53; condition.

Cancel License

KSTP-FM St. Paul, Minn.—Granted

request to cancel license and delete FM.

Granted STA

WFGP-TV Atlantic City, N. J. —
Granted STA to operate on commercial
basis on Ch. 46 except for waiver of
Sec. 3.687 of Rules with respect to oper-
ation without visual and aural fre-
quency modulation monitoring equip-
ment, for the period Dec. 13, 1952 to
May 13, 1953.

(Continued on page 75)



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Help Wanted

Managerial

Commercial manager, independent. 100,000 New England City. Prefer man ambitious to learn management. Excellent opportunity. Box 346S, BROADCASTING • TELECASTING.

Opportunity to purchase all or part and manage independent radio station in fast growing industrial and agricultural market of 75,000 in state of Washington. Deal directly with owner by writing in care of Box 355S, BROADCASTING • TELECASTING.

Salesmen

Opportunity for aggressive salesman Northeast indie, TV applicant. Advancement for good man. Opening January, February. Box 331S, BROADCASTING • TELECASTING.

Proven background to sell radio in medium-size 5-station Midwest TV market. Must be man who wants to make good money and take roots in the community. Salary and commission. Reply. Box 353S, BROADCASTING • TELECASTING.

Salesman for full time independent in Major Southern market. Good drawing account against 15 percent commission. Contact Commercial Manager, WBGE, Atlanta, Georgia.

Announcers

Somewhere there is an announcer-copy writer working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

Good announcer with first class ticket. Permanent, good pay, good working conditions. Northeast area. Write Box 288S, BROADCASTING • TELECASTING.

Two announcers preferably combo. Forty-hour week. Northwest. Box 316S, BROADCASTING • TELECASTING.

Experienced announcer - salesman, thirty or older, for staff expansion Midwest kilowatt, network affiliate. Give all details first letter. Reply Box 317S, BROADCASTING • TELECASTING.

Northeast indie, TV applicant, has im- mediate opening for engineer, with or without experience. Box 330S, BROADCASTING • TELECASTING.

Announcer with first class license. Experience necessary. Small town, 25-watt operation with good salary and living conditions. Box 341S, BROADCASTING • TELECASTING.

Top flight DJ to take over morning spot. Pay is dependent on ability to build and maintain audience. Box 361S, BROADCASTING • TELECASTING.

Help Wanted—Announcer on his way up for progressive Southeastern Michigan station with plans as big as your ambitions. Good ad lib, emphasis on news and sports. Send audition and details to Box 362S, BROADCASTING • TELECASTING.

Staff announcer, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. \$85.00 start with regularly scheduled increases to \$100.00 weekly. Station located large central-South market. TV future. Send audition, photo and complete background. Confidential. Box 369S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Average-good announcer with first class ticket. Engineering knowledge unnecessary. Ideal working conditions spacious modern studios. Start \$350.00 monthly plus. KLEA, Lovington, New Mexico.

Good combo man needed by South- west CBS affiliate, \$91.50 for 6-day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

Newsman, announcer, writer for Wyom- ing pioneer station. Fine equipment personnel. Advise salary desired. 48 hours weekly. Air mail audition, picture, full particulars KSPR, Casper, Wyoming.

5000 watt NBC affiliate in city of 15,000 needs experienced announcer with copywriting ability. Duties will include some continuity writing. Send audition, disc, photo, reference, and detailed letter giving background, marital status, salary expected and telephone number to Ray Beels, KVGB, Great Bend, Kansas.

Newsman to handle major newscasts on air. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

WDOB, Canton, Mississippi needs three announcer-engineers. \$1.60 per hour plus time and half all over forty hours. Rush audition, photo, and resume.

Combination announcer-engineer, first class ticket. Permanent, in fast growing city. WMDN, Midland, Michigan.

Competent announcer with air person- ality and civic consciousness. Well paying job for experienced man. WMIX, Mt. Vernon, Illinois.

Wanted: Experienced announcer—call, wire or write Radio Station WRRF, Washington, North Carolina.

Live wire independent needs person- ality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

First class engineer. No experience re- quired. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Wanted: 3 combination engineer-an- nouncers, heavy on announcing. Pay is well. All correspondence held in strict confidence. Location North Louisiana. Box 280S, BROADCASTING • TELECASTING.

Girl announcer-engineer, first ticket, to originate midnight to morning music program. \$85.40 for 40 hours. Leading Northwest independent. Box 325S, BROADCASTING • TELECASTING.

Engineer by station in large Texas city. Experience unnecessary. Box 329S, BROADCASTING • TELECASTING.

First phone: transmitter operator, no experience required. Write or call Bill Ross, KODI, Cody, Wyoming.

Combination engineer announcer wanted immediately. Must have good voice. Experience not necessary. Send details, photo, and tape. KOWB, Laramie, Wyoming.

Engineer, some announcing. Good pay. Wadena, Minnesota.

Help Wanted (Cont'd)

Engineer for regional 5 kw with 50 kw FM. Must enjoy studio control work as well as transmitter operation. Salary range from \$75.00 to \$92.50. Write or wire William Murphree, Chief Engineer, WABB, Mobile, Alabama.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

First class engineer studio transmitter. Work \$57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

First class transmitter engineer, car necessary. Phillip R. Hurlbut, WCSI, Columbus, Indiana.

Engineer with experience . . . Would consider a combo man. WKRM, Columbia, Tennessee.

Immediate opening for transmitter op- erator. Must have first phone license and broadcasting experience. Well paying job with good hours. Must have car. Call or wire WMIX, Mt. Vernon, Illinois.

Combination engineer-announcer. Con- tact H. Tom Morris, Radio Station WNCA, Siler City, North Carolina. Position open at this time. Would like personal radio history, first phone, audition disc or tape.

Engineer studio transmitter operator. Send photo and resume of experience to WSRS, Cleveland, Ohio.

Wanted: combination engineer-an- nouncer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO, Starkville, Mississippi. The Home of Mississippi State College.

First phone; transmitter operator, WSYB, Rutland Vermont.

Immediate opening, first phone en- gineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Production-Programming, Others

Wanted:—news man with good announ- cing voice to gather, write and edit local news. Must be experienced or must have background for position. Job requires some announcing, news casting, and use of tape recorder. Station has contacts, part time reporter and excellent local cooperation. Only live wire male will be considered. Ability more important than experience for this kilowatt Eastern Pennsylvania daytimer. Write Box 351S, BROADCASTING • TELECASTING.

Exceptional opportunities. Expanding indie, Pacific Northwest. One account executive, thoroughly experienced, who has confidence in the future of independent AM radio. Also, one experienced gal salesman. Also one top-notch gal continuity director. Send complete resume, background, references, photo. Continuity director also send samples of copy, salary requirements. Account execs will be offered attractive salary plus commission arrangement. These are strictly top-drawer openings in a rich, largely untapped, major market. We have a terrific staff now, want first-rate people to join us. Contact Kelly, KLIQ, Portland, Oregon.

Help Wanted (Cont'd)

NBC Michigan affiliate needs person with station traffic experience. Ideal working conditions plus good salary. If interested contact Ray Ulbrich, WSAM, Saginaw, Michigan. Telephone 2816-1.

Television

Salesmen

WJTV, Mississippi's first television sta- tion has opening for one well qualified salesman. Contact John Rossiter, WJTV, Jackson, Mississippi.

Production-Programming, Others

TV station in Southeast looking for experienced news man for permanent position. TV newsmen desiring change or experienced radio news man desiring enter TV may qualify. Send all details including salary requirements and small photo. Box 290S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Successful local station manager de- sires new opportunity. Employers will recommend. Age 33. Box 294S, BROADCASTING • TELECASTING.

Managed two local stations to high profits and community acceptance. Box 295S, BROADCASTING • TELECASTING.

General manager of one of most suc- cessful small station operations in Midwest desires change, preferably to station with TV plans. Experienced in all phases of radio, solid family man, leader in civic affairs. This man is in no hurry to change positions, but is looking toward his future and yours. Has complete record of achievements for inspection during personal interview. Box 344S, BROADCASTING • TELECASTING.

Manager-program director. 15 years radio experience, all branches, including 3 years profitable management. Sober, reliable, married. Will produce results with low overhead. Excellent references. Available immediately due to sale of station. Particularly interested manage new station; build from ground up. Or PD metropolitan indie or network. Salary open. Box 345S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 356S, BROADCASTING • TELECASTING.

Salesmen

Ten years experience sales announcing. Like to work. No desk jockey. Vet. single, university Illinois graduate, not afraid long hours. Twice associate sales manager. Available after January 1953. Not interested temporary employment. State salary, commission, etc., chance to work up to sales manager first letter. Prefer Illinois; will consider all offers. Ed Woodmansee, 860 S. Lincoln Avenue, Springfield, Illinois, 7406.

Announcers

Exceptional man available for station that needs a professional announcer. Box 340S, BROADCASTING • TELECASTING.

Outstanding authoritative news voice. Dozen years experience available as newscaster, editor, or program director. Box 365S, BROADCASTING • TELECASTING.

Announcer-1st phone, experienced all phases including sports. Minimum \$85.00. Box 367S, BROADCASTING • TELECASTING.

Veteran, 23, completed radio-TV school; has first phone. Tape and photo on request. One year production experience Hollywood TV station. Prefers Western states. Box 370S, BROADCASTING • TELECASTING.

Hollywood actor, versatile talents, pro- grams & sales ideas plus can make \$\$\$ for you. Hear my voice. Phone Grant, 2239 Buffalo, New York.

Situations Wanted—(Cont'd)

Qualified announcer with experience desires position on the announcing staff of a Midwestern radio station. Johnny Hagan, 210 N. Kolin Avenue, Chicago, Illinois, Austin 7-5924.

Announcer-staff. Some New York experience. Resume, photo and audition disc on request. Good resonant voice very versatile. Draft exempt, married no children. Conscientious worker wishes to become part of good community. Wire collect, Carl Servel, 66 Riverside Avenue, Lyndhurst, New Jersey.

Disc jockey-salesman prefers South or Southwest stations. Write Steve Smigla, 3132 Irving Avenue, South, Minneapolis, Minnesota.

Technical

12 years experience AM-FM chief engineer wants combination job. Minimum salary—\$350.00 per month. Box 363S, BROADCASTING • TELECASTING.

Chief engineer construction experience. Announcer now combination chief and PD. Box 368S, BROADCASTING • TELECASTING.

Mechanical engineer, 36, to graduate in '53, desires position assistant to president on radio or television network. Eleven years experience operating own sporting goods business and eight years secretarial experience. Box 371S, BROADCASTING • TELECASTING.

Engineer announcer, first class ticket, capable taking over chief within 90 days. CBS affiliate. Send audition and qualifications. Radio Station KEEP, Twin Falls, Idaho.

Production-Programming, Others

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 296S, BROADCASTING • TELECASTING.

Need a TV administrative assistant? Have solid background in TV management, operation, public relations, sales and programming. Now in similar capacity with top TV outlet. Desire better opportunities. Can be of vital assistance to new organization or planning group. Mature family man with good record in TV. Best references. Complete details on request. Box 350S, BROADCASTING • TELECASTING.

Build top audience for you. Aggressive promotion, presentation major sports. Box 354S, BROADCASTING • TELECASTING.

Copywriter-announcer-strong stimulating copy. Live presentation sparkling personality. Good commercial delivery, straight, pitch, of ad lib experience my goal. Box 372S, BROADCASTING • TELECASTING.

Television

Technical

First phone engineer, 29, eight years 50 kw clear channel operator, five years film work, presently employed in TV control and projection, any location suitable, available January first. Box 347S, BROADCASTING • TELECASTING.

35 years old, 15 in AM, 10 as chief engineer. Want to learn television in station now operating or constructing. Box 357S, BROADCASTING • TELECASTING.

TV-camera, studio, control, 7 years AM announcer, 1st phone. Box 366S, BROADCASTING • TELECASTING.

Production-Programming, Others

TV production. Two years TV school with practical experience, radio experience. One year college. 30, married veteran. Box 342S, BROADCASTING • TELECASTING.

TV or radio news/special events editor. Solid background network TV, independent and network radio. Know programming. Family man wanting responsible position. Box 359S, BROADCASTING • TELECASTING.

Experienced TV film specialist, formerly with medium sized Midwestern station. Capable of heading department, training crew. References. Ans. Box 360S, BROADCASTING • TELECASTING.

For Sale

Stations

Only radio station Northwestern town 8,000 population. Grossing \$72,000.00 annually, netting \$22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

Start the new year right. Own your own station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

For Sale: Four complete WE 109A reproducer groups for vertical and lateral with two extra heads. Three heads and one arm need repair. Will sell individually or as package for best offer. Box 348S, BROADCASTING • TELECASTING.

General Radio 731-A modulation monitor. Good condition. Spare tubes. \$200.00. Station KFSG, 1100 Glendale Boulevard, Los Angeles 26, California.

Western Electric 504 B-2 3 kw. FM transmitter now on the air. In use approximately 4 years. WAVU, P. O. Box 250, Albertville, Alabama.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter; on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI transmitter. R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

Gates 250 watt transmitter—250-C1. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.

Magnecorder PT 6 AH - PT 6 J Practically new. Miss Wilkin, 1554 W. Howard Street, Chicago 26, Illinois. Hollywood 5-6921.

Wanted to Buy

Stations

Wanted to buy—Small station in Illinois, Wisconsin or Minnesota. Send complete details. Confidential. Box 349S, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Used 50 kw transmitter up to 15 years old, hi-level preferred. Box 358S, BROADCASTING • TELECASTING.

Wanted: Barker-Williamson distortion meter and audio-oscillator in A-1 condition. Write Radio Station, KFTM, Fort Morgan, Colorado.

Used studio equipment for a 250 W AM station. Send details to Melvin E. Whitmire, Advertising Enterprises Ltd. Evanston, Wyoming.

One GE BT 1B 250 Watt FM transmitter. Write details of condition and price to George S. Woods, WRUN-FM, Rome, New York.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

WE NEED A SALESMAN WHO HAS SALES AND STATION MANAGER POTENTIALS.

Our people are happy. Producers make good money at the ABC Affiliate WRUN, Utica, N. Y. All replies confidential.

Situations Wanted

Announcers

I'M IN A DILEMMA. Am making a good living as a major market specialist announcer in the Northeast. But want to sell, promote, program direct, work like hell for a legitimate operation that has or plans TV. I'm 29, married, have 2 kids. Worked for 2 stations in 10 years. Past 5 at 50 kw indie. Not fortune hunting but seriously looking for hard work where it's appreciated. Best references. Box 343S, BROADCASTING • TELECASTING.

Television

Technical

ATT: TELEVISION CP HOLDERS

TELEVISION ENGINEER to take complete technical charge of planning, erecting, staffing and putting your station into efficient operation. UHF or VHF. Will act as consultant or as chief engineer on right deal. Would consider interest in station. Experience has included complete direction and operation of every engineering phase. Best references. Box 352S, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

Wanted—Three kw FM transmitter. Prefer complete unit. Quote complete price and history.

James F. Hopkins
Michigan Music Company, Inc.
2617 West Grand Blvd.
Detroit 8, Michigan.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready

J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Film Report

(Continued from page 63)

footage for times ranging from one to 60 seconds on both 16 and 35 mm film. Developed as an aid in production of commercials by Academy President Bernard Howard, the chart calendar is also being sent to anyone in the business requesting it. The three-color calendar features 12 cartoons by Arv Miller, whose book, *TV or Not TV*, will be published shortly.

Film People . . .

Bow Herbert, Chicago legitimate play producer, has been elected president of **Bo-Mor Productions**, Hollywood. Production is expected to get under way during January, according to **Richard Morley**, executive producer. Plans call for three half-hour TV film series.

* * *

George Fisher, sales executive with United Television Programs, joins **Guild Films Inc.**, New York, as district sales manager. He was formerly midwestern sales manager of Snader Telescriptions Sales Inc.

* * *

Rene Williams, original producer of *Invitation Playhouse* TV film series, and **Sherry Shourds**, assistant director for Warner Bros., join **Revue Productions**, Culver City, as associate producers on *America's Finest* and *Chevron Theatre* TV film series, respectively. **Robert Blumofe**, member of Paramount Pictures legal department, has joined the firm in an executive capacity.

* * *

Robert Meyer, director of press information, CBS-TV Hollywood, resigns effective Jan. 2 to join the creative board and writing staff of new Hollywood television film production company, now being organized.

* * *

Dawn Addams, formerly under contract to M-G-M, has been signed to portray the leading feminine role in CBS-TV *Alan Young Show*. Filming has started at Nassour Studios, Hollywood, with **Alan Dinehart** producing and **Edward Bernds** directing.

MANAGER RADIO OR TELEVISION or both

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my experience to good use on a long-term basis.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 262S, BROADCASTING • TELECASTING.

TRANSSCRIPTION record is being claimed at WOLF Syracuse. According to Ham Woodle, station program director, in 1952 he and members of the WOLF staff have written, produced and recorded some 3,000 commercial spot announcements for their own station as well as others throughout the U. S. What record this approaches, breaks or ties Mr. Woodle doesn't know but he feels "no other 250 w radio station . . . can lay claim to more transcribing of a varied nature than that performed at WOLF. . . ."

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FIRST in a new series of programs of the Hartford School of Music was heard over WDRC-AM-FM Hartford on Dec. 19. This is the third year such a series, featuring school personnel and advanced students, has been aired over the station.

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A COMBINATION letter-opener, ruler and letter weighing scale is being distributed by S. W. Caldwell Ltd., Toronto advertising agency, transcription and film distributing firm, to Canadian advertisers, agencies and broadcasting stations. The nine inch long plastic letter-opener has a grip on one end for holding letters, and four weigh points of quarter, half, one and two ounces for weighing letters. Scale of Canadian postal rates is also imprinted on the letter-opener.

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NEW locally-produced hour-long variety show is being produced at KTHT Houston, featuring personalities of Houston theatre, radio and show business. Titled *The Sunday Show*, the program is staged before a live audience every Sunday night. Show is an outgrowth of an "actor's night out," series started earlier this year at a Houston theatre. Station reports that a capacity audience and demand for seats led KTHT to convert the show to radio in order to reach a larger public.

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FULL-PAGE newspaper ads are being used by CKNW New Westminster, B. C., plugging a year-round contest which gives \$1,050 in prizes weekly. Contest is conducted on the station's *Fiesta* program. Listed in the ad are names of sponsors and their products which make the contest possible.

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BOOKLET entitled *Three Minutes With God*, containing three-minute sermons from clergymen of all faiths, has been published by WGY Schenectady. Nearly two years ago, the station set aside three minutes in its most popular morning program for a message from a clergyman whose church was located within the station's listening area. Booklet is a compilation of these sermons.

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SLOGAN reminding reader that "Radio reaches more people every day and night in the year than Santa Claus does at Christmas," was used by WOAI San Antonio on a recent program schedule cover. Station adds that "ringing the bell even louder for radio" are the 5,758,000 portable sets and 21 mil-

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MAY CO. RENEWS

KLAC-TV Hollywood Webster Webfoot, five times weekly half-program, featuring ventriloquist Jimmy Weldon and his duck, has been renewed for a second 13 weeks by May Co., L. A., department store chain, effective Dec. 15. An award winning children's show, it reports 20,219 Webster Webfoot Club members in the L. A. area. Agency is Milton Weinberg Adv. Co., L. A.

SPARTAN BOARD

WORD Expands Directorate

EXPANSION of the board of directors of Spartan Radiocasting Co., licensee of WORD WDXY-(FM) Spartanburg, S.C., and an applicant for Spartanburg vhf Ch. 7, has been announced.

The board now includes: Walter J. Brown, who was re-elected president, and D. S. Burnside, who was re-elected secretary - treasurer; James A. Chapman, president of Inman & Riverdale Mills; A. D. Cudd Jr., president of National Fidelity Insurance Co. and Cudd & Coan; Henry Gramling; Russell B. Lentz, president of City Motor Car Co.; Broadus R. Littlejohn, partner in Littlejohn & Smith Distributing Co., which operates Community Cash Stores; Thomas B. Pearce, vice president of Pearce-Young-Angel Co.; Paul Thomas, president of Moreland Chemical Co., and Miller Foster, the firm's attorney.

Competing with Spartan for Ch. 7, and which necessitates an FCC hearing, is Broadcasting Co. of the South, licensee of WSPA Spartanburg, WIS Columbia and WIST Charlotte. Mr. Brown said Spartanburg is No. 120 on the FCC's A-2 priority list because of its restricted city limits, established in 1886, and that its hearing, thus, will come after those of Greenville, Columbia and Asheville, "all of which have modern city limits."

Mr. Brown said that if Spartan is granted Ch. 7, "WORD-TV will cost a half million dollars to build and will have over a million people within its good viewing area."

"The station will be owned by 71 residents of Spartanburg county who have subscribed for the stock," he said.

Concerning expansion of Spartan's board of directors, Mr. Brown said, "We are delighted that such a representative group of citizens of Spartanburg County agreed to serve on our board of directors."

KAYE-HALBERT Corp., Culver City, Calif., radio and TV set manufacturers, earned a net profit of \$45,000 or 51½ cents a share on 138,725 capital shares outstanding in the fiscal year ending Sept. 30. Harry Kaye, president, in his annual report said the net loss for fiscal 1951 was 75 cents a share.

Sincerest Christmas Greetings

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO

Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 71)

December 24 Decisions . . .

BY COMMISSION EN BANC

Granted CP

Ozark Bestg. Corp., Ozark, Ala.—Granted CP for new AM to operate on 900 kc 1 kw-D engineering condition.
Sports Kingdom, Weatherford, Tex.—Granted CP for new AM to operate on 1220 kc, 250-w D, engineering condition and subject to Gilbert Webb (one of partners) terminating his employment with KRC Mineral Wells, Tex.
Gap Bestg. Co., Big Stone Gap, Va.—Granted CP for new AM to operate on 1220 kc, 1 kw-D, engineering condition.
KNED McAlester, Okla.—Granted CP to increase power and time of operation from 1 kw-D to 500 w-N, 1 kw-LS, DA-N, unl. on 1150 kc; engineering conditions.

WBRD Fort Lauderdale, Fla.—Granted CP to increase power from 250 w to 1 kw-D, unl. on 1580 kc, with different DA for D and N use; engineering conditions.

KRSC Seattle Wash.—Granted CP to increase D power from 1 to 5 kw.

Change Studio Location

WICC Bridgeport, Conn.—Granted waiver of Sec. 3.30 of rules for mod. license to change location of main studio to site outside city limits.

Advised of Hearing

KCLS Flagstaff, Ariz.—Is being advised that application for CP to increase power from 250 w to 5 kw, change time of operation from unl. to D, change type of trans. and increase height of ant. tower, and change frequency from 1340 to 1360 kc, involves site problem which indicates necessity of hearing.

Franklin County Bestg. Co., Washington, Mo., Edwardsville Bestg. Co., Edwardsville, Mo.—Are being advised that applications for new AM stations to operate on 1260 kc, D only, indicate necessity of hearing because of mutual interference. (Franklin requests power of 500 w and Edwardsville 1 kw.)

Balter Radio & Television Corp., North Bergen, N. J., WLIB New York, N. Y.—Balter is being advised that application for new station to operate on 1220 kc, 250 w-D, DA, indicates necessity of hearing on question of possible interference with WCAU Philadelphia and WFAS White Plains, N. Y., and with WLIB on question of overlap; WLIB also being notified in connection with application to change trans. location to new site which would provide service to Harlem area of New York City. Also denied joint petition of Balter and WLIB requesting waiver of provisions of Standards which prohibits licensing of stations for operation with less than 40 kc separation from another station, if area enclosed by the 25 mv/m contours of two stations overlap.

Change in Facilities

Following stations granted changes in existing facilities:

KTNT Tacoma, Wash.—To change ERP from 10 kw to 20.5 kw; ant. from 425 ft. to 400 ft.; engineering condition.

WSTP-FM Salisbury, N. C.—To change ERP from 21.5 kw to 2.9 kw; engineering condition.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

KOB Albuquerque, N. M.—Granted petition for extension of time to Dec. 24 in which to file reply to American Bestg. Co. Inc.'s motion to clarify, change and enlarge issues in proceeding re KOB application for extension of SSA.

Texas Star Bestg. Co., Dallas, Tex.—Granted petition for extension of time to Dec. 18, in which to file opposition to motion to enlarge issues filed Dec. 3 by KSEO Durant, Okla., in proceeding re application for CP.

By Hearing Examiner Basil P. Cooper

Orange Television Bestg. Co., Tampa, Fla.—Granted petition to amend application for CP for new TV to change type trans. monitors, reduce requested aural ERP from 175 kw to 165 kw and bring up to date ant. gain and trans. line loss figures.

By Hearing Examiner Elizabeth Smith

Cascade Television Co., Portland, Ore.—By memorandum opinion and order granted petition of Dec. 5, and supplemental petition to amend filed on Dec. 17, to reflect changes regarding stockholders, stock transactions, financial plans, etc. (Proposed amendments do

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH DECEMBER 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	250	164
FM Stations	626	583	57	9	5
TV Stations	120	98	172	989*	242

* Filed since April 14, of which 169 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 52.

Non-Docket Actions . . .

AM GRANTS

Ozark, Ala.—Ozark Bestg. Corp. Granted 900 kc, 1 kw daytime, antenna 245 ft.; engineering condition. Estimated construction cost \$11,600, estimated first year operating cost \$24,000, revenue \$30,000. Principals include Bertram Bank (50 shares), 1/2 owner of WTBC Tuscaloosa, Ala.; W. C. Brown (33 shares), manager of Brown's Pharmacy, Ozark, and 37 others with no more than 5 shares each. Filed Aug. 24, 1951, amended Oct. 17, Nov. 23, 1951, and Oct. 22, 1952; granted Dec. 24.

Weatherford, Tex.—Sports Kingdom. Granted 1220 kc, 250 w daytime, ant. 210 ft.; engineering condition, and subject to Gilbert Webb, 50% partner, terminating his employment with KRC Mineral Wells, Tex., 20 miles from Weatherford, where he is manager of remote studios maintained by KRC in Weatherford. Estimated construction cost \$17,475, first year operating cost \$30,000, revenue \$40,000. Equal (50%) partners are James C. Wright Jr., mayor of City of Weatherford, Tex., and owner of 1/4 interest in National Trades Day Assn. (advertising and promotion), Weatherford, and Gilbert Webb, manager of remote studio maintained in Weatherford by KRC Mineral Wells, Tex. Filed March 4, 1952, amended Nov. 18; granted Dec. 24.

Big Stone Gap, Va.—Gap Bestg. Co. Granted 1220 kc, 1 kw daytime, antenna 210 ft.; engineering condition. Estimated construction cost \$22,525, first year operating cost \$40,000, revenue \$45,000. Principals include W. H. Wren Sr. (20%), chief accountant for State of Virginia Unemployment Compensation Commission, Richmond, Va.; W. H. Wren Jr. (40%), general manager of theatres in Coeburn, Pound and Clint-

not introduce any new stockholders nor cause any substantial change in holdings of respective stockholders which would per se affect control of applicant.)

By Hearing Examiner Elizabeth Smith

Mount Hood Radio & Television Bestg. Corp., Portland, Ore.—Dismissed as moot petition for continuation to Jan. 6, 1953, of hearing in proceeding re application and that of Pioneer Bestrs. Inc., Portland, Ore., for CP's for new TV stations on Ch. 6; hearing has been continued to March 16, 1953.

Portland Television Co., Portland, Ore.—Granted petition for continuance of hearing from Jan. 6, 1953 to Jan. 26, 1953, in proceeding re application et al.—for CP's for new TV stations (Ch. 8).

By Hearing Examiner Annie Neal Hunting

Smith Radio Co., Port Arthur, Tex.—Granted petition to amend application for CP for new TV to show change of residence of partners and to show partners have entered into agreement to purchase KPBB Beaumont, Tex., subject to approval of Commission.

By Hearing Examiner H. B. Hutchison

Wichita Television Corp. Inc., Wichita, Kan.—Granted petition to amend application for CP for new TV to submit resolution adopted by the Board of Directors effecting amendment of bylaws to conform class of stock specified to class specified in articles of incorporation and to show disposition of applicant corporation regarding sale of capital stock which is authorized but not now issued nor subscribed for, etc.

wood, Va., and Jean B. Wren (40%), unemployed for last five years. Filed Jan. 16, 1952, amended Oct. 3; granted Dec. 24.

TRANSFER GRANTS

KROY Sacramento, Calif.—Harmco Inc. Granted transfer of control from Hattie Harm and Clyde F. Coombs to KROY Inc. for \$425,000 for 100% of common stock. Principals in transferee include President C. L. McCarthy (32%), manager of KGO San Francisco; Vice President Adeline Heyer Smith (10%), housewife; Secretary Robert M. Barthold Jr. (10%), account executive for McCann-Erickson, San Francisco; Treasurer John F. Malloy (10%), freelance radio-TV artist, San Mateo, Calif.; George H. Lips (23%), 50% partner in Lips & Miksch, certified public accountants, Fresno, and Eleanor Josephine Fidler (15%), wife of Fred H. Fidler, vice president of J. Walter Thompson, San Francisco office. Granted Dec. 24.

WFOM Marietta, Ga.—Chattahoochee Bestrs. Granted assignment of license to Radio Station WFOM through sale of 1/3 interest in station held by Channing Cope to Albert L. Jones, general manager of WFOM, for \$15,000. Granted Dec. 24.

WARE Ware, Mass.—Donald W. Howe. Granted assignment of license to Central Bestg. Corp. for \$70,000. Sole stockholder in assignee is John B. Poor, partner in Boston (Mass.) law firm of Dalton & Poor, director and member of executive committee of General Teleradio Inc. (which is licensee of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC and TV application for San Francisco, WONS and TV application for Hartford, Conn., KGB San Diego, WEAN Providence and WGTR (FM) Worcester, Mass.), 1/2 stockholder of Paxton Realty Co., Boston, and president of Hope Bestg. Co., Providence, R. I. (applicant for TV station there). Granted Dec. 24.

WTTM Trenton, N. J.—Trent Bestg. Corp. Granted transfer of control from S. Carl Mark to Peoples Bestg. Corp. for \$225,000. Transferee is licensee of WOL-AM-FM Washington, D. C., and WRFD Worthington, Ohio. Granted Dec. 24.

WKMT Kings Mountain, N. C.—Kings Mountain Bestg. Co. Granted assignment of construction permit from Vernon T. Fox, Marshall T. Pack and Auburn C. Hayes to J. C. Greene Jr. and R. H. Whitesides, d/b as Southern Bestg. Co., for \$1,000. Mr. Greene is 50% owner of Interstate Bestg. Co., applicant for new AM station at Greenville, N. C. [FCC Roundup, B.T., April 28, 1952], and Mr. Whitesides is owner of Western Auto Associate Store, Rock Hill, S. C., 60% owner of R. H. Whitesides & Co. (hardware and general merchandise store), Hickory Grove, S. C., and 50% owner of Mother & Daughter Shop (ready-to-wear store), Rock Hill. WKMT was granted CP July 10 [FCC Roundup, B.T., July 14]. Assignment request filed Aug. 21; granted Dec. 24.

KWIN Ashland, Ore.—Rogue Valley Bestg. Co. Granted assignment of license to H. R. Morris, trustee in bankruptcy. No monetary consideration. Granted Dec. 24.

KPBX Beaumont, Tex.—KPBX Bestg. Co. Granted transfer of control to Joe B. Carrigan, trustee for Laura C. Fitzsimmons and James King Smith, for \$38,568. Granted Dec. 24.



VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

Vulcan Tower Company

PLANT:

Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

OFFICE:

Washington, D. C.
3738 Kanawha St., N. W.,
Phone Emerson 2-8071

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BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO

Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 71)

December 24 Decisions . . .

BY COMMISSION EN BANC

Granted CP

Ozark Bestg. Corp., Ozark, Ala.—Granted CP for new AM to operate on 900 kc 1 kw-D engineering condition.
Sports Kingdom, Weatherford, Tex.—Granted CP for new AM to operate on 1220 kc, 250-w D, engineering condition and subject to Gilbert Webb (one of partners) terminating his employment with KRC Mineral Wells, Tex.
Gap Bestg. Co., Big Stone Gap, Va.—Granted CP for new AM to operate on 1220 kc, 1 kw-D, engineering condition.
KNED McAlester, Okla.—Granted CP to increase power and time of operation from 1 kw-D to 500 w-N, 1 kw-LS, DA-N, unl. on 1150 kc; engineering conditions.

WBRD Fort Lauderdale, Fla.—Granted CP to increase power from 250 w to 1 kw-D, unl. on 1580 kc, with different DA for D and N use; engineering conditions.

KRSC Seattle Wash.—Granted CP to increase D power from 1 to 5 kw.

Change Studio Location

WICC Bridgeport, Conn.—Granted waiver of Sec. 3.30 of rules for mod. license to change location of main studio to site outside city limits.

Advised of Hearing

KCLS Flagstaff, Ariz.—Is being advised that application for CP to increase power from 250 w to 5 kw, change time of operation from unl. to D, change type of trans. and increase height of ant. tower, and change frequency from 1340 to 1360 kc, involves site problem which indicates necessity of hearing.

Franklin County Bestg. Co., Washington, Mo., Edwardsville Bestg. Co., Edwardsville, Mo.—Are being advised that applications for new AM stations to operate on 1260 kc, D only, indicate necessity of hearing because of mutual interference. (Franklin requests power of 500 w and Edwardsville 1 kw.)

Balter Radio & Television Corp., North Bergen, N. J., WLIB New York, N. Y.—Balter is being advised that application for new station to operate on 1220 kc, 250 w-D, DA, indicates necessity of hearing on question of possible interference with WCAU Philadelphia and WFAS White Plains, N. Y., and with WLIB on question of overlap; WLIB also being notified in connection with application to change trans. location to new site which would provide service to Harlem area of New York City. Also denied joint petition of Balter and WLIB requesting waiver of provisions of Standards which prohibits licensing of stations for operation with less than 40 kc separation from another station, if area enclosed by the 25 mv/m contours of two stations overlap.

Change in Facilities

Following stations granted changes in existing facilities:

KTNT Tacoma, Wash.—To change ERP from 10 kw to 20.5 kw; ant. from 425 ft. to 400 ft.; engineering condition.
WSTP-FM Salisbury, N. C.—To change ERP from 21.5 kw to 2.9 kw; engineering condition.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

KOB Albuquerque, N. M.—Granted petition for extension of time to Dec. 24 in which to file reply to American Bestg. Co. Inc.'s motion to clarify, change and enlarge issues in proceeding re KOB application for extension of SSA.

Texas Star Bestg. Co., Dallas, Tex.—Granted petition for extension of time to Dec. 18, in which to file opposition to motion to enlarge issues filed Dec. 3 by KSEO Durant, Okla., in proceeding re application for CP.

By Hearing Examiner Basil P. Cooper

Orange Television Bestg. Co., Tampa, Fla.—Granted petition to amend application for CP for new TV to change type trans. monitors, reduce requested aural ERP from 175 kw to 165 kw and bring up to date ant. gain and trans. line loss figures.

By Hearing Examiner Elizabeth Smith

Cascade Television Co., Portland, Ore.—By memorandum opinion and order granted petition of Dec. 5, and supplemental petition to amend filed on Dec. 17, to reflect changes regarding stockholders, stock transactions, financial plans, etc. (Proposed amendments do

fcc roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH DECEMBER 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	250	164
FM Stations	626	583	57	9	5
TV Stations	120	98	172	989*	242

* Filed since April 14, of which 169 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 52.

Non-Docket Actions . . .

AM GRANTS

Ozark, Ala.—Ozark Bestg. Corp. Granted 900 kc, 1 kw daytime, antenna 245 ft.; engineering condition. Estimated construction cost \$11,600, estimated first year operating cost \$24,000, revenue \$30,000. Principals include Bertram Bank (50 shares), 1/2 owner of WTBC Tuscaloosa, Ala.; W. C. Brown (33 shares), manager of Brown's Pharmacy, Ozark, and 37 others with no more than 5 shares each. Filed Aug. 24, 1951, amended Oct. 17, Nov. 23, 1951, and Oct. 22, 1952; granted Dec. 24.

Weatherford, Tex.—Sports Kingdom. Granted 1220 kc, 250 w daytime, ant. 210 ft.; engineering condition, and subject to Gilbert Webb, 50% partner, terminating his employment with KRC Mineral Wells, Tex., 20 miles from Weatherford, where he is manager of remote studios maintained by KRC in Weatherford. Estimated construction cost \$17,475, first year operating cost \$30,000, revenue \$40,000. Equal (50%) partners are James C. Wright Jr., mayor of City of Weatherford, Tex., and owner of 1/4 interest in National Trades Day Assn. (advertising and promotion), Weatherford, and Gilbert Webb, manager of remote studio maintained in Weatherford by KRC Mineral Wells, Tex. Filed March 4, 1952, amended Nov. 18; granted Dec. 24.

Big Stone Gap, Va.—Gap Bestg. Co. Granted 1220 kc, 1 kw daytime, antenna 210 ft.; engineering condition. Estimated construction cost \$22,525, first year operating cost \$40,000, revenue \$45,000. Principals include W. H. Wren Sr. (20%), chief accountant for State of Virginia Unemployment Compensation Commission, Richmond, Va.; W. H. Wren Jr. (40%), general manager of theatres in Coeburn, Pound and Clint-

not introduce any new stockholders nor cause any substantial change in holdings of respective stockholders which would per se affect control of applicant.)

By Hearing Examiner Elizabeth Smith

Mount Hood Radio & Television Bestg. Corp., Portland, Ore.—Dismissed as moot petition for continuance to Jan. 6, 1953, of hearing in proceeding re application and that of Pioneer Bestrs. Inc., Portland, Ore., for CP's for new TV stations on Ch. 6; hearing has been continued to March 16, 1953.

Portland Television Co., Portland, Ore.—Granted petition for continuance of hearing from Jan. 6, 1953 to Jan. 26, 1953, in proceeding re application et al.—for CP's for new TV stations (Ch. 8).

By Hearing Examiner Annie Neal Hunting

Smith Radio Co., Port Arthur, Tex.—Granted petition to amend application for CP for new TV to show change of residence of partners and to show partners have entered into agreement to purchase KPBB Beaumont, Tex., subject to approval of Commission.

By Hearing Examiner H. B. Hutchison

Wichita Television Corp. Inc., Wichita, Kan.—Granted petition to amend application for CP for new TV to submit resolution adopted by the Board of Directors effecting amendment of bylaws to conform class of stock specified to class specified in articles of incorporation and to show disposition of applicant corporation regarding sale of capital stock which is authorized but not now issued nor subscribed for, etc.

wood, Va., and Jean B. Wren (40%), unemployed for last five years. Filed Jan. 16, 1952, amended Oct. 3; granted Dec. 24.

TRANSFER GRANTS

KROY Sacramento, Calif.—Harmco Inc. Granted transfer of control from Hattie Harm and Clyde F. Coombs to KROY Inc. for \$425,000 for 100% of common stock. Principals in transferee include President C. L. McCarthy (32%), manager of KGO San Francisco; Vice President Adeline Heyer Smith (10%), housewife; Secretary Robert M. Barthold Jr. (10%), account executive for McCann-Erickson, San Francisco; Treasurer John F. Malloy (10%), freelance radio-TV artist, San Mateo, Calif.; George H. Lips (23%), 50% partner in Lips & Miksch, certified public accountants, Fresno, and Eleanor Josephine Fidler (15%), wife of Fred H. Fidler, vice president of J. Walter Thompson, San Francisco office. Granted Dec. 24.

WFOM Marietta, Ga.—Chattahoochee Bestrs. Granted assignment of license to Radio Station WFOM through sale of 1/3 interest in station held by Channing Cope to Albert L. Jones, general manager of WFOM, for \$15,000. Granted Dec. 24.

WARE Ware, Mass.—Donald W. Howe. Granted assignment of license to Central Bestg. Corp. for \$70,000. Sole stockholder in assignee is John B. Poor, partner in Boston (Mass.) law firm of Dalton & Poor, director and member of executive committee of General Teleradio Inc. (which is licensee of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC and TV application for San Francisco, WONS and TV application for Hartford, Conn., KGB San Diego, WEAN Providence and WGTR (FM) Worcester, Mass.), 1/3 stockholder of Paxton Realty Co., Boston, and president of Hope Bestg. Co., Providence, R. I. (applicant for TV station there). Granted Dec. 24.

WTTM Trenton, N. J.—Trent Bestg. Corp. Granted transfer of control from S. Carl Mark to Peoples Bestg. Corp. for \$225,000. Transferee is licensee of WOL-AM-FM Washington, D. C., and WRFD Worthington, Ohio. Granted Dec. 24.

WKMT Kings Mountain, N. C.—Kings Mountain Bestg. Co. Granted assignment of construction permit from Vernon T. Fox, Marshall T. Pack and Auburn C. Hayes to J. C. Greene Jr. and R. H. Whitesides, d/b as Southern Bestg. Co., for \$1,000. Mr. Greene is 50% owner of Interstate Bestg. Co., applicant for new AM station at Greenville, N. C. [FCC Roundup, B.T. April 28, 1952], and Mr. Whitesides is owner of Western Auto Associate Store, Rock Hill, S. C., 60% owner of R. H. Whitesides & Co. (hardware and general merchandise store), Hickory Grove, S. C., and 50% owner of Mother & Daughter Shop (ready-to-wear store), Rock Hill. WKMT was granted CP July 10 [FCC Roundup, B.T. July 14]. Assignment request filed Aug. 21; granted Dec. 24.

KWIN Ashland, Ore.—Rogue Valley Bestg. Co. Granted assignment of license to H. R. Morris, trustee in bankruptcy. No monetary consideration. Granted Dec. 24.

KPBX Beaumont, Tex.—KPBX Bestg. Co. Granted transfer of control to Joe B. Carrigan, trustee for Laura C. Fitzsimmons and James King Smith, for \$38,568. Granted Dec. 24.



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Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

Vulcan Tower Company

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P. O. Box 2467
Phone 54-4441

OFFICE:

Washington, D. C.
3738 Kanawha St., N. W.,
Phone Emerson 2-8071

New Grantees' Commencement Target Dates

(Continued from page 54)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	Bolling
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown
WJTV (TV)	Jackson, Miss.	25	Sept. 11	January	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown
WFAM-TV	Lafayette, Ind.	59	Dec. 23	Unknown
Southland Telecasters, Lake Charles, La.		25	Dec. 18	April-June	Adam Young
KSWO-TV	Lawton, Okla.	7	Dec. 4	April	Taylor
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 24	April 15	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown
KPIK (TV)	Los Angeles	22	Dec. 10	Unknown
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	CBS
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 1	ABC, NBC	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Jan. 1	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	Unknown
KFAZ (TV)	Monroe, La.	43	Dec. 10	April 1
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8
Versluis Radio & Television Inc., Muskegon, Mich.		35	Dec. 23	Unknown
WNAM-TV	Neenah, Wis.	42	Dec. 23	Late Summer	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	Bolling
N. J. Dept. of Education, New Brunswick, N. J.		*19	Dec. 4	Unknown
WKST-TV	New Castle, Pa.	45	Sept. 4	February	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown
Southland Television Inc., Pensacola, Fla.		15	Nov. 13	June	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown
Gallaher, Berry & Woodyard, Pittsburgh, Pa.		47	Dec. 23	Unknown	Headley-Reed
Telecasting Co. of Pittsburgh, Pittsburgh, Pa.		16	Dec. 23	February
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	Avery-Knodel
KWRM-TV	Reno, Nev.	8	Dec. 23	March
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	CBS	H-R Reps
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11	NBC, CBS	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown
WTV (TV)	Rockford, Ill.	39	Sept. 11	Unknown
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	Inter-American
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 22	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Jan. 15	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
Central Texas Television Co., Waco, Tex.		34	Nov. 13	June 1
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18
White Television Co., Wichita Falls, Tex.		22	Nov. 6	April
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAC-TV	Williamsport, Pa.	36	Nov. 13	Unknown
KIMA-TV	Yakima, Wash.	29	Dec. 4	Jan. 1
KIT-TV	Yakima, Wash.	23	Dec. 4	August
WNOW-TV	York, Pa.	49	July 11	April	DuMont
WSBA-TV	York, Pa.	43	July 11	Dec. 21	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1

* Educational permittees.

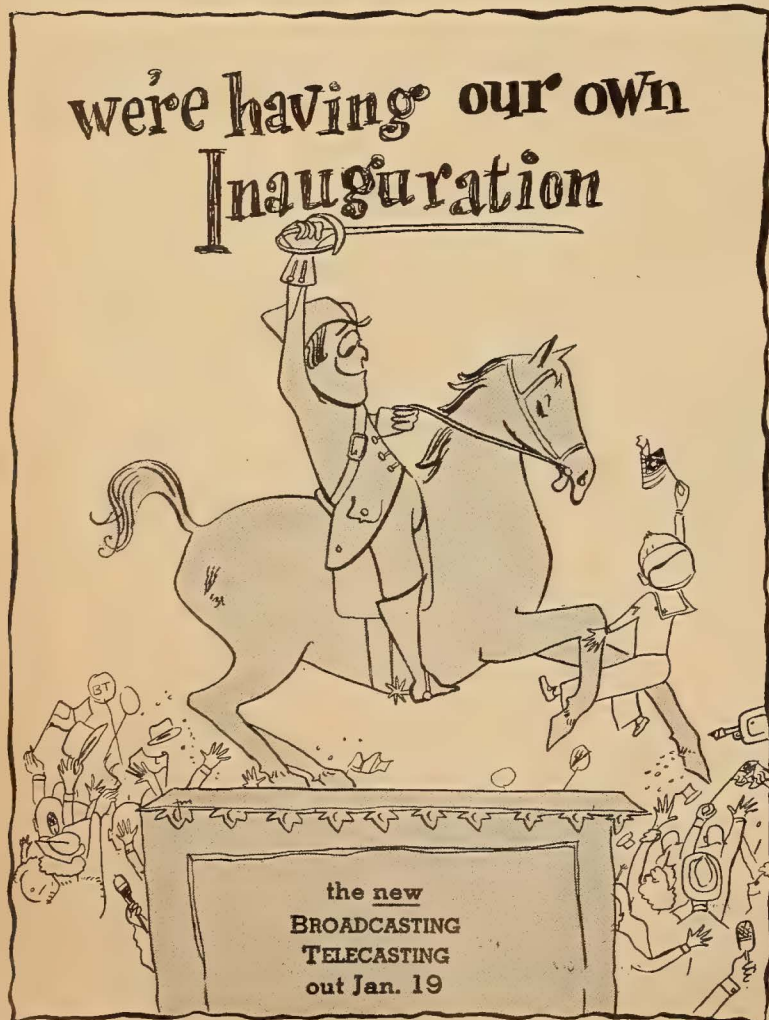
KBTV (TV) RATES

New Card Effective Jan. 15

RATE Card No. 2, effective Jan. 15, has been published by KBTV (TV) Denver, Col., owned and operated by Colorado Television Corp. Class A time runs from \$105 for five minutes to \$350 for one hour; Class B from \$79.75 for five minutes to \$262.50 for one hour; Class C from

\$52.50 for five to \$175 for an hour—all on a 1-to-25 time basis. One-minute or 20-second spot announcements are priced, with same time usage, \$70 for Class A, \$52.50 for Class B and \$35 for Class C.

KBTV, a new video outlet is authorized ERP of 238 kw visual, 119 kw aural, with present interim operation of 24 kw to February 1953. It operates on vhf Ch. 9 (186-192 mc). Joseph Herold is manager.



Political Time

(Continued from page 29)

baccos, and laundry soaps and cleansers also included in the top five categories. But these tables also show a divergence in the two media in that drugs, which rank third among radio network sponsors, fall to seventh place in the TV network list, while automotive advertising, standing ninth among the radio network categories, ranks fifth on the TV networks.

Table IV

Top Ten TV Network Advertisers in October 1952

1. Procter & Gamble Co.	\$1,416,867
2. Colgate-Palmolive-Peet Co.	784,006
3. R. J. Reynolds Tobacco Co.	746,935
4. Lever Brothers Co.	708,164
5. General Motors Corp.	653,110
6. Gillette Co.	558,876
7. American Tobacco Co.	503,765
8. General Foods Corp.	499,800
9. General Mills	445,165
10. Liggett & Myers Tobacco Co.	401,915

UHF Service Speeds

(Continued from page 51)

signed with ABC and DuMont, and it is expected that it will join other networks as well.

Some 10,000 TV sets in the area have already been converted for uhf reception, Mr. Rothensies said.

WSBT-TV received its transmitter, trucked overnight from Camden, at 8:30 a.m. Dec. 20, reported General Manager Robert H. Swintz. At 10 minutes before midnight, Dec. 21, it put a test pattern out over the air, he said. At 12:45 a.m. that night, WSBT-TV programmed a 15-minute live news and weather telecast, Mr. Swintz said.

Regular transmissions began the night of Dec. 22, with an inaugural 7-9:30 p.m. program, Mr. Swintz said. This contained three commercial announcements.

Regular programming continued thereafter, with the following schedule proposed until the end of January when the South Bend station is due to be interconnected for network service, according to Mr. Swintz: Mondays through Fridays, 1-5 p.m., test patterns; 7-9 p.m., programs; Sundays, 3-6 p.m., programs (the first of which was scheduled to be CBS' *Omnibus* yesterday, via kinescope recording).

WSBT-TV Operation

WSBT-TV is operating on uhf Ch. 34, putting out 20 kw from its 484-ft. antenna. One-time, Class A hour rate is \$200, with announcements set for \$40. It is affiliated with CBS and NBC. Of the 35,000 TV sets estimated in its market (picking up Chicago and Kalamazoo signals), some 1,200-1,500 are believed to have been converted for uhf reception.

In Wilkes-Barre, Pa., WBRE-TV received its transmitter at 8 p.m. Dec. 19, according to David M. Baltimore, general manager of the station. It planned to put a

AS TABLE III WORK TIME SALES BY PRODUCT GROUP FOR OCTOBER AND JAN.-OCT. 1952

PRODUCT GROUP	October 1952	Jan.-Oct. 1952	October 1951	Jan.-Oct. 1951
Agriculture & Farming	\$67,162	\$605,116	\$55,267	\$ 540,402
Apparel, Footwear & Access.	40,807	276,488	23,405	542,993
Automotive, Auto. Equip. & Access.	393,545	3,212,647	376,507	3,490,103
Beer & Wine	120,322	1,821,597	202,072	2,838,427
Bldg. Materials, Equip. & Fixtures	91,895	878,681	118,067	1,171,577
Confectionery & Soft Drinks	340,384	4,641,139	490,917	5,109,502
Consumer Services	209,124	1,846,797	236,631	2,309,329
Drugs & Remedies	1,883,973	17,170,647	1,853,707	18,631,385
Entertainment & Amusements	6,090	5,723
Food & Food Products	3,332,611	30,266,268	3,701,193	35,446,392
Gasoline, Lubricants & Other Fuels	370,612	4,359,399	459,279	4,764,823
Horticulture	3,228	113,151	8,557	96,451
Household Equip. & Supplies	778,234	4,238,774	361,902	*2,473,002
Household Furnishings	126,753	1,101,415	84,431	805,090
Industrial Materials	230,528	1,653,395	215,323	1,728,020
Insurance	250,542	2,852,918	289,355	2,677,033
Jewelry, Optical Goods & Cameras	129,322	716,887	91,422	964,763
Office Equip., Writing Supplies & Stationery	65,832	492,945	64,608	518,508
Political	890,117	1,396,406
Publishing & Media	14,136	506,356	28,094	279,712
Radios, TV Sets, Phonographs, Musical Instruments & Access.	147,097	1,332,853	212,199	*2,356,038
Retail Stores & Direct by Mail	3,024	24,462	948	29,234
Smoking Materials	1,292,229	13,361,662	1,854,811	16,975,255
Soaps, Cleansers & Polishes	1,644,743	15,261,812	1,630,888	14,971,029
Toiletries & Toilet Goods	2,341,025	18,981,487	2,136,625	21,837,619
Transportation, Travel & Resorts	62,700	744,384	118,432	1,032,156
Miscellaneous	432,474	4,231,089	355,715	4,132,531
TOTALS	\$15,262,417	\$132,104,865	\$14,970,355	*\$145,745,097

Source: Publishers Information Bureau.

* National political convention programs not included.

Table V

Leading TV Network Advertiser for Each Product Group for October 1952

PRODUCT GROUP	ADVERTISER	TIME COSTS
Apparel, Footwear & Accessories	International Shoe Co.	\$65,869
Automotive, Auto. Access. & Equip.	General Motors Corp.	580,295
Beer, Wine & Liquor	Pabst Brewing Co.	152,720
Bldg. Materials, Equip. & Fixtures	Glidden Co.	46,385
Consumer Services	Arthur Murray School of Dancing	18,072
Confectionery & Soft Drinks	Pepsi Cola Co.	107,520
Drugs & Remedies	American Home Products Corp.	212,195
Entertainment & Amusements	Chicago Bears Football Club	1,425
Food & Food Products	General Foods Corp.	499,800
Gasoline, Lubricants & Other Fuels	Texas Co.	133,725

test pattern on the air tonight or Tuesday, and scheduled to commence commercial operation on Ch. 28 Jan. 1 with a 20 kw signal from 1,223-ft. antenna. Charge for a one hour, one-time Class A program is set at \$250, announcements \$40. Mr. Baltimore estimated that about 20,000 TV sets of the 35,000 in the Wilkes-Barre area were already converted or would be converted for uhf reception by Jan. 1.

'Luigi' Replaced

EFFECTIVE Jan. 5 *The Red Buttons Show* will replace *Life with Luigi*, sponsored by General Foods, Mon., 9:30-10 p.m. on CBS-TV. Benton & Bowles, N. Y., is the agency.

TABLE VI

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1952 COMPARED TO SAME PERIOD 1951

PRODUCT GROUP	October 1952	Jan.-Oct. 1952	October 1951	Jan.-Oct. 1951
Apparel, Footwear & Access.	\$285,810	\$2,477,436	\$403,248	\$2,506,015
Automotive, Auto. Access. Eq'p't.	1,367,216	12,047,242	1,136,347	8,736,798
Beer, Wine & Liquor	438,204	4,634,990	547,473	4,561,934
Bldg. Materials, Equip. & Fixtures	46,385	402,654	4,200	16,090
Confectionery & Soft Drinks	393,630	4,033,916	375,864	2,562,058
Consumer Services	18,072	274,758	30,990	367,552
Drugs & Remedies	716,281	4,561,103	419,113	1,936,992
Entertainment & Amusements	1,425	2,925
Food & Food Products	3,194,483	27,622,720	2,635,342	20,550,804
Gasoline, Lubricants & Other Fuels	318,525	2,953,588	372,227	2,219,459
Horticulture	12,370
Household Equipment	881,264	8,085,247	1,212,324	6,468,592
Household Furnishings	208,424	1,796,187	454,100	2,951,349
Industrial Materials	278,445	3,106,949	155,390	2,288,589
Insurance	60,535	403,273	33,320	322,670
Jewelry, Optical Goods & Cameras	220,876	1,823,490	203,065	1,573,085
Office Equip., Stationery & Writing Supplies	92,655	1,229,110	112,560	525,690
Political	675,658	1,140,959
Publishing & Media	62,494	698,419	70,948	715,206
Radios, TV Sets, Phonographs, Musical Instruments & Access.	268,720	3,327,493	343,740	3,940,276
Retail Stores & Direct by Mail	915,842	187,980	1,712,614
Smoking Materials	2,672,479	23,046,711	1,891,955	13,936,414
Soaps, Cleansers & Polishes	1,956,084	17,185,628	1,403,479	8,343,100
Sporting Goods & Toys	15,058	15,058
Toiletries & Toilet Goods	2,656,161	19,803,811	2,323,803	12,575,402
Miscellaneous	180,202	1,497,075	149,100	1,040,883
TOTAL	\$17,009,086	\$143,098,954	\$14,466,568	\$99,851,572

PRODUCT GROUP	ADVERTISER	TIME COSTS
Household Equipment & Supplies	General Electric Co.	241,740
Household Furnishings	Armstrong Cork Co.	70,275
Industrial Materials	Reynolds Metals Co.	80,430
Insurance	Mutual Benefit, Health & Accident Assn.	35,680
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	61,590
Office Equip., Stationery & Writing Supplies	Hall Brothers	65,520
Political	Stevenson-Sparkman Forum Committee	150,361
Publishing & Media	Curtis Publishing Co.	48,744
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	163,770
Smoking Materials	R. J. Reynolds Tobacco Co.	746,935
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,180,867
Sporting Goods & Toys	Lionel Corp.	15,058
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	623,118
Miscellaneous	Quaker Oats Co.	78,240

'LOOK' AWARDS

Three to 'Show of Shows'

WINNERS of *Look* magazine's third annual TV awards in 12 different categories are being announced today (Monday). For the second year, NBC-TV's *Your Show of Shows* was represented in three awards. The winners:

- Best comedian or comedy team—Lucille Ball and Desi Arnaz (CBS-TV).
- Best dramatic program—Robert Montgomery Presents (NBC-TV).
- Best public affairs program—The political conventions on ABC-TV, CBS-TV, NBC-TV and DuMont TV.
- Best quiz or panel program—*What's My Line?* (CBS-TV).
- Best sports program—*Blue Ribbon Bouts* (CBS-TV).
- Best m. c.—John Daly (CBS-TV).
- Best educational program—*Zoo Parade* (NBC-TV).
- Best news program—*See It Now* (CBS-TV).

Best children's program—*Kukla, Fran & Ollie* (NBC-TV).

Best variety program—*Your Show of Shows* (NBC-TV).

Best producer—Max Liebman of *Your Show of Shows* (NBC-TV).

Best director—Max Liebman.

The magazine polled 1,000 network executives, producers and directors, TV columnists and editors, and agency program directors to select the winner. Judges were limited to network programs on the air between November 1951 and November 1952.

Seven of the awards went to NBC, six to CBS-TV, one to ABC and one to DuMont. Winners are scheduled to receive *Look* award plaques today (Monday) on the *Jerry Mahoney Show* (NBC-TV, 8-8:30 p.m.).



at deadline

WQXR NETWORK TIME FOR SALE

REGIONAL hookup of 17 eastern stations will begin operations New Year's Day as *WQXR Network*, according to announcement made today (Monday) by Elliott M. Sanger, executive vice president of WQXR New York. Most stations of group have been rebroadcasting musical programs and hourly news bulletins from WQXR for past two and half years, but this is first time they have been grouped and offered for sale as network.

Most of network's stations will carry evening programs of WQXR from 6:30 to 11:06 p.m., Monday through Saturday, and 3-11:06 p.m. Sunday, with majority also carrying WQXR's daytime programs when their own local programming does not conflict.

Network is being offered to advertisers with basic and supplementary outlets. Basic Network comprises: WQXR (AM and FM) New York, WHLD-FM Niagara Falls, WFNF (FM) Wethersfield, N. Y., WWBT (FM) South Bristol, N. Y., WHCU-FM Ithaca, WVCN (FM) De Ruyter, N. Y., WVCV (FM) Cherry Valley, N. Y., WFLY (FM) Troy, WHVA (FM) Poughkeepsie, WQAN-FM Utica, WHDL-FM Olean, N. Y. Supplementary stations are: WHFM (FM) Rochester, WFMZ (FM) Allentown, Pa., WBIB (FM) New Haven, WDRC-FM Hartford.

UTP REPORTS SALES UP; TO EXPAND OPERATION

INTRA-ORGANIZATIONAL plans were blueprinted in three-day weekend meeting by United Television Programs officials in Chicago at Ambassador East Hotel. Newly formed company, merging activities of former United Television Programs, Gross-Knasne Productions and Studio Films Inc., claims expansion of sales operation 100% since its formation fortnight ago.

Executives plan additional sales expansion, and worked from Friday through Sunday to "solidify" future production plans. Attending private meeting were Milton Blink, executive vice president of new company and president and co-founder of UTP—Wilson M. Tuttle, president—Gerald King, board chairman and former president and co-founder of UTP—Philip N. Krasne and Jack J. Gross, partners in Gross-Krasne since earlier this year—Ben Frye, vice president in charge of sales, and Sam A. Costello, former president and founder of Studio Films which recently purchased Snader Transcription library.

LAMB CHANGES

EDWARD LAMB radio and television properties last week announced appointments of Karl Nelson as national sales manager, and of Gene Myers as merchandising manager, both effective Jan. 1.

Mr. Nelson, who has been serving as manager of WTOL Toledo, will direct national and regional sales for WTVN (TV) Columbus; WICU (TV) Erie; WMAC (TV), now under construction at Massillon-Canton, and WTOD Toledo; WIKK Erie, and WHOO Orlando.

Mr. Myers formerly served as sales manager of WTAM Cleveland. He will make his headquarters in Columbus.

BMI SCHOLARSHIPS

WINNERS of two BMI music scholarships of \$800 each announced as Alvin L. Epstein, Hartford, and Donald G. Martino, Plainfield, N. J. They were selected as national winners in young composers contest that drew entries from 22 states. William Schumann, president of Julliard School of Music, heads national judging committee, including broadcast, recording educators and orchestral members. Contest also includes awards for instrumental compositions by secondary school and college students. BMI contest conducted in cooperation with 70 prominent musical organizations.

WINCHELL COUNTERSUIT

WALTER WINCHELL, ABC commentator and newspaper columnist, started suit for \$2 million last week against *New York Post*, Mrs. Dorothy Schiff and James A. Wechsler, *Post*'s publisher and editor, respectively. Summons in suit served Tuesday and has been filed with New York State Supreme Court in Manhattan. It does not specify nature of suit, but lists amount Mr. Winchell seeks.

Defendants have 20 days in which to file appearance by counsel. At that time, Mr. Winchell must file his complaint.

Mr. Winchell's suit came six days after *Post*, Mrs. Schiff and Mr. Wechsler filed complaints in two libel suits aggregating \$1,525,000 against Mr. Winchell, Hearst Corp., King Features Syndicate, ABC and Gruen Watch Co. [B•T, Dec. 22]. Complaints charged that Mr. Winchell sought to create impression in his broadcasts and newspaper columns that *Post* and its editors are pro-Communist. Mr. Winchell is represented by Ernest Cuneo and *Post* by former Judge Simon H. Rifkind, both of New York.

RALSTON-PURINA EXPANDS

RALSTON-PURINA's feed division, St. Louis, will expand its sponsorship of transcribed Eddie Arnold show from limited West Coast network to 117 stations Jan. 17, through Brown Radio Productions, same city. Show will be aired Saturdays, 9 to 9:30 p.m. CT with 8 to 8:30 p.m. repeat for West Coast.

STARK CHRISTMAS

CHRISTMAS less than merry was shown Christmas morning on NBC-TV's today, with Dave Garraway introducing film clips of Chicago Skid Row residents. Kling Studios, Chicago, filmed "honestly and without hokum" series of faces and dialogue with people in missions and alleys along Madison St. *Today* presentation, in contrast with traditional carols and fantasies of holiday, showed Skid Row, where "the ghosts of Christmas past and Christmas to come are far more alive and terrible than those that haunt Scrooge in Dicken's 'Christmas Carol,' in words of Fred Niles, Kling vice president in charge of television and motion pictures.

PEOPLE...

HENRY W. LOWE, vice president of William Esty Co., has joined Lennen & Newell as vice president.

APPOINTMENT of WERNER MICHEL as assistant to James L. Caddigan, director of programming and production for DuMont Television Network, announced Wednesday by Mr. Caddigan. Mr. Michel was formerly associate director of radio and television for Kenyon & Eckhardt Inc., New York.

BEN F. HOVEL, former general manager, WSAU Wausau, Wis., appointed to same position WHBL Sheboygan, Wis.; JACK HARVEY, on commercial staff, appointed WHBL commercial manager.

WALTER A. TIBBALS Jr., of radio and television production staff of Batten, Barton, Durstine & Osborn, New York, to agency's Hollywood office as supervisor of television and radio production, effective Jan. 2.

DICK O'DEA, assistant English record librarian at WOV New York and son of station's president, Richard O'Dea, was to compete in Orange Bowl regatta in Miami over weekend with his boat, "Miss WOV."

EDWARD BERMAN, veteran of more than 20 years in sales training and promotion in home appliance field, appointed manager of product information (sales training) for TV receiver division of Allen B. DuMont Labs.

J. SHERWOOD SMITH, chairman of board of Calkins & Holden, Carlock, McClinton & Smith, has accepted chairmanship of Public Information Committee of 1953 Red Cross fund campaign of Greater New York chapters.

VICTOR MACHIN named vice president in charge of sales and general sales manager at Shure Bros., Chicago microphone and acoustic devices manufacturer. He is former assistant general sales manager, and replaces J. A. Berman, now sales representative in southern California.

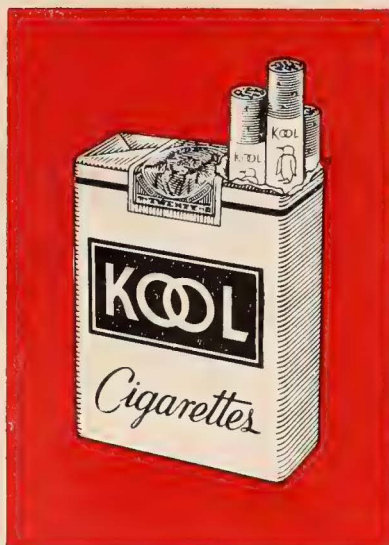
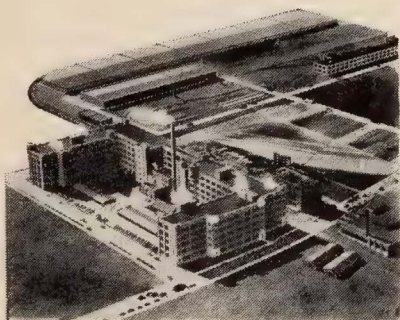
ROBERT F. HALLIGAN promoted to assistant operations manager of Hallicrafters, Chicago, from production control manager.

Dr. ALLEN G. DuMONT, president of Allen B. DuMont Labs., to be guest of honor at annual dinner of Radio, Television & Appliance Div. for State of Israel bonds in New York on Jan. 22.

JOSEPH BECKMAN joins Chicago sales staff of WLW Cincinnati after working for Conde Nast, same city.

CHARLES PHELPS, formerly account executive in NBC radio network sales department, has been appointed assistant night executive officer of NBC. He will be associated with WILLIAM BURKE MILLER, night executive officer, in supervising for management NBC's broadcast operations evenings, weekends and holidays.

DAVID M. CRANDELL, TV director, to N. W. Ayer & Son radio-television department in New York, as supervisor of TV production. RUTH LITTLE, copy staff of John Falkner Arndt & Co., Philadelphia, to Ayer's copy department.



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WCOD
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In Virginia WMBG, WTVR and WCOD are symbols for the best in broadcast entertainment and public service. These Havens & Martin, Inc. Stations were pioneers in serving the rich Virginia market around Richmond. They have built a loyal, responsive audience that comes only with long years of service. Try them and see just how responsive this audience can be for you!



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WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

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