Like meatballs go with spaghetti

That's how profitable advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.
Go where there's GROWTH... GO WHAS!

Both INDUSTRY and GOVERNMENT are spending MORE in Kentucky!

New plant investments in 1951: OVER $1,330,000,000...

Louisville's phenomenal industrial growth is being reflected throughout Kentucky. Since 1951, investments of more than $1,330,000,000 for expansions and new plants have been announced... of which approximately one billion dollars is being spent outside the Metropolitan Louisville area.

An increase in per-capita spending by the STATE:
13.7% ABOVE NATIONAL AVERAGE...

In step with the tremendous industrial growth of Kentucky is the State's improvement spending. Kentucky's increased rate of spending tops the U.S. average by a healthy margin. From 1949 to 1951 Kentucky's per-capita expenditures for all purposes increased 13.7% more than the national increase for the same period.

Go WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS... seven days a week; morning, afternoon and night!

As in Farm, Sports and News programs, WHAS-produced folk music shows have greater listenership than programs presented at the same time by all other Kentucky stations combined.

The WHAS Market
105 Kentucky counties
25 Indiana counties

Associated with the Courier-Journal—Louisville Times • Victor A. Sholis, Director • Neil D. Cline, Sales Director
At WWJ, The World's First Radio Station, we believe in setting rates and sticking to them.

**Down through the years** our rates have been set—and adjusted as factors warranted—to reflect honest appraisals of WWJ's accepted value in America's great fifth market.

If **new trends** and influences disturb this market or WWJ's value, a new rate card will be published and enforced.

For **32 years**, WWJ management has been interested in strengthening radio through sound business practices. Along with other forthright builders of broadcasting, we have always dealt on top of the table.

We intend to keep on dealing that way.

---

**THE WORLD'S FIRST RADIO STATION**  
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

---

<table>
<thead>
<tr>
<th>WWJ 950 KC 5 KW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Full Time Established August 20, 1920</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WWJ-FM 97.1 MC 10.5 KW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Full Time Established May 9, 1941</td>
</tr>
</tbody>
</table>

**General Manager**—Edwin K. Wheeler  
**Station Manager**—Don DeGroot  
**National Sales Manager**—Wendell Parmelee

**NATIONAL REPRESENTATIVE**—GEORGE P. HOLLINGBERY COMPANY

---

**nobody buys**  
**WWJ for less,**  
**... nobody**  
**pays more.**
Delawareans do know their State Police, thanks to an exciting weekly program, seen on WDEL-TV at 10:30 p.m. Monday nights. Purpose of the program is to supply the citizens of Delaware with first-hand information about the work of the State Police, and to demonstrate the efficient way in which that work is performed.

On a recent Monday night, WDEL-TV's Jim Adshead submitted to a lie-detector test, administered by Lt. C. C. Seitz, of the Delaware State Police, while Col. Harry L. Shew and Maj. Carl Schnetter watched with interest. Another recent telecast featured Lt. William H. Horney, in an exhibit of firearms; and Trooper First Class Linden F. Ballance, in a realistic firearms demonstration.

"Your State Police" is one of a number of stimulating public-service programs presented by WDEL-TV as a contribution to better community understanding.

WDELP TV
Wilmington, Delaware
A STEINMAN STATION

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
FCC SPENT hours last Thursday discussing ABC-United Paramount severance case petition, seeking prompt action on merger of network and theatre chain, with prospects of action this week. Commission is concerned about reduction of competition if ABC can't stand financial gauntlet, as well as situation confronting some 300 affiliates of network [B&T, June 30]. FCC may not go all way requested, but it's good guess that substantial relief will be granted.

WITHIN NEXT FORTNIGHT announcement will be made of appointment of Charles R. Denny to new position of responsibility in NBC. This will constitute second phase of "integration" reorganization, first of which was naming of vice presidents Pat Weaver and Frank White in charge of radio and TV network operations. While President Joseph H. McConnell hasn't indicated precise status of Mr. Denny it's deduced it will be top-level in non-network field, embracing owned and operated stations and spot sales in both radio and TV.

AFTER THREE years of TV, Chevrolet is planning return to large scale spot radio (transcribed). One of first spot users in early thirties, Chevrolet reportedly has found it isn't reaching important hinterland markets, and that this year, for first time in many, it has lost first place in small car field to Ford (which uses extensive radio). Agency: Campbell-Ewald, Detroit and New York.

IN FURTHERANCE of plan to acquire key station in Los Angeles, NBC financial Vice President Joseph Heffernan left late last week for Los Angeles, and will be joined there early next month by NBC President Joseph H. McConnell. It's open secret [B&T, June 30] that network seeks to purchase an existing outlet, now that it has lost KOA Denver, subject to customary FCC approval. Negotiations are indicated with KFI, present NBC affiliate, independent KMPC, owned by Richards estate, and KFWB, owned by Harry Mainsilh. Past negotiations with KFI and KMPC have fumbled on price. At one time Earle Anthony placed an $8,000,000 tag on KFI, but that was TV. Discussions concerning KMPC, it's said, have hovered around million mark.

NEGOTIATIONS under way for Muzak, wired radio firm, to enter "freebie" broadcast field of functional music through purchase of Air Music Inc., New York, from Linton Wells for price unofficially estimated at $500,000. Air Music provides music for stores, restaurants, etc., via broadcasts by WGHF (FM) New York.

STEPS have been taken toward lifting "freeze" of AM processing lines at FCC, which have seen many routine cases bogged down for months-on-end. Evidenced during last fortnight is vast improvement in rate of

![At Deadline]

WOR-TV GOES ALL-NIGHT; SUTHERLAND TO TELERADIO

IN SECOND departure from "standard" programming concept under new ownership by General Tire & Rubber Co., WOR-TV New York announced Thursday it will inaugurate all-night live programming on six-nights-a-week basis, effective July 19.

Variety program, built around name disc jockey yet to be selected, will start at 11:30 p.m. Monday through Saturday, running till 5 a.m. Monday through Friday and till 6 a.m. Saturdays.

Meanwhile, General Teleradio Inc. - which consists of all of General Tire's radio-TV properties, including WOR and WOR-TV, Yankee and Don Lee networks, and majority of Mutual stock - officially announced Thursday it had retained John Sutherland, head of John Sutherland Productions, as consultant on TV films [B&T, June 30]. Details of his assignment were not disclosed, but it has been assumed he will figure prominently in new television program and sales organization being developed by General Teleradio under name of General Telecasting System. Other clients of Mr. Sutherland, veteran producer and writer, include General Electric Co., National Carbon Co., and AT&T.

CONVENTION SCHEDULE

SCHEDULES of network radio and TV pickups from Republican convention floor this week were firming up Thursday, with all networks reporting they will carry daily broadcasts and telecasts starting at 12:30 p.m. and extending at least to 11 p.m. and starting again at 1:30 p.m. and running to 11 p.m. or later. To protect against delays in convening of sessions, networks are planning special shows to "fill in" as necessary, in addition to other special political programs spotted throughout day and evening. Convention opens today (Monday) in Chicago.

RCA TV TRANSMITTERS

TWO NEW UHF transmitters added to RCA Victor Division's television equipment line. They have full frequency range and output ratings of 5 kw and 60 kw, giving RCA a full range up to 1000 kw, according to T. A. Smith, assistant manager. The new models employ Klystron power-amplifier tubes and are housed in vertical panel cabinets with roll-back doors. Styling matches related RCA equipment. RCA also announced new 50 kw high-gain high-power UHF antenna capable of boosting 50 kw input to provide 1000 kw ERP.

WPAT RATES UP

ADVERTISING rates of WPAT Paterson, N. J., increased approximately 15% on average throughout broadcast day in rate card effective July 7. No increase made in rates for spot announcement. D. J. Wright, executive vice president, said increases are due to rapid audience growth. He said station business was up 36% for first five months of 1952.

BUSINESS BRIEFLY

JOINT TV SHOW - Hamilton Watch Co. and International Silver Co. to sponsor TV program, "Jewelry's Showcase," beginning about Oct. 1 on selected key market stations, coast-to-coast. Firms will alternate as sponsor of 39-week series, which will comprise drama, mystery and comedy films. Spot placement permits best possible evening time, sponsors believe. Agencies, BBDO for Hamilton and Young & Rubicam for International.

CHEMICAL SPOTS - American Cyanamid Co., N. Y. (tobacco plant spray) planning extensive spot radio campaign starting in October in tobacco areas (Ky., N. C.). Agency, Hayard Agency, N. Y.

FLUFFO RADIO - Procter & Gamble Co., Cincinnati (Fluffo) considering spot radio series starting mid-July in Southwest and Southeast. Agency, Compton Adv., N. Y.

COLGATE TEST - Colgate-Palmolive-Peet Co., Jersey City, will use spot radio test for new product. Agency, Sherman & Marquette, N. Y.

ETHYL ON NBC-TV - Ethyl Corp., N. Y., sponsoring Ask Me Another, Louis G. Cowan Inc. package, on NBC-TV, Thurs., 10:30-11 p.m., as of July 3. Agency, BBDO, N. Y.


EMERSON NAMES AGENCY - Emerson Drug Co. (Bromo Seltzer), names Lennen & Mitchell, N. Y., to handle its advertising effective as soon as arrangements can be made. BBDO had serviced account, which is estimated at $2 million, including radio and TV.

TWO-TV HOMES

SURVEY measuring extent of multiple-TV-set ownership in metropolitan New York, conducted by Pulse Inc. in 1,000 TV homes in 12-county area, indicated 158,700 families in New York area own more than one set, accounting for 44.4% of total viewing group, Pulse Director Sydney Roslow reported Thursday. In addition, it was said, 334,770 families (94.4% of all those with TV) have bought second set but no longer possess original model.

DEFINE 'BROADCASTING'

REDEFINITION of the meaning of "broadcasting" to bar subscription radio or TV was promised in next session by Rep. Carl Hinshaw (R-Calif.) during discussion of conference report by House last Wednesday. Referring to Phonovision and other types of subscription TV, as well as Muzak radio "pig-squeal" operation proposed before war, Mr. Hinshaw said his bill would class such services as common carrier or "contract service of some sort."
PROGRESS in TV programming shown in last six months by second survey of Parish Council of Catholic Women, St. James Catholic Church, Falls Church, Va. Original survey last winter was critical of programming. New data show parents consider children’s programming improved—partly because of change of hour of showing, and educational value. Parents requested further improvements, including less shooting and violence in child viewing hours; move of late high-brow-up programs earlier, and more dramas based on history, books, plays; “decenter” costumes; elimination of suggestive dialogue and dances; good movies that are both entertaining and educational. Of the 12 programs that reached top ranking, NBC was rated as educational by at least 70% of parents.

RENEWALS GRANTED

SIXTEEN TV stations and 72 AM stations granted license renewal by FCC Thursday:

WAVE-TV and WHAS-TV Louisville, WDEL-TV Wilmington, WJAC-TV Johnstown, Pa., all conditioned on channel changes required under final stipulations of Sixth Report (147, April 14). WFAA-TV Dallas: WBAP-TV Fort Worth: WICU (TV) Erie, Pa. (Grant was renewed for two year extension): KFRC-TV Houston; KRIS-TV Dallas; WFTV (TV) Orlando; KTVF (TV) Fairbanks, Alaska; KDKA (TV) Pittsburgh; WJW-TV (TV) and WOAI-TV San Antonio; WFMB-TV Indianapolis; WABX-TV Nashua, N. H.


FOR UPCOMINGS, please see page 9.

BUY ALASKAN GROUP

THREE MORE national advertisers buying participation in local programs of all six stations of Alaska Broadcasting System. They are: Warner-Hudnut Corp. through Kenyon & Eckhardt, New York; National Milk Processors Inc. (Med-O-Milk), Chicago, through John W. Shaw Adv., Chicago; and Monarch Wine Co. (Manischewitz wine), Brooklyn, through Don-ahue & Coe, N. Y.

at deadline

SECOND TV SURVEY SHOWS PROGRESS SINCE CODE

In this Issue—

CBS Radio affiliates at mass meeting in New York demand return to nighttime radio network rates preceding 10% cut of a year ago, an increase in day-time rates, an end to under-the-table selling and restoration of “respectability” in network business. Upholded of the meeting is at least a staving-off of rate reductions proposed by CBS. Page 28

MORE than $157 million worth (construction cost alone) of TV station applications are on file with FCC, as Commission begins processing requests in priority cities. B-T analysis shows average station will spend $373,595 on construction, $225,650 for first year’s operations, and expects to take in $136,200 revenue in first year. Page 61. For complete index to all new applications filed last week, see page 62.

CONGRESS passes McFarland Bill, first major overhaul of the Communications Act of 1934, after Senate- House conferences iron out differences. One major casualty in conference was House provision that sale of broadcast frequencies be subject to a Federal Communications Commission’s finding that the sale would give broadcasters immunity from libel in political speeches. Page 57.

THE Republican National Convention will be on the air today with full-scale radio and television coverage. It’s an extreme contrast to the suppression of both media last week at the sessions of the GOP National Committee where pre-Taft committee members voted in a bloc to let reporters in but keep radio and television out. Page 55.

FCC delays effective date of its controversial rebroadcast rule to Aug. 50, and there’s a chance that oral argument or hearing will be held. If the FCC opens up a discussion, it’s in for some hot testimony. Opponents of the rule call it legalized larceny and intend to fight it to the finish. Page 59.

STEEL strike, if prolonged, may put a crimp in construction of new television stations. Page 30.

Information Please, in its new television form, is in Review. Page 28.

It’s been a week since the government relaxed its ban on color television production, but nothing has happened since. Nobody has applied for authority to turn out color equipment for mass use. Page 61.

Upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BAB Sales Clinic, Detroit
July 16: BAB Sales Clinic, Cleveland.

(Other Upcomings, page 16)

Closed Circuit

(Continued from page 5)

determination of many non-hearing cases. Heretofore, there have been only two staffers on AM list; now there are 8 to 10. Question is whether pace can be maintained in view of crush of TV work.

SHORTLY to be announced will be sale of KERO Bakersfield, Calif., by Paul R. Bartlett to three young executives of station plus local citizens, for approximately $110,000. Controlling shareholders are Albert R. De Young, 32-year-old general manager who acquires 51%; Ed Uren, 26, commercial manager, 10%, and Ken Croes, 21, program director, 5%. Station operates on 1120 kc with 256 w and is NBC. M. Baird will concentrate on direction of his 50 kw KFRE Fresno. Both stations have filed for TV.

IN WORKS AT NBC is appointment of Bob Leder, radio sales manager, NBC National Spot Sales Dept., as station manager of WBNC New York, with Dick Pack stepping up from program manager. F. Colman for temporary extension; at WBN -TV New York, both serving under Ted Cott, who continues as vice president in charge of both stations. Appointments not yet firm because, involving creation of new posts, they must be approved by NBC board.

SUBJECT of upcoming United States News & World Report interview feature will be William S. Paley, CBS board chairman, who has just completed 18 month high-level government duty as chairman of President’s Materials Policy Board, to give broadened views for Europe July 11 until after Labor Day. He’s among those present at GOP convention in Chicago.

WHEN WALTER T. SHIRLEY, commissioner of commerce of New York City and also NYC motion picture and television coordinator, speaks Wednesday at a fourth anniversary luncheon meeting of national television film council at New York’s Warwick Hotel, he is expected to report on discussions he has had with TV film committee headed by James Sauter, president of USO Camp Shows, pursuant to establishing New York studio, presumably city-owned, to be used jointly by various TV film companies.

SPELLED OUT during Senate Appropriations Committee hearings on Voice of America fiscal ’53 budget is desire of Dr. Wilson Compton, International Information Administration, to transfer much of Voice programming to strategic areas overseas, with greater stress on use of local facilities. This may prove substitute for construction of new foreign relay stations, but it’s at basis of Dr. Compton’s plea for strengthening of IIA’s overseas field staff, as alternative to expensive facility expansion.

NEW CODE SUBSCRIBER

KMTV (TV) Omaha last week subscribed to the NARTB Television Code, becoming the 91st station subscriber.

FOOTBALL SERIES

RCA Recorded Program Services announced Friday availability of Touchdown Tips With Sam Hayes for 1952 football season starting Sept. 12. Twenty-five radio stations have requested options for series.

for more AT DEADLINE see page 96

BROADCASTING  •  Telecasting
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

AMERICAN RADIO SALUTES SEARS ROEBUCK AND CO. SERVING THE PEOPLE OF SPOKANE AND THE INLAND EMPIRE OVER KXLY

EACH STAR DENOTES FIVE YEARS OF CONTINUOUS RADIO SPONSORSHIP IN THE PUBLIC INTEREST

RESULTFUL ADVERTISING on the XL Stations Pays Big Dividends Continuously.

The XL Stations

KXLY
PORTLAND

SPOKANE

KXLF
BUTTE

KXLL
MISSOULA

KXLL
HELENA

KXLK
Great Falls

KXLQ
BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
350 North Michigan
The Walker Company
To a sponsor’s wife who doesn’t “know a thing about advertising, but…”

Darling, when you throw a party you know just where to look to rent a canopy (under “Tents,” of course). Mr. Billingsley’s electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You wouldn’t be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you’re in there quick telling him to advertise only in the big cities, that’s the time for you to samba back to Tiffany’s.

Because, doll, big city markets exclude Iowa and that’s unhealthy for your husband’s business, whether he makes money bags or publishes text books. The nation’s best customers grow on Iowa farms. In 72 of Iowa’s 99 counties, farm families spend at least 50% more money than the national average. That’s the heaviest concentration of big-spending farm counties in the U. S. And, in the hook department, Iowa’s literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state’s $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We’re just trying to help you make it easy for Papa.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1023

IN THIS BROADCASTING

Agency Beat
Alcfersars
Allied Arts
Editorial
FCC Actions
FCC Roundup
Feature of Week
Film Report
Front Office
New Business
On All Accounts
Open Mike
Our Respects to
Programs, Promotion, Premiums
Strictly Business
Teletext
Upcoming

WASHINGTON HEADQUARTERS

SOL TAIHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl N. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Breen, Assignment Editor. Lawrence Christopher, Technical Editor. STAFF: Harold Hopkins, John H. Korn, Patricia Kiefer, John Osborne, Keith Trantow. EDITORIAL ASSISTANTS: Rick McDonald, Don Moritz, John S. Henry, Hilda Toler, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Wills R. Levy, Sales Manager; George L. Dant, Advertising Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schall, Ernest orto, Joan Sheen, Emmy Lou Reiner; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Kunice Weston, Assistant Auditor.

CIRCULATION AND READERS’ SERVICE: JOHN P. COSgroVE, Manager; Doris J. Bocshing, Ruth D. Bert, Ernest Kanelopoulos, Elwood M. Cree, Edward McDonald.

NEW YORK BUREAU
488 Madison Ave., Zone 32. Phone 4-3555; EDITORIAL: Rufus Crater, New York Editor; Florence Shatt, Agency Editor; Dorothy Muntner, William Rohrb, Liz Thackston. Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor N. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. Phone 4-6136; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 38. Phone 818-811; David Glickman, West Coast Manager; Marjorie Ann Thomas.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.
Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: 50¢ per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING or TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses. All advertising published in this issue is subject to publication in the BROADCASTING Week of October 4, 1952.

Copyright 1952 by Broadcasting Publications, Inc.
More people listen to WTMJ throughout the day and night than any other radio station.

Listener loyalty is traceable to 30 years of intense local programming, extensive news reporting, NBC shows and outstanding service to the community.

Advertisers' loyalty is proved by renewal orders from America's leading food, drug, automotive, appliance, beverage, farm and other accounts.

Phone or write your Henry I. Christal representative. He is armed with facts and figures to show you how and why WTMJ dominates in Milwaukee and Wisconsin.

WTMJ
THE MILWAUKEE JOURNAL RADIO STATION
5,000 WATTS • 620 KC • NBC

Represented by
THE HENRY I. CHRISTAL CO.
New York • Chicago
the beginning of an era...

on its 30th anniversary of broadcasting,

WCAU

dedicated the world's most complete radio and television stations
On its 30th anniversary of broadcasting, WCAU opened the doors of its great new radio and television center with the finest facilities in the world. Here is the ultimate in electronic achievement, which will result in great advancements in the programming of news, entertainment, education, and service to the community.

There's everything at hand to increase our ability to produce the best local programs in Philadelphia and to further our reputation for creating shows for the CBS network.

We could not dedicate such a building without considering the responsibility it presents. Ours is a powerful voice ... and ours is the precious American heritage of free speech. Both must be carefully safeguarded. Therefore, this great building is dedicated to the people in this area that we serve, with the pledge that WCAU and WCAU-TV will always be "Speaking for Freedom."
"Good Neighbor Policy"

Remember one time when I wrote a column about the old loose-stone wall that separated Easy Roberts’ property from Handy Peterson’s?

That was at the time they decided they really didn’t need the wall between them in the first place—so they simply stopped repairing it.

Now I hear where a fellow, who bought the old Johnson place, wants to buy all those stones. It seems he figures a stone wall is just exactly what’s needed on his property.

From where I sit, if that fellow wants to build himself a stone wall, that’s his business. But if it’s not really serving any useful purpose he may sooner or later discover—just like Handy and Easy did—that he’d be just as well off without one. Even some old-fashioned walls of prejudice are disappearing—like those that would deny a person’s right to a friendly glass of beer now and then. Most Americans are learning that “walls” can get in the way of the persons inside as well as the persons outside.

Joe Marsh

Middle Initials

EDITOR: I am convinced your book has 100% readership in the industry, and I found out the hard way. Friends from all over the United States have called and written, asking about my connection with the Liberty Reorganization Committee. How can we make it plain that I am William E. Ware, while the chairman of Liberty’s Reorganization Committee is William A. Ware, a newcomer to radio. I have enough troubles as it is without taking credit for all the Liberty Broadcasting System’s worries.

William E. (Bill) Ware
President
KSTL St. Louis

[EDITOR’S NOTE: Though B-T correctly named the chairman of the reorganization committee as William A. Ware in a June 16 story, it is glad to emphasize that he is not the veteran broadcaster William E. Ware, who operates an independent station.]

Lord’s Word

EDITOR: I notice from your article on the House of Commons authorization for introduction of commercial television into Great Britain, B.T., June 16) which I thought was an excellent summary of the affair as far as it had gone, that you have gotten hold of some out of date figures for the present number of TV licenses in Great Britain. You gave 500,000. The latest figure is 1,457,000.

T. O. Beachcroft
Chief Publicity Officer,
Overseas
British Broadcasting Corp.
London

[EDITOR’S NOTE: The 500,000 TV set figure was taken from the official report of the debate over commercial television in the House of Lords May 26 which quotes Lord Silkin: “It is an important debate because there are no fewer than 12 million radio listeners and something like 500,000 subscribers to television.”]

Pill To Swallow

EDITOR: We operate two local independent stations. They are independent because there are only three or four cities that the major [radio] networks consider of importance in Missouri. There are about 22 communities in Missouri being served by the unaffiliated stations. Insofar as I know there isn’t a one of these local unaffiliated stations that is for sale, which would lead one to believe they are serving a purpose and will survive, and the trend seems to be toward more such stations.

How can a network hope to grow or to maintain its rates if it does not expand its programming to the stations that have an ever increasing number of the listeners it once enjoyed?...

My diagnosis of the illness is that the networks are hardening in their shells, and the prescrption that would most likely bring about a cure and well-being calls for a concentrated effort that there be not a single community in these United States that is being served solely by an unaffiliated station. That will put new coverage and listeners in the old coverage maps, something the timebuyer can’t overlook. Spot is the only answer the timebuyer has today, if he is to use radio to reach the many people in the many communities served by [only] the local unaffiliated stations...

L. C. McKenney
Manager
KDOM Carthage, Mo.

Circulation Note

EDITOR: . . . The setting [of picture below] is the Munich studio building of Radio Free Europe from where the Czech, Slovak, Hungarian and Polish broadcasts of Radio Free Europe originate. [The picture shows a Czech actress reading your fine publication. No plant, this. Honest!]

Alton Kastner
Radio-Television Director
Crusade for Freedom
New York

No Bargain

EDITOR: Your good book carries the implication in a story this week [June 30] that we are going to build a TV station for $88,000. As we have heard from several of your (Continued on page 16)
Furnace "J", the seventh blast furnace at Lackawanna Plant, is over 105 feet high. Its construction took 6000 tons of steel plates, shapes and castings. A turbo-blower supplies the 100,000 cubic feet of air per minute needed for the blast.

Furnace "J" was lighted-off by Jule Wunsch, secretary to Plant General Manager Edmund F. Martin.

Furnace "J" Is Lighted-Off

The towering blast furnaces that process iron ore into pig iron symbolize the giant scale of steelmaking equipment and operations. Lighting-off a new blast furnace can be as impressive an event as launching a ship. But instead of the traditional bottle of champagne, the sponsor uses a blazing torch to start the big unit off on its career.

The torch sets fire to kindling wood at the bottom of the furnace. The burning wood ignites the coke that fills the lower part of the vast interior. The intense heat of the burning coke begins to melt the layers of iron ore and limestone that are piled above the coke, filling the remainder of the furnace. In about 24 hours the first iron is ready to be tapped.

Early this spring a new blast furnace, part of Bethlehem Steel's expansion program, was started up at our Lackawanna Plant, near Buffalo. The new furnace is known to men at the plant as Furnace "J". Its 29-foot-diameter interior makes it one of the largest in the world.

Bethlehem engineers expect this furnace to produce 600,000 tons of pig iron a year, perhaps more. The molten iron it produces is hauled away in "hot-metal" cars to open-hearth furnaces where it is refined into steel.
Sam, here, is a fun-loving sport, but he’s not a very smart bird. It’s often while he’s hiding by sticking his head in the sand that the plumage on his derrier is plucked for somebody’s hat.

Some advertisers, who have failed to recognize consumer resistance as no more than a healthy return to “Buyer’s Market” conditions have yanked in their schedules . . . only to find their times occupied immediately by competitors, or others.

It’s a time to woo the wily consumer with increased schedules . . . persuasive copy and strong media . . . such as the best cost-per-thousand buy in Oklahoma City . . . KOMA . . . the only 50kw CBS outlet in Oklahoma, soon to serve you from a brand new quarter-million dollar studio facility.
JENNETH E. RUNYON named research director, Gardner Adv., St. Louis.

SIMON COSTA, GEORGE MOSES, PETER TOUART and HAROLD ILSEN elected vice presidents, BBDO, N. Y.

ROBERT THOMPSON, J. Walter Thompson Co., N. Y., to Benton & Bowles, same city, on publicity-promotion staff.

ROBERT F. HUSSEY, assistant media director in charge of planning at Foote, Cone & Belding, Chicago, elected vice president and media director. He succeeds H. R. VAN GUNTEN, who retired last week.

F. BOURNE RUTRAUFT, vice president of Rutrauf & Ryan, N. Y., elected to directorate of Adv. Council as agency representative.


WILLIAM HURST, radio-TV department, BBDO, Hollywood, father of girl, Sally, June 25.

HOLLAND HOLLAND & GOWSELL, Omaha, Neb., relocate at 331 Aquila Court Bldg., same city. Telephone is Atlantic 4576.

SIDNEY BURKE, West Marquis Inc., L. A., elected president of Art Directors Club of that city. Named first and second vice presidents, respectively, were FRED J. KAPLAN, Dan B. Miner Co., and TOM RYAN, free lance. HUGO HAMMER, Dozier, Graham, Eastman Co., is new secretary and GEORGE LABADIE, Erwin, Wasey & Co., treasurer.

book reviews . . .


DEVELOPMENT of the U. S. through the 19th Century and midway into the 20th is traced in this richly produced volume, prepared in connection with DuPont's 150th anniversary July 18. Emphasis, of course, is given to the company's role in the nation's economic, social, industrial and military progress. Distribution is primarily to employees and stockholders.

Described as "a book without an author," it is extensively illustrated with old prints as well as color photographs. Material covering the 1920s includes entrance of radio in the American scene, with use of pyralin in radio dials and panels emphasized. A photo of an early radio scene is captioned, "Radio brought women closer to world events, brought advertisers closer to women, especially when 'soap operas' became the rage." DuPont has long sponsored Cavalcades of America on NBC.


"THE PIECES . . . amount to a string of quick snapshots taken of the American situation from various angles—political, moral, psychological, and otherwise—over the last couple of frantic years, in which commentators had to pretend they were not so confused as Senators. . . ." Thus, in the author's own words, Eric Sevareid, CBS Radio Washington commentator and author, points up his latest "footnotes to the history of our times." Book, to be published July 21, is made up of radio broadcasts on great issues of the day which are subdivided into "The State of the Union"; "Cross Country"; "The State of the World"; "War"; "Politics and Politicians"; "Loyalty and Civil Rights"; "The Man" and "The Pundits."


THIS is one of a series of studies published by the United Nations Educational, Scientific and Cultural Organization (UNESCO), dealing with the principal media of mass communication.

The book seeks to present an objective, world-wide survey of news films as they are today, and of the problems they raise—from the production of the actual newscasts, to their projection on the screen.

It touches on world television, saying that its seems probable that in the fairly immediate future, telecast programs will be universally available.

REPORT CARDS ARE OUT...

WMBD GRADUATES WITH HONOR

<table>
<thead>
<tr>
<th>Subject</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOPER*</td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>60.1%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>55.3%</td>
</tr>
<tr>
<td>Evening</td>
<td>49.6%</td>
</tr>
</tbody>
</table>

WMBD's share of audience, which averages 50%, insures the maximum number of listening impressions per dollar in the Peoria area. If it's listeners you're looking for—WMBD is at the head of the class.

"C. E. Hooper"
Dec., '51 through Apr., '52

See Free & Peters . . .

AMERICAN TELECASTING
FIRST in the Heart of Illinois
CBS Radio Network
5000 Watts

July 7, 1952 • Page 15
Open Mike
(Continued from page 12)

Readers inquiring how this is done, I feel that the matter should be cleared up...

The $88,000 is estimated cost of a few small items of equipment, installation expenses, etc.

We already have on hand two studio camera chains, two film chains, tower, building, and almost all of the other items. Our total investment will be about the same as the average for other applicants proposing to use a 5 kw transmitter and complete studio facilities, and is unfortunately several times the $88,000 figure you have implied we propose to spend.

Sorry, but we simply do not have the answer to a cheap way to get into TV.

J. B. Fuqua
President
WJBF Augusta, Ga.

[EDITOR'S NOTE: Though the story pointed out that the $88,000 did not include several "major items of equipment" which were already on hand we are glad to publish Mr. Fuqua's amplification.]

Quick Thaw
EDITOR:
Re your "New Business" [B* T, June 23]:

Let us be the first to admit that Howdy Doody is a fine program, but someone ought to let International Shoe know that just isn't 126 [TV] stations to play on.

James M. Orchard
TV Sales & Service
Paramount Television Productions Inc.
New York

[EDITOR'S NOTE: The International Shoe is on another foot; namely, an editing printer.]


---

LOCAL NEWS

TWO NEWS EDITORS WORK FULL TIME TO KEEP CENTRAL FLORIDA INFORMED

NEWS EDITORS
FORREST CLARK
and
JACK FREEMAN

Process & Write this Audience Building News -- Staff Announcers Report "SEVEN" times daily.

LOCAL NEWS

5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

“FLORIDA’S SWEET MUSIC STATION”

LOCAL NEWS

UPCOMING

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BABA Sales Clinic, Detroit.
July 15: BABA Sales Clinic, Cleveland.
July 16: BABA Sales Clinic, Indianapolis.
July 21: BABA Sales Clinic, Chicago.
July 23: BABA Sales Clinic, Milwaukee.
July 25: BABA Sales Clinic, Minneapolis.
July 25: BABA Sales Clinic, Denver.
July 25: BABA Sales Clinic, Salt Lake City.
Aug. 14: BABA Sales Clinic, Dallas.
Aug. 15: BABA Sales Clinic, San Antonio.
Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.
Aug. 20: BABA Sales Clinic, Houston.
Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
Aug. 25: BABA Sales Clinic, Miami.
Aug. 26-27: NARTB District 13, Hotel Duluth, Duluth, Minn.
Aug. 27: BABA Sales Clinic, Winston-Salem.
Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.
Sept. 4-5: NARTB District 13, Hotel Mark Hopkins, San Francisco.
Sept. 5: BABA Sales Clinic, Cincinnati.
Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.
Sept. 10: BABA Sales Clinic, Louisville.
Sept. 11-12: NARTB District 14, Cosmopolitan Hotel, Denver.
Sept. 13: BABA Sales Clinic, Nashville.
Sept. 15: BABA Sales Clinic, Little Rock.
Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.
Sept. 17: BABA Sales Clinic, Birmingham.
Sept. 19: BABA Sales Clinic, Atlanta.
Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.
Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.
Sept. 23-25: NARTB District 9, Hotel Punkintun, Milwaukee.
Oct. 8-9: NARTB District 6, Hotel Carolina, Pinehurst, N. C.
Oct. 8-7: NARTB District 5, Hotel Biltmore, Atlanta.
Oct. 8-9: NARTB District 6, Hotel Pebbley, Memphis.
Oct. 16-17: NARTB District 2, Westchester Country Club, Rye, N. Y.
Oct. 20-21: NARTB District 1, Hotel Statler, Boston.
Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 1-4: Southeastern Branch of National Radio and Television Week.

BROADCASTING • Telecasting

Page 16 • July 7, 1952
There's No Substitute

for

KMAC

in

SAN ANTONIO

1ST in SPORTS
1ST in NEWS
1ST in MYSTERIES
1ST in HILLBILLY
1ST in DRAMA
1ST in KID SHOWS
1ST in PUBLIC SERVICE
1ST in the service of the LORD
1ST in CONVENTION Coverage
1ST in GROWTH

YOU CANNOT ADEQUATELY COVER THE NATION'S 25TH MARKET WITHOUT....

KMAC

MUTUAL ON 630
SAN ANTONIO
✓ HOWARD W. DAVIS, Owner

Represented nationally by the GEORGE P. HOLLINGBERY Co.
feature of the week

WHAT does a station do when the base insulator of its tower fails? That happened to WHO Des Moines last fall, with the result that it was confronted with the task of boosting 200 tons—straight up in the air.

Last October, after completion of a 780-ft. modified Franklin antenna supporting a 12-bay supergain FM antenna, a vertical crack was noticed in the base insulator, weighing one ton and supporting 137½ tons of steel in the tower and antenna.

"We shuddered to think of it standing throughout the winter," recalls Paul A. Loyet, vice president and resident manager of Central Broadcasting Co. (WHO), so a new insulator was ordered immediately. International Derrick & Equipment Co. designed a raising network of steel.

Last May the ground screen was rolled back eight feet and the supporting concrete platform was removed and then replaced with a steel "I" beam erected on the concrete base abutment seven feet below ground level. Purpose was to support three pylons with a solid steel rib. Others were welded to the bottom of the vertical portion of the tower legs, and three 11-inch diameter, one-inch thick steel pipes were fastened. Additionally, three 100-ton jacks were inserted between the pipe junction and steel pylons.

Thus, the tower was raised, the old insulator eased out and the new one inserted. After the preparatory work, only four hours were needed to raise the tower, which with guy tension and dead weight put about 200 tons on the jacks. The "slipping" was done with come-a-long pulleys pulling the upper flange of the insulator along the iron track welded to the pylons.

With tower operated as a Franklin antenna at WHO frequency and driven from the 300-ft. level, lower section phasing equipment was grounded out at the base. Work of removing and reinstalling the insulator was done in the daytime with the full 50 kw into the antenna.

strictly business

THE STORY of Saul Turell, 31-year-old president of Sterling Films Inc., New York and Los Angeles, might aptly be titled: "From Scratch on a Shoestring:"

Six years ago Mr. Turell and a friend, Robert Rhoudes, 88, started Sterling without an office and "mighty little capital" and just a smattering of knowledge of the film distribution industry. This year, Mr. Turell said, Sterling expects to gross more than $800,000 in business.

The importance of salesmanship in business was impressed upon Saul Turell at an early age by his 91-year-old grandfather, who is still a salesman in New York, and his late father, Bernard Turell, a textile salesman. In fact, Mr. Turell credits his father with a series of psychological "hotfoots" that...

(Continued on page 87)
the magnolias are marvelous but

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
so WPAM, Pottsville, Pa., selected by Allied Stores for its new department stores studies

You read it in Broadcasting's lead story recently ... another affirmation of the power of radio to sell—especially WPAM radio.

We took this ad to show you timebuyers that WPAM radio reaches 293,470 people—to prove that the 53,200 radio homes should be included in that schedule you're working on right now.

For five consecutive years, WPAM has held the number one spot in Crossley, MMB and Conlan surveys conducted in the Southern Anthracite Trading Area of Pennsylvania. Number one in total of listeners in every segment of the broadcast day. That's why...

90% of the national advertising in Pennsylvania's industrially rich Southern Anthracite region is on WPAM.

CONTACT:
Everett-McKinney, Inc.
New York • Chicago • Los Angeles

WPAM Pottsville Penna.

250 Watts • Mutual Broadcasting System

Page 20 • July 7, 1952

new business

Spot • • •

FELS & Co., Philadelphia, (Pelso), looking for radio spot availability with promotion and tie-ins, in markets that will be tested first. Agency, McKee & Albright, N.Y.

LEWIS FOOD Co., L.A. (Dr. Ross dog food), started Clyde Beatty Show on 45 Don Lee radio stations, Sun., 1:30-2 p.m. PDT, for 53 weeks from June 29. Agency: Rockett-Lauritzen, that city.

LIFE SAVERS Corp., ROYAL TYPEWRITER Co., and PHILIP MORRIS & Co., to sponsor spot campaign during convention weeks July 7 and 21 on four ABC-TV owned stations. Agencies: Young & Rubicam, N.Y., for first two advertisers. Blow Co. represents Philip Morris.

NORWEGIAN CANNERS Assn. (Norway sardines) sponsoring radio-TV spot campaign in six markets for 13 weeks. Agency: McCann-Erickson, N.Y.

Network • • •

GENERAL FOODS Corp., N.Y., will sponsor five minute segments of Today on NBC-TV, 7-8 a.m. EDT and CDT, effective today (Monday). Three of five-minute segments will be underwritten by Jell-O Div. through Young & Rubicam, N.Y., and Post Cereals Div. will sponsor two others through Benton & Bowles, N.Y.

MILES LABS, Elkhardt, Ind., sponsoring Bob and Ray, half-hour series on NBC-TV, effective last Saturday, 7:30-8 p.m. Agency: Geoffrey Wade Adv., Chicago.

CHESTERFIELD CIGARETTES will sponsor the Eddy Arnold Show as summer replacement for Perry Como thrice weekly on NBC-TV, effective July 14 for six weeks. Agency: Cunningham & Walsh, N.Y.

PROCTER & GAMBLE Co. (Dreft & Oxydol), renewing Beulah on ABC-TV, Tues., 7:30-8 p.m. EDT, for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample, N.Y.

SWEETS Co. of America Inc. (tootsie rolls), Hoboken, N.J., has renewed Tootsie Rollipodrome on ABC-TV, Sat., 12:15-12:30 p.m. EDT, effective Aug. 3 for 26 weeks. Agency: Cunningham & Walsh, N.Y.

CROSLEY Div., Avco Mfg. Co., will sponsor The Quiz Kids on NBC-TV as summer replacement for Paul Winchell-Jerry Mahoney show, on alternate Mondays, 8-8:30 p.m., effective July 7. Both programs are Louis G. Cowan packages. Agency: Benton & Bowles, N.Y.

Agency Appointments • • •

O’CEDAR Corp. (Chicago (polish, mop products), names Turner Adv., same city. ROBERT WESLEY is account executive.

LEVERTON CALIF. Corp., L.A. (distributor of World Over green (Continued on page 92)

ALLIED STORES - WPAM DEPARTMENT STORES STUDY AVAILABLE

• Your station can obtain monthly releases of the Pottsville Studies prepared by Sum Cuff, radio and television consultant to Allied Stores for as little as $15.00 per month.

• These studies are complete saleable radio packages, designed for local market department stores. Study includes: description of merchandise advertised, sales gimmicks used, actual copies of successful continuity—plus detailed analysis of costs and sales results.

• You can walk this study intact into your own top department store prospect and talk business.

Write, wire, call Field Office.

DEPARTMENT STORE STUDIES 106 So. Centre Street POTTSTOWN, PENNSYLVANIA (Subscriptions available on a month-to-month basis)

BROADCASTING • Telecasting
"Radios?? — we've got 'em EVERYWHERE!"

69% of Metropolitan Louisville families have radio sets in their living rooms ... 47% have sets in bedrooms ... 41% in autos ... 40% in kitchens ... 7% in dining rooms — an average of 2.4 sets per family!

This means millions of hours of extra listening — another reason why WAVE radio delivers 1000 sales impressions for 37¢!

Check with Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
“KWKH produces phenomenal returns”

Says R. W. HODGE
Vice-President, National Automotive Maintenance Ass'nn

As a successful automotive maintenance operator, and a top official in the NAMA, Mr. R. W. Hodge is doubly qualified to discuss KWKH's advertising value for member garages in the Louisiana-Arkansas-Texas area. Here's what he recently wrote us:

“KWKH’s Louisiana Hayride produced $140,000 in financed business for the members of the Shreveport Chapter NAMA during the year ended Feb. 1, 1952. This was directly traceable to the Hayride since our finance plan was not advertised in any other way. We cannot say, definitely, how much cash business the show influenced, but all agree it was considerable.

“This phenomenal return was in addition to the prestige value of the advertising. I sincerely believe that KWKH's Louisiana Hayride is the most productive advertising we could possibly have bought.

(Signed) R. W. Hodge”

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701, or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH
A Shreveport Times Station

50,000 Watts · CBS Radio ·

The Branham Company
Representatives

Henry Clay, General Manager
CBS NEEDS AFFILIATES

AT LEAST a respite in the current radio rate crisis appeared won by CBS Radio affiliates last week in a two-day united stand in which they not only condemned talk of rate reductions but came out for restoration of last year's 10% cut and proposed a minimum 20% daytime boost on top of that.

At the suggestion of CBS President Frank Stanton, the approximately 150 assembled affiliates designated a 10-man committee to canvass the entire situation jointly with CBS officials. Date for the first meeting of the two groups was not set—July 17 and 18 reportedly were being considered though there was a likelihood that the session would be deferred until after the Democratic Convention the week of July 21—but it was generally accepted that CBS Radio would make no rate decision before the conference.

The committee delegated to represent the affiliates was the nine-man group which convened last week's "Crisis Conference," plus I. R. Lounsberry, of WGR Buffalo, chairman of the Columbia Affiliates Advisory Board. The committee is headed by George B. Storer of Storer Broadcasting Co., who was called away from last week's meetings by the death of a sister. It was thought Mr. Storer might make some additional appointments to the committee.

The affiliates' sessions, limited to themselves on Tuesday but with top CBS officials participating on Wednesday, were marked by overwhelming agreement that network radio rates not only must be maintained but must be strengthened, despite the network's apparent feeling that a cut—perhaps ranging as high as 50% in the case of nighttime charges, according to speculation—is necessary.

Rallying to the keynote appeal of WHAS Louisville's Victor A. Sholis that "respectability" be restored to the network business, the affiliates with only a handful of dissenters went on record with a resolution (see text, this page) which called upon CBS to:

* Initiate "sound qualitative research" immediately to show radio's real value and impact as an advertising medium, and forget program ratings as a sales tool.
* Join affiliates in taking the lead to strengthen the standards and practices of good broadcasting.
* Refrain from exercising its recently acquired right to adjust network rates of affiliates without prior notice and consultation.
* Rescind the 10% general rate reduction put into effect a year ago, stand up against advertisers' pressures for reduced rates, and reject "any business practice to stimulate sales in the industry by rate cutting."

Daytime Rates

* "Immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to the July 1951 cut.

Virtually all of the affiliates present endorsed—and, more than that, personally signed—the resolution, which was delivered to CBS at the end of the Tuesday meeting.

A suggestion of compromise tending in the direction of network thinking—reduction in nighttime rates, increase in daytime—was espoused by President John S. Hayes of WTOP Washington, President Donald W. Thornburgh, of WCAU Philadelphia, and President Fred Weber of WPPC Atlantic City, but was voted down by the majority.

Messrs. Hayes (whose station is owned 46% by CBS), and Weber were among the few said to have declined to sign the resolution, while Mr. Thornburgh (whose station formerly was allied in ownership with CBS) was reported to have signed "with reservations."

Leaders of the affiliates group were jubilant over the strong show of unity among the stations represented and "simply amazed" at the turnout, which they said represented more than 90% of the dollar volume of the network. A total of 143 persons registered for the first day's session, some representing more than one CBS Radio affiliate, and these were joined by a few

(Continued on page 24)

Rate Decision Deferred

TEXT of the resolution adopted and signed by up to the 143 representatives of CBS Radio affiliated stations and sent to network officials, is as follows:

Whereas, radio broadcasting in the United States is today the medium of mass communication which reaches and serves more people in more ways, at more times, and in more places, with wider impact, and at a lower cost than any other basic medium, and

Whereas, for more than 10 years past, despite sharply rising costs of operation, the rates charged network advertisers remained virtually constant and unchanged until July 1, 1951, when all radio affiliates of the Columbia Broadcasting Radio Network reluctantly accepted a 10% reduction in network station rates in an effort to stimulate sales, eliminate cut-rate industry selling practices and to restore basic sales integrity in radio network broadcasting, and

Whereas, during this same period of sharply rising costs, the rates and charges of all other advertising media steadily increased, keeping pace with progressively increasing costs of operation and the coincident decline in the purchasing power of the dollar, and

Whereas, it is the responsibility of each individual radio licensee to determine for itself the rate which it will charge for its program service, and it is neither sound business judgment nor equitable that any individual radio broadcasting station should relinquish this responsibility and right to any national network service and, in this respect particularly to grant to any such national network service the option, not only

(Continued on page 23)

Vol. 43, No. 1 JULY 7, 1952
CBS Heeds Affiliates on Rates

(Continued from page 23)

others on the second day.

In addition to the signers of the resolution—described at first as "unanimous"—a "great" many stations also called that the last rate cut had accomplished nothing and that another would do no more "except wreck the business," said the resolutions. The resolution will be circulated for signing by affiliates not present at the meeting.

As evidence of their belief that the network was making progress toward its goal, the affiliates went on record continuing the committee in office for another year and calling for further conventions of affiliates on at least an annual basis. Last week's, held at the Ambassador Hotel in New York, was the first the affiliates had staged on their own.

Mr. Roster was elected permanent chairman of the committee. When he was called away, after getting the first session under way, John P. Petzer of WR Detroit and WGAR Cleveland, was designated to take over as acting chairman. In the meantime Mr. Lounsberry was added to the committee, whose other members are: Mr. Storer; Mr. Patt; Mr. Shol; Saal Haas, KIRO Seattle; John E. Petzer, WKZO Kalamazoo; Hubert Taft, WRC Cincinnati; Kenyon Brown, KFWX Wilkes Barre; Ray Herndon, KTHR Houston, and William B. Quanton, WMT Cedar Rapids. Mr. Quarton was unable to attend the sessions.

There was little doubt that NBC, which twice has tried to cut rates against the network's wishes, would have a difficult time setting the outcome of the CBS proceedings closely. If CBS Radio—or any other network—cuts its rates, there is no reason to believe that the network will do likewise.

NBC's "economic plan" last fall, which originally was to have gone into effect the same day the CBS Radio affiliates met to discuss the matter (July 1), was rebuffed by a majority of NBC affiliates at their convention in Boise Raton, but it is deemed certain that this plan, or some variation, will be reinstated by the network should CBS Radio touch off another round of cuts.

The fact that President Stanton himself suggested appointment of a committee of affiliates to look into the problems with network officials —on the ground that such complex discussions cannot easily be carried on with a group the size of that which attended last week's meeting—was taken as evidence that the network will not make a final decision pending those conferences.

"The closed session with the CBS officials was "off the record" so far as network statements were concerned, but it was understood that Mr. Stanton assured the group that CBS was willing to discuss the problems with a committee and, in fact, was willing to work straight through the Fourth of July weekend if the committee wished.

Just when the conference will be held could not be ascertained. CBS authorities were hopeful that it can be soon, between the political conventions if possible, or, if not, then, at an early date after the convenons.

Affiliates, however, were anxious to get the views of Chairman Storer, and many of them also expressed belief that participation by CBS Chairman William Storer to whom they would be highly beneficial. Mr. Paley, just completing 18 months as assigment as chairm of President Trumman's Materials Policy Coun-

Another IT HAPPENED in New York last week. Another round of radio rate cuts has been held in abeyance—maybe even thwarted. It came after 106 CBS affiliates voted overwhelmingly against rate reductions and assumed leadership in seeking to get network radio back on the rate card, supported by "believable" research.

No matter what the ultimate outcome, the CBS announcement brought a fresh, new breath to the atmosphere that for several years has seemed to have beamed network radio. It came from new blood among affiliates who refused to knuckle under to network proposals which, in their minds, would torpedo radio's respectability, eventually to the point of destruction.

Quite a few of the CBS affiliates had left their homes for New York in the manner of men attending a wake. They were resigned to their fate, concluding that only a miracle could stem the tide.

They hadn't counted on the spade work that had been done or the inspired leadership that was there. Victor Sholii, of WHAS-AM-TV Louisville, delivered the keynoter that held them spellbound, and brought them to a feet in a rousing ovation. The nine-man committee had shouldered the responsibility for the sessions, brought in a resolution preparation of a course of action that won spontaneous and unanimous approval.

The CBS top brass in New York Present: William S. Paley, withdrew the projection of its cut-back plan, in what can only be construed as an acceptance of the challenge and the bid for network-affiliate partnership in coping with the crisis.

Progress was made. There was the tacit admission that the crisis had been precipitated by local NBC station and self-abuse practiced via the radio-supported program rating services. There will be further discussions, which cannot reach full-dress stature until George B. Storer, head of the affiliates' group, hurriedly called away from last week's session because of his sister's death, can participate. And there was some thought that more definitive results could be achieved with the participation of Mr. Paley, scheduled to leave for Europe next Friday after an arduous year in Washington on high-level defense work. He returns about July 30.

The job that was done in New York was not for CBS alone. It was a job for radio. It will stimulate new thinking. As long as CBS holds fast, other networks presumably must, because CBS has the top business status in radio (as against NBC's No. 1 position in TV).

The Sholii keynoter is must reading. It is no mere collection of platitudes pleading that the lines be held. It is the product of intensive research and reasoned fact. It is pugnacious, but the subject was not rejected it without an admission by that network that it had lost faith in that which it was seeking to sell.

The authors covered the waterfront of sins of omission and commission that led to the current crisis. Mr. Sholii laid that ghost too about television being responsible, citing how radio had been traded down before there was TV. Hence, it couldn't have caused the weakness, but merely "exposed it."

The rating services were hit between the eyes by the keynoter. paley said the affiliates resolution demand touting out of the "top tens" and the "top twenties" and other research "of questionable value" as the principal source of the conflict, to which we add our "amen." For years radio has been slashing its own throat through ratings. Broadcasters have underwritten the decision that has caused them grief. The fact that CBS affiliates, now enjoying most of the highest ratings, urge this summary action, is all the more significant.

We can think of no greater stimulus to radio selling than the abandonment of "top tens" and "top twenties" forthwith—which makes only the "preferred positions" an easy sale, and which stifle creative thinking and selling.

As a trade journal, it is our function to publish the news that constitute new news because the advertisers and their agencies demand them—demand created by the broadcasters' support of them.

The CBS and the network a formula meticulously drawn to relove responsible and capable network radio; to develop sound research, to end the price war and root out under-the-table deals. It makes good, hard business sense. It should become the new credo for all radio.

BROADCASTING • Telecasting
CHICAGO STORY

INWANTED at the GOP Eisenhower-Taft contested delegate issue, the radio and television industry becomes the most "wanted" nest at today's opening of the republican National Convention in Chicago.

In a way, the decision of the "IO" committee to bar bar radio-TV evesmen appeared to suggest a greater issue than that of the right of both broadcast media to equal access to the news—it provided the Democrats with good campaign fodder before the Republican meet even got under way.

The action also stirred a storm of protest from various quarters, industry and political, as broadcasters marshalled their forces to support the first party convention face-to-face, in which 8 of the 16 delegates to the 1932 convention will be selected.

But networks which had gathered their forces from many cities to attend the conventions found themselves barred by the Republican National Committee from covering "dirty linen" discussions on contested delegations as those between Eisenhower and Sen. Robert Taft (R-Ohio). Charges of fraud and vote-stealing filled the 106-page (see editorial page 62).

The fracas took place as broadcasters convened in Chicago for pre-convention activities and prepared to set up special network radio-TV programs and facilities.

This was their plans were detailed in the May 30 issue. AT&T worked feverishly to complete necessary cable and relay facilities.

Radio and television newsmen at the hearings in Washington by the Republican National committee voted to keep these programs and facilities.

Newswomen and still cameras were included in the closed-door policy, but newspaper reporters flocked to sit in on the hotly-debated dispute between Eisenhower and Taft, or for votes for delegates in even southern states and Puerto Rico.

TV technicians, radio men, reporters, commentators and producers, primarily from NBC and CBS, were on hand early Tuesday morning as the first meeting came to order in the Conrad Hilton Hotel. Both networks carrying feeds from the site, but program content was limited to commentary and the coming and goings of delegates.

The ban, which came shortly after the morning opener, was split along strictly factional political lines, in the opinion of broadcast representatives there. They reported that Taft backers, in the main, were against introduction of cameras and microphones, and that Eisenhower delegates were in favor of the move.

Three NBC and two CBS live cameras were stationed in the North Ballroom and the adjacent third floor corridor for coverage of delegates as they moved about and for the committee hearing inside. After approving the mass of cameras, cables, lights, technicians, newsmen and onlookers, Charles Hackett, committee sergeant-at-arms, announced the meeting would move to "a cooler," more private place, the Boulevard Room on the second floor.

The delegate "walkout" downstair was followed by lumbering TV and radio men lugging equipment. As the sessions in the new room began, the committee banned all microphones and cameras.

Sinclair Weeks of Massachusetts proposed that Chairman Guy Gabrielson name a subcommittee to study the possibility of pooling radio and TV facilities. The subcommittee of five, named after a lengthy delay, recommended such a pool. This was later voted down. Mrs. Howard A. Coffin of Washington, a Taft supporter (and mother of Thad H. Brown Jr., NARTB TV operations director) voted in favor of admitting.

As Eisenhower and Taft factions took pro and con positions in the issue, Chairman Gabrielson read a telegram, on which he made no comment, from New York Gov. Thomas E. Dewey, who was attending the governors' conference in Kansas. The ex-Presidental candidate said, "If I have influence with the committee, I request and direct that it open hearings to all media of communication so the American people can see and judge the scandalous way that Taft delegates were chosen here in Texas and elsewhere." The chairman also received, but did not read, wires from the governors of New Hampshire and Oregon petitioning for TV coverage.

Sen. Taft's proponents, however, formed the largest bloc of dissenters. Rep. Clarence J. Brown of Ohio took the opposition lead, saying radio and TV audiences could get a distorted impression of proceedings. He noted that the House permits only pen and pencil coverage.

Gen. Eisenhower's campaign manager, Sen. Henry Cabot Lodge of Massachusetts, said the vote "is a positive demonstration that the Taft men are afraid to have the public watch the proceedings."

The ban on Tuesday affected, in addition to five network TV cameramen, some 40 still picture cameramen and six newsmen, among whom was a representative of Telenews. One enterprising NBC reporter followed the move to the Boulevard Room, climbed a pillar and planted a hanging microphone from a balcony. The wire was cut after two words.

NBC President Joseph H. McConnell wired Chairman Gabrielson Wednesday night urging reconsideration of the TV ban. He scored contentions that TV interferes with proceedings, branded as "unfair" the admission of one medium and rejection of another, and pointed out that TV and sponors have gone to "great expense" in covering the campaign to date.

He said, in part: "Ever since the beginning of the political campaign the various candidates and their supporters have used television facilities extensively to show themselves and present their views to the public. This has been done at its own expense to the television industry and to commercial sponsors.

Now we are giving extensive coverage to the Republican and Democratic conventions. This will cost NBC and its sponsor alone, $80,000 for this convention. It is obviously unfair to permit one news medium to cover an event and to deny that right to another news medium. It is equally unfair to arbitrarily tell the television industry that the public has one view of the proceedings but may not cover another part of the same event. We feel the American public is entitled to view any event of this importance.

The argument that television coverage interferes with the proper conduct of your meetings can be sustained. Television, unlike newspapers, does not require any additional lighting. Also, with any kind of advance notice we can install television cameras so that they will not interfere with either the movement or deliberations of the committee.

The issue of the Credentials Committee is now considering is one in which the American Public is deeply interested. In the interest of both the public and to the broadcasting industry we urge the Republican National TV and radio commission of the Credentials Committee hearings and any other convention activities to which the press is admitted.

The decision by the committee followed pointed telegram from NBC and CBS to Chairman Gabrielson, urging permission for radio-TV coverage of the hearings.

Both networks pointed out that

(Continued on page 38)
ABC SALES MOVE

Meets With Station Reps

IN A MOVE unprecedented in broadcasting history, a network has approached a group of station representatives seeking aid in selling time on the network's owned and operated stations.

ABC top executives last week held preliminary meetings with representatives of Free & Peters, Edward Petry & Co. and Paul H. Raymer Co., with John Blair & Co., The Boiling Co. and perhaps others to make preliminary arrangements for next coming week, to discuss ways in which these station sales representatives might help ABC to increase the spot business of the network's radio and TV properties.

Network spokesmen stressed the point that there is no intention to discontinue or curtail either the radio spot sales force, headed by Warren Jennings, or the TV spot sales force under Don Kearney. Plan, they averred, is rather intended to explore the possibility of a cooperative approach between the network's own sales crews and the salesmen of one or more station representatives.

While the line is still in the formative stage and no details have as yet become definitely settled, the thinking of the ABC executives is understood to lean toward an experimental approach in which an outside sales representative organization for one or two of the ABC owned and operated radio stations and perhaps for one ABC-owned TV station.

ABC's radio holdings include WJZ New York, WENR Chicago, WXYZ Detroit, KECA Hollywood and KGO San Francisco, each AM station having also an FM associate which duplicates the former's programs.

And ABC-TV lineup comprises the video associates of those same stations—WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco.

LEWIS APPOINTED

WCCO Sales Manager

PHIL LEWIS, assistant sales manager, in charge of local sales at WCCO Minneapolis, CBS-owned outlet, has been named sales manager, according to General Manager W. E. Krabill.

He succeeds Roy W. Hall, who has joined the CBS Television Network sales staff in New York as account executive.

Mr. Lewis joined WCCO's sales staff in 1947 and was given the CBS Television Network account executive, he is a U. of Minnesota graduate, member of Asm. of Mfrs. Representatives, and Minneapolis Ad Club board.

CBS RADIO film presentation, More Than Meets the Eye, was previewed in Chicago at a cocktail party-buffet in the Drake Hotel [B&T, June 30].

Hosts included (1 to r) Adrian Murphy, president, CBS Radio; H. Leslie At- tles, CBS Central Div. vice president, and John J. Keen, vice president in charge of CBS Radio network sales; and Wrigley Offield, account executive, William Wrigley Jr. Co., and Howard Ketting, vice president, Ruthrauff & Ryan.

FALL BUSINESS

Nine Major Firms Planning

NINE major advertisers, B&T learned last week, are lining up radio and TV spot campaigns, three to begin in July, the remainder in the fall. Significant features of this robust action are: (1) 18 advertisers include radio-radios, three of them employing the medium exclusively; and (2) each of the fall starters will go into a minimum of 100 markets.

Of the trio of July sponsors, Procter & Gamble's Lilt (permanent wave), effective July 1 started an eight-week radio-only campaign using five-minute spots, across-the-board in some markets. Campaign is being placed in 50 markets through Biow Co., New York.

On July 14 General Foods (Sanka, a wax for foam hot water), starts a schedule of one-minute E.T.'s in eight radio-only markets. Foote, Cone & Belding, New York, is the agency.

A five-week, early-July starter is Five Day deodorant pads, through Grey Adv., New York, which will use three radio markets and one TV market for 15-week campaigns.

See also Kuban's Chicle (Bustutin cough remedy), which has increased its radio and TV budget 15% over last fall's, launches its annual spot campaign on participation of ABC, CBS, NBC and Mutual, from September using 100 radio and TV markets. Contracts are for 17, 26 or 30 weeks. Erwin, Wasey & Co., New York, is the agency.

Two weeks later, in October, Musteroole Co., Cleveland, through the same agency, Erwin, Wasey, starts its campaign using minutes and participation shown in 100 radio and television markets, employing chain breaks, minutes and programs. Contracts are for 22 weeks. Harry B. Cohen, New York, is the agency.

Lydia Pinkham starts its day-time-only campaign on radio and TV in 125 markets, effective Aug 1, all to be on a basis through December and then returns early in January to proceed through June. Harry B. Cohen, New York, is the agency.

Vick Chemical Co., through Morse International, New York, for its four products will be using over 300 radio markets. Starting dates vary for present and market from Sept 29 to Oct 17. The precise identities of the products are being kept secret and in contracts are referred to simply as product A, B, C & D.

Am. Chicle Renewals

AMERICAN Chicle Co. (Clorox), New York, under ABC's radio Pyramid Plan, renewed its participation in Defense Attorney (Thursday, 8:30-9 p.m.) and The Top Guy (Friday, 8:30-9 p.m.) effective July 3 and 4 respectively. Dancer - Fitzgerald - Sample, New York, is the agency.

AD DEPTH

Cone Gives Selling Pitch At NIAA Meeting

ADVERTISING needs to develop depth with addition of a third dimension to sell ideas to Americans as it sells products. This was the assertion of Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, as he spoke Tuesday at the luncheon meeting of the National Industrial Advertisers Assn.

More than 1,500 members of the group met at the Palmer House in Chicago for the 20th annual convention Sunday through Wednesday.

Mr. Cone, concerned with what he termed a prevailing paradox concerning American business that "its success is failure" in the minds of many people, called upon advertisers and agency men to broaden and deepen the two-dimensional concept of advertising, using the same techniques which have moved successfully consumer goods off shelves.

Three-dimensional advertising, using the proved techniques of commercial advertising in "selling" ideas, is the highest type of public relations for all business, Mr. Cone said. Methods should be the same, he claimed, citing as basics, "an appeal to the individual's best self-interests with unqualified and unmistakable integrity," an avoidance of the propagandist label and propaganda techniques, presentation of facts and the truth.

Four Days of Meetings

The NIAA, believed to be the largest advertising association in the world, met during Industrial Advertising Week in Chicago, proclaimed by the mayor. For four days, clients, agency men and suppliers sat in on a full program schedule of luncheons, dinners, speeches and panels concerned with all phases of industrial advertising and the nation's economy.

The keynote, J. L. Singleton, vice president and general manager of Allis-Chalmers Mfg. Co., Milwaukee, told conventioners the actual capacity of the U.S. economy today is 50% greater than it was 10 years ago. Speaking of the frequent practice of dividing a sales operation from an advertising plan, Mr. Singleton advised NIAA members to "closely cooperate and coordinate your advertising and sales operation from the standpoint of the largest possible effect on the consumer".

Bing Crosby Signed

COCA-COLA Co., New York, has signed a contract with Bing Crosby [B&T, June 23], to sponsor the star in a half-hour radio series effective early in the fall. Program, which will be similar in format to his present radio show, will most likely be heard on CBS Radio, although time and day are not yet set. Plans for television appearances are still in the formative stage, although Coca-Cola has rights for a Crosby TV show. D'Arcy Adv., New York, is the agency.
NEW RADIO ACT

Will Give Greater Protection to Broadcasters

GREATER protection for broadcasters is forecast in the McFarland Bill (S 658) amending the Communications Act awaited the President's signature Thursday. The final bill was passed by the Senate and House following agreement on differences by Senate-House conference earlier last week.

This will be the first major overhaul of the communications law of 1934. The bill passed the Senate in February 1951, the House on June 17 this year [B+T, June 23].

As finally compromised by a conference committee of Senate and House members, the bill does not contain the House recommend
ed newspaper provision, Horan amendment, or equipment purchase section. Nor does it contain the Senate's provision regarding declaratory orders.

[For salient provisions, see "Highpoints" on this page.]

Industry reaction was generally favorable. Feelings expressed by several close observers were that there is more in the final bill than is favorable to broadcasters than not.

Only sections in the final version which broadcast spokesmen regret (1) authority given the FCC to issue cease and desist orders and (2) prohibition against charging political candidates premium rates.

They also regret the absence of that part of the Horan amendment exempting broadcasters from damages for defamation uttered by a candidate at public meetings. They feel that the Senate section dealing with declaratory orders could have been beneficial to broadcasters.

Newspaper provision would have forbidden the FCC from discriminating against newspaper applicants solely because they were newspapers. The conference report (H Rept. 2456) stated it was dropped because it was unnecessary. The report said in part: 'It is the view of the conference committee that under the present law the Commission is not authorized to make or enforce any provision that portion of the Communications Act which would be to discriminate against any person because such person has an interest in, or association with, any medium for gathering and disseminating information. Also the Senate's provision could not arbitrarily deny any application solely because of any such interest or association.'

According to Sen. Ernest W. McFarland (D-Ariz.), author of the bill, the Senate Majority was forced by the FCC to drop the discriminatory provision.

Also the FCC is not discriminating against newspapers now and so the provision is unnecessary.

It also is understood that the White House objected to the newspaper clause and some conference fell to allow the FCC to make the kind of the! provision that might be made by the President if that provision were retained.

The newspaper section was one of the provisions to which the White House objected early in June when the McFarland Bill was first scheduled for House debate. It was displaced at that time, but put back on the House schedule the following week after Sen. McFarland and others interested in the measure brought pressure to bear [B+T, June 17].

In reporting the deletion of the political liability section of the Horan amendment—in the House bill by a floor vote—the conference committee said:

'The committee of conference agreed to omit the provision with respect to liability of newspapers in civil actions and the extension of the provisions...to include speech on the part of candidates because these subjects have not and desist orders. This is to be done to invoke the aid of the courts, under sections 403 and 412, to enforce compliance. The courts will be able to enforce compliance through its power to issue contempt.'

Reversion of the double jeopardy clause in the House bill to Section 315 of the Communications Act—which was in the Senate bill but not in the House version—accomplishes a long-standing aim of major broadcasters.

Double Jeopardy

The provision permitted the FCC to revoke the licenses of broadcasters found guilty of anti-trust violations in the radio-communications business. Objections on the part of broadcasters were to the fact that it gave the FCC authority to punish anti-trust violators after they had been penalized by a federal court.

The conference quoted the Senate report reasoning for the rejection of the double jeopardy clause from the Communications Act:

the Commission's existing authority under the law to examine into the character of a licensee or permittee and revoke his license in any way impaired or modified by the provision in question.

Final version permits the review staff to make recommendations to Commissioners up to point of oral argument. Thereafter, it is forbidden to suggest courses of action to the Commissioners.

Significantly, the conference report provided that staff personnel who have worked on a hearing case, including such Commissioners as those in the Offices of General Counsel, Chief Engineer and Chief Accountant, may not consult with the Commission—unless the other parties are permitted to participate and refute any recommendations.

Final version also contains a section on fraud by radio which makes such an offense punishable by a fine of $1,000 and/or five years in jail.

Referring to the one-year...
ANNOUNCEMENT that Information Please was to make its TV debut last Sunday as a summer replacement for the Fred Waring Show evoked a mood of eager anticipation for those who remembered the program as one of the most sparkling, explosive and altogether enjoyable half-hours of radio a few years back. To them, at least, the first telecast of Information Please was a disappointing letdown.

It's not that it was a bad show, for it wasn't. Just that it wasn't a good one. When one is expecting a vivid display of pyrotechnics, a small firecracker is not enough.

Why it wasn't a good show is somewhat hard to explain. The regular experts were the same who had captivated us on radio—Messrs. Adams and Kiernan—and so was the interlocutor, Clifton Fadiman. The guest expert—James Michener, was able and affable and altogether up to standard.

Dan Golenpaul, who originated the program and produced it during its long run on radio, is still at the helm for the video version. And—as a special added TV attraction—cast included two agreeably long-legged girls, costumed in the traditional tights of female vaudeville prop handlers, who set up and removed the cards used for the program's visual questions.

The prizes—a $10 book certificate plus a General Electric toaster for a question used, a $50 certificate plus a GE refrigerator for stump ing the experts—seemed large enough to insure a continuing flow of questions from viewers. The commercials, skillfully handled by Red Barber, were informative and reasonably brief.

All the ingredients of a top-ranking program were there, but what appeared on the viewert's screen was a lot less than that. Maybe questions could be visualized in some better fashion than by pictures and letters on view cards. Maybe the experts should be made to rise from their chairs to exert their bodies as well as their minds. Or maybe—push the thought—Information Please is not translatable to television.

EMERGENCY RULES

FCC Okays for Amateurs

RULES covering a Radio Amateur Civil Emergency Service were finally approved last week by the FCC, effective Aug. 15. The service, new under FCC rules, will permit amateurs to provide radio communication for civil defense purposes during the present emergency. It covers local, regional and national service and was coordinated with government, military and civil defense agencies.

Existing amateur rules are not changed, a new sub-part being added to Part 12. The new provisions are substantially the same as those proposed last Dec. 19 by the FCC (Docket 1092).

Frequencies in the regular amateur bands will be used. These frequencies were announced jointly last Jan. 17 by FCC and the Federal Civil Defense Administration. After Aug. 15 amateur licensees may apply to FCC for right to operate in the emergency service, in conformance with civil defense plans and on a shared basis with normal amateur operation. Civil defense drills are contemplated.

CONTEMPT CASE

Radio-TV Issue Studied

QUESTIONS of a federal judge regarding coverage of the Senate Crime Investigation Committee hearings by radio and TV were being studied this week to give a clue to his thinking in the contempt-of-Congress trial in Washington of alleged gamblers Morris Kleinman and Louis Rothkopf. Messrs. Kleinman and Rothkopf appeared before the Kefauver Crime Committee in March 1951, refused to answer any questions because of TV cameras and radio microphones [BT, April 2, March 26, 1951]. Sen. Kefauver offered to have the TV cameras turned away from the two men, but they continued to refuse to answer questions while radio microphones and newsreel cameras were present in the Washington Senate chamber.

In the second day of the trial last Wednesday, U. S. District Court Judge Henry A. Schweinhaut asked Joseph L. Nellis, who was associated with the Kefauver committee, whether the committee permitted the hearings to be broadcast and telecast.

Mr. Nellis replied: "The committee felt that the American people had a right to know the setup of organized crime in this country."

Judge Schweinhaut also asked Mr. Nellis if it was necessary for the committee to inform the public in that manner, and if the committee felt the public would be more apt to listen and view the hearings that way.

Mr. Nellis replied that the committee felt that radio and TV were a proper means of informing the public. He said the committee did not have space for verbatim reports of committee meetings.

Mr. Nellis also declared that TV operators had approached the committee and not the other way around.

Defense Attorney William A. Collins argued that the committee hearings "had all the aspects of a trial without the safeguards usually enjoyed by defendants," thus subjecting his clients to "crue! and inhuman punishment."

Mr. Collins also mentioned that the hearing room was not sterile.

Unless it was proved that the committee's actions were unjustifiable, there did not seem to be any defense against the contempt citation, Judge Schweinhaut indicated.

Newhouse Named

WALTER S. NEWHOUSE Jr. has been appointed to the radio sales staff of WKNW. He is a native of New York and has been a national advertising sales representative, effective today (Monday). He has been with WQXR of New York as an account executive since 1940. The new account executive is a graduate of New York University.
Prospect of oral hearing on the NBC broadcast rule developed last week as the Commission postponed effective date of the order 60 days, or until Aug. 30.

The rule, interpreting rebroadcast provisions of the Communications Act [B+T, May 19, et seq.], was starting to develop snowballing opposition as broadcasters and telecasters were demonstrating that problems apparently had escaped the FCC.

In effect the FCC’s interpretation threw on the stations the burden of justifying a refusal to let another station rebroadcast its programs, with the threat that unconcessing stations might be cited under public interest provisions of the Act.

Requests to delay operation of the rule, with its implications of “legalized larceny,” had come from NARTB, NBC and CBS. The NARTB Radio and Television Boards had found critical resolutions. The government itself, through the Budget Bureau, had criticized the order, which puts a station on the Commission carpet if it demands any rezoning for a request. The bureau contended FCC had failed to clear its decision with the bureau as required under the Federal Reports Act of 1941.

Whereas broadcast opposition had objected to the FCC rule on the theory that it encouraged widespread pirating of property rights, two petitions filed last Wednesday opposed the NBC, CBS and NARTB requests for delay. The petitions were filed by Rep. Harry R. Shepard (D-Calif.) and Gordon Brown, operating radio stations in Rochester, N. Y. They have been associated in efforts to gain access to network programs.

Program Control

Rep. Shepard is sponsor of bill (HR 10, 78) designed to legislate control of programs away from networks into hands of sponsors and package owners.

The Sheppard-Brown petitions were dated June 27 but not made public until July 1, date of the FCC postponement.

At the Commission it was indicated unofficially that the delay had been ordered to permit study of comments on the rebroadcast order.

Rep. Sheppard charges NBC, CBS and NARTB with “conspiracy” in opposing the rebroadcast rule on the ground they would “deprive the public of its rights to what they fit to loan them the use of, essentially the radio channels of our country.” The conspiracy, he charged, “has been brought about through the station relations department of the networks; a few network stations block relations who make up the TV and the Radio boards of the network-controlled NARTB, and with the editorial assistance of others.”

Noting the CBS claim that the FCC action is “in effect legislating,” Rep. Sheppard declared, “Such a statement and philosophy is as absurd as it is fantastic, particularly in view of the concise and rabid Congressional intent of the Act and the language of the Act itself. It imperils network monopolies, and to make sure that the entire concept of radio broadcasting be in the public interest, convenience and necessity.”

Damage to Public Interest

He claimed CBS would be eliminated “the complete repertoire” of license to answer to the FCC for his actions. . . ” and estimated tremendous damage to public interest, radio and TV programming as well as the economy of radio stations by network practices.

He reminded that network once said that if the FCC network rules were enforced the public “would find in the industry that there would be a state of chaos. The final result was just the opposite.”

Mr. Brown followed a similar vein in his opposition to the NBC, CBS and NARTB petitions, charging the networks had cost his station “hundreds of thousands of dollars in recent years” and deprived millions of high-quality radio and TV programs. WSAY alone, he said, “losses from $500 to $800 per day” for lack of rebroadcast privileges.

He suggested that networks, under the rule, “will lose their ability to restrain trade, to build their affiliations into unfair affiliation contracts and to control the rates the affiliates charge to advertisers. By the new interpretation, the rates that the affiliated charge to advertisers for the network’s benefit would be set up ‘on a blanket basis.”

Commenting on the NBC belief that the rule imposes an onerous burden on licensees, Mr. Brown reminded him is forming a trade association of rebroadcast proponents to be set up “on a blanket basis.” He insisted few problems would have to be considered by FCC under the blanket, as it encountered, with reports required only when it proves “it is purposefully trying to restrain trade or rebroadcasting.”

As to NARTB, Mr. Brown said he was awaiting an answer to a telegram asking the association if its board has authority “to make such a policy decision in the name of all its members.” He alleged the association filed its petition “on directives from a handful of board members. Such misrepresentation is typical of the way the officers of this corporation sell the members of their association out to the network monopolies,” he said, adding that NARTB’s petition mimicked the thoughts of NBC and CBS.

Stronger Bargaining Power

Mr. Brown contended the rebroadcast rule would give affiliates stronger bargaining power with networks. He scoffed at claims by NBC that the rebroadcast rule raised difficult questions of labor, music, literary and talent contractual rights. He recalled the network and NAB claims a decade ago that the monopoly rule would stir up industry chaos and charged the networks are now intimidating sponsors and agencies on the matter of clearances.

As the sergeant-at-arms was guarding NBC’s $250 Minicorder at the Conrad Hilton Hotel in Chicago when three NBC men—Joseph O. Meyers, radio news operations manager, and two station engineers—started to play with questions that anytaget might ask. As the sergeant-at-arms tried to answer them, the two engineers edged closer to the recorder, grabbed it and dashed safely away to NBC headquarters.

Nbc ‘Liberates’

NBC radio newsmen used inkiness last Tuesday to “liberate” one of their tape recorders that had been discovered and confiscated at a meeting of the Republican National Committee. A sergeant-at-arms was guarding NBC’s $250 Minicorder at the Conrad Hilton Hotel in Chicago when three NBC men—Joseph O. Meyers, radio news operations manager, and two station engineers—started to play with questions that any taget might ask. As the sergeant-at-arms tried to answer them, the two engineers edged closer to the recorder, grabbed it and dashed safely away to NBC headquarters.

Auto Radios

In 63% of Cars—Bab

SOME 24,500,000 passenger cars, more than 63% of the nation’s automobiles, are equipped with radios. This is one of the outstanding facts contained in an interim report entitled, “Listening on Wheels,” now being distributed by Broadcast Advertising Bureau to its members.

The report notes that the number of heavy radio-equipped automobiles now stands at almost twice the percentage for 1946 (33%). The 22-page brochure also reveals that more than 22% of all radio sets in the U. S. are now in automobiles.

In addition to this interim report, BAB will issue later this summer the results of the first national survey on automobile ownership and listening. Baby presentations are designed to assist member stations in selling the large audience available in automobiles.

Network Radio

Guts More Money from 13

THIRTEEN of the top 20 advertisers spent more in network radio than in magazines or television in 1951, CBS’ director of sales extension, Edward F. Lethen Jr., noted last week.

The report is a letter to advertisers and agencies, Mr. Lethen referred to published reports that General Foods reached peak sales for the ninetieth year in a row in 1961. General Foods, Mr. Lethen pointed out, has spent $77 million in network radio over the last 10 years and continues to be a heavy radio user.

Further, Mr. Lethen asserted, network radio is the best advertising medium for small-budget advertisers as well as for those with large budgets.
STEEL DISPUTE

Cast Shadow on Future Radio-TV Sets, Stations

STEEL OUTPUT emerged last week as the big question mark in the future of radio-TV set production and station construction in the twir fields of broadcast reception and transmission.

A continuation of the steel industry dispute—it had moved into the fifth week of disruption—has govern ment allocation of forms and aluminum on an oddity as they await the outcome. At stake are materials quotas for set-makers and building-minded manufacturers for the fourth quarter of 1955—setting Oct. 1. Third quarter quotas became effective last Tuesday.

Any appreciable loss of steel could serve to negate the easing of restrictions on copper and aluminum manufacturing for the second quarter of 1955—setting Oct. 1. Third quarter quotas became effective last Tuesday.

Steel and aluminum already have been suspended, and four quarter allotments were expected to approximate those for the third quarter. Some advance steel allotments for after Oct. 1 were for 90% of the present quarter. Radio-TV set allotments this quarter are 50% of base for copper and 50% for aluminum.

Steel and other factors were weighed in a conference last Tuesday between the Radio-TV Manufacturers Institute, Industry Advisory Committee and NPA's Electronics Div.

Steel output and aluminum had been suspended, and four quarter allotments were expected to approximate those for the third quarter. Some advance steel allotments for after Oct. 1 were for 90% of the present quarter.

Radio-TV set allotments this quarter are 50% of base for copper and 50% for aluminum.

Steel and other factors were weighed in a conference last Tuesday between the Radio-TV Manufacturers Industry Advisory Committee and NPA's Electronics Div.

The National Production Authority, in turn, informed a steel manufacturers' advisory group that allocations of the material for rectifiers will be lower than that during May and June.

Manufacturers reported they will have to curtail production "in the near future" because of work stoppages in the steel industry rather than for a present lack of materials. Demand is expected to increase for the next 18 months, allowing for reduced seasonal demand, they said.

EDUCATIONAL SERIES

Starts on ABC in Fall

ANOTHER educational series similar to ABC-TV's forum, Horizons, is planned for ABC and the Columbia U. Press, Dr. Grayson L. Kirk, acting president of Columbia U., announced last week.

Series will be presented as a series exemplifying "The spirit of the campus and the freedom of inquiry that is so important to education in and for a democratic society," he said. The series will again place the emphasis on the student and spontaneous discussion with guests and faculty members.

The program was a special feature of the ABC Public Affairs Dept., in cooperation with the communication materials center of the Columbia U. Press.
RECRUITING FUNDS

Hill Outlook Improves

FATE of paid recruitment advertising and military public information radio-TV programs may not be as dim as believed last spring, on the basis of a defense appropriations bill passed by the Senate and sent to conference last week.

While overall recruiting activities apparently will suffer, it appeared that paid radio-TV spot programs would evade the economy on Capitol Hill for fiscal 1953, which begins Tuesday.

Increased funds for public information personnel in the Dept. of Defense also seemed to indicate that production of certain "infotainment" or military "prestige" shows would not suffer as drastically as first imagined.

Main developments on the defense funds bill (HR 7891) last week, as the measure was referred to a joint Senate-House conference group, were:

- The Senate voted $4.3 billion-plus for maintenance and operation, under which an estimated $1 million is earmarked for recruitment advertising.
- The Senate also approved $750,000 for OPI personnel in the Dept. of Defense and imposed a ceiling of $6,004,851 on all public information and public relations funds for all military branches—thus overriding drastic House cuts.

While the funds bill still was tied up in committee, a Military Personnel Procurement Service official said the Army and Air Force expect the $1 million to remain untouched and thus enable the services to proceed with recruiting plans. He estimated that radio-TV probably would derive about 50% of this sum.

The Senate Appropriations Committee boosted funds for Defense Dept. OPI personnel from $312,900 to $750,000 and added $25 million in new funds for maintenance and operation, but perhaps enough to prevent any wholesale abandonment of such shows as Defense Report, Armed Forces Review, Time for Defense and Pentagon-Washington [B&T, May 29].

An interim radio-TV spot campaign has been underway in recent months, financed from fiscal '51 monies. Hope for authority to use another estimated $2 million for advertising, tied up in house expenditures, has been virtually abandoned, according to Pentagon authorities [B&T, May 19, April 14].

A FORMER BIFDO executive, Egbert White, with the agency from 1916-1946, has received a citation from the Philippine American Legion for continuing friendship with the United States in performance of his duties with the State Dept. He is now chief of the Far East Regional Production Center for the department in Manila and assists the Sgt. Major in preparing leaflets, pamphlets and other material.

SPEAKERS TABLE group at 28th convention of Radio-Television Mfrs. Assn., held in Chicago (1 to r): B. L. Graham, Allen B. DuMont Labs.; F. R. Lack, Western Electric Co.; John T. Kishler, chairman, Renegotiation Board; Robert C. Sprague, retiring RTMA board chairman; Glen McDaniel, RTMA president, and A. C. Plamondon, is to succeed Mr. McDaniel.

RTMA PRESIDENT
Special Group Scans Field

SCANNING of the electronics manufacturing industry for a new president of Radio-Television Mfrs. Assn. has been started by a special committee named to find a successor for Glen McDaniel, RTMA president, who told the association that he would resign effective Oct. 1 [B&T, June 30].

While Mr. McDaniel has not divulged his plans other than to explain he was resigning for personal considerations, it is understood he is considering legal practice in New York.

A. B. Plamondon Jr., new RTMA board chairman, will serve in a dual presidential-chairmanship role after Oct. 1 if a president has not been selected by that time. Robert C. Sprague, retiring board chairman who heads the special presidential committee, served in a similar dual capacity prior to selection of Mr. McDaniel. James D. Secrett is RTMA secretary and general manager.

HOUSE INQUIRIES
Vote Foundation Study

WEALTHY foundations will get a looking over by Rep. Eugene E. Cox (D.-Ga.) and a select committee, it was assured last week when the House voted $75,000 for the probe into whether tax-free foundations were engaged in un-American or subversive activities [B&T, June 23]. Roll call on approval saw the House divide 247 to 99 in favor of the appropriation.

Rep. Cox, who headed a select committee investigating the FCC in 1948, has been a consistent critic of that agency ever since.

At committee request to Harris subcommittee investigation of radio-TV program "morality" is the special committee headed by Rep. C. S. Oglesby (D.-Ark.) to investigate pornography in books, magazines and comics [B&T, June 23].

It will be the second time the Committee has got $25,000 in the House. First time, it was for the Committee to investigate pornography "in the everyday books, magazines and newspapers." Originally Rep. Oglesby's resolution asked for the establishment of a special committee to investigate radio-TV programs and printed media, but the House Interstate & Foreign Commerce Committee took over the broadcasting probe.


SMITH PETITION
Opposition Filed with FCC

OPPOSITION to the petition of Rev. J. Harold Smith asking the Supreme Court for a writ of certiorari to argue the FCC and U.S. Court of Appeals decision denying a license for WBIK Knoxville was filed a fortnight ago by the FCC.

The Commission claimed that it had the right to consider Rev. Smith's speeches, writings and broadcasts in judging his character as a licensee. It pointed out that denial of WBIK's license application was also made on the ground that Rev. Smith had misrepresented his financial arrangements in his application.


Rev. Smith's appeal to the Supreme Court last month was based on the question of whether the FCC has the right to deny a license because of "religious beliefs, speeches, writings and activities ... which occurred prior to the grant of the chance to fortify the application." This is against the provisions of the First Amendment, the Tennessee minister alleged.

Also at issue, Rev. Smith stated, was procedural question of whether the FCC can actually revoke a CP by denying a license application.

BLACKLISTING
ACLU Asks FCC Rehearing

FCC was asked last Wednesday by the American Civil Liberties Union to rehear complaints of alleged blacklisting in the radio-TV industry and to revoke an earlier order involving license renewals of three networks and a station.

ACLU's petition noted that the Commission had renewed the licenses of ABC, and WCBS-TV-OBS, WNBT-TV-NBC, WPIX-TV-ABC, which filed answers to its first request last April. FCC rejected the charge June 11 but did not rule on ACLU's request for a probe on alleged blacklisting practices. Complaint also cited DuMont and KOWL Santa Monica.

A rehearing should be held, the group said, to give it an opportunity to present legal argument in support of the complaint. The licenses should not be granted, ACLU held, unless the networks "cease discriminating against performers on the basis of alleged political beliefs and associations." It branded the FCC order as "erroneous, unfair, and unjustified," and it should be "revoked, reversed and rescinded in its entirety."

ACLU said the licenses were renewed despite FCC's request that it file a brief discussing its charges and the networks' answers. "The Commission obviously will consider the relevancy of similar instances of blacklisting as determining whether licenses of other stations named by ACLU last April should be renewed. It added: "Doubtless this Commission action [of June 11] would, unless reconsideration is forthcoming, be considered—as indeed it has already been—yielding to pressure of the very sort that have resulted in the blacklisting claims in its complaint is designed to remedy."

ACLU's petition was signed by Herbert M. Levy, its staff counsel, and John Finerty, New York attorney and member of the ACLU board of directors. Illness prevented Mr. Levy from signing the petition.

NARTB DISTRICTS
Initial Committees Named

FIRST of a series of 17 District Membership Committees was appointed Wednesday by NARTB President Harold E. Fellows. The committees were authorized June 12 by the NARTB Radio Board [B&T, June 16]. They will work directly with the NARTB Station Relations Dept., of which William P. Stubbiesfeld is director, and will be directed by William K. Treynor, assistant director.

First committee will represent District 10 (la., Mo., Neb.) in seeking closer liaison between NARTB and broadcasting stations there. It is directed by E. K. Hartenbower, KCMO Kansas City, District 10 director, it consists of Mahlon Aldridge, RFRU Columbia; L. Edward Breen, KFVD Fort Dodge, for Iowa; Harry Burke, KPAB Omaha, for Nebraska.

BROADCASTING • Telecasting

July 7, 1952 • Page 31
to utilize more than 50% of the station's most valuable time, but coupled with it the unrestricted right also to sell such station time to advertisers at any rate it so determines or otherwise.

Whereas, while it is to be assumed that no national network service would either deliberately or capriciously fix or establish rates at an unreasonable or unprofitable level, the best guarantee that such action will never be taken is that the rates fixed by it shall remain a matter of bilateral agreement between individual radio broadcasting stations, and affiliates, and

Whereas, it is now generally recog-
ized that the rate reduction effected by the CBS Radio Network on July 1, 1951 has accomplished none of its primary purposes and in particular has resulted in less income for both the network and its affiliated radio broadcasting stations and, further, that such rate reduction is in fact inconsistent with the level, trend and the economy generally, and inconsistent also with the effective service presently rendered by radio broadcasting to its listeners and advertisers, and

Whereas, finally there is a definite continuity of interest between the networks and affiliated stations and between both, operating soundly and harmoniously, and the listening public, the Congress, therefore,

Now, therefore, be it resolved by the radio station affiliates of CBS in meeting assembled this first day of July, 1952, that the following recommendations be submitted to CBS as reflecting a consensus among its radio affiliates and as being carefully and directed by them in what they most earnestly consider to be in the interests of radio broadcasting and its future:

1. That CBS as the leading radio network service, initiate immediately a program of research and a search that will establish the real value and impact of radio broadcasting as a communications medium, make the results thereof available to all advertisers and associated advertising groups and abandon as a principle the tool of radio, present purely quantitative rating systems and other research data of limited, temporary and questionable value.

2. That CBS and its affiliates take the initiative in establishing broad standards and practices of good broadcasting.

3. That CBS abandon any present or future effort to establish network service rates on a unilateral basis for its affiliated radio network stations, and that it will hereafter establish such rates on a bilateral basis as a matter of contract with each individual radio broadcasting station with which it is affiliated.

4. That the concerted effort of certain advertisers to achieve further reductions in the rate charged for radio broadcasting network programs be firmly and finally rejected and that the rate charged for radio and reject any business practice to stimulate sales in the industry by rate cutting and in this respect, that

TAKING oath of office for second consecutive term is FCC Comr. Rosel H. Hyde (1), before Chief Judge Har- old M. Stephens of the U. S. Court of Commerce. Ceremony was held at FCC headquarters in Washington, New Post Office Bldg., with other Commissioners and FCC staff executives attending.

the rate reduction established July 1, 1951 be rescinded and that such rates be restored immediately.

5. That CBS immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 26% higher than that existing prior to July 1, 1951.

SECURITY GUARDS
Pratt Confer With Truman

HARADEN PRATT, telecommuni-
cations adviser to the President, conferred last Tuesday with the Chief Executive on progress made by Mr. Pratt.

While the discussions were termed "classified" by Mr. Pratt's office, it was reported that the telecommunications adviser briefed Mr. Truman on actions taken thus far, and on "telecommunications problems relating to the national security."

It was believed that Mr. Pratt and the President discussed certain international frequency matters outside the realm of commercial radio-TV, and lost the role being played by the Interdepartmental Radio Advisory Committee. IRAC determines spectrum needs among various government agencies, with FCC represented in its membership and advises on private broadcast and non-broadcast channel requirements.

Mrs. Martha Goddard
FUNERAL services were held in Chicago last Wednesday for Mrs. Martha Goddard, 61, sister of George B. Storer, head of the Storer Broadcasting Co. Burial services were held on Thursday in Zanesville, Ohio. Mrs. Goddard died Tuesday in Chicago. Mrs. Goddard was the widow of insurance executive George B. Storer. She is sur-
vived by two children, Mrs. J. Harold Ryan, wife of the senior vice president of the Storer Broadcasting Co., and Mr. Storer.

REYNOLDS RENEWS
$9.5 Million Shows on NBC

RENEWALS representing some $9.5 million in gross annual billing, including 21 shows signed by the R. J. Reynolds Tobacco Co. with NBC and NBC-TV, John K. Herbert, vice president in charge of radio network activities, and Mrs. J. A. Madden, vice president in charge of TV network sales and operations, announced last Tuesday.

The renewal business was placed through William Esty Co., New York.

Mr. Herbert announced that the tobacco company again will sponsor the Vaughn Monroe Show starting Sept. 3 at a new time, Wednesday 8:30-9:30 p.m. EDT, over NBC radio. The other radio re-

New Radio Act

Special Committees Appointed

SPECIAL "Register and Vote Committees" have been named by 13 state broadcast associations, ac-
cording to Mr. E. Fellows, NARTB president.

Committees will work with NARTB in the nationwide register-vote drive being conducted by NARTB in conjunction with the American Broadcasting Co. The drive seeks to help bring out a record number of votes this autumn.

Seven Committees Appointed

Seven new committees were an-
ounced as follows:

South Dakota—B. J. McEIllogt, KSDN Aberdeen, chairman; Robert Tischer, WMNX Yankton; Ray Eppel, KORN Mitchell; Keith Nighbert, KGUS Vermillion.

Kentucky—J. W. Betts, WPTM Mayville; F. E. Lackey, WHOP Hopkinsville; George W. Norton, WAVE Louisville; Gilmore Nunn, WLAP Lexington.

Kansas—Fred Congren, WREG To-
peka; chairman; Frank Webb, KFH Wichita; Wendell Elliot, KEGO Dodge City; Robert L. Pratt, KGOP Coffeyville.

Maryland—C. John E. Sarrick, WFRB Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; William Paulsgrove, WJZJ Harrisburg; Joseph L. Brechner, WGV Silver Spring.

Mississippi—Wiley F. Harris, WDJX Jackson, chairman; Mrs. Norma E. Leggett, WLAU Laurel; Philip D. Carey, WAPF McComb; Robert F. Wright, WTKO Meridian; Charles Newman, WCUU Columbia.

Montana—J. P. Wilkins, KFBF Great Falls; V. C. Clark, KOOK Billings; Marion Dixon, KGVO Missoula; Ed Cooney, KOPR Butte.

Wisconsin—Ben A. Laird, WDUP Green Bay, chairman; Bruce Allen, WFTM Waukesha; Frank Wade, WFRM Wisconsin Rapids; Michael Henry, WKOW Madison; Bruce Bickel, WDRB Rhinelander.
"The situation is tragic—but not serious."

H. V. Kaltenborn has been estimating serious situations since the Spanish-American War, in which he was a soldier-correspondent. Since then he has spent twenty years in the newspaper business and thirty years as a radio commentator.

In a career which could fill several books (and has), Mr. Kaltenborn has broadcast interviews with Hitler, Mussolini, Ghandi, and Chiang Kai-Shek, has been captured by Chinese bandits and in his coverage of the Spanish Civil War was the first to broadcast from the scene of battle.

Every Monday, Wednesday and Friday, H. V. Kaltenborn's clipped speech and famed pronunciation of "Russia" are heard on Pure Oil News Time, sponsored by the Pure Oil Company. And along with the rest of NBC's distinguished company of newsmen, Mr. Kaltenborn is currently reporting on both radio and television the biggest political news since 1932.

Kaltenborn, the dean of radio news commentators, is another reason why most people hear the news first and hear more of it from NBC.
Radio's audiences multiplying

The broadcast industry is still reaching its peak, but it has yet to fully embrace the potential of the digital age. This is despite the fact that radio has always been a medium that connects people with each other in a meaningful way. Radio stations are able to reach more people in more ways, at more times, in more places, and at a lower cost than any other form of mass communication. They also have the ability to attract advertisers who want to reach their target audience.

In the beginning radio set its rates by instinct. Long before television developed its sophisticated rating and audience measurement systems, what little information there was about radio’s audiences was compiled from the information disseminated by the broadcasting companies themselves. And even then, there was a tendency to exaggerate the size of the audience. The result was that advertisers were misled into thinking that radio had a bigger audience than it actually did.

The problems were compounded by the fact that radio’s audiences were measured in different ways. Some stations used the Arbitron survey, which measured listenership by time of day, while others used the Radio Telephone Survey, which measured listenership by household. The result was that advertisers were misled into thinking that radio had a bigger audience than it actually did.

Radio was also a medium that was difficult to measure. It was impossible to determine exactly how many people were listening to a particular program or how long they were listening. This made it difficult for advertisers to determine whether their ads were being heard.

In the end, radio’s audiences were measured in a way that was both inaccurate and unreliable. This made it difficult for advertisers to determine whether their ads were being heard. This made it difficult for advertisers to determine whether their ads were being heard. This made it difficult for advertisers to determine whether their ads were being heard.

Despite these problems, radio has continued to be a popular medium with advertisers. This is because it is still a medium that connects people with each other in a meaningful way. Radio stations are able to reach more people in more ways, at more times, in more places, and at a lower cost than any other form of mass communication. They also have the ability to attract advertisers who want to reach their target audience.

Radio’s audiences are still here and still intact. They are still reaching their peak. And even though radio’s audiences are still growing, they are still growing at a slower rate than they were.

In the end, radio’s audiences are still reaching their peak. And even though radio’s audiences are still growing, they are still growing at a slower rate than they were.

The broadcast industry is in for it, if we ignore our better business judgment and instead embrace the rules and ethics of the book shop...
"The situation is tragic—but not serious."

H. V. Kaltenborn has been estimating serious situations since the Spanish-American War, in which he was a soldier-correspondent. Since then he has spent twenty years in the newspaper business and thirty years as a radio commentator.

In a career which could fill several books (and has), Mr. Kaltenborn has broadcast interviews with Hitler, Mussolini, Ghandi, and Chiang Kai-Shek, has been captured by Chinese bandits and in his coverage of the Spanish Civil War was the first to broadcast from the scene of battle.

Every Monday, Wednesday and Friday, H. V. Kaltenborn's clipped speech and famed pronunciation of "Russia" are heard on PURE OIL NEWS TIME, sponsored by the Pure Oil Company. And along with the rest of NBC's distinguished company of newsmen,

Mr. Kaltenborn is currently reporting on both radio and television the biggest political news since 1932.

Kaltenborn, the dean of radio news commentators, is another reason why most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America
Wednesday session, in addition to Messrs. Paley and Stanton, included Joseph H. Ream, CBS executive vice president; Adrian Murphy, president of CBS Radio; Herbert V. Akerberg, vice president in charge of station relations; Louis Hausman, administrative vice president, and John J. Karol, vice president in charge of network sales.

In their own session the affiliates made clear that they saw no justification for a cut in network rates; that, on the other hand, rising costs and inflationary dollars make increases justifiable; that radio was down-grading itself even before television emerged; that strict maintenance of the card rate is vital; that a reduction in network prices will engulf the entire radio industry, and that reductions will no more serve to stabilize the business than last year's did.

CBS Radio's business is down by more than the 10% by which rates were reduced a year ago, leaders noted. They estimated that affiliates now are getting approximately 80% as much money from the network as they did before the 10% cut went into effect. On the other hand, they reported local and spot volume higher today on most stations than a year ago.

In his speech, which drew a standing ovation from the other affiliates, Mr. Sholits decried rate-cut talk and under-the-counter deals, and prescribed "a formula of sound business practices without which no medium can remain important and healthy."

This formula, he said, "is neither as easy nor as quick nor as simple as cutting the rates would be. It demands a powerful faith in radio as a great advertising medium. It involves vision, intelligence, ingenuity, hard work and courage. But it will encourage wholesome competitive selling and provide better service to the listener. And it is the only formula that can succeed."

Mr. Sholits spelled out the formula as follows:

1. CBS Radio officials should "face up to their responsibility to end their reckless price war by telling us tomorrow there will be no rate cut."

2. They should "tell us that as of this minute CBS has become a "No Deal" network. Nothing could be more salutary, nor contribute more toward stimulating our business than an announcement by CBS that henceforth no advertiser can expect any rate concession, special discount, talent contribution, or anything else not published on the card and offered to all advertisers."

3. They should "tell us that CBS will immediately take the lead in underwriting and developing sound research that will measure all the dimensions of radio..."

4. They should "take the lead in stripping network salesmen of that Frankenstein of the radio industry—the rating pointpiece. All of us are carrying programs whose ratings wouldn't merit a small-type footnote in the pointpiece; but they sell products and pay off the advertiser who doesn't call a hoot about the rating. Selling by ratings as we do now is just plain stupid. It is a sales tool that misleads the advertiser to his own disadvantage and certainly cheats us."

5. CBS Radio "should take the initiative in restoring the standards of good broadcasting they were so instrumental in getting the industry to accept years ago."

Cities Purpose of Meeting

At the outset of his address Mr. Sholits made clear that those who called the meeting possess "sincere respect" for CBS Board Chairman William S. Paley and his associates. The meeting, he said, "stems primarily from the fact that we have unshakable confidence in radio, and that we take great pride in being affiliates of the nation's No. 1 radio network."

But with leadership goes responsibility, he declared.

The meeting, he made plain, was motivated by alarm over reports—publicly unverified by the network—that CBS Radio was planning, or already had promised advertisers, rate cuts ranging as high as 50% in nighttime periods. Alluding to the 10% rate cut touched off by CBS Radio in 1951, when advertisers were informed before the affiliates were, Mr. Sholits said that again "apparently... we are learning about the selling of our nighttime schedule at a bargain basement rate after it is an accomplished fact." He continued:

"Sixteen months ago we were told that the rate cut was the cure-all for our network's problems. We didn't believe it, but we went along, willing to be shown. The ensuing months proved us right. If the price of network radio wasn't the answer then, it would be fantastic to be told it is the answer now. Price cutting was not the answer then, it isn't now, and never will be. You will find that, historically, price wars have never solved a competitive problem until someone has gone bankrupt."

In a reference which some affiliates considered highly significant, Mr. Sholits cited last year's spectacular price war between Macy's and Gimbel's department stores in New York, and declared:

"The only significant change is that a flock of the top officials of one of the stores is no longer with it."

Getting back to the subject of radio rates, and reviewing NBC's abortive attempts to reduce time charges, he continued:

"There are two giants of our industry engaged in a brutal price war. The alarming fact is that they seem determined to fight this price war to the death—of the last affiliate."

"You know full well that if CBS initiates another round of rate cutting, the other networks will follow. Nobody will gain in the long run, certainly radio will be seriously injured and the advertisers' confidence in our medium will be further impaired."

"How long can you continue selling a 69-cent tube of toothpaste for 29 cents before people begin to believe it is only worth 29 cents?"

Mr. Sholits charged that radio's "lack of business character—not the price of network radio—is responsible for the pressure of advertisers to reduce rates. This, he said, applies to radio stations as well as to networks.

"No advertising medium," he asserted, "can remain vigorous in the fire-sale atmosphere gripping radio today, or in the situation that will result from a reduction based on some arbitrary formula pulled out of the air. Our immediate problem is not that of selling out sustaining network time periods. Our problem is to restore respectability to the network business."

Mr. Sholits told the other affiliates that the local broadcaster is afraid of reducing his rates when he is convinced that he is overcharging the advertiser. But, he continued, it is "stupid" and "suicide" to cut rates "out of fear, panic, intimidation, desperation or a misguided desire to keep up with a rate cutter down the street.

Find Fair Value

"Before we tinker with the rates," he advised, "let's find out why we want to do it, and what rate does represent a fair value."

The research which he proposed, Mr. Sholits said, should show "for the first time, the true value of radio as an advertising medium—its true value in terms of impact and results—its true value today in relation to other advertising media. Then and only then," he asserted, "will we have a sound basis on which to build our pricing problems."

"We're the advertising medium that has been researched to the hilt," he added. "We've misused the research we've had, and had yet to get the research we need."

Until now, he continued, radio hadn't had to "operate at its most efficient, and its notable success shows that far from... proving the inherent power of radio—not a testimonial to management." Further, he contended:

"It would be foolish to underestimate the strength of the new competition with which radio is

(Continued on page 36)
0.5 MV POPULATION AREA
1,709,000
GREATER THAN POPULATION IN ANY OF 16 STATES

Youngstown Metropolitan Area
541,600
(Mahoning, Trumbull & Mercer Counties)
POPULATION GREATER THAN EACH OF 5 STATES
RETAIL SALES GREATER THAN 6 STATES

WFMJ sells merchandise in America's 30th market

Phone or Write
HEADLEY-REED CO.
or

WFMJ
5000 WATTS and 50,000 WATTS FM
101 West Boardman St.
Youngstown, Ohio

The NBC Station Serving Greater Youngstown, O.
CBS Heeds Affiliates on Rates

(Continued from page 34)

confronted. But it is equally fool-

ish to overlook the fact that every

fundamental superiority that made

radio important and effective is

there still and intact.

"Radio's ability to inform, to en-

tertain, to educate, to sell makes

radio unique in the eyes of 'the

listeners who depend on it, but to

advertisers. They know that radio

today still reaches more people,

in more ways, at more times, in

more places, at a lower cost than an-

y other basic medium. Only

they would also like to be shown

the evidence. And in all the millions

of ratings that are not only fail to

produce— we obscure it."

Noting that radio in the past

(though BMM) had tried two un-

iform national coverage measure-

ments, and asserting that the proof

of their benefit is at best "quite

obscure," Mr. Sholis said that "our

present situation is outstanding as an

example of the employment of all.

Two Studies Under Way

He pointed out that two studies

are under way concurrently, with

CBS subscribing to one (Standard

Audit & Measurement Services)

and to Nielsen, as well as to

other (Nielsen Coverage Study).

"Each," he said, "is studiously
designed to measure the same

ing choosing, only with a guarantee

that the figures will be wrong. There's

the further guarantee that com-

paring their results will merely

compound the confusion. They will

contribute to this by running adver-

tisan out the economic

information on which we can base our

rates."

He continued:

"In the beginning radio set its

rates by instinct. Long before

television got out of the laboratory

stage, when everything else that

advertisers bought was going up,

we kept pace. But in the peak

reached by network rates reflected a

compromise between the obviously

increasing values of radio, the

advertiser's need for audience and the

rising rates, and the networks' fear

of being unable to maintain a

virtually sold-out condition.

The basic factor building up the

advertiser's resistance—then as now—was radio's inability to

supply believable evidence that it

was worth more. Everybody knows

that rates stood still while the

medium continued growing. It grew

despite its statistics, not because of

them—and these are the very same

statistics that are used to be used to

beat radio into submission.

"While radio was investing spec-
tacular amounts of money to

torture itself into smaller and smaller

chunks, the networks' rate of increas-

ing the printed media were mul-
tiplying their ABC circulations by

anything from 2% to 10 times. The

claim that radio is on the edge of

starvation or 'cumulative audience.'

Radio's audiences are bigger, as

everyone knows, but the printed

media erased this advantage by

describing their small potential so

attractively that advertisers could

not resist the mere opportunity to

reach their readers.

Nobody knows today whether

radio rates are too high, too low, or

exactly right. Certainly, at its

'traditional' rates, advertisers found

it hard to find an exceptionally

effective medium for selling their

products. Because those network

rates remained static so long, how-

ever, and this is important—radio

in 1957 found itself actually selling

for less than it did in the pre-
television era. Sometimes I am

afraid that our industry is the

same way these days, because that

life impatiently refuses to recognize what the

inflationary cycle has done to the

time, the network's, and the audi-

ence's.

"Newspapers, magazines and all

other media have raised rates on

the basis of increased costs as

well as increased circulation. Only

radio had been so timid as to be

afraid to tell all about its frame-

work and its operating costs have

gone up."

Mr. Sholis said a CBS vice presi-
dent—no identified—stated open-

ly in a speech last year ago that

he questioned whether radio could

afford to expose itself to searching

measurement. In answer, Mr.

Sholis, the speaker, declared:

"I'm convinced that that Radio

claims a potential of only 20% of

the adult population, yet does a

bigger dollar volume of business

than any other medium."

"Why in the world," he asked,

"should we be timid about our

medium which has a potential audi-

ence of 90% of the nation's homes

365 days a year?"

"If we undertake an honest,

conscious measurement im-

mediately—if we convince the ad-

vertiser we are finally going after

sound research—the advertiser

will be patient with us and will

work with us—and we need fear

nothing. For we know with radio

to sell the advertisers' products

profitably," the keynoter declared.

"Then, within the next year,

we will have a complete and accu-

rate information about the power of radio that will enable the advertiser to

use it more effectively and we can

fix a price that will be logical and

equitable."

In his denunciation of ratings

as a sales device, Mr. Sholis de-

clared:

"Each month we beat the

tomato and do a war dance around

the charmed circle of top-rated

shows. And, in effect, we are telling

175 other advertisers that their

radio programs are no good.

"Meanwhile, what about the new

advertisers that network radio

needs so badly today? Our addic-
tion to ratings is an open invita-

tion to them to accept the belief of

the difficulty of crashing the charmed circle of the top 10 who

seemingly are getting more out

of the investment than they

can. . . .

"My friend, Andrew Heiskell,

publisher of Life magazine, never

blows the trumpet on Friday

nights to announce the 10 adver-

tisements in his magazine that have
earned the largest readership . . .
selling by ratings as we do now is just plain stupid."
There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That the audience appreciates this is reflected in the fact that WREC has the highest average Hooper rating in Memphis—and actually costs less per person reached (10.1%) than in 1946.

Alert advertisers know WREC brings them more in sales—more in prestige.
Radio-TV Rebuff, Embrace in Chicago

(Continued from page 26)

Roger Pryor for comic relief.

The NBC telegram was sent on June 27 by President Joseph H. McCall. Acting for CBS in a similar role were Adrian Murphy, vice president, and Robert M. Van Voeken, president of CBS-TV. They all sent telegrams to Sen. Taft and Gen. Dwight D. Eisenhower, asking for support of their position.

Sen. Taft notified NBC on Monday that he had "absolutely no objection to the use of television in the Democratic convention." He informed Mr. Gabrielison, but I do not think I should attempt to dictate to the National Committee.

The four TV networks meanwhile had been urged on Monday by the American Television Society to protest the proposed action. ATS called on the broadcasting industry to "use its utmost power to obtain redress of any adverse decision."

Sig Mickelson, CBS-TV director of news and public affairs, issued this statement Wednesday:

"We believe that the public has a right to know the proceedings of the Democratic convention in the fullness of the light. Our networks will not permit the story of the event to be obscured or ignored. The network tests radio and TV should have equal rights with other news media."

The incoming telegraph said that the Chicago network would introduce a new "periscope eye" to "look over" the heads of crowds at the meeting.

- Admiral Corp, ABC radio-TV convention sponsor, reported it had 284 installations in 15 states, including 180 feet of cable to farah 2100 stations for the conventions.

- WBYE, CBS network, would cover the major convention assignments for Edward R. Murray, Lowell Thomas, Charlesiy Harrison, Lyn Willard, Dwight Cooke and Alastair Cooke.

- NBC will make a staff of 300 and 42 million worth of studio to Chicago, according to William McAndrew, network TV public affairs director. NBC will use 16 TV and 11 radio special convention assignments.

- WNYC Radio network networks announced lists of executives who will attend conventions.

The following:

ABC—Robert E. Kintner, president; Ernest Lee Jahncke Jr., vice president and program executive; and Richard J. Velotta, vice president in charge of radio and television. Also, G. Coe, director of radio news and special events; William Murray, director of radio news and foreign events; Paul F. White, managing editor of ABC-AM-TV network newsmen: Charles Underhill, director of news-AM-TV program department; Frank Marx, vice president in charge of engineering and general service; William Trevor, director of ABC-AM-TV engineering operations; Edward C. Horst, vice president in charge of production; John L. Whipple, vice president of radio and television; J. F. Ford, director of engineering and general service department; Walter M. Jones, director of engineering and public affairs.

CBS—Robert B. Coie, president; John M. S. Pyle, board chairman, Frank Stanpton, president; Edward A. Miles, general manager of CBS sales, and L. Van Volkenburg, president, director of radio and television. Also, Charles Newburn, vice president in charge of TV and radio news; R. Weeks, vice president in charge of ABC-CBS television news; G. Greer, vice president in charge of ABC-WNBK TV news and special events; William W. Sloane, president of CBS television division; William D. Tomlinson, director of NBC news; George R. Brokaw, director of ABC news; and Samuel H. Brown, director of engineering and public affairs.

DuMont—Teddy D. Chip, director of engineering, who will supervise installation and operation of equipment; and Louis L. Gaddis, director of programming and production.

MUTUAL—William H. Finksh and Arthur Feldman, director of Mutual-WOR AM operations; B. G. Milam, director of special TV series; and J. Z. Ward, director of broadcast activities, and Francis J. X. Zurzolo, director of public relations.

Mutual—Howard Trammell, board chairman; Joseph H. McConnell, president; Robert Embry, vice president and general manager of Mutual TV; and Charles E. Snyder, program executive.

Radio-Television Rebuff, Embrace in Chicago

Three Networks Affected

THE Radio Writers Guild called a strike early Wednesday morning against NBC and ABC and at 4 p.m. yesterday against CBS in New York City and Chicago in a dispute over union demands for extra fees for staff writers, continuity and other writers when working on sponsored broadcasts.

Plans have been formulated by the union to picket the Republican Convention opening (Sunday) unless a settlement is reached. Graham Grove, co-chairman of the strike committee, said plans call for pickets to march to front of the convention site and in front of the Merchandise Mart and the Wrigley Bldg., which house the networks in Chicago.

Negotiations between the union and the networks have been in progress intermittently since Sept. 30 when the contract expired. The disagreement that resulted in the strike is over the lack of a new union contract. The three networks refused a union demand during a negotiation session last Tuesday for special fees for work on sponsored local broadcasts. The Guild claimed the networks were refusing to agree on union rates. Directors, producers and others working on a sponsored show received fees above their salaries and said that they should be entitled to a similar arrangement.

The union revealed that the networks were willing to negotiate for such fees on network programs but it pointed out that a small number of writers would be affected by such a concession.

Ira Marion, eastern region vice president of the guild, said that 87 writers in New York and 8 in Chicago were involved in the dispute but that he expected 1,200 other guild members across the country to support the walkout.

100 Programs Affected

An estimated 100 news and other programs were affected by the strike. News delights that no programs were missed.

Supervisory personnel prepared the shows and said the situation was "well in hand."

All three networks said they would be satisfactorily staffed for the Republican Convention opening today (Monday). Both NBC and ABC in Chicago have a union contract with the National Assn. of Broadcast Engineers and Technicians and CIO. CBS holds a contract with the guild but said a large part of their coverage would be by commentators with their own writers under contract.

At NBC 9 radio news and 11 radio script writers were on strike and some NBC-TV news and script writers were also affected. ABC announced that nine news writers and several hundred continuity writers were involved in the dispute. CBS said that 28 employees were on strike.

Streibert's Post

THEODORE C. STREIBERT, president of General Telecasting Sys- tems, Inc. (June 30), is also a board member of MBT, which was inadvertently omitted in the list of directors released by the network following the June 26 board meeting.

Affiliates Registration

(Continued from page 38)

DON LEE'S
RADIO AUDIENCES
ARE SOARING, TOO!

JAN.-FEB. 1952 vs. JAN.-FEB. 1949*

Daytime audience 16.2% higher
Evening audience 13.4% higher

... and network rates are currently
LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average
audience, Monday thru Friday.
DON LEE GIVES THE MOST COMPLETE, CONSISTENT, LOCAL COVERAGE OF THE PACIFIC COAST AT THE LOWEST COST PER SALES IMPRESSION OF ANY SALES MEDIUM

Pacific Coast rail yards bustle with business, serving more than 14 million people who live in this vast 323,866 square mile area. Only Don Lee can deliver your message clearly and consistently into each market from its own local network station. In addition to saturation, only Don Lee can offer you the flexibility of spotting your sales messages to your distribution pattern...with no waste.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...Don Lee.

*Represented Nationally by John Blair & Company*
Busy 'Battalion'

VOTERS' registration drive of KMBC-KPRM Kansas City, Mo. (Feb. 6, June 16) has been such an outstanding success that the stations are now helping recruit workers for the election commission. As a result of a three-day campaign on the part of "Bal-lot Battalions" and KMBC-KPRM, the city picked up more than 28,000 registrants. Election commissioner's office confessed that it was concerned about being able to process new voters' papers in time for the state primary Aug. 4. Stations were forced to hold back a special scheme to set up 10 huge "drive-in" places of registration so that eligible voters could register without getting out of their automobiles. The avalanche of registrants was, perhaps, a case of too much success.

FEDERAL RESEARCH
Sen. Ferguson Asks Probe

INVESTIGATION into the research activities of government agencies (including the FCC) on whether there is duplication within the government or with private interests was asked June 26 by Sen. Homer Ferguson (R-Mich.). Resolution (S Res 340) was referred to the Senate Appropriations Committee.

In a table listing the research activities of Federal agencies, prepared by the Bureau of the Budget, the FCC is shown to have spent $108,000 in this field in 1951. It plans to spend $190,000 in 1952 and $215,000 in 1953 in research, the table shows.


NEW AM OUTLET
WKOV Begins Operations

WKOV Wellston-Jackson, Ohio, began operations June 21. Owned by Steven H. Kovlan, who is general manager, the new station operates on 1570 kc with 250 w.

Other staff members are James D. Snyder, commercial manager; Jack D. Daniels, salesman; James Wendling, program director; Andrew H. Kovlan, chief engineer; Betty Troutman, traffic director, and James Hubert, Ted Covat and Jim Darnell, announcers.

'SENSUOUS' TONE
Alleged by Nazarenes

DELEGATES to the 13th quadrennial general assembly of the Church of the Nazarene have taken a strong stand against "Sensuous' programs which violate the "sacred precincts" of the home.

Meeting in Kansas City, Mo., June 18-25, some 625 delegates also concentrated their fire on the "low moral tone of much of the current literature, comic magazines and the contents of many books." The delegates represented over 50,000 members in 4,000 churches.

The assembly resolved to ask for "rigid safeguards" "to halt the further encroachments of the evils of the day into the sacred precincts of the home."

As for radio and television, the resolution stated: "We believe it to be detrimental to the health and welfare of our homes to listen to or view programs of the Hollywood-type of movies or shows of the vaudeville level."

WBQ CHARGED
Cited in NLRB Order

CHANGE that WBQ Memphis, Tenn., commercial station owned and operated by Harding College, has committed certain unfair labor practices was confirmed in a final order by the National Labor Relations Board June 26.

NLRB requested the Harding station to cease interrogation of employees with respect to their union activities and discouraging membership in the International Brotherhood of Electrical Workers (AFL) and to reinstate an engineer, Frank T. Edwards, it had "discriminatorily discharged" on grounds of economy.

WBQ is licensed to Harding College Inc., has been on the air since 1926 and operates with 5 kw daytime, 1 kw nighttime on 660 kc. Station is affiliated with MBS.

Plans Building

BEN NEDOW, operator of KECK Odessa, Tex., and TV applicant there, has been granted steel by the National Production Authority to begin construction on a 10-story office building in Odessa. Seven stories of the million-dollar structure already have been leased by the Phillips Petroleum Co. Top three stories are under option to Phillips but may be used for KECK's radio and TV operations.

John C. Armstrong

JOHN C. ARMSTRONG, 79, who retired as partner of the Donovan-Armstrong advertising agency in 1941, died June 25 in Hahnemann Hospital, Philadelphia. He was a former member of the Poor Richard Club. Surviving are a son, John C. Jr., and three daughters, Mrs. Marjorie Carson and Mary R. and Janet G. Armstrong.

Looking for a place to put your minute spots in Baltimore? Pick the WBFR "home-grown"—outstanding participation shows! For instance:

Top-rated disc jockey show in Baltimore!

Top-rated 10-minute woman's show!

Top locally produced show in its period!

MORNING IN MARYLAND
Miscs being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

1st in its time period!

FIRST OR SECOND TONE
WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

First or Second Tone
In 500 Watts in Baltimore, MD.

July 7, 1952 • Page 41

---

Stearns Sues NBC

OSBORNE Putnam Stearns, The Food Magician on radio for many years, has filed a damage suit for $50,000,000 against NBC in Federal district court, Chicago. He charges the network ordered him to change the show's format on WMAQ, where it was aired daily for six years until take-foul months ago. This resulted in low ratings and lost revenue, he said. Officials insisted upon detailed recipes which were "monotonous and boresome," resulting in a lost audience.

On All Accounts
(Continued from page 14) growing contribution to the agency's success.

Another policy has limited acco-...
"Look what I'm reading!

"No kidding, Ed... the EDITORIAL page!

"You know me, Ed... I'm strictly a sports page guy. But when I was home in bed last week with that blasted head cold, I didn't have much to do but read the paper.

"So, with time to burn, I looked at everything but the recipes... which is Marge's department, anyways. And, Ed, what I read in those editorials made me mad enough to forget I felt punk.

"One was about 'Creeping Socialism'. It told what's going on right under our noses... a lot of undercover work to turn us into a bunch of spineless dummies, instead of free citizens.

"It warned how we could lose some or all of our Freedoms... you know, free speech, press, vote and religion. And the right to work or live where we please. This editorial showed how other people abroad have let socialism, then communism, take over and make slaves out of them. And all the time these people thought all they had to do was let Government 'take care of them'. And it sure did!

"Since then, Ed, I've been reading all the editorials and articles... in newspapers and magazines. Been learning to think, too. And to talk things over with my neighbors and the fellows we work with down at Republic... things like government ownership and wasteful spending that can bankrupt a whole nation and all its citizens. Yep, I've been learning to appreciate the Freedoms that we have and other people don't. And best of all, yesterday I REGISTERED TO VOTE... and my wife did, too! That's the BIGGEST American Freedom of 'em all, and like a dope I've been too careless to protect my own and my family's interests with a ballot!

"Fanny, isn't it? From a cold in the head, I got sense in the head."

REPUBLIC STEEL
Republic Building  •  Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose stores are laden with the many fine products of a free Textile Industry. And, through TEXTILES, Republic serves America. Long-wearing, comfortable dress and suit materials... gay prints... smart drapery and upholstery fabrics... all are spun, dyed and woven on machinery made of carbon, alloy and stainless steels... much of them from the mills of Republic.

New, almost magical synthetic fibers are today developed and produced with equipment largely made of stainless steels, mostly Republic's famed ENDURO. Thus steel does its part to help keep Americans comfortably and smartly clothed the year round.

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M1, Republic Steel, Cleveland 1, Ohio.

Page 42 • July 7, 1952
**BROADCASTING**  

**Television Applications Filed at FCC June 27-July 2**  
*Indicates pre-twelfth application filed  
#Current Boscose on page 42  

---


**BROADCASTER**  

**Engineer:** George A. Gurney, Washington.  
**Consulting engineer:** Daniel H. Davis, senior (10.8%). President James E. C. Paulon, vice president and treasurer: N. H. Harrison (15.6%), Vice President Robert P. Burkett (5.9%), Secretary and Treasurer Robert B. Gaylord (5.6%), Business Manager Harry B. Kranick, (1.5%), Secretary-Treasurer J. C. Clark (1.5%).

---

**BIRMINGHAM, Ala.—** Johnstone Bostick, Exec. VHF Ch. 16 (196-198 mc); ERP 55 kw visual, 117 kw audio; antenna height above average terrain 166 ft., above ground 560 ft. Estimated construction cost $450,000, estimated operating cost $140,000. Post Office address: Box 147, Bessemer, Ala. 35020. Principal: Johnstone Bostick (84%).

**Montgomery, Ala.—** Capitol Broadcasting Co. (WMTA-AM-FM-VHF Ch. 2), VHF Ch. 16 (196-198 mc); ERP 220 kw visual, 117 kw audio; antenna height above average terrain 616 ft., above ground 1,900 ft. Estimated construction cost $234,287; first year operating cost estimated $65,000. Post Office address: Box 147, Bessemer, Ala. 35020. Principal: Johnstone Bostick (84%).

---

**PHOENIX, Ariz.—** KTAR Best Co. (KTRK), VHF Ch. 3 (196-198 mc); ERP 15 kw visual, 15 kw audio; antenna height above average terrain 138 ft., above ground 540 ft. Estimated construction cost $152,950.22; first year operating cost estimated $38,500. Post Office address: 1520 E. Camelback Rd., Phoenix, Ariz. 85014. Principal: George R. McLaughlin, president, Charles W. Pettit, vice president, Walter A. Stroth, secretary, and Elmer E. Bell, treasurer (100%).

**TUCSON, Ariz.—** Catalina Best Co. (KCAT), VHF Ch. 9 (196-198 mc); ERP 125 kw visual, 62.5 kw audio; antenna height above average terrain 542 ft., above ground 1,798 ft. Estimated construction cost $930,000; first year operating cost estimated $400,000. Post Office address: Box 94, Tucson, Ariz. 85711. Principal: Robert R. Fuller, president. 

**TUCSON, Ariz.—** Catalina Best Co. (KCAT), VHF Ch. 9 (196-198 mc); ERP 125 kw visual, 62.5 kw audio; antenna height above average terrain 584 ft., above ground 1,954 ft. Estimated construction cost $930,000; first year operating cost estimated $400,000. Post Office address: Box 94, Tucson, Ariz. 85711. Principal: Robert R. Fuller, president. 

---

**SACRAMENTO, Calif.—** Sacramento Broadcasters Inc. (KXOA), VHF Ch. 3 (196-198 mc); ERP 55 kw visual, 48 kw audio; antenna height above average terrain 506 ft., above ground 1,761 ft. Estimated construction cost $967,000; first year operating cost estimated $362,000. Post Office address: 701 S. 16th St., Sacramento, Calif. 95811. Principal: George C. Davis, president; John W. Jenkins, vice president; James G. McWhorter, secretary; and Charles T. Redmond, treasurer (100%).

**SACRAMENTO, Calif.—** Sacramento Broadcasters Inc. (KXOA), VHF Ch. 3 (196-198 mc); ERP 55 kw visual, 48 kw audio; antenna height above average terrain 506 ft., above ground 1,761 ft. Estimated construction cost $967,000; first year operating cost estimated $362,000. Post Office address: 701 S. 16th St., Sacramento, Calif. 95811. Principal: George C. Davis, president; John W. Jenkins, vice president; James G. McWhorter, secretary; and Charles T. Redmond, treasurer (100%).

**SACRAMENTO, Calif.—** Sacramento Broadcasters Inc. (KXOA), VHF Ch. 3 (196-198 mc); ERP 55 kw visual, 48 kw audio; antenna height above average terrain 506 ft., above ground 1,761 ft. Estimated construction cost $967,000; first year operating cost estimated $362,000. Post Office address: 701 S. 16th St., Sacramento, Calif. 95811. Principal: George C. Davis, president; John W. Jenkins, vice president; James G. McWhorter, secretary; and Charles T. Redmond, treasurer (100%).

---

**KAMD, Ark.—** Balanced agricultural, industrial economy. Paper, lumber, furniture, one of the largest Navy ordnance installations. A money market.  

---

**TEXARKANA, Ark.—** Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and growing.  

---

**KFWC, Calif.—** World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.  

---

**CAMDEN, Ark.—** Balanced agricultural, industrial economy. Paper, lumber, furniture, one of the largest Navy ordnance installations. A money market.  

---

**KAMD, Ark.—** Balanced agricultural, industrial economy. Paper, lumber, furniture, one of the largest Navy ordnance installations. A money market.  

---

**751,000 PEOPLE**  

**160,200 Radio Homes**  

**420,267,000 Effective Buying Power**  

**$367,553,000 Retail Sales**  

(From Sales Management)  

**For details write to:**  
Frank O. Myers, Gen. Mgr.  
The ARKTEK STATIONS  
Getessette Building, Texarkana, Ark. Tex.
The "Early Worm" never gets the bird from sponsors who want results. Irwin Johnson's "Early Worm" program has top listenership throughout the 24-county, Central Ohio area reached by WBNS... start the day right for loyal WBNS listeners. They stay with WBNS to hear top local and CBS network shows... including all the top 20-rated programs!

ASK JOHN BLAIR

FT. LAUDERDALE, Fla.—Gore Pub. Co. (WFTL), WBNS, 27 (324-2010 m); ERP 57.7 kw visual, 31.07 kw audio; antenna height above average terrain 523 ft., above ground 702 ft. Estimated construction cost $342,000; first year operating cost $133,000. Antenna horizontal coverage: 87.1°, vertical coverage: 41°. Post Office address: 315 Main Street, New Britain, Conn. Property address: 213 Main Street, New Britain, Conn. Construction engineer: Eugene W. Long. Transmitter location: New Britain, Conn. Antenna Legal counsel: George C. Davis, Washington. Consulting engineer: George Davis, Washington. Secretaries: Mrs. William F. Bay, 41.9% Ownership: Mr. and Mrs. Joseph B. Davis, 25.4%; Mr. and Mrs. Albert Johnson, 23.7%. Principal shareholders: Mr. and Mrs. Joseph B. Davis, Mr. and Mrs. Albert Johnson, Mr. and Mrs. William F. Bay. Office location: 2918 20th Ave., Fort Lauderdale, Fla. Transmitter location: Southeast of Fort Lauderdale. Antenna Legal counsel: C. K. Law, General counsel: Mrs. William F. Bay, 41.9% Ownership: Mr. and Mrs. Joseph B. Davis, 25.4%; Mr. and Mrs. Albert Johnson, 23.7%. Principal shareholders: Mr. and Mrs. Joseph B. Davis, Mr. and Mrs. Albert Johnson, Mr. and Mrs. William F. Bay. Office location: 2918 20th Ave., Fort Lauderdale, Fla. Transmitter location: Southeast of Fort Lauderdale. Antenna Legal counsel: C. K. Law, General counsel: Mrs. William F. Bay.

CLEARWATER, Fla. W. Frank Hobbs & Co. (Pioneer Gulf Television Broadcasting Corp.), WBNS, 32 (352-584 m); ERP 71.6 kw visual, 39.7 kw audio; antenna height above average terrain 231 ft., above ground 354 ft. Estimated construction cost $178,186; first year operating cost $135,000. Antenna horizontal coverage: 30°, vertical coverage: 30°. Post Office address: P. O. Box 116, Clearwater, Fla. Property address: 3835 Gulf to Bay Blvd, Clearwater, Fla. Construction engineer: George C. Davis, Washington. Secretaries: Mrs. William F. Bay. 41.9% Ownership: Mr. and Mrs. Joseph B. Davis, 25.4%; Mr. and Mrs. Albert Johnson, 23.7%. Principal shareholders: Mr. and Mrs. Joseph B. Davis, Mr. and Mrs. Albert Johnson, Mr. and Mrs. William F. Bay. Office location: 2918 20th Ave., Fort Lauderdale, Fla. Transmitter location: Southeast of Fort Lauderdale. Antenna Legal counsel: C. K. Law, General counsel: Mrs. William F. Bay.

PENSACOLA, Fla.—Gulfport Beac, W. Frank Hobbs & Co. (Pioneer Gulf TV Broadcasting Corp.), WFTL, 12 (304-210 m); ERP 57.7 kw visual, 28.8 kw audio; antenna height above average terrain 220 ft., above ground 349 ft. Estimated construction cost $135,000; first year operating cost $135,000. Antenna horizontal coverage: 30°, vertical coverage: 30°. Post Office address: P. O. Box 116, Clearwater, Fla. Property address: 3835 Gulf to Bay Blvd, Clearwater, Fla. Construction engineer: George C. Davis, Washington. Secretaries: Mrs. William F. Bay. 41.9% Ownership: Mr. and Mrs. Joseph B. Davis, 25.4%; Mr. and Mrs. Albert Johnson, 23.7%. Principal shareholders: Mr. and Mrs. Joseph B. Davis, Mr. and Mrs. Albert Johnson, Mr. and Mrs. William F. Bay. Office location: 2918 20th Ave., Fort Lauderdale, Fla. Transmitter location: Southeast of Fort Lauderdale. Antenna Legal counsel: C. K. Law, General counsel: Mrs. William F. Bay.

NEW BRITAIN, Conn.—The New Britain Beeb, W. Frank Hobbs & Co. (WKBW), WBNS, 27 (332-540 m); ERP 71.6 kw visual, 39.7 kw audio; antenna height above average terrain 231 ft., above ground 354 ft. Estimated construction cost $178,186; first year operating cost $135,000. Antenna horizontal coverage: 30°, vertical coverage: 30°. Post Office address: P. O. Box 116, Clearwater, Fla. Property address: 3835 Gulf to Bay Blvd, Clearwater, Fla. Construction engineer: George C. Davis, Washington. Secretaries: Mrs. William F. Bay. 41.9% Ownership: Mr. and Mrs. Joseph B. Davis, 25.4%; Mr. and Mrs. Albert Johnson, 23.7%. Principal shareholders: Mr. and Mrs. Joseph B. Davis, Mr. and Mrs. Albert Johnson, Mr. and Mrs. William F. Bay. Office location: 2918 20th Ave., Fort Lauderdale, Fla. Transmitter location: Southeast of Fort Lauderdale. Antenna Legal counsel: C. K. Law, General counsel: Mrs. William F. Bay.
Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

*Availability dependent upon defense requirements.
Television Applications Filed at FCC

(Continued from page 44)

engineer Commercial Radio Equipment Co. Washington. Principals include President Robert James (12.7%), real estate and building; Treasurer R. W. Evans (12.7%), truck dealer; John Trevor Adams Jr. (12.4%), general manager.

W7Z-TV New York: Harry W. Bennett, Jr. (24%), vice president; Robert A. Sherman & Marquette, N. V., Secretaiy Richard T. Earle Jr. (8.8%), attorney.


COLUMBUS, Georgia—Radio Columbus (WDAR) VHF Ch. 2 (680-860 mc): ERP 92.5 kw visual, 29.6 kw visual, 29.6 kw visual, above average terrain 391 ft., above ground 406 ft. Estimated construction cost $315,000; first year operating cost $150,000. Post Office address: 1030 13th Ave., Columbus. Licenses issued: September 21, 1950.

Tampa, Florida—Walter Tison Jr. in Tampa, Fla.: WFTS (KSCJ), VHF Ch. 3 (192-216 mc): ERP 130 kw visual, 9.7 kw visual, antenna height above ground average terrain 341 ft., above ground 406 ft. Estimated construction cost $315,000; first year operating cost $190,000. Post Office address: 1030 13th Ave., Tampa. Licenses issued: September 21, 1950.

URBANA, Ill.—Illinois Best Co.: VHF Ch. 3 490-510 mc): ERP 150 kw visual, antenna height above average terrain 550 ft., above ground 556 ft. Estimated construction cost $288,000; first year operating cost $105,000. Post Office address: 780, Decatur, Ill. Licenses issued: September 21, 1950.

BOSTON, Mass.—Barnes Broadcasting Co.: WGBH VHF Ch. 7 (174-186 mc): ERP 140 kw visual, antenna height above average terrain 434 ft., above ground 506 ft. Estimated construction cost $316,000; first year operating cost $105,000. Post Office address: 1030 13th Ave., Boston. Licenses issued: September 21, 1950.


COLUMBUS, Ohio—Radio Columbus (WOSV), VHF Ch. 3 (192-216 mc): ERP 130 kw visual, antenna height above average terrain 434 ft., above ground 406 ft. Estimated construction cost $315,000; first year operating cost $190,000. Post Office address: 1030 13th Ave., Columbus. Licenses issued: September 21, 1950.


COLUMBUS, Georgia—Radio Columbus (WDAR) VHF Ch. 2 (680-860 mc): ERP 92.5 kw visual, 29.6 kw visual, above average terrain 391 ft., above ground 406 ft. Estimated construction cost $315,000; first year operating cost $150,000. Post Office address: 1030 13th Ave., Columbus. Licenses issued: September 21, 1950.

Tampa, Florida—Walter Tison Jr. in Tampa, Fla.: WFTS (KSCJ), VHF Ch. 3 (192-216 mc): ERP 130 kw visual, 9.7 kw visual, antenna height above average terrain 341 ft., above ground 406 ft. Estimated construction cost $315,000; first year operating cost $190,000. Post Office address: 1030 13th Ave., Tampa. Licenses issued: September 21, 1950.

URBANA, Ill.—Illinois Best Co.: VHF Ch. 3 490-510 mc): ERP 150 kw visual, antenna height above average terrain 550 ft., above ground 556 ft. Estimated construction cost $288,000; first year operating cost $105,000. Post Office address: 780, Decatur, Ill. Licenses issued: September 21, 1950.

BOSTON, Mass.—Barnes Broadcasting Co.: WGBH VHF Ch. 7 (174-186 mc): ERP 140 kw visual, antenna height above average terrain 434 ft., above ground 506 ft. Estimated construction cost $316,000; first year operating cost $105,000. Post Office address: 1030 13th Ave., Boston. Licenses issued: September 21, 1950.


COLUMBUS, Ohio—Radio Columbus (WOSV), VHF Ch. 3 (192-216 mc): ERP 130 kw visual, antenna height above average terrain 434 ft., above ground 406 ft. Estimated construction cost $315,000; first year operating cost $190,000. Post Office address: 1030 13th Ave., Columbus. Licenses issued: September 21, 1950.
Planning Packers' broadcasts are (1 to r) Russell J. Bogda and H. J. Bero, members of Packers' executive board; George Gill, assistant ad manager, Miller Brewing Co.; Gene Ronzani, Packers' head coach; Mr. Frechet, and John Towtum, executive secretary.

**PACKERS’ RIGHTS**

Go To Wisconsin Network EXCLUSIVE broadcasting rights to the 12 National Football League games of the Green Bay Packers have been granted to the Wisconsin Network Inc.

This was announced last week following the annual meeting of the network at Lake Geneva, Wis., June 24-25. Packers’ football rights have been held by WTMJ Milwaukee for 23 seasons, it was added.

Directors were re-elected at a stockholders meeting. They were John Walter, WJPJ Green Bay; A. H. Lange, KFIZ Fond du Lac; Sidney Blits, WCLG Janesville and WGEZ Beloit; G. P. Richards, WHBL Sheboygan; Earl H. Huth, WHBY Appleton; W. C. Forrest, WIBU Pouyette; Harold Newcomb, WJR Racine and George T. Frechet, WFHR Wisconsin Rapids.

Following the stockholders meeting, the directors re-elected Mr. Walter president; Mr. Huth, vice president, and Mr. Frechet, secretary-treasurer and managing director. Network offices are at Wisconsin Rapids.

BROADCASTING rights were granted after acceptance of sealed bids and proposals for coverage in the region.

Miller Brewing Co., Milwaukee, is to sponsor the series. Sixteen stations were used during the past two seasons, it was reported. Earl Gillispie, WEMP Milwaukee, is to handle the play-by-play.

WSYR’s Local Radio Sales Up 39%

For the period ending April 30, WSYR’s local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

**National Spot Advertisers**

**TAKE NOTE**

Write, Wire, Phone or Ask Headley-Read

**ACUSE** 730 KC

**BROADCASTING • Telecasting**

July 7, 1952 • Page 47
Television Applications Filed at FCC

(Continued from page 47)

fl. above ground 479 ft. Estimated construction cost $3,351,534, first year operating cost $3,550,000, revenue $4,000,000. Post Office address: 13175 Grand, Studio.

2. ST. LOUIS, Missouri—KWKX (KWKX), VHF Channel 49.6 (KBXV), ERP 20,000, audience coverage 12%, audience antenna height above terrain 2,000 ft., first year operating cost $100,000, estimated construction cost $200,000. Post Office address: 1315 S. Grand Blvd., St. Louis 6.

3. ST. LOUIS, Missouri—KBak (KBak), VHF Channel 62. ERP 35,000, audience antenna coverage 3%, audience antenna height above terrain 2,000 ft., first year operating cost $100,000, estimated construction cost $200,000. Post Office address: 1315 S. Grand Blvd., St. Louis 6.

GENTLE APPROACH

WMNP Plugs Conservatism

WMNP Evanston, Ill., is asking its classical music audience to show appreciation for "conservative" programming by buying WMNP sponsors' products.

To accentuate the difference between WMNP's "brief, quiet, conservative" sales approach, the station has developed a new "blunt, hard-driving" commercials. After showing the contrasting WMNP tells its listeners that they can purchase the products at the stores, an on-air reminder "In your hands, buy our sponsors' products.

Samples of WMNP's version of blatant commercials:

"Have-A-Tine is better than new—just one sip will tell you why it outsells all other wines: put together in a large vat."

"Fanny Grape-UP has a new magic reducing formula that she's imported from the continental shores of Europe. The secret is why no other wine tastes so good."

Washington, Consulting engineer Jansky & Bailey, Washington, Principals include President Elmer Jansky (13.6%), Vice-President Treasurer F. James Hargis (13.6%), Secretary J. Robert Waldo (7.9%), and Vice-President J. Charles Bailey (5.8%).

"DURHAM, N.C.—DURHAM Broadcasting Enterprises Inc. (WTQR), VHF Channel 8. ERP 125,000, audience antenna coverage 17%, audience antenna height above terrain 3,000 ft., estimated construction cost $240,000, revenue $260,000. Post Office address: 1315 N. Blvd., Durham, Studio location: W. Chapel Hill Street.

"ROCHESTER, N.Y.—Veterans Broadcasting Co. (WBVT), VHF Channel 7. ERP 350,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $1,000,000, revenue $1,200,000. Post Office address: 1315 W. Main St., Rochester 10.

"TROY, New York—Troy Broadcasting Co. Inc. (WTVR), VHF Channel 7. ERP 350,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $1,000,000, revenue $1,200,000. Post Office address: 1315 W. Main St., Troy, Studio location: W. Capron Ave.

"CHARLOTTE, N.C.—The Best Co. of the South (WIST), VHF Channel 6. ERP 1,000,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $5,000,000, revenue $6,000,000. Post Office address: 1315 W. Main St., Charlotte, Studio location: W. Capron Ave.

"CHARLOTTE, N.C.—The Best Co. of the South (WIST), VHF Channel 6. ERP 1,000,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $5,000,000, revenue $6,000,000. Post Office address: 1315 W. Main St., Charlotte, Studio location: W. Capron Ave.

"ALBANY, New York—Hudson Valley Best Co. Inc. (WAM-AM-FM), VHF Channel 41. ERP 50,000, audience antenna coverage 125%, audience antenna height above terrain 300 ft., estimated construction cost $250,000, revenue $300,000. Post Office address: 1315 W. Main St., Albany, Studio location: W. 1st St.

"BROCKTON, Mass.—Brockton Telecasting Co. Inc. (BRTC), VHF Channel 6. ERP 300,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $1,000,000, revenue $1,200,000. Post Office address: 1315 W. Main St., Brockton.

"TROY, New York—Troy Broadcasting Co. Inc. (WTVR), VHF Channel 6. ERP 1,000,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $5,000,000, revenue $6,000,000. Post Office address: 1315 W. Main St., Troy, Studio location: W. Capron Ave.

"CHARLOTTE, N.C.—The Best Co. of the South (WIST), VHF Channel 6. ERP 1,000,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $5,000,000, revenue $6,000,000. Post Office address: 1315 W. Main St., Charlotte, Studio location: W. Capron Ave.

"ALBANY, New York—Hudson Valley Best Co. Inc. (WAM-AM-FM), VHF Channel 41. ERP 50,000, audience antenna coverage 125%, audience antenna height above terrain 300 ft., estimated construction cost $250,000, revenue $300,000. Post Office address: 1315 W. Main St., Albany, Studio location: W. 1st St.

"BROCKTON, Mass.—Brockton Telecasting Co. Inc. (BRTC), VHF Channel 6. ERP 300,000, audience antenna coverage 25%, audience antenna height above terrain 300 ft., estimated construction cost $1,000,000, revenue $1,200,000. Post Office address: 1315 W. Main St., Brockton. 
Winston-Salem, N. C.—(Winston-Salem Journal, 10/24/71): ERP 181 kw visual, 15 kw audio; antenna height above average terrain 215.8 ft.; antenna height above ground 910.6 ft.; first year operating cost $500,000, revenue $140,000. Principal engineer: Paul K. Blum, Washington, D.C. 

HARRISBURG, Pa.—(WHRB-AM-FM, 10/24/71): ERP 115 kw visual, 15 kw audio; antenna height above average terrain 410.4 ft.; antenna height above ground 915.7 ft.; first year operating cost $100,000, revenue $100,000. Principal engineer: Paul K. Blum, Washington, D.C.
a RATING history that’s made Tops!

America’s Most Successful Adventure-Detective Series

“BOSTON BLACK"

Produced Exclusively for Television

Action-packed, complete half-hour programs using the finest and latest television techniques...by experienced technicians, writers, musicians, directors and others.

Starring
* KENT TAYLOR as “Blackie”
* LOIS COLLIER as “Mary”
* FRANK ORTH as “Farraday”

OTHER GREAT ZIV SHOWS
- THE UNEXPECTED
- YOUR TV THEATRE
- THE CISCO KID
- STORY THEATRE
- YESTERDAY’S NEWSREEL
- EASY ACES
- SPORTS ALBUMS
- FEATURES
- WESTERNS
- CARTOONS
CONSISTENTLY HIGH RATINGS IN CITY AFTER CITY AFTER CITY!

FOR TOP SPONSORS LIKE THESE:
* TERRE HAUTE BREWING CO. .......... in 8 MARKETS
* SOUTHERN BISCUIT CO. ............ in 4 MARKETS
* DAW DRUG CO. ...................... in 3 MARKETS
* WIEDEMANN BREWERY .............. in 4 MARKETS
* VITAMIN CORP. OF AMERICA ....... in 2 MARKETS
AND MANY, MANY MORE!

WITH TOP RATINGS LIKE THESE:
* DALLAS-FT. WORTH ............... 55.0*
  Highest rated show—all hours—all days—all week.
* ATLANTA ......................... 28.8*
  Highest rated show Friday night. Tops all non-network shows all nights.
* TOLEDO ............................ 51.5*
  Highest rated show Thursday night. Tops all non-network shows all nights.
* CHARLOTTE ....................... 59.5*
  2nd Highest rated show Thursday night. Tops all non-network shows all nights.
* DETROIT ............................ 28.0*
  2nd Highest rated show Thursday night on all 3 stations.
* BOSTON ............................ 32.0*
  2nd Highest rated show Saturday night all stations.

*All Ratings Taken From "Videodex"
INCONSISTENCY is not a rare quality among politicians, but no more flagrant case of it could be imagined than that exhibited in the welcome being accorded to broadcasting at the Republican convention this week by the same men who a few years ago persisted in ostracizing the important National Committee session on delegated petitions last Tuesday.

If radio and television can be trusted to cover the nations conventions themselves, at one of which the next President of the United States will be picked, there is no valid argument that they cannot be equally trusted to report such an important preliminary as the committee meeting, to which the press was given full access.

One cannot avoid the suspicion that the politicians' attitudes toward television are founded almost exclusively in self-interest. They are eager to participate in any television program which, they believe, will make them look good. If, however, the presence of such a faultless reporter is apt to make them look bad, there is only one thing to do: Kick out the reporter.

This basic attitude toward broadcasting underlay the ban against radio and television in the House and the attempt to ban it from the Senate. The old-line leaders of the majority party have feared that the televising of some government sessions would make the opposition look good.

Broadcasters must come to grips with this problem. A good way to start would be to urge both the Republicans and Democrats to include in their platforms a plank advocating freedom of access, equal to that enjoyed by the press, for radio and television.

It is time that politicians were made to quit courting broadcasting when it serves their personal purposes and kicking it out the door when it doesn't.

At Last

EXCEPT for its regrettable failure to relieve broadcasters of the political broadcast dilemma, the final version of the McParland Bill strikes us as a remarkably healthy piece of legislation, considering the bureaucratic jostlings it had to survive in its long and sometimes disagreeable gestation period.

It is a pity that a major revision of the Communications Act would be made without the complete overhauling of the section on political broadcasting, which leaves the broadcaster in the be-damned-if-he-does and be-damned-if-he-doesn't position of being unable to censor a speech to protect himself from libel.

Though the Horan amendment which was added to the bill in the House was not entirely satisfactory, it still would have been better than no protection at all, especially in this feverish election year. Its section providing immunity from libel having been stricken, there is no chance now for immediate relief.

Most of the controversial features contained in the House version which was passed a few days ago were eliminated in the final bill brought out by the Senate-House conference committee, an achievement due in very great measure to Sen. Ernest W. McParland, whose baby it is.

Other sections included in both the original House and Senate versions could well have come out or been changed, but none of these is of serious nature. We should have liked to see retained the House version section prohibiting the FCC from discriminating against newspaper applicants for broadcasting licenses, but practically speaking, we must concede that the section was a panic excision, since the White House had let it be known that the President would veto a bill that included that measure.

While it looks as though the bill, which is the first important modernization of the Communications Act since it was passed in 1934, is one that broadcasters can live with.

(Continued on page 55)
Serving the Community Well* without regard for reward rewards the servant richly with the Community’s Regard

*Recent Telecasts in the Community Interest:

EXPERIMENTAL TELECASTS OF MINNEAPOLIS SYMPHONY: The series earned a Pulse rating of 19 . . . on Saturday afternoons!

FIRST PUBLIC SCHOOL INSTRUCTION ON TELEVISION: When a janitors’ strike closed schools during a winter semester . . . children watched teachers on TV, worked out lessons, sent them in. First such instruction in the United States. Entire programs planned and executed by school system. We supplied Channel 4 and technicians.

A MILE-LONG CHRISTMAS GREETING SCROLL TO JAPANESE SCHOOL CHILDREN: St. Paul and Minneapolis boys and girls were sold the idea just before Christmas. Whole schools were televised signing the scroll . . . which was flown to Tokyo.

TELEVISION USED FOR MASS INDUCTION OF 20,000 MEMBERS OF SCHOOL PATROL: Police officials conducted ceremony while school patrol units took oath watching the TV screen in schools.

There’s always more on Channel 4! WTCN

CBS • ABC • Dumont (Affiliate)

Nationally represented by FREE & PETERS

BROADCASTING • Telecasting

July 7, 1952 • Page 53
**DIRECTORS GUILD**

**Elects Bliss President**

TED BLISS, freelance, has been elected president of Hollywood Local of the Radio and Television Directors Guild (AFL). He succeeds Max Hutto, NBC radio.

Kingman Moore, NBC-TV, was named vice president. Elected secretary was Mikel Kane, CBS-TV. Gil Faust, freelance, was named treasurer. Elected to the national board of directors were Ivan Green, freelance; Gordon Hughes, CBS Radio; Dick Mack, freelance and XTDG international president. Messrs. Hutto and Bliss also serve on the board.

New to the local's executive council are Elliott Lewis, freelance; Larry Robertson, ABC radio; Ed Hillie, NBC-TV; Robert Sheldon, ABC-TV.

---

**CAB Adds Six Members**

SIX Quebec province stations have been added to membership in the Canadian Assn. of Broadcasters, bringing the total of independent station members to 109. The new members are CJSO Sorel, CHAD Morris, CKRN Rouyn, CKVD Val d'Or, CKLS La Sarre and CHGB St. Anne de la Pocatiere. Membership of these French-language stations is due in part to increased CAB activities for French-language stations.

---

**Hunting for the answer in St. Louis?**

You'll find that LOW-low cost-per-thousand radio homes delivered makes

KWK the radio buy in St. Louis!

Aim your questions at your local Katz man. He has the answers!

Globe-Democrat Tower Bldg.

Saint Louis

---

**HEAD-TABLE guests at organizational meeting of New England chapter, American Women in Radio & Television (I to r): Priscilla Fortescue, WEEI Boston; Connie Stockpole, Granite State Network, Manchester, N. H.; Helenoe Parker Broeg, WEEI Boston, elected station representative; Doris Corwith, NBC, AWRT national president; Dorothy Fuller, WBET Brockton, Mass., AWRT eastern vice president; Wynne Casey, WJOY Burlington, Vt.; Betty Stuart Smith, J. Walter Thompson Co.**

---

**SUMMER LISTENING**

Canadian Radio Representatives Assn. has appointed a committee to contact stations and to study the problem as to how Canadian stations could show advertisers that summer listening remained high. The committee is composed of Ken Davis, Omer Renaud & Co.; E. Towndrow Stephens & Towndrow, and Bill Mitchell, All-Canada Radio facilities.

This action took place at the June meeting of the Toronto station representative firms. At the same meeting, E. Palmer, radio-TV director, WJRE &Wish Adv. Co., Toronto, pointed out that while national rating reports showed a slump in summer Canadian listening, people were using radios, if not at home, at summer resorts or while traveling. Canadian stations were urged to obtain figures for out-of-the-home listening to show their clients that a slump in rating reports did not present a full picture.

**Direct Mail Up 10 1/2%**

AMERICAN businessmen spent $487,819,880 in direct mail advertising for the first five months of 1952, Frank Frazier, executive director of the Direct Mail Advertising Assn., reported last week. The volume represents an increase of more than 10 1/2% over the same period of 1951, he said.

Here are the FACTS about KROD'S Market Area . . .

**the El Paso Southwest!**

**PERSONNEL**


WILLIAM T. STUBBLEFIELD, NARTB station relations director, father of boy, John Steven, June 29.

JIM HENSLEY, account executive, CBS Pacific Network, has returned to duties after convalescence period following surgery. . . ED GARDNER, TV salesman at Headley-Reed, Chicago, elected station representative firm, father of boy, Edward Everett, June 20.
WIST-AM-FM SHIFT
Vaughan Named Manager

GUY VAUGHAN Jr., former sales manager of WSPA Spartansburg, S. C., has been named managing director of WIST-AM-FM Charlotte, N. C. Announcement was made by G. Richard Shafto, vice-president-general manager, The Broadcasting Co. of the South, owner of WIST, WSPA and of WTVN Columbus, S. C.

Mr. Vaughan succeeds Ray A. Furgal, who is shifting to the company's television staff. Changes were effective July 1.

The new WIST manager's experience in radio dates back 20 years when he entered the industry as a WSPA staff announcer.

Our Respects To
(Continued from page 52)

had been established under the chairmanship of the Solicitor General to improve the quality of the government's legal service.

A little later he was named by the President to serve on the five-man Interdepartmental Loyalty Board, organized in the early 40s to study and pass on cases involving the loyalty of government employees.

At the request of Francis Biddle, then Attorney General, Mr. Cannon left the Civil Service Commission in 1943 to join the Dept. of Justice as administrative assistant.

After a decade-and-a-half in government, he entered private industry as a member of the RCA Victor Div. legal staff, with headquarters in Camden, N. J. At RCA Victor his work dealt primarily with copyright law, concentrating on legal problems involving the Consumer Products Dept., handling radio, TV and Victrola phonographs. He was given the division's Award of Merit for his achievements.

Six years after joining the RCA organization he was elected assistant secretary of the parent company, moving up into the high post of secretary last May 9.

Today, John Cannon retains an interest in sports that started in his youth, when he had grown to third base for one of Salt Lake City's better baseball teams. For a time he had harbored dreams of a base-ball career. Now he confines his sports activity to golf and shoots consistently in the 80s.

He married the former Anna Laura Stoh of Salt Lake City. They live in Bronsvile, N. Y., and have three children—Jane, Jack Jr. and Ann Quayle. Jane is engaged in sociological work in Mexico; Jack Jr. is a student at Bates College and Ann Quayle attends Bronsvile public schools.

CORNELIUS K. SULLIVAN, director of men's division, United Hospital Fund, N. Y., to NBC where he acts as public relations representative, succeeding FRANK YOUNG, who transfers to NBC press staff.

BURR LEE named acting program director, ABC radio, Chicago, succeeding DICK WOOLLEN, resigned. Mr. Lee is former producer, director and production manager there. Latter job assigned to MAURY MURRAY.

EVELYN SIBLEY LAMPMAN, author of children's literature, to KEX Portland, Ore., as advisor-consultant for station's educational activities.

MAURICE C. DREICER, head of Maurice C. Dreicer Gourmet Consultancy, appointed travel editor for WMAN Marion, Wla., KXGI Port Madison, Iowa, and WBEV Beaver Dam, Wis.

BOB CONLEY, WHIL Medford, Mass., to announcing staff, WJAR, Middletown, R. I.

JOE GILMORE to WHBC Canton, Ohio, as promotion director replacing MARIAN ZWALLEN. Minnie Nriel added to staff as assistant continuity editor.

STAFFORD CLARK, log editor ABC Hollywood, promoted to junior publicist.

BIL HAYES, singer-m.c. on NBC-TV Four Show of Shows, assigned role in Warner Bros. feature film, "Back to Broadway."

BOB FLOURNOY, news director, KTVI (TV) Tulsa, Okla., to announcing staff, KYOG that city.

BOB CLAMPETT, creator-producer of KTLA Hollywood Time for Beauty, cited for "best fantasy on television" by Science Fantasy Society, San Diego.

W. T. MCCARLIN, promotion and merchandising manager, KYOO Tulsa, elected president of city's Optimist Club.


JERRY ROSS, ABC Western Division publicity director, on military leave as captain in USAF, promoted to rank of major.

WARREN EARL, head of commercial art department, Montebello Senior High School, Montebello, Calif., to KLAC Hollywood as member of research-promotion department.

MRS FRANCES MORGAN, freelance writer and author of novel, Teacher Lady, to WDSU New Orleans for daily show, Highfive for Ladies.

BEVERLY CARNAHAN, program-trafic manager, KFI Los Angeles, to KBIG Avalon, Calif., in similar capacity. She succeeds PHYLLIS NUGESTER who resigned to move to Portland.


PATRICIA SCHERTZINGER, assistant photo editor, ABC Hollywood, promoted to publicist.


CLAIRE HIMMLER, director of research, WNEW New York, and Jacobs Rene Horn will be married in August.

News . . .

ED KAUFMAN to news staff, WHBC Canton, Ohio.

JACK GARDNER, announcer, KFI Los Angeles, to KJH-TV Hollywood as newscaster on Alka-Seltzer Newspaper of the Air.

EDMUND MacDonald, professor at U. of British Columbia, to CKNW Vancouver for summer as news supervisor.

CHARLES ARLINGTON, newscaster, KJH Hollywood, and ELIZABETH ROOT, radio actress, will be married July 19.

PAT BISHOP, newscaster, KFI Los Angeles, father of boy, Bruce Foster, June 14.

Gosh darn it!
I can't find the number of Radio Homes in Cook County, Ill. anywhere.

Don't cry, pal. You'll find the answer in the BROADCASTING MARKETBOOK.

July 7, 1952 • Page 55
Television Applications Filed at FCC  
(Continued from page 19)

W.H.S  
Charleston, W. Va.

204 mc); ERP 57.5 kw visual, 28.8 kw radar; antenna height above average terrain 356 ft, above ground 397 ft. Estimated construction cost $250,000, first year operating cost $500,000, revenue $200,000. Post Office address: Phillips Avenue at 4th Street, Sioux Falls, S.D. 

CHATTANOOGA, Tenn. - WDFW Best Co. (WDFW-AM-FM) VHF Ch. 12 (21-219 mc); ERP 100 kw visual, 12 kw radar; antenna height above average terrain 202 ft, above ground 491 ft. Estimated construction cost $236,500, first year operating cost $28,650; revenue $204,300. Post Office address: 419 Volunteer State Life Bldg., Chattanooga, Tenn. 

MEMPHIS, Tenn. - WMSI Inc. (WMSI-FM) VHF Ch. 13 (218-218 mc); ERP 131 kw visual, 15 kw radar; antenna height above average terrain 456 ft, above ground 456 ft. Estimated construction cost $250,000, first year operating cost $300,000, revenue $220,000. Post Office address: 112 Union Avenue, Memphis, Tenn. 

SIOUX FALLS, S.D. - KMAC Inc. (KMAC-AM-FM) VHF Ch. 12 (21-219 mc); ERP 91 kw visual, 12 kw radar; antenna height above average terrain 195 ft, above ground 353 ft. Estimated construction cost $150,000, first year operating cost $125,000, revenue $100,000. Post Office address: 901 S. Perkins Ave., Sioux Falls, S.D. 

GALVESTON, Tex. - KAGV Inc. (KAGV-AM-FM) VHF Ch. 11 (196-204 mc); ERP 20 kw visual, 2 kw radar; antenna height above average terrain 144 ft, above ground 194 ft. Estimated construction cost $100,000, first year operating cost $80,000, revenue $60,000. Post Office address: 901 Avenue J, Galveston, Tex. 

ODESSA, Tex. - KLOX Inc. (KLOX-AM-FM) VHF Ch. 17 (194-206 mc); ERP 22 kw visual, 2 kw radar; antenna height above average terrain 261 ft, above ground 358 ft. Estimated construction cost $250,000, first year operating cost $194,000, revenue $150,000. Post Office address: 100 S. 12th St., Odessa, Tex. 

STRIKE AVERTED  
ABC, NBC Sign News Pacts  
THREATENED strike of ABC and NBC Chicago Newswriters last Monday was averted as contracts were ready for signing with the National Assn. of Broadcast Engineers & Technicians (NABET-CIO). The union won its demands for a two-year escalator clause providing for a minimum of $105 weekly as a starting wage, which would be raised to $120 at the end of the first year and to a maximum of $135 at the end of the two years.

Salaries previously ranged from $85 weekly to a top of $500 monthly over a five-year period. Union was represented by George Smith of ABC, president, and George Ma- her, executive secretary of NABET while management representatives were John H. Norton Jr., ABC, and Harry Kopf, NBC, both Central Div. vice presidents. Terms are retroactive to early April.

An unusual feature of the contract is a maternity clause, covering benefits during confinement. The local has one woman member.

The local contract is part of the master contract with both networks which has been in effect since 1940. Get your share of this big market by using popular WJDX.
July 7, 1952 • Page 37

**NBC-BARDNARD INSTITUTE Gets Underway in N. Y.**

**Students from 12 states, Nova Scotia and Saudi Arabia.**

STUDENTS from 12 states, Nova Scotia and Saudi Arabia were enrolled in the second annual Summer Institute of Radio and Television presented jointly by NBC and Bard College, Annandale-on-Hudson, New York, 1952. The 72nd in retail sales among Soles Management's 162 Metropolitan Areas

**Steadily increasing is the standing of the Quad-Cities among the 162 standard metropolitan areas.**

Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBF is a powerful influence in the homes of over 240,000 Quad-Citians—people who buy quality goods—you're included, if you so desire.

Les Johnson, V.P., and Gen. Mgr.
1951, are considered, those figures illustrate that, in terms of last year’s top 100 newspaper advertisers not using network radio and 40 not using network TV in either year. Of the top hundred in 1951, 69 spent more money with newspapers than they had in 1950; 31 spent less. Of the 57 of the group using network radio either year, 22 (38.6%) increased their use of this medium in 1951; 35 (61.4%) decreased it. Of the 60 using the TV in any one year, 57 (95%) increased their expenditures for this medium in 1951; 3 (5%) decreased them.

**COMPARATIVE NEWSPAPER-ADVERTISING EXPENDITURES OF 1951’S TOP HUNDRED NEWSPAPER ADVERTISERS**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>1950</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser</td>
<td>Expenditures in Newspapers</td>
<td>Expenditures in Network Radio</td>
</tr>
<tr>
<td><strong>Advertiser</strong></td>
<td><strong>Expenditures</strong></td>
<td><strong>% change</strong></td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>$2,594,071</td>
<td>19.1%</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>$2,299,254</td>
<td>15.1%</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>$1,936,457</td>
<td>16.4%</td>
</tr>
<tr>
<td>Lever Bros. Co.</td>
<td>$1,637,502</td>
<td>11.5%</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>$1,500,000</td>
<td>20.5%</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>$1,349,510</td>
<td>22.9%</td>
</tr>
<tr>
<td>Distillers Corp.</td>
<td>$1,184,905</td>
<td>13.8%</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>$1,173,406</td>
<td>20.9%</td>
</tr>
<tr>
<td>Standard Oil Co. of New Jersey</td>
<td>$1,067,318</td>
<td>20.9%</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$1,050,000</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

**Newspapers Gain 2.9% in 1951**

NATIONAL ADVERTISERS

- Advertisers included in the table, which lists the top 100 national newspaper clients of last year and their expenditures for newspaper space in both 1951 and 1950, with network radio and TV time expenditures of these newspaper ads, are tabulated alongside. Table shows:

  - Half of 1951’s top newspaper advertisers—50—used no radio network time during the year.
  - Nearly half of this group—43—used no TV network time in 1951.
  - When both years, 1950 and 1951, are considered, those figures illustrate that, in terms of last year’s top 100 newspaper advertisers not using network radio and 40 not using network TV in either year.

- The figures cover all advertising which is classified as national that was run during the year in 1,013 weekday and 371 Sunday papers. They represent 58.1% of daily circulation and 96.1% of Sunday circulation of papers in all U.S. cities and towns with population of 10,000 and over. Advertising in newspaper supplements such as American Weekly, This Week, Parade, etc., is included in the table, but cooperative advertising placed through dealers is not.

- Bureau’s book of advertisers spending $25,000 or more for newspaper space last year shows an increase both in number—from 1,248 in 1950 to 1,392 in 1951—and in number of products advertised—from 3,003 to 3,135—as well as in the total dollar volume.

- Analysis of advertising in newspapers shows quite a different distribution than that of radio or television. Automotive advertising in newspapers outranked food advertising, which is the leading advertising category on radio and TV networks, where automotive last year ranked ninth and fourth, respectively. Advertising of hard liquor, absent from broadcast media, accounted for $34 million worth of newspaper space at the national level, along. Tobacco advertising, ranking fourth among radio network advertising groups last year and second among TV network advertising classes, did not even make the first 10 classes of newspaper users.

- This disparity between newspaper and broadcast advertising is emphasized by the accompanying table, which lists the top 100 national newspaper clients of last year and their expenditures for newspaper space in both 1951 and 1950, with network radio and TV space in both 1951 and 1950, with network radio and TV
HQ-TV INFO

Want the full facts on TV's coverage?
A market-by-market picture of set growth,
leading programs, and each station's
competitive standing?

Can you use the latest on family viewing habits—
in cities from one coast to the other,
from Minnesota to Texas?

All this information, plus a vast fund of other
helpful TV data are yours for the asking. They
are part of the Promotion-Research Service of
Petry TV—the largest single such service in the
TV representation business.

Just call or send in your questions to this
Headquarters for TV information; we'll get the answers back fast.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
The big news today!

THE CABLE IS NOW IN MIAMI

SERVING SOUTH FLORIDA'S 825,000 YEAR 'ROUND RESIDENTS

Channel 4

IN THE SOUTH'S FASTEST GROWING MARKET . . . .

*Sales Management, Jan. 1952

Page 60 • July 7, 1952
TELEVISION applications continued to pour into the FCC last week as the Commission on Tuesday (July 1) officially began "processing" of the first priority cities.

By the end of the week, some 500 new and amended applications were estimated to have been filed since April 14, when the Commission issued its Sixth Report and Order lifting the TV freeze and finalizing the revised allocation plan [B&T, April 14].

By Wednesday night (key Broadcast Bureau License Division staff members have been working overtime to accommodate reporters), the 421 applications available which reported estimated construction costs disclosed that a total of more than $139 million is planned for new station building. This is a per-station average of $373,505.

Of these applicants, 413 reported they will spend a total of almost $122 million in the first year on operating costs—a per-station average of almost $295,000. A total of 94 of these applicants estimated revenue for the first year of operation in the aggregate of $124.6 million, an average of $316,200 for each station.

Five more existing stations, of the 30 which are required under the Sixth Report to change their channels to conform to the new allocation plan, have filed their requests for changes, boosting such pending applications to 22 and pushing the combined cost of changes to almost the $6 million mark. This is a per-station cost of $271,000.

The largest number of new applications hit FCC over the previous weekend, June 26-27 and June 30-July 1. On last Tuesday, the applications had piled up in the License Division awaiting initial clerical handling, which was not caught up until late Wednesday.

Commission spokesmen pointed out that the 500-odd new and amended applications should not technically be counted as the total actually on file. They explained that a majority of the approximately 535 applications on file at the issuance of Sixth Report continue in legal effect until they are either amended by the applicant or dismissed by the Commission.

FCC's spokesmen said the old unamended applications will not be dismissed until they are reached in the city-by-city processing under the temporary processing procedure [B&T, May 26]. It was estimated that roughly 300 of these continue in force, thus boosting the total of pending new station requests to around 800 as of last week.

The first noncommercial, educational television applications reached the Commission last week. These included five of 10 planned by the Regents of the U. of New York State. Others were Kansas State College, for reserved VHF Channel 8 at Manhattan, and the Lindsay Hopkins Vocational School, for reserved VHF Channel 2 at Miami. Kansas State College claims distinction as the first to file. It is licensee of the educational AM station, noncommercial KSAC Manhattan.

Three educational institutions are involved so far in applications for commercial channels. Michigan State College, East Lansing, where it operates noncommercial WKAR, filed for commercial UHF Channel 60 there, but indicated it will operate noncommercially most of the time. The school told FCC that of regular network shows it will air, only about 6% will be commercial.

The Regents of the U. of Michigan, which operates WUOM (FM), noncommercial outlet at Ann Arbor, as 26% owner of W. S. Butterfield Theatres Inc., is party to the latter's application for commercial UHF, Channel 16 at Flint. The station will be operated commercially.

Earlier, St. Louis U. was party to an application for a commercial TV outlet at St. Louis on VHF Channel 11 [B&T, June 23]. Applicant is St. Louis Telecast Inc.

The New York State Board of Regents filed for UHF noncommercial, educational channels in New York City, Albany, Buffalo, Rochester and Syracuse. Additional requests are to be filed soon for channels reserved at Utica, Binghamton, Ithaca, Poughkeepsie and Malone. The outlets proposed will cost about a quarter-million dollars each to build.

A cost breakdown of the 421 applications reporting construction costs by last week disclosed 76 proposed stations costing less than $200,000. A total of 103 will cost $200,000-299,999; 99 will cost $300,000-399,999; 64, $400,000-499,999; (Continued on page 94)

**COLOR SETS**

Makers Slow to Apply With NPA

Despite easing of the government's ban on production of color television equipment, there appeared to be little alacrity on the part of manufacturers to apply for authority to turn out household color receivers for mass use [B&T, June 30].

This was apparent a week after the National Production Authority partially lifted its freeze on manufacture of home-type equipment, with firms required to meet a stiff set of standards for obtaining permission to use present quotas of materials.

As of last Wednesday, no standard monochrome set-makers had applied for approval, though it was conceded that applications may be slow in reaching NPA until their legal counsel has had an opportunity to study the amended order (M 90). Television is exempt from restrictions.

While no firms formally applied for such authority, at least two leading electronics companies—RCA and Philco—have requested appropriate application forms and copies of the modified directive from NPA's Electronics Division was learned. One other—Chromatic TV Labs, a subsidiary of Paramount Pictures Inc.—was understood to have sought clarification of the legal status of proposed Lawrence tri-color tube.

Both RCA and Philco have asked the FCC for authority to conduct extensive color TV tests. The Commission previously rejected the request of Philco and other firms, and held out hope for RCA by stating it would consider this and other requests "on a case to case basis."

RCA is seeking to conduct field experiments during regular broadcast hours with its "compatible color television system and tri-color tube." Commission policy at present is to prohibit on-the-air tests during such hours.

CBS Inc., on the other hand, has stated that the NPA order would have no effect on its "present operations or our plans for the future." CBS-Columbia Inc. will continue, however, "active research efforts."

CBS Inc. also took a dim view of the possibility of making color TV "a living reality . . . in the face of resistance or lack of cooperation from the majority of the industry." This inherent conflict over the CBS and RCA color systems is pointed out anew in continuing comments from manufacturers. Typical were these from Chicago firms:

**JULY 7, 1952**

*Broadcasting* • Telecasting
Television Applications Filed at FCC
(Continued from page 57)

Post Office address: Suite 305, 122 West Washington Street, Chicago, Studio location to be determined. Transmitter loca- tion: Nokomis Road, Madison. Geographic coordinates: Not available.


Byron, Jeweler, and Travis J. Res- ter.


PHOENIX, Arizona—Marcia Bowers, Inc. (KOLU, KOOL), VHF Ch. 49 (182-186 mH), ERP 138 kw visual, 158 kw audio, antenna height above average terrain 1083 ft. above ground 174 ft., VHF Ch. 49, construction cost $227,000, first year operating cost $225,000, revenue $230,000. Post Office address: 341 Garrison Ave., South Phoenix. Transmitter location: Cartwright Mt. Station. Geographic coordinates: 33° 22' 00" N., Lat., 112° 10' 00" W., Long. Transmitter antenna GE. Legal counsel Welch, Mott & Townsend, Phoenix. Consulting engineer E. C. Page, Washington. Principals include President Gene O. Austy (65%), Vice President Frank Axtel (5%), President Charles H. Gar- land (5%), Asst. Secretary Thomas C. Class (4%), Jordan P. Bohn, Exec. Old Pursch (4%), President C. Page, Washington. Principals include President Howard C. Ransley, president and 100% owner, and T. Ege, secretary-treasurer and 30% owner. Owners include: Rhone, Phoenix, GE. Legal counsel Maurice A. McCaffrey, C. Page, Washington.

Bakersfield, Calif.—Bakersfield Broadcasting Co. Inc., VHF Ch. 28 (556 mH), ERP 21 kw visual, 12.25 kw audio. antenna height above average terrain 659 ft. above ground 297 ft., VHF Ch. 28, construction cost $500,000, year operating cost $500,000, revenue $550,000. Post Office address: 65 Main St. East, Bakersfield, Calif. Transmitter location: Oakey Station. Geographic coordinates: 33° 22' 00" N., Lat., 112° 10' 00" W., Long. Transmitter antenna GE. Legal counsel Maurice A. McCaffrey, C. Page, Washington.


antenna RCA. Legal counsel John P. Hearne, Hollywood, Calif. Augustus Warner, Esq., Daytona Beach, Fla. Secretary-Treasurer Harry C. S. Moore, Jr., Daytona Beach, Fla.

**SACRAMENTO, Calif.**

KROY, VHF Ch. 2 (94.006 m); ERP 3,910 kw visual, 567 kw audio; antenna height above average terrain 31 ft. Estimated construction cost $334,654, first year operating revenue $370,000, Post Office address: Hotel Sacramento, Sacramento, Calif. Consulting engineer: George C. Davis, Washington. Washington Consulting engineer: Earl R. Harris, Sacramento.

**SACRAMENTO, Calif.**

Sacramento Broadcasters Inc. (KDOA-AM-FM), VHF Ch. 2 (56.004 m), 485 ft. Estimated cost $99,500. Post Office address: P.O. Box 504, Sacramento, Calif. Legal counsel: Fred C. Lothian.

**JACKSONVILLE, Fla.**

Southern Radio & Equipment Co. (WJAX), VHF Ch. 2 (56.004 m), 50 kw visual, 17 kw audio; antenna height above average terrain 55 ft. Estimated construction cost $405,000, first year operating revenue $400,000. Post Office location: 1325 S. Ninth St., Jacksonville, Fla. Legal counsel: H. C. Milam.

**MIAMI, Fla.**

Sun Coast Broadcasting Corp. (WMPX), VHF Ch. 7 (58-564 m), 55 kw visual, 50 kw audio; antenna height above average terrain 394 ft. Estimated construction cost $1,026,855, first year operating revenue $1,000,000. Post Office address: Hotel Diplomat, Miami Beach, Fla. Legal counsel: P. W. Clore, Jr., Miami Beach.

**HOBOKEN, N.J.**

Northern Television Corp. (WNYT), VHF Ch. 12 (154-210 m), 6 kw visual, 3 kw audio; antenna height above average terrain 187 ft. Estimated construction cost $297,800, first year operating revenue $280,000. Post Office address: 134 North Park Place, Hoboken, N.J. Legal counsel: Charles Reiss, Hoboken.

**NEW HAVEN, Conn.**

Connecticut Radio Foundation Inc. (WELI), VHF Ch. 27 (58-564 m), 3 kw visual, 1 kw audio; antenna height above average terrain 570 ft. Estimated construction cost $92,000, first year operating revenue $90,000. Post Office address: Top of the World, 263 Market St., New Haven, Conn. Legal counsel: Charles Reiss, New Haven.

**ST. PETERSBURG, Fla.**

City of St. Petersburg, Lee Radio Co. (WADD), VHF Ch. 12 (154-210 m); ERP 150 kw visual, 50 kw audio; antenna height above average terrain 475 ft. Estimated construction cost $355,000, first year operating revenue $370,000. Post Office address: 626 S. Webster St., St. Petersburg, Fla. Legal counsel: Harry C. S. Moore, Jr., St. Petersburg.

**WILLIAMSBURG, Va.**

Williamsburg Broadcasting Corp. (WYAI), VHF Ch. 3 (40-66 m); ERP 5 kw visual, 5 kw audio; antenna height above average terrain 267 ft. Estimated construction cost $100,000, first year operating revenue $90,000. Post Office address: 180 W. Broad St., Williamsburg, Va. Legal counsel: Harry C. S. Moore, Jr., Williamsburg.

**RICHMOND, Va.**

WAVU, VHF Ch. 7 (58-564 m), 5 kw visual, 1 kw audio; antenna height above average terrain 155 ft. Estimated construction cost $127,500, first year operating revenue $150,000. Post Office address: 1122 N. 1st St., Richmond, Va. Legal counsel: P. W. Clore, Jr., Richmond.

**WILMINGTON, Del.**

AE: Wilmington, Del. Inc. (WILM), VHF Ch. 12 (154-210 m), 1 kw visual, 1 kw audio; antenna height above average terrain 107 ft. Estimated construction cost $57,000, first year operating revenue $60,000. Post Office address: 725 Memorial Ave., Wilmington, Del. Legal counsel: P. W. Clore, Jr., Wilmington.
Television Applications Filed at FCC
(Continued from page 68)

PROSPEROUS
Represented 220,000 Nationally

Champaign, Illinois—Midwest Tele-
vision Inc., 39 N. Michigan Ave., Chicago.
President: August M. Hartson, 301 S. Neil
Street, Champaign. Treasurer: Robert L.
Roberson, 411 S. Neil Street, Champaign;
Vice President for Fairbault, Minn.: George
C. Garriott, 501 W. 37th St., FAIRBALT.
President: Ralph Evans, 3501 W. 39th St.,
MINNEAPOLIS.
Secretary-Treasurer: Edward P. Hitz,
501 W. 39th St., MINNEAPOLIS (5/25).

LOGANSPORT, Ind.—Loganport
Broadcasting Co., 122 1st St., Loganport.
President: John L. Miller, 122 1st St.,
LOGANSPORT.
Vice President: William J. Dettman,
122 1st St., LOGANSPORT.
Secretary-Treasurer: George H. Schum-
berger, 122 1st St., LOGANSPORT.

SOUTH BEND, Ind.—South Bend
Broadcasting Co. Inc. (SBBC), 135 S. LaSalle,
South Bend. President: M. L. Schust, 135 S.
LaSalle, South Bend.
Vice President: William A. Trimm, 135 S.
LaSalle, South Bend.
Secretary-Treasurer: Frank E. Schur, 135 S.
LaSalle, South Bend.

CEDAR RAPIDS, Iowa—Cedar
Rapids Broadcasting Stations Inc. (CRT),
VHF Ch. 2, (546-546 mc): ERP 233 kw visual,
27.05 kw audio; antenna height above aver-
age terrain 589 ft., above ground 457 ft.
Estimated construction cost $473,120, first
year operating cost $472,159.
Post Office address: Parsonage Ave., Avon
South Bend, Ind. Studio location: 501 Old
Main St., South Bend. Transmitter loca-
tion: 10 S. 27th St., South Bend. Transmis-
ter R.C.A., antenna R.C.A. Legal counsel
Gunn & Horgan, South Bend.
Consulting engineers: E. A. Shalf, 611
South Bend Ave., South Bend; H. E.
Roberson, 611 South Bend Ave., South Bend.
President: William W. Miller, 611 South
Bend Ave., South Bend.
Vice President: Charles F. Miller, 611 South
Bend Ave., South Bend.
Secretary: Frances M. Slusher, 611 South
Bend Ave., South Bend.

CEDAR RAPIDS, Iowa—Cedar
Rapids Broadcasting Stations Inc. (CRT),
VHF Ch. 2, (546-546 mc): ERP 233 kw visual,
27.05 kw audio; antenna height above aver-
age terrain 589 ft., above ground 457 ft.
Estimated construction cost $473,120, first
year operating cost $472,159.
Post Office address: Parsonage Ave., Avon
South Bend, Ind. Studio location: 501 Old
Main St., South Bend. Transmitter loca-
tion: 10 S. 27th St., South Bend. Transmis-
ter R.C.A., antenna R.C.A. Legal counsel
Gunn & Horgan, South Bend.
Consulting engineers: E. A. Shalf, 611
South Bend Ave., South Bend; H. E.
Roberson, 611 South Bend Ave., South Bend.
President: William W. Miller, 611 South
Bend Ave., South Bend.
Vice President: Charles F. Miller, 611 South
Bend Ave., South Bend.
Secretary: Frances M. Slusher, 611 South
Bend Ave., South Bend.

CEDAR RAPIDS, Iowa—Cedar
Rapids Broadcasting Stations Inc. (CRT),
VHF Ch. 2, (546-546 mc): ERP 233 kw visual,
27.05 kw audio; antenna height above aver-
age terrain 589 ft., above ground 457 ft.
Estimated construction cost $473,120, first
year operating cost $472,159.
Post Office address: Parsonage Ave., Avon
South Bend, Ind. Studio location: 501 Old
Main St., South Bend. Transmitter loca-
tion: 10 S. 27th St., South Bend. Transmis-
ter R.C.A., antenna R.C.A. Legal counsel
Gunn & Horgan, South Bend.
Consulting engineers: E. A. Shalf, 611
South Bend Ave., South Bend; H. E.
Roberson, 611 South Bend Ave., South Bend.
President: William W. Miller, 611 South
Bend Ave., South Bend.
Vice President: Charles F. Miller, 611 South
Bend Ave., South Bend.
Secretary: Frances M. Slusher, 611 South
Bend Ave., South Bend.

CEDAR RAPIDS, Iowa—Cedar
Rapids Broadcasting Stations Inc. (CRT),
VHF Ch. 2, (546-546 mc): ERP 233 kw visual,
27.05 kw audio; antenna height above aver-
age terrain 589 ft., above ground 457 ft.
Estimated construction cost $473,120, first
year operating cost $472,159.
Post Office address: Parsonage Ave., Avon
South Bend, Ind. Studio location: 501 Old
Main St., South Bend. Transmitter loca-
tion: 10 S. 27th St., South Bend. Transmis-
ter R.C.A., antenna R.C.A. Legal counsel
Gunn & Horgan, South Bend.
Consulting engineers: E. A. Shalf, 611
South Bend Ave., South Bend; H. E.
Roberson, 611 South Bend Ave., South Bend.
President: William W. Miller, 611 South
Bend Ave., South Bend.
Vice President: Charles F. Miller, 611 South
Bend Ave., South Bend.
Secretary: Frances M. Slusher, 611 South
Bend Ave., South Bend.

CEDAR RAPIDS, Iowa—Cedar
Rapids Broadcasting Stations Inc. (CRT),
VHF Ch. 2, (546-546 mc): ERP 233 kw visual,
27.05 kw audio; antenna height above aver-
age terrain 589 ft., above ground 457 ft.
Estimated construction cost $473,120, first
year operating cost $472,159.
Post Office address: Parsonage Ave., Avon
South Bend, Ind. Studio location: 501 Old
Main St., South Bend. Transmitter loca-
tion: 10 S. 27th St., South Bend. Transmis-
ter R.C.A., antenna R.C.A. Legal counsel
Gunn & Horgan, South Bend.
Consulting engineers: E. A. Shalf, 611
South Bend Ave., South Bend; H. E.
Roberson, 611 South Bend Ave., South Bend.
President: William W. Miller, 611 South
Bend Ave., South Bend.
Vice President: Charles F. Miller, 611 South
Bend Ave., South Bend.
Secretary: Frances M. Slusher, 611 South
Bend Ave., South Bend.
Lady with a Reputation

That's Mary Landis... chief cook etc., on the "In The Kitchen with Mary Landis" show. Reputations aren't built overnight, you know. It took three years of "doin'" for Mary to produce what is now recognized to be Baltimore's outstanding cooking show on Television.

And prominent local and national advertisers will gladly show sales success stories traceable directly to the Mary Landis show.

Here's good, Good News
Anita Conboy, our "Mary Landis" is soon to have a baby. She will continue to direct the show behind the scenes, and give personal guidance to her very capable assistant, Marsha Adams who will do the show 'til Mary returns... in person.

"In the Kitchen with MARY LANDIS"
now BIGGER and BETTER than ever

- A brand new, custom-built kitchen provides a new setting.
- The exclusive home kitchen-tested seal stamped on every advertiser's product.
- Mary Landis, two home economists, and a special announcer devote full time to this multiple feature program.
- A monthly recipe booklet available to viewers on request.
- Extra aids to make this a complete TV advertising-merchandising package.
- On-the-air and newspaper promotion give certainty to the reputation of this three-year success.

*MON. THRU FRI. — 1:00 TO 1:45 P.M.*

Television Baltimore

WBAL-TV

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO.

NBC in Maryland
Television Applications Filed at FCC

(Continued from page 64)

Post Office address: KFH Bldg., Wichita.
Studio location: KFH Bldg., Transmitter location: 210 W. Wall St., El Dorado, Kans. Principal is President and Managing Engineer, Arlington AM Ass’n, Inc. (WAPA).

BOSTON, Mass.—Hildreth & Rogers Co. (WALW), VHF Ch. 3 (57.624 mc); ERP 75 kw visual; antenna height above average terrain 1,149 ft.; estimated construction cost $375,000, first year operating cost $55,000. Post Office address: 29 Sorensen St., Boston. Principals include President D. C. Hildreth, Jr., Sec’ry-Treas. J. W. Rogers.

COLDWATER, Mich.—Twin Valley Broadcasters Inc. (WTVB), UHF Ch. 23 (398.0 mc); ERP 25 kw visual; antenna height above average terrain 1,000 ft.; estimated construction cost $420,000, first year operating cost $35,000. Post Office address: 237 Madison Ave., Coldwater. Principals include President John A. Freeman, Vice-President J. Christian, Sec’ry-Treas. C. W. Freeman.

COLUMBUS, Ohio—In C and B Broadcasting Inc., VHF Ch. 6 (53.672 mc); ERP 1,500 kw visual; antenna height above average terrain 1,275 ft.; estimated construction cost $1,275,000, first year operating cost $250,100. Post Office address: 225 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—Pavilion Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Earl A. Bollerman, Treasurer J. A. Klingshirn.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.

COLUMBUS, Ohio.—In C and B Broadcasting Inc., VHF Ch. 7 (54.662 mc); ERP 1,000 kw visual; antenna height above average terrain 1,300 ft.; estimated construction cost $1,300,000, first year operating cost $260,000. Post Office address: 600 N. High St., Columbus. Principals include President Thomas B. Colburn, Treasurer M. L. Bollerman.
To your successful UHF station

via:

• DU MONT TRANSMITTERS
• DU MONT TV PROGRAMS
• DU MONT BUILT UHF AUDIENCE

Find out how these three Du Mont operations working together can make your UHF plans a success. Send for the Free booklet “UHF The New Big Development in Television”, today.
REPRESENTING LEADING TELEVISION STATIONS:

Davenport        WOC-TV*  (Central Broadcasting Co.—WHO-WOC)

Fort Worth-Dallas WBAP-TV*  (STAR-TELEGRAM)

Louisville       WAVE-TV*  (WAVE, Inc.)

Miami            WTVJ      (Wometco Theatres)

Minneapolis-St. Paul WTCN-TV  (DISPATCH-PIONEER PRESS)

New York         WPIX      (THE NEWS)

St. Louis        KSD-TV*   (POST-DISPATCH)

San Francisco    KRON-TV*  (THE CHRONICLE)

*Primary NBC Affiliates
"HE CAN PITCH INTO 27.2%
OF ALL THE TV HOMES IN THE U.S.A.!"

Well, Buster isn't exactly correct, but it is true that
Free & Peters represents TV stations that reach 27.2%
of all U.S. television homes!

Those eight stations not only include KSD-TV now in its sixth
year of operation (which F&P has represented from
the outset, by the way) — they also include eight of the best-
operated TV stations in the nation. If that seems like
a mere claim, please just note the ownership of each . . .

In other words, we think you'll want to listen to your
F&P salesman's facts and figures — about any of the stations and
markets listed at left — the next time he comes to call.

&PETERS, INC.
Station Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
OF SET owners interviewed during the seventh semi-annual Tele-Census conducted by Woodbury College, Los Angeles, 73% would not pay $1.00 to see a pay-for-sport event on theatre TV because it was not available on their home receivers. However, 56% said they would spend that money to see such an event at home through subscription TV.

Conversely, it was shown that 61% were willing to pay $1.00 to see a first quality movie at home on a pay-as-you-see basis. Some 57% indicated, however, they wouldn't spend that amount of money per person at a theatre.

The survey covered more than 5,000 TV homes in Los Angeles, San Bernardino, San Francisco, Phoenix and Salt Lake City. It was conducted by college students in each area under supervision of Prof. Hal Evry of Woodbury.

When TV sets of those interviewed were broken down, according to the Tele-Census, 41% turn on their radios within 30 seconds after watching a neighbor's video receiver and 5% go to the movies. Some 50% of the set owners watch TV daily, as was shown.

Favorite TV programs are (1) CBS-TV's "I Love Lucy," (2) wrestling, (3) NBC-TV's "Red Skeleton Show," the survey found. Stations should be held responsible for moral standards of TV programs said 61% of those interviewed.

**Title Bout Leads Nielsen Top 10 Ratings**

HEAVYWEIGHT championship bout between Jersey Joe Walcott and Eddie Charles, telecast by NBC-TV, led the list of Nielsen's top 10 shows for the two weeks ending June 7. The title match took first place in both percentage rating and in the number of homes reached. I Love Lucy captured second niche in both categories. The ratings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program (Network)</th>
<th>Percentage</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Walcott-Charles Fight (NBC)</td>
<td>25.0</td>
<td>7,019,500</td>
</tr>
<tr>
<td>2</td>
<td>I Love Lucy (CBS)</td>
<td>24.9</td>
<td>6,971,500</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (NBC)</td>
<td>23.7</td>
<td>6,855,000</td>
</tr>
<tr>
<td>4</td>
<td>Philco TV Playhouse (NBC)</td>
<td>22.6</td>
<td>5,964,500</td>
</tr>
<tr>
<td>5</td>
<td>Goodyear TV Playhouse (NBC)</td>
<td>22.1</td>
<td>5,899,000</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>21.9</td>
<td>5,879,500</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>21.8</td>
<td>5,871,000</td>
</tr>
<tr>
<td>8</td>
<td>Your Show of Shows (NBC)</td>
<td>21.6</td>
<td>5,616,000</td>
</tr>
<tr>
<td>9</td>
<td>Tele-Fireplace (NBC)</td>
<td>21.5</td>
<td>5,598,000</td>
</tr>
<tr>
<td>10</td>
<td>Kraft Fabrics (NBC)</td>
<td>21.4</td>
<td>5,550,000</td>
</tr>
</tbody>
</table>

**PER CENT OF TV HOMES WATCHED IN PROGRAM SECTION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program (Network)</th>
<th>Percentage</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>34.3</td>
<td>7,019,500</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey and Friends (CBS)</td>
<td>29.7</td>
<td>5,964,500</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>29.6</td>
<td>5,964,500</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>29.6</td>
<td>5,964,500</td>
</tr>
<tr>
<td>5</td>
<td>Red Skeleton (NBC)</td>
<td>29.3</td>
<td>5,616,000</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>28.8</td>
<td>5,598,000</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>28.8</td>
<td>5,598,000</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>28.8</td>
<td>5,598,000</td>
</tr>
<tr>
<td>9</td>
<td>Tele-Fireplace (NBC)</td>
<td>28.7</td>
<td>5,550,000</td>
</tr>
<tr>
<td>10</td>
<td>Tele-Fireplace (NBC)</td>
<td>28.7</td>
<td>5,550,000</td>
</tr>
</tbody>
</table>

**Walcott-Charles Fight Also High in ARB Ratings**

HIGHEST national television rating of any program thus far this year was chalked up by the Jersey Joe Walcott-Eddie Charles heavyweight title fight. Following is a list of the top 10 programs nationally in June, by ratings and by homes reached by American Research Bureau for viewing June 1-7:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program (Network)</th>
<th>Rating</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Walcott-Charles Fight (NBC)</td>
<td>7.3</td>
<td>11,460,000</td>
</tr>
<tr>
<td>2</td>
<td>I Love Lucy (CBS)</td>
<td>6.5</td>
<td>10,005,000</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5.6</td>
<td>9,000,000</td>
</tr>
</tbody>
</table>

**Tele-Census Survey: Theatre TV**

(Report 223)
Keep Your Own Count!

SAVE THIS PAGE...

FOLLOW THE REPUBLICAN NATIONAL CONVENTION AS IT’S CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheater in Chicago, starting July 7, 12:30 P.M.

NOMINATION: The states and territories vote in alphabetical order. During the first roll call each delegation nominates a candidate, proviso, or the motion to dispense with orders at the convention.

BALLOTING: In the balloting, the chairman of each delegation announces the votes of the delegations from the state. You’ll find the total number from each state and territory listed in the column to the left.

DELEGATES: There are 1206 votes, or less if a losing candidate fails to receive the necessary quorum. In the event of a tie, a new roll call will be taken.

To clip out the scorecard, tune your TV set to Channel 2 and watch the Republican National Convention of 1952.

COMPLETE WMAR-TV SCHEDULE FOR CONVENTION WEEK

CONVENTION TELECASTS IN BLACKFACE TYPE

Below is the complete schedule for the current week on WMAR-TV. Convention coverage is in blackface type. Additional features and last minute corrections will be announced as received, and reported during all News and Special Telecasting News programs.

YOUR STATION FOR FULL CONVENTION COVERAGE
Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISION MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN WAAM KITCHEN...AND THE RESULTS ARE AMAZING!

Every Monday, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc.

At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly.

THE COST IS LOW--48 per participation less frequencies—one of the sweetest buys in television. Look into it!
The Billboard
FIRST TV FILM QUARTERLY
JUNE 14, 1952

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unity Television Corp.</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>1501 Broadway, New York 36, N.Y.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Motion Pictures for Television</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>655 Hudson Ave., New York, N.Y.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Hollywood Television Service</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>Republic Studios, North Hollywood, Calif.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Sterling Television Co.</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>316 W. 57th St., New York 19, N.Y.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Snader Telecriptions Sales</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>229 W. 42nd St., New York, N.Y.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Peerless Film Co.</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>165 W. 46th St., New York, N.Y.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Monogram Pictures</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>4516 Sunset Blvd., Hollywood, Calif.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>M &amp; A Alexander Productions, Inc.</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>60-10 Sunset Blvd., Hollywood 28, Calif.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Consolidated Television Sales</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>64 W. 56th St., New York 19, N.Y.</td>
<td></td>
</tr>
</tbody>
</table>

Thanks to --- every station in the nation for voting Unity top honors

--- and thanks to Billboard for the many Kudos accorded to Unity in the first National T-V Film Survey

Write, wire or phone for Unity's new 40 page catalog of films to fit every time segment and type of programming.

Unity Television Corporation
1501 Broadway, New York 18, N.Y. • Longacre 4-8234

Arche Mayers "Bob" Wormhoudt "Connie" Lazar Len Firestone Sid Weiner
President Sales Manager Program Director Eastern Div. Mgr. TV Booker
Television Applications Filed at FCC
(Continued from page 78)

HAPPY ADVERTISERS are our BUSINESS

In June an advertiser wrote WGN-TV:

"...our telecast exceeded our expectations as to returns. Our product is somewhat seasonal, and April and May are usually our dullest months in the year from the standpoint of sales. Orders received as a result of our telecast brought our cost per dollar order down to 14.20. We also received an increase in sales during the last week in May which was attributable to the telecast."

Yes... happy advertisers are our business...
Buy WGN-TV in Chicago... you'll be happy you did

CHANNEL 9 - CHICAGO

The Chicago Tribune Television Station

Radio Applications


Buffalo, N. Y.-J. W. A. Richardson, (WOO), WFNY Ch. 4 (1275-1285 mc); ERP 15 kw visual, 1 kw aural; antenna height above average terrain 145 ft., above ground 153 ft. Estimated construction cost $68,000, first year operating cost $8,250, revenue $9,100. Post Office address: 231 Buffalo St., New York. Consulting engineer: Robert F. Smith, vice president of the company. Legal counsel: J. A. MacPherson, New York.

Erie, Pa.-The Independent Television Network, (WIBW), WFNY Ch. 17 (2013-2018 mc); ERP 194 kw visual, 1 kw aural; antenna height above average terrain 1225 ft., above ground 1233 ft. Estimated construction cost $590,000, first year operating cost $76,000, revenue $80,000. Post Office address: 111 W. Lee Ave., Buffalo, N. Y. Consulting engineer: Robert F. Smith, vice president of the company. Legal counsel: J. A. MacPherson, New York.

Jamestown, N. Y.-WJBA, WFNY Ch. 2 (1701-1706 mc); ERP 19 kw visual, 1 kw aural; antenna height above average terrain 235 ft., above ground 243 ft. Estimated construction cost $41,000, first year operating cost $5,100, revenue $6,000. Post Office address: 10 W. Main St., Jamestown, N. Y. Consulting engineer: Robert F. Smith, vice president of the company. Legal counsel: J. A. MacPherson, New York.


Radios and TV's

Brooks, Ill.-The Radio Craft Co., (WCG), WFNY Ch. 5 (1197-1207 mc); ERP 5 kw visual, 1 kw aural; antenna height above average terrain 115 ft., above ground 122 ft. Estimated construction cost $9,000, first year operating cost $150, revenue $250. Post Office address: 1300 W. Franklin St., Chicago. Consulting engineer: Robert F. Smith, vice president of the company. Legal counsel: J. A. MacPherson, New York.

Radio applications...

\[\text{Continued on page 78}\]
Why is every major network timing the Presidential Conventions

with SELF WINDING CLOCKS?

Yes, all the major radio and television networks (including the leading Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other regularly scheduled local and national programs.

Here's WHY—

* Can be automatically synchronized on the hour*
* Unaffected by AC power failures (self-powered)*
* Install anywhere (AC power line not required)*
* One clock or a complete synchronized clock system

You, too, can have dependable, exact time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

* U. S. Naval Observatory Time

SELF WINDING CLOCK CO., INC.
Manufacturers of Standard and Specialized Designed Clocks
and Clock Systems for More than 50 years

207 WILLOWBY AVENUE
BROOKLYN, NEW YORK 5, N. Y.

Please send me complete information.

Name______________________________
Company______________________________
Street______________________________
City__________________________State________________________

July 7, 1952

Page 75
Pulling Power That Is Unrivaled

Sales . . .
Jerry Fairbanks Productions, Hollywood, has sold five TV film packages in 16 markets during the month of June. Front Page Detective has been set for WTCN-TV Minneapolis, WJAC-TV Johnstown, WBZ-TV Boston, WBAP-TV Fort Worth, KSD-TV St. Louis, KFMB-TV San Diego and WSAZ-TV Huntington, W. Va. Hollywood Half-Hour was purchased by KPRC-TV Houston. Ringside With the Roasters will be telecast by KRON-TV San Francisco, KSL-TV Salt Lake City and KFMB-TV San Diego. Public Prosecutor is scheduled for WTCN-TV Minneapolis, WTVJ (TV) Miami and WSB-TV Atlanta. Crusade Rabbit is set for WCAU-TV Philadelphia.

* * *

Thrift Drug Stores Inc., Los Angeles, has started Holiday in Paris on KNXT (TV) Hollywood, for 13 weeks from July 1. The half-hour musical variety series, starring Delores Gray, was filmed in Paris by John Nasht Productions. The agency is Dan B. Miner Co., L. A.


* * *

Peerless Television Productions, N. Y., has added five television stations to 16 already receiving feature films. The new stations are WKRC-TV Cincinnati, WTCN-TV Minneapolis, WJAC-TV Johnstown, KING-TV Seattle and the Ford Dealers Assn. of Greater St. Louis using KSD-TV St. Louis.

* * *

Lou Lilly Productions, Hollywood, is completing' five 60-second live action TV film commercials for General Motors Corp. (Oldsmobile Division).

Production . . .
Chet L. Swital & Assoc., Beverly Hills, has packaged a live half-hour TV series, Tal-Bit Time, designed for late-evening viewing by adults. Freda Nelson, star of KTTV (TV) Hollywood Come to the Kitchen; Caesar Cardini, salad expert and creator of Caesar salad, and John (Barney) Anthony, owner of Barney's Beanyer, make up the program which features a featured dish and salad. Miss Nelson then takes the dieter's side and suggests the elimination or substitution of highly caloric ingredients. Three-minute sketch pays tribute to one great American food, Charles Purnell directs.

* * *

Sterling Television Co., New York, has acquired exclusive TV rights to a package of seven film shorts produced by the Fortuna Film Corp. The group includes deep sea fishing, archery, painting and a film on New Orleans' Mardi Gras among its subjects.

* * *

Producer Adrian Weiss is cutting and dubbing the recently finished 13 Craig Kennedy Criminalists (Continued on page 78)

AFM 5% Demand May Slow Film Production

Hollywood's major movie companies, stymied in their effort to circumvent the American Federation of Musicians' 5% demand for re-release of TV films, may slow down planned video production.

A two-year moratorium of the 5% payment plan, as proposed by top movie executives, reportedly has been turned down by letter June 20. The plan had been presented to AFM President James C. Petrillo and the AFM executive board June 19 (BT, June 23).

The movie group, it was understood, bid demand 5% payment that Releasing old theatrical movies to TV at this time and that their primary purpose in meeting was to discuss payment for music in TV films.

Independent Motion Picture Producers Assn. members meanwhile agreed to demand 5% payment of grosses realized from the sale of old movies to TV, but asked the AFM for some relief on the reissue of old pictures. A revision of AFM policy on payment for re- scoring those films was requested.

Charlotte Sets

ARB Survey Shows 227,271

A new survey by American Research Bureau indicates there are 227,271 television sets in the WBTV (TV) Charlotte, N. C. area, the survey figure.

The ARB figures exceeded previous estimates, which the station had made by surveying dealers and distributors, by 16,157 sets.

"In confirmation of our belief that we had been underestimating our sets," a station announceman said, "the ARB survey shows we have 227,271 sets than we have been claiming."

The ARB estimate was based on 2,511 personal interviews "in 3 North and South Carolina counties.

Fims to WLWT (TV)

INTERNATIONAL News Servic Television Dept. announced last week the sale of seven new Hal Roach TV films to WLWT (TV) Cincinnati. These half-hour films now available for syndication are offered in all markets, are: "Brown Family," "Sadie and Sally, "Botsford Beanyer," "Too Young," "Puddle Patch Club," "Our Main Street" and "Myrt and Marge."

Korla Pandit: pianist-organist stars in thrice-weekly half-hour program on KTTV (TV) Hollywooy to Descanso Gardens, La Canada, Calif. starting July 6 for 82 weeks. Agent is Allied Adv., Los Angeles.

You Need WHEN TELEVISION TOO!

WHEN TELEVISION enjoys constant viewer preference, developed from sound programming and smart merchandising.

Central New York's rich market is reached best through WHEN. When buying television, say "WHEN"!

Central New York's Most Looked at Television Station

Represented Nationally by the Katz Agency

CBS • ABC • Dumont

WHEN TELEVISION SORACUSE

A Meredith TV Station

Page 76 • July 7, 1952
PORTLAND, Ore.—Oregon Televis., Inc., VHF Ch. 12 (204-210 mc); ERP kw visual, 3.27 kw; antenna height above average terrain 981 ft., above ground 195 ft. Estimated construction cost $180,000, first year operating cost $50,000, revenue $290,241, profit $230,201.


EASTON, Pa.—Easton Pub. Co. (WEXX-FM), VHF Ch. 9 (107-124 mc); ERP 12 kw visual, 4.7 kw aural; antenna height above average terrain 762 ft., above ground 161 ft. Estimated construction cost $209,081, first year operating cost $95,000, revenue $105,000. Post Office address: 30 N. Fourth St., Easton, Pa. Studio location: WEXX Station, State Hwy. 515, Easton. Transmitter location: Northampton City. Geographic coordinates 40° 37' 35", N. Lat. 78° 15' 19" W. Long. Transmitter Dunmont, antenna RCA. Legal counsel Hanson, Lovett & Davis, Washington. Consulting engineer Paul Godley Co. Upper Montclair, N. J. Principals include President-Treasurer J. L. Blackhouse, Vice President-Secretary Adele F. Frete, Vice President Anna M. Sayer, Vice President- General Manager Charles E. Denay (16.5%), general manager WESO; Treasurer B. Walter Kennedy (15.3%). Secretary A. James Quisenberry (5%).

When with advertising men of distinction . . . with discriminating television men . . . with men who know film commercials best, the outstanding choice is Alexander film commercials. Yes, more than 27,000 advertisers rely on Alexander for the best in film advertising.

Accept no less . . . unrel the very best: dynamic TV film commercials by Alexander!

With 17 1/2 acres of modern facilties and more than thirty years of experience as the world's largest producer of film advertising, the Alexander Film Co. is the ideal source for every film commercial need . . . completely geared to give you the best in film commercials . . . the best in film service!

Write Today for Full Information—ALEXANDER FILM CO.
Film Report
(Continued from page 76)

TV film series, making a total of 26, starring Donald Woods. Upon completion, Mr. Weiss will start lining up 13 more “Kennedys” for fall booking. Louis Weiss & Co., Los Angeles, distributes the series for Adrian Weiss Productions.

Telradio Productions, Hollywood, headquartered at General Service Studios, has been organized by Wade Crosby and Edward B. Morris as general partners. Motion picture writer, Eddie Moran, will act as producer on series of 26 half-hour films titled The Role I’d Like to Play. Plans call for eight Hollywood names to be featured in each program, dramatic in content.

Sam Marx, producer for Columbia Pictures Corp., plans production on dramatic half-hour TV series with filming scheduled in England, France and Italy. Archie Mayo is set as the director.

Production on NBC-TV Hopalong Cassidy starts Aug. 4 at the Place-ritos Ranch, Newhall, Calif., with each half-hour film format similar to the re-edited motion picture. Starring William Boyd under the banner William Boyd Productions, the first telecast will be Sept. 1. Derwin Abrams and Tommy Carr will direct the first 26 programs from scripts by Harrison Jacobs and Sherman Lowe. Glen Cook is production manager.

Negotiations have been concluded between Roland Reed Productions, Culver City, and Societa Radio Audizioni Italia, Rome (TV distributing firm), whereby 39 half-hour films from ABC-TV Trouble With Father series will be shown in Italy. This marks the first sale away from General Mills, which has exclusive domestic rights. Set for fall telecast, the films will be dubbed in Italian.

Johnny Maschio, head of Artists Ltd., Hollywood, (talent agency), is producing two half-hour TV film series, the pilot films of which will be included in CBS-TV Schilts Playhouse of Stars. The first program in I Went to Be a Star, featuring James Dunn and Eleanor Donahue, has been completed. Eddie Mann directed from a script by Katherine and Dale Eunson. Production is starting on the pilot film of Your Neighborhood, human interest series starring Pat O’Brien. TV scripts will be adapted by Bill Cox from his original short stories. Edward Lewis is in charge of overall production on both series.

Louis D. Snader, president of Snader Telecriptions Corp., Beverly Hills, has retained the TV distribution rights to “The Medium,” feature film produced by Gian Carlo-Menotti now playing the art theatres.

Louis Weiss & Co., Los Angeles, will distribute Canine Comments, half-hour TV series being filmed by David Wade Productions, Dallas, 13 of which have been completed.

Maurice Kosloff Productions, Hollywood, has completed “Gypsy Flame,” first in new half-hour TV film series, Evolution of the Dance. Remainder of the series, directed by George Moskov, will feature dances native to various countries.

Film People...

Phillip Sockett, head of Phillip Sockett Mfg. Co., Los Angeles (leather goods), has been named president of the recently incorporated Wilshire Television Productions.

Benton Paschall, vice president and West Coast manager of the recently suspended Liberty Broadcasting System, has been named general sales manager for Hal Roach Studios, Culver City. Under a new set-up, which he will head, complete video film packages will be available to advertisers and agencies.

Harold J. Malinix, formerly advertising and public relations director of Alexander Film Co., Colorado Springs, has transferred to the firm’s California sales staff. He is being replaced by Robert H. Giddy Jr., house magazine editor.

CBS-TV at St Louis

CBS TELEVISION has optioned property in the Carondelet area near St Louis on which to erect a new television transmitter to serve the city and surrounding area, Merle Jones, CBS-TV vice president, said June 26. He said the network would apply in the near future for a construction permit with the FCC and hopes to complete studio and transmitting facilities “within a reasonable length of time.” CBS is licensee of KMOX St. Louis.

Political Show
KANS to Relay WKY-TV Signal

KANS Wichita will present the Republican and Democratic conventions on television to an audience in the Wichita Forum as a public service to listeners. Announcement of the plan was made last week by Archie Taylor, KANS general manager [B-1, June 30].

The plan was worked out in spite of considerable technical difficulty by O. L. Ted Taylor, president of Taylor Radio & Television Corp., licensee of KANS; engineers W. G. Eggert, Ted Heithecker and Max Miller of the southwestern Bel Telephone Co.

KANS will pick up the signal of WKY-TV Oklahoma City at Enid, Okla., and will transmit it by radio in the Tri-Et. In Enid, Okla., to Wellington, Kan., to Wichita. About 60 sets will be set up a Wichita. Admissions will be based on a license which will entitle the holder to admission for two persons.

Film Firms Merge
Will Distribute Feature

MERGER of Film Group, Hollywood, and Europe Films Inc., London, to be known as Film Group Europe Films Worldwide Inc. we announced by Forrest Judd, head of the former firm and presider of the new organization. Presner offices are at 83 Wall St., New York.

Plans call for the distribution of foreign language feature films via American TV stations. George Gale is in charge of the English dubbing and re-editing, to be done by Film Group Color Production Inc., Bombay.

First effort of the group will be “The Zoo,” a German motion picture produced by Joachim Matthi, who will release an additional 1 feature to the firm.

New Sports Quiz Show

ETHYL Corp., New York, through BDDO, same city, sponsors As Me Another on NBC-TV from Jul 3, Thursday, 9:30 to 10 p.m. C. The new sports quiz show is package of Louis G. Cowan In It moves into The Wayne Kin Show slot that was cancelled Standard Oil of Indiana Chicago through McCann-Erickson, same city.

Tailor-Made TV Film Spots

BROADCASTING, TELECASTING

- 8 Seconds
- 20 Seconds
- One Minute

VICTOR BLDG., STERLING 4650
WASHINGTON 1, D. C.

Page 78 • July 7, 1952
FORD OFFERS 'Omnibus' to Five Sponsors

FIVE advertisers will be able to co-sponsor Omnibus, 90-minute weekly TV program which the Ford Foundation will present on CBS-TV as the Foundation's initial video offering of the 1952-53 season [CLOSED CIRCUIT, June 30], it was announced last week by Robert Saudek, director of the Foundation's TV-Radio Workshop, and J. L. Van Valkenburg, CBS Television president.

Move to offer Omnibus for commercial sponsorship is in line with the workshop's original concept, as outlined by its founder, James Webb Young, consultant on mass communications to the Ford Foundation, who said:

"The Workshop will use its funds to produce shows with a maximum of available skills, techniques and facilities. They will then be offered for sale to appropriate commercial sponsors. If sold, the networks will get their time revenue and the Workshop its production costs."

Arrangements for the CBS-TV presentation of Omnibus were made by Mr. Young and Frank Stanton, CBS president. Series planned for 26 weeks, will be telecast Sunday, 4:30-6 p.m., starting Nov. 9, first Sunday after the national election and selected as the series' basic time so as not to interfere with the final weeks of video campaigning by the Presidential candidates.

Describing the program, which will have Peabody Award winner Alistair Cooke as its master of ceremonies, Mr. Saudek said:

'Omnibus will present, within its 90 minute format, some five distinct features of equal length in each program. These will be both live and filmed, and all will be edited especially for Omnibus.'

A variety of features is now being produced, ranging from comedy through fact and fiction to modern living, and treated to popularize matters of vital interest and lasting value. All ready-under contract for the series are three original series by Maxwell Anderson: five short French ballet features now being produced in Paris, a special television series by the distinguished musician, Leopold Stokowski; examples of remarkable sites of motion pictures in medical research and in industry and science; a series of plays by James Agee, co-author of the current motion picture picture piece "The African Queen" and celebrated poet and critic; as well as occasional specially-edited films made by the American Museum of Natural History, the New York Zoological Society, and other institutions both here and abroad.

Also associated with individual features now being prepared are Richard de Rochemont, formerly producer of the "March of Time," and Jean Benoit-Levy, award-winning producer of the famous French films, "Ballerina" and "La Maternelle." Mr. de Rochemont is now in Europe in connection with portions of Omnibus.

Permanent staff of Omnibus, in addition to Mr. Saudek, includes John Coburn Turner, assistant director of the Workshop, and Franklin Heller, executive associate, who is also director of What's My Line? Mr. Heller was producer of The Web until he went on leave from CBS-TV to join the Foundation.

Mr. Young, who has resigned from the Foundation effective Aug. [B-I, June 30], commented:

'Omnibus represents in its content and execution a program which will fully implement the ideas behind the creation of the TV-Radio Workshop by the Ford Foundation. It will give maximum opportunity for professional talent of highest type to develop the full potentials of all kinds of television material. It will show how exciting, interesting and rewarding every aspect of the human adventure is when brilliantly presented or re-enacted on the television screen. It will supply, I believe, what millions of Americans have been looking for on their screens and in so doing so create an audience of prime value to advertisers.'

Launched last September with an initial grant of $1,200,000 for the production of video and radio programs designed to establish higher standards of commercial broadcasting, the Workshop last year produced a weekly video report on the UN General Assembly sessions in Paris, telecast Saturday, 7:30-8:30 p.m., on NBC-TV November to February, and a documentary radio program, The People's Act, on CBS Radio, Sunday, 10:05-10:30 p.m., January through June.

'Burns & Allen on Film' FOLLOWS the recent trend among major TV shows toward film, The George Burns and Gracie Allen Show, to be sponsored alternately by the Carnation Co. and the B. F. Goodrich Co. starting early in October, will be filmed at General Service Studios, Hollywood. Filming started June 26. The comedy team will continue the current series live, originating in the East, under sponsorship of Carnation until September. The new fall series will be seen and heard every week instead of alternate weeks, on CBS-TV Thursday.

'LUCY' in New York

LUCILLE BALL's program, I Love Lucy (CBS), had a New York rating of 72.0 in June, higher than any other TV show in New York during the entire season, American Research Bureau has revealed. Presented over WCBS-TV New York, the program also led Gotham ratings for the fifth consecutive month.

The tube with the "built-in cash register"

This high-power triode literally keeps on putting money in your pocket all its life. The secret: Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament — can save $15.00 or more a year on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGBAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kw, doubled with the power amplifier. For tube service in a hurry, call your local RCA Tube Distributor.

The 5671 is a high-power triode with a built-in cash register. Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament — can save $15.00 or more a year on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGBAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kw, doubled with the power amplifier. For tube service in a hurry, call your local RCA Tube Distributor.
TIPS TO POLITICIANS

NARTB Offers TV Booklet

TV TIPS for political candidates are offered in an 18-page bulletin completed by the NARTB Public Affairs Dept. The document, titled "Campaigning on TV," is replete with practical aids for video users. It is a TV projection of the radio booklet, "Is Your Hat in the Ring?"

Copies of the TV bulletin can be obtained from NARTB's Washington headquarters at 10 cents each.

Separate chapters cover such topics as hat-tossing, teleview talks, preparation of talks, delivery of monologues, TV programming plus appropriate excerpts from the Communications Act of 1934. Partisan issues are strictly avoided.

After explaining how a candidate can use TV effectively, NARTB sums up its tips with this conclusion, "No matter what technique you may use in presenting your message by television, remember—you are speaking to people at home. Be relaxed, be friendly, be sincere. Nothing is more convincing. That is television at its best."

TV IDENTIFICATION

PROPOSAL of TV committee of NARTS for standardization of TV station identification requirements [See "F. T. June 16] has been adopted, with no turn-downs, by enough stations to put the new standards into practice, the station representatives association reported last week.

SYMONS-CROSBY

As Partners for File TV

FORMATION of a partnership between Symons Broadcasting Co. and Bing Crosby was announced last week coincident with the filing of an application by KXLY-TV (a company) for Channel 4 in Spokane. KXLY (AM) is a CBS affiliate, and is owned by a partnership comprising Ed Craney, managing director of the XL Stations and Pacific Northwest Broadcasters; John Wheeler, Los Angeles attorney, and Wally and Saul Haas, president of KIRO Seattle.

Mr. Crosby and three minority associates have committed $250,000 to KXLY-TV, and a like amount has been allocated by Symons. Symons, according to the application, will be general partner, and the Crosby group limited partners. Mr. Crosby is a native of Spokane as is Mr. Craney. Mr. Haas lately sold his interest in KXLY to the remaining stockholders.

Mr. Crosby, before the 1948 TV freeze, had filed for stations in Spokane, Tacoma and Yakima. He is withdrawing his application for the latter two cities, to concentrate with Mr. Craney on Channel 4 in Spokane. KXLY is the key station of a group of seven serving the Pacific Northwest. Mr. Crosby, in addition to his performing activities, also is a TV producer and heads Crosby Enterprises.

Associated with Mr. Crosby in the KXLY-TV partnership are Robert P. Porter, Mahlon Eucker and Dr. Joseph Lynch, all of Spokane.

VIDEO INSTITUTE

Fosters Consumer TV Use

NATIONAL headquarters has been set up in Washington by the newly formed American Institute of Television Mfrs. Directing the office, located in the Sheraton Bldg., is W. F. Robichaud, former president of Industrial International Research Corp., Chicago.

The institute proposes to foster increased consumer use of TV through market and industrial research, as well as the development and leasing of patents, processes and new TV devices for re-licensing to the industry. A code of ethics for the TV service industry is planned.

AITM is promoting an electronic previewer for use in hotel-motel rooms, with four minutes of free previewing given tenants desiring to use "coin-operated TV set."

WNBW

WASHINGTON WATCHES

FIVE-MINUTE NEWS

5:55 p.m. News available Monday through Saturday. Cast of the 6:35 news, following "Tartan Light of Footlight Theatre," is $177.75 per program. Contact NBC Spot Sales for other news availabilities.

Washington Spot Sales

WNBW 4

WASHINGTON

Page 80 • July 7, 1952
VOA FUNDS

LEGISLATION clearly spelling out "explore further the activities and vision has been promulgated on Capitol Hill.

An amendment recognizing TV's international information program was adopted by the Senate during debate on the department's fiscal 1953 budget appropriations. Funds measure subsequently was referred to joint Senate-House conference committee last week as the Senate Foreign Relations Committee moved to study the U.S. information program, with stress on VOA's efficacy.

The TV proposal was offered by Sen. Karl Mundt (R-S.D.), co-author of the Smith-Mundt Act, under which VOA operates, and an avid proponent of global television. The amendment inserted the word "television" along with radio in the 1953 State Dept. funds bill (HR 7289).

The Senate passed the omnibus State-Justice-Commerce-Judiciary measure June 26 and sent it to a conference group for resolving differences. The upper chamber allotted $88,556,516 to VOA—nearly $2 million more than the sum allowed by the House and the Senate Appropriations Committee. Late Thursday the House recommitted the bill to conference.

Introducing the amendment, Sen. Mundt said he felt authority to include video is now provided under

Mundt Proposal Cites Transoceanic TV

authority for the State Dept. to potentialities" of transoceanic tele-

the Smith-Mundt Act but explained:

... if there is any doubt about it and since the world of television is moving so rapidly and the opportunity for conveying ideas is so great ... I feel that it would be wise to make certain that the Voice of America has the authority to explore further the activities and potentialities of television.

The TV-minded Republic also believes that "the President or our Dept. of State might want to create a committee of television experts to counsel with other countries on the techniques of expanding television for transoceanic purposes."

Such a movement already has been under way among U.S. private citizens and studied by the State Dept. Japan has adopted U.S. TV standards under American guidance, while other countries have indicated interest. Sen. Mundt first revealed the possibilities on Capitol Hill last year, with his proposed Vision of America.

Included in the $88.5 million voted by the Senate are funds for carrying on broadcast work in Japan formerly handled by the Army.

Perhaps $20 million will be earmarked for radio broadcast opera-
tions, exclusive of new language programs and construction facilit-
ies. The Senate also, in effect, lopped off 25% in funds by attaching a rider on compensation paid to any "radio and television expert" or information specialist engaged in dissemination of releases, scripts, articles and other material. Similar provisions have been attached to monies for other government agencies, including the Defense and Treasury Deps.

The VOA inquiry was voted by the Senate (S Res 74) with $50,000 for the study approved by the Senate Committee. There was no immediate indication that any hearings would be held. The resolution was co-sponsored by Sens. William Benton, leading VOA watchdog, and Alexander Wiley (R-Wis.). It was understood that a subcommittee would be named to set up a staff and analyze the Voice program during the Congressional adjournment period.

Most serious setback suffered by the Voice was its projected "Ring Plan" for radio broadcast facilities overseas and for additional sea-borne transmitters. An estimated $36 million for five new overseas stations in critical target areas and two floating VOA vessels was lopped off by the Senate Appropriations Committee. Consensus of Senate was that funds for the existing Coast Guard ship Courier would have to be sustained from present funds.

International Information Administration authorities already have conceded that paring of new relay station monies could mean that two of seven stations slated for completion this year will not be able to begin operation. Exact cut was $36,727,086.

The committee urged—and the Senate sustained—a proposal setting aside $200,000 of the overall figure for testing private broadcast licenses for "developing and broadcasting radio programs to Western Europe and Latin America."

Lemmon's Suggestion

The committee's decision to earmark monies for private firms stemmed from a suggestion offered during Senate hearings by Walter S. Lemmon, president of World Wide Broadcasting Corp. (WBUL Boston). Congress in 1950 allotted $100,000 for such a purpose on a optional basis, with World Wide receiving only $75 for such broadcasting.

Testifying before the committee Dr. Compton suggested that IIA should press new relay facilities into action as soon as completed.

One of the highlights of the hearing was a request by Sen. Joseph McCarthy (R-Wis.) for the names of radio, television and newspaper personnel who received money from the department for services and who were named to advisory groups [CLOSED CIRCUIT, June 30].
### Weekly TV Schedule

**Sunday**
- **6:00 PM**: Man of the Week (L)
- **6:15 PM**: Men's Club
- **6:30 PM**: A New Day
- **6:45 PM**: Sunday Night Movie
- **7:00 PM**: The Price of Privacy
- **7:15 PM**: The Big Payoff
- **7:30 PM**: The Price of Privacy
- **7:45 PM**: The Price of Privacy
- **8:00 PM**: The Price of Privacy
- **8:15 PM**: The Price of Privacy
- **8:30 PM**: The Price of Privacy
- **8:45 PM**: The Price of Privacy
- **9:00 PM**: The Price of Privacy
- **9:15 PM**: The Price of Privacy
- **9:30 PM**: The Price of Privacy
- **9:45 PM**: The Price of Privacy
- **10:00 PM**: The Price of Privacy
- **10:15 PM**: The Price of Privacy
- **10:30 PM**: The Price of Privacy
- **10:45 PM**: The Price of Privacy
- **11:00 PM**: The Price of Privacy
- **11:15 PM**: The Price of Privacy

**Monday - Friday**
- **6:00 PM**: General Foods Capt. Video
- **6:15 PM**: General Foods Capt. Video
- **6:30 PM**: General Foods Capt. Video
- **6:45 PM**: General Foods Capt. Video
- **7:00 PM**: General Foods Capt. Video
- **7:15 PM**: General Foods Capt. Video
- **7:30 PM**: General Foods Capt. Video
- **7:45 PM**: General Foods Capt. Video
- **8:00 PM**: General Foods Capt. Video
- **8:15 PM**: General Foods Capt. Video
- **8:30 PM**: General Foods Capt. Video
- **8:45 PM**: General Foods Capt. Video
- **9:00 PM**: General Foods Capt. Video
- **9:15 PM**: General Foods Capt. Video
- **9:30 PM**: General Foods Capt. Video
- **9:45 PM**: General Foods Capt. Video
- **10:00 PM**: General Foods Capt. Video
- **10:15 PM**: General Foods Capt. Video
- **10:30 PM**: General Foods Capt. Video
- **10:45 PM**: General Foods Capt. Video
- **11:00 PM**: General Foods Capt. Video

**Saturday**
- **6:00 PM**: General Foods Capt. Video
- **6:15 PM**: General Foods Capt. Video
- **6:30 PM**: General Foods Capt. Video
- **6:45 PM**: General Foods Capt. Video
- **7:00 PM**: General Foods Capt. Video
- **7:15 PM**: General Foods Capt. Video
- **7:30 PM**: General Foods Capt. Video
- **7:45 PM**: General Foods Capt. Video
- **8:00 PM**: General Foods Capt. Video
- **8:15 PM**: General Foods Capt. Video
- **8:30 PM**: General Foods Capt. Video
- **8:45 PM**: General Foods Capt. Video
- **9:00 PM**: General Foods Capt. Video
- **9:15 PM**: General Foods Capt. Video
- **9:30 PM**: General Foods Capt. Video
- **9:45 PM**: General Foods Capt. Video
- **10:00 PM**: General Foods Capt. Video
- **10:15 PM**: General Foods Capt. Video
- **10:30 PM**: General Foods Capt. Video
- **10:45 PM**: General Foods Capt. Video
- **11:00 PM**: General Foods Capt. Video

**Note:** Times and programs are subject to change. Please check local listings.
### Sunday

**CBS**
- Telephone Hour: *Frontiers of Fear* (9:00 - 10:00 PM)
- *Hall in the City* (10:00 - 11:00 PM)
- *Gangster* (11:00 - 12:00 AM)

**DuMont**
- *Guns of Navarone* (9:00 - 10:00 PM)
- *The Flashing Light* (10:00 - 11:00 PM)
- *Mike & Biff Show* (11:00 - 12:00 AM)

**NBC**
- *Johnny Dungan Show* (9:00 - 10:00 PM)
- *Prominent Sponsor* / Kate Smith Summer Show (10:00 - 11:00 PM)
- *The Big Payoff CFP* (11:00 - 12:00 AM)

**Monday - Friday**

**CBS**
- *Telephone Hour: Frontiers of Fear* (9:00 - 10:00 PM)
- *Hall in the City* (10:00 - 11:00 PM)
- *Gangster* (11:00 - 12:00 AM)

**DuMont**
- *Guns of Navarone* (9:00 - 10:00 PM)
- *The Flashing Light* (10:00 - 11:00 PM)
- *Mike & Biff Show* (11:00 - 12:00 AM)

**NBC**
- *Johnny Dungan Show* (9:00 - 10:00 PM)
- *Prominent Sponsor* / Kate Smith Summer Show (10:00 - 11:00 PM)
- *The Big Payoff CFP* (11:00 - 12:00 AM)

**Saturday**

**CBS**
- *Chef's Corner* (9:00 - 10:00 PM)
- *Summer Show* (10:00 - 11:00 PM)

**DuMont**
- *Summer Show* (9:00 - 10:00 PM)

**NBC**
- *Prominent Sponsor* (9:00 - 10:00 PM)

### Guide to July 1952

**FRIDAY**

- *The Big Payoff CFP* (11:00 - 12:00 AM)

**SATURDAY**

- *Prominent Sponsor* (9:00 - 10:00 PM)

### Celebration

**Tuesday**

- *The Big Payoff* (9:00 - 10:00 PM)

### Broadcasting

**July 7, 1952**

*Co-op Football*
KSTN PETITION
Asks CP for Change for KMYC

PETITION asking the FCC to change current permit of KMYC Marysville, Calif., has been filed with the Commission by KSTN Stockton, Calif., on grounds of interference to each other's service areas.

KSTN is licensed to San Joaquin Broadcasting Co. on 1420 kc with 1 kw, directional day and night. FCC last November granted application of Marysville - Yuba City Broadcasters Inc., to change KMYC from 1450 kc 250 w unlimited to 1410 kc 1 kw directional night. The Stockton outlet asked the Commission to make it party to any hearing on KMYC's request for program tests and station license and to deny them "until the objectionable interference to KSTN has been removed or the Commission determines that the gain in area and population of KMYC outweighs the loss to KSTN." Evidence was tendered purporting to show that the proposed operation of KMYC would reduce KSTN's area of coverage by 690 square miles in which 34,673 persons reside—or an estimated 11.2% of the daytime area and 5.6% of the KSTN population. Conversely, KSTN said it would cause objectionable interference to 16.2% of KMYC's proposed service area and 11.8% of its daytime population.

Moreover, its ability to continue local programming and provide public service programs would be "substantially adversely affected," KSTN contended.

EDWARD L. LLOYD, executive vice president, A. C. Nielsen Co., Chicago, and the Netherlands, head-Nielsen Food & Index Service established there.

CHARLES W. PRITCHARD, credit manager, Stromberg-Carlson Co., and M. SCHUMANN, who has been reorganizing methods and procedures for the commissions of the company's salesmen.

AL GOODMAN, KEGA-TV Los Angeles, named to board of directors of Society of Motion Picture Art Directors, Beverly Hills. New Los Angeles members in the television section include ROBERT LEE, CBS-TV; ROBERT D. DARLICH, KTLA (TV); FRANK ZWIG and TED RIGG, NBC-TV.


HENSCHEL GILBERT re-elected president of American Society of Music Arrangers, Hollywood, for fourth term. Named vice presidents were BERNARD HULLENDORE, JEFF ALEXANDER and ROBERT BALLARD.

EDWARD STANKO, RCA engineer, appointed manager of engineering, Transmitter Division Div., RCA Service Co., Camden, N. J.

JOHN GUEDEL, head of John Gueldel Productions, Hollywood, will chair third annual Radio-Television-Recording-Advertising Chari tles drive, Sept. 18-19. MICHAEL J. ROCKFORD, vice president of RCA, will head committee to solicit special gifts.

ZENITH Radio Corp. has opened new plant at 1500 N. Kostner Ave., Chicago. It is designed for the production of speakers, coils, transformers and other radio-TV components.

WALLY GOULD, ABC producer, to Robert Lawrence Productions Inc., N. Y., film production and distribution firm, as producer and account executive.

GRANT SHAPFER appointed by Ward Products Corp., Cleveland, to represent company in Michigan. Headquarters will be in Detroit.

JERRY SHERMAN, publicity department of Lippert-Pfautz Ltd., Hollywood, to North American Airlines, Burbank, as director of exploitation.

WILLIAM SIMON and GUY T. GUNTER JR., to Majestic Radio & Television Div., Wilcox-Gay Corp., N. Y., as district sales managers in Ohio and Georgia, respectively. Mr. Simon will head headquarters' Pennsylvania and Lake, Heights, Ohio, and Mr. Gunter in Atlanta.


LEONARD B. KAUFMAN, Rogers & Cowan, Beverly Hills (public relations firm), has opened public service offices at 8272 Sunset Blvd., Hollywood. Telephone is Granite 2-6032.

KSTN PETITION
Asks CP Change for KMYC

NEWS on
KMBK-KFRM
is TOPS...
...because KMBK-KFRM stays on 'top' of the NEWS!

And there is no greater value today than KNBC-KFRM.

KMBK-KFRM news programs are the most accurately, thoroughly newsworthy in the heart of America. Their high rating indicates the accuracy and immediacy built by the KMBK-KFRM News Department.

Here is tremendous news potential in one of the nation's richest markets... the great Kansas City Primary trade area.

Call KMBK-KFRM or ask your nearest Free & Peters, radio affiliate for complete details on the mighty voice of the KMBK-KFRM team and for nearest availability.

6th oldest CBS Affiliate...

Page 84 • July 7, 1952

KMBK-KFRM

and allied arts

INDUSTRIAL SURVEYS Co. announces change in name to MARKET RESEARCH RESEARCH CORP. of America. Company also has established client service division, headed by ARDEN B. CHASE, vice president, and JAMES D. NORTH joins firm as vice president in charge of San Francisco office.

ADOLPH L. GROSS ASSOC. N. Y. appointed exclusive sales representative for INDUSTRIAL SURVEYS Co. Long Island City, N. Y., for new line of high-fidelity AM-FM radio tuners and home theater systems.

STACKPOLE CARBON Corp., St. Marys, Pa., has published bulletin describing fixed composition resistors designed for JAN-R-11 use. Types covered by the bulletin are RC10, RC20, RC31, RC35, RC41 and RC42.

DAYS Co., Newark, has issued pamphlet on RP equipment covering types of radio frequency and video attenuators made by company.

FRANK L. MARTIN appointed representative of American Cable & Radio System for Texas, with headquarters in Houston in temporary office.


RODNEY GILLIAM Col., Hollywood (producers of commercial and feature films), has moved to 957 N. La Cienega Blvd. Telephone is Crestview 6-6918.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces availability of 1955 edition of Taco's antenna catalog No. 33 covering technical data on 80 antennas. Catalog also lists complete Taco company and hardware line with section devoted to preview of company's UHF antennas.

JOHN C. OTTERING JR., director of sales development, bureau of advertising, American Newspaper Publishers Assn., appointed general sales manager of the bureau, succeeded by WILLIAM W. SMITH, associate director of sales development.

FRANK NEWMAN, advertising manager, TV Theatre, Allenville, DubMont Labs, father of girl, Sharon Ann, June 13.

Equipment ...

RCA, Camden, N. J., announces development of TV transmitter which oscillates at frequencies as high as 225 mc.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces development of new audio control for AM, FM and TV studios featuring all plug-in construction. Unit is equipped for single program control operation, but may be adapted for dual channel output.

FEDERAL TELEPHONE & RADIO Corp. has redesigned broadcast tubes F-891 and F-892, replacing the conventional glass envelope with a double helix filament, designed to minimize filament-to-grid shorts, primary cause of premature vacuum tube failure. Of three-electrode type, two tubes are for use as modulator, amplifier and oscillator.

Technical...

NEAL McNAUGHTEN, NARTB engineering director, licensed by District of Columbia as professional engineer.

ROSS MURRAY, soundman, KNX Hollywood, father of boy, Frederick, June 25.

JOHN NEAL, engineer, ABC Hollywood, father of girl, Cammie Joy, June 12.

BAN DANGERS

Cited by Fellows at Memphis

BARRING of radio and TV from public hearings provides the "first step toward decay of free speech," Harold E. Fellows, NARTB president, told Memphis Rotary Club last Tuesday.

Reminding that such action is taken against "the medium that has the capacity to report most accurately and impartially," Mr. Fellows suggested there are "some who would prefer not to suffer the pangs of accurate reporting."

Businessmen should oppose such bans and legislators and law-making bodies, Mr. Fellows said, adding, "Whatever the motives behind such ventures into censorship, and whatever the good character of their authors, the citizens of this nation must rightfully and determinedly oppose them."

Mr. Fellows declared that government must be confined to the necessities of government and its unreasonable growth arrested. "The sovereignty of the individual and the servitude of the state is a basic belief among Americans," he said, "but it is disintegrating and you need but look around you to see the evidence."
Television Applications Filed at FCC

(Continued from page 77)

counsel Dow, Lohnes & Albertson, Washington. Principals include George C. Davis, Washington, Principal Engineer; L. M. Megargee (13%), Vice President; Martin W. McInnes (8.3%), Treasurer and Secretary R. A. Megargee (6%).

SCANTON, Pa.—Union Boste, Co., 254 Washington Ave., has filed notice of estimated construction cost $359,559, first year operating cost $250,500, first year revenue $268,000. Post Office address: Board J. Lindsay Dunn (23%), President; E. C. McDonald, Secretary; John W. M. Dawson, Willam W. Scarton (29.3%) and James S. Scandale (1.1%).


GREENVILLE, S. C.—Carolina TV Co., 106 E. Washington St., has filed notice of estimated construction cost $439,960, first year operating cost $309,240, first year revenue $318,000. Post Office address: Box 123, Greenville. Studio location: 106 E. Washington St. Owners are Edwin B. Markle, Mary H. M. Markle (10%).

GREENVILLE, S. C.—Textile Broadcast Corp., 257 W. Washington St., has filed notice of estimated construction cost $275,000, revenue $275,000. Post Office address: Box 156, Greenville. Studio location: 257 W. Washington St. Owners are Robert L. McCurdy, Edward J. McCord (100%).

AMARILLO, Tex.—Amarillo Boste, Co., VHF Ch. 10 (152-156 mHz), has filed notice of estimated construction cost $28,000, first year operating cost $30,000. Post Office address: Box 207, Amarillo. Owners are Charles T. Shannon (100%).

PITTSBURGH, Pa.—WSWS Inc. (WWSW-AM-FM), VHF Ch. 11 (118-120 mHz); KWSW, VHF Ch. 46 (224-226 mHz); has filed notice of estimated construction cost $620,000, revenue $620,000. Post Office address: Post Office Station T, Pittsburgh. Owners are Robert E. Miller, General Manager.

LOCK HAVEN, Pa.—Lock Haven Boste, Inc., has filed notice of estimated construction cost $455,000, revenue $455,000. Post Office address: Box 353,Lock Haven. Owners are Joseph A. Miller, President; J. Daniel Hawley, Secretary/Treasurer; James A. Costello (24%), Treasurer; Melvin E. Waclawski (48%), Director.

FORT WORTH, Tex.—Lechner Tele-
SUCCESS of radio campaign conducted by Pomeroy's Dept. Store, an Allied Stores affiliate in Pottsville, Pa., is now obtainable in form of a monthly release of the Pottsville Studies prepared by Sam Cuff, radio manager, to Allied Stores. Studies are complete radio packages with accent on the local department store market. Included are a description of merchandise advertised, sales gimmicks used examples of continuity and a break down of sales results.

SPOT WELL WORTH IT ONE $18 spot announcement on KBIG Avalon, Calif., paid off with $500 worth of direct business for Clyde Davenport, manager of the Catalina Inn, that city. The 60-second announcement offered free boat tickets from the Los Angeles mainland to anyone making reservations at the Inn for a week. Five reservations came in that afternoon, and Mr. Davenport estimates his mail has doubled and telephone reservations have quadrupled.

PUZZLE ON TV WEEKLY program TV Crossword Puzzle featuring Margaret Farrar, New York Times crossword puzzle editor, as panelist and editor-adviser, made its debut on WPIX (TV) New York, yesterday (Sunday), 10:10–10:30 p.m. EDT. Format of show includes large-scale puzzle with visual cues performed by actors. Panel features actress Anne Burrell of New York Herald Tribune book critic Governor Paulding and screen writer John Duff Stradley. Larry Stevens is producer-m.c.

TELEVISION EXHIBIT RESIDENTS of Duluth, Minn., were treated to a TV preview by KDAL there, at the city's sixth annual Home Show. Station used RCA television equipment and constructed a TV studio within the Home Show area. Continuous entertainment was piped to commercial sets being exhibited through the building by local distributors. Musicians performing and distributed at the exhibit explained FCC action on TV grants as well as other pertinent facts on the Duluth television future.

WRTA Altoona, Pa.
Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. Reporters are friends with friends. Of course, WRTA-advertised products—sell.

Ray J. Thompson
Represented by Robert Meeker Associates

programs promotion premiums

HELP PROMO
TESTIFYING to the effectiveness of radio, a one-man campaign over WDRC Hartford, has brought in more than $1,000 for the children's summer camp operated by the Hartford Council Jack Zaiman, president of the Needle Club, program on WDRC, raised the amount from political personages throughout Connecticut.

AMUSES LEUKEMIA VICTIM
WBTV (TV) Charlotte, N.C., cowboy singing star Fred Kirby was brought by chartered plane June 15 to the Catalina Inn, off one of his admirers, young Beverly Fincher, a leukemia victim, of Charlotte, whose condition had suddenly worsened. Since it was Mr. Kirby's day off, he was visiting his wife, a patient in an Asheville hospital, WBTV and WBTV (TV) notified Charlotte police, who contacted the Catalina Inn, and Asheville police to look for Mr. Kirby, and then broadcast messages, which finally reached him. It was the third time he had visited the stricken girl within a week.

TALENT HUNT
TALENT hunt is being conducted by WLS Chicago, WMX Mount Vernon and WSOY Decatur, III., for the station's outstanding girl folk singer. She will be named queen of the Illinois State Fair Barn Dance Aug. 2 of one of his ad- for theWLS Na- tionswide Barn Dance broadcast from the fair and will receive $300.

CONTEST AT KNXT (TV)
Three week contest which will pay off at three marketing levels is being conducted by KNXT (TV) Hollywood. For Philip Morris Co. (Dunhill cigarettes), the station is asking viewers to complete "I switched to Dunhill...because...

SPECIAL TV KITCHEN
CUSTOM-BUILT kitchen designed to provide the utmost in convenience of use, appearance on camera and economy of space on the set was seen for the first time last week on WBAL-TV Balti-

SPOTLIGHT ON POLITICS
NEW show featuring pick-ups from four of the five different stations in all sections of the country, has been inaugurated at KXYZ Houston. Crossroads U. S. A. is station's answer to the public's demand for "more political information." Weekly half-hour programs present newscasters from all over the nation giving their observations on the political scene in respective state or city.

WEEKLY half-hour documentary titled This Week is being presented at WXII-Channel 11. Show features five minutes each of sports news, women's news, music and farm information. Segments provide a summary of the highlights of the week with emphasis on local happenings.

FOOTBALL BROADCASTS EXCLUSIVE 1952 radio broadcast rights to the U. of Miami's nine home games have been given to WGBS that city. Rights include local broadcasting and such additional territory as assignments to overflow stations. None of the university's games will be tele-

"WHO DIGEST"
FOUR-hour daily music and information show covering all sorts of information in many, many fields, was begun June 30 at WGH Nor-

THIRD DIMENSION PROGRAM BINAURAL reception, the new third dimension in listening, will be available to WJR Detroit listen-

FREE COMMERCIALS OFFER of free commercials for all businessmen under 10 years of age who operate lemonade stands is being made by Little Ernie, star of Story Time With Little Ernie heard daily on WGAY Silver Spring, Md. Commercials will be aired each day throughout the summer months.

WTOP NEWS LUNCHEON
NEWS luncheon was held by WTOP-CBS Washington June 2 for Claude Mahoney, farm direc-

Page 86 • July 7, 1952

BROADCASTING • Teletasking
goaded him into becoming a successful film producer.

His family moved to Manhattan shortly after his birth in Far Rockaway, Long Island, on Jan. 20, 1921, and he attended De Witt Clinton High School, City College and the U. of Chicago in 1940, while working as a button salesman. Mr. Turell took a course in 16mm films at City College, and he says, “was bitten by the bug.”

He joined the Army from 1942 to 1946, part of the time in the Southwest Pacific, Mr. Turell returned to New York. He set his sights on a film production job, and put up a $100-a-week button salesman offer and finally wangled a spot in the film distribution section of Official Film Co.

“Four months later, in June 1946, I was a wiser man,” Mr. Turell confides. “But I was still making 40 bucks a week. So I decided to take a flyer on my own.”

He and another Rhoades, a former Wall Street brokerage worker. Their initial effort was directed toward procuring old 16mm films for school and home use.

For several months Messrs. Turell and Rhoades operated out of their hats, as it were, without an office, and one had no place to sell them.” But early in 1947 they secured office space in an 18x56 hotel room.

Regular Prodding

It was at this point that Mr. Turell’s father started to apply his series of systematic “hotfoots.” The younger Turell likes to recall that his father would say: “You have an office, but no phone. You’re not a businessman.” When they got home, he would pointedly remark that the firm had no business. He was an ex-Globe newspaper man, and in Bernard Turell would insist, “You’re not a businessman until you’re grossing $10,000 a month”—and so on and so forth.

The elder Turell, who died a few years ago, would be proud of the presently-organized Sterling Films. It now has 27 employees and occupies a 16-room office suite.

The beginnings of television distribution started in 1948 when Mr. Turell and his associates saw the home-motion picture demand. By this time the firm had about a large source of film supply from such widely diverse places as Canada, New Zealand, India, U. S. colonies and a United Nations.

Sterling reports that it now distributes some 4,000 films to 108 of the 109 television stations.

At the start, the films were used to fill that “blank in the TV-time on stations that had to keep them on the air.” Sterling can give a station a film of Spain’s great bull-fighter, Manolete, as he and his mate pin down the magnificent bull. One on the growth of a new volcano and another on a battle between a shark and an octopus, to name a few.

Sterling offers its films of all kinds and all lengths as TV series. It can take several sports films, edit them, insert an opening and a closing, give it a title, and as Mr. Turell says, with hard work “you’ve got yourself a series.” One of the best known series is King’s Crossroads (ABC-TV, Sunday, 8-9 p.m. EDT).

Sterling has now entered the field of original productions and has sold its first offering, Meet the Victim, a mystery show, to 15 markets in the past few weeks. Other projected originals are a History of Famous Buildings series and a United Nations series.

Mr. Turell lives with his wife, the former Renee Kraus of New York, in New Rochelle with their two children, Michael, 4, and Jane, 2. He belongs to the Colony Club in New Rochelle but confesses that he “doesn’t quite feel comfortable in the country club atmosphere.”

Bridge is the rapid-rising executive’s favorite pastime but polities is his hobby. He is a registered Democrat, a member of the Americans for Democratic Action and will attend the Democratic Convention this August. A life member of the Knights of Labor.

But as father Turell would say, these things don’t make a man a politician. And young Turell is now taking steady aim for the future when he hopes to win election to some political office in New York or his home community of New Rochelle.

APPEAL FOR IKE

Club Denounces as Fraud UNAUTHORIZED political appeal on behalf of Gen. Dwight Eisenhower which reputedly came from the offices of the Chicago Federated Advertising Club was denounced by the club last week as a fraud. A bulletin signed by a person identified as Calhoun Norton was mailed to CFAC members, although not an officer, advocating they join Eisenhower backers to welcome convention delegates to Chicago.

The letter—headed “Special CFAC Bulletin”—asked volunteers to return a post card to Mr. Norton at what is believed to be only a mailing address. The Chicago and suburban telephone directories have no listing for the name. The letter was not printed on a CFAC letterhead, but the return address bore the CFAC letterhead.

Club President P. J. Morrison said Mr. Norton, “whoever he may be, has never at any time requested official permission to use the club’s name. Had he done so, it would have been flatly refused.” Mr. Morrison, who referred the matter to the state’s attorney’s office, said the club “carefully maintained a policy of refusal to express any support or endorsement in political activity or to make any effort whatsoever in influence its membership for or against any candidate.”

E. S. BAMBERGER

WOR Founder Dies in N. J.

EDGAR S. BAMBERGER, a founder and first president of WOR, one of the earliest and now in New York, died at his home at Avon, N. J., last Monday after a year of ill health. A widely known retired merchant, he was 68.

Mr. Bamberger, for 26 years an executive of L. Bamberger & Co. department store in Newark, was deluged with offers to sell radio station he had established to advertise and promote the store. WOR took the air Feb. 22, 1922, operating from studios approximately 12x12 feet in a corner of the store’s sporting goods department.

Installation of equipment, hiring of personnel, and programming were handled under Mr. Bamberger, who was president of the station, a position he held for about three years. When WOR was moved to New York in 1925, he elected to remain in charge of the merchandising field of the Bamberger operations. The station was sold to R. H. Macy & Co., along with the Newark store, in 1946, and was operated by General Tire & Rubber Co.

Mr. Bamberger was born in Baltimore in 1883 and was graduated from Johns Hopkins U. there in 1905. He was associated with John Wana maker store and with Hutzler Bros. in Baltimore before joining, in 1907, the Newark store founded by his uncle, Louis Bamberger. He progressed from cashier to buyer to merchandise manager, secretary and finally executive vice president, and remained with the organization for three years after its purchase by Macy’s. He took an active part in civic affairs both before and after his retirement.

Surviving are his wife, Mrs. Mabel Bing Bamberger; three daughters, a stepdaughter, and a stepson. Funeral services were held Tuesday at East Orange, N. J.

GUIDE BUILDING

Construction Underway


Production units for Mr. Linkletter’s programs and NBC Radio-TV’s Petro Four Lok will be housed on the site, chosen for its proximity to CBS Television City, now being completed. Occupancy is planned for Nov. 1.


\s

Small World

IT’S a small world in Paris these days, what with three ex-Cowles employees working side by side in the radio branch of the office of the U. S. Special Representative in Europe. The three are Chris Mack, on leave from WNAX Yankton, S. D., who joined Gene King and Frank McDonald, formerly with WOC, the weathervane radio network. Mr. King was WCOP program manager before he became director of European radio last fall. Mr. McDonald was an announcer at the Cowles Boston outlet.

“Communists aren’t the only people to have cells,” an office dispatch mused.

CBC SURPLUS

With Aid of Govt. Grant

WITH AID of a grant from the Canadian government of $6,250,000, the Canadian Broadcasting Corporation has announced a net operating surplus for the fiscal year ending March 31, 1952, of $3,322,000.

In the annual report tabled in the House of Commons on June 26, A. D. Dunton, CBC chairman, stated that the surplus would be used to carry out “to the fullest extent” the recommendations of the Massey Royal Commission, which called for expansion of CBC services.

The government’s grant is the first of four annual grants recommended by the Massey Commission.

CBC revenues in addition to the $6,250,000 from the government, included $5,800,000 from annual listener and private broadcast transmitter license fees, and $2,450,000 from commercial broadcasting.

Expenditures included $3,774,000 for programs, $2,193,000 for engineering, and $1,603,000 for station operation. Station salaries totaled $677,000, performers’ fee $385,000, and $369,000 was spent on preliminary television operations.

RADIO PIONEERS CLUB has issued its 1951-52 membership roster, containing some 800 names, indicating the organization’s growth since 1947, when the last previous roster was published, with 270 names.
AD WORKSHOP
Opens July 14 in L.A.
SPEAKERS for the Los Angeles Advertising Workshop for teachers, to be held at Fairchild High School, July 14-25, have been announced by John Kemp, vice president of the Advertisers Assn. of the West. The seminar, also offered at U. of Redlands during the two-week period, will feature the same speakers on subsequent days.
Speakers are:
George Stelzer, president, Foote, Cone & Belding Inc.; Russell Z. Eiler, advertising manager, Sunkist Growers Inc.; Robert Coleson, West Coast di-
rector, Advertising Division; J. McAndrews, commercial manager, KBIG Avalon; Ralph Yamberg, president, Yamberg-Prochnow Inc.

JUNE 27 THROUGH JULY 2
FCC actions

June 30 Applications...

Cold percent
DA-directional antenna
ERF-effective radiant power
STL-station transmission line
STA-special temporary authorization
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a
roundup of new station and transfer applications, begin on page 88.

July 1 Applications...

ACCEPTED FOR FILING

AM—1920 kc
KTML Denver—CP to change from 1150 kc to 1200 kc, 5 kw unl.; install iron antenna, 100 kc.

License for CP
KJZ-FM Joplin, Mo.—Increase power from 1 kw to 3 kw.

Extension of Completion Date
WTVY (TV) Bloomington, Ind.—Mod. CP which authorized new TV for extension of completion date to 1-30-52.

Change ERP
WTVN (TV) Columbus, Ohio—CP to increase ERP from 6 kw vis. to 9 kw vis.

License for CP
KJZ-FM Joplin, Mo.—License for CP which authorized changes in existing FM.

APPLICATION RETURNED
KPOC Pocat Respons, Ark.—RETURNED license for CP which authorized mounting FM ant. on side of AM tower.

July 1 Decisions...

BY BROADCAST BUREAU

KFGQ-AM-TV Boise, Idaho.—Granted request for authority to remain silent 4, July 30, 1952 and September 1, 1952 to have staff picnics.

Cost of Extra Work Copies

Every order of extra work copies, at $3.00 each will be accompanied by a printed report at $3.00 each.

Name
Company
City
Street
Zone
State

FOR FINEST TAPE RECORDING

WIVY
Jacksonville, Fla.

Magenico

FIRST CHOICE OF ENGINEERS!

Only Magenico offers all the flexibility, high fidelity and features you require—at a price you want to pay!

Magenico Equipment can be supplied in any amount to suit the studio operation of any size station.

CONSOLE OR CONSOLITE

Optional feature is already equiped with built-in console.

For new catalogs write

Magenico, Inc.
502 N. Michigan Ave., Chicago 1, Ill.

Coverage Analysis

ANALYSIS of radio-TV production at the national political conventions, of speaking styles and of broadcast reporting is being conducted by the School of Speech at Northwestern U. and some 40 graduate students. All radio and TV network broadcasts are being monitored during both Republican and Democratic conventions, with results analyzed after data is compiled.

SERVICE DIRECTORY

CUSTOM-BUILT EQUIPMENT
U. S. RECORDING CO.
1121 Varnum Ave., Wash. 5, D. C.
Sterling 2466

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night

JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

* VACANCY
YOUR FIRM’S NAME IN this “vacancy” section is available to
broadcasters—owners and managers, chief engineers and technicians—applicants for AM, TV, Telecasting and facsimile facilities.
Situations Wanted

Manager

Manager-chief engineer wishes contact with persons building or buying station. Will buy interest in stations. Box 484P, BROADCASTING TELECASTING.

Seeking step-up to general management position with continued phases of successful radio, program and technical work. Will work on coast. Box 598P, BROADCASTING TELECASTING.


Situations Wanted

Manager

Manager-chief engineer wishes contact with persons building or buying station. Will buy interest in stations. Box 484P, BROADCASTING TELECASTING.

Seeking step-up to general management position with continued phases of successful radio, program and technical work. Will work on coast. Box 598P, BROADCASTING TELECASTING.


Salesmen

Ten years radio sales and production experience. Will answer all good round offers. Has produced top network shows. Has no prions or drifter. Box 598P, BROADCASTING TELECASTING.

Sales consultant available. Fifteen years broadcasting, electronics background, contract negotiator, familiar with government procedure. Will represent you in Washington area on commission or salary basis. Professional radio man. Box 604P, BROADCASTING TELECASTING.

Announcers

20 years radio. Year television. Have complete newscasts and produced top network shows. No prions or drifter or disc jockey. Seeking permanent position. Best references. Tape, voice and complete resume on request. Available within two weeks. Box 598P, BROADCASTING TELECASTING.

Well known announcer. No drifter. Does not have any home. Has large amount of experience in every phase of the radio business. State approximate salary. Box 598P, BROADCASTING TELECASTING.

Disc Jockey-special events. 21, draft status. Good voice. Desires permanent location with future as marriage is planned next year. Box 598P, BROADCASTING TELECASTING.

Situations Wanted

Announcer. 2 years' experience, all phases, versatile, reliable. Accept first class license. Tell me your salary and phone number, and it's a deal. Box 484P, BROADCASTING TELECASTING.

Announcer, experienced, sells, on and off screen. Available August 18. Box 602P, BROADCASTING TELECASTING.

Announcer—radio, television—news, jockey. Young (age 26) can build future on sincere and sincere basis. Box 604P, BROADCASTING TELECASTING.

Announcer-engineer, single, veteran, some news and disc jockey experience. Looking for permanent situation (age 26) can build future on sincere and sincere basis. Box 604P, BROADCASTING TELECASTING.

Sports announcer. One year on air. Three years selling. Family, veteran, box. Has edited news. Box 600P, BROADCASTING TELECASTING.

Situations Wanted

Announcer: DJ and special events man. Box 486P, BROADCASTING TELECASTING.

Announcerwanted—radio, television. Must have top notch news and sportscasts. Friendly, relaxed, 26. Box 602P, BROADCASTING TELECASTING.

Situations Wanted

Announcer, excellent newsman, four years experience largest markets. Seek position in New England or East Coast. Box 486P, BROADCASTING TELECASTING.

Situations Wanted

Announcer: DJ and special events man. Box 486P, BROADCASTING TELECASTING.

Situations Wanted

Announcer-engineer, single, veteran, some news and disc jockey experience. Looking for permanent situation (age 26) can build future on sincere and sincere basis. Box 604P, BROADCASTING TELECASTING.

Situations Wanted

Announcer-engineer, single, veteran, some news and disc jockey experience. Looking for permanent situation (age 26) can build future on sincere and sincere basis. Box 604P, BROADCASTING TELECASTING.

Situations Wanted

Announcer-engineer, single, veteran, some news and disc jockey experience. Looking for permanent situation (age 26) can build future on sincere and sincere basis. Box 604P, BROADCASTING TELECASTING.
NFL SUIT
Pre-Trial Conference Aug. 6

The Pre-Trial conference of attorneys in the government's anti-trust suit against the National Football League has been set for Aug. 6, with the trial date to be fixed then probably for sometime in the fall.

Suit originally scheduled to begin June 16, but was postponed due to the pre-occupation of Judge Allie D. Griffin of the U.S. District Court in Philadelphia with another case.

Suits, brought by the Dept. of Justice last October, charges that the National Football League engaged in a conspiracy in restraint of trade by restricting member teams from selling radio and TV rights freely (BWT, Oct. 5, 1961).

Basis of conspiracy charges is Article X of NFL's constitution and by-laws. This provides among other things for a radio or TV "blackout" when the home team is playing at home.

Motion to dismiss, made by NFL, was denied by Judge Grim early this year on June 25.

In its answer to the complaint, NFL alleged that it is not engaged in interstate commerce, therefore not liable under the Sherman Act. It also denied that it's principal business was staging football games and that radio and TV broadcasts are incidental (BWT, March 8).

Suit also named the 12 members of the National Football League as defendants.

Berdin Sworn In
ANDREW H. BERDING, prevaricating with the Mutual Security Agency and Office of Defense Mobilization, was sworn in last Tuesday as director of public information for the Dept. of Defense. He succeeds Clayton B. Fritchey, who resigned in late May to become administrative assistant to the President (BWT, June 21).

Mr. Berding, left OSD suddenly after resignation of Charles E. Wilson as mobilization director last March 31 to head up public information for MSA.

LOW NELSON: When your morn ing shows need zip and your PULSE rating needs a lift call Lou for the zaniest and most exiting type of morning DJ work. Formerly announce man at WJYF, WBEX, and WKBS. A radio personality on witty impersonations, and lively patter. Send for full information today.

DON COLE: Announcers, news- writer, DJ. Don's not a moron. He's a real salesman. A real professional. He'll fill any time slot and he's excellent.

STEVE YOCU: When not writing continuity for hit two favorite music shows "Memories of Yesteryear," and "Hank's Favorites," Steve does his best job in front of the TV or in the studio. Interview you'll like his responses to re sponsibilities. Good on the board. TAPE or DISC AVAILABLE.

BILL ROSEN: Here is your ideal program creator, announcer, writer of TV music shows. A man of his ideas has put on a new format which is unique for any local station. Excellent at continuity and produc tion, his program is in demand. The format is a recorded musical show that is in expensive and sale able. He's written and produced "Loco Lyres." OK on news interviews and commercials.

BROADCASTING NOW AVAILABLE.

BROADCASTING & TELECASTING

EXECUTIVE PLACEMENT SERVICE
(ad)想要 Buy (Cont'd)

Wanted, used FM equipment in good shape. Send information to Radio Sales, F.B.C. F.O. Box 906, Reitlidale, N. C.

Used equipment: Frequency monitor, modulation monitor, limiting amplifier, pickup, transmitters, co-axial line, WMAM, Marinette, Wisconsin.

Miscellaneous


Help Wanted

Salesmen

LIVEWIRE TIME SALESMAN

If you are a young livewirer time salesmen how would you like to join us with a progressive organization now owning two highly successful AM stations with applications pending for another AM plus TV. We are interested in an aggressive man who is a real consultant and wants to go full speed ahead in the world of broadcasting. Are you a dynamic fellow, willing to give your best and take your place in this business? Our station is in a market of far below its real potential. No experience necessary. This is a chance to really make the grade! Your efforts will be furthered by a complete staff of men behind you.

Attention: eastern New York, Connecticut, Massachusetts, Vermont, New Hampshire, News and sports director, 1 kw radio, complete board and remote equipment. Experienced, capable staff man, all Salaries. Our WABC forces change of positions. Excellent references. Please From 185.000 to 225.000. BROADCASTING TELECASTING.

University professor, 30, with proven broadcasting background, interested in executive opportunity in long-range educational programming. RCA, 566 W. 56th St., New York, N. Y. BROADCASTING TELECASTING.

Television

Production-Programming, others

Young man with 18 months excellent TV production training needs actual experience anywhere. Box 556P, BROADCASTING TELECASTING.

For Sale

Stations

southeast: 500 watt unlimited. $8,000 monthly potential. No competition. $45,000. Box 359P, BROADCASTING TELECASTING.


Western stations, independents, affliates. Prior to $20,000 to $25,000. Jack L. Still & Associates, 458 Melrose Ave., Los Angeles 26, Calif.

Equipment etc.

deco 255 heavy duty self-supporting tower: 30,000 foot ground wire; 22 sections 1/3 transmission line: one 1 kw tunning unit. ARA BT-1 transmitter. Box 509P, TELECASTING.

Complete $1000 kw transmitter. Excellent condition. Now operating 18 hours a day. Send details including rates prepaid. Corona, Calif. BROADCASTING TELECASTING.

Stainless 800 foot tower. $1200 prepaid. Excellent condition, two years use. WPAA, Parkersburg, W. Va.

Used radio towers, two 200 foot gored ‘radio towers fully equipped with guy lines and lights and in accordance with C.A.A. regulations. 30,000 feet ground wire. Any length, up to 400 feet. White Construction & Engineering Co., Inc., 200 -22nd Street South, St. Petersburg, Florida. Phone 78997.

Wanted to Buy

Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in Excellent condition. Can operate Box 1056P, BROADCASTING TELECASTING.

Equipment, etc.


Used 25-26 sections 1 1/2 sq. 0.15 ohm. 4-40 elbows, gas stop, dehydrator, and expanders, wcnry, Centraa, Illinois.

Miscellaneous

NARS STUDENTS ARE IN DEMAND

NARS has many contracts for trained radio help as it can fill jobs are available right now for the Fall Graduates. Get your first class license in a few months; complete compilation training a year or less. Includes announcing, writing, selling, editing programs, production, disc jockey technique.

100% Placement of Combination Man Available

Employment Service

Write for Today's Details

(exec)
WFDF BENEFIT
Finances Children's Camp

WFDF Flint, Mich., made possible a summer camping trip for 27 underprivileged Flint children with listeners calling in to pledge $1,100, undersubscribing the goal of $900.

WFDF show, originally scheduled for an hour and a half, grew into three and a half hours when it was aired June 28, with appeals by leaders of Flint social service organizations and Mayor Paul Lovergroe. The children live at the Whaley Home for children from broken families.

WFDF Chief Announcer Bud Haggart, assisted by staff announcers, emceed the show, and a six-piece orchestra was provided by the Flint Federation of Musicians. Mr. Haggart's and Lee Driscoll's singing was featured. Idea for the benefit came from the Flint Civic Club, which in previous years had financed the camping trips, but which this year found financial help necessary.

UN Position Open

POSITION for a “telecommunication engineering professor” to serve with the UN Technical Assistance Administration is now available, according to the Secretary General of the International Telecommunication Union. ITU has asked the State Dept.'s Telecommunications Policy Staff for assistance in obtaining suitable candidates. Applicants should list, not only technical knowledge but also administration and operations experience. Assignment is for one year to advise India on formation of a training course in the Dept. of Telecommunication Engineering in Madras. Qualifications: A top-ranking professor with long experience in a U. S. university. Applicants should file curriculums and references with Telecommunications Policy Staff, Dept. of State, Washington 25, D. C.

Net profit of Standard Radio Ltd., Toronto, owners of CFRB Toronto, for fiscal year ending March 31, 1963, amounted to $55,085, compared with $57,609 in previous year.

Carolina Network Station

$55,000.00

The only station in an attractive smaller Carolina market. A combined installation makes possible a very economical operation and opportunity for sizable profits. This is an ideal property for two active partners. Financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
CHICAGO
San Francisco
James W. Blackburn
Ray V. Hamilton
Lester M. Smith
Washington Bldg.
Tribune Tower
225 Montgomery St.
Sterling 451-2
Delphi 5-2754-5
Exbrok 2-0772

I WANT TO BUY A RADIO STATION

Already own and operate one station and now I'm looking for another. Would consider any part of the country except New England and deep south. Metropolitan area population between 250,000 and 1,000,000 preferred. Most interested in low frequency daytime operation that has not reached its full potential. Others might be considered. Prepared to pay all cash. Your reply will be treated with utmost confidence. I am not a broker, and am not looking for a station that has been "shopped around." If station is what I am looking for I am prepared to close sale immediately.

Box 627P, BROADCASTING • TELECASTING

New Business

(Continued from page 80)


H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cement, appoints Buchanan & Co., that city.


TWISTO CONTAINER Corp., L. A. (toothpaste-dispensing toothbrush), appoints W. B. Geissinger & Co., that city. Radio-TV will be used.

A. E. STALEY Mfg. Co., Decatur, Ill., appoints Fuller & Smith & Ross, Chicago, for soybean division.

RPM MFG. Co., Lamar, Mo. (rotary power lawn mower), appoints Charles Blum Adv., Phila.

JERCLAYDON Inc., N. Y. (Glamorene carpet cleaner), appoints J. Walter Thompson Co., same city.


CONNECTICUT GENERAL LIFE INSURANCE Co., Hartford, Conn., appoints Cunningham & Walsh, N. Y.

LEE TIRE & RUBBER Co. of New York Inc., Conshohocken, Pa., appoints Gray & Rogers, Phila.

GLOBAL MARKETING SERVICE, Oakland, Calif., appoints Ad Fried Adv., that city. Radio-TV schedule will be announced later.

THRIVO Co., Phila. (dog food), names Gray & Rogers, that city.

Adpeople • • •

J. C. (LARRY) DOYLE named sales and advertising manager of Ford Motor Co., Detroit.

E. GRAYSON WEYMOUTH Jr., Kudner agency, N. Y., to Colgate-Palmolive-Peet Co. advertising staff to work with RALPH ROBERTSON, assistant advertising manager in charge of media for Colgate.

WILLIAM KALAN, vice president in charge of client relations, Scherwin Research Foundation, N. Y., to Toni Co., Chicago, as manager of plans and creative activities. He and JACK R. GREEN, Toni’s media staff, appointed associate advertising managers.


ROLAND P. S. CAMPBELL, product manager in charge of sales and advertising, Post Cereal Div., General Foods Corp., to Andrew Jergens Co., Cincinnati, as vice president in charge of advertising.

H. CHANDLER HOLMES, production manager of advertising and public relations department, Monsanto Chemical Co., St. Louis, named advertising manager.

Employment Agency

Stations

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as—Management, Sales, Production, Announcing, and Straight Engineering.

Combination Announcer-Engineers:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—ONLY one week’s salary. NO OTHER CHARGES.

Broadcast Management Services Co.

17 East 48th Street, New York 17, New York
PL 5-1127
E. C. Labbell, Licensee

Page 92 • July 7, 1952

Broadcasting • Teletcasting
FCC Actions

(Continued from page 88)

decrease ERP 16 kw vis. to 15 kw vis.,
change type of ant.

Change Transmitter Location
WMOU Berlin, N. H., to WMOU to change
transmitter location and to make
radio station

WBHP Huntville, Ala.—Granted CP
to change trans. location, studio
location and type trans.

Extension of Completion Date
KNBR North Platte, Neb.—Granted
extension of completion date to
8-15-52.

July 2 Decisions . . .

ACTIONS ON MOTION
B. & C. Radio Co., Inc., Rockford, Ill.,
petitioned to dismiss application. The
Commission granted petition.

LaFollette Bstg Co., Inc., LaFollette,
Tenn.—Granted petition for extension
of time to file reply on radio station
Allentown, Pa. (of Allentown Broadcast Corp., Allentown, Pa., as owner and operator).

By Hearing Examiner Basti P. Cooper
WELS Kinston, N. C.—By memora
ble petition seeking extension of
requests material in opposition to the
Commission on Federal Communications
Commission on Federal Communications

By Hearing Examiner J. D. Bond
KCOO Centerville, Iowa.—Caption
Heard Examiner J. D. Bond issued
initial decision looking toward
approval of application. The
Commission granted insofar as it
requests continuance for one week.

DEEM F. RAHALL
Killed in Air Collision

DEEM F. RAHALL, 35, of Charles
town, W. Va., well known broad-
caster, was among five persons
killed when two planes collided
over the Washington airport, 13
miles south of Kinston, N. C., on
July 8, 1952, but granted bond on
its continuance for one week.

Mr. Rahall was in a four-pas-
enger airplane, which was coming
in for a landing. A Piper Cub, also
planning to land, crashed, killing
the seven persons, including
Mr. Rahall.

Wells Broadcasting, Inc., Kansas City, Mo., owner and operator.

Wells Broadcasting, Inc., Kansas City, Mo., owner and operator.

Canada Ad Agencies

SIXTY-FOUR advertising agencies
with offices throughout Canada have
been enfranchised for the year ending May 31, 1952, by the
Canadian Assn. of Broadcasters.

Included are Canadian branches of 13 U. S. agencies, with offices at
Toronto or Montreal, or in both
major cities.

American agencies having Canadian branches are Atherton & Currier, Inc.; Benton & Bowles Inc.; David L. Hartman; Sample (Canada) Ltd.; Ellis Adv. Co.;

Mo., and KCHI Chillicothe, Mo. Grant

July 2.

Granted 1500 kw. 1 kw. daytime.
Estimated construction cost $75,757.
Partners are Roland McLamroch Jr. (43.5%),
field representative for Specialties Corp.; Roy E. Pullen (24.5%), chief
engineer for WTKA Durham, N. C., and
L. T. Duker (14.5%), attorney and
partner in law firm of Dixon & Dark,
Siler City, N. C. Granted July 2.

FM GRANTS

Jacksonville, Fla.— WTVY Inc. Grant-
ed 67 kw. (C.B. 202), 3 kw., antenna
height above average terrain 215 ft.;
Class B station. Estimated construction cost $3,000, first year operating cost $2,000, revenue $2,000. Granted July 1.

Emporia, Kansas.—Kansas State Teach-
ers College of Emporia. Granted 88.7
mc (C.B. 84), 150 w., antenna height
above average terrain 150 ft. Non-
commercial educational station. Esti-
mated construction cost $1,500. Granted July 1.


TRANSFER GRANT

WLSI-AM-FM Baton Rouge, La.—
Granted relinquishment of control by
A. M. Cadwell, et al., original stock-
holders, to Lewis Gottlieb and Roland
Kizer through transfer of 71.55% of
stock for $27,580; Willis W. Wilson, co-
administrator of estate of R.J. Nelsen, to
grant 11.55% to them for $25,000. Mr.
Kizer is senior partner in Baton Rouge, Grahan M. Proctor, Jr., and
corporate counsel; Mr. Gottlieb is owner and


How much will a one minute spot campaign in the Southwest cost?

The 1952 Broadcasting MarketBook has the answer.

July 7, 1952  Page 93
in plus or minus 1½ decibels and the other of which is circular within plus or minus 1.5°.

Where a television antenna is determined to have a nominally circular pattern, then in determining the effective vertical or horizontal radiation pattern and in determining the effective radiated power for purposes of the Commission's rules nondirectional, a non-directional antenna for any horizontal direction. In determining the maximum radiated power in any horizontal or vertical plane directions so long as the ratio of maximum to minimum radiation in the horizontal or vertical planes and the ratio of the deviation from the average of the maximum permitted by the Rules.

In view of the foregoing, the two antennas are considered to be an antenna that is designed or altered for the purpose of obtaining a circular radiation pattern. In determining whether or not any specific antenna pattern has been designed or altered for the purpose of obtaining a circular radiation pattern, the effect of the design, especially the ratio of maximum to minimum radiation in the horizontal or vertical planes and the extent of the deviation from the average power in the case a antenna is considered by the Commission on a case to case basis. In view of the foregoing, the two antennas are considered to be an antenna that is designed or altered for the purpose of obtaining a circular radiation pattern. In determining whether or not any specific antenna pattern has been designed or altered for the purpose of obtaining a circular radiation pattern, the effect of the design, especially the ratio of maximum to minimum radiation in the horizontal or vertical planes and the extent of the deviation from the average power in the case a antenna is considered by the Commission on a case to case basis. In view of the foregoing, the two antennas are considered to be an antenna that is designed or altered for the purpose of obtaining a circular radiation pattern. In determining whether or not any specific antenna pattern has been designed or altered for the purpose of obtaining a circular radiation pattern, the effect of the design, especially the ratio of maximum to minimum radiation in the horizontal or vertical planes and the extent of the deviation from the average power in the case a antenna is considered by the Commission on a case to case basis.

Respecting KFBI's petition for a declaratory ruling, FCC's memo- rings the request the station wished to answer these questions:

1. Can the officers, directors, or stockholders of two or more AM radio stations serving the same city be granted to license to operate a TV station and be permitted to retain their hold-ings of their horizontal radio stations if the radio stations continue to be operated as separate entities?

2. Would there be any prejudice on the part of the Commission in granting the request that such application be at any dis-advantage to applicants for any reason or policy as against an application by another party engaged in radio station operation?

3. Would there be any prejudice on the part of the Commission in granting the request that such application be at any dis-advantage to applicants for any reason or policy as against an application by another party engaged in radio station operation?

4. Would a joint application of two or more AM radio stations be per se in conflict with the public interest provided that the operation of said radio stations will continue to be operated as separate entities?

"As we understand the basic question presented here," FCC said in its opinion, "it is whether grant of an application for authority to construct and operate a television station would be sponsored because the applicant consists of the officers, directors or stockholders of two AM stations operating in the principal community to be served by the television station."

This said, the question arises (1) because of those provisions of our 'multiple ownership rules' lim- iting the extent to which AM stations with overlapping service areas may combine ownership, management, or other interests in AM stations in the same community even though such interests would not amount to control of two stations in the same community."

The order continued to explain that in addition to the foregoing requirements we have, as a general policy, that there be a complete divestiture of management, ownership and other interests in AM stations in the same community class in the same community or serving substantially the same area.

"In our view," FCC concluded, "the questions posed in the KFBI Inc. petition can only be answered in the light of the circumstances presented by a specific application. Therefore, no determination can be made with respect to these questions at this time."

In reply to Westhouse Radio Stations' proposal to modify the temporary processing procedure on the basis of using a "television service factor" of population divided by available services, FCC pointed out that incorrect use was made of the term "television service factor" and that the standard of allocation set forth in the Third Notice and the final Sixth Report.

"It is important to point out," FCC said in its memorandum, "that in the said documents it was clearly indicated that said priorities were proposed as a basis for promulgating a table of assignments. At no time was it intended that said priorities be considered as the basis for a processing procedure."

FCC's letter to Westhouse continued:

The Commission believes that the public interest, convenience, and neces- sity would, in the long run, be bet- ter served by adherence to the general principles which have been established by the early and firm establishment of a pattern for the allocation of television broadcasting in the various cities in the Group (B) cate- gory based on the FCC. The Commission has already found that the elimination of such preference would be undesirable. As we stated in the prior Notice on this matter in its ruling that our decisions in Group B (1) and (2) will help on the premise that a firm start, a matter of great impor- tance to the development of the service pattern provided for in the able of assignments."

TV Bids Pass 500 Mark

(Continued from page 61)

38, $600,000-699,999; 29, $600,000-699,999; 8, $700,000-799,999; 9, $800,000-899,999; 3, $900,000-999,-
99; 8, $1 million and over.

There were four more applications last week for stations costing more than $1 million to construct. These include WHB Kansas City, to spend $1,472,540 for its proposed Channel 9 station; WPRO Providence, $1,012,991; Channel 12; WGBS Miami, $1,253,672, Channel 10; and WWVA Wheeling, W. Va., $1,232,312, Channel 9.

FCC already has granted an ex- isting station a change of facility pursuant to provisions of the Sixth Report, WXEL (TV) Cleveland, from Channel 9 to Channel 8 [B-7, June 30]. Others are under- standing to be forthcoming from these requests are top priority under the temporary processing procedure.

The Commission, earlier al- ready denied the request of Westhouse Radio Stations Inc. for modification of the temporary processing procedure to employ a "television service factor" of population divided by available services. FCC has explained it will handle on a case-by-case method those applications for a television station jointly proposed by separate, competitive AM stations in the same area. FCC denied the petition of KFBI Wichita for declaratory ruling on this policy.

The Commission, in a letter to WDEC Hartford, similarly clarified its rule on main studio loca- tion, explaining Sec. 3.613 of its rules means within the city limits, not the metropolitan district.

FCC last week, in reply to Con- sulting Engineer A. Earl Culum, Dallas, Tex., clarified the procedure for determining effective radiated power.

This is with reference to your letter of May 10, 1952. In your request that information be furnished, it is given as an example of what is needed to consider the "television service factor" which would be applied to the development of one of two possible antennas for television use, both of which were designed to have a nomi- nally circular azimuthal radiation pat- tern but one of which is circular within
**CHARLESTON, W. Va. — Capitol Tele-
vision Co., Inc., 1 W. Virginia Ave., has been granted construction permit 125-W, Wvir, for station WYOU, operating at 1570 mc., ERP 138 kw visual, 59 kw auroral, antenna height above average terrain 750 ft., first year operating cost $35,360, revenue $39,000, legal counsel, W. L. Wood, Charleston, W. Va.

**GREEN DAY, Wa. — Norbertine Fathers (WABY), VHF Ch. 2, (94.8 mc.); ERP 10 kw visual, 5 kw auroral, antenna height above average terrain 175 ft., first year operating cost $5,360, revenue $6,000, legal counsel, W. L. Wood, Charleston, W. Va.

**KALAMAZOO, Mich. — WSB Radio, 630 mc., has been granted construction permit 166-2, Wmsb, for station WSB-TV, operating on 58 ch., ERP 7 kw visual, 3 kw auroral, antenna height above average terrain 500 ft., first year operating cost $60,000, revenue $53,000, legal counsel, W. L. Wood, Charleston, W. Va.

**GREAT FALLS, Mont. — KFV Radio, 590 mc., has been granted construction permit 253-1, Wkhk, for station KFV-TV, operating on 57 ch., ERP 8 kw visual, 4 kw auroral, antenna height above average terrain 600 ft., first year operating cost $90,000, revenue $62,000, legal counsel, W. L. Wood, Charleston, W. Va.
51 MORE APPLICATIONS FILED FOR TELEVISION

ADDITIONAL applications for new TV stations available Thursday at FCC totaled 51, augmenting requests available earlier in week (see page 62). Applicants and channels asked for:

KOAL Honolulu, T., Ch. 4, ERP 54 kw, antenna 172 ft., construction cost $300,000, revenue $200,000.

KFSB, California, California Telecasters, Ch. 4, ERP 144 kw, antenna 724 ft., construction cost $156,523, operating cost $250,000. Principals: General partner Joel F. Bourdin (19%), Bernard F. Malikin (39%), Joel Prescott II (20%), Robert W. Davis (15%).

KSRF (FM) Stockton, Calif., Ch. 12, ERP 150 ant., antenna 71 ft., construction cost $60,004, operating cost $200,000, revenue $400,000.

KTKC, Ketron Television Co., Ch. 7, ERP 316 ant., antenna 791 ft., construction cost $250,000, operating cost $150,000, revenue $125,000.

WRLB, Columbus, Ga., Ch. 44, ERP 2, antenna 442 ft., construction cost $220,054, operating cost $125,000, revenue $125,000.

WCHI, Chicago, Ill., Ch. 2, ERP 1600 ant., antenna 518 ft., construction cost $407,197, operating cost $55,000, revenue $675,000.

KJRT, Santa Fe, N. M., Ch. 13, ERP 217 ant., antenna 463 ft., construction cost $300,000, operating cost $300,000, construction cost $450,000.

WIDE Indianapolis, Ind., Ch. 13, ERP 316 ant., antenna 678 ft., construction cost $250,000, revenue $450,000.

KFWB, Los Angeles, ERP 1242 ant., construction cost $150,000, construction cost $250,000.

WJCT, Topeka, Kan., Ch. 13, ERP 252 ant., antenna 534 ft., construction cost $174,251, operating cost $350,000, revenue $250,000.

KKEA Waipahu, H., Ch. 13, ERP 61 ant., antenna 763 ft., construction cost $263,215, construction cost $1,000,000, revenue $300,000.

KIRK Jacksonville, Fla., ERP 316 ant., antenna 423 ft., construction cost $101,250, operating cost $75,000, construction cost $175,000.

WLRQ, Richmond, Va., ERP 1000 ant., antenna 293 ft., construction cost $619,049, operating cost $352,000.

WCHS, Ch. 13, ERP 100 ant., antenna 293 ft., construction cost $619,049, operating cost $352,000.

WIFR, Sunflower Television Co., Ch. 3, ERP 1000 ant., antenna 3210 ft., construction cost $444,250, revenue $274,568.

WVFY, Virginia Beach, Va., ERP 217 ant., antenna 463 ft., construction cost $300,000, construction cost $500,000.

KXAV, Minneapolis, Minn., Ch. 5, ERP 100 ant., antenna 293 ft., construction cost $619,049, operating cost $352,000.

WBBM, Chicago, Ill., ERP 976 ant., construction cost $250,000, operating cost $250,000.

WHFB Benton Harbor, Mich., Ch. 42, ERP 17.4 kw, antenna 3118 ft., construction cost $250,000, operating cost $250,000, revenue $250,000.

DUXW, Lakehead Telecasters Inc., Ch. 6, ERP 85 ant., antenna 805 ft., construction cost $250,000, construction cost $352,000. Principals: President William B. Fyhrberg (55%), General partner Leonard B. Lechner (25%), Vice President George P. Hollenberg (15%), Director George F. Fyhrberg (5%).

PRIOR applications:

WIAT, Birmingham, Ala., ERP 316 ant., antenna 815 ft., costs not given.

SCHENCADY, N.Y.—Champlain Valley Retail Co., Ch. 15, ERP 316 ant., antenna 815 ft., costs not given.

SCHENCADY, N.Y.—Van Curier Betsy Co., Ch. 3, ERP 316 ant., antenna 815 ft., construction cost $400,000, operating cost $325,000, revenue $250,000. Principals: President of Fabian Theaters Corp.; Vice President David E. Stabler (25%), Director Robert J. Blinker (25%), Director Richard R. Rosen (25%) and Secretary Edward L. Mathias (25%).

WIMA Lima, Ohio, Ch. 2, ERP 100 ant., antenna 293 ft., construction cost $227,564, operating cost $180,000, revenue $220,000.

MANSFIELD, Ohio, Fergum Theatres Inc., Ch. 35, ERP 316 ant., antenna 777 ft., costs not given.

Editor's Note: Applications appearing on this page were filed with the FCC on or before May 31. More complete summary will appear July 14.

PEOPLE...

WILLIAM WREN, J. Walter Thompson Co., N.Y., to media staff, Dancer-Fitzgerald-Sample, that city, as timebuyer.

JAMES ROGER WOLLENBERG has been appointed by FCC to be Assistant General Counsel in Charge of Litigation [CLOSED CIRCUIT June 30]. Mr. Wollenberg leaves Dept. of Justice where he has been Assistant Chief of the Appeals Section, Anti-Trust Div.

MEL ALLEN, sports announcer, signed by Washington Redskins pro football team, to broadcast and telecast 1952 games, succeeding Harry Wiener. Jim Gibbons continues to handle color for Redskins.

PERCY L. SCHOENEN, executive vice president and secretary of Olympic Radio & Television Inc., set manufacturer, Long Island City, has been elected president succeeding Adolph A. Juvalier, now board chairman.

ALFRED G. DIGIOVANNI, account research manager of marketing research department of Sullivan, Stauffer, Colwell & Bayles, New York, joins CBS Television Spot Sales as assistant research manager, effective immediately.

PARAMOUNT HEARING

THURSDAY session of Paramount hearing at FCC on Monday and Tuesday with Paramount being represented by FCC's legal counsel, has been set. Will be held at Paramount's first cross-examination of Arthur Levey, president of Skiatron Electronic & Television Corp. Decade ago Mr. Levey, then heading American operations for Scophony Ltd., British firm holding various TV patents including that to dark stripe (Skia- tron) tube, was carrying on what Mr. Porter described as a "shady"" promotion tactic [B7, June 30]. Last week Mr. Porter was criticized for extensive cross-examination of Mr. Levey, he replied:

- Commission counsel have undertaken to develop a more realistic picture of our development... (that it) was a company the Paramount and GPE could invest in to come slow and develop a competitive force in the television industry in this country.

I am merely undertaking to show here the grandiose schemes that are attempted to be show through the Commission's case, what the reality the situation was at that time, the fact that they were these small and minor items.

- There had been diligent efforts by Mr. Levey and Mr. Sargent, representative of Scophony Ltd. in U. S. to interest others (in investing in Scophony). They have been in desperate financial condition...

- Mr. Levey states that there is some kind of responsibility on the part of Paramount and GPE to continue to pour money into this development and to bring it to the level of an international, world-wide kind of enterprise.

Mr. Porter said that ex-FCC Commissioner Ellenson would be summoned to appear at the hearing.

BROADCASTING • T e l e c a s t i n
Meet your
Best Customer

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio…and the most effective and economical radio in this area is WLW.

The full story of “Your Best Customer”—all the facts and figures—is on film. Ask to see it.
You, too, can still catch the "BANDWAGON" on KYW!

Even if this is the second week of July, you still have time to get your grocery product on the KYW "Summer Bandwagon"... the plan that brings bonus merchandising for advertisers in more than 3,000 better stores and supermarkets throughout the Philadelphia metropolitan area.

This hot-weather promotion and merchandising plan is boosting sales right now for some 22 KYW advertisers. It assures effective and plentiful retail cooperation, both in-store and via the stores' own advertising. The "Bandwagon" promotion will continue through the middle of September... and it is offered without charge to grocery product advertisers who buy time on KYW, in accordance with this plan, for a period of four weeks or more.

Here's an economical, sure-fire hypo for summer sales in this important market. Reach for your telephone now to call KYW (LOcust 4-3700) or any Free & Peters office.