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TELECASTING Begins on Page 67

The Newsweekly of Radio and Television.

21ST Year

WOR-tv offers you:

- low-budget programs
- low-cost facilities
- time rates at Oct. '51 level
- non-preemption guaranteed
- New York's finest studios
- top film facilities
- prime 60-second availabilities
- live-commercial opportunities
- sales-booster saturation plans

ACT NOW

for best availabilities;
orders for Fall campaigns now being signed.

America's best tv-spot buy

WOR-tv

serving over 3,000,000 TV homes
in the world's largest market
"COST TOO MUCH", they said... until people started asking for them!

A certain manufacturer makes a tractor brake requiring original factory installation on new tractors. It can not be used for replacement.

This brake is exceptionally high quality... and has an unusual safety factor... but is somewhat more costly, so most tractor manufacturers hesitated to use it. Their costs had already sky-rocketed... and they didn't think farmers would pay more for tractors with these better brakes. As a result, these brakes were available on only twenty-three 1950 models.

An intensive advertising campaign on WLS "sold" the idea and advantages of these better brakes to farmers... and the demand thus created readily convinced leading tractor manufacturers. As a result, these brakes were offered on forty-eight 1952 models... and the brake manufacturer had $3,000,000 in orders.

If you have a product or service of merit... you'll find the vast WLS audience equally receptive and responsive to sound reason and sincere appeal. Better see your John Blair man or contact us today... and add yours to the growing list of success stories being developed for WLS advertisers the nation over.
Look Folks... BABY'S GOT 2 TEETH!

Michigan's WKHM makes its mark EARLY...
both LOCALLY and NATIONALLY

MEMO
From: WKMH (The Big Sister)
To: WKHM (The New Baby)
Subject: HAPPY HALF BIRTHDAY!

Congratulations on your first six months of operation. You're really earning the name, "The Jackson Station". Yes, with only half a birthday to your credit, Jackson listeners have come to recognize you as the dominating voice for service, news, sports, music... real radio enjoyment. And that includes some 600,000 Jackson neighbors, all the way from the Ohio border to Owosso, Michigan. Advertisers too, seem to realize you are "The Greater Voice of Greater Jackson", for you have 133 clients on the air as of this date, including such national advertisers as: Chase & Sanborn, Drewry's, Trend, Tetley Tea, Chevrolet, etc. Congratulations and keep up the good work!

Big Sister WKMH
Metropolitan Detroit's Most Powerful Independent

No wonder MORE and MORE listeners are turning to...

WKHM
970 on the Dial JACKSON, MICHIGAN 1000 Watts, Full Time

Contact your Headley-Reed Representative
rehearsal for disaster

When "bombs" fell recently on the Marietta Depot, a large Army supply and transportation installation twelve miles west of Lancaster, Pennsylvania, a WGAL-TV camera crew was on hand to record the event. The simulated bombing attack, staged by the area's Fire Police Association, was designed to test the men and equipment of the fire police and other emergency organizations. Pictured here is a WGAL-TV cameraman, filming one of the fires which followed the "bombing."

Through WGAL-TV's thorough coverage of the mock disaster, residents of the entire area were instructed in the preparations their communities are making to help them in the event of a real disaster. On-the-spot coverage of newsworthy community events is a regular feature of WGAL-TV.

WGAL-TV
Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles
IDEA of how much coverage of GOP convention cost networks in preemptions alone (early "story, page 22") is given by quick poll showing at least 36 hours of regularly sponsored TV network programming alone was cancelled out by convention telecasts last week. Tentative figures for NBC, CBS, ABC, and DuMont, cancel 16 1/4 hours of regular commercial time; NBC-TV 15 hours; DuMont 3 1/4, and ABC-TV 1 1/4. Radio figures not immediately available.

WITH EISENHOWER'S victory, speculation immediately arose as to top chairmanship and make-up of FCC, should general win in November elections. Taft victory, it was thought, would have assured appointment of Robert F. Jones, fellow Ohio Republican, but an Ike victory wouldn't necessarily preclude it. Only other Republican lawyer on FCC is vice-chairman Rosel H. Hyde, a New York lawyer, who doubtless would have substantial support.

NOW with Time Inc., as radio-TV consultant, president and 50% owner (with Time Inc.) of KOB AM-TV Albuquerque, Wayne Coy, former FCC chairman, may turn up in high status with Ford Foundation. Before his Time arrangement, Mr. Coy had been offered report $35,000 post with foundation which is interested in television development, and is now understood to be considering him for ad.

(Continued from page 8)

**MULLEN AND ZUGSMITH FORM BROKERAGE FIRM**

NEW radio-TV station and newspaper brokerage and consulting firm formed by Albert Zugsmith and Frank E. Mullen with headquarters at 846 N. Cahuenga Blvd., Hollywood, and 121 S. Beverly Dr., Beverly Hills, Calif. Firm titled Albert Zugsmith-Frank Mullen Co.

Mr. Zugsmith, president of new corporation, said to have financed sales of stations and newspapers totaling $60 million in last decade. Mr. Mullen, secretary-treasurer, is former NBC vice president and later official of G. A. Richards stations and has been TV and newspaper consultant.

**WGY TO CHRISTAL**

GENERAL ELECTRIC Co's WGY Schenectady, 50-kw pioneer station, has appointed Henry I. Christal Co. as its national representative, effective Aug. 1. Robert B. Hanna Jr., in charge of GE broadcasting, announced Friday. Station has been represented by NBC National Spot Sales, which Mr. Hanna said will continue to represent GE's WRGB (TV) Schenectady.

**CHICAGO-ST. LOUIS RELAY**

AT&T Friday filed application with FCC to construct $4 million radio relay system between Chicago and St. Louis. Planned for completion year hence, 293-mile route will augment existing coaxial cable facilities for TV program transmission as well as providing hundreds of additional telephone message circuits.

**BUSINESS BRIEFLY**

HUMPHREYS TO KATZ ● Humphreys Medicine Co., N. Y., appoints Joseph Katz Co., that city, to handle advertising for its Trokells throat tablets and complete line of medicated products.

GROVE BUYS SPOTS ● Grove Labs (Punder tablets) placing one-minute radio spots six times weekly in number of markets, starting immediately for 62 weeks. Agency, Harry B. Cohen, N. Y.

HAZEL BISHOP ON NBC ● Hazel Bishop Independence, N. Y. (No-Smear lipstick and Complexion Glaze) now making spots for five minutes weekly on NBC radio. Company will sponsor five-minute Inside News from Hollywood Mon. through Fri. (2:55-3 p.m. EDT), and Mon.-Wed.-Fri. segments of Lawrence Welk Show (Mon. through Fri., 5:30-6:45 p.m. EDT), both effective Aug. 4. Agency, Raymond Spector Co., N. Y.

MAGAZINE SPOT TEST ● True Story magazine conducting test radio spot campaign this week in three cities—Peoria, Ill.; Erie, Pa.; Topeka, Kan.—which, if successful, may lead to larger use of radio in fall. Agency, Joseph Katz Co., N. Y.

DuPONT CELEBRATES ● E. I. DuPont de Nemours has bought time on NBC radio Friday July 18 (3-4 p.m.) to celebrate company's 150th anniversary. Henry B. DuPont, vice president and great-great grandson of founder, will speak and program will feature dramatic prologue dealing with founding of company.

**FCC Begins Granting New TV; Denver Gets Three**

EIGHTEEN NEW TV stations were authorized by FCC Friday—initial post-thaw action being simultaneous grant shortly after 10 a.m. Friday of three Denver permits—and 62 applications in 14 cities were designated for hearing in 26 consolidated proceedings.

New station grants, made in special morning and late night en banc sessions of Chairman Paul A. Walker and Comrs. Rosel H. Hyde, George E. Sterling and Robert Barley, officially ended freeze on new construction imposed by Commission Sept. 30, 1948, followed by lengthy reallocation proceeding, including color TV controversy.

Reallocation plan, finalized in Sixth Report and Order [B+T, April 14], assigns some 2,000 channels to more than 1,200 communities. Of 108 U. S. stations now operating, Sixth Report specified 30 must change channels. Seven changes are already authorized, six earlier in week (see story, page 69).

Grants were made in accord with temporary processing procedure and city priority lists [B+T, page 15]. In addition to three-station award to Denver, FCC made double-station grants to Springfield-Holyoke, Mass.; Youngstown, Ohio; York, Pa.; Spokane, Wash., and Austin, Tex.


At morning session FCC made total of 14 new station grants, two for VHF, all rest UHF. Upon receipt, staff members rushed processing of more applications.

New station authorizations for priority Group A-2 cities (no existing service) included:

- Denver—Eugene F. O'Fallon Inc. (KPEL), Ch. 2; 2,950 kw visual at 115 ft.; antenna height 285.5 kw visual. [B+T, June 21]
- Denver—Colorado Television Corp. (KVOD), Ch. 9; ERP 240 kw visual, 120 kw aural; antenna, 984 ft. Estimated cost, $394,000. [B+T, July 13]
- Denver—Empire Coil Co., UHF Ch. 26; ERP 105 kw visual, 52 kw aural; antenna, 1,040 ft. Estimated cost $347,000. [B+T, June 23]
- Empire Coil also got UHF grant at Portland, Ore., and is licensee WXEL (TV) Cleveland.
- Portland, Ore.—Empire Coil Co., UHF Ch. 27; ERP 91 kw visual, 46 kw aural; antenna, 1,300 ft. Estimated cost, $347,000. [B+T, June 23]
- See Denver grant.
- Portland, Ore.—Emerald Empire Corp., UHF Ch. 28; ERP 91 kw visual, 46 kw aural; antenna, 3,000 ft. Estimated cost, $347,000. [B+T, June 23]

New station authorizations for priority Group A-3 cities (no existing service) included:

- Youngstown, Ohio—WKBK B MSTG Corp., UHF Ch. 27; ERP 200 kw visual, 100 kw aural; antenna 510 ft. Estimated cost $113,000. [B+T, May 12]
- Flint, Mich.—Trans-American Television Corp., UHF Ch. 28; ERP 17.5 kw visual, 8.7 kw aurial; antenna 400 ft. Estimated cost $189,400. [B+T, June 30]
- Springfield, Mass.—Springfield Television B Corp., UHF Ch. 28; ERP 25 kw visual, 85 kw aurial; antenna 980 ft. Estimated cost $265,000. [See page 74]
- Springfield, Mass.—WSPR Springfield Corp.

New station applications granted in (Continued on page 108)

**BROADCASTING • Telecasting**
FORD FOUNDATION UNIT ALLOWS $80,000 TO SCHOOLS
GRANTS totaling $80,000 made to schools with radio-TV production center during coming year by Fund for Adult Education Div. of Ford Motor Co., to administer two radio and TV workshop funds. Grants are to encourage use of radio and TV in adult education.
Sums up to $7,000 for radio and $9,000 for TV projects to be administered by National Assn. of Broadcasters, with arrangements whose president, Seymour N. Siegel, is director of WNYC New York, municipal station. Grants not restricted to NAEB members nor to schools with own stations, if applicants include those with workshops producing programs heard on commercial outlets.

NEW TV APPLICATIONS
FCC Friday received 14 new and amended applications for TV outlets. New applications were:

**KBWA Sullivan, Calif., Ch. 8, ERP 11.5 kw, antenna height above average terrain 2,762 ft.; estimated construction cost: first year operating cost $300,000, revenue $350,000.

San Jose, Calif.—Standard Radio & TV Co., Ch. 5, ERP 180 kw, antenna height above average terrain 641 feet; construction cost $61,352, operating cost $274,718, revenue $279,325.

**San Jose, Calif.—President Allen T. Gilliland (24%), owner of Sunlite Bakery, San Jose; Vice President J. Fletcher (18%), majority stockholder of Fletcher (Buick) Motor Co., San Jose; Treasurer Paul Shaeffer, owner Valley Consol- ment Co., San Jose, and Roy M. Butcher (18%), electrical contractor.

Denver, Colo.—Knox Lafflu, Ch. 2, ERP 54 kw, antenna 368 ft.; construction cost $277,755, operating cost $285,700, revenue $290,000. Applicant is 4/5 owner of KSTN Stockton, 32% owner of KONG Vaila, and 13% owner of KMOB Croftville Calif.

WDB Daytona Beach, Fla., Ch. 2, ERP 20.2 kw, antenna 324 ft.; construction cost $114,150, operating cost $148,200, revenue $150,000.

Daytona Beach, Fla.—Salisbury Realty Co., Ch. 16, ERP 312 kw, antenna 37 ft.; construction cost $350,000, operating cost $350,000, revenue $375,000.

**Portland, Me.—Community Broadcasting Service, Ch. 11, ERP 6.9 kw, antenna 229 ft.; construction cost $256,000, operating cost $268,000, revenue $270,000. Applicant is licensee of WPTO Bangor, Me., and applicant for TV station there.

WDYK Cumberland, Md., Ch. 17, ERP 102 kw, antenna 1,362 ft.; construction cost $353,333, operating cost $350,000, revenue $375,000.

WWAL Peoria, Ill., Ch. 19, ERP 90.3, antenna 275 ft.; construction cost $197,433, operating cost $155,000, revenue $225,000.

WPVR Baltimore, Md., Ch. 39, ERP 195 kw; construction cost $468,466, operating cost $450,000, revenue $525,000.

WAYS Charlotte, N. C., Ch. 2, ERP 318 kw, antenna 675 ft.; construction cost $449,646, operating cost $325,000, revenue $350,000.

**WFMY (FM) Allentown, Pa., Ch. 45, ERP 92.2 kw, antenna 278 ft.; construction cost $196,873, operating cost $260,000, revenue $140,000.

Harrington, Pa.—Harrington Builders, Inc., Ch. 71, ERP 1,000 kw, antenna 2,124 ft.; construction cost $767,283, operating cost $755,996, revenue $250,000. Sole owner is Donald E. Newhouse, ½ owner of KGW Portland, Ore.

**Lafkin, Tex.—Lafkin Amusement Co., Ch. 4, ERP 100 kw, antenna 462 ft.; construction cost $170,293, operating cost $90,000, revenue $100,000. Applicant is licensee of WIBA Madison, Wis., and applicant for TV there.

Indicates pre-tax application refiled.

LBS CONTINUES SUIT
LIBERTY Broadcasting System creditors, meeting in Dallas recently, are continuing defunct network's triple-danger $12 million anti-trust suit against 13 National League baseball clubs. Liberty will still be represented in Chicago federal district court by McConnell, Lutkin & Van Hook there.

In this Issue—

New age in U.S. politics dawns as television presents Republican convention to audience that may have numbered 60 million. TV and radio became the major news media and a political issue as well. Page 22.

Despite sponsorship, radio and television networks take big losses in covering the GOP convention. Stations lose money too on cancelled commercials. Page 22.

Coverage by individual stations is probably all-time high at peak. Page 28.

The Republican convention television coverage in review. Page 22.

Joseph H. Ream quits CBS for "purely personal reasons." There's no connection between his resignation and negotiations that were going on last week with CBS by members who hope to fend off a feared rate cut. Page 25.

An early decision on the proposed merger of ABC and United Paramount The- atres is indicated as FCC calls halt to lengthy hearing. Page 29.

The 82d Congress was the most radioactive in years. Here's the record of its legislation affecting broadcasting. Page 32.

NBC's $2.25 million sale of KOA Denver to Bob Hope, Mayor Quigg Newton and others goes to the FCC for approval. Page 25.

FCC Comrs. Henneck and Walker put added push behind the drive for non-commercial, educational television. Though neither mentions it, the Ford Foundation board of trustees meets this week to decide whether the huge philanthropy will back educational stations. Page 71.

Final census figures show radios in 96.1% of all South Dakota homes. Page 30.

How radio stations can stay profitable as TV expands will be major theme of the annual round of NARTB district meetings which begin next August. Page 22.

Upcoming

**July 14: BAB Sales Clinic, Detroit.


July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.


(Other Upcomings, page 28)

visory position which wouldn't interfere with other activities.

MUCH IN EVIDENCE at Eisenhower headquarters in Chicago last week was Dr. Milton S. Eisenhower, general's "kid" brother, now president of Penn State, and an old-hand at radio. During World War II, he was executive director of Office of War Information. His background, it's speculated, would qualify him for high government status, maybe even FCC.

WHY WAS CBS President Frank Stanton in Pittsburgh July 3-5 in huddle with West- inghouse officials? Among other things, it had to do with CBS's acquisition of 45% interest in KQV, Pittsburgh regional independent, and its application for Channel 11, only remaining VHF in Pittsburgh market. Westinghouse, owner of pioneer KDKA, is prime applicant for facility.

OCCUPYING suite at Conrad Hilton in Chi- cago last week were experts of Democratic National Committee, keeping "book" on GOP TV-radio convention. Monitors were con- tinuously tuned to four TV networks. On hand were J. Leonard Reinsch, managing director of Cox radio and TV stations, on leave as overall consultant on arrangements for DNC; Ken Dry and Charlie Sutliff of ABC; Robert G. Swan, radio-TV director of Joseph Katz Co., Baltimore-New York agency for DNC; Harry Cullen, Katz display executive, and Erich Oppenheimer, program director of WSB Atlanta, Cox station.

ANDREW JERGENS Co., Cincinnati, reported curiously curtailing fall-winter space expenditures for expansion of TV advertising. Company, longtime sponsor of Jergens Journal on ABC radio, is currently promoting its hand lotion with two-quarter-hours a week of Kate Smith Show on NBC-TV. Agency is Robert W. Orr & Assoc., N. Y.

NAME of Ovetta Culp Hobby, publisher of Houston Post (KPBC A TV) who has heard around Chicago as likely member of an Eisen- hower cabinet. Former head of WACS was generally hailed as having started Eisenhower presidential boom.

SHOULD GOP sweep country in November, leadership of Interstate and Foreign Com- merce committees would change. Senior Re- publican on Senate committee is 72-year-old Sen. Charles W. Tobey (N. H.) who most recent- ly was named as ballot for House leadership, New England conscience in Kefauver Crime Committee hearings. In 1948 Sen. Tobey headed investigation into status of FM in behalf of good friend FM-inventor Major Edwin H. Armstrong. He recently announced his engagement to be wed, for third time. In House, Rep. Charles A. Wvolterton (R-N. J.) would return as chairman of committee.

THREE NEW SERIES
TWENTIETH CENTURY - FOX Television Productions Inc., New York, has scheduled three new series for fall production, according to Peter Levathes, director of television. These are in addition to 20th Century's current packages, Crusade in Europe and United Press Movielope daily newsserials. Three new TV film shows include: Fox Children's Newsmag, 15-minute newsmag with special picture content and commentary for children; Fox Sport Show, 5-minute, five-a-series weekly produced by sports experts, and Fox's Famous Quiz, 15- minute show for families of all ages.

for more AT DEADLINE see page 102

BROADCASTING • Telecasting
The combined coverage of the Oklahoma Network equals the 21st Market of the United States. Check these important points:

- You cannot cover the state of Oklahoma without using the Oklahoma Network.
- The retail sales in the non-metropolitan areas of Oklahoma are almost twice the metropolitan sales.
- The Conlon study for the Network, just released, shows that the Oklahoma Network dominates the areas they serve.
- Ask the O. L. TAYLOR COMPANY for further details.

New Merchandising Service
THE OKLAHOMA NETWORK MERCHANDISING PLAN IS AN IMPORTANT ADDED SERVICE FOR ADVERTISERS.
and dream your dreams. Even during the heat wave WGST continues selling merchandise to its big, loyal audience. Behind the scenes our merchandising staff is constantly working with distributors, brokers, and retail outlets to keep WGST-advertised products moving into hands of the consumers. That's why we've been successfully selling the Atlanta market for 28 years. Let us handle your problems while you RELAX.

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WASHINGTON HEADQUARTERS

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BUSINESS: MAURY LONG, Business Manager; Will Seid, Recreation Manager; George L. Dant, AD Manager; Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Assistant Advertising Manager; John Swain, Advertising Manager; Ruth D. Ebert, Ernest Kanelopoulos, Elwood M. Sice, Edward McGold.

NEW YORK BUREAU

409 Madison Ave., Zone 22, Room 4-8225; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Mainer, William Busch, William Mackenzie. Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Richard E. Mann, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Cent-3-3715; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, EMPtead 881; David Quickman, West Coast Manager; Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, Edipr 4-0773; James Montagne.

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Annual subscription to BROADCASTING or TELECASTING, including 24 issues: $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue: 50¢ per copy; 53rd and 54th issues: $1.00 per copy.

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* Reg. U. S. Patent Office

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BROADCASTING * Telecasting
How many people does it take to produce a steak?

When you plunk the cash on the counter for a slice of sirloin, some of it may represent your own pay for the part you played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

1. The cowboy or range hand who looks after the cattle.
2. The banker who finances land, herd, and equipment.
3. The chemist who makes insecticides, sera, and fertilizers.
4. The oil refiner who provides the fuel for the power machinery so many ranchers use.
5. The steelmaker who provides a multitude of items, from fencing and branding irons to filing cabinets.
6. The brewer who furnishes some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.
7. The sugar refiner
8. The cotton ginner
9. The flour miller
10. The veterinarian who looks after the health of the cattle.
11. The blacksmith who shoes the horses and repairs ranch machinery.
12. The airplane pilot who sprays ranges and fields, destroying pests.
13. The lumberman who provides the wood for corrals and barns and pens.
14. The windmill man who makes the machinery that keeps man-made ranch-water holes working.
15. The feeder who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. The truck driver who haul cattle to market and meat to you.
17. The railroader
18. The stockyards man who provides "room and board" for the livestock, and the commission man who is sales agent for the producer.
19. The meat packer who processes and distributes the beef.
20. The retailer who is the final link between all these people... and you.

American Meat Institute
Headquarters, Chicago • Members throughout the U.S.
In Los Angeles...

RADIO REACHES JUST 1% LESS THAN EVERYBODY!

Shooting for bigger sales in Los Angeles? Radio is your most effective weapon. Because 99% of all homes in metropolitan Los Angeles are radio homes. Only radio gives you saturation coverage of this spread-out, decentralized city. And only radio carries your sales message throughout all of its multiple suburbs.

Of all media, too, only radio keeps constant pace with fast-growing Los Angeles, already the largest city in the nation in land area and third-largest in sales and population. There are more than four times as many radio sets in metropolitan Los Angeles as television sets.

Of all radio stations, KNX scores highest, winning 41% more quarter-hour firsts than all other Los Angeles stations combined. And at night, when TV viewing is at its peak, KNX delivers 14.2% more families than the average television station... at less than half the cost.*

You're sure to hit your sales target 99 times out of 100 when you use radio... when you use 50,000-watt KNX. For details, call us or CBS Radio Spot Sales.

*Class A minute breaks

Sources: So. California Broadcasters Assn. Sales Management, May 1952
Pulse, March-April 1952
Telepulse, April 1952
World Almanac
SRDS, May 1952
BMR, 1949

Los Angeles KNX
CBS Owned... Represented by
CBS Radio Spot Sales
EDWARD G. COMSTOCK and STORY F. CHAPPELL named vice presidents of Cunningham & Walsh, N. Y., former-continuing on L. C. Smith & Corona Typewriters Inc. and Wheeling Steel Corp. accounts, and latter on Southern Railway System and as member of copy plans board.

ADVERTISING CORP. OF AMERICA, new agency, primarily TV, Pittsburgh, opens with JOSEPH A. JENKINS, president; PETER L. BARKER, vice president for production; ROBERT L. STEVENSON, vice president for commercial department, and LEWIS L. SILBERMAN, treasurer.

BOB LONG named director of radio-TV department, Buchen Co., Chicago.

GEORGE H. GUINAN, account executive, Robert W. Orr & Assoc., N. Y., elected a vice president.

ROBERT B. SELBY resigns as vice president of Walter McCreeey Inc.,

NEW director of the radio and television department of Sidney Koretz & Co. Inc., Adv., Newark, N. J., is 29-year-old Jay Russell, who started his radio career during World War II when he was editor-reporter for various Army newspapers and radio stations in Europe.

Mr. Russell comes to the advertising agency from DuMont Television Network in Pittsburgh, where he was director of public relations.

He will direct all Koretz broadcasting activities, including creative radio and television.

Discharged from the Army in 1946, after covering the Nuremberg War Crimes Trials, and the Paris Peace Conference, Mr. Russell formed his own public relations and publicity agency in New York, handling radio and television performers.

He majored in radio and television production during this time at the School of Radio Technique there and in 1948 became copy chief and announcer at WWBZ Vineland, N. J. After rising to account executive here, he became program director at WNBZ Saranac, N. Y.

In short order he was assistant station manager at WNBZ, where he coordinated the work of all departments and developed a number of highly-rated local shows.

In 1950 he accepted the vice presidency of TV Teams Inc., a New York television production agency, was placed in charge of production and produced a full-length feature film for television.

When TV Teams disbanded in 1951, he joined WDTV (TV) Pittsburgh as public relations representative, and shortly afterward was named director of public relations, also acting as executive advisor on programming and development of TV shows.

Some of the accounts Mr. Russell handles are: New Jersey Outfitting Co., Jersey City; Liquidamatic Corp. of America, Newark; Automobile Asn. of New Jersey, and Kaiser-Frazer of North New Jersey.

Mr. Russell's radio-TV philosophy could be summarized this way: "We must place our thinking about radio and television in separate compartments. There are things that radio can accomplish that TV cannot..."

As far as I'm concerned, TV will not replace radio during the daytime when certain specialized programming such as music and sports will always pay off. We must always remember that radio and TV are different media and each has its place in broadcasting."

Born in Wayne County, Pa., he attended Central High in Newark, later majored in journalism at Liberal Arts School in Aansbach, Germany. A member of the Veterans of Foreign Wars, Mr. Russell resides permanently at Bloomfield, N. J.
San Francisco, July 31, to open own agency, that city.

ROBERT WEE NOLESEN, radio program manager, Young & Rubicam, N. Y., joins Poote, Cone & Belding, that city, as radio-TV executive on Leibmann Breweries Inc. (Rheingold beer) account.


PULLER & SMITH & ROSS, Cleveland, promotes four in marketing and research divisions: JOHN S. MANUEL, assistant to president and marketing and research director, GEORGE E. PIPER Jr., marketing research manager, FRANKLIN P. RYDER, research account executive, all Cleveland, and Dr. WILLIAM C. DAVID, marketing research director, New York.

SAMUEL M. SUTTER returns to Biow Co., N. Y., as copy chief after absence of four years.

CHARLES POWERS, AM-TV freelance producer-director, to Dancer-Fitzgerald-Sample, N. Y., as program supervisor.


HENRY KOHN, R & S Auto Stores, to Emil Mogul Co., N. Y., as part of executive staff to service Rayco Mfg. Co. and Rayco franchised dealers group accounts.


WILLIAM G. BESS, advertising manager, Ampro Corp., Chicago, to Barton A. Stebbins Adv., L. A., as copy chief.

BUNTY FABIAN, producer KGO San Francisco, to Argus Adv. Agency Inc., Los Angeles, as assistant to JAMES HAMILTON, production manager.

THE HONORABLE HENRY F. SCHRICKER
Governor of Indiana

"WIBC has an Outstanding record of service to the people of Indiana"

Governor Schricker is only one of Hoosierland’s public and private leaders who praise WIBC for its public programming. Especially commended are its coverage of news, farm service, religious and educational affairs, and marked emphasis on forum discussions of events vital to the people of Indiana.

Hoosiers throughout the state show their appreciation for this service by listening to WIBC loyally and regularly as proved by thousands of letters every week.

WIBC, INC.—30 West Washington Street • Indianapolis, Indiana

C. T. LUCY (l), WRVA Richmond general manager, honors Larus & Brother Co. president, William T. Reed Jr. (r), presenting him with souvenir album commemorating 75th anniversary of firm which owns and operates WRVA. Company’s vice president, Lewis G. Larus, also takes part in ceremony. Album contains over 150 photographs of the tobacco firm’s history and was prepared by station’s promotion department.
**Point of Sale...**

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC's results are a telling reason in these years of hard selling.

**IN THE NATION'S CAPITAL**

**YOUR BEST BUY IS**

**FIRST in WASHINGTON**

**WRC**

980 KC • 93.9 on FM

Represented by NBC Spot Sales

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**feature of the week**

**AL STEVENS, WWIN Baltimore morning man, believes in “personalized” commercials which reflect authentic product knowledge.**

Mr. Stevens had $9,975 homes to sell for a client. To find out what goes into the building of a home, Mr. Stevens donned overalls and took up the trowel, line and level of the bricklayer.

After summoning all his craftsmanship, Mr. Stevens tried his hand at bricklaying. "It was hard work, but I am the happiest guy in the world for having had the nerve to work beside masters of the trade," said Mr. Stevens, who added:

"Sure they slowed down for me. But now I know something of the building business and the work and sweat that goes into each and every completed home. Ever since that day of bricklaying, I haven't found it necessary to read the script because I can feel that copy pouring out of every muscle of my body and I'm darn sure that I have a great deal more bang and oomph for the product for having actually worked on the job."

The builder agreed that Mr. Stevens' manual-labor gave his commercials that extra stimulus because, he reports, prospects and sales have increased sharply. Mr. Stevens was the builder's only means of publicity during this period.

**strictly business**

Not only does he write his own copy for both media, it is he who makes the delivery. As a result, most Washingtonians are familiar with his name, his voice, his personality and the fact that he is a Dodge-Plymouth dealer.

Repetition is the key word in Mr. Rocca's advertising. He realizes that for such a major item as a home, a sales man can't be made with just one spot.

Mr. Rocca long has been an advocate of frequent spots: "Although, our current schedule is not so heavy, we have had as many as 200 spots a week in radio, and 15 to 20 spots a week in television."

Radio was simply an experiment with Mr. Rocca in 1954. Until that time he had been using newspapers almost exclusively. Now the reverse is true. Newspapers are rarely used.

Mr. Rocca, a keen student of advertising dollar returns, is firmly convinced that the broadcast media are best for his needs. And within radio and television, Mr. Rocca watches closely which spots produce best, and, if possible, why.

He believes that both radio and television have a different coverage (Continued on page 98)

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**18,741**

rural folks from all 88 Ohio counties travelled an average of 75 miles (and caused the first rural traffic jam ever) around the junction of Route 23 and Powell Road—site of WRFD's new studios and 260 acre farm—on the 18,741 personally as they walked through the beautiful entrance to Ohio's finest rural radio center.

We invited our listeners with spots on WRFD. And we think the fact WRFD reaches more Ohio rural folks at lower cost per thousand listeners than any other radio station in Ohio.

Like to know more about Ohio's best rural radio buy? Drop us a card—we'll send you a fishful of facts by return mail.

**WRFD**

5000 W • 880 KC

Worthington, Ohio FR 2-5342

J. D. Bradshaw, Station Manager

O. L. Taylor Co.

National Representative

---

**WASHINGTON**

**WRC**

980 KC • 93.9 on FM

Represented by NBC Spot Sales
To sell Baby Foods to inland Californians (and western Nevadans)

...Be on the Beeline

Baby foods or batteries, the way to sell in inland California and western Nevada is... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK  Sacramento (ABC)  50,000 watts 1530 kc.
KOH  Reno (NBC)  5000 watts, day; 1000 watts, night 630 kc.
KERN  Bakersfield (CBS)  1000 watts 1410 kc.
KWG  Stockton (ABC)  250 watts 1230 kc.
KMJ  Fresno (NBC)  5000 watts 580 kc.

A million people listen to the Beeline every day
Sources:
* RTMA
** SRDA Consumer Markets 1951-1952

* Tell your story over WBIG, where there are more listeners with more dollars to spend!

During 1951 and the first quarter of 1952 more radio sets were shipped into North Carolina than any other southern state.* In 1951 WBIG's 16-county market showed a 33,179 set increase.*

* Greensboro, WBIG's home city, is the second in the nation with retail sales per household of $6,959.**

Represented by Hollingbery

5000 Watts

CBS Affiliate

---

new business

Spot · · · ·

KNOMARK MFG. Co., Brooklyn (Esquire shoe polishes & Esquire Scuff-Kote), lining up availabilities for radio spots in 47 markets. Esquire will continue to sponsor alternate-week segments of Kate Smith Show (NBC-TV, Mon.-Fri., 4-5 P.M. EDT). Agency: Emil Mogul Co., N. Y.


NESTLE Co., White Plains, N. Y. (Nescafe), started limited spot radio campaign in markets previously used, effective last Monday. Agency: Sherman & Marquette, N. Y.

INTERNATIONAL SILVER Co., N. Y., reportedly planning to buy TV film series for distribution to dealers who will pay for time while company pays for talent. Agency: Young & Rubicam, N. Y.

Network · · ·


TIDewater Associated OIL Co., N. Y., renews Broadway to Hollywood on DuMont TV Network, Thurs., 8:30-9 p.m. EDT, for 13 weeks, effective July 17. Agency: Lennen & Mitchell, N. Y.

CURTIS Publishing Co., Philadelphia, has added 17 stations to its Keep Posted on DuMont TV Network Tues., 6:30-7 p.m., bringing total number of stations to 24. Agency: BBDO, N. Y.

GENERAL FOODS, N. Y. (Maxwell House coffee and Gaines dog food), considering sponsorship of Life With Luigi, Mon., CBS-TV, replacing Claudia. Agency: Benton & Bowles, N. Y.

WARNER-HUDNUT N. Y. (Richard Hudnut home permanent and other products) signs to sponsor Edgar Bergen-Charlie McCarthy Show on CBS Radio for 1952-53 season (Sun., 9-9:30 p.m.), starting on as yet unspecified date this fall. Agency: Kenyon & Eckhardt, N. Y.

BEST FOODS CORP. signs for Wed. 1:45-2 p.m. segment of CBS-TV's currently vacationing Garry Moore Show (Mon. through Fri., 1:30-2:30 p.m.), effective Sept. 17. Agency: Earle Ludgin & Co., Chicago.

Agency Appointments · · · ·


BOYER INTERNATIONAL LABS., Chicago, names Schwimmer & Scott, same city, to handle advertising on its H-A hair arranger. spot radio; used. Transfer from George H. Hartman, also Chicago, effective July 1.

PEPSI-COLA BOTTLING Co., Los Angeles, appoints Biow Co. Inc., Hollywood, for all advertising in that area.

NESTLE Co., White Plains, N. Y., will transfer Nescafe account from Sherman Marquette, Chicago, to the same agency office in New York early in the fall. Radio-TV spots are used.

LEHIGH CHEMICAL PRODUCTS Co., Chestertown, Md., names VanSANT, DUGDALE & CO Inc., Baltimore, for its Hi-suds (liquid dishwashing detergent). NICHOLAS VanSANT is account executive.

PROCTOR & GAMBLE Co. of Canada Ltd., Toronto (Camay soap), appoints F. H. HAYHURST Co. Ltd., Toronto, to handle advertising effective Oct. 1.

(Continued on page 20)
in the nation's 13th market...

announces the appointment of

The O. L. Taylor Company

as exclusive national representatives

effective immediately

ALEX ROSENMAN,
General Manager
Foolish Fetish
EDITOR:
It would be most constructive and helpful if the trade press would stop printing the top 10 and top 20 listenings. [But] as a onetime newspaper man and a station operator who is proud of his radio news department, I must agree with your position. As long as the radio industry is stupid enough to make a fetish out of the top 10 and top 20 ratings, then I am afraid you must print them, as news.

Victor A. Sholia
V. P. and Director
WHAS-AM-TV Louisville

* * *

Industrious
EDITOR:
Many thanks for sending me those six reprints of “How Industry Makes Friends by Radio.” I used these reprints as a basis for six separate presentations to local industry and am delighted to report the result from same were two substantial contracts for WEOK. If it is not imposing too much could I ask you to send me five or six additional reprints of this same article from your Feb. 20 issue.

Arthur J. Barry
President
WEOK Foughkeepsie, N. Y.

* * *

See the U. S. A.
EDITOR:
The current issue [July 7] of BROADCASTING * TELECASTING in reporting that Chevrolet would buy radio spots in certain markets, states that such decision was related to the fact that Ford had taken first place over Chevrolet.

We passed this information along to our local dealer, who in turn points out that the July 7 edition of Automotive News contradicts this statement...

In his behalf, and in ours, we would appreciate your checking this statement. If correct it does have an important bearing on Chevrolet’s advertising plans, and if incorrect it should be followed up at once since we obviously want to supply our dealer with the facts which affect his business welfare. As a trade paper BROADCASTING * TELECASTING has been extremely helpful in keeping the industry informed, and we know from experience how much weight it carries in decisions made by radio advertisers...

Thomas B. Tighe
Station Manager
WHAS-AM KY Louisk, N. J.

[EDITOR'S NOTE: Hat did not intend to say that Chevrolet had fallen behind Ford generally, but had in some markets which its television campaign could not reach. In those areas it was turning to spot radio to bolster sales.]

Evisceration?
EDITOR:
I want to commend you for your editorial on the network picture in your issue of June 30. It is indeed difficult for us to understand from this vantage point why the “powers that be” in the network field seem so unalterably determined to “cut the guts right out of this business.” That seems a hard phrase but the only way I know to express it...

Joe H. Bryant
General Manager
KCBB Lubbock, Tex.

* * *

High Voltage
EDITOR:
As a broadcast engineer of 19 years’ experience, I have watched with interest the discussion relative to relaxation of operator requirements...

I feel that regardless of a man’s holding a license or not, he is still entitled to a living wage for the job he does. Furthermore, I am sure that if the station owners will offer a living wage, then they can get men holding first class licenses...

Robert E. Brooking
Chief Engineer
KFWB-FM Los Angeles

* * *

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, “To what radio station does your family listen most?” 3,120 of the families named WDAY; only 174 named Station “B”! WDAY was a 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the “in-town” Audience than all other stations combined!

BMF figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

* Despite the fact that the other three major networks maintain local studios!

WDAY • NBC • 970 KILOGCYCLES • 5000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

Page 18 • July 14, 1952
Sometimes it's best not to tamper with imagination...

Back in '33, when Mrs. Tucker's Shortening was a young product, VP in Charge of Sales W. S. (Shep) Dorset was convinced that radio would extend his product's distribution. Via newspaper and package advertising, Mrs. Tucker's countenance had become familiar to most North Texas housewives. It was time she went on the air.

Wilson Crook of Crook Advertising made arrangements for Dorset, along with company president Arthur Hopkins, to audition five voices in the WFAA office of Alex Keese. One was sure to sound like Mrs. Tucker.

"Her voice must never be heard!"

For three hours they listened. No single voice would fit the mythical lady in the minds of the four men. If they couldn't agree, what of the radio audience? If Mrs. Tucker's voice should disappoint her listeners, it might destroy a favorable impression! The decision was unanimous—Mrs. Tucker would go on radio, but her voice must never be heard.

Today, twenty years later, Mrs. Tucker's is the oldest continuous program advertiser on WFAA-820. Radio has moved Mrs. Tucker's products into a dozen Midwest states—has brought about expansion of plant facilities and the addition of new products. WFAA is proud of its part in establishing Mrs. Tucker as a first lady of the land.
New Business
(Continued from page 16)

SPORTSMAN'S PARK, Chicago, appoints BUCHANAN & Co. Inc., that city, for summer night harness racing season. Radio and TV spots will be used.

CIA. TEXTIL LA CORONA, S. A. (Textiles), names Havana office of Guastella, McCann-Erickson, to handle radio and TV plans. LABORATORIES VALDA, Paris, France, appoints the same office to handle Valda Pills Cuban advertising. Radio will be used.


ELEMIN SUPREME FORMULA, Berkeley, Calif. (multiple vitamins), names Ad Fried Adv., Oakland.


Adpeople • • •

R. G. HAWLEY, advertising manager, Purex Corp. Ltd., Southgate, Calif., named assistant to WILLIAM NEIL, general sales manager. KJELL H. LYNGHEIM, advertising manager Pacific Coast Borax Co., Los Angeles, joins firm as assistant to CRAIG DAVIDSON, marketing director.

ROBERT SHERRY, sales executive, Bauer & Black, Chicago, to Thysvalls Inc., L. A. (vitamins), as national sales manager.

FRANCIS H. VAN DEVENTER, director of research, Hewitt, Ogilvy, Benson & Mather, N. Y., named assistant director of market research for General Foods, that city.

CARLETON P. ADAMS, assistant advertising manager, Evening Sentinel, Keene, N. H., named director of advertising and sales promotion, Quaker Rubber Corp., division of H. K. Porter Co.


EDWARD F. SCHMIDT named merchandising director of Blatz Brewing Co., Milwaukee.

J. S. WILLIAMS, sales manager, Ken-L-Products Div., Quaker Oats Co., Chicago, transfers to firm's Pacific Coast Fisheries Div., Wilmington, Calif., as director of sales.

milestones...

► WDRC Hartford General Manager Walter Haase observes during July his 25th year with the station, having joined in 1924. He is a board member of the Hartford Chamber of Commerce and holds other public posts.

► Radio Free Europe celebrated second birthday on Fourth of July, reporting growth from handful of people and single shortwave transmitter in Frankfort, Germany, which began operating July 4, 1950, to more than 1,000 employees and 13 transmitters—11 broadcasting to six iron curtain countries and two relaying programs from Germany to Portugal—on air nearly 1,100 hours per week.

► WDIA Memphis celebrated its fifth birthday anniversary June 7. Station, which specializes in Negro programming, is licensed by Bluff City Broadcasting Co., co-owned by John R. Pepper and Bert Ferguson. Mr. Ferguson also serves as general manager.

WJLK Room Service

ASBURY PARK, N. J., July 4 holiday visitors stranded without rooms were accommodated in private homes with the help of WJLK that city. Following appeal by an official of the city's publicity bureau, WJLK's staff aired announcements and broadcast the telephoned calls of the visitors. By nightfall nearly everybody had accommodations. The official, George Zuckerman, commented, "It was a wonderful response and first time to my knowledge that we used radio for room service."

148 MILLION MEALS

Every year, the big, hungry Kansas farm families eat 148 million meals. The best way to put your product on their table is to use WIBW—the station that these families listen to most.*

* Kansas Radio Audience 1951

Rep. Capser Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN
YOU MIGHT CLEAR 15' 7\(\frac{3}{4}\)"*

BUT...

YOU NEED
THE FETZER STATIONS
TO "GO OVER"
IN WESTERN MICHIGAN!

Whether you use television, radio or both, the Fetzer stations are what you need in Western Michigan.

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, providing intensive primary service to Kalamazoo, Grand Rapids and Battle Creek. Complete coverage area embraces 24 Western Michigan and Northern Indiana counties with a Net Effective Buying Income of more than 2 billion dollars. The WKZO-TV market has more television receivers than are installed in such metropolitan centers as Seattle, Houston or Syracuse. WKZO-TV dominates this market: A new 28-county Videodex Diary Study made by Jay & Graham Research Corporation in April, 1952, using the BMB technique, proves conclusively that WKZO-TV delivers 91.9% more television families than Station "B"!

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are one of America's most obvious radio buys. 1949 BMB figures show that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 46.7% in the daytime, 52.9% at night. WKZO-WJEF cost 20% less than the next-best two-station combination in Kalamazoo and Grand Rapids—yet deliver about 57% more listeners!

Get the whole Fetzer story today. Write direct or ask Avery-Knodel.

* Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.

WJEF

tops in Grand Rapids and Kent County
(CBS Radio)

WKZO-TV

tops in Western Michigan and Northern Indiana
(CBS Radio)

WKZO

tops in Kalamazoo and Greater Western Michigan (CBS Radio)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODDEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Like cheese goes with crackers

Low-cost results and W-I-T-H go together just like cheese and crackers. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
RADIO-TV'S GOP COVERAGE

By SOL TAISHOFF

AMERICAN politics may have suffered by what transpired in Chicago last week at the Republican National Convention, but American radio and television acquired new prestige and made journalistic history by assuming the major role in the family of news media.

Not even the mismanagement of the convention affairs, with nothing happening on schedule and with utter confusion on the handling of credentials, deterred the broadcast media from performing in optimum fashion. The nation's broadcasting fraternity, despite extensive sponsorships of both television and radio, probably would end up in oceans of red ink on the convention coverage, but more than made up for it in prestige.

Pre-Convention Issue

Radio and television became a political issue even before the GOP convention got under way. They were excluded from pre-convention sessions. But they bounded back with an open sesame to all meetings to which the public was admitted with the very first issue that followed, the Credentials Committee on the seating of contested delegations.

The violent repercussions which followed the Taft-imposed blackout of the pre-convention proceedings proved a windfall for the broadcast media. The opposition Eisenhower forces used it with telling effect to buttress their contention that the Taft steamroller was at work, and that "fair play" had gone out the window.

All broadcast forces in Chicago protested to the Republican National Committee and to the candidates themselves. Newspapers joined in lambasting the blackout.

But the broadcast media did not get all they wanted. The Resolutions Committee had been importuned to include a free radio-television plank in its platform. But it came up only with this generalized paragraph on censorship:

We pledge not to infringe by censorship or gag order the right of a free people to know what their government is doing.

That was it. There were a few mentions from the floor about the fine job that radio and television did during the convention. Edward Ingle, GOP radio-TV director, made the best of a bad situation which found his allotment of credentials cut by about 150 by the high command, and which found plenty of top brass of networks and stations without credentials.

The turnabout on exclusion of radio and television from committee sessions came swiftly. At the Tuesday meeting of the Credentials Committee, which followed Gen. Ike's first overwhelming victory on the floor the preceding day, one of the Taft managers—Rep. Clarence Brown (Ohio)—made the move to throw the hearings open to all media. He said this was a method of "correcting a major error" of the national committee in barring radio and TV coverage of committee sessions.

Almost daily, top newspapers carried editorials, directed primarily toward the wonders wrought by television coverage. They expounded on the new kind of political convention, attuned to the convenience of television coverage. Actually, however, the schedule was miserably handled from that standpoint. Major speeches, which went on about 10 p.m. CDT, were heard in the Eastern Time zone, where 70% of the population resides, after 11 p.m.

MEANWHILE, the networks were competing briskly. They were getting repercussions too. They were hard pressed to accommodate all those who wanted equitable treatment. Candidates and their supporters were eager for all the time they could get. Thus, the quarrels and disputes over coverage, here-tofore heaped upon the press, hit radio and television too. It added zest.

Scores of newsmen from stations were on the scene, feeding state and local reports to their stations, by direct line, by tape recording or by long-distance telephone. A goodly number of station owners and managers were there too, exclaiming floor privileges, button-holing their delegates for news and views. Tape recorders were everywhere.

Good as was the coverage of a badly-managed convention, it appeared evident that coverage of the Democratic Convention beginning July 21 would exceed it. The Democrats were on the job last week, watching GOP proceedings. It is their intention to make their convention a production, attuned to the requirements of the broadcast media.

Prestige and Recognition

One thing was abundantly clear—radio and television acquired great prestige and recognition for the dignity and excellence of their GOP coverage. That recognition, it was felt, would be extended in whatever attitudes of the next and future congresses, in consideration of things pertaining to "radio journalism."

NETWORKS' CHICAGO TAB Proves Costly

NETWORKS and affiliates engaged in coverage of the protracted GOP convention appeared late last week to be engaged in the costliest commercial venture they had undertaken in years.

The longer the convention ran on, the more money the networks stood to lose, with losses stemming from (1) operating costs, and (2) pre-emptions of regular commercial programs. Stations were suffering from cancellations of local and national spot business as the convention rolled on.

It was estimated unofficially that NBC would spend a total approximating $4 million for its radio and television coverage of both the Republican and the Democratic conventions. With Philco paying about $2.7 million for this coverage, NBC thus would be left with around $1.3 million to make up itself. CBS Radio and CBS-TV, it was thought, might take a comparable blow on their coverage for Westinghouse, while ABC authorities similarly saw their radio-TV coverage for Admiral as a losing proposition, financially.

"It's enough to make a man bolt the Republican Party," one network official said Thursday, a day and a half after the network had provided its sponsor with the basic minimum amount of coverage required by it contract. And the convention was still at least a day behind schedule.

The same expensive prospect looms for both networks and stations in event the Democratic convention starting July 21 similarly runs overtime.

Only the CBS networks have contracts providing for their sponsor—Westinghouse—to make additional payments for coverage beyond a specified maximum number of hours. NBC and ABC guaranteed Philadelphia and Admiral, respectively, that they would cover the conventions and that this coverage (Continued on page 28).
KOIN, KJR Sold
To Five by Marshall Field

TWO of the three Marshall Field radio stations—KOIN Portland, Ore., and KJR Seattle—will pass to new ownership with FCC approval of their sale for $1,500,000 to a group of five principals who plan major radio and TV operations with emphasis on West Coast outlets.

Applications for the transfers were filed Friday by Paul O'Bryan, of Dow, Lohnes & Albertson, who handled negotiations for both parties.

Under the transaction, Field Enterprises Inc. sells the stations to Mount Hood Radio & Television Broadcasting Corp., Portland, and Mount Rainier Radio & Television Broadcasting Corp., Seattle. Principal owners of the two purchasing corporations are Ralph E. Stolkin, Chicago oilman and ranch owner as well as principal in National Video Corp., Chicago; Edward G. Burke Jr., San Antonio oilman; C. Howard Lane, vice president of Field Enterprises who is president of both corporations; Ted R. Gamble, Portland theatre operator interested in KLZ Denver as well as other stations; Sherrill G. Corwin, Los Angeles theatre operator.

Mr. Gamble’s interests include 49% ownership of KCJM Palm Springs, Calif., and theatrical operations in the Midwest and West Coast. Messrs. Stolkin, Burke and Corwin are principals with Clem Randau in purchase of KKOB Stockton, Calif. The transfer was approved Thursday by the FCC.

Decision of Field Enterprises to sell the stations “was dictated by geographical considerations in view of the fact that the major business interests of the corporation are centered in Chicago and New York City,” Mr. Field said. His company will continue ownership of WJJJ Chicago.

On behalf of the purchasers, Mr. Stolkin said they are “proud to acquire the stations” and “it is their intention to operate the stations in accordance with the high principles and public service policies adopted by Mr. Field.”

Both KOIN and KJR have filed TV applications with FCC. These will be transferred to the new owners. Mr. Lane, who resigns from Field Enterprises, said the new owners intend to prosecute their applications for operating licenses and when the FCC approves the sale.

Harry H. Buckendahl, vice president and general manager of KOIN, and J. Archie Morton, vice president and general manager of KJR, will hold ownership interest in the respective stations and continue in their present roles.

Mr. Lane, who holds an interest in KFBI Wichita, will move to Portland. He said no staff changes will be made at either KOIN or KJR.

Stock ownership in Mount Hood follows: Mr. Gamble 41½%; Mr. Stolkin 21%; Messrs. Burke and Corwin 10½%; Mr. Lane 8%; Mr. Buckendahl 2½%

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BAB-O ACCOUNT

B. T. Babbitt’s new instant action BAB-O advertising account, estimated at $2-$3 million annually, last year was awarded to Dancer-Fitzgerald-Sample, New York, completing a cycle. Over the years the account had been handled in succession by Blackett-Sample-Hummert (predecessor to D-F-S), Duane Jones Co., and William H. Weintraub & Co., before going last week to D-F-S.

John Gardner, director of advertising and merchandising for Babbit, said D-F-S will take over on Aug. 1. He said the account includes advertising, merchandising and promotion.


ABC TALKS

Delayed on Station Reps

IT MAY be two or three weeks or even longer before ABC makes any definite decision about turning the representation of one or more of its radio and TV owned and operated stations over to outside station representatives, Ernest Lee Janhcke Jr., ABC vice president and assistant to the president, said Thursday.

“Nothing has been resolved,” Mr. Janhcke told Broadcasting & Telecasting. “We have not even made a firm decision to go ahead with the basic idea. But we are dead seriously considering it.”

There is no fixed time at which must be followed, no deadline which must be met, he said, noting that the necessity for conducting the normal operations of the ABC radio and TV networks, the added pressure of the political convention coverage and the number of representatives who have asked to participate in the discussion leaving read of the plan in last week’s [July 7] issue of B&T, have combined to block any immediate decision.

He also pointed out that if ABC does decide to appoint outside sales representatives for the network’s O&O stations, the five AM and five TV stations afford a vast number of permutations and allocation possibilities. They could all be given to a single station representative firm, he noted, commenting “and what a plum that package would be!” Thoroughly be divided among a number of station representatives. Different representatives could be selected as sales agents in different markets. And in any case, TV network stations, must always be considered the problem of conflicts with stations these firms already represent.

Mr. Janhcke asserted, however, that ABC still has no plans to resolve the matter expeditiously.
JOSEPH H. REAM, one of broadcasting's best known executives, resigned unexpectedly last Thursday as executive vice president and a director of CBS.

His unheralded decision was attributed to "purely personal reasons." He said he would retire to live in Florida—and plans no other business activity—since the resignation becomes effective August 1.

CBS said he also will continue as one of its consultants.

In another top-level CBS change, on the heels of Mr. Ream's resignation, came the announcement, to be made public today (Monday), that Richard S. Salant, aggressive young attorney of the firm of Rosenman, Goldmark, Colin & Kaye, CBS counsel, had been elected a CBS vice president and general executive and will move into the policy-making 20th-floor group at CBS headquarters in New York.

Mr. Salant, although destined for a high-ranking post in the CBS organization, was not brought in as Mr. Ream's successor. His move was considered doubtful, in fact, that a new executive vice president would be named. CBS officials said Mr. Ream's resignation and Mr. Salant's appointment were "unrelated."

Prominent in Color Fight

Mr. Salant has been identified closely with CBS legal matters for several years, notably in the drawn-out and controversial but ultimately successful bid for FCC adoption of color television standards conforming with the CBS color TV system.

CBS authorities were quick to assert that there was "absolutely" no connection between Mr. Ream's retirement and the current conferences in which representatives of CBS Radio's affiliates are seeking to forestall feared reductions in network radio rates [B *T*, July 7].

First of these conferences between affiliates' subcommittee and top CBS officials—including Mr. Ream—was held over a six-hour span last Tuesday and Wednesday, and another is tentatively scheduled for Thursday this week.

As added emphasis to the denial that Mr. Ream's resignation is related in any way to the delicate rate situation, it was understood authoritatively that Mr. Ream will continue to concern himself with the rate problem right up to the August 1 effective date of his leaving, if need be.

Although last week's initial subcommittee-CBS meetings—stemming from the affiliates' convention and group meeting with CBS top executives—were described as "preliminary" and "exploratory," with no conclusions reached, hope was expressed in some quarters that the problem might be resolved in the relatively near future. Other participants felt there was "still a long way to go."

CBS officials offered no specific proposal at the meeting, it was reported. Details of the discussions were kept secret by mutual consent of the participants, but it is understood that additional information is being collected for use in future discussions between the two groups.

Representing affiliates in the meeting was George H. Storer of Storer Broadcasting Co., chairman of a 10-man committee set up by the affiliates the week before, along with three other members of a five-man subcommittee which he had appointed on Monday "to negotiate further with CBS and report back to the full committee and the affiliates."

The subcommittee consists of Mr. Storer; Victor A. Sholis of WHAS Louisville, who delivered a rousing keynote address in behalf of radio values at the affiliates' convention; John Patt of WAGA Cleveland and WJR Detroit; Kenyon Brown of KWFT Wichita Falls, Tex., and John E. Fetzler of WKZO Kalamazoo. Mr. Fetzler was unable to attend last week's conferences, held Tuesday afternoon and Wednesday morning in New York.

Representing CBS at the meetings were Board Chairman William Paley, whose plans to depart for Europe over the weekend were said to have led to the scheduling of the session last week; President Frank Stanton; Mr. Ream; CBS Radio President Adrian Murphy, and Station Relations Vice President Herbert V. Akerberg.

The rate question is only one of many major policy issues in which Mr. Ream has figured since he joined CBS in December 1934.

One of the company's top policy planners, who last year drew $65,000 in salary and $17,475 in bonus from CBS, he is known to have expressed a desire many months ago to retire at a relatively early date. As long ago as last February, it was understood, he advised President Stanton that he would like to resign soon, but was prevailed upon to continue in office until this summer.

His intentions were made known to the CBS board of directors at a meeting last Wednesday.

In his letter of resignation, Mr. Ream asserted:

"It is appropriate at this time to implement the decision I made several months ago. . . . You are aware generally of the purely personal reasons which have impelled me to a step which is so hard to explain in the light of my long and happy associations at CBS."

Chairman Paley and President Stanton accepted the resignation (Continued on page 86)

NBC's KOA Sale

Hope-Newton Interests File

FORMAL application for FCC consent to NBC's $2.25 million sale of KOA-TV Denver to Bob Hope, Mayor Quigg Newton of Denver, and their associates, operating as Metropolitan Television Co., was filed July 11 by FCC, with the network assuming ownership of the station's operation and management in 1930 and acquiring ownership in 1941.

KOA will continue NBC affiliation after FCC approval of the transfer to Metropolitan Television.

Since NBC already owns and operates five television outlets, the limit set by FCC, KOA would not have been able to acquire a TV facility had it continued under the network's ownership. Sale of KOA also enables NBC to push promotion of radio and TV as complementary media and to seek an owned-radio outlet in Los Angeles where it operates KNBH (TV).

Metropolitan Television is divided into the Hope group and the Denver group.

Officers and debenture holders of the applicant who represent the Denver group include: Mayor Newton (50.16%), who has no other business interests; President William Grant (10.16%), attorney; Executive Vice President Ralph Radelasky (6.81%), on leave of absence as administrative assistant to Mayor Newton; Secretary-Treasurer Richard M. Davis, member of the Los Angeles law firm of Gang, Kopp & Tyre; Robert E. Kopp and Norman R. Tyre, law associates of Mr. Gang.

Hope Productions Inc. is 50% stockholder, subscribing to the entire issue of 30,000 shares Class B voting stock and $750,000 in debentures. The firm, organized in 1944 but relatively inactive, also holds the entire issue of 20,000 shares Class C stock in Metropolitan Television, but Class C stock will not have voting rights until July 1, 1959. Mr. Hope presently is sole owner of Hope Productions but is transferring 10% to Mr. Saphier, 2.5% to Mr. Gang and 1.25% each to Messrs. Kopp and Tyre.

Officers, the Class A voting stockholders and debenture holders of the applicant who represent the Denver group include: Mayor Newton (55.62%), who has no other business interests; President William Grant (10.16%), attorney; Executive Vice President Ralph Radelasky (6.81%), on leave of absence as administrative assistant to Mayor Newton; Secretary-Treasurer Richard M. Davis.
CHICAGO HIGHLIGHTS...

NILES TRAMMELL, NBC board chairman, was leaving the Chicago Amphitheatre during the middle afternoon of the first day, to return to his hotel. Screaming sirens caused his liveried driver to pull aside. Two motorcycle policemen whisked by, followed by a limousine. Occupant: A CBS junior executive.

HARRY BUTCHER, owner of KIST Santa Barbara, Calif., and former naval aide to Gen. Eisenhower (during World War II) was a working broadcaster. He covered each session, and telephoned his commentary to Santa Barbara for tape recording. Among his sponsors were two gasoline service stations.

FIRST network broadcast from a national political convention took place in 1936, when the Democrats met for a record-breaking 14-day session. At the GOP sessions last week, Illinois Bell Telephone Co. installed 30 telephoto channels, 215 radio circuits and 70 audio and video TV channels, along with 12 microwave dishes on top of the convention building for relay to the Conrad Hilton Hotel and TV stations. A total of 5,000 miles of radio relay and coaxial cable was laid to handle convention events, bringing the total to 29,500.

HIS YEARS of radio training were demonstrated by Arizona Gov. Howard Pyle in his emphatic address Tuesday night. On leave as vice president and program director of KTRK Phoenix, which post he held when elected several years ago, Gov. Pyle was selected for a key speech as typifying the GOP's bright young men. He was described as a "new age" speaker.

BECAUSE of fluffs made by several speakers in attempting to use the TelePrompter, Democratic National Committee is wary about using device at its upcoming convention. Worst incident, up to Tuesday, was when former President Hoover apparently got ahead of the instrument's speed, and, without regard for the open mike, muttered "go on, go on."

LEWIS GOMAVITZ, NBC-TV director who handles KDKA, From and Oliver, decided to give Republican delegates unique open-arm reception in Chicago. He inveigled the Port Authority into okaying the raising of the mammoth two-armed bridge across the Chicago River at the Merchandise Mart. The welcome was eued-in on the 10 a.m. opening telecast Monday by a crew on top of an XBN mobile unit, who wig-wagged signals to the operator of the bridge tower.

ILLINOIS BELL Telephone Co. was pestered by NBC-TV early last week as a result of its special half-hour daily telecast, Philco Convention Call. Viewers were invited to call the Amphitheatre to ask network commentators political questions. In the first 15 minutes of the program, more than 10,000 viewers had called in, tying up all incoming lines to the convention hall. The phone company threatened cancellation of the show if the success was repeated.

HAUL in front of open radio and TV mikes was a major faux pas at the Monday session, when Chairman Gay Gabrielson and a lady delegate argued for four minutes over procedure and who was to read what part of the script. Although exchange escaped most of the convention floor audience, dialogue came out clearly on the broadcast circuits.

DEMOCRATIC Committee observers are planning a big change—a complete new rostrum setup and a head-on pooled camera, so that audience won't get side view plus movements of newsmen, messengers and other functionaries in press boxes on each side of rostrum.

EVERY delegate interviewed one morning last week by NBC commentator Earl Godwin related how he had called friends and relatives long-distance to find out what was happening, as out-of-town viewers and radio listeners knew more about the convention than the delegates did. The "triangle effect,"

(Continued on page 37)

RECORDING booths set up by Magnecord Inc. in cooperation with National Assn. of Radio News Directors and Chicago News Broadcasters Assn. were center of activity by stations covering GOP convention in Chicago last week. L to r, (standing): Robert Bird, Magnecord Inc.; (seated) James A. Byron, WBAP Fort Worth, and gene Godt, WHO Des Moines; (standing) Bryce Haynes, Audio Devices Inc.; (seated) Rafael Davide, WKIP Roughkneepie, N. Y.; (engineering booth) Bill Blocki, Magnecord; Barbara Snapp, Magnecord; (in booth) Norman DePoe, CBC, and Olga Young, VLVL Cincinnati; Ken Rarich, VLVL. This picture was taken at tape-recording news center whose facilities over 150 stations had used as of last Tuesday.

CHICAGO TAB

(Continued from page 25) would include not less than a specified number of hours. But, their spokespersons said, these contracts set no cut-off point beyond which the sponsors would have to pay more. DuMont, which signed with Westinghouse for coverage on four DuMont network stations, similarly had no clause establishing a coverage ceiling which, if exceeded, would cost the sponsor extra. The CBS-Westinghouse contract conformed in principle to those of A.B.C., but it would be out to the extent that CBS Radio and CBS-TV had to provide a certain minimum amount of coverage or else make rebate to the sponsor.

At least some of the networks were able, by giving 30-day cancellation notice on regular sponsored shows which they would be bypassed for convention coverage, to cut down to some extent on losses through pre-emptions. But it obviously was impossible to foretell—30 days in advance—how long the convention coverage was going to run at any particular session.

Tuesday Shows Cancelled

For example, regular late-afternoon shows were cancelled Tuesday so the networks could cover the Credentials Committee hearings.

Affiliates, like networks, also stood to lose heavily—through cancellation of local and national spot business scheduled in the periods taken up by the convention.

Network authorities had known it would not be feasible to interrupt coverage for station breaks when key addresses, for example, were in progress during relatively predictable portions of the convention their plans were to strive for at least half-hourly breaks in radio and at least once an hour in TV. To the extent that they could, they followed this plan. But often the sessions were so heated and tense that breaks were out of the question.

The high level of public interest in the proceedings, of course, made spot adjacencies especially attractive to both networks. But, as pointed out, stations had little time to take advantage of these sales possibilities, and, in addition, often could not foresee when they might be able to schedule any spots thus sold.

Meanwhile MBS reported at mid-week that co-op sales of its coverage of the convention to local network advertisers "has already broken the all-time cooperative programs record in radio."

Bert J. Hauser, director of cooperative programs for Mutual, said that as of last Monday morning—opening day—234 MBS stations had reported sales of both GOP and Democratic conclaves to
performances.

...ert Hurleigh; standing, Cedric Foster, Bill Cunningham and Gus Nichols.

ABOVE:

CBS Radio convention headquarters officials planning Chicago strategy are (1 to r) Stuart Novins, CBS Radio associate director of public affairs; Lewis Shullenberger, CBS Radio Washington director of special events; Wells Church, CBS Radio director of news and public affairs, and newsman Bill Downs.

BELOW:

MBS commentators at Mutual’s Chicago quarters, checking reports of the Taft-Eisenhower fireworks during delegates battle are (1 to r): Seated, H. R. Baukhage, William Hillman (author of “Mr. President”) and Robert Hurleigh; standing, Cedric Foster, Bill Cunningham and Gus Nichols.

ABC key men supervising the network’s coverage of GOP events are (bending, 1 to r) John Madigan, director of television news; Charles Underhill, program director for television, and (standing) James L. Stirton, ABC Chicago television manager. They coordinated all ABC network units in city.

“Firsts” were claimed in some profusion.

ABC-TV claimed “the first network program to originate at the International Amphitheatre (impact, evening of June 30).

NBC-TV claimed “the first network program” to originate in the Amphitheatre “on Convention Day” (Today, 7 a.m., July 2).

CBS Radio claimed it had aired “the first three” gavel raps in the convention hall, on a program described as “the first broadcast from the Amphitheatre, originating in the hall and directed from the newly opened ‘birdcage’ control room...” (gavel raps by newsmen Bill Downs, on Convention Eve night, July 5, 4:30-6 p.m.).

CBS Radio also claimed that the first politician to “yield” at the Amphitheatre yielded to a CBS newsmen (newscaster Edward R. Murrow was preparing for a convention-eve broadcast from the

(Continued on page 36)
EYES ARE ON IKE

By JOHN OSBON

THE CHOICE of Dwight D. (Ike) Eisenhower as Republican nominee for the highest office in the land last week did not immediately set in motion speculation as to the type of pre-election campaign he will wage before the nation's microphones and TV cameras.

Mr. Eisenhower's brilliant and popular victory on the first ballot — it brought unity to one of the most bitter nominating conventions in GOP history — invited conjecture that his party may go all out in radio-TV time purchases to assure the election of the General and a Republican Congress this fall, as well as of gubernatorial and other candidates.

Speculation centered around the appointment of an advertising agency to handle radio, TV and other commitments in the months ahead, and the finalization of network broadcast commitments for major political addresses by Gen. Eisenhower, Vice Presidential Candidate Richard Nixon (R-Calif.), and others.

Adhering to party custom, it fails Mr. Eisenhower's campaign manager to recommend an agency and map the General's course of action on the nation's airwaves. Republican headquarters have been looking into set-convention radio-TV time-buying but have remained mum on the progress of discussions with the networks [CLOSED CIRCUIT, June 30].

Sen. Henry Cabot Lodge (Mass.) has been handling Gen. Ike's campaign, but a move was underway to select a full-time manager. Sen. Lodge is running for re-election this fall.

Some inkling on radio-TV is expected sometime within the next few weeks, perhaps momentarily, now that the nominating activities are out of the way. The GOP Finance Committee is handling details.

Mr. Eisenhower, according to many observers, is expected to transfer much of his warmth and sincerity to the nation's televisioners in much the same manner as Franklin D. Roosevelt wove his spell in the famous "fireside chats" over radio.

It was believed that his new campaign manager and other advisors would urge as many personal TV appearances as possible in the ensuing months, despite the high cost of video campaigning.

Ironically enough, the man over whom Mr. Eisenhower emerged victorious in Chicago, Sen. Robert Taft (Ohio), had turned to the television cameras and radio microphones for many panel appearances in his pre-convention drive for the nomination. Sen. Taft is a member of a radio-minded family, of course. His brother, Hulbert, is president of WKRC Cincinnati and board chairman, Transit Radio, Inc. Another brother, David, is managing director of WKRC-FM, the Transit Radio outlet in that city.

Mr. Eisenhower's nomination is perhaps equally as popular with newspapermen and broadcasters as with members of his own party. To the General, if elected this November, will fall the responsibility of implementing a plank in the GOP platform dealing with censorship.

The GOP went on record as pledging "not to infringe on censor- sorship or gag order the right of a free people to know what their government is doing" (see main story, page 23). Intimates and aides of the General insist that neither press nor broadcasting need have any qualms on this score.

Harry C. Butcher, former naval aide to Mr. Eisenhower during World War II and now owner of KIST Santa Barbara, Calif., assured broadcasters on that score early this year:

"If broadcasters or other licensees have the slightest notion that the General would favor any such thing as government ownership, or du monopole on the domestic airwaves, let them immediately forget this worry" [BT, Jan. 28]. He cited the General's popularity with news correspondents covering his activities.

One of Mr. Eisenhower's most refreshing qualities is that of speaking extemporaneously, without benefit of script—a quality which should endear him to TV audiences, his advisors believe.

Sparked by the telegenic Eisenhower personality, his headquarters may find it less difficult to raise funds than first believed. The GOP's radio budget in 1948 was $750,000—a figure adjudged a mere pittance by today's TV standards. The Republican National Committee has estimated a tentative ratio of perhaps 4 to 1 between TV and radio in money to be expended.

The video possibilities of Mr. Eisenhower were perhaps not unfriendly to take into account at national committee headquarters early this year. Edward T. Ingle, radio-TV director, held out the prospect of back-platform train appearances for GOP candidates along campaign routes manipulated with an eye on the coaxial cable.

Mr. Ingle also stressed that the importance of radio would not be overlooked in favor of the glare of television. It was presumed that the Eisenhower forces would attempt to blend radio commitments with television appearances, with an eye on areas not within TV station range.

Listeners and viewers may determine Nov. 5 that they, too, "like Ike." It could be that the 1952 election will be won on the air.

CLEAR CHANNEL Broadcasting Service action scene at convention showed (1 to r) at teletype machine, repairman; on telephone, Dick Oberlin, news director, WHAS Louisville; with earphones (broadcasting), Frank Plath, special events director, WJFL Chicago; to camera, Bill Keller, engineering department, WLS Chicago; standing, Norma C. Madan, assistant to Ward Quenzi, CIRCUIT, seated to left of Miss Madan, Jim Byars news director, WBAP Fort Worth; standing, looking at paper, Mr. Quenzi, and Joe Connolly, program director, WCAU Philadelphia; outside running, Roeve Fajardo, WKDA Nashville; facing camera inside running at table, Harold Baker, news and special events staff, WSM Nashville; seated on couch, Tommy Rowe, WLS chief engineer; Carl J. Meyers, WGN Chicago, director of engineering; Hal Carlson, sales mgr., Illinois Bell Telephone Co., Chicago.

PERISCOPE EYE, the tag ABC-TV has given its new video device, was premiered in Chicago before the Republican convention for use there and at the Democratic sessions next week. The eye, developed at ABC Chicago under supervision of Ed Horstman, chief engineer, enables the camera operator to shoot above a crowd at a height of 10 feet. The metal periscope, equipped with mirrors, weighs seven pounds.

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ABC-UPT CASE

IN a sudden move last week, the FCC prepared to write "finis" to the package Paramount case involving the merger of ABC and United-Paramount Theatres, the renewal of the license of KTLA Los Angeles, the investigation of whether Paramount Pictures controls Allen B. DuMont Laboratories, the sale of WBKB (TV) Chicago to CBS, and the transfer of control of WSMB New Orleans from Paramount Pictures to UPT.

At the behest of the Commission, ABC, UPT, CBS and Paramount Pictures agreed last Tuesday asking that the FCC:

1. Delete the anti-trust issue from the hearing.
2. Order proposed finding and conclusions within 20 days.
3. Issue a final order, skipping any initial decision by the examiner.

Acted Without Hearings
Basis for the request to delete the anti-trust issue, as pointed out by the parties, is the fact that the Commission has acted on other cases concerning licensees involved in anti-trust violations without hearings. Most notable were the license renewals of the Westminster stations, approval of the transfer of KFWB Los Angeles from Walker Publishing Co. to KFWB Inc. (Harry Maizlish), even though KFWB was on temporary license at the time because of Warner Bros. anti-trust history.

Paramount Pictures also cited a Supreme Court decision last April (U. S. v. Oregon State Medical Society) in which the Supreme Court ruled that anti-trust litigation was not the proper route for settling future violations, not to punish for past violations.

In referring to this Supreme Court ruling, Paramount Pictures emphasized that the FCC, after adopting the Chain Broadcasting rules and being sustained in the Supreme Court, did not bring to the FCC any of the out-of-court proposals to settle future violations, noting that

hearing on revocation charges.

Hearings on the Paramount case began Jan. 16 and have consumed the better part of 90 days. Transcript runs 13,500 pages, and contains more than 300 exhibits. More than 75% of the testimony, which has been heard by FCC Hearing Examiner Leo Resnick, was devoted to Paramount Pictures' anti-trust history—mainly practices in the booking of films and the ownership of theatres.

Based on this Supreme Court decision, Paramount Pictures under consent decree separated itself into a producing company and a theatre-owning company—Paramount Pictures and United Paramount Theatres Inc., respectively.

All parties warned that under the present schedule Paramount Pictures will not be able to complete its rebuttal testimony until Labor Day, thus making it impos-

sible for a final decision to be reached "until well into 1963.

Key to the Commission's alarm at the possible dire results of the protracted hearings was summed up by ABC, UPT and CBS in this way:

ABC has had to borrow $2,5 million since November 1961. [This has boosted its total indebtedness to $11 million.]

Uncertainty of final Commission decision has caused ABC to lose personnel.

Unless a final decision is rendered not later than August, ABC will not be able to make plans for the fall season and the remainder of the broadcast year.

If ABC is not able to make plans and commitments for the 1962-63 season, the result will be to hamper the operations of not only ABC-owned stations but also of the 300 AM and 60 TV affiliates 'thereby directly impairing the broadcast service received by millions.'

It is this last which is understood to have given the FCC Commissioners the greatest concern.

FCC Nears Finale
In recent months, the FCC has been hearing more and more from ABC affiliates fretful at the long-drawn-out delay in the merger and the acknowledged downswing in the network's business.

Although both the FCC's Broadcast Bureau and DuMont are expected to oppose the petitions, it is believed that the Broadcast Bureau's opposition will be based solely on legal grounds; DuMont's procedural grounds objections must be filed within 10 days after the July 18 date, and are expected early this week.

Petitions Filed
ABC, UPT and CBS filed petitions to sever the merger and members, should attend each district hearings early in June [BT, June 16, 9].

It was when the Commission was discussing this petition two weeks ago that it was decided to work out a schedule for expediting the final decision.

All attorneys met with FCC General Counsel Benedict P. Cottone July 7, and decided on the method of bringing the hearings to a close. The petitions were filed 24 hours later.

On July 9, Examiner Resnick recessed the hearings indefinitely to await the anticipated Commission's action on the pleas.

In addition to the anti-trust issue, the Commission's order setting a time for bringing up questions of competition, use of talent and story properties as between ABC and UPT, plans for theatre-TV and subscription TV, and implications of monopoly.

Outspoken in his demands for a full and complete record in the case has been FCC Comm. Robert F. Jones.

As part of the merger, UPT proposes to sell WBKB (TV) Chicago to CBS for $6 million. ABC already owns WNBR-AM-FM in Chicago. CBS owns five AM-FM and TV stations (New York, Los Angeles, San Francisco and Detroit in addition to Chicago). UPT owns two theatres throughout the country.

ABC was established as the Blue Network of NBC after the acceptance of the FCC's 1941 Chair Broad- cast merger order. The network was sold to Edward J. Noble, Life Savers board chairman, in 1943 for $8.8 million. It has never paid a dividend.

NARTB CIRCUIT

District Agendas Planned

NARTB will build its annual series of district meetings around critical problems challenging the future of radio stations in the face of TV's upcoming spread into hundreds of cities.

President Harold E. Fellows is holding a series of staff conferences at which strategy of the summer-autumn meetings is being framed. The meetings open Aug. 18 in Cleveland (District 7), Sept. 1 in Detroit (District 6) and wind up in Boston Oct. 21 (District 1, New England).

Workshops and panel sessions will dominate, judging by progress made in New York. These will include a closed meeting at which the key economical problems facing radio stations will be taken up on a no-holds-barred basis. The rate discussion will get into network-station relations, local rates, day and night rates and special problems of independents and affiliates.

Fellows Leads Crew

President Fellows will lead a headquarters crew around the national circuit and will personally direct the association's campaign to provide stations with full understanding of the problems they face and the equipment management with the weapons they need.

The NARTB officers will not be admitted to district meetings this year. This follows a board directive. Prior to the meetings, NARTB headquarters officials along with board members and special visitors will address the gatherings and conduct a drive to bring non-members into the association.

While agenda plans are still in the formative stage, it's known that television will be given heavy play during the district meetings.

Many of the radio problems are interlocked with television. The NARTB Television Board agreed at its June meeting that one of its purposes is to improve TV stations, approval and UPT, plans for theatre-TV and subscription TV, and implications of monopoly.

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OWNERSHIP of radio sets in South Dakota had reached 96.1% at the time the decennial U. S. Census was taken in April, 1960, according to Housing Census figures compiled by the Census Bureau.

Highest radio concentration was found in urban areas, amounting to 97.3% compared to 96.7% in rural farm areas.

Among the cities the highest concentration of radio ownership was found in Sioux Falls where it was 98.4%.

Because of its lack of nearby TV service, percentage of television homes in April, 1960 was low, amounting to 0.6% for the state when the census was taken. At that time there were fewer than five million sets in the nation whereas now there are over three times that many.

Highest TV ownership was found in McPherson County, 48.8%, followed by Lincoln and Buffalo and Haskon Counties.

MUZAK ENTRY

Into TR, Storecasting

MUZAK CORP., pioneer supplier of background music to restaurants and other public places by means of "wired radio" hookups, is making its first entry into "wireless radio" through the acquisition of the facilities of Air Music Inc. for providing background music in storecasting and Transit Radio [CLOSED CIRCUIT, July 7].

Negotiations for the acquisition of Air Music from Linton Wells were completed last week, Charles Cowley, executive vice president of Muzak, said Thursday. He declined to reveal the financial details except to say that the reported price of $600,000 for Air Music was "slightly exaggerated."

Facilities acquired by Muzak in the deal, Mr. Cowley said, include the equipment installed on the premises of subscribers to the Air Music "beep" service, a local New York City operation for which the company has leased the facilities of WGIF (FM) New York. Muzak has taken over this lease as part of the transaction, Mr. Cowley said.

FCC AMENDS RULES

On AM, FM Standards

FCC on July 2 amended Parts 3 and 4 of its broadcast and experimental broadcast rules and engineering standards for AM and FM stations to conform to changes embodied in Part 17, adopted Dec. 13, 1960.

Part 17 contains rules concerning construction, marking and lighting of antenna structures of all types of radio stations.

BEVILLE ELECTED

Heads Research Council

HUGH M. BEVILLE Jr., NBC director of plans and research, has been named president of the Research Council, a discussion group composed of 75 leaders in the field of market media and opinion research. Other officers elected for the 1952-53 year are:

Dr. Hans Zeisel, director of research, Tea Bureau, Inc., vice president; Abraham A. Albert, president of Research Council; and Syd Panter, executive vice president and director of marketing, Psychological Corp., secretary-treasurer; and Dr. Lyndon Brown, vice president in charge of media merchandising and research, Dancer-Fitzgerald-Sample, and Lloyd Hall, president, Lloyd H. Hall Co., directors.

Statistics in adjacent table are extracted from a final report of the 1960 Census of Housing for South Dakota, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 40c per copy.

Statistics on distribution of the population in South Dakota are presented in a final report of the 1960 Census of Population, Series P, No. 1, available from the Superintendent of Documents at 20¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in South Dakota are presented in a final report of the 1960 Census of Population, Series P, No. 1, available from the Superintendent of Documents at 20¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area in South Dakota is described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled unincorporated areas.

COMMITTEE LOSES

In Senate and House*

INTERSTATE and Foreign Commerce committee of both the Senate and House lost two members each.

Missed from the 83rd Congress, when the next January, will be Sens. Herbert R. O'Connor (D-Md.) and Owen Brewster (R-Me.), both members of the Senate committee. O'Connor decided not to run for re-election and will resume his law practice in Baltimore. Sen. Brewster was defeated for the Republican nomination.

Also not returning are Reps. Lindsey Beckwith (D-Tex.) and Leonard W. Hall (R-N. Y.), both members of the House committee. Rep. Beckwith is running for the Senate, and Rep Hall is resigning to run his law practice.

Sen. Fred Harris (R-Neb.), appointed last December to fill the vacancy caused by the death of Sen. Kenneth S. Wherry, will not return next year. He decided not to run for the upper house. Mr. Seaton is associated with his family in newspaper publishing in Nebraska and Kansas and in the ownership of RKAS Hastings, Neb., and the Standard and KGFB Coffeyville, Kan.

Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ San Diego, Calif., publisher of Los Angeles Times, died Dec. 10. Washington Post, sister paper of San Diego Journal, lost the Democratic nomination for Senate, which he sought following the expiration of his present term.

* Washington County was consolidated with Shannon County.
WCYB

(serving the metropolitan tri-city market of Bristol, Va.-Tenn., Kingsport, Tenn., and Johnson City, Tenn.—plus 50 counties in the five states of Virginia, Tennessee, Kentucky, North Carolina and West Virginia)

Placed in the midst of a fast-growing industrial and farming area... WCYB employs its 10,000 watts on a clear channel of 690 kilocycles to present a program schedule tailored to the popular tastes of mid-South listeners.

WCYB is the only way to reach the tri-city sales potential of the expanding Bristol-Kingsport-Johnson City market—with a bonus penetration of 50 busy counties in five surrounding states.

WCYB is a real buy! Look into it right away!

WCYB

(serving the metropolitan tri-city market of Bristol, Va.-Tenn., Kingsport, Tenn., and Johnson City, Tenn.—plus 50 counties in the five states of Virginia, Tennessee, Kentucky, North Carolina and West Virginia)

ANNOUNCES

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KINGSPORT, TENN. • JOHNSON CITY, TENN.

THE STATION WITH THE FIVE-STATE PENETRATION

VIRGINIA

TENNESSEE

KENTUCKY

NORTH CAROLINA

WEST VIRGINIA
No matter how the 82d Congress is judged for its legislative accomplishments during the 15 months it was in session, there is one certainty—it was the most active Congress in recent years in radio-TV matters.

Topping its activities in the broadcasting field, the 82d Congress passed the McFarland Bill (S 658)—the first extensive revision of the Communications Act of 1934.

Passage of the bill culminated various efforts which had never accomplished during the past 10 years (see story, page 91). There were other broadcast matters acted upon during the life of the last Congress:

- The President was given greater power to control radio and TV stations, as well as all electromagnetic radiation devices, in the event of an emergency. This became Public Law 200 in October 1951 as an amendment to Sec. 606 (c) of the Communications Act [B&T, Oct. 5, 1951].
- The House voted to look into the moral climate of radio and TV programs, following a call for such an investigation (H Res 278) by Rep. E. C. Gatlings (D-Ark.).
- The Police Industry
  A House Interstate and Foreign Commerce subcommittee, headed by Rep. Oren Hatch (D-N.J.), heard a number of witnesses—mainly temperance leaders. Broadcasters, with NARTB officials as spokesmen, asked that they be allowed to police their own industry, and dubbed most of the complaints as too generalized or due to pressure groups. The hearings are expected to result in a bill (H Res 380) on New York [B&T, Feb. 11 et seq.].
- The Copyright Law was revised to protect non-dramatic, literary works. It imposed a maximum fine of $100 to $1,000 for any infringement on the part of broadcasters (see this story).
- Ation owners had their tax problems eased when the Excess Profits Tax was amended to allow them to recalculate their profit and loss figures to determine a more equitable credit base [B&T, Oct. 15, 1951].
- District of Columbia Boxing Commission was given authority to collect 10% of promoters' receipts, including income from radio and TV telecasts, for rights to contests [B&T, July 7].
- The FCC got $6.1 million for its operations in the 1952 fiscal year, and $6.4 million for 1953. The increase was for the expected TV workload following the final TV report last August [H Res 380].

Some of the measures that Congress did not pass were significant to the broadcasting industry:

- Close to passage, but deleted from the final version of the McFarland Bill, was an amendment which would have exempted broadcasters from damages for defamation due to the utterances of political candidates.

Since broadcasters are forbidden by Sec. 315 of the Communications Act to censor political candidates' speeches—but are not protected against libel suits therefrom—it has been a long-standing industry objective to gain that protection.

In addition to the complete exemption proposed by Rep. Walt Horan (R-Wash.), Sen. Edwin C. Kleberg (R-Tex.), and Rep. John Coletti (D-Ill.) to require candidates to post a bond (S 2539). Rep. Joseph R. O'Hara (R-Minn.) offered a motion during House debate of an amendment coupling him. In the Senate, to censor speeches of political candidates, but this was defeated when the Horan amendment was adopted.

Equal Time Credo

FCC Issues Voided Reminder

VEILED reminder that licensees are obligated to provide equal time to all legally qualified political candidates was issued by FCC to all networks prior to the opening of the Chicago last week.

The commission coupled this warning with a rejection of a complaint filed by the Progressive Party charging that the networks had not frozen out coverage of their convention July 4, 5 and 6. The Progressives also had challenged the legality of sponsored radio-TV coverage of the GOP and Democratic conventions.

Question of physical convention coverage, FCC told the Progressives, is one matter with no applicability to Sec. 315 of the Communications Act. "It is, of course, clear that the extent of the coverage afforded national political conventions must be determined on the basis of fairness and general interest in the presentation of public events," the Commission pointed out.

But, on the other hand, FCC noted, "acceptance speeches by the candidates themselves are matters within the purview of Sec. 315. . . . Accordingly, a broadcast licensee who has made or proposes to make opportunities available for acceptance speeches by one candidate for particular office is under a firm obligation to make equal opportunities available to all other legally qualified candidates for that office."

With respect to the Progressives, the party claimed it was unsuccessful in obtaining equal time for talks by its Presidential and Vice Presidential candidates, including their acceptance speeches, before the two major conventions and during their own meet.

The Progressive Party listed as its candidates: President, Vincent Hallinan, "a well known West Coast lawyer who is attorney for Harry Bridges and is now serving a jail sentence for contempt," and for Vice President, Mrs. Charlotte Bass. In his absence, Mr. Hallinan's wife, Vivian, is carrying out a provision of the Horan amendment, which includes women as well as candidates under the provisions of Sec. 315 was also deleted from the McFarland Bill.

Retained in the bill, however, was an amendment recommended by House Majority Leader John W. McCormack (D-Mass.) and incorporated in the Horan amendment—a provision prohibiting from charging political candidates more than the comparable commercial fee.

Adherents of the Benton bill to establish a National Citizens Advisory Board for Radio and TV (S 1579) were heard by a Senate Interstate and Foreign Commerce subcommittee in September 1951, with sponsor Sen. William Benton (D-Conn.) in 45 minutes witness [B&T, Sept. 10, 1951].

The Benton resolution also favored educational TV and subscription broadcasting.

Most specific of the several educational TV bills introduced was that proposed by Rep. Emanuel Celler (D-N. Y.) to require that TV stations devote 2 hours to educational programming in the early years to TV. This was the only one to pass Congress [B&T, March 10, 3].

On the Senate side, Senate Judiciary Committee Chairman Pat McCarran (D- Nev.) introduced a resolution (S Res 319) to ban radio and TV from all Senate meetings [B&T, May 25].

Most noteworthy action regarding the continuing campaign of the Dept. of Justice to stop the sale of beer, wine and liquor advertising was the defeat of the Johnson-Case bill (S 2444) by a 7 to 6 vote of the Senate Interstate and Foreign Commerce Committee [B&T, April 15].

Although there was much ado in Congress about gambling—due almost solely to the revelations of the Kefauver Crime Committee hearings—nothing was passed dealing with this problem.

The Senate Commerce Committee did report out, however, three bills which, in various ways, were designed to protect the public from gamblers to use the communications media. These were S 1563, S 1564 and S 1924, all introduced by Sen. Herbert R. O'Conor (D-Md.).

Senate Foreign Relations Committee took no action to confirm the NARB A treaty.

Among other proposals on which no action was taken during the 82d Congress were:

- Investigation of prize fighting to determine what, if any, unreasonable restraints are being placed on the telecasting of boxing events (H Res 361).
- Change in FCC's network rules to permit rebroadcasting of programming (HR 18) and the licensing of networks (HR 72).
- Opposition to restrictions on the telecasting of items of general interest (S Res 206).
- Prohibition against theatre-TV in theatres practicing racial segregation (HR 334).
- Amendment of the Excess Profits Tax to provide for a compensation by broadcasters of political candidates (HR 720).
- Investigation of the FCC (H Res 214). Authority for the FCC to allocate frequency space for the purpose of broadcasting by newsmen and commentators (S 2365), but the proposal also would ease some of the restrictions on political candidates' speech by broadcasters (HR 3371).
- Repeal of the Kefauver prohibitions against the use of radio or television for the purpose of determining the candidates for public office or subject any candidate to any prejudice or disadvantage. . . .
- Progressives claimed the networks had set aside only 15 minutes for their party. A check revealed that all networks gave the convention some coverage at a time, in advance of the meeting of the Republicans were already converging on Chicago in droves.

Coverage Noted

CBS Radio recorded the acceptance speech of Mrs. Hallinan and broadcast it in entirety after the completion of the GOP convention, from a quarter-hour July 4. NBC-TV worked a film into a pre-GOP convention session early last week. ABC radio devoted 15 minutes to the party, 11-11:15 p.m. July 5 and ABC-TV gave a similar segment that day 9-9:15 p.m.
WGAR WINS 6th STRAIGHT VICTORY IN CLEVELAND PRESS RADIO POLL!

See-Hear with

STAN ANDERSON

WGAR Wins Station Honors in Seventh Press Radio Poll

First choice:

Women’s Program
LADIES’ DAY

Children’s Program
FAIRYTALE THEATRE

Public Service
CITY CLUB

Instrumentalist
HENRY PILDNER

Male Vocalist
REG MERRIDEW

Studio Announcer
TOM ARMSTRONG

Best Commercials

Your advertising message on WGAR gains listener respect, stimulates listener response. WGAR’s dominant victory reflects consistently good programming, top-notch talent, and high advertising standards.

For established audiences, enthusiastic listeners and exceptional response, use the station with 4 million friends!

Ask now about availabilities of spots and segments in big-audience, low-investment local programs.

in Northern Ohio... WGAN the SPOT for SPOT RADIO

WGAR Cleveland - 50,000 WATTS - CBS

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JONES SUIT

Motion to Dismiss Filed

MOTION to dismiss a complaint against Duane Jones, president of the Duane Jones agency, was made Thursday in the U. S. District Court for the Southern District of New York in connection with a $3,150,000 slander suit filed against Mr. Jones by nine of his former employees.

The motion is returnable in the same court on July 22.

The move for a dismissal, made by Thomas F. Boyle, counsel for Mr. Jones, contends that the complaint "fails to state a claim upon which relief can be granted" and that each of the said causes of actions or counts fails to "state a claim against the defendant upon which relief can be granted."

The motion said the complaint "purporting to be framed in both libel and slander, states no libel, is not libelous per se and there is no claim of special damages." The motion also asked for a "more definite statement" from the plaintiffs and for the striking out of certain paragraphs in the complaint on the grounds that "allegations contained therein are redundant, immaterial and irrelevant."

On June 4 Joseph Scheideler and eight other former members of the Duane Jones Agency (most of them now at Scheideler, Beck & Werner) sued on the ground that Mr. Jones on seven occasions "wickedly uttered" false and untrue statements about them with actual malice and with the intent and purpose of ruining them in their profession, occupation and business and of destroying their general reputations in the community.

Each of the nine men seeks $50,000 for each of the seven alleged statements. The plaintiffs are Mr. Scheideler, Paul Werner, Joseph Beck, Robert Hughes, Lawrence Hubbard, Philip Brooks and Eugene Hulshizer (all now with SB&W), and Robert Hayes, now of Doherty, Clifford & Shenfield, and Donald GIl, now at W. Earl Bothwell, Inc.

The present legal fireworks are the latest in a series embroiling Mr. Jones and his former workers, dating back to last fall. Mr. Jones presently has a $41/2 million slander and conspiracy suit against the nine executives, the Scheideler, Beck & Werner Agency, and against Frank G. Burke Jr. and the company of which he is vice president, Manhattan Soap Co. [B'T, Feb. 11, 1952].

In the present suit, six complaints were made against Mr. Jones by Mr. Scheideler and his co-plaintiffs. They charged that statements made by Mr. Jones, or attributed to him by spokesmen, were published in 17 daily and business publications.

A statement from Mr. Scheideler said:

The suit is based upon various and sundry false and defamatory statements made by Jones wherein he impugned the honesty and integrity of the plaintiffs and attacked their characters. These statements were made in the public press, before various advertising association meetings and were given wide publicity.

It was our hope that this suit could be avoided, but Mr. Jones has persisted in the circulation of these rumors ever since the plaintiffs retired from the Jones agency last summer. His persistence in uttering and publishing these defamations left us no alternative but to hold him to strict accountability.

The case has been removed by the Defendant to the United States District Court for the Southern District of New York and a motion to remand it to the state court is now pending.

The slander suit was signed by Mr. Beck.

As Maine Goes . . .

GOP State Committee of Maine will use radio this coming election, if State Sen. Burton M. Cross, GOP nominee for governor, has any say in the matter. At a committee meeting in Waterville, Sen. Cross remarked lately during budget discussions: "We have got to have enough radio. Newspaper advertising is less essential and I believe posters do but very little good. . . . I believe that you should concentrate on radio . . ."

WDUZ CONTROL

Bought by Laird Group

CONTROL of WDUZ Green Bay, Wis., was purchased last week for $60,000 by Ben A. Laird, WDUZ general manager, and three associates, subject to usual FOC approval. Mr. Laird, who is president of Wisconsin Broadcasters Assn., retains his former 34% in Green Bay Broadcasting Co. His partners in purchase of 46% control are Harold R. Murphy, president of North Shore Publishing Co., Milwaukee, and secretary-treasurer of WIGM Medford, Wis.; Dr. Edward Schon, of St. Paul, and his son, William, owners of WKAI Macomb, Ill. The Schon's have filed for a station in Estherville, Iowa.

Controlling stock is divided with Mr. Laird having 40% and each of the other participants 20%. Mr. Murphy also has an application on file for a station in Park Falls, Wis. A former Chicago and mid-west manager of Blackburn-Hamilton Co., station broker, Mr. Murphy handled sale negotiations.

Stock was sold by Clarence L. and Irving Kramlich, brothers, who own a chain of 22 super markets in Wisconsin. Green Bay Broadcasting Co. also holds a construction permit to construct WMAW Menominee, Mich., 1840 kc 100 w unil. The WMAW call letters were dropped recently by the Milwaukee station now operating as WCAN. The Menominee station is expected to go on the air in early September.
NEW ZIV SHOW

A NEW half-hour radio program starring Tyrone Power as an idealistic Senator taking listeners with him behind the scenes in Congress is being announced today (Monday) by the

Director Hayward (1) gives pointers to Tyrone Power, and music-composer David Rose.

FREDERICK W. ZIV

Carrying endorsements of many governmental authorities, including

Taft's and Washington

program.

Each half-hour episode in the show, Freedom, U.S.A., will be read for broadcast early in September.

Each half-hour episode in the show, Freedom, U.S.A., will relate one complete episode in the career of "Sen. Dean Edwards," whom Tyrone Power will portray. Mr. Power also will be heard in a brief epilogue on each program as he walks through the city of Washington, stopping at historic sites and citing its particular contribution to America.

Production cost of each half-hour show was placed unofficially at more than $12,000.

John L. Sinn, executive vice president of Ziv, expressed the opinion that radio station operators and local sponsors throughout the country will be praised for the program.

"We feel," Mr. Sinn said, "that this is exactly the kind of program radio today needs. When we were asked by many radio stations to produce a new program, we agreed that, first, the program must have showmanship—which we believe will cure nearly everything that is wrong with radio. And second, we had to combine this showmanship with the realities of the American scene today. This program is the answer.

"Tyrone Power is the perfect lead for this program. He is not only one of our fine actors, but I know he is a man of deep patriotism. He will be a great success in the part."

First Since 'Communist'

Freedom, U.S.A. is the first Ziv radio program since the successful I Was a Communist for the F.B.I. was introduced last year. This program is now heard on 500 radio stations and has won many awards for its contributions toward educating the public on the threat of communism in the U.S.

Edwin C. Hill, well known radio commentator and Washington correspondent, will have an important role in the new program, portraying a Washington commentator who acts more or less as a narrator on the show. His comments will serve to furnish background to the plots as well as to help interpret the complexities of Congress. Another featured assignment in the show will be handled by Francis X. Bushman, one-time motion picture star, who will play the role of Judge Parker, Tyrone Power's adviser and confidante.

Music for Freedom, U.S.A. will be composed and conducted by David Rose. Henry P. Hayward will serve as director and Herbert Gordon, Ziv's vice president in charge of production, will be producer.

Ziv announced that many members of Congress, including Sens. Taft and Blair Moody (D-Mich.) and Rep. Frank C. Osmer's Jr. (R-

ASCAP Royalties

ASCAP members have received their second quarter royalty checks totaling a little less than $3 million, said to just about match their first quarter payment. Continued at this rate, the 1952 total ASCAP disbursement will approximate the $12 million distributed last year, on a total revenue of some $14 million, of which roughly 85% was derived from radio and tv broadcast rights [B* T, Dec. 31, 1951].

Riggi Show

RIGGIO Tobacco Corp., Brightwater, New York (Regent cigarettes), starts America Calling on 12 CBS Pacific radio stations, Sunday 5-5:30 p.m. (PDT) for 13 weeks from July 20. Program features disc m.c. Reitel Randall playing records and making overseas phone calls. Agency is Hilton & Riggi Inc., New York.

from the nation's top radio and television buying markets

serves its stations, agencies and advertisers

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

LOS ANGELES

DALLAS

1915 Elm Street

Sterling 1558
Ream Quits CBS
(Continued from page 29)
"with profound reluctance." They responded:
"It is not necessary for us to dwell upon the eminence that your departure from our day-by-day operations will cause. We know that you could not have made any other decision. Your creative and administrative contributions, your realistic and homely counsel will be missed by everyone in the CBS organization. We know that if your family are not your only friends, you and your family have all of our good wishes always."

Mr. Ream, now 48, plans to move with his family to New Jersey, an area. They now live in Princeton, N. J. He said he has no plans to enter radio, television or other business activity.

Born Oct. 5, 1903, in Bedford, Iowa, he grew up in Topeka, Kan. He began the study of law at the U. of Kansas, where he received a B.A. degree, and was graduated from Yale with an LL.B. degree in 1927.

He was associated with the law firm of Cravath, de Gersdorff, Swaine & Wood. After eight years before joining CBS in late 1934 as general attorney for the corporation.

He was elected secretary in 1939, a vice president in 1945, and a director in 1945, advancing to the post of executive vice president on March 5, 1947.

Mr. Slaton, who will join the CBS corporate staff "with executive administrative duties" next Monday, according to President Stanton's announcement, was circulated within the CBS organization Friday and is being released publicly today.

Served in Navy
A veteran of five years in government service in Washington, plus almost three years of Navy service during World War II, he joined the firm of Rosenman, Goldmark, Collin & Kaye in 1946 as an associate, and later became a partner.

He received his B.A. degree from Harvard U. in 1935 and was graduated from Harvard Law School in 1938. He served with the National Labor Relations Board in Washington in 1938-39, and then was a member of the staff and acting director of the Attorney General's Committee on Administrative Procedure until 1941. From that time until July 1943 he served in the Solicitor General's office, Justice Dept.

During his wartime Navy service he rose to the rank of ensign to that of lieutenant commander.

At Harvard, he was elected to Phi Beta Kappa and was a member of the board of editors of the Harvard Law Review.

Mr. Salant was born April 14, 1914, in New York City. He and his wife, the former Rosalind Robb of Little Compton, R. I., whom he married June 29, 1941, live with their three children at Rye, N. Y.

BETTY FURNESS handled the entire live video commercial stint for Westinghouse on CBS Television during the GOP convention. She worked in a two-room living room and kitchen set. Commercials for the full line of consumer products were sold only when convention activity slowed down.

HOW TO BEAT THE BAN
CBS Radio Claims Closed Meet Exclusive

CBS RADIO chalked up a victory last week after getting an exclusive broadcast of proceedings of the National Republican Committee, which had banded microphones and cameras from all hearings. Although the network was careful not to disclose its methods in pursuance of the tape-recording, it was reported to BROADCASTING • TELECASTING that the half-hour show resulted from a permanently-installed dance band in the room where the session was held.

Before the convention opened, a majority of the committee members had voted to permit only pen and pencil reporting [B+T, July 7], thus closing the door to radio, television and newsreel representatives. The July 4 meeting, concerning the dispute over the Texas delegation, took place in the Boulevard Room of the Conrad Hilton Hotel. The room is normally a dinner and show room, and the wire instead of the camera had been placed by WBBM, CBS' Chicago station, for musical purposes.

Presumably the station engineer had only to switch on the microphone to pick up full conversation of the committee members. Tape-recorded portions of the debate, which allotted Taft 22 delegates and Eisenhower 16, went on the network 20 minutes after the decision was made.

The half-hour show was fed by WBBM from 7:30 to 8 p.m. CDT. It was narrated by newsmen Bill Downs and arranged by Wells Church, CBS Radio director of news and public affairs.

The network claims to have proved its point—that introduction of microphones and tape machines would not "create bedlam" as the committee claimed, and to have disproved the committee's stand that such reportage would be obtrusive.

NBC also managed to secretly tape-record in committee proceedings, but its newsmen were caught and evicted after only one-minute of transcription. The Minirecorder was discovered by a hotel house detective, who confined it and turned over to the group's sergeant-at-arms.

To reclaim the network's $250 investment, Joseph Meyers, radio news operations manager for NBC, and two engineers pretended to be casual observers and crowded around the sergeant-at-arms to ask innocuous questions about the gadget. They maneuvered positions between the guard and the recordor, making off down the hall with it just fast enough to outdistance their pursuer.

Chicago Tab
(Continued from page 27)

speakers' rostrum, and Rep. Joseph Martin was there trying out the gavel he was to use as temporary chairman. "If I yield to the gentleman with the microphone for his broadcast," Rep. Martin was quoted by network spokesmen. Engineering force of the DuMont Television Network manned the master control room at the Amphitheatre last week for all pool telecasts. DuMont picked up most of the feeds from CBS, but filled in by hours of the schedule with shows of its own originated from the convention hall or at studios of WGN-TV, its Chicago affiliate. Highlights of delegate sessions and interviews were filmed and rushed to DuMont headquarters in New York. Among special Chicago network origination were Keep Posted (Tuesday, 7:30-8 p.m. CDT), Convention Roundup (nights, 5:45-6:30 p.m.) and The Working Press (Thursday, 8:30).

VACATION replacement for Sunoco Three-Star Ezra, NBC, 6:45 p.m. EDT, is NBC newsman James Fleming of New York radio and TV news staff.

NETWORK TUSCLE
On GOP Committee Pickup
CBS and ABC last week charged NBC with backing-down on an agreement to carry a continuous pool telecast of the GOP Credentials Committee meeting and thus leaving the presenting networks in a 45-minute lurch.

Monday night, ABC and CBS spokesmen say, the three networks agreed that NBC cameras would be stationed in the Congress Hotel for all controversial discussion on the delegate seating debate between the Eisenhower and Taft factions. They opened Tuesday at 10 a.m. Plan was to keep cameras running for fill-ins during convention lulls and after the morning sessions. NBC pulled its cameras and equipment out of the meeting at the noon recess, switching its network to the All-Star baseball game in Philadelphia from 12:30 to 5:15 CDT.

CBS and ABC, which did not know of the switch according to their publicity men, relied on NBC cameramen to get the pickup of the Credentials committee after the recess when the session reconvened at 1:30. A CBS technician, wandering into the meeting at 1:15, noted the NBC cameras were gone. He flashed CBS-TV headquarters, which ordered a mobile unit from the amphitheatre to the Michigan Ave. hotel. Before it arrived, CBS-TV returned its equipment, which took 45 minutes to be installed. Telecast was not resumed until 1:15. Early Tuesday evening, a CBS technician installed CBS equipment and took over the pool feed until adjournment at 1 a.m. the next day, continuing through Wednesday.

NBC claims it made "no agreement for a pool feed of the after- noon session," committing itself to the morning session.

An ABC executive said he knew of no specific verbal agreement with NBC about continuous coverage of the proceedings, but that it wanted CBS to carry a pool to continuous pickup an event unless it notifies participating networks otherwise.

Sloat to Weldon & Carr
WILLIAM SLOATA has joined Weldon & Carr, Washington, radio and television consulting firm, as senior engineer. Reception degree from the University of Illinois and having specialized in the television field, Mr. Sloat received basic TV training at CBS New York. He has been assistant chief engineer of WPIX (TV) New York, chief engineer KEYL (TV) San Antonio and technical consultant-acting chief engineer of XELE-D TV Matamoros, Mex.

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BROADCASTING • Telecasting
Chicago Highlights
(Continued from page 26)
a Godwin term, is an element in TV previously unchecked, he said, although the immediate effect of TV on convention procedure and events has been highly touted.

PUBLIC SERVICE was added to public service with Advertising Council messages on register-and-vote, armed forces blood drive, forest fire and accident prevention delivered via broadcast media during Republican conclave. They will also be aired during Democratic convention. Arrangements for the spot announcements made by the council and Philco Corp., convention sponsor on NBC radio and television. “Get Out the Vote” campaign also planned by Revere Copper & Brass on special Meet the Press TV shows originating from Chicago.

GENERAL EISENHOWER has a special pair of eyeglasses when he appears before video cameras. The TV specs are rimless, whereas those he wears normally have heavy plastic rims.

CLINIC for politicians in television manners and dress died aborning in Chicago Monday as convention was delayed by a late-starting session. WGN-TV Chicago had scheduled a two-hour afternoon instruction period on make-up, clothing, visual and memory aids and dramatic presentations under the direction of J. E. Faragahan, program director. Session was planned at the request of the Republican host committee.

TV BOOM hit Chicago and elsewhere in the nation. Convention interest spurred set sales nationally, kept householders and patrons of beer parlors grounded for hours at a time, and also resulted in scalpers making fantastic charges for TV set rental in Chicago. Some dealers rented sets for from $30 to $55 weekly, with others charging lesser fees but insisting renters buy a converter for about $20. The headquarters hotel was equipped with direct current, so that alternate current lines had to be run in to accommodate sets without converters. Hotel charged $2.50 daily for a set, but these were “sold out” four days before the convention started. Newsmen covered the sessions via TV on 60 sets provided by Hallicrafters, Chicago set maker, for their work space in the Exibition Hall.

STANLEY HUBBARD, owner of KSFP-AM-TV St. Paul-Minneapolis, was there with his two sons, both photographers, who carried official credentials and were at work on the rostrum making “stills” for relay to KSFP-TV.

DELEGATES arrival at Convention Hall Monday morning was photographed by NBC's “Hydrolift” camera, which can be raised 15 feet in the air by an electrically-operated unit. Used for the first time in Chicago, the “Hydrolift” was mounted outside the hall.

WILLIAM N. GREER, owner of WSTA St. Thomas, Virgin Islands, is believed to have been the only broadcaster-delegate at the convention.

THE FAME of broadcasting’s perennial favorite, the giveaway, has even reached ex-President Herbert Hoover. In his speech Tuesday night at the convention, he said this country has developed “a new ideology of our own—a government giveaway program.”

EQUIVALENT of Hooper ratings centered the convention last week, marking the comparative line audience popularity of Gen. Douglas MacArthur and ex-Pres. Herbert Hoover. ABC's seismograph gimmick, which measured sound reactions from four microphones spotted throughout the convention hall, recorded a peak of 120 for the general, 115 for Hoover. These peaks of applause lasted, respectively, 32 and 29 ½ seconds.

CBS-TV claimed Wednesday that special Hooper surveys of its convention coverage showed its stations in New York, Philadelphia and Los Angeles leading all other stations in their markets after the first two evening sessions (includes addresses by Gen. MacArthur and by Hallicrafters, Chicago set Herbert Hoover).

INTERNATIONAL News Service and International News Photos set up two-way portable radio communications system for coverage.
IN REVIEW...

THE AMERICAN public living within range of television last week received a first-class lesson in practical politics, not to mention a thorough study course in the design and function of electric appliances and Betty Furness, who is undeniably streamlined and long-wearing and, for all this reviewer knows, frost-free.

Before getting to the happier aspects of television broadcasting television coverage, the reviewer has two quarrelsome comments to get off his chest concerning (a) Miss Furness and (b) comedians.

Endurance may be a useful quality to say, an Indian runner, but it is of questionable advantage to anyone who is a guest in the house. Midway in the CBS-TV coverage of the convention, this reviewer was earnestly wishing that Miss Furness, who appeared in every Westinghouse commercial she saw, would go home. Westinghouse would have been better advised to vary its commercials thus preventing Miss Furness, who in smaller doses does an effective selling job, from becoming a bore.

It must be said for Westinghouse, as for Philco on NBC-TV and Admiral on ABC-TV, that at no time to this reviewer's knowledge were important proceedings interrupted for commercials.

The use by NBC-TV and ABC-TV of comedians Bob Hope and Roger Price was a serious lapse in good taste. Mr. Hope's resources do not include inventiveness, and his appearances bore the heavy mark of a stabile of gag writers drawing heavily upon the joke files dealing with crowded or derelict hotels. Of the two, Mr. Price was the lesser objectionable. It would not seem that either network would have felt a desperate need for comedians either as audience attractions or comic relief, since the convention itself had both qualities in abundance.

TV Coverage Excellent

Aside from these shortcomings, the convention television coverage cannot be said to have been anything short of excellent. The major sessions, presented through the pool, were covered fully so that even the most serious student of conventionatory lore had the thoroughly informed. Off-the-floor scenes and interviews, picked up individually by the networks or taken from the pool, rounded out the story. The technical job was, for the most part, commendable.

The direction of the programs on all the networks was generally alert. Maximum advantage was taken of the television system within the halls at the Hilton Hotel headquarters and at the convention site. Certainly no one watching the affair through his own eyes in Chicago had anything like the comprehensive view that television gave the 60 million viewers who stayed at home.

An important point to remember is that the 1962 Republican convention, the first national political convention to be seen by a large television audience, was basically conducted as though television were not there.

The convention procedure was essentially unchanged from that which was in effect before television admitted the public. It is a procedure that was designed for an assembly in which the public had not a very large part. Whether this procedure will continue to be the way in which Presidential candidates are selected is not of much moment to things. A significant thing is that the public got a good look, for the first time, at a quadrennial institution about which it had only read before.

Last Thursday afternoon, during a lull in the floor proceedings, NBC-TV switched to an interview with William G. Saltonstall, principal of Phillips Exeter Academy and delegate from New Hampshire. Mr. Saltonstall said he questioned whether in the tumult of a political convention, it was possible "for us to make a wise choice" of a Presidential candidate.

Did the presence of television equipment and staffs add to the tumult? Don McNell, the interviewer asked.

"Actually," said Mr. Saltonstall, "I am delighted that television is exposing this to the public. Perhaps it may bring about a more reasonable way of choosing candidates."

Perhaps Mr. Saltonstall will be proved right.

ARCH COLEMAN (l), political commentator, and Jack Younts, president-general manager, WEEB Southern Pines, N. C., discusses last-minute plans as Mr. Coleman prepares to depart for Chicago to cover both national political conventions for WEEB, WEGO Laurinburg and WGWR Asheboro, both in the Tar Heel State.

METALS SUPPLY

DPA Reports on Aluminum

ALUMINUM supply should be ample by April 1963, "barring unexpected emergencies," to meet civilian demands for radio-TV receivers, component parts, station construction and other needs, the government said last Tuesday.

Defense Production Administrator Henry H. Fowler predicted this in releasing a "List of Basic Materials" and "Summary of Action Needed in Cooperation with the National Production Authority, National Security Resources Board and the Munitions Board.

Set manufacturers are comparatively well off, according to NPA authorities, with sufficient inventories of basic materials needed for manufacture of radio-TV receivers. Actual set inventories have diminished appreciably since last year.

Availability of aluminum, used in condensers and antennas as well as in station building facilities, is improving steadily," Mr. Fowler reported. DPA also announced new policy permitting radio-TV use of carbon steel in inventory without DPA authority.

Continued stoppages in steel [B&T, July 7], "could accentuate more sharply the shortages in some specific products," he added. Only slight increases for civilian copper use appear probable soon.

STATION CHICAGO COVERAGE

At Peak

IT WAS "C-Day" for the "inde- pendents" and remote-minded net- work affiliates covering the Repub- lican political show in Chicago last week (see main story, page 23).

With more than 2,000 radio-TV people representing some 300-plus network and local outlets, local station coverage reached perhaps an all-time peak for any Presidential nominating conven- tion.

While a substantial number of the nation's stations took network pickups, many fed direct-line remote broadcasts to home-town listeners eager for local color and news. Others tape-recorded special interviews from booths. Stations using direct lines and equipment took part in a pool arrangement at $250 each, with an additional $200 for line costs.

As a result, whether or not the individual station had its own news representatives on hand, listeners were kept fully abreast of convention developments. Stations frequently found it advisable to cancel regularly-scheduled local commercial commitments and, in any event, saturate their schedules with convention news and extend their broadcast day.

Through the facilities of Magnecord Inc., over 190 "indies" had put together tape-recorded broadcasts by last Tuesday. Arrangements were made by Magnecord in co-

operation with the National Assn. of Radio News Directors and Chi- cago News Broadcasters Assn., at savings to out-of-town outlets.

More than a dozen stations, most of them network-affiliated, were assigned booths for the convention. Some maintained direct lines from seats in the radio-TV section of the floor of the International Amer-

ic, Clear Channel Broadcasting Service offered its facilities for "live" feeds and recordings to some 16 station offices.

Independent stations sending newsmen to the GOP convention were able to record proceedings and inter- view delegates at Magnecord studios in the amphitheatre and the Conrad Hilton Hotel.

Magnecord provided studio and tape-recording facilities at the rate of $5 for a recording up to five minutes long and $8 for 15 minutes.

Eighteen staff members of Mag- necord and the cooperating news groups were accredited to provide full service in the tape-recording of all action on the convention floor. Portions of these sessions were edited for local angles and mailed back to stations for broad- cast. Tape was supplied by Audio Devices, New York.

Richard McQueen, Magnecord advertising manager, highlighted the news activity of six men at the amphitheatre and three at the hotel.

The enterprise of TV newsmen also played a vital role in coverage of the Windy City's battle of bomb- bard.

KANS Wichita set up a closed circuit to bring TV coverage of the Republican convention into the (Continued on page 100)
To the PRESS and RADIO:

Subject: WHEN "NET" IS NOT PROFIT

Railroad financial results and operating statistics, reported each month to the Interstate Commerce Commission, are compiled in accordance with the Commission's prescribed accounting procedures and under its inspection and supervision. The figures of no other industry are subject to more careful public supervision and scrutiny to insure their accuracy. The railroad figures are matters of public record and are periodically reported to the press and the public.

The terms used, however, sometimes fail to convey to those not familiar with them a correct understanding of their meaning. Take, for example, the term "net railway operating income," a familiar item in statements of railroad accounts. The use in the same phrase of the words "net" and "income" might make it seem that this is a measure of the profit available to the owners of a railroad, rather than just an intermediate step on the way toward finding out what that profit is.

"Net railway operating income" represents what is left after subtracting from total revenues from the sale of services the amounts paid out for operating expenses, taxes, the use of joint facilities, and hire of freight cars and other equipment. The resulting figure is the base on which the rate of return earned on property investment or valuation is calculated. "Net railway operating income," however, should not be confused with the terms "net income" or "net profits," for the railroads have other obligations to meet before arriving at such end results.

To find the profit it is necessary to go two steps farther--first, to add any income received from outside sources; and then to subtract fixed charges, principally interest on bonds, equipment trust notes and other indebtedness, and rentals for leased roads, which amount to nearly one-half as much as the "net railway operating income."

These necessary fixed charges must be met before any true profit can be arrived at. And even this profit is by no means all available for dividends, for out of it must come the funds to sustain the credit necessary to carry forward the program of additions and betterments so essential to continued improvement in railroad service.

Sincerely yours,

William T. Faricy
RESULTS of elections of 1952-53 officers and board of governors by each of the 15 local chapters of the American Assn. of Adv. Agencies were announced by 4-A's officials last week.

Meanwhile, dates for 4-A Eastern, Central, and Pacific fall regional conventions were reported as follows: Central Council (all territory between Pittsburgh and the Rockies, except Michigan), Oct. 9-10, Drake Hotel, Chicago, under Council Chairman John M. Willem, Leo Burnett Co., Chicago; Pacific Council (all west of Rockies), Oct. 12-15, Arrowhead Springs Hotel, San Bernardino, Calif., under Council Chairman Carl K. Tester, Philip J. Meany Co., Los Angeles; and Eastern Conference (New York, New England, and Atlantic Councils), Oct. 28-29, Roosevelt Hotel, New York, under Council Chairman Marion Harper Jr., McCann-Erickson. The Michigan Council has not completed convention plans.

In the 15 local chapters, officers and board members were elected as follows:


Oregon Chapter—Wayne R. Leland, Hoxie, Leland, chairman; T. B. Sprull, Botsford, Constantine & Gardner, vice-chairman; George E. Clinton, Joseph R. Gerber Co., secretary-treasurer; Hal E. Short, Hal Short & Co.; Willard E. Wilson, McCann- Erickson, all of Portland.


TAYLOR NAMED

Assumes New CPN Post

SHERILL TAYLOR, sales promotion manager, CBS Pacific Network and KNX Hollywood, has been named director of sales promotion—advertising—exploitation, a newly created post.

Under the new operation, Robert L. Finn, writer-production assistant on ONP's Meet the Missus, It's Fun to Be Young and Family Fun, has been assigned to work under Mr. Taylor's direction on program promotion and exploitation.

Leon Forsyth continues as merchandising manager with Arthur Sawyer, research editor, and James Cantwell, art director.
When you buy WWDC in Washington, you get a great big free bonus audience! A special survey by Pulse—made when no baseball or other special broadcasts were on the air—shows that WWDC has by far the largest out-of-home audience in the Washington area.

Out of 504 time periods measured by Pulse, WWDC was first 302 times, and tied for first 147 times. In other words, WWDC dominates this audience 94% of the time.

And this out-of-home audience is big. U. S. Government figures show that the Washington market has 244,067 automobiles with radios.

This big bonus audience that WWDC delivers advertisers is just one more reason why WWDC is the Washington station that sells goods.

Your JOHN BLAIR man will give you all the details about WWDC’s dominant position in this always-rich market. Call him soon.
WHAT must be the youngest audience ever selected as the target for a consistent sales effort via radio, sits down each afternoon, in several Pacific Northwest cities, listens to a quarter-hour broadcast, gets up for dinner, and increases tremendously the sale of the sponsor's product.

The program is The Sunny Jim Kindergarten, aired in Seattle for the past four years, and more recently in Spokane, Boise and Yakima as well. The audience comprises children between the ages of three and six.

The sponsor is Sunny Jim Food Products, Seattle, and the leading product, peanut butter, has tripled its dollar volume of sales and climbed to an unmistakable first place in consumer preference in the Seattle market since the show has been on the air.

Here's the story:

**SUNNY JIM KINDERGARTEN**

**FINISHING**

The program features a local station personality with voice and manner appealing for children. The show also includes a roll call, which developed originally to use the names of children who wrote in to the station. So many names came in, however, that the sponsor was forced to use only first names, and by recourse to such obvious sources as the telephone book, it was possible to include just about any given name a listener might possess.

The program started on KING in January 1946, and later branched out to KREM Spokane, KDSK Boise and KIMA Yakima. In Seattle, since September 1951, it has been aired on KRSC. The Kindergarten also was on KWJJ Portland for two years, but withdrew from the Portland market until sales and distribution problems could be solved.

To accommodate the relatively small budget available, independent outlets were selected, on the theory that if enough effort were put into promotion, the appeal of the program would cause parents to tune in the station. A second consideration, according to Mr. Sandiford, was better time availabilities. Results have proved the decision sound, he recently reported to Broadcasting & Telecasting.

Sunny Jim's first consistent, one-direction advertising was in radio. It has since been supplemented by newspaper space and more recently by a small television schedule. For 1950, 50% of the total ad budget is allocated to radio and TV.

The Sunny Jim Kindergarten remains the backbone of the account's advertising, however, and event... (Continued on page 60)
The Steeve Aile

Gunsmoke

December

Horatio Hornblower

Frank For
Five Outstanding New Radio Shows

CBS Radio presents the year’s top creative achievements in radio showmanship—five fresh interpretations of established program types.... Designed with realistic respect for advertisers’ budgets, these new shows carry maximum appeal for all ages, sexes, and tastes—assure low cost-per-thousand mass audiences.... Once more, CBS Radio, creator of more successful package programs than any other network, leads in developing exciting new entertainment.

Announcing...
Give your product a seasonable lift with one of these all-season shows...

THE FRANK FONTAINE SHOW—A half-hour of rippling comedy with Frank Fontaine and his zany impersonations of Fred Frump and John L. C. Silvoney...the baby-sitting dilemmas of the Fontaine family (latest count: a hilarious eight). Sundays, 8:00-8:30 p.m. EDT

HORATIO HORNBLOWER—Starring the distinguished Michael Redgrave as hero of C. S. Forester's best-sellers. Salt-spray adventures and sparkling romance...with an audience already assembled by the dashing Hornblower of magazine, book, and screen. (Mondays, 8:00-8:30 p.m. EDT)

DECEMBER BRIDE—Spring Byington is "her usual delightful self" (says Variety) as a new kind of mother-in-law (her son-in-law dotes on her). Warm situation comedy with a new view of an old relationship—delight for every in-law in the land. (Sundays, 7:00-7:30 p.m. EDT)

GUNSMOKE—There's a U. S. Marshal, assorted villains, the setting is the West—but there's a priceless missing-ingredient: It's a Western without corn. Adult writing, believable acting...the effect—to win a new audience for the sagas of the prairies. (Saturdays, 7:30-8:00 p.m. EDT)

THE STEVE ALLEN SHOW—A program with a human format—first name, Steve. It's a changing and always surprising blend of artesian ad-libbing...the Allen piano...the Bobby Sherwood Trio...and bright banter with unexpected guests. A smash hit on the Coast, this show has top national prospects. It's all easy...nothing's forced...a half-hour of fun. (Monday through Friday, 9:30-10:00 p.m. EDT)

Ask your CBS Radio representative for sample recordings...Refresh your customers and your sales with one of these big-opportunity shows—

...all on THE CBS RADIO NETWORK
book reviews . . .

ADVERTISING AT THE CROSSROADS
By Max Geller

RECOMMENDATION that governmental control of advertising, now scattered piecemeal among so many diverse agencies as the Post Office Department, Senate Commerce Committee, Federal Trade Commission, Alcohol Tax Unit, Federal Trade Commission and FCC, be vested in a single bureau, probably the FTC, is this book's major conclusion.

Required reading for any one at all concerned with the impact of advertising on the American people, both as individuals and as citizens of a nation, Advertising at the Crossroads tells the story of the growth of advertising from its humble beginnings in New York City's Strawberry Fields to its present status as the 'big business' status and reports the history of the government attempts to control this great force in modern American life.

Its author, in addition to his Ph.D. and LLB degrees, holds such industry-recognized titles as president of Wegner & Geller, Inc., and chairman and president and chairman of the board of the New Haven Clock & Watch Co. So when Dr. Geller recommends that Congress as an essential step toward curbing the massive inflation "limit the amount advertisers be permitted to expend for advertising," his words probably carry more weight than those of any allometric theorizing of an impractical visionary. They merit serious attention as the considered opinion of an experienced practitioner as well as student of advertising.

Deduction for Advertising

"Along with the problem of regulating advertising expenditures in an inflationary period, consideration should be given in this Congressional study to a more liberal advertising policy during a deflationary period with a view of achieving greater employment, production and consumption," Dr. Geller suggests. The aim must be, at all times, "to integrate the advertising expenditure with the national welfare."

Pointing out that "television has accentuated the influence of advertising on our homes, on young and old alike," Dr. Geller states that "questions have arisen as to how to curtail the growth rate of an ulcerous taste and obnoxious as well as deceiving and misleading; the problem of taxing advertising is coupled with curbing the needless expenditure. The question of the responsibility of the advertiser, the agency and the media is a problem that requires a great deal of attention."

"All this leads to the recommendation that one administrative bureau to the regulation, supervision and control of advertising in all its phases. The Federal Trade Commission is perhaps ideally suited for this purpose. It has the nucleus of the structure; all that it requires is the needed manpower and financial support. This would mean the accretion to the FTC with such powers, for this commission has demonstrated as well, as declared publicly that it is ready to accommodate the in every way and at all times with everyone interested in protecting these honorable professions and businesses from the unlawful practices of the few."

Noting that advertising, like each of us, "must adjust itself to the tempo of the era," Dr. Geller could not possibly make the statement that "advertising is by now too fine a profession and too great an economic force in our existence to permit the disreputable few to bring discredit on all. The voluntary cooperation in this direction on the part of the advertiser, the agency and, above all, the media will in the long run help advertising to prosper and grow; it will likewise serve as a great lesson for any stringent or drastic federal regulations."

Dr. Geller calls the TV broadcasting industry's cooperation a "move in the right direction" and points out "the interesting feature of this code is that it carries with it a penalty for violation in the long run to use the symbol. This may be a pattern for the periodicals to use and if they adopt it may mean that advertising will be put on a great deal of the criticism against advertising as well as eliminating the need for further government regulation."

WAGE CONTROL Is Retained for Radio-TV

SUMMARY: Scarcity on Capitol Hill of wage exemption legislation viewed in industry quarters that greeted the proposed amendment last month [BET, June 30].

This was apparent after joint Senate-House conferes voted to reject an amendment which would have freed broadcast and published media from wage ceilings commensurate with their price-exempt status.

As a result of Congressional action on the Defense Production Act signed by President Truman a fortnight ago, radio and TV wages will remain subject to the restrictions of the Wage Stabilization Board through April 30, 1955. There is one important difference, however: The present board will be replaced July 30 with a new statutory body, to be almost completely stripped of any authority to mediate labor disputes.

The recommendation to free men from wage regulations was offered by Rep. Paul C. Jones (D.-Mo.), adopted by the House but scrapped in conference. Committee authorities said that Senate conferees felt the proposal "went far beyond" the intent with which it was drafted. Pressed for Congressional adjournment, Senate members convinced House conferes it should be scrapped at this time.

While some industry quarters did not oppose Rep. Jones' suggestion, it is known that they feared the proposal would be inadmissible in the proposal—that of seeking to exempt the industry from wage ceilings on the grounds that prices were not subject to control. The exemption also would have applied to newspapers, magazines, theatres, and outdoor advertising. The amendment would have had

Hill of wage exemption legislation seen viewed in industry quarters that greeted the proposed amendment last month [BET, June 30].

\* varying effects on broadcast operation, depending on the size of the stations involved. Wage contracts negotiated by networks and stations with the AFM, AFRA, NABET, IBEW and other unions are subject to WSB jurisdiction.

It is known that the board has, in many instances, given the industry boosts in excess of token increases, with proper application to the agency. In this case, exemption might have been granted. Some broadcasters have occasionally looked with disfavor upon red tape attending such WSB negotiations, while others have favored outright scrapping of wage-price controls.

The decision of Congress to strip WSB of its mediatory powers and thus pave the way for a return to pressure on collective bargaining (with the NLRGB exercising that major function) is regarded as a victory in some industry quarters.

The new board will be composed of equal numbers of public, industry and labor members at present. It would be empowered to formulate general wage regulations subject to approval by the Economic Stabilization administration, and if approved would in essence be hampered, however, by lack of funds voted by Congress.

Between six and seven million more employees are freed from wage controls under the new law. Newly exempted are professional engineers and employees of small business firms.

HOOPER STAND Challenges WKBS Action

ATTORNEYS for C. E. Hooper Inc. have notified WKBS Oyster Bay, L. I., that they do not believe the station has legal grounds to forbid Hooperaters to gather data on WKBS listenership.

Lee Hollingsworth, president of Key Broadcasting System Inc., listenership auditors, has notified Hooper Inc. through the latter's attorneys in a letter July 3 that, "We strictly forbid your client, C. E. Hooper Inc., from making, recording, or using for any purpose, whatsoever, any listening data on our property, WKBS, or any other radio property that we may hereafter own."

Mr. Hollingsworth, in a previous letter June 27, had based WKBS objections to Hooper's rating, on grounds that "much of this 'so-called technique' appears to be used for promotional skulduggery against other stations, and we do not propose to be subjected to this type of procedure," adding that, by ad, word of mouth or otherwise.

WKBS contended it uses its own copyrighted rating system, Auction Audience Rating Program, to determine its listenership. This rating presumably is based on a daily merchandise auction conducted by the station.

Hooper Inc.'s attorneys replied in a letter that Hooper's basic information is obtained "directly from the listening and viewing public," and that figures are compiled "without prejudice or favor for any person or station, whether it be a client of Hooper or not."

The Hooper attorneys said that "C. E. Hooper Inc. states and enforces with its clients a code of practices designed to prevent any unfair or prejudicial use of the reports."

"We fail to see that your letter of June 27, 1952, states a legitimate demand, claim or complaint against C. E. Hooper Inc.," the attorneys said.

FPTC POST No Decision on Carson

NOMINATION of John Carson for reappointment to the Federal Trade Commission is "unfinished business" in the Senate Interstate & Foreign Commerce Committee, its chairman said, without prejudice or favor for action this year.

Mr. Carson was named by President Truman June 19 for a seven-year term beginning Sept. 28. In the absence of committee approval and Senate confirmation, Com. Carson is limited to serve until his successor is chosen.

A spokesman said last week that the matter was raised by the committee but action was deferred on grounds there was not time to hold hearings before the 82nd Congress adjourned.

Page 46 • July 14, 1952
TRUSCON STEEL TOWERS

stand out in performance

The ability to stand up under a wide variety of the most extreme conditions imposed by Nature makes Truscon Steel Towers stand out as leaders in design and construction.

A typical example of Truscon Tower strength-in-service is the unit operating for Station WILK-FM, Wyoming Valley Broadcasting Company, Wilkes-Barre, Pennsylvania. The Truscon self-supporting tower is 200 feet high, supports an RCA Two-Section FM Pylon Antenna, and in addition is designed with sufficient strength to support a television antenna in the future.

Truscon possesses many years of engineering knowledge and experience in the steel AM-FM-TV-MICROWAVE tower field. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON STEEL COMPANY
1074 Albert Street, Youngstown 1, Ohio • Subsidiary of Republic Steel Corporation

Truscon Self-Supporting Radio Tower operated by Station WILK, Wilkes-Barre, Pa.
Television Applications Filed at FCC July 3-10

Stockton, Calif.—Radio Diablo Inc., VHF Ch. 13 (210-216 mc), ERP 125 kw, visual, 8.9 miles from residence, antenna height above terrain 1,318 ft., first year operating cost $600,000, estimated construction cost $600,000. Post office address: 2705 East Main Street, Stockton, Calif. (Continued on page 70.)

Joliet, Ill.—Sandy Bros., UHF Ch. 21, ERP 25 kw visual, 10.5 miles, antenna height above average terrain 1,240 ft., estimated construction cost $250,000, first year operating cost $250,000. Post office address: 1115 West Jefferson Street, Joliet, Ill. (Continued on page 70.)

*CHICAGO—Johnson-Kenny Radio Corp. (WIND), UHF Ch. 20 (518-534 mc), ERP 400 kw, antenna height above average terrain 1,175 ft., estimated construction cost $509,000, first year operating cost $1,362,600. Post office address: 400 North Michigan Avenue, Chicago 11, Ill. (Continued on page 70.)


IN CINCINNATI IN NORTH CAROLINA IN THE SOLID SOUTH 
See Centerspread This Issue 
ON THE AIR EVERYWHERE 24 HOURS A DAY 50,000 WATTS SELLING POWER
Ziv's NEW RADIO SHOW... IT'S ENTERTAINMENT DYNAMITE!
The program that . . . . 154,000,000 AM

Starring

Tyrone Power

America's Favorite Son!

His faith in America gave America faith in him!

* Tyrone Power
  As Senator Dean Edwards
  He put Old Glory above his personal glory!

* Edwin C. Hill
  Adding Authenticity
  He humanizes the Why and How of government!
AMERICANS WANT TO HEAR!

Featuring

Edwin C. Hill

with David Rose, Jimmy Wallington
And an all-star supporting cast!


FREEDOM USA

THE INSIDE STORY OF WASHINGTON, D.C.

NEVER BEFORE SUCH A DRIVING, PULSING, FEVER-PITCH OF EXCITEMENT ABOUT "What goes on in Washington?"
Television Applications Filed at FCC
(Continued from page 48)

gineer A. D. Ring & Co., Washington. Principals include President and publisher James R. Rubenstein (37%), ex-
member of the FCC. President Louis A. Aune, attorney; and Edward L. King (50%), owner and treasurer. There will be no changes in the ownership or management of the station unless otherwise announced.

INDIANAPOLIS, Ind.-Indianapolis

WATERLOO, Iowa—J. A. Hofherr

TOPEKA, Kan.—KAKE-Television

BANOR, Maine—Community Tele-
casting (WABI), VFH Ch., 5 (174-186 mc); ERP 1.9 kw visual, 0.6 kw aural; antenna height above average terrain 473 ft., above ground 580 ft. Estimated construction cost $122,000, first year operating cost $30,000, revenue $30,000. Post Office address: 5 State St. Transmitter location, at a point in the middle of the Penobscot river, 45 miles East of Bangor, Maine. The station is located on a mountain, 250 ft. above average terrain.

WINCHESTER, Conn.—Sundowner Tele-

CHICAGO 7 CLEAR CHANNEL Home of the NATIONAL SWEET DANCE
Oilmen at Indianapolis Speedway
Show What It Takes To
Bring You 50% Better Gasoline At 1925 Prices

In a unique exhibit staged at the Indianapolis Speedway during 1952 trial heats for the 500-mile Classic, a group of oilmen showed some of the many steps necessary to provide you with 50% better gasoline at 1925 prices.

Before gasoline reaches the tank of your car, crude oil must be discovered, taken from the ground, refined, transported by tanker, pipeline, tank car or truck, and marketed by the jobbers and service stations in your home town.

Oil companies compete vigorously every step of the way for business. Competition is keen—the risks are high. But oilmen are willing to accept these risks as long as they have a chance to stay in business and earn a profit.

You benefit from this competition when you buy gasoline: 2 gallons now do the work 3 did in 1925. Yet this high quality gasoline is priced about the same—only the taxes are higher.

This is one more example of how competition among America's thousands of privately-managed oil businesses brings you and your neighbors the finest oil products at the lowest prices in the world.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.
IN NORTH CAROLINA

Mr. H. F. Seawell, Republican Candidate for Governor of North Carolina, writes us:

"On investigation, I believe more people in North Carolina listen to WCKY than any local stations, especially between 9 PM and 12 midnight. I would like to buy spot announcements."

MR. ADVERTISER, IF YOU WANT THE AUDIENCE, NOT ONLY IN NORTH CAROLINA BUT IN ALL THE SOLID SOUTH

BUY WCKY
IN CINCINNATI

Pulse surveys show WCKY's Daily Hit Parade, with a rating of 6.4, is the #1 local musical show in Cincinnati, with ratings higher than such network shows as Lowell Thomas, Beulah, The Lone Ranger, Three Star Extra, etc.

FOR CINCINNATI, PLUS THE SOUTH

INVEST YOUR AD DOLLAR

WCKY's-ly

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

-FOUR HOURS A DAY - SEVEN DAYS A WEEK
Heartbeat to Hamlet

WHATEVER the outcome of the political conventions and the elections, the radio-television ticket emerges the winner. It was a two-fold victory that the broadcast media scored in Chicago’s kick-off GOP convention last week. Barred from the pre-convention proceedings of the Credentials Committee on contested delegations, the mike and cameras were welcomed after the convention got underway, but the carpet wasn’t rolled out until after stern protests from broadcast executives had descended upon the Taft leadership following the arbitrary lockout.

The results of this turnabout, it was generally conceded, will be lasting. Every proceeding to which the public is permitted (along with pencil and pad reporters) also will be thrown open to radio and television. It is bound to have a salutary effect, too, upon decisions of Senate and House, which at the session just closed, threw roadblocks in the path of the broadcast media.

There was a windfall for television too—one which dispelled the notion that television needs"blinding lights" to do its work. Practically the first order given at Monday’s convention opening was the taking of the official photograph. Overhead lights in the vast amphitheatre were dimmed. There was no loss in the quality of the pictures transmitted via the TV pool.

The second victory came in the scope, magnitude and excellence of the television and radio coverage. A financial underpinning paid off. All America (and a good chunk of the world) listened. And some 70 million Americans looked as they listened to the most ambitious telecasts in history.

Chicago's stockyards amphitheatre was probably the worst place in the land at which to appraise the proceedings. The significant developments were not necessarily on the rostrum or floor. The working behind the scenes, happening in caucus rooms, or in the downtown hotel headquarters of the candidates and their retinues. Radio and television brought those reports—crisp, concise, up-to-the-minute—to an eager public. That public was better informed than the newsmen at the ringside—because ringside was but one point of a multi-ringed show.

When the crack of a gavel resounded in the nation's newspapers learned quickly that the broadcast coverage provided impeccable, omnipresent reporting. Many newsmen planted themselves in front of TV receivers installed in the numerous lounges of the amphitheatre. Or they were content to sit it out in their hotel rooms, reporting from the video screen.

Only during the peak periods were the rows of press seats, flanking the rostrum, fully occupied. Radio and television did the full-time and the "full text" job. They also provided the interpretation from the cream of the nation’s newsmen and commentators, working for networks and for station groups or individual stations.

There were fluffs of apiety. But they were caught up fast. Practically nothing happened since the bell in one room, and the curtailed news, resulting from raiding and reworking, affected the entire news account. Like a piece of artillery, the "enemy" took every shot. The veterans, facing the"itchy feet" cost of the news, kept charging day after day. And the"enemy" was not only"defeated." It was actually overwhelmed.

No event in history has ever been covered as fully or as accurately. Every heartbeat reached every hamlet. There was no slanting or coloring. The convention spoke for itself—and was seen doing it.

Smattering of Wisdom

IT WAS WISE of the FCC, which characteristically has not shown such wisdom on the subject, to delay the effective date of its rebroadcast rule while it studies opposition comment. It would be wiser still if the Commission were to report only positions, but discard this wholly inequitable rule, which in effect, would obligate a station to justify any refusal to let another station rebroadcast its programs, with the implied threat of FCC retaliation against the uncooperative station.

As reported here in recent weeks, some very persuasive comment has been filed with the FCC in opposition to the rule. It has been far more persuasive than favorable comment the FCC has received from Gordon Brown of WSAY, Rochester, N. Y., and his sidekick, Rep. Harry R. Sheppard (D-Calif.), who apparently would like to see TV programing on the air put up for grabs by anybody.

What incentive would be left for any station or network to create programs when, under this proposal, it would be far easier to pickup and rebroadcast those originated by others? Is there any property right involved in a program which has taken money, time and talent to prepare?

N.A.R.T.B., NBC and N.A.R.T.B. have led the fight in opposition to the rule. It would be well for others to join these leaders in submitting vigorous arguments against the measure which, unless the FCC is bound to change its mind, is set to go into effect Aug. 30.

The Big Touch

THE FORD Foundation board of trustees, whose unique mission is to give away large sums of money, is presently handling a flood of requests which, if satisfied, would tax even so vast a reservoir as that of the world's richest philanthropy.

The educators want the Ford Foundation to put them in the television business, or rather not in "business," a sordid state, but in the never-never land of non-commercial television. At its meeting in New York July 15-16, the foundation's board or Ford himself, is looking on like a cautious Godfather, to see if the enterprise is well organized that even the President of the United States has become a spokesman for the supplicants. We trust that the board will act with wisdom and refuse to be swayed by the pressure.

Non-commercial educational television is something that not even the Ford Foundation could impose upon the country. The trend in educational television is national. It is not only that stations cost a great deal to build. They must also be maintained. In the case of non-commercial, educational television, the large upkeep of operating stations will go on indefinitely with the hope of bringing any money in except through some form of philanthropy.

At most, the Ford Foundation could not undertake to finance the construction and year-after-year operation of more than a handful of educational stations, unless it were to discard all its other enterprises.

The foundation can, however, achieve the same ends of educational television by far more practical and indeed more effective means. Already it has made a start on such a program. Its Television-Radio Workshop, which distributes educational programs through commercial facilities, is now well off the ground.

Through an expansion of that kind of project, the foundation board of trustees, if interested in spreading culture and intelligence through television, could do the most at the least expense, reaching a maximum audience potential that could never be reached by a non-commercial system that will be piece-meal in its coverage at best.
A Nineteenth Century booster, writing to a New England friend, described some of the Texas Panhandle's paradoxes. "Ranch houses are ten miles from the front gate. We have more cows and less milk, more preachers and less religion, more climate and less rain, more rivers and less water, more hot days and more cold nights, than any place in the world. We also have some characters who ought to be roped and hung. All we need is more water and a better class of people."

The friend replied, "That's all hell needs."

* * *

We're happy to report progress on practically all counts. Justice, no longer dispensed with a rope, flourishes in a flourishing countryside. Amarillo, scene of the world's largest cattle auctions (1951 volume in excess of $53 million), is surrounded by oil fields, wheatlands, cattle ranches and prospering farms. The days are still hot, the nights are still cold, but there's no better class of people anywhere.

With the highest retail sales in the Nation ($1728 per capita, $5490 per family—Sales Management), Amarillo owes much to its vast trading area. Shopping center for two million persons in 78 counties, Amarillo is also the home of KGNC, the one (and only) ad medium which covers the entire trade territory.
LAMBERT B. BEEUWKES to WLAW Lawrence, Boston, as general manager. Mr. Beeuwkes resigned as manager WHEE (now WBOB) Boston last May [B*T, May 12].

HAROLD W. (Dutch) CASSILL, in New York State radio for 12 years, to KIOA Des Moines as general manager.

KENNETH F. SMALL, executive vice president, Newman, Lynde Assoc., Jacksonville, Fla., to WPDQ same city, as assistant general manager.

HAROLD PAGE promoted to manager, JERRY BEN McLAUGHLIN, commercial and assistant manager.

KATHRYN B. BEEUWKES to WLAW Lawrence, Boston, as general manager, Mr. Beeuwkes resigned as manager WHEE (now WBOB) Boston last May [B*T, May 12].

HAROLD W. (Dutch) CASSILL, in New York State radio for 12 years, to KIOA Des Moines as general manager.

KENNETH F. SMALL, executive vice president, Newman, Lynde Assoc., Jacksonville, Fla., to WPDQ same city, as assistant general manager.

BEN MCLAUGHLIN, commercial manager, WICU (TV) Erie, Pa., named acting general manager succeeding Herb Stewart, general manager, who resigns July 15.

JERRY TOLAND, business and commercial manager, KWTW Hutchinson, Kan., to advertising staff, KVOR Colorado Springs, Colo.

VERN HEEREN, TV spot traffic supervisor, named sales service manager, new post in NBC Chicago TV Spot Sales.

HAL DAVIS, program director, KING Seattle, to KGAE Salem, Ore., as general manager.

WILLIAM PERKINSON, Ziv Television Programs Inc., to Chicago office CBS Television Film Sales as account executive.

O. L. TAYLOR Co. appointed exclusive national sales representative by WCAN (formerly WMAW) Milwaukee.

ELMER G. SULZER, U. of Kentucky radio head, to Indiana U. as director of radio and television, managing WFIU (FM) Bloomington in charge of all IU radio-TV programs.

RICHARD O'LEARY, account executive, KTTV (TV) Hollywood, to KHJ-TV, that city, in similar capacity.

MARGORIE ROGERS, women's program director KPMO Pomona, Calif., to KOCs and KEDO-FM Ontario, Calif., as manager.

HAL LEWIS appointed sales and promotion manager for KHON Honolulu, BUCK BUCKWACH named to handle station promotion.

PERSONALS...

JOHN S. HAYES, general manager, WTOP Inc., Washington, named chairman of business unit for D.C. 1953 Joint Community Chest Federation and United Defense Fund campaign... SI GOLDMAN, general manager, WJTN Janesstown, N.Y. appointed vice chairman of local Community Chest... LOUGSBURY D. (Bill) BATES, CBS-TV legal staff, elected international president of Alpha Delta Phi fraternity.

L. A. RADIO, TV COOPERATE

In Covering Attempt to Swim Catalina Channel

PUBLIC-SPIRITED cooperation between highly-competitive radio and television in Los Angeles was displayed in joint coverage of the attempt by Florence Chadwick to swim the 21-miles-wide Catalina Channel.

Originally planned as a KFWB special events remote by Harry Maizlish, president and general manager, who sponsored the 32-year-old distance swimmer, it involved KFOX, Long Beach, and KPFM San Diego to participate in radio coverage by a pool arrangement.

KNBH (TV) Hollywood also asked to participate with Don Norman, general manager, accepting, and arranging with NBC-TV New York for two brief pickups on NBC-TV's Todep.

After the first cut-in, approximately 55 NBC-TV affiliates requested more. NBC-TV then carried two more half-hour segments of the KBNH remote, including the finale when the exhausted swimmer was pulled from the choppy seas two miles from the mainland finish line after 17 hours.

With Joe Yocum, Larry Finley and Ted Benton of KFWB and Bob Lamb of KFOX at the mike aboard the yacht Versaeus, radio remote pickup was transmitted to Radio Central in Los Angeles and fed to KFWB, KFOX and KPFM on a constant schedule. KHIG Avalon, Calif., on Catalina Island, also carried a five-minute resume every hour, independent of the pool, from the station's yacht.

KNBH using a landing barge as base of operations, with announcers Paul Pierce and Jack McElroy working the entire 17 hours. At cameras were Allen Farnum, Armand Poitras, Stan Chlebek and Gorman Erickson. Jim Merrill, technician, manned the microwave relay transmitter atop the pilot house.

Credited with success of the running telecast were Ralph Clemons, engineer-in-charge aboard the landing craft; Stan Sauteressig, technical director aboard the barge; Jack Murrell, engineer directing operations; Robert (Doc) Livingston, KNBH director, and A. V. (Bud) Cole, station program director. Audio engineer was Lloyd Jones and general technician, Bob Poitle.

CURT NAMED WOV Sales Head

NEW sales manager of WOV New York is Joseph N. Curt, who succeeds Herbert Schorr, resigned to become part-owner of WFEC Miami, Fla.

General Manager Ralph N. Weil announced Mr. Curt’s appointment last week, noting the new sales manager started his career with the WOV sales staff after wartime Army service. He is a graduate of Manhattan College.

Mr. Curt rose to senior salesman with the station and after four years became an account executive with Crosley Broadcasting Co. in New York. He left Crosley after two years and joined ABC’s TV spot sales division as account executive.
What the well-dressed reputation-robber is wearing!

The interests which are slandering the trucking industry these days are no fools. Because of their record they know that if they sent you, under their own names, the diatribes they've been feeding the press in recent months, your wastebaskets would be bulging. So, they put on false-faces.

The false-faces did not fool a Senate Committee on Interstate Commerce. Here's what a report on these tactics, exposed in an earlier Senate investigation, said:

"Railroads and railroad associations have spent large sums in lobbying for anti-truck legislation. Seldom revealing their true role, they have worked 'under cover' behind the fronts of taxpayers' groups, transportation associations, safety councils, and other organized groups. Among the measures thus secretly sponsored have been laws increasing taxes on trucks, limiting the size and weight of trucks and trailers, and tightening insurance and license requirements.

"...Material furnished free to newspapers and supposedly coming from a disinterested source gave wide publicity to the railroads' point of view. Research studies presented as the work of impartial engineers or taxpayers' groups, but actually financed by the railroads, purported to show the damage done to highways by trucks and the inadequacy of taxation on trucks."

Yes, the Masked Marvels are still out to smear trucks. They're out to put the trucking industry "in short pants" by shrinking trucks to short haul business. They want you to forget how vital trucks have become in our free economy to manufacturers, wholesalers, retailers and the buying public.

Such considerations don't count with the masked men!

All they are interested in is the glittering prize—To restore the complete monopoly of inter-city freight, at their own terms, such as they had 25 years ago.

Will you help the False-Face Gang turn back the clock to the twenties? Can you overlook the vast contribution to our standard of living that the trucking industry has made since then—the faster, more flexible service that trucks make possible? Will the people in your community who depend on trucks to stay in business agree with you?

Most of their material is remarkably well disguised; it has fooled a lot of smart people. Next time you get a handout on trucks, consider the source carefully. Are you sure you recognize it? Or can you detect the Masked Marvels at work?

Every piece of material we release to you is clearly identified with our own name. We need no mask. We're out to serve America, not drive anyone out of business! And any time you ask us—or any one of our 51 member associations near you—for information about motor carrier service, we'll be glad to accommodate you. You'll find the straight goods we give out a welcome change from the Masked Marvels' hate campaign!

JOHN V. LAWRENCE, Managing Director
American Trucking Associations

American Trucking Industry
American Trucking Associations, Washington 6, D. C.
CHARLES F. HARRISON JR. named sales manager of WFAA-AM-TF Dallas. He was formerly with WING Dayton, WIZE Springfield, and WCOL Columbus, all Ohio. 

NORMAN EVANS, WQMG-AM-FM Washington announcer, named station production director.

ROBERT E. SMITH named chief announcer at KFOX Colorado Springs, Colo. RAY ROGER, KNEU Scottsbluff, Neb., to announcing staff KFVOR.

HARRY GIANARIS named director of news and sports, WSCS Charleston, S. C., replacing ROBERT TURENE, resigned.

BOB MARTIN, WBBM Chicago, operations director, and assistant program director, has resigned.

ED KAUFMAN joins WHBC Canton, Ohio, news staff. He was with WPAY Portsmouth, Ohio, and WINN Louisville, Ky.

JOY RUSSELL-SMITH, story editor KNXT (TV) Hollywood, shifts to CBS city that as head of newly created literature and program clearance department.

DICK ROSS, KIRO Seattle, to KING-TV, that city, as local news editor.

JAMEE JAMET, traffic manager KTTV TV Hollywood, named assistant director of facilities. She is succeeded by HARRIET HALL, of traffic department.

ISABELLE MITCHELL, secretary to PAT KELLY, program manager KFI Hollywood, promoted to traffic director.

ED CHANDLER, free lance announcer, to KFI Los Angeles as summer relief.

ROBERT MEHRMAN joins WTAO Cambridge, Mass., as announcer-m.c. C.P. BILL WOLFF, formerly program director WENX Muskegon, Mich., now with American Forces Network in Germany.

MARSHA ADAMS added to staff of WBNW Milwaukee. She is also director of music for the station.

WILL JONES, photographer WSTR-AM-TY, resigns to join Army.

JOHN ADEMY, WCAO Baltimore newscaster, named vice president in charge of public relations for Northwood Optimist Club, Baltimore.

VIC PIANO, promotion manager WSB-AM-TV Atlanta, father of girl, Vivien Celeste.

DICK COLEMAN, WCBM Baltimore disc jockey and ELAINE GREGLOTT, station’s secretary-typist, to be married October 4.

PARLEY BAER, who portrays Charlie Proufoot on CBS Radio Gunsmoke, father of girl, Kathleen, June 29.

GAIL DAVIS, star of Annie Oakley TV film series, has completed feminine lead in Columbia Pictures feature film, “Winning of the West.”

MAY LOU HARRINGTON, who portray Joan on NBC Radio One Man’s Family, and Richard Schacht, USAF, will be married in fall.

NINA BARI, who portrays Tongs on ABC-radio TV Space Patrol, and Bob SHELDON, assistant director and floor manager KECA-TV Hollywood, were married July 10.

ALEXANDER SIECKEN, program assistant on the Barbara Welles shows on WOR and WOR-TV New York, has become engaged to BERNARD GEORGE CHAPIN WALTERS, economic instructor at Lehigh U.

LILY HOGAN, star of KMB (TV) Hollywood Lee Hogan Presents, married Dr. Alonso Cass, June 27.

BOB FAIRBANKS, chief apprentice, KCBS San Francisco, named promotion writer.

Bernstein Elected

FRED L. BERNSTEIN, station manager of WTTM Trenton, was elected president of the Advertising Club of Trenton last Tuesday a meeting in the Hotel Hildebrecht.

Mr. Bernstein appointed Fred Walker, director of public affairs at WTTM, as publicity director for the club.

Improving Your Selling

RADIO SALES TRAINING SCHOOLS
for salesmen

Columbus, Ohio—Deisher-Wallick Hotel July 14-15-16 and August 14-15-16

RADIO SALES TRAINING SCHOOL for managers only

Cincinnati, Ohio—Sheraton-Gibson Hotel July 23-24-25

WORTHINGTON, OHIO
Telephone Worthington 5-3346

THE FRed A. PALmer CO.
WLOF RETRACTS

Statement Found In Error

WLOF Orlando, Fla., has retracted one of a series of statements made last Feb. 24 during a one-day feud with Orlando Daily Newspapers (B&T, March 3).

The incident occurred when the late J. Allen Brown, as WLOF executive vice president and general manager, instigated a series of 30 announcements replying to a full-page ad in the Orlando Sunday Sentinel-Star. The ad, titled “Why Scatter Your Shot?”, included the statement, “According to WLOF Indianapolis, all four radio stations at one time.” concluding with a sketch showing an entire family draped around sections of a newspaper.

Donn R. Coe, WLOF acting manager, informed BROADCASTING • TELECASTING July 5 that WLOF desired to retract this statement which it claimed to have made in the series of announcements replying to the advertisement:

These are the same four radio stations that give complete cooperation and promotion in behalf of Orlando’s Community Chest campaign. This is one charity drive that suffers each year from lack of complete newspaper promotion.

Mr. Coe wrote: “We have had the opportunity to personally examine the promotion given to the Orlando Community Chest campaign for the year 1961, by the Orlando Daily Newspapers who publish the Orlando Morning Sentinel and the Orlando Evening Star, and find that the statement above is in error.”

Mr. Brown was fatally injured April 19 in an automobile accident.

Campaign Post

ARTHUR E. GERBEL, Jr., assistant general manager, K.B. Seattle, is managing the campaign of Washington’s Gov. Arthur B. Langlie (R) for re-election. Mr. Gerbel began a five-month leave of absence from the ABC-affiliated station July 1 to accept the political assignment.

Cheap Electric Power is Bringing New Industry to Western Montana

and

The Art Mosby Stations

MISSOULA

KGO-KNA

5 kw  250 Watts

Day & Night

Anaconda

Butto

MONTANA

THE TREASURE STATE OF THE 48

Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country

Reps: GILL, KEEF & PERNA, N.Y., Del., Ia. & S.F.

BROADCASTING • Telecasting

Our Respects To

(Continued from page 58)

of the ’20s, Rudolf Valentino.

When the itch left, he returned to Baltimore and that’s when he started trying to promote his health.

As a TV executive, Kenneth Carter has very definite ideas about public service programs. WAAM is described as the first local TV station given the George Foster Peabody award, the citation being based on the John Hopkins Science Review, now one of the top public service features of the visual medium.

He has contended that viewers in a multi-channel TV city deserve the widest possible choice of programming—hence the WAAM rule that the station will not take part in any local political telecast or special events featured to be carried on all three video outlets simultaneously. While WAAM has a long array of public service awards, Mr. Carter has always felt that public service can be achieved without sacrificing revenue and he has both citations and balance sheets to prove it can be done.

On his desk is a motto, “We Can Do It,” and the WAAM operation follows this thesis. Department heads are given plenty of authority to do their jobs and the spirit of teamwork extends from President Ben Cohen and Executive Vice President Norman Kal right through the organization.

WAAM pioneered the program advisory council movement in television, assembling a board of outstanding Baltimore leaders. The station supports and organizes the Regional Television Seminar, in which over 25 universities have been represented. These seminars provide a meeting-time for college students and commercial telecasters.

Mr. Carter’s sports background remains a strong influence. He has been a professional handball player and has appeared with outstanding players. He loves baseball but he loves fishing even more, especially “chumming” for rockfish on the Chesapeake.

Mrs. Carter is the former Ada Allen, described by her husband as “just a farm girl from Severn, Md.” This is the understatement of the year, as one glance at her flashing eyes will demonstrate. They have been married 17 years.

Active in Civic Affairs

In Baltimore Mr. Carter is active in many civic movements. He is a member of Baltimore Assn. of Commerce; Ad Club; Baltimore Press Club; Academy of Radio & Television Arts & Sciences; Baltimore Country Club; 32nd degree Mason; Shriner; Grand Jurors Assn. of Baltimore (he served a four-month term in 1956 as assistant foreman). He is one of the few members of the University Club without a college degree. He is a member of the board of the National Conference of Christians and Jews.

JOHN D. HUGHES (I), Indianapolis attorney, presents U. S. Navy citation “for outstanding public service” on the part of WIBC Indianapolis to Richard M. Fairbanks, WIBC president-general manager. Station aired the ceremony.

NEW COPYRIGHT

Author’s Okay Is Needed

BROADCASTERS will have to get an author’s permission to air a non-dramatic, literary work, according to a Copyright Law amendment passed by Congress July 4, after differences were ironed out in Senate-House conference (B&T, June 23, March 31, 24). The bill (HR 2859) was awaiting the President’s signature last week.

Only significant change from the original bill is the establishment of a maximum $100 fine for unwittingly infringing on the copyright. The bill originally carried a minimum $250 penalty for infringement. Wilful infringement of a copyright carries a fine of $1,000 and/or a year in jail. Civil damages up to $5,000 are also allowed.

Effective date of the act was made Jan. 1, 1953. This permits phonograph and transcription makers to use master pressings made before enactment of the legislation.

JOHN ZINSELMEIER

Was WLW Executive

JOHN ZINSELMEIER, 48, WLW Cincinnati merchandising director, died July 2 at his home there. Beginning as drug merchandising director with WLW in 1944, he was named specialty sales manager in 1946 and merchandising director in 1948.

His previous affiliations had been with Procter & Gamble Co., Ohio Butterine Co. and the drug division of Stanco, a division of the Standard Oil Co. A native Cincinnati, he belonged to the Cuver Press Club, Ohio Valley Drug Assn., Indiana Travelers Assn., Ohio Drug Travelers Assn., Assn. of Mfrs. Representatives and Kentucky Travelers Assn.
EVIN B. HINCK, manager of electronics parts sales at Allen B. DuMont Labs, named head of the newly-formed Replacement Sales Dept., which will handle sale of all TV replacement parts and picture tubes.

GERALD E. NISTAL appointed advertising and sales promotion manager for Government & Industrial Div., Philco Corp. Mr. Nistal previously was with the Radiomarine Corp. of America, and Lear Inc., as advertising-public relations manager.

ROBERT S. KELLER, Inc. named sales promotion representative by WKAC Greenville, S. C.

MICHAEL DERICE, newspaperman, selected to be manager of advertising and publicity in the U.S. and in Canada for the trade magazines, Radiomedia Y Television, published in Cuba, and the Radio-TV Salesman, published in Mexico.

GRIMWOOD FIRM

Continues With Same Name

ALTHOUGH Fred O. Grimwood died last April, his engineering consultant firm will continue in St. Louis under the name of Fred O. Grimwood & Co. It was announced last week. His widow, Mrs. S. C. Grimwood, has been elected president of the firm.

The St. Louis office of the company was supervised by Ralph J. Bitter prior to Mr. Grimwood's death. Mr. Bitter has made an arrangement with the estate to purchase into the corporation and to carry on the business himself.

PULSE SURVEY

Auto Listening Noted

SOME 907,469 persons in metropolitan New York and 842,750 persons in the Los Angeles area listen to the radio while going to work, a special Pulsue survey revealed last week.

The survey, exploring "going-to-work" habits, was conducted last May. It found that in Los Angeles, 46.1% listen to the radio on route to work while in New York, 18.6% are radio listeners.

The lower proportion of New York radio listeners among people going to work as compared with Los Angeles, Pulse reported, is due to the method of transportation. In metropolitan New York, most people use public transportation—67% go to work by subway, bus, street car or commuter trains—while only 26% travel by automobile. In Los Angeles, 74% use automobiles to get to work while only 20% use public transportation.

The survey found that in Los Angeles only 6.6% (120,650 persons) read newspapers while going to work. In New York, 48.1% (5,485,000 persons) read newspapers en route to work.

The findings prompted the following comment from Pulse Director Sydney Rosow: "The Pulsue circulation figures take account of papers that are bought and read by people en route to their jobs. On the other hand, ratings based on at-home listening miss the vast audience that listens en route to their jobs. This is just one more example of how radio is penalized by failure to take the out-of-home audience into account."

KFIR Affiliates

ADDITION OF KFIR North Bend, Ore., to the CBS Radio Network as a bonus station to the Pacific Coast Group was announced last week by William A. Schutz Jr., CBS Radio's national director of station relations. Total number of CBS Radio affiliates in now 208. KFIR operates with 250 w on 1340 kc and is owned and operated by the Bay Broadcasting Co. Glenn E. Nickell is general manager.

IN CINCINNATI

IN NORTH CAROLINA

THE SOLID SOUTH

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER

BROADCASTING • Teletcasting

Page 62 • July 14, 1952

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, 1952, 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 registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask
Headley-Reed

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

570 KC

WSYR-AM-FM-TV

570 KC

IN CINCINNATI

IN NORTH CAROLINA

THE SOLID SOUTH

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER

BROADCASTING • Teletcasting

Page 62 • July 14, 1952
Television Applications Filed at FCC

(Continued from page 58)

MINNEAPOLIS and ST. PAUL, Minn.—Upper Midwest Television Co., VHF Ch. 33, Minneapolis, 158 kw visual, 158 kw audio; antenna height above average terrain 647 ft., above ground 714 ft. Estimated construction cost $752,346, operating cost $1,168,000, revenue $1,168,000. Post Office address: 275 11th Ave., N., Minneapolis 15, Minn. Studio and transmitter location on east hills of Minneapolis few feet off State Hiway #26.

GEOGRAPHIC COORDINATES: 45° 05' 37" N., Lat.; 93° 20' 36" W., Long. ANCILLARY: Licensee KSTP, Inc., managed by KSTP, Inc., also licensee of WDSP, WHO, WNAX, WCCO, WCCO-AM/WCCO-FM/WCCO-TV on 11,000 employees.

GEORGIA.

WASHINGTON, D.C.—Earl Davis, Jr., 1117 Virginia Ave., N.W., Washington, D.C., announced plans for a new television station for the District of Columbia. First it traces the amazing growth of National Spot Radio as a vital advertising medium from $13,806,000 in 1935 to a whopping $134,391,439 by the end of 1951.

Next it spells it out, in detail, the ways in which National Spot Radio can be used to solve specific marketing problems—an invaluable guide to every executive concerned with moving goods.

And finally it gives actual case histories, from the tested experiences of successful advertisers, of how National Spot Radio pays off.

In short, it's an authoritative analysis of the vital role of National Spot Radio today, presented by the editors of Printers' Ink to our 23,309 subscribers who include America's leading advertising, management, sales and agency executives.


July 11th Printers' Ink tells how and when to use it, gives case histories of successes.

If you are now a Printers' Ink subscriber, guard your copy of the July 11th issue. Demand for additional copies is running high (advancement orders from several national organizations have already been received) and all signs point to a sell-out of the entire issue.

And certainly if you're not seeing Printers' Ink regularly now, the July 11th issue is a good one with which to begin your subscription.

The report on National Spot Radio is typical of the deep, careful, analytical work our editors do when they report on any of the many subjects that buyers of advertising (our readers) expect and find in Printers' Ink. Many radio executives now subscribe to Printers' Ink for that very reason: to get the advertisers' viewpoint.

Don't you agree that you would benefit by 1) having this useful Printers' Ink report on National Spot Radio, and 2) being well-informed throughout the year on the subjects uppermost in your advertisers' and prospects' minds?

Return the coupon below to me now, and I will see that our Circulation Manager starts your subscription to Printers' Ink with the valuable July 11th issue.

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink
205 East 42nd Street
New York 17, N.Y.

Enter my subscription for one year—52 issues. Start it with the July 11th issue.

( ) Enclosed is check for $5.00
( ) Send bill to company

Individual Name
Company
Address
City Zone State

($5.00 rate good in U.S. and Canada only)
Television Applications Filed at FCC

(Continued from page 63)

construction cost $250,000, first year operating cost $220,000, revenue $315,000.

Post Office address: 70 West Fourth St., Mansfield, Ohio. Studio and transmitter location on Main Ave., 33 mi. West of Mansfield. Geographic coordinates: 41° 26' 30" N., 82° 37' 10" W., Transmitter DuMont, antenna GE.

Lorain, Ohio, and vice president of two-way construction firms.

TOLEDO, Ohio—The Toledo Blade (VHF Ch. 11; 319-680 mc; ERP 316 kw visual, 70 kw aural) antenna height above average terrain 565 ft., above ground 495 ft. Estimated construction cost $840,441, first year operating cost $290,000, revenue $500,000.

Post Office address: S33-541 Superior St., Toledo. Studio and transmitter location: S33-541 Superior St., Toledo. Principals include: Chairman and President of Toledo Blade Co.,;President of Toledo Blade Co.;; Paul Block (WTO); William M. Black, W. Long, Transmitter GE, antenna GE. Legal counsel: Legel, Smith & Hennessey, Washington. Consulting engineer E. Page Consulting Engineers, Washington. Principals include: Chairman of the Board of Directors, president, and vice president of Toledo Blade Co.

COOS BAY, Ore.—KOOS Inc. (KOOS), VHF Ch. 16 (482-488 mc; ERP 20 kw visual, 12 kw aural) antenna height above average terrain 385 ft., above ground 315 ft. Estimated construction cost $155,655, first year operating cost $207,600, revenue $600,000.


COLUMBIA, S.C.—Marasco Broad- casting Corp. (WMSC), VHF Ch. 7 (102-188 mc; ERP 214 kw visual, 114 kw aural) antenna height above average terrain 611 ft., above ground 575 ft. Estimated construction cost $1,223,233, first year operating cost $223,300, revenue $3,000,000.


SPARTANBURG, S.C.—The Bctg. of the South (WSFA-AM-FM), VHF Ch. 7 (174-188 mc; ERP 240 kw visual, 118 kw aural) antenna height above average terrain 614 ft., above ground 577 ft. Estimated construction cost $1,248,152, first year operating cost $233,000, revenue $2,000,000.

Principal: C. W. Martin. Address: 400 East Main St., Columbia, S. C. Studio and transmitter location: 241 1/2 N. Main St., Spartanburg, S. C. Geographic coordinates: 34° 52' 0" N., 81° 31' 0" W., Transmitter GE, and antenna GE. Legal counsel: George & Bassby, Washington. Consulting engineer William Jackson (20%), WMSC general manager. WMSC chief engineer: Secretary E. George (98%). Stockholders total 10.

BRISTOL, Tenn.—Radio-Phase Bctg. (WMRO-AM-FM), VHF Ch. 5 (76-82 mc; ERP 100 kw visual 50 kw aural) antenna height above average terrain 807 ft., above ground 619 ft. Estimated construction cost $318,750, first year operating cost $52,750, revenue $115,000. Post Office address: 310 Main St., Bristol, Tenn. Studio location: 310 Main St., Bristol, Tenn. Geographic coordinates: 36° 35' 10.5" N., 85° 19' 0.5" W., Transmitter GE, and antenna GE. Legal counsel: McKenna & Wilkinson, Washington. Consulting engineer: O. D. Garland, KAI, Washington. Principals include: "President Fred F. Chitty (5%)."

KLAMATH FALLS, Ore.—KRFJ, VHF Ch. 2 (54-60 mc; ERP 20 kw visual, 12 kw aural) antenna height above average terrain 922 ft., above ground 884 ft. Estimated construction cost $154,200, first year operating cost $29,000, revenue $60,000. Post Office address: P. O. Box 206, Oregon. Studio location: Willard Hotel, Transmitter location: S. of Willard Falls. Geographic coordinates: 42° 32' 0" N., 123° 31' 0" W., Transmitter GE, antenna GE. Legal counsel: Studios and Consultant, Portland, Ore. Consulting engineer Grant S. S. Miller. Ore. Sole owner is W. D. Miller.

CHARLESTON, S. C.—Charles Bestt- Corp. (WEAN), VHF Ch. 6 (64-70 mc; ERP 75 kw visual, 27 kw aural) antenna height above average terrain 1250 ft., above ground 1204 ft. Estimated construction cost $224,233, first year operating cost $223,300, revenue $1,600,000.

Principal: Charles Bestt, President S. Lewis Johnson (46%), Secretary Julian Millish Jr. (18%), Charles- ton. Consulting engineer: H. M. Higson (12%), H. T. Higson, Jr. (5%), Harry J. O'Neil (3%). Insurance agent: Francis J. C. McCay. Trustee of Community Theatre Corp. (modern theatre, 500 seats). Address: 1310 W. Main St., Charleston, S. C. Studio and transmitter location: 1310 W. Main St. Geographic coordinates: 33° 02' 45" N., 80° 08' 25" W., Transmitter GE, and antenna GE. Legal counsel: H. M. White, (20%). George L. Habig (30%). 40% owner is W. 0. Habig Co. (manufacturer's agent).

NASHVILLE, Tenn.—WSIX Broad-casting Corp. (WLSX), VHF Ch. 6 (180-186 mc; ERP 316 kw visual, 18 kw aural) antenna height above average terrain 866 ft., above ground 440 ft. Estimated construction cost $1,000,000, first year operating cost $600,000, revenue $1,500,000.


BEAUMONT, Tex.—Beaumont Radio Co. (VHF Ch. 12; 8.09-9.9 mc; ERP 100 kw visual, 50 kw aural) antenna height above average terrain 282 ft., above ground 215 ft. Estimated construction cost $217,450, first year operating cost $250,000, revenue $350,000.


LUBBOCK, Tex.—Rexx Telecasting Inc., VHF Ch. 13 (210-216 mc; ERP 50 kw visual, 25 kw aural) antenna height above average terrain 882 ft., above ground 815 ft. Estimated construction cost $660,876, first year operating cost $150,000, revenue not estimated. Post Office address: 410, Lubbock, Tex. Studio location to subject to prior sale.

W E O F F E R:

EASTERN METROPOLITAN INDEPENDENT

NEW ENGLAND INDEPENDENT

Excellent TV Possibilities:

Sell all or a minority interest

Desirable Section

R. C. CRISLER & CO.

Radio Station Brokers—Financing

CINCINNATI, OHIO

119 UNION TRUST BLDG. - DUNBAR 7775

In PENNSYLVANIA's

3RD LARGEST MARKET

5000 WATS.

SELLING POWER

IN PENNSYLVANIA - THE 3RD LARGEST MARKET

490 KELCHDLYS - 5000W (D) 1000W (W)

AM-FM - ARC AFFILIATE

BROADCASTING - Teletaping

Page 64 • July 14, 1952
SOME of the 50 dining time participants attending the Intercallegiate Rowing regatta at Syracuse as guests of WSYR-AM-FM-TV Syracuse are (1 to 10): Vera Brennan, Scheider, Beck & Werner; E. R. Vedamontvacoe, WSYR; Helen Thomas, Street & Finney; Arthur Pardell, Sullivan, Stauffer, Colwell & Bayer; Grant Scanlan, BBDO, and Herbert Gruber, Cecil & Presby.

Miller to Olympics

CAPT. BEN MILLER of the Radio-TV Branch, Public Information Div. of the Army, left last Thursday for Helsinki where he will represent the Army in getting radio and television stories out on the participants at the 15th Olympiad. Capt. Miller is carrying a tape recorder to do stories for all services and taking a camera crew to get footage on the Army participants for use in one of the Big Picture TV series to be devoted to Army special services. They will not compete with any news media.

PHIL DAVIS, Musical Enterprises, N. Y., has been appointed by the Milton Bow Agency, N. Y., to create both sign-on and sign-off call-meal trademark for Hudson Paper Napkins.
‘Sunny Jim’ Kindergarten
(Continued from page 42)

usually plans call for its extension to secondary markets throughout the four-state area served by the sponsor.

While no television vehicle has yet been selected, Mr. Sandiford indicated that it will be geared to a different age level, so that the Kindergarten will remain unique in its service to the pre-school child.

The advertising philosophy embodied in the Kindergarten, as described by the account executive, is this:

"We don't sell the product to the children, but we do familiarize them with the name of Sunny Jim, and through the kids we reach the mothers. Because children of this age can't tell time, it becomes mother's job to sit the youngster down in front of the radio, and tune in his program for him. In this way, she becomes actively aware of the sponsor too."

Interestingly, this approach was not used at the beginning. At first, the sponsor did try direct selling to the child listeners. But reports began to come in from parents that the children were asking: "Mom, why do they tell me to eat Sunny Jim when I already do"? At this point, the sponsor and the agency realized they had saturated many of their listeners with the direct sales message, and switched to a more subtle approach. Among other devices, the program began to dramatize the characters on the Sunny Jim label, so that the children began to identify them as personalities.

When the label characters began to perform entertaining commercials, in dialogue with "Sunny Jim himself," the comments stopped coming in, and the sponsor knew he had found the right formula.

Numerous letters have been received during the past four years, most of them from mothers, and all expressing appreciation for the type, consistency and timing of the program. The gratitude of one parent was expressed with:

"Thank God and Sunny Jim for saving my sanity just before dinner."

More tangibly, the success of the program may be gauged from a few figures. Dollar volume of sales has tripled in the time the program has been on the air; and the intensity of distribution has continually increased, so that it is now virtually complete in all food stores in the areas covered.

Another index is consumer preference, as disclosed by the fifth annual (1952) Seattle Times Consumer Analysis. Based on 5,000 completed surveys in the Seattle trade area, the annual questionnaire study shows the following trend, in the sponsor's major product—peanut butter:

<table>
<thead>
<tr>
<th>Year</th>
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<td>1948</td>
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<td>1952</td>
<td>43.7</td>
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AMONG the many leading affiliates represented at the CBS Radio stations conference (8+T, July 7) were (1 to r): W. H. Summerville, WWL New Orleans; Clyde Rembert, KLRL Dallas, and C. T. Lucy, WRYA Richmond.

How many Radio Homes are there in Cook County, Illinois?

The 1952 Broadcasting Marketbook has the answer.

‘Four years ago, radio advertising consumed close to 100% of our advertising budget. Today, it takes about 50%. Far from representing a decrease, this statistical change reflects an expansion in our total advertising effort which has been made possible by our success with radio advertising."

"Without a doubt, radio is doing a great selling job for Sunny Jim."

ESSAY CONTEST
‘Voice of Democracy’ Plans
PLANS for the sixth annual Voice of Democracy Contest were roughed out last Tuesday at a meeting of the joint committee in charge of the campaign. The 1952-53 contest officially opens Nov. 9-16 in connection with National Radio & Television Week.

Meeting in Washington with the national chairman Robert R. Richards, NARTB assistant to the president, in charge, the committee directed preparation of manuals describing the contest. These manuals will be mailed to all senior high schools in the U.S.

The contest has developed into one of the major essay competitions in the nation, drawing over a million student entrants who compete for four national scholarship awards and other prizes. The students write five-minute essays, with school winners competing for local honors and finally state awards. A board of distinguished judges will select the four national winners after a semifinal round.

Jointly conducting the contest are NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

RTMA provides radio-TV sets for national winners. Dealer and distributor groups supply radio and TV prizes for community and state winners.

Dwight Clark Jr., of the KCOL Boulder, Colo., staff, one of the 1951-52 winners, has been invited to deliver his winning essay before the American Bar Assn. convention in the late summer.
You would be amazed...

how far your budget can go in television

Most stores weigh steak before trimming. A few trim first—then weigh. The steak's the same. But the value's not. If you're paying for the trimmings in television, you, too, will find that Dollars Do More on DuMont.
G.E. SAVES CUSTOMERS $1200 A YEAR
New Filament Doubles Tube Life

Good news for all TV stations using G-E low and high channel transmitters was announced this week by Frank P. Barnes, sales manager of General Electric broadcast equipment. The company is making available at moderate cost a modification kit for conversion of the final video stage to permit use of thoriated filament GL-6039 tubes.

Multiple Advantages

With an expected life of 6,000 hours or more, better than twice that of the 9C-24 it replaces, the new tube makes possible annual user savings of approximately $1200, "Based on a 15-hour operating day," Mr. Barnes said, "the conversion saves in one year more than twice the cost of the modification kit itself. Components of the kit can be installed by a station engineer in less than 4 hours."

Still Operating After 3 Years

Two experimental tubes installed at WRGB, Schenectady in 1949 have given over 14,000 hours of satisfactory service to date, Mr. Barnes reported. In addition, WKTV Utica has operated these tubes on Channel 13 for more than 6300 hours without evidence of deterioration. This product improvement reflects the G-E engineering principle of continuing service to broadcast customers.

KPIX GETS NEW ANTENNA BY AIRLIFT

G.E. Ships Pre-tested Unit From Electronics Park

Pending FCC authorization to boost its effective radiated power to 100 kilowatts, KPIX San Francisco has purchased advanced-design General Electric equipment. A special side-mounted, 3-bay, low channel VHF antenna, rushed by air freight from Syracuse recently, will be placed atop Mount Sutro, in the heart of San Francisco. The antenna will be mounted on a tower shared with KGO-TV.

Order includes amplifier

In moving from its present location, KPIX will replace existing transmitting facilities with a complete General Electric installation. This will include an air-cooled 5 kw transmitter, already installed, and a 35 kw amplifier to be added when authorized.

On the air July 1

KPIX will be on the air with its new equipment by July 1. Similar unusual antenna problems solved by General Electric engineers prior to the KPIX installation include those at WHAS Louisville, and WBZ Boston.

Binary Scalers in G-E Sync Generators

Because Cal Ellis, design engineer at Electronics Park, had seen them in action on gunfire computers in World War II, he incorporated binary scalers in this popular new pulse generator, 45 of which are now in use in TV stations.

These tiny scalers provide the most accurate known method of counting electronically. Twelve neon lamps are built into each scaler to indicate proper tube operation. The stability of binary scalers minimizes the necessity for adjustment of the G-E unit at the station.

TV Advisory Service Set Up in Washington

Broadcast officials visiting attorneys or consulting engineers in the nation's capital are invited to make use of General Electric's new TV Advisory Service at 777 14th St. NW, phone Executive 3600.

Established to save time and provide fast, accurate answers on equipment and operating problems, the service is staffed by G-E specialists. You can call us at anytime with your questions. Staff members are Bob Brown, Jack Painter, Ralph Yeandle, Sam Morse and "Sheriff" Prescott. These men have had broad TV experience in engineering, field service, and applications.

All Plug-in Audio Console Announced

The "pay as you go" policy will trim equipment costs for TV or radio broadcasters who install G.E.'s unique plug-in audio console. Buy only the amplifiers you need; add more as station requirements grow—these are the big reasons behind a predicted runaway success for this new unit.

Nine mixers and seven input preamplifiers provide all combinations for normal production needs. Dual channel output facilities and ready made plug-in mounting connections are built in at the factory. Color coded control knobs permit swift, simple operation.
By LARRY CHISTOPHER

NEW and amended television applications reached the 550 mark last Thursday as FCC rushed processing of top priority city applications looking toward initial post-thaw new station grants.

The Commission had scheduled a special meeting at last Friday and as of late Thursday night it was predicted as many as a score or so new station authorizations might set.

Earlier in the week FCC authorized six more existing TV stations to change their channels in accordance with the final allocation of the Sixth Report and Order [B *T, April 14].

On Thursday, the Commission also issued its order to specify offset carrier assignment for substantial number of existing stations, giving them until April 1 for the remainder of the six-week processing period to make the technical modifications. The order included a modification of the table of city-by-city channel assignments (see below). FCC explained that pending applications will not have to modify their bids if the channel they seek is offset (10 kc above or below normal carrier frequency), since the modification will be set forth by the Commission when a grant is permitted or a license is renewed.

Purpose of the offset operation is to further reduce chances of co-channel interference. About two-thirds of the channels allocated are now offset, FCC estimated.

The change was authorized for existing stations under the Sixth Report in part.

WFTV (TV) Atlanta—Granted change from Ch. 9 to Ch. 11, effective radiated power boost from 23.8 kw to 316 kw at approx. 1,330 ft average terrain from 456 ft.

WCPO-TV Cincinnati—From Ch. 7 to Ch. 5, ERP from 24 kw to 316 kw, antenna 660 ft. Estimated cost, $256.687.

WRC-TV Cincinnati—From Ch. 11 to Ch. 12, ERP from 24.5 kw to 316 kw, antenna 610 ft. Estimated cost, $176,650.

WSAZ-TV Huntington, W. Va.—From Ch. 5 to Ch. 4, ERP from 18.4 kw to 84 kw, antenna 950 ft. Estimated cost, $91,000.

WDTV (TV) Pittsburgh—From Ch. 3 to Ch. 5, ERP from 164 kw to 190 kw, antenna 810 ft.

JULY 14, 1952

PROCESSING RUSHED

FOLLOWING is the modified table of city-by-city assignments of TV stations issued by FCC last week for each city. It is further reduced chances of co-channel interference. The table is the basic city-by-city allocation provided in the Sixth Report and Order [B*T, April 14], but with the offset channels specified.

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The offset identifications will apply immediately to all new stations, FCC said, and existing stations will have until April 1, 1953, to adjust to the new offsets but may do so as soon as they wish to.

(Channels followed by (+) marks will operate offset 10 kc above normal carrier frequency. Those followed by (-) marks will operate offset 10 kc below normal carrier frequency).
**Television Applications Filed at FCC**

(Continued from page 65)


**LATE APPLICATIONS**

MOBILE, Ala.—The Mobile Television Corp.—WVOM, Ch. 3 (56-62 mc); ERP 100 kw visual, 30 kw audio; antenna height above average terrain 896 ft., above ground 566 ft. Estimated construction cost $796,000, first year operating cost $112,385, revenue $80,704. Post Office address: 2110 American Bank Bldg, N. D. B. W. Mobile, Ala. Transmitter location is determined. Transmitter location: 200 St. Joseph Ave. Ross, 30° 41' 46" N. Lat., 89° 02' 29" W. Long. Transmitter equipment RCA. Legal counsel Pierson and Bell, Washington. Consulting engineer E. C. Page, Washington. Principals include Chairman of the Board Robert McCord; President and General Manager E. E. England (21½% owner of Royal St. Louis Realty Co.); Vice-President John S. Roy (31¼% owner of Royal St. Louis Realty Co.).


**CHICO, Calif.—Golden Empire Co. (KHEL), WVCH, Ch. 12 (160-166 mc); ERP 12 kw visual, 6.1 kw audio; antenna height above average terrain 481 ft., above ground 177 3-4 ft. Estimated construction cost $172,691, first year operating cost $110,500. Revenue $300,000. Post Office address: P. O. Box 155, Chico, Calif. Studio location: 225 W. Main St. Transmitter location: Chico, Calif. General Manager and President Myron Leiter, executive secretary of the Corporation and secretary to Sen. Paul Douglas (D-Ill.).

**SAN DIEGO, Calif.—Alfaron Radio Television Co., KFSD, Ch. 7 (44-50 mc); ERP 31 kw visual, 416 kw audio; antenna height above average terrain 420.5 ft., above ground 416 ft. Estimated construction cost $115,000, first year operating cost $475,000, revenue $750,000. Post Office address: 226 Broadway, San Diego 12, Calif. Studio and transmitter location: On Emerald Hills Golf course 5 mi. East of 5th & Broadway. Geographic coordinates: 32° 43' 15" N., 117° 11' 14" W. Long. Transmitter equipment KFSD, W. C. A. Listening position: 121° 11' 35" N. Lat., 117° 11' 14" W. Long. Transmitter and antenna KFSD, Legal counsel Hogan & Harrison, Washington, D. C. Consulting engineer George C. Littner, General Manager and Assistant President Thomas H. Avril (16.7% owner). President J. Robert McCandless, Jr., Assistant Secretary A. C. Blacksmith, Jr., and Secretary-Treasurer Andromick, D. A. D. M. (0.25%).

**PAGE INDEX BY CITY AND STATE OF TV APPLICATION DATA THIS ISSUE**

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<tr>
<td>OREGON</td>
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<tr>
<td>PENNSYLVANIA</td>
<td>New Castle</td>
<td>82</td>
</tr>
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</table>

**COLOR TESTS Initiated by RCA-NBC**

RCA-NBC last week initiated a series of three field tests of the RCA compatible all-electronic color television system over NBC's Channel 4 in New York.

The first test was run off last Wednesday between 9:45 a.m. and 10 a.m. (EDT) and another was held last Friday. A third test is set for tomorrow (Tuesday) in the same time slot.

Dr. C. B. Jolliffe, vice president and technical director of RCA, said the FCC had granted authorization to RCA to continue the test television during regular broadcast hours.

Set owners in the New York area can receive the test signals in black and white. Viewers are being asked to submit reports on their observations and the data received will be analyzed.

(KGOM), WVCH, Ch. 13 (210-216 mc); ERP 10 kw visual, 5 kw audio; antenna height above average terrain 465 ft., above ground 100 ft. Estimated construction cost $337,295, first year operating cost $337,295, revenue $337,295. Post Office address: 219 E. Market St. Shreveport, Studio and transmitter: 513 E. Market St. Geographic coordinates: 32° 57' 12" N., 94° 16' 11" W. Long. Transmitter RCA, antenna RCA, Legal counsel Hogan & Harrison, Washington, D. C. Consulting engineer George C. Littner, General Manager and Vice President Thomas H. Avril (5%), President Robert McCandless, Jr., Assistant Secretary A. C. Blacksmith, Jr., and Secretary-Treasurer Andromick, D. A. D. M. (0.25%).

**OKLAHOMA**

Enid

**OREGON**

Coos Bay

Klamath Falls

Roseburg

**PENNSYLVANIA**

New Castle

**WASHINGTON**

Seattle

**WEST VIRGINIA**

Clarksburg

Fairmont

Huntington

Wheeling

**WISCONSIN**

Green Bay

Milwaukee

**BROADCASTING • Telecasting**

Page 70 • July 14, 1952

**BROADCASTING • Teletesting**

Page 70 • July 14, 1952
Walker, Hennock Renew Fight

I. E. (CHICK) SHOWMAN, veteran broadcast executive, has been appointed vice president in charge of sales of TelePrompter. Said TelePrompter National Sales Corp., organization newly formed to sell TelePrompter equipment to TV stations in the United States and Canada.

New company is a separate organization and a subsidiary of TelePrompter Corp., which holds the patents and manufacturing rights for this TV cueing service. TelePrompter Corp. also retains the TV network and motion picture sales rights and all foreign sales rights except in Canada.

TelePrompeters are licensed in standard TV format in the first video network to secure the equipment under a $1 million five-year contract of which the first year was for $200,000 a year. The other TV networks all have used the equipment on one or more occasions.

Station license fees will be based on the TV stations' own rates cards, with payment of one-fourth of the one-time evening hour Class A rate per week giving the station the use of the instruments. A station contract, of which TelePrompeters mounted on floor stands and a fifth attached to the camera. All five units are synchronized electrically so no actor can get ahead of his fellows. Copy to read appears on glare-free yellow paper in letters just under an inch high.

Suing in rehearsing time, one of the major expenses of TV dramatic productions, was cited by Mr. Showman as the main advantage of the TelePrompeter. He said a leading network TV dramatic series had cut rehearsal time from four to two days a week using this equipment. It also provides users with performances free from embarrassing fluff, he said, noting that because of the compact size of the TelePrompeters, use of these aids to memory usually is not revealed to the viewing audience.

On the last day of the Republican National Convention last week in Chicago, however, made this device familiar to every TV set owner in the land and, Mr. Showman said, to the TV station owners, managers and program directors on his prospect list.

TelePrompter National Sales Corp. has established New York office at 270 Park Ave. Telephone is Plaza 3-3846.

Mr. Showman resigned from NBC in late 1950, after 22 years with the network, where he was vice president heading the Central Div., to join Free & Peters as vice president in charge of TV sales.

July 14, 1952 • Page 71

CBS TV City Model

AN ESTIMATED 150,000 persons viewed the model of CBS' television City (scheduled to start operations in Hollywood Oct. 1) which was on exhibit last week in R. J. Reynolds' hotel. For two weeks ending last Friday, CBS-TV spokesman reported. The model will be placed on exhibit at information department of the Pennsylvania Hotel in Pittsburgh for the week of July 21 and at Jordan Marsh's in Boston for the week of July 28.

I. E. SHOWMAN

Heads TelePrompter Sales

The FCC Chairman said that of more than 500 applications filed for CPAs, 52 were for educational stations, with perhaps 200 for UHF channels. Educational institutions propose stations in Berkeley, Cal.; Madison, Wis.; Manhat-

ten, Kan.; and Albany, Buffalo, New York City, Rochester and Syracuse, N. Y.

There is a so-called "minority tastes," Chairman Hennock said that "when proper attention is given there will be a lessening of the criticism of some aspects of our Educational System."

The Educational outlets, he added, "will provide a missing ingredient in our national system. He continued:

It is short-sighted to suggest, as has been the case before, I believe, that the states and the federal government will provide the states and commercial stations throughout the land should complement each other.

I am glad to note that the educational leaders are recognizing this and they are assisting the educators in their community in their plans for stations. Of course, I do not overlook the fact that these broadcasters are also motivated by the spirit of public service, and the health and education of children and the adults of their communities the very best educational which they can provide.

I am sure that other broadcasters, after viewing this matter in broad perspective, will likewise contribute their time and experience and this greatest advance in education in modern times.

Chairman Walker described the establishment of an "in-house" television receiving set in every one of our million classrooms within a range of a television station, and said the medium "will pay for itself in efficiency and economy."

Chairman Walker lauded the Emerson firm for its $100,000 gift to the schools and the possibility of similar donations from other manufacturers and philanthropic organizations like the Ford Foundation.

"I trust that other philanthropic foundations will study the unforeseen opportunity that lies in these educational reservations and will discover their ways of speeding the construction and operation of stations... time is of the essence," Chairman Walker asserted.

"There are increasing indications that American education do not intend to lose these [242] assignments by default," he added, noting that starting June 3, 1953, requests would be filed for changes of reservations to commercial assignments.

Eight Have Applied

The FCC Chairman said that of more than 500 applications filed for CPAs, 52 were for educational stations, with perhaps 200 for UHF channels. Educational institutions propose stations in Berkeley, Cal.; Madison, Wis.; Manhat-

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July 14, 1952 • Page 71
Television Applications Filed at FCC

(Continued from page 70)

BROADCASTING * Telecasting

Page 72 * July 14, 1952

WICHITA, Kan.—Wichita Beacon Best Co. (KWBS), UHF Ch. 16 (482-488 mhz); ERP 100 kw, visual 50 kw; antenna height above average terrain 615 ft.; First annual operating cost $379,245. First year operating revenue $476,400. Estimated construction cost $680,000, revenue $580,000. Post Office address: 2005 Butler St., Kansas City, Mo.

ASHLAND, Ky.—Polian Industries, UHF Ch. 32 (476-482 mhz). Estimated construction cost $426,655.80, first year operating revenue $476,400. Post Office address: Box 172, Pikeville, Ky.

LEXINGTON, Ky.—American Best Co. (KABC), UHF Ch. 36 (468-474 mhz). Estimated construction cost $426,000, first year operating revenue $456,000. Post Office address: Box 2429, Frankfort, Ky.

BOGALUSA, La.—Enterprise Pub. Co. (WIKC), UHF Ch. 36 (468-474 mhz); ERP 50 kw, visual 25 kw; antenna height above average terrain 987 ft.; First annual operating cost $350,245. First year operating revenue $456,000. Estimated construction cost $680,000, revenue $580,000. Post Office address: Bogalusa, La.

KANSAS CITY, Kan.—The KCKC Broadcasting Co., UHF Ch. 22 (476-482 mhz); ERP 100 kw, visual 50 kw; antenna height above average terrain 615 ft.; First annual operating cost $379,245. First year operating revenue $476,400. Estimated construction cost $680,000, revenue $580,000. Post Office address: 2005 Butler St., Kansas City, Mo.

INDIANAPOLIS, Ind.—Television Ind., Inc., UHF Ch. 48 (476-482 mhz); ERP 216 kw visual, 118 kw aural; antenna height above average terrain 647 ft.; First annual operating cost $350,245. First year operating revenue $456,000. Estimated construction cost $680,000, revenue $580,000. Post Office address: 1805 Baltimore Ave., Indianapolis, Ind.

WICHITA, Kan.—Wichita Beacon Best Co. (KWBS), UHF Ch. 16 (482-488 mhz); ERP 100 kw, visual 50 kw; antenna height above average terrain 615 ft.; First annual operating cost $379,245. First year operating revenue $476,400. Estimated construction cost $680,000, revenue $580,000. Post Office address: 2005 Butler St., Kansas City, Mo.
San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because...

- KRON-TV offers the greatest percentage of audience...both day and night, and throughout the week* (Pulse)

- KRON-TV serves the largest number of advertisers (Rorabaugh)

- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (Pulse)

- With the market's highest TV antenna, KRON-TV provides unparalleled “Clear Sweep” coverage  *except Saturday daytime

Check with FREE & PETERS for availabilities!

For Station Achievement
This award presented KRON-TV by the Academy of Television Arts and Sciences, San Francisco Chapter

THE SAN FRANCISCO
TV STATION THAT PUTS
MORE EYES ON
SPOTS

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • SELL MORE ON CHANNEL 4
Free & Peters, Inc. offices in New York • Chicago • Detroit • Atlanta • Fort Worth • Hollywood
KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco
Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?

Yes, all the major radio and television networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nationwide 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 COMPANY, INC.
207 Willoughby Ave., Brooklyn 5, N.Y.

Please send me complete information.

Name_____________________________Street_____________________________

City_________________________State__________________________

Television Applications Filed at FCC

(Continued from page 72)

LAKE CHARLES, La. - Celacene Broadcasting Co., VHF Ch. 7 (174-180 mc); ERP 25 kw visual, 152 kw audio; antenna height above average terrain 538 ft., above ground 537 ft. Estimated construction cost $402,000, first year operating cost $125,000, revenue $410,000. Post Office address Lake Charles, La. Studio location Station location Long. 95° 16' W. Long. Transmitter and antenna General Engineer and General Manager, Mr. W. R. Bennett, Lake Charles, La.

GREAT FALLS, Mont. - Buttry Broadcasting Co., VHF Ch. 5 (76-82 mc); ERP 1 kw visual, 5 kw audio; antenna height above average terrain 110 ft., above ground 110 ft. First estimated construction cost $380,000, first year operating cost $125,000. Post Office address First National Bank, Great Falls, Mont. Transmitter location 570 Center Ave., Great Falls, Mont. Geographic coordinates 48° 38' 25" W. Long. Transmitter antenna, RCA. Legal consultant A. A. Billings, Great Falls, Mont. Consulting Engineer Armin B. Schuster, Great Falls, Mont.

OMAHA, Neb. - Inland Broadcasting, Inc., VHF Ch. 7 (174-180 mc); ERP 1 kw visual, 5 kw audio; antenna height above average terrain 375 ft., above ground 375 ft. Estimated construction cost $345,000, first year operating cost $125,000, revenue $475,000. First estimated construction cost $175,000, first year operating cost $60,000. Post Office address World Insurance Bldg., Omaha, Neb. Studio and transmitter location 39th and Oak Sts. Geographic coordinates 41° 16' 12" N, 90° 03' 57" W. Long. Transmitter and antenna, RCA. Legal Counsel William Fleischer, Omaha, Neb.

LAS VEGAS, Nev. - Desert Television Broadcasting Co., Inc., VHF Ch. 5 (76-82 mc); ERP 0.3 kw visual, 5 kw audio; antenna height above average terrain 200 ft., above ground 200 ft. Estimated construction cost $175,000, first year operating cost $115,000, revenue $150,000. First estimated construction cost $640,000, first year operating cost $250,000, revenue $300,000. Post Office address 920 W., Las Vegas, Nev. Studio and transmitter location Las Vegas, Nev. Geographic coordinates 39° 0' 0" N, 115° 0' 0" W. Long. Transmitter antenna, RCA. Legal Counsel Robert W. Wight, Las Vegas, Nev. Legal counsel Wilford N. Prendick, Las Vegas, Nev.

RENO, Nev.- Nevada Radio-TV Inc. (KWHN & KHFN), VHF Ch. 5 (76-82 mc); ERP 0.3 kw visual, 1.5 kw audio; antenna height above average terrain 420 ft., above ground 400 ft. Estimated construction cost $342,000, first year operating cost $114,000, revenue $150,000. Post Office address Riverside Hotel, Reno. Studio location 109 S. Virginia St., Reno, Nev. Transmitter location East 2nd St. 1/4 mi. E. of the Elko Lake. Geographic coordinates 40° 0' 0" N, 119° 32' 0" W. Long. Transmitter DuMont, antenna, RCA. Legal Counsel W. E. Doty. Consulting Engineer Edwin F. Hinckle. Principals include Edward R., President and John E., Jr., Vice-President. Washington, D. C. Consulting Engineer Craven, Lohnes & Culver. Washington, D. C. Planning Engineer Kenneth Brown (50%), 20% owner of the World Broadcasting Co., licensee of KEPR, El Paso, Texas. Participating Principals include Donald W. Reynolds (50%), president and treasurer of South-West Publishing Co., licensee of KFSA-AM-FM Fort Smith, Ark.
Good TV installations deserve this

AUTO-DRYAIRE
DEHYDRATOR

Model 105-507 Autodryaire* Dehydrator, illustrated here, is a proper companion for the well engineered TV transmitting installation. It is highly efficient for purging and maintaining gas filled transmission lines. It has sufficient capacity to do the job and do it well for years. Operation is automatic. Clean air, at lowest dewpoints, is supplied continuously.
### ANA Charts Cost Of Spot Placing

(Report 224)

**telestatus**

COST of putting a 20-second film spot within reach of 1,000 viewing families during Class A time last January ranged from a maximum of $1.64 (calculated at the one-time rate before any discount) to a minimum of $0.04 (after all discounts), according to a table published last week by the Assn. of National Advertisers.

Prepared by the ANA Radio and Television Steering Committee for the use of ANA members, the table shows, for each TV station, the maximum and minimum costs per 20-second Class A spot and the cost per thousand sets, as of Jan. 1, 1961, and Jan. 1, 1952. Stations are grouped by seven-station, four-station, three-station, two-station and single-station cities.

A foreword points out committee recognition that "advertisers are primarily concerned with delivered circulation, which varies with the number and character of programs, including those adjoining and competing; and other factors. It was the committee’s opinion, however, that a study of this type based on actual audiences was impractical—both because of these variables and because comparable and projectable audience data were not uniformly available.

"This compilation, therefore, is based on potential circulation as measured by the number of sets in each station area—the only generally accepted and common standard obtainable for all stations. Members will need to keep this in mind in judging the significance of the cost differences shown by the table."

The 20-second film spot was chosen for the unit as "the most common type used by national advertisers," the Committee states, with evening time chosen for the same reason. Wide variations in the discounts offered by TV stations led to the inclusion of both maximum and minimum costs in the tabulation.

Copies of the study have been mailed to all ANA members. Nonmembers can get them for $1.15 copy from ANA headquarters, 285 Madison Ave., New York 17.

### Emory U. Reports TV Impact in Atlanta

**SOCIAL IMPACT** of TV on Atlanta homes was the subject of a $2,000 study completed by the journalism division of Emory U. there where 200 families were questioned about the effect of television on their daily lives.

The study indicated newspaper reading has increased among all Atlanta families, 40% of which owned TV sets in 1951, although the increase had not been as great in TV homes as in non-TV homes. Television families read more books and magazines and own more radios than do others, but they read less books and attended less movies than they did before TV, the report said.

Children go to bed later in TV homes, and although they do less home study, they get as good grades in school, as much exercise as before TV and their general attentiveness has increased, parents said.

Raymond Stewart, who directed the research, said the TV set owner still is active socially, especially after the initial period of ownership. Other Atlantans said TV "makes us stay home more," and cuts down on family conversation, Mr. Stewart reported.

The study was directed by Dr. Raymond B. Nixon, then head of Emory’s journalism division, and now a journalism professor at the U. of Minnesota.

### Weekly Television Summary—JULY 14, 1962—TELECASTING SURVEY

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<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
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**Total Markets on Air 64**

**Estimated Sets in Use 17,648,717**

*Includes XELD-TV Matamoras, Mexico*

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

Telepulse Report for the first week in June shows WSB-TV carrying 7 out of the top 10 once-a-week shows and 9 out of the top 10 multi-weekly shows. This report covers metropolitan Atlanta only.

So for a more accurate evaluation of the advertising dollar being invested in Atlanta television there is an additional consideration.

Telecasting with 50,000 watts from a 1,062-foot tower over Channel 2, WSB-TV takes you into thousands of homes no other station in this area can touch. You get more for your money on WSB-TV... far more.
Modified City Allocations

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for World-Wide Settings
in YOUR TV Studios

First Professional 16 mm
TV Background Projector
Provides 2,000 Lumens

46 ampere arc lamp, f/1.3
20 mm lens, air-cooled
film gate, sprocket inter-
mittent that ends film
wear and holds old film
steady.

TV Version of Famous
Simplex X-L 35 mm
Projector: 7,000 Lumens

An incomparable projec-
tor used in 80% of all
theatres; now equipped
for TV use with “2-3”
intermittent. 80-110 am-
pere arc; f/1.9 2” lens.

Here, at last, is background projection made practical for
any TV studio or network ... brilliant, steady motion
pictures that make any action scene in 16 mm or 35 mm
film libraries available as a setting for TV programs.

No complex phasing needed with TV cameras. Simply
focus camera on the background screen for a perfect pic-
ture. The GPL “2-3” intermittent pulldown, coupled with
a 60 light-pulse per second shutter, automatically meets
the camera’s requirements. Special optical systems for each
projector reduce “throw” required, save studio space.

Get full details on these outstanding projectors, now in
use on major networks. Consider them in your new studio
planning; add to the utility of your present equipment.

WRITE, WIRE or PHONE ...

General Precision Laboratory

INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
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Television Applications Filed at FCC
(Continued from page 74)

50° N. Lat., 104° 22' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel George C. Davis, Washington. Estimated construction cost $50,000, first year operating cost $600,000. First year operating revenue $600,000. Post Office address Exchange Realty Bldg, transmitter location Altamont on Highway 20 E. Vol. 49, No. 209. 20° 35' 29" E. Long. Transmitter and antenna RCA. Legal counsel George C. Davis, Washington. Principals include President Frank J. Murphy (10.3%), Treasurer and Assistant Secretary Richard Teitelbaum (11.3%) and Secretary and Assistant Treasurer Carl A. Weizman (2.6%).

STEUBENVILLE, Ohio—WSTV Inc., VHF Ch. 5 (188-192 mc); ERP 38.9 kw visual, 13.2 kw audio; antenna height above average terrain 538 ft.; above ground 583 ft. Estimated construction cost $500,000, first year operating cost $1,200,000, first year operating revenue $1,200,000. Post Office address: F. O. Box 491, Steubenville, Ohio. Transmitter location Near intersection of Washington and 210th Ave. Estimated construction cost $555,200, first year operating cost $255,700, first year operating revenue $255,700. Post Office address: 2586 S. Williamette, Eugene, Ore. Transmitter location 2586 S. Williamette. Transmitter and antenna RCA. Legal counsel not indicated on application. Consulting engineer: Richard Teitelbaum, Riverside, Ill. Ownership not reported.

OAKLAND CITY, Ind. (KOKO) VHF Ch. 5 (185-192 mc): ERP 318 kw visual, 158 kw audio; antenna height above average terrain 1564 ft.; above ground 1651 ft. Estimated construction cost $1,200,000, first year operating cost $600,000, first year operating revenue $600,000. Post Office address: 2701 First National Bank Building, Oakland City, Ind. Studio and transmitter location Lincon St. Legal counsel: McColloch; Henry R. Johnson (30%), managing partner in Harper-Turner Oil Co. and Harper-Turner Oil Co., Treasurer Arthor T. Dulaney (30%), managing partner in Turner-Turner Oil Co. and Turner-Turner Oil Co., Secretary Henry H. Grilling, principal in Turner-Turner Oil Co. and Turner-Turner Oil Co. and Turner-Turner Oil Co., President N. W. R. Rodbury. Original application as trustee for Video Independent Theatres.

EUGENE, Ore.—Eugene Television Inc. UHF Ch. 13 (210-216 mc); ERP 11 kw visual, 5.7 kw audio; antenna height above average terrain 543 ft.; above ground 593 ft. Estimated construction cost $227,600, first year operating cost $220,000, revenue $225,000. Post Office address: Eugene, Ore. Transmitter location 245 B-East. Legal counsel George J. Janisky, Washington, D. C. Consulting engineer: Richard H. Fisher, president and secretary in KUGN, Ore. 20%. President D. C. Principals include President C. H. Fisher, president and secretary in KUGN, Ore. 30%. Vice President S. W. McCraw, general manager KUGN, Ore. 15%. Treasurer C. O. Fisher, 15%. 5% partners in Eugene Television Inc. and Eugene Television Inc. (KUGN) 91%. Secretary Thomas Winn, partner in Wilson, Athan, Snyder & Co., (certified public accountants) 14%. Director Robert P. Booth, 5% partnership interest in C. P. Tillman & Co., wholesale plumbing and electrical.
Television Applications Filed at FCC
(Continued from page 81)

private investment business in Pasa-

dena, president (210 -216), residence 28 executive stockholder of TPKX (TV) in San Francisco, Calif., and in Portland, Ore. (TV and is president and 37% stock- holder of KPXV (TV) in Seattle. Application noted Mr. Dumm may assist with legal organization needed for as many as 30 TV stations throughout the country.

PORTLAND, Ore.—Portland Television Inc., VHF Ch. 8 (185-186 mc); ERP 35 kw visual, 11.3 kw; antenna height above average terrain 1,301 ft., signal reaches 600,000. Estimated construction cost $358,116, first year oper- ating cost $332,843. Address: 341 SE Milwaukie Ave., Portland 12, Ore. Post Office address United States National Bank Bldg., 415 S. Water St. C. R. Davis, president; H. E. W. Gibbons, vice president; Miss H. E. W. Gibbons, secretary.

NEWCASTLE, Pa.—WKST Inc. (WKST), UHF Ch. 45 (626.662 mc); ERP 10 kw visual, 5 kw; antenna height above average terrain 345 ft., signal reaches 70,700. Estimated construction cost $17,532,251, first year oper- ating cost $7,158,387. Address: 22 N. Main St., Zelienople, Pa. Post Office address 1210 Main St., Zelienople, Pa. Directors include M. J. Dwyer, J. F. O’Neill, A. F. Getz, W. S. Butler and R. C. E. Haines.


TEXAS—KTRM Inc. (KTRM), VHF Ch. 3 (192.5 mc); ERP 50 kw visual, 50 kw; antenna height above average terrain 92 ft., signal reaches 29,600. Estimated construction cost $178,410, first year oper- ating cost $63,638. Address: 321 1st Ave., Kansas City, Mo. Post Office address 12th and Concordia, Pittsburgh 5, Pa. Directors include J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle, J. H. C. Adkins, B. A. Bartlett, J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle and J. H. C. Adkins.

HOUSTON, Texas—KTRM Inc. (KTRM), VHF Ch. 10 (192.5 mc); ERP 150 kw visual, 150 kw; antenna height above average terrain 99 ft., signal reaches 200,000. Estimated construction cost $300,935, first year oper- ating cost $111,646. Address: 1000 Austin St., Houston, Texas. Post Office address 1000 Austin St., Houston, Texas. Directors include J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle, J. H. C. Adkins, B. A. Bartlett, J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle and J. H. C. Adkins.

FORT WORTH, Texas—Texas Network Inc. (KFIJ), VHF Ch. 10 (192.5 mc); ERP 150 kw visual, 150 kw; antenna height above average terrain 99 ft., signal reaches 200,000. Estimated construction cost $300,935, first year oper- ating cost $111,646. Address: 1000 Austin St., Houston, Texas. Post Office address 1000 Austin St., Houston, Texas. Directors include J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle, J. H. C. Adkins, B. A. Bartlett, J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle and J. H. C. Adkins.

HOUSTON, Texas—Trinidad and Tobago TV Inc. (KXVJ), VHF Ch. 2 (12-10 mc); ERP 10 kw visual, 5 kw; antenna height above average terrain 100 ft., signal reaches 400. Estimated construction cost $250,164, first year oper- ating cost $125,000. Address: 2206 1st Ave., Houston, Texas. Post Office address 2206 1st Ave., Houston, Texas. Directors include D. B. H. Straw, D. B. H. Straw and D. B. H. Straw.

HOUSTON, Texas—South Texas Television Co. VHF Ch. 13 (320-216 mc); ERP 120 kw visual, 60 kw; antenna height above average terrain 100 ft., signal reaches 200,000. Estimated construction cost $1,056,355, first year oper- ating cost $426,000. Address: 1401 South Houston St., Houston, Texas. Post Office address 1401 South Houston St., Houston, Texas. Directors include J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle, J. H. C. Adkins, B. A. Bartlett, J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle and J. H. C. Adkins.

WACO, Texas—KWTX Bests. Co. (KWTX), VHF Ch. 5 (173.9 mc); ERP 150 kw visual, 75 kw; antenna height above average terrain 100 ft., signal reaches 200,000. Estimated construction cost $297,495, first year oper- ating cost $125,000. Address: 1110 South Austin St., Waco, Texas. Post Office address 1110 South Austin St., Waco, Texas. Directors include J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle, J. H. C. Adkins, B. A. Bartlett, J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle and J. H. C. Adkins.

WICHITA, Kansas—KWTX Bests. Co. (KWTX), VHF Ch. 5 (173.9 mc); ERP 150 kw visual, 75 kw; antenna height above average terrain 100 ft., signal reaches 200,000. Estimated construction cost $297,495, first year oper- ating cost $125,000. Address: 1110 South Austin St., Waco, Texas. Post Office address 1110 South Austin St., Waco, Texas. Directors include J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle, J. H. C. Adkins, B. A. Bartlett, J. H. C. Adkins, B. W. Moomaw, J. P. H. Riddle and J. H. C. Adkins.

BROADCASTING  •  Telecasting
COMMUNITY TV
Laconia Gets Film Signal

FIRST clear, stable TV pictures came into the mountain-locked city of Laconia, N. H., June 25 when Community T-V Corp. opened up its community TV system. Ceremonies were highlighted by an address by New Hampshire Gov. Sherman Adams.

Antenaplex system, which encompasses a high-gain, directional receiving antenna atop 2,400-ft. Mt. Belknap, six miles east of the city, was engineered by RCA Service Co., which also supervised its construction. More than 30,000 ft. of coaxial cable runs down the mountain side on 40 telephone poles. Five amplifiers boost the TV signals—received from Boston's two stations 120 miles away—before they reach the first subscriber in the city of 25,000 families.

Directors of Community T-V Corp. are Richard F. Cooper, New Hampshire State Republican chairman; Thomas J. McIntyre, attorney and former Democratic Mayor of Laconia; Abin Milin, owner of WWNH Rochester, N. H.; Mrs. Anna Belinsky, Rochester, N. H.; Mrs. Myrtle C. McIntyre, Democratic National Committeewoman for New Hampshire.

During the ceremonies, two large-screen TV receivers were installed on the speaker's platform. One was fed from a standard rooftop antenna, the other was connected with the community TV cable. Laconia has about 300 TV sets at the present time, each with its own outdoor array.

Synchronslide Method

NEW method for accurately and automatically synchronizing recorded commentary with projection slides has been developed by Synchromatic Products Co., Bayonne, N. J. System, termed Synchronslide, makes it possible for taped commentary to be cued for slide changing using white "cuing" patches applied to the back of the magnetic tape. When "cued" portion passes through an electric eye mechanism, the slide projector's changing apparatus is triggered electronically to change slides.

DOMINICAN PLANS

FIRST mobile television unit for use in Dominican Republic has been purchased from RCA by "La Voz Dominicana," broadcast and television organization owned by Gen. J. Ariamendi Trujillo under the government auspices.

The unit includes field cameras, monitors, microwave relay equipment and other remote TV facilities.

Present plans call for operations to begin in August.

you can see the difference on WBNS-TV

A beautiful 3 acre plot is the site of WBNS-TV, where a 15,000 sq. ft. 2 story building houses an ultra-modern air-conditioned television station with up-to-the-minute facilities and a staff of 28 engineers who maintain and produce top-quality programming. WBNS-TV is one of the few stations with a stand-by transmitter and antenna system, assuring continuity of service.

"Buck Eyes Sports"... 6:15 to 6:30 Monday thru Friday ... with Jack Buck reporting inside sports side-lights and featuring United-foo scoreboards, films, slides, clips and personal appearances for another top-rated WBNS-TV program.

WBNS-TV's radiated power is 25,000 watts. The antenna, 595 feet above the ground, radiates clear, sharp pictures to over 200,000 families in the heart of Ohio, bringing top-rated programs over Channel 10, where you can see the difference.

ATAS Awards Group

AWARDS committee of the Academy of Television Arts & Sciences, Hollywood, is composed of Norman Blackburn, director of TV network operations, NBC Hollywood; Fred Henry, program director, KLAS-TV, Las Vegas; head of Screen Televideo Productions; Cathry Lewis, who portrays Jane on CBS Radio-TV's My Friend Irma; and Richard C. Moore, vice president and general manager, KTV (TV). Hal Hudson, manager of CBS Hollywood television department, is committee chairman.

NEW 5 kw DuMont TV transmitter has been flown to Cuba where it is being used to cover a series of events planned by the government in honor of Cuba's 60th year of independence. Transmitter will operate on Channel 7 for Radio Universal in Havana.
**Film Report**

**Production . . .**

Television Screen Productions Inc., New York, is starting production of six additional episodes of Jim and Judy in Teleland, children's animated cartoon package, in addition to the 39 episodes already completed.

Tony London, producer of the Frank Merrell TV film series, has acquired TV film rights to 352 story properties by Craig Rice, mystery writer. Series of 13 half-hour films, titled The Actor's Theatre, starts production in August with Sam Neuman, motion picture writer, adapting the scripts and directing. Mr. London will produce at Eagle-Lion Studios, Hollywood.

Ann Sothern, radio-film actress, has been signed by Jack Chertok Television Productions Inc., Hollywood, to star in new half-hour situation comedy TV film series, Private Secretary. Production starts Aug. 1 at the General Service Studios.

How to Stop Worrying and Start Living will be produced by Mr. Chertok and feature Dale Carnegie in the introduction to each half-hour film. The remainder of each program will consist of the before and after of situations as already established by Mr. Carnegie. Actors for this portion have not been signed.

Snader Productions Inc., Beverly Hills, has been formed as a subsidiary of Snader Telescriptions Inc., Hollywood, to star in a new half-hour situation comedy TV film series, Private Secretary. Production starts Aug. 1 at the General Service Studios.

**Sales . . .**

Major Television Productions Inc., Culver City, which handles the distribution of Thrilling Bible Dramas, produced by Cathedral Films, North Hollywood, has sold the TV film series in five markets. They include WRNY (TV) in New York, KNX-TV (Radio), KRON-TV (San Francisco), KLAC-TV (Los Angeles, WPTA-TV Norfolk and WMCT (TV)) in St. Louis. The program started on July 21, with Harry St. Clair, the commentator, introducing the show, "Life of Christ" and "Life of St. Paul," make up 26 half-hours but can be combined as hour-long shows or divided into quarter-hour segments.

CBS-TV Film Sales announced last week three weeks of five TV film packages. Cases of Eddie Drake and His Spot the Mole show, produced by WFAA-TV Dallas, for the first time is now available for sale.

Voglin Corp., Hollywood, has completed four 80-second live action TV film commercials for General Foods Corp., New York, for showing on CBS-TV Our Miss Brooks. Two commercials are for Maxwell House Div. (Sanka) and two are for Iglehart Bros. Div. (Swans Down Cake Flour). Agency is Young & Rubicam Inc., Hollywood.

Guild Films Inc., headed by Reub Kaufman, has opened two new sales offices. Robert DeVinny, midwest sales representative of Harry Goodman Productions, Chicago, has joined the firm with offices at 20 East Jackson Blvd., that city. Headquartered at 1900 Euclid Ave, Cleveland, is Robert F. Blair, formerly representative in that city for Snader Telescriptions Sales Inc. Nat Donato, general sales manager in New York for C. P. MacGregor (radio program packagers), named eastern sales manager with headquarters at 510 Madison Ave., N. Y.

Firm is making available to TV stations The Guild Sports Library, group of 50-second film clips of 400 personalities. Contracts include unlimited use and receipt of 10 additional film clips per month. To enable local sportscasters to use the library in their programs, no sound track is included.

**The Guild News Library** is now being prepared which will use the same treatment on national and international news personalities and events.

**Availabilities . . .**

Lewis & Clark Inc., Chicago, producer of television and radio package shows, is now offering for a sale a new television quiz, What's Your IQ? The program combines tested elements of the local telephone quiz program with an unusual visual element, the film of information rendered in living color accompanied by caricatures flashed on the screen form the body of the show.

Production of series of 26 fifteen-minute western musical programs now is under way at Lewis & Clark and is expected to be ready (Continued on page 98).

**TV Package Sale**

**UTE'S 'Big Town' to Italy**

UNITED Television Programs announced last week the sale of the TV film package Big Town to Radio Audizioni Italia (R.A.I.), Italy.

Big Town is now distributed by UTP in 29 markets not covered by Lever Bros., which converted the program to live for NBC in late April. Mr. Beckwith said the ARB rating for the show rose from 31.3 live to 36.7 on film.


**Other Sales by UTP:**


**Other Sales by UTP:**


**Telemnews on West Coast**

ORGANIZATION of West Coast telemnews delivery service by Telcinations Inc., New York, has been announced by Ted Genock, Telenews editor-in-chief. "As soon as operations permit," Los Angeles officials of Telenews-INS will begin servicing footage of regional news to West Coast TV stations, with all processing and shipping to be handled by special laboratory facilities soon to be set up in Los Angeles, it was reported.

**Republic Drops**

**TV Production Plans**

DROPPING all TV film production plans for the time being, but making facilities available to outside independent producers, Republic Pictures, through its subsidiary, Hollywood Television Service Inc., will concentrate on selling its stockpile of old theatrical movies to television.

This was revealed last week when Republic withdrew from talks with Screen Actors Guild for a contract covering actors in television and gave assurance that it was cancelling all present video film production plans. RKO Radio Pictures withdrew from those talks, too, informing SAG that it had decided to temporarily by-pass TV film production.

Columbia Pictures, with subsidiary Screen Gems Inc., and Universal-International Productions Inc., have decided to establish the same policy. World Films Inc. remain the lone negotiators with SAG. However, all major studios have been represented during SAG talks through representatives of the labor association represented by the Assn. of Motion Picture Producers.

**Announcement Soon**

Reporting negotiations as "progressing satisfactorily," John Dale Jr., executive secretary of SAG, said an agreement announcement was to be made "within a few days." He said the guild was not negotiating with other major studios at this time because of their announcement that they have no present plans for making any television entertainment films." The deal worked out with Columbia and U-I will set the pattern for other major producers to follow.

SAG also is negotiating with Jack Chertok Television Productions and MCA, whose subsidiary Republic Productions makes video films. Contracts are identical to those signed by Alliance of Tele- vision Film Producers and several unaffiliated TV production companies July 2.

**Denver Telecast**

KMTV (TV) Claims Assist

GLENN HARRIS, program manager, KMTV (TV) Omaha, is claiming a strong assist in Denver's "pioneer telecast" of "Our California" by Dwight D. Eisenhower's address June 23. Mr. Harris said KMTV aided the "first telecast ever to emanate from America's largest non-television city, Denver."

The telecast was carried on a coaxial cable from Denver's Brown Palace Hotel to the local telephone company, where it joined the network relay system. When the telecast program was split and fed to the East and West Coasts. Mr. Harris added that only a few persons in Denver were able to see the telecast through a closed-circuit relay.
BRITISH VIDEO
Commercial Activity Seen

BRITISH advertising—and British capital—is already embarking on anticipatory planning for the advent of commercial television in the United Kingdom, following the action of the House of Commons in authorizing the BBC to broadcast video advertising at such time as the national defense program will permit [B&T, June 16].

A new corporation, reported by the London press, is to be backed by more than £250 million, is being formed with the objective of "technical and program development of television and sound radio throughout the world." Principals of the as yet unnamed organization are said to include Sir Alexander Altyman, chairman, Electrical & Musical Industries; Norman Collins, chairman, High Definition Films and former TV head of the BBC; Viscount Duncombe, of the London financial house of Robert Menzies & Co.; Sir Alexander Korda of London Film Productions; Sir Robert Renwick, director, Associated Electrical Industries; A. D. Paton, president of the Scottish Society, and C. O. Stanley, chairman, Pye Radio, set manufacturer.

British Vitamin Products Ltd., through its advertising agency, Auger & Turner, has applied to the British Postmaster General "for time in the first sponsored television program," according to a letter quoted in Advertiser's Weekly.

TV IN PEORIA
Store Uses Closed Circuit

REPORT on use of closed circuit TV for a department store on a 12-week basis—the first demonstration of commercial television in Peoria, Ill.—is circulated by Arbeiter & Thompson, agency for Block & Kuhl Co. in that city.

The agency noted that it capitalized on the high interest in TV in a non-television market and said the store still reports "increased, directly-traceable sales" to the series which ended June 13.

Last March AB&A Radio-TV Director George Cremens conceived the idea for Block Party with product demonstrations and public service features. Within six weeks, the store reported that TV receiver sales had multiplied. Program was coordinated by the store's Skyline restaurant and telecast over closed circuit to 57 TV sets in the store. Show was handled by radio by WMBD-AM-FM, which supplied equipment and personnel.

TOTAL of 38 1/2 hours per week was allocated to NBC-TV and WOAI TV San Antonio, network affiliate there, when direct connection with NBC by cable and microwave relay became effective July 1. This represents 68.9% of total air time allocated to the city on the network link.

BROADCASTING

INDEFINITE delay of privately-owned TV stations in Canada was implied July 4 in the Canadian government's announcement that its Canadian Broadcasting Corp. must open a TV station in each province before any privately-owned station is allowed to go on the air.

The government loaned the CBC $1 million to finance the first year's operations of CBC video outlets at Toronto and Montreal, scheduled to open in September. Construction of the stations also is being financed by a $6 million federal loan.

In a report also on July 4 a joint committee of the Assn. of Canadian Advertisers and the Canadian Assn. of Advertising Agencies gave advertisers an idea of what to expect during the first few years of television.

Highlight of the report: Enthusiasm is high for commercial TV in Canada, mainly because of high costs, few sets, and limitations placed on commercially sponsored video.

Unless advertisers increase budgets to take care of TV in the two major markets, radio and other media will suffer in order for the stations to go on the air. If the high costs, it was pointed out.

The report also points out that advertisers should be aware of the long-term implications of the CBC TV policy. The committee recalls to advertisers that A. D. Dunlop, CBC chairman, at the recent annual meeting of the ACA stated that while advertisers were invited to participate in the development of the new medium, it was implied that their position was one of "sufferance rather than participation on partnership basis."

CBC policy on production of commercial shows also does not appeal to advertisers, the report shows. The CBC has decided, over the production and objection of the joint ACA and AAA committees, what is to be produced and direct all TV programs which originate in its studios. This policy may well result in a situation where advertisers will be forced to bear the brunt of responsibility for mistakes in the eyes of the public. It will also mean that the advertiser who is dissatisfied with the production of his TV program can no longer hold his advertising agency responsible for the quality of program, but must rely on the good intentions of the CBC.

The committee reported that by the end of April 1955, a total of 91,404 TV sets had been sold in Canada, and that the Radio-Television Mfrs. Assn. of Canada estimated 70,000 sets would be sold in Canada in 1952. This estimate was prior to consumer credit restrictions being lifted and may be conservative. Based on growth in comparable U.S. cities it is anticipated that by 1956, 96,000 sets will be in the Toronto area will grow to 112,000 within the first year of telecasting from a local station, and to 250,000 by the end of the third year. In Montreal it is estimated that there will be 15,000 sets by the end of September 1953, and 225,000 by the end of the third year.

The committee, headed by J. A. Lawrence, Borden Co. Ltd., Toronto, and G. C. Clarke, Standard Brands Ltd., Montreal, plans to continue its studies and to present them to members of the ACA and CAAA.

CANADA TV

Candidate Priority to Delay Privately-Owned Video

CBC Priority to Delay Privately-Owned Video

TV UNBIASED

Swayze Tells Ad Clubs

TELEVISION is the most unbiased medium of news reporting because the viewer sees events as they happen, according to John Cameron Swayze, NBC-TV Camel News-遁arass commentator, speaking before a combined Los Angeles and Hollywood Ad Clubs meeting at the Biltmore Hotel last week.

Each news medium—radio, TV or the newspaper—has its place, Mr. Swayze noted because newspapers give "the complete story" and radio with its elasticity gives "a fast, up-to-the-minute picture of the news." While TV has neither of these attributes, he said, "it has the extra dimension of the pictorial to aid it in telling a news story."

No matter how much the newspaper or radio reporter-newscaster attempts to keep out editorializing, "the story is still clothed in his words, and is his interpretation which goes to the public," he said. Television, the perfect reporter, records what is happening, and transmits it to the consumer without processing, he concluded. Mr. Swayze was on the West Coast for the transcontinental premiere of Casablanca June 30.

PLANS for raising memorial fund of $1,500 for a TV receiving station in New Journalism Bldg., U. of Texas, Austin, have been announced. Station is intended as a memorial to school's journalism students who were killed in World War II.

OPERATION SUNBURST

Winter profits melt into Summer excuses except on WLW-Television

So put starch into those wilting sales with OPERATION SUNBURST and the $50,000 "IF I WERE PRESIDENT" Contest

Exclusive on WLW-Television

July 14, 1952 * Page 65
N.Y. FILM SITE
NFTC Heats City Plans

COOPERATION in establishing a TV film center in New York [B.T., June 23] was pledged Wednesday by Walter T. Shirley, commissioner of commerce and motion picture and television coordinator for the city.

Mr. Shirley told 75 persons attend- ing the National Television Film Council's fourth annual luncheon that New York should have a Manhattan site available at all times for producers. He said facilities should be so attractive that New York business will not "be lured away to Hollywood."

Mr. Shirley said he had formed a committee to work with the film industry to secure a site, and urged the council to cooperate with other film trade groups to insure the project's success. He made no direct mention of how the project could be financed, but in a question-and-answer period suggested the industry itself might arrange for proper financing, either from within, or by interesting other private backers.

Mr. Shirley said he has conferred with other film groups in the city and that all agree the need for a TV-film center is the paramount issue in the New York-Hollywood tussle. He said his committee has worked with one from another trade group (apparently referring to the Film Producers Assn. of New York), and both now are con-

sidering several mid-Manhattan sites. He called on the council to "iron out differences" with other trade groups and to "get behind the TV-film center idea 100%".

Melvin L. Gold, council president, told Mr. Shirley his recommenda-

tions would be considered at a meeting of the executive board.

WOMEN VIEWERS
Lawrence Cites N.Y. Survey

WOMEN in the greater New York area spend nearly 15 million hours a week watching daytime TV. In the same period, Craig Lawrence, general manager of WCBS-TV New York, told a news luncheon at New York's Blair House Thursday.

Quoting from the findings of a survey made by Advertiser in May, Mr. Lawrence said that while the number of daytime hours TV had declined slightly in the preceding year, from 39.5% in May 1951 to 38.4% in May 1952, those women who do watch daytime TV had increased their hours of viewing from 10 to 13 a week. This fact, coupled with the increased number of homes with TV, means the number of daytime hours New York women spend in front of their TV receivers now totals 14,936,064 a week, a gain of 30% over last year.

WCBS-TV fared even better, Mr. Lawrence reported, with a rise of 100% in average daytime quarter-hour rating and a gain of 15.6% in the number of viewing homes per average quarter-hour. Although the station's rates have risen, he pointed out that the new "daytime dozen" package which offers a 12% discount on 12 deals or more spots a week on WCBS-TV lowers the rate for them to 21% less than a year ago.

"This plan was evolved," he said, "to encourage spot advertisers to make more use of daytime television and to do it on a basis of greater frequency and repetition."

Although introduced only about a month ago, the 12-a-week plan has already added four sponsors, he reported: Best Foods for Nucocia and Hellman's Mayonnaise, General Foods for Maxwell House Coffee, Loev's Theatres and Rival Dog Food.

Free and figures discussed by Mr. Lawrence are contained in a new brochure—"In the Daytime, too, It's Channel 2"—issued by WCBS-TV, which occupies that channel.

Mr. Abrams, honored at the dinner for his 30 years as Emerson's president, announced that the board of the Radio Television Educational Assn. has authorized its chairman to appoint a committee to study ways and means of furthering the development of educational TV stations. Mr. Abrams had proposed that the manufacturers of radio and TV receivers should spearhead a drive to raise a $5 million fund to achieve this purpose. Announcement of the committee members will be made shortly.

Plans for the third part of the Emerson project—formation of an educational council composed of statesmen, educators and business executives to guide the development of educational TV—are also progressing, Mr. Abrams said. He reported an enthusiastic response to the complete program from educators and public and industry leaders and said that an important announcement may soon be made.

MT. SUTRO
KPIX (TV) Gets Lease

ABC announced last week it had granted a 10-year lease to KPIX (TV) San Francisco for re-location of its television transmitter atop the ABC-owned Sutro Mansion facilities in San Francisco.

In making the announcement, Frank Marx, ABC vice president in charge of engineering, said that "it is anticipated that KPIX will become another 'Empire State' style television station due to its ideally situated location in that city."

He explained that KPIX "is almost the geographic center of San Francisco and makes one of the most perfect natural locations in the country for the transmission of television signals, without interference from surrounding terrain or man-made obstacles."

Mr. Marx noted that FCC's TV allocations allotted 10 channels to the San Francisco area and said he believed that virtually all new television facilities at the ABC-TV transmitter site.

KPIX becomes the second San Francisco video outlet to originate short films. Other ABC's owned station, KGO-TV, has been operating from the Mt. Sutro site since May 5, 1946. KPIX is reported to have transmitted programs from its new site sometime this month. The ABC-TV Tower measures 300 feet and Sutro Mansion is located some 930 feet above sea level.

SAFETY KITS
Distributed by Ad Council

SOLICITING the help of television in preventing traffic deaths for the fifth month in a row, the Adver-

tising Council sent a new kit of public service advertising material on safety to every TV station in the country, plus the four TV networks.

Accompanying letter from Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), and voluntary coordinator of the year-

round council "stop accidents" campaign, stated that "television could become a tremendous factor in helping to prevent accidents."

Prepared about the campaign's volunteer agency, Young & Rubicam, Chicago, the TV kit also contains film spots, posters and announcements.

Morris Forms Film Firm
NELSON MORRIS, formerly advertising photo consultant for Grant Adv., McCann-Erickson, Young & Rubicam and other advertising agencies, has formed Nelson Morris Productions, TV motion picture company, with headquarters at 538 Fifth Ave., New York. All production will be staged in Mexico, Mr. Morris said.
AFL FILM GROUP
Hints Advertiser Boycott

PROTESTING foreign TV film production and intimating a boycott of advertisers who use such shows, Hollywood AFL Film Council Tuesday asked all labor organizations to fight the "current practice."

The increasing number of producers and advertising agencies making TV films abroad deprives many U.S. citizens of employment and causes loss of taxes on salaries and wages, a resolution declared.

The AFL Council charged that these TV film production headquarters abroad are for "tax-saving purposes or to take advantage of cheap production and labor costs."

The council asserted it was unfair to go outside the U.S. to make films to be used to sell American products to American citizens, and in asking labor's support, threatened to desensitize other labor organizations and groups the "identities of such products and the advertising agency, manufacturers and distributors" involved.

TELENEWS STAFF

Appointments Announced

TELENEWS Productions has announced the appointment of four new staffers in its expanding news operation, three in the New York headquarters newsroom and the other in Dallas.

Gordon Yoder, newsreel cameraman, will work out of Dallas, covering the Southwest. Additions to the New York staff were Robert Leckie, formerly of the New York Journal-American and the Buffalo Courier-Express, as a writer, and Jules Siegel and Van Kardish as assistant editors. Mr. Siegel was formerly on the news desk at WNYC New York and Mr. Kardish was with the Levittown, L. I. community newspaper.

CARS used by camera crews of Telenews Productions Inc., N. Y., have been equipped with two-way high-frequency radios in order to increase operating speed. Radios are used for direct contact between home office and camera crews and for car-to-car communication.

STATE DEPT. FUNDS TV Request Fails

A RECOMMENDATION that television be included on an equal basis with radio broadcasting in the State Dept.'s 1963 appropriations budget was rejected by Senate-House conference in an 11th hour move over the July 4 weekend.

The Senate receded on its own adopted amendment at House urging, thus defeating a suggestion by Karl Mundt (R-S.D.), avid proponent of trans-oceanic television [BT, June 30].

Other significant changes in the 1963 funds measure (HR 7289) as reported cleared it July 5 for the President's signature:

- The overall international information program was sliced to $57,525,000—a compromise between Senate and House figures—with perhaps proportionately less for Voice of America shortwave broadcasting operations than originally estimated.

- Monies to be "made available to one or more private international broadcasting licensees for... . depolitizing and broadcasting special programs were pared from $200,000 to $100,000.

- The decision to delete any reference to television reportedly stemmed from the reluctance of conferees to take such a "far-reaching step" without sufficient study by members of Congress, conferees and committee authorities. It was pointed out that the subject had not been raised during hearings by the Senate Appropriations Committee before Sen. Mundt offered his amendment on the floor.

The Mundt recommendation would have provided that the State Dept. could use money this new fiscal year for TV as well as radio broadcasting. It is Sen. Mundt's conviction that authority for this is contained in the Smith-Mundt Act of which he was co-author.

Conferees' action on voting international information funds was a compromise between the $86,575,000 allotted by the House and the $88,666,616 given by the Senate. It was estimated earlier that perhaps $20 million would be earmarked for radio broadcast operations.

Out of the $87 million-plus will have to come money to enable two radio relay stations to begin opera-

OLYMPIC BAN TV-Newsreel Protest Made

SPOKESMEN for combined American TV-newsreel agencies revealed last Wednesday—that simultaneously registered a protest—that the Olympic Committee will ban U. S. TV newsreel coverage of the international games.

They said they had information that the committee plans to "commercialize" the Olympics by making a feature film of the contests for "profitable distribution."

In a cable to E. Von Frencell, Olympic committee chairman, Francis McCall, news director NBC-TV; Jack Haney of UP-Movietone News, and E. P. Gennock, Telenews Corp., editor-in-chief, urged a reversal of the action.

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VFW POSSES PURCHASE

If 'Medal' Series Is Filmed

LEGAL action was threatened by Veterans of Foreign Wars after the group's ultimatum to W. B. Frank to cease further announcements and production on a proposed Medal of Honor TV film series. The VFW has engaged Al Hargrill Productions Inc. to film the television version of its similar existing radio series [BT, June 23].

Mr. Frank, a Minneapolis motion picture producer now in Hollywood, said he believed highlights in the lives of Congressional Medal of Honor winners are in the public domain. The half-hour scripts in the VFW sponsored series are titled Beyond the Call. Jon Yost, radio-TV director, Russell C. Comer Co., producer of the radio version, is preparing the TV series.

RCA VICTOR TRASNSITIONS!

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE OR SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants...receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Write now for our fact-filled Custom Record Brochure!
What happens when the candid camera catches 108 people at work, just the way they are—with no poses or touchups?

Edward Petry Co., national station representative, has come up with one answer—a graphic picture story which it has just presented to its station clients. And back of this picture story is another: How it all started from a random remark by a station manager.

The plan was developed last November when the company's officers decided to let stations see its 108 employees at work. Nothing novel in that, perhaps. But Edward Petry wanted a completely realistic approach. Said the firm's president: "I want this story of our company to be real all the way through. None of the pictures is going to be touched up. If a man is working in shirtsleeves, or if a girl wears glasses when she types, let's make sure the photographer takes the pictures just that way."

While not aiming for the candid approach of major picture weeklies, the Petry firm used the unposed picture technique to achieve the utmost in realism. After seeing the book, one West Coast station manager commented: "I've always been very conscious of all the Petry salesmen I correspond with all the time but I never realized that you have two people in the office for every salesman out on the street."

As a result, the 88-page picture book has station men talking about the story of people "who make it possible for Petry salesmen to spend more time selling." The book comprises 156 photographs and only two pages of copy.

Putting the story together was a complex production. The job was set out with hand-set type and hand-mounted photographic blow-ups in each of the reproductions. Separate radio-TV organization charts were bound into the book, and a four-color silk screen process was used to set apart major job functions of all employees.

Rural Kansas News, In The Heart of America

Photographer seen on the spot at the Compton Agency snapping this "workaday" picture of (I to r) Hanque Ringgold, Petry's eastern manager; Guy Richards, Compton media chief, and Bill Maillefert, Petry radio salesman. This was one of 156 shots used by firm in its picture story sent to station clients.

IIA STRUCTURE
Advisory Group Analyzes

PRESENT semi-autonomous position of the International Information Administration is preferable to separation from the State Dept., the U. S. Advisory Commission on Information has advised Congress.

Commission reiterated its earlier views on organizational structure covering the Voice of America and other information activities, but reserved final opinions until all proposed changes are put into effect. Its position was outlined in a sixth annual report to Congress.

The advisory body, headed by Mark A. May, director of Institute of Human Relations at Yale U., also endorsed recent Senate action approving an inquiry into the overseas program [B • T, July 7]. Resolution was co-sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.), with the former favoring a study of possible separation of IIA.

The report was signed by all but one of the five commission members, Justin Miller, NARTB board chairman and general counsel. Judge Miller has been on leave of absence from the group since he was named chairman of the Salary Stabilization Board last November.

WOW REVENUE
Weil Cites Steady Rise

REVENUE at WOW New York for the first half of 1952 rose 130% over the same period 10 years ago.

Figures released last Tuesday by Executive Vice President Ralph N. Weil reveal the station has had a steady growth since 1942. Mr. Weil said that sales figures for the first half of 1952 were, in fact, 26% greater than the station's revenue for the entire year of 1942. Analysis of revenue also showed that the first half of 1952 ended with an increase of 14% over a year ago and 45% over five years ago for the same period.

Form Hand and Myse

NEW law partnership of Hand and Myse, Transportation Bldg., Washington, D. C., has been announced. Frank B. Hand is a former examiner of the Interstate Commerce Commission. Daryl A. Myse is a former FCC and Federal Power Commission attorney and counsel for the Wisconsin Public Service Commission.

IN CINCINNATI
IN NORTH CAROLINA
IN THE SOLID SOUTH
→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

Broadcasting • Telecasting
STILL unresolved. Stations arrangements with the Advertising stations and networks, previous get these would be made, $8 allotted for $10 evolved under study "experiments" and are, the programs, they steer arrangements Visual version, which to who training demonstrations and other devices. More by personnel. So preparations have produced in Federal Communications Commission, which is also is by Federal Communications Commission. Atomic defense agency, which has produced also is by Federal Communications Commission. The cuts were felt all down the line, in communications, public affairs and other operations. Controlled (control of electromagnetic radiations) is perhaps only an incidental victim in this instance, although the question of who shall pay for sequential lines to hook up clusters of stations is still unresolved. Stations themselves are bearing the cost of changing their equipment as a prerequisite to participation in the plan. More severe cutbacks will be felt by FCDA's Office of Public Affairs and its Audio-Visual Division, which prepares public education and information data. Audio-Visual also has produced three closed circuit theatre TV demonstrations to recruit and train volunteer personnel. So successful are the programs that they no longer are "experiments" and are, in fact, under study by other government agencies. The most recent was that evolved to train policemen over a 10-city theatre TV network [B+T, June 23].

Far-Reaching Effects Seen

FCDA had sought $600 million for the new fiscal year. Congress allotted only $43 million of which $8 million is earmarked for all operations. The last-named two figures are substantially below fiscal 1962 outlays.

FCDA authorities said they are unable to ascertain where the cuts would be made, but asserted that these vital programs would be adversely affected this fiscal year. Congress did not specify where any decreases should be made. But is known that the emergency agency has taken its appeal to the Budget Bureau in a bid to scrape up more money for all functions.

With respect to public information work—appraising the citizenry by radio-TV and other media of protective measures—these activities are certain to suffer. As in previous fiscal hearings, time donated in the public interest by stations and networks, some through arrangements with the Advertising Council, drew generous praise from

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**FCDA Status**

AT LEAST two vital government civil defense functions are facing a recession of activity because of lack of funds, it was learned last week.

At the Federal Civil Defense Administration, authorities are reciting an often-heard version of the story of an economy-minded 82nd Congress, which pared agency funds to the bone before it adjourned.

The two projects most immediately affected by axe-wielding on Capitol Hill are these:

- Overall public education and information activity in radio, television and other media.
- Closed circuit theatre TV demonstrations and other public training devices.

Both the Senate and House took a dim view of national civil defense efforts and the intent of the agency to alert and prepare the nation for possible attack, by lowering up wards of 90% from its requested $3 budget. The cuts will be felt all down the line, in communications, public affairs and other operations.

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BROADCASTING • Telecasting
(1.36%), attorney and director of Denver National Bank; Director Thomas P. Campbell (3.62%), Denver manager of improvements and parks; William J. Ahern (2.7%), merchandise manager; May Dept. Stores Denver; George B. Berger Jr. (0.97%), director-vice president of Colorado National Bank; Hugh R. Catherwood (1.32%), Denver director of budget and personnel; Myron B. Emrich (1.36%), president and one-third owner Denver Agency Co., real estate and insurance firm; Arnold B. Gurtler Jr. (2.7%), treasurer of Elitch Gardens Co., Elitch Amusements Inc. and Elitch Greenhouses Inc., amusement park, summer stock theatre and greenhouses; Robert S. Kohn (2.16%), president of American Furniture Co., Denver; Morrison Shafroth (1.08%), attorney; Walter M. Simon (1.36%), attorney; Henry W. Toll (1.36%), attorney; David S. Touff (1.08%), general merchandise manager of May Co. and vice-president of May Dept. Stores Co. Messrs. Emrich and Simon respectively are also president and secretary-treasurer of Yellow Cab Co., Colorado and Airport Limousine Inc.

A 14.05% interest in the applicant is held by W. Hubber & Brothers, Denver, which holds debentures of about $175,000 also. The firm for 75 years has been a manufacturer and distributor of mining machinery and industrial equipment. With the advent of electricity, the automobile and radio, Hendrie & Bolthoff pioneered distribution of supplies and equipment for these industries in the Denver and Rocky Mountain areas.

The holding agreement for KOA calls for $1 million cash, of which $100,000 has been paid as down payment, and a promissory note in the amount of $1.25 million due July 1, 1953. The note is for five years at 4 1/2%.

The Denver group is putting up $875,000 cash, based upon loans to their accounts by the Denver and Colorado National Banks, while Mr. Hope and his associates as individuals are putting up $125,000 cash and Hope Productions to note for $1.25 million.

In addition, each group is providing $50,000 working capital for KOA. To finance the television operation, each group will purchase $200,000 in additional debentures.

The Hope group and the Denver group each will have right to elect an equal number of directors. In addition, each application explained, the class of stock to be held by the Denver group will give it the right to elect an additional director "who shall be a disinterested non-stockholder resident of Denver, subject to approval of the class of stock held by Hope Productions."

KOA assets to be acquired by Metropolitan Television includes cash of $50,000 and total current assets over current liabilities, exclusive of cash, is warranted to be not less than $50,000 at the closing date.

NBO reported net sales of $1,112,763 for KOA-AM-FM in 1951 and earnings before federal taxes of $238,460. Net sales and earnings for 1950 were $593,447 and $352,793, while for 1949, net sales totaled $595,141 and earnings $303,738.

Depreciated Cost Report

As of May 31, 1951, NBC reported the depreciated cost of all KOA property as $72,546 and KOA-AM-FM $36,018. Original property cost for KOA was cited as $327,447 and KOA-AM-FM $85,527 (technical equipment only for FM).

As of the same date, the KOA assets to be transferred were carried on the NBC books at about $295,000 and plant and equipment, liabilities to be assumed by Metropolitan Television were carried at about $13,500.

NBO's balance sheet, as of May 31, 1951, reported total assets and liabilities of $45,6 million. Current assets were nearly $52,5 million and current liabilities nearly $13,5 million (including almost $8.6 million accrued federal taxes). Plant and equipment was listed at almost $31 million, less $14.2 million reserves. Capital stock was listed at $6,5 million and earned surplus almost $19.9 million.

Bob and Dolores Hope, as of May 29, reported current assets of almost $3.8 million, of which $2 million is market value of oil lease investments. Miscellaneous liabilities, about $360,000 were listed, giving them capital of $3 million plus. Mr. Hope and Bing Crosby are associated in oil ventures at Fort Worth with A. Moncreif and C. E. Hyde.

Mr. Hope also is president and 56.26% owner of Hope Enterprises Inc., organized in 1946. The talent and package firm has 21 stockholders and is owned 25% by NBC.

The James L. Saphier Agency listed net worth in excess of $110,000 as of May 31, the application reported.

Hope Productions reported total assets and liabilities of about $25,000.

Current contracts of KOA, as of June 23, were reported to total 182. These included 92 for 52 weeks, 11 for 39 weeks, 19 for 26 weeks, 17 for 13 weeks and 37 for less than 13 weeks. KOA in addition has an oral agreement with Standard Oil of Indiana to air the entire 1952 U. of Colorado football schedule. This contract involves $10,000, of which $3,200 represents time charges and the rest program costs.

KOA also reported oral agreements for time or announcements with Bluehill Foods Inc. for supplying certain products in December, Yellow Cab Co. for display advertising, Orpheum Theatre-RKO for screen trailers and Rocky Mountain Jewish News for advertising space.

NBO's portion of the transfer application was handled by Gustav B. Margraf, vice president and general attorney, and Joseph V. Hefterman, financial vice president. Metropolitan Television's application was prepared chiefly by Mr. Radetksy and by Mr. Davis. Washington counsel for the assignees is Poege & Neal and McKenna & Wilkinson.

Warmest congratulations to Charles Douglas jr., new account executive at WKY, Cincinnati, comes from Charles H. Topmiller, station manager. Mr. Douglas was Indianapolis-Cincinnati assistant regional manager for Real Silk Hosiery Mills.

BUSINESS volume by WKIV Richmond, Ind., for first six months of 1952 was 20% above same period last year, station reported Thursday.
SET SALES

RTMA to Compile for Sept.

MONTHLY figures showing retail sales of radio and TV sets will be compiled on a nationwide basis by Radio-Television Mfrs. Asso., with first reports to be available in September. The plan was proposed by President Glen McDaniel at the June RTMA board meeting and is financed by Telecasting Co.

Frank W. Mansfield, Sylvia Electric Products, developed the statistical plan in cooperation with William F. Long, RTMA statistical director.

A panel of representative radio-TV dealers will provide monthly data on radio and TV set sales and inventories. Electric League offices also are taking part. Individual dealer reports are on a confidential basis.

Three-week test run conducted in Maryland, Virginia and the District of Columbia was described as highly successful. The new plan, a broadened version of surveys conducted for a year by Dun & Bradstreet, will show for the first time the sales and inventory data at the dealer level by regions, TV screen sizes and radio receiver types.

RTMA last week announced it had arranged three technical sessions covering TV and including UHF and color techniques as features of the 1952 Radio Fall Meeting to be held at the Hotel Syracuse, Syracuse, N.Y., Oct 20-22. The preliminary program announced by Virgil M. Graham, associate director of the RTMA Engineering Dept. and chairman of the meeting committee, includes a UHF session sponsored by the Institute of Radio Engineers group; quality control session sponsored by the IRE group handling this activity; color TV sessions sponsored by the receiver group, and a session sponsored by the electronic devices group. A general session on TV will close the meeting.

ADIRAL Corp., Chicago, is stressing sale of TV sets in areas between 25 and 200 miles from transmitters in fringe areas.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Home—Including Telephone and Non-Telephone Homes)

EXTRA-WEEK

May 24-31, 1952

EVENING, ONCE-A-WEEK

Current

Rank

Program

%

Current

Rating

Homes

1

You Bet Your Life (NBC)

9.7

1

You Bet Your Life (NBC)

9.7

2

Lux Radio Theater (CBS)

9.2

2

Tales of the South Pacific (NBC)

8.9

3

Amos 'n Andy (CBS)

8.6

3

Great Gildersleeve (NBC)

8.6

4

Charlie McCarthy Show (CBS)

8.6

4

Big Story (NBC)

8.6

5

Fibber McGee & Molly (NBC)

8.6

5

Bob Hope (NBC)

7.6

6

Big Town (CBS)

7.2

6

Homes reached during all or any part of the program, except for homes listening only 1 to 3 minutes.

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NARTB SURVEYS

Transcription Rule Use

SURVEY of radio and TV experience with the FCC’s rule requiring identification of transcribed and filmed programs is being conducted by a special NARTB committee headed by Michael R. Hanna, WHCU Ithaca, N.Y.

NARTB has asked FCC to remove its rule requiring identification of recorded programs and spots, contending the rule is outmoded and that the cumbersome announcements no longer are reasonable in view of extensive use of recorded techniques and progress in quality. Exception would be made in the case of news and commentary programs.

The NARTB action grew out of the February board meeting at Mr. Hanna’s suggestion. Serving on the special board committee with him are William Fay, WHAM Rochester and Walter Compton, WTTG (TV) Washington.

New Sterling Div.


McFARLAND BILL

On President’s Desk

PRESIDENTIAL signature on the McFarland Bill (S 658) was expected this week as the White House reviewed comments from the FCC, Dept. of Justice, Budget Bureau and other interested agencies.

FCC comments were submitted Thursday, when the Commission drafted a statement listing objections but endorsed no strong recommendation to veto the measure.

Staff report taking the bill from stem to stern was turned down by the Commission in favor of a reasonable statement of their position.

Commission has objected right along to some parts of the procedural and review provisions, with particular opposition to the separation of staff from Commissioners.

Requests for comments from interested agencies is routine by the White House on all bills affecting the executive department.

To drum up support for the President’s signature, NARTB last Wednesday wired key members asking that they express support of the bill in communications to the White House so that the President would know broadcasters favor the legislation.

Two Choices

President Truman has two choices for vetoing the bill if he should choose to do so. One is to veto it outright, and since Congress is now adjourned and is not expected to return until after the elections, there would be no chance of over-riding the veto. The other method is to not sign the bill. Since Congress is in recess, this pocket veto would become effective 10 days after the close of Congress. Congress adjourned July 7.

Meanwhile, the President last week signed the Independent Offices Appropriation Bill (HR 7072). This appropriates $6,408,460 for 1953 fiscal FCC operations (B&T, June 30). He also signed the District of Columbia Boxing Commission Bill (HR 5768), which requires boxing promoters to give up 10% of their income—including that from sale of rights to radio TV and newsmen—to the Boxing Commission (B&T, July 7).

NBC Signs Shore

SIGNING of singer Dinah Shore to a long-term NBC contract was announced by the network last Thursday. Miss Shore is in the stars of the Dinah Shore Show (NBC-TV, Tues. & Thurs., 7-30/7-45 p.m. EDT) which went off the air June 26 for eight weeks. The program will return to the network from Hollywood on Tuesday, Aug. 26, in the same time period. Chevrolet dealers will again sponsor the program in the 1952-53 season.
FIVE Cincinnati stations and two northern Kentucky stations have joined in a concerted effort to promote annual presentations of the Cincinnati Summer Opera Assn. in its season of five weeks. WLW WCPD WRC WCKY and WSAI Cincinnati, WNOP Newport and WZIP Covington, Ky., are supplying announcers to read the story line at each performance. In addition, the stations are using spot announcements and special programs to promote the opera season.

RECORD-BREAKING
WGAY Silver Spring, Md., has begun a new record show in which the platters less liked by listeners are, literally, smash hits. New releases are played on Make or Break with listeners deciding whether record should be retained for the station library, or “broken” on the air. Majority of first five calls decides.

REPEAT BROADCAST RATED
WGAR Cleveland’s earlier plea for traffic safety over the Independence Day weekend, Unexpected First, rated a repeat broadcast July 3. The show was inspired by Ohio’s record of the highest traffic death rate per capita on 1952’s Decoration Day weekend. Show was specially prepared by Charles Day and Jack Dooley, WGAR newsmen.

CHILD’S DREAM
WTOP-AM Washington’s Ask-It Basket. Saturday morning children’s show, featured a local fire department hook-and-ladder truck July 5. Cameras were trained on the hook-and-ladder as it pulled up to its home base, station K Circular, sirens wailing. Six children, chosen from 173 who wrote asking to appear on the program, swarmed over the huge red and white fire truck. Each child must identify “mystery voice” and supplies name and number of next contestant until five successive phone calls are completed.

‘TELO-CHAIN’ PROGRAM
ON chain-letter pattern, Telochain quiz program launched in Canada with CKNW Vancouver, where staff member Rolly Ford is reported to hold copyright. Letter is mailed on each 10-minute show. Listener, who is required to register name and phone number each week with bonus answer letters or enclosed copies of the “mystery voice” and supplies name and phone number of next contestant until five successive phone calls are completed.

WCAU CONTEST
WCAU Philadelphia airing The American Stores Co.’s promotion, “Mrs. American Stores of 1952 contest, which starts today (Mon) and runs for eight weeks, is being plugged via the 1,200 stores in the Philadelphia area and by WCAU on its American Stores Chain Your Bell 10:15-30 a.m., Mon.-Fri., featuring Gladys Webster. Winner who best describes why she likes the store at the American Stores and why she would like a “second honeymoon” gets a two-week trip to Bermuda. Runner-ups to grand prize get home furniture, TV set or watch. Daily winners receive merchandise certificates.

KFAB JUMBO CARD
BREEZY “jumbo” postcard sent to trade by KFAB Omaha utilizes theme “It’s Summertime and the Listening Is Easy.” Cards are in varied colors, show, via eye-catching cartoons, use of radio from farmer to tractor to steelworker on skyscraper. Series of nine, cards are mailed at three-day intervals.

KSTP AWARD STATION
IN folder featuring circle cut out of smiling face with legend: “One Man Show,” KSTP-AM-TV Minneapolis highlights yearly awards received from trade magazines, Billboard and Variety. Competition at former was in promotion, the latter for news coverage.

WRC’S ‘MR. ECHO’ CONTEST
Started last Monday on WRC Washington and precedes “WRC Day” to be held Aug. 2 at local Glen Echo Amusement Park. “Mr. Echo” is well-known Washington performer whose voice must be identified by listener with a jackpot prize including weekend trip for two to Atlantic City the feature. Voice is aired intermittently during day. Replies must give in 50 words or less why WRC is favorite Washington outlet.

‘OL’ PROSPECTOR’
WTVN (TV) Columbus’ promotion built around a station personality, “The Ol’ Prospector,” drew thousands to Ohio’s largest amusement park, Buckeye Lake Park. Every concession in the park carried cards listing the station’s call letters and “The Ol’ Prospector.” In addition, Bosco, sponsor of “The Ol’ Prospector,” was promoted through use of a huge banner on a stage in the midway.

MUSIC STEPPING STONES
KOIL Omaha has just completed the 4th series of a unique radio program entitled, Stepping Stones To Stardom. Latest series was climax when 12-year-old boy pianist was awarded a $1,000 piano by a local music company. Another company awarded five runners-up a $50 study award each. Program has been on the air since April, 1948. In that period, 793 amateur musicians have competed.

WHRC COVERS ‘BOMBING’
WHRC Canton, Ohio, covered a simulated bombing attack of that city. From atop a tall building in downtown Canton, news announcer Al Francis, reported the “bombing” into a tape-recorder for rebroadcast later. A B-25 bomber, accompanied by jet fighter protection, dropped 10,000 leaflets. The leaflets read, “This could have been a bomb! Your life and your children’s lives can be saved by being warned of an enemy attack.” Sponsored by the Canton Air Defense Filter Center, the “bombing” was designed to induce residents to join the Filter Center in Operation Skywatch to guard against surprise enemy attacks.

CALL LETTERS DISPLAY
WTJV (TV) Miami has made arrangements with Illustrated Current News to place 100 display bearing the station call letters in business windows throughout the area. Charles E. Silver, southern representative for ICN, is supervising the campaign.

WXEL’s ‘BAGGIN BAR’
WXEL (TV) Cleveland, Baggin Bar, Mon.-Fri., 4-4:30 p.m., acts as clearing house for household articles put up for second-hand sale. Sponsored by Bob Leddyard, husband and wife team, Televiewers invited to appear with item or to write about the article for sale. Those who wish to buy, telephone the station. Program received among others 20 offers for turtle aquarium, 50 requests for bird cage and 15 offers for demolished auto sold for junk.

INDEPENDENCE OBSERVANCE
WGY Schenectady observed the 176th anniversary of the nation’s birth through a series of transcribed one-minute announcements, written and spoken by area residents on the subject, “I Speak for Democracy.” Announcements were spread over five day period.

‘TUNES AND CARTUNES’
WNBK (TV) Cleveland’s Tunes and Cartunes aired Mon.-Fri. 6:30-6:35 p.m. has invited viewers to send photographs to Dick Dugan, station cartoonist. Mr. Dugan will make a caricature of the photograph and will feature it on the show along with a drawing of the most newsworthy local or national figure. Program also fea-
‘MRS. AMERICA’

WOR-TV New York is telecasting Mrs. America, 8:30-9 p.m. Sunday, toward selection of “Mrs. New York City” to represent that metropolis in “Mrs. America” finals. Show is produced by Mrs. America Inc., originators and owners of “Mrs. America” title. Among participating advertisers are P. Ballantine & Sons and Levy Bread.

On TV show, contestants are interviewed by Barbara Welles, women’s commentator, and Dan McCullough. Televiewers are asked to vote for favorite on basis of 50% for beauty and 50% for homemaking ability.

WINOWD ON MAINE

MAINE Bestg. System, composed of WGCPI Portland, WLBZ Bangor and WRDO Augusta, presented a window display at the State of Maine Information Bureau, 30 Rockefeller Plaza, in Radio City, New York. Window was arranged through the cooperation of Weed & Co., national sales representative for the Maine Bestg. System.

WORC KID’S PARTY

WORC Worcester, Mass., promotion for its WORC Kid’s Party brought more than 7,500 children to White City, a local amusement park, June 27. Rides for the youngsters were free through the courtesy of the station. WORC said that the local mothers who had a “day off” were especially appreciative.

Degree to Brunet

MEADE BRUNET, a vice president of RCA and managing director of RCA International Div., has been elected a trustee of Union College, Schenectady, N. Y. He received a Bachelor of Engineering degree from Union in 1916 and is chairman of the college’s public relations council.

TROPHY awards for radio-TV news coverage in 1951 presented by Radio & Television News Club of Southern California to 11 to 12 Jack Beck, director of news broadcasts, CBS Pacific Network, who accepted for Cameron Cornell (special events coverage) and Ed Murrow (radio newswriting and reporting); Clete Roberts, KLAC-TY, tv. world coverage; J. C. Haskell, branch merchandiser, Southern Div., Richfield Oil Corp., for firm’s Japanese Peace Treaty coverage; Sam Bolter, KLAC, sports reporting; Leo Wilhelm, Los Angeles district manager, Bing Crosby Minute Maid Corp., whose firm donated trophies; Dave Anderson, NBC radio Hollywood newscaster and club president; Al Gordon, KFWB, news commentary; Chet Huntley, ABC radio, Hollywood, news commentary; and Jim McCulla, KMPA, news presentation. They were among 15 winners [B&T, June 30].

Strictly Business

(Continued from page 11)

and a definite place, and, needless to say, he plans to continue in both.

Modern broadcasters will well understand why Mr. Rocca was first attracted to radio. On the old WJSV-AM (now WTOP-FM), he was able to buy six spots daily for five days, at the rate of $100 per week. What’s more, he had Arthur Godfrey to deliver the commercials. That was when Mr. Godfrey was a local personality.

“Godfrey was a wonderful salesman even in those days,” Mr. Rocca said. “I still stick with him whenever I can. You know, with station breaks, and the like.”

After Mr. Godfrey, there followed a series of other arrangements, none of which were satisfactory to Mr. Rocca. In 1940, in addition to writing all his commercials, he began using his own voice.

How much of that was vanity? “None,” replied Mr. Rocca. “I find that by the time I would get thru working with a professional copy writer, and announcer, it would take me longer to get what I want than if I did it myself.”

“Besides,” he added, “I know exactly what I want to say, and how I want to say it. I like to sell my cars to the radio and television audiences exactly like I would if I were talking to a man face to face. I don’t like the detail work but it’s really much simpler for me this way.”

On the score of his recalcitrant attitude toward detail work, Mr. Rocca said that he hasn’t personally sold a car in 10 years, despite his agency’s outstanding sales record.

Writing his commercials doesn’t always come easy, Mr. Rocca explained. “Sometimes, I spend as much as five hours on a one-minute spot. I know my stuff is corny, and so is my voice, but we sell cars.” Although Mr. Rocca knows his delivery is not up to professional announcing standards, he knows also that there is no arguing with a balance sheet—and his “corny” efforts produce results.

Leo Jr. Leads Hand

There apparently is relief from the detail work of broadcasting for Mr. Rocca. His son, Leo Rocca Jr., has expressed an interest in broadcasting. Young Leo Rocca already has transcribed several spot commercials.

Two things about Mr. Rocca’s commercials have remained unchanged—his salutation and his sign-off. Mr. Rocca opens with—”This is Leo Rocca speaking, your Dodge and Plymouth dealer in Washington,” and closes with, “This is Leo Rocca saying thank you.” His whole pitch has the air of friendly conversation.

One of Mr. Rocca’s strongest selling points is his guarantee of two years or 25,000 miles on every new Dodge or new Plymouth sold. The presence of this guarantee is one of several themes into which he brackets his series.

Mr. Rocca, at 54, can reflect with warm satisfaction that he made his mark in his home town. He was born in the nation’s capital, Feb. 28, 1898, and schooled there. The lure of business—he has always been in the automobile or auto accessory business—was stronger than the desire to get a college degree so he left Washington U. after completing two years.

He is not a joiner and resists most offers to speak at luncheons or dinners, or even to serve on committees.

“I’d rather spend the time on the farm with my family,” he commented. The farm to which he refers is a 225-acre estate called “Hollybrook” in nearby Herndon, Va. On the farm, he breeds Black Angus cattle and has a lake stocked with bass. Other than just being with his family, and selling cars of course, fishing is his main hobby.

His family, in addition to 17-year-old Leo Jr., is composed of a daughter, Leonora, 14, and his wife, the former Leonora Worley of Washington, whom he married in 1930.

“I don’t feel free to tell you how much I spend on radio and television advertising,” Mr. Rocca said, “But you can put down that I spend a whole lot more than that $50 I began with in 1935.” Agency for Leo Rocca Inc. is Harwood Martin Adv., Washington.
N. Y. STATE CD
Plans 'Hams' Training

NEW YORK STATE Civil Defense Commission has begun an Amateur Radio recruitment program, aimed at a goal of 40,000 voluteers—with or without technical back-ground—to train in assisting opera tors working with emergency New York State Amateur Radio Networks. Latter are maintained on a 24-hour basis.

Lieut. Gen. C. R. Heubner, director of the state CD Commission, explained that Amateur Networks, now employing about 2,000 expert "hams," may well provide one of the few available channels of communication in any atomic attack.

Crosby Negotiations

BING CROSBY and the Coca-Cola Co., New York, have terminated their negotiations by mutual agreement, it was announced last week.

The singing star had been negoti ating with the soft drink firm for sponsorship of a half-hour series on radio and TV [B7, July 7, June 25]. With Mr. Crosby planning to finance an ice cream company, it was considered in the nature of competition to Coca-Cola. Meanwhile, it was reported that General Electric is now negotiating with Mr. Crosby.

FCC Actions

JULY 3 THROUGH JULY 10

ant-antenna cond-conditional
LS-local sunset day
aural-transmitter trans-

Grants authorizing new stations and transmitters, accompanied by a roundup of new station and transmitter applications, begin on page 99.

July 3 Applications

ACCEPtED FOR FILING

Following stations granted renewal of license:

Radio Builds Library

- FIRST CHOICE OF ENGINEERS!- of books to be sent to children of Nagasaki, one of two Japanese cities A-bombed to ward the close of World War II. Mr. Dale made daily appearances for his Make Believe Ballroom. Another listener became sole collecting agency for the books. As a result of this concerted effort, more than 400 books were sent to Nagasaki. This fall, a new library will be opened in Nagasaki, containing the books from WCKY's list- ing area. WCKY commented, "This is another instance where radio, acting in the interest of public service influenced a number of people in such a manner, where no other media could have succeeded so well."

July 4 Applications

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Following stations granted renewal of license:

Radio Builds Library

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July 5 Applications

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July 6 Applications

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July 7 Applications

ACCEPtED FOR FILING

Seeking Completion Date Extension

KALM, Alton, Mo.—Mod. CP, as mod.

which authorized new AM station, for extension of completion date

Requests Name Change

KBAM, Brentwood, Pa.—Intends change of name to licensee of The Scranton Times.

Filing Site Approval

WBCS, Sumter, S. C.—Mod. CP, which would change to site of approval of main studio and trans, site as Oswego Road at Sumter City Limits.

Following stations requests renewal of license:


TENDED FOR FILING

Seeks Frequency Change to 1360 kc

WDUN, Gainesville, Ga.—CP to change frequency from 1400 kc to 1240 kc.

ACCEPTED FOR FILING

KTHS, Hot Springs, Ark., and KWKH, Shreveport, La.—RETURNED applications for Conditional Approval of site to 1370 kc. Pub., parent corp. of licensee, from John D. Eisenhower to William H. Benton, both voting trustees.

July 8 Applications

ACCEPtED FOR FILING

Requests Name Change

KHIJ-AM-FM-TV Hollywood, Calif., GRANTED to change license to KMIK, Hollywood, Calif., and KWWA-AM-FM-TV New York—Request mod. license to change name from the Fort Industry Co. to Storer Broadcasting Co.

July 9 Applications

ACCEPtED FOR FILING

Requests Name Change

KHIJ-AM-FM-TV Hollywood, Calif., GRANTED to change license to KMIK, Hollywood, Calif., and KWWA-AM-FM-TV New York—Request mod. license to change name from the Fort Industry Co. to Storer Broadcasting Co.

Commercial Radio Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7027

Kansas City, Mo.

TV TOWERS

AM FM TV

Complete installations

TOWER SALES & ERECTING CO.
6100 N. E. Columbus Blvd.
Portland 11, Oregon
### Agencies Hear Nielsen

**DETAILED outline of the Nielsen coverage service was presented by A. C. Nielsen, president of the Chicago market research firm of:**

**BROADCASTING • Telecasting**

**CONSULTING RADIO & TELEVISION ENGINEERS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Noted</th>
</tr>
</thead>
</table>
| JANSKY & BAILEY       | Executive Offices  
                           National Press Building  
                           Offices and Laboratories  
                           1339 Wisconsin Ave., N. W.  
                           Washington, D. C.  
                           Adams 2414               |          | Member AFCCE *                    |
| JAMES C. McNARY       | Consulting Engineer  
                           National Press Bldg., Wash. 4, D. C.  
                           Telephone District 1205               |          | Member AFCCE *                    |
| A. D. RING & CO.      | 26 Years' Experience in Radio Engineering  
                           MUNSEY BLDG. REPUBLIC 2347            |          | Member AFCCE *                    |
| GEORGE C. DAVIS       | 501-514 Munsey Bldg.—Sterling 0111           |          | Washington 4, D. C.               |
| E. C. PAGE            | Consulting Radio Engineers  
                           BOND BLDG. EXECUTIVE 5670            |          | Member AFCCE *                    |
| WILLIAM L. FOSS, Inc. | Formerly Colton & Foss Inc.  
                           927 15th St., N. W. Republic 3883     |          | Washington 4, D. C.               |
| JOHN CREUTZ           | 319 BOND BLDG. REPUBLIC 2151                |          | Washington 4, D. C.               |
| GEORGE P. ADAIR       | Consulting Radio Engineers  
                           Quarter Century Professional Experience  
                           Radio-Television—Electronic Communications  
                           1610 EYE ST., N.W., WASH. 6, D. C.  
                           Executive 2124—Executive 3851         |          | Member AFCCE *                    |
| WALTER F. KEAN        | AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING  
                           1 Riverside Road—Riverside 7-2153     |          | Riverside, III. (A Chicago suburb) |
| GRANT R. WRATHALL     | Apartments arranged for  
                           San Francisco Seattle Salt Lake City  
                           Los Angeles Portland Phoenix          |          | Aptos, California                  |
| BERNARD ASSOCIATES    | Consulting Radio Engineers  
                           5010 Sunset Blvd.  
                           Hollywood, Calif. Normandy 2-6715   |          | Member AFCCE *                    |
| ROBERT L. HAMMETT     | Consulting Radio Engineer  
                           230 BANKERS INVESTMENT BLDG.  
                           SAN FRANCISCO, CALIFORNIA             |          | SUTTER 1-7245                     |
| JOHN B. HEFFELINGER   | 812 E. 83rd St.  
                           HILTON 7010                          |          | Kansas City, Missouri             |
| GRANT R. WRATHALL     | Apartments arranged for  
                           San Francisco Seattle Salt Lake City  
                           Los Angeles Portland Phoenix          |          | Aptos, California                  |
| HARRY R. LUBCKE       | CONSULTING TELEVISION ENGINEER  
                           Television Engineering Since 1929    |          | 2443 CRESTON WAY HO 9-2366         |
| JAMES R. BIRD         | Consulting Radio Engineer  
                           Fairmont Hotel, K.V.A.  
                           53 Elm Ave. San Francisco 8, Calif.  
                           Mill Valley, Calif. D'Apries 8-6588 |          | HOLLYWOOD 28, CALIFORNIA           |

**There is no substitute for experience**

**GILLET & BERGQUIST**

**RUSSELL P. MAY**

**KEAR & KENNEDY**

**GUY C. HUTCHESON**

**LEARNED & CARR**

**A. EARL CULLUM, JR.**

**WILLIAM E. BENNS, JR.**

**RAYMOND M. WILMOTTE**

**WALTER J. STILES**

**CONSULTING RADIO ENGINEERS**

**CONSULTING TELEVISION ENGINEER**

*Member AFCCE*
Help Wanted

Managerial

Ohio daytime single station market needs manager. Advise minimum salaries. No commission. Write Box 659P, BROADCASTING, TELECASTING.

Manager for 1 kw station. Must have good experience. Send full particulars and resume to Box 654P, BROADCASTING, TELECASTING.

General manager with successful record in small market for similar position in larger metropolitan market. Unusual opportunity for advancement. Write Box 653P, BROADCASTING, TELECASTING.

Need a working partner with management-sales experience to take over management. Will join any one of several Regional Northeaster market stations. Independent. Box 659P, BROADCASTING, TELECASTING.

We have openings for two district sales managers—one each in the Missis- sippi Gulf Coast and Panhandle. Excellent man over a year has a good price. Write Box 652P, BROADCASTING, TELECASTING.

CBS station in highly competitive southeastern city will add one salesman to its staff. Openings on commission basis with adequate draw. Write in full giving your experience and background. Box 653P, BROADCASTING, TELECASTING.

Texas Gulf Coast station needs time salesman to sell new station. Experience and good habits. Permanent position for right man. Write Box 655P, BROADCASTING, TELECASTING.

Progressive salesman wanted immediate- ly. Must have at least 5 years experience selling time 100 watt directional station. You must have above average selling ability in southeastern city. Exceptional opportuni- ty here for very good man. Send resume and references to Box 654P, BROADCASTING, TELECASTING.

CBS station in highly competitive eastern city will add one salesman to its staff. Openings on commission basis with adequate draw. Write in full giving your experience and background. Box 653P, BROADCASTING, TELECASTING.

Salesman, Progressive 1000 watter. One station city 100,000. Good opportunities. Send photo with full particulars and resume to Box 658P, BROADCASTING, TELECASTING.

Network affiliate seeking commercial salesman. Further opportunity will be extended after on-the-job experience. Excellent sales promotions opportunities. Application is invited from experienced radio man. Few years north of Boston. Send information on your ability to work. Box 659P, BROADCASTING, TELECASTING.

Don't want desk pilot. Must make sales calls. Good man can make a good deal. Box 656P, BROADCASTING, TELECASTING.

Network affiliate seeking commercial salesman. Further opportunity will be extended after on-the-job experience. Excellent sales promotions opportunities. Application is invited from experienced radio man. Few years north of Boston. Send information on your ability to work. Box 659P, BROADCASTING, TELECASTING.

Sales manager. Aggressive man with good sales record. Possibility promo- tion. Must be a good man. Box 657P, BROADCASTING, TELECASTING.

If you can sell we need you. Send full particulars and photo. Box 658P, BROADCASTING, TELECASTING.

Experienced salesman: 15 percent commission. Must have been successful selling 50 days. Unrestricted, protected pros- pects. Must have picture and resume. Send to D. A. Pfaff, WNMP, Evanston, Illinois.

C L A S S I F I E D  A D V E R T I S E M E N T S

PAID IN ADVANCE. CHECKS AND MONEY ORDERS ONLY.

Situations Wanted

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Situations Wanted (Cont'd)

Announcers

Sports announcer available. 5 years experience, much enjoyed. Music a plus. Must settle down with year-round sports market around. Prefer largest city. Box 618P, BROADCASTING - TELECASTING.

Announcer with six years experience, network background in sports and writing. A proven salesman in both large and small markets. Prefer west. Currently 56 kw. Box 696P, BROADCASTING - TELECASTING.

Solid staff, console, 5 years experience. Minimum $65. Available immediately. Box 650P, BROADCASTING - TELECASTING.


Topnotch combo man; mature, married, college educated. Oregon. Box 682P, BROADCASTING - TELECASTING.


Announcer: 2 years experience, college degree, black background, radio copy writing, good news. Tape available. Prefer midwestern station. Box 679P, BROADCASTING - TELECASTING.


Toprank disc, clear, mature. Three years university, announcing school, college radio. Excellent experience. Box 693P, BROADCASTING - TELECASTING.

Top Announcer. Experienced in all phases radio and TV. DJ, news, radio commercials, jockeys. Ed Nixon, 4325 Luther, Riverside, Calif. 92501.


Television

Salesmen

Television salesman—Change desired. Leadership in sales, church and community activities, traffic, administration, salesmanship. Family; therefore, any move will be considered. Pref. $5600. Box 660P, BROADCASTING - TELECASTING.

Production-Programming, Others

New TV station? My 4 years experience can help you set up production, program, film, and news departments. Box 707P, BROADCASTING - TELECASTING.

For Sale

Stations

For sale or lease—Completely equipped FM radio station of 5000 watts radiated power. Station covers a much above average retail trading area, is located within 30 miles of state capital, and within 15 miles of metropolit area. After 8 years of operation, station expended broadcasting first of this year due to other interests of owner. Can be purchased and moved or operated in present location. License is still active. Reply by letter to Box 688P, BROADCASTING - TELECASTING.

Rocky Mountain station. No competition. Affiliated. 250 w ideal town to town to 45,000. Box 698P, BROADCASTING - TELECASTING.

Regional independent station located in northeast. Important city within first 50 metropolitan districts. Liberal terms. Box 700P, BROADCASTING - TELECASTING.

Equipment, etc.

Estelirine Angus 5 mill recorder with spare parts. Daven VU panel, etc. Send for complete list. Box 651P, BROADCASTING - TELECASTING.

Two 165 watt AM with spare tubes and crystal. Can be tuned to any frequency. Packaged for export, original crating. Sacrifice price. Box 677P, BROADCASTING - TELECASTING.

Two 300 foot self-supporting rectangular towers. Make offer. For information, KKFU, Columbia, Missouri.

Used radio towers, two 300 foot guyed radio towers fully equipped with guy lines, lightning rods in accordance with C.A.A. regulations. Can be made any length up to 400 feet. White Constitution & Engineers, 322 South Street, St. Petersburg, Florida.

(Continued on next page)
Top Network Station

$90,000.00

A well established top network property—the only station in an attractive southern market with retail sales in excess of $25,000,000.00. Due to favorable position we can arrange very liberal financing. 

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO

Bay V. Hamilton
Tribune Tower
225 Montgomery St.
Exbrook 2-5672

SAN FRANCISCO

Lester M. Smith
Delaware 7-2755-6

Legal and Engineering

Counsel Wanted by

New TV Applicant in

New England Area

Terms are as important as fee. All replies are strictly confidential.

BOX 684P

BROADCASTING • TELECASTING

Television

Production-Programming, Others

WANTED—Experienced man to head film operations of leading TV station starting about September 1. Will be responsible for production of program feature film series as well as supervision of film program department. Call or write Box 684P.

Miscellaneous

WANTED

Combination engineer-announcer. Must know engineering and be heavy on announcing. $85.00.

Radio Station K L I C

Monroe, Louisiana

WANTED


EXECUTIVE PLACEMENT SERVICE

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

Howard B. Fleischer

TV & Radio Management Consultants

728 Bond Bldg., Washington 5, D. C.

Film Report

(Continued from page 84)

for distribution late this summer. The program stars a western trio and features folk tunes as well as westerns.

Films

Robert Klaeger has been appointed vice president in charge of production by Transfilm Inc., New York. He previously supervised motion picture production for Transfilm and in this capacity is said to have worked on more than a thousand television commercials and a score of documentary motion pictures. 

Buck Houghton, literary department, now in New York, has been appointed vice president in charge of Revue Productions, subsidiary of the agency, with supervision of story department.

Robert Stevenson, director of Columbia Pictures feature film "To the Ends of the Earth," to star youthful starlet, has been named general manager of Transfilm Inc., for "John Honeyman" in NBC-TV Cavalcade of America TV film series.

Burton Rowles Jr., after a leave of absence, has returned to Transfilm Inc. as director of creative planning for industrial and documentary motion pictures. In his previous association, Mr. Rowles wrote the Ford Motor Co.'s first three "Americans at Home" documentaries, directed "Conway Boy" for the State Dept. and produced six 15-minute TV films for the A. C. Gilbert Co. (toys).

Lou Gray, producer of Range Rider TV film series for Flying A Television Pictures, Hollywood, named assistant to Armand Scharaer, firm's president. Mr. Gray will supervise overall production for firm in addition to producing Gene Autry TV film series. Assigned to Range Rider is Hugh McCollum, short subjects producer at Columbia Pictures.

Gene Lockhart and Charles Chaplin Jr. were signed by Pennant Television Productions Inc., Hollywood, to respectively star in "A Matter of Circumstance" and "Three Minutes in Date With Destiny TV film series. Ed Woodward, firm's president, is in New York for conferences with ad agencies.


Robin Blink, daughter of Milt Blink, executive vice president of United Television Programs, Chicago, married July 1 to Larry Gordon of Kansas City, in Chicago.

Ravina Winkeker, publicity-promotion director of Jerry Fairbanks Productions, Hollywood, to Filmcraft Productions, that city, in a similar capacity.


Miscellany

Guild Films Inc., Hollywood, will handle the national distribution of a quarterly-hour TV film series, Lash of the West, produced by Ron Ormond. The programs, 13 of which have been completed, star Lash La Rue and are already being shown on KNBH (TV) Hollywood under the title Tales of Famous Outlaws.

Ellis Dungan, technical advisor on CBS-TV Smilin' Ed McConnell and His Buster Brown Gang, is en route to India to film additional background and animal footage for the TV series. Producer Frank Ferrin, packager-producer of the taped NBC radio version, signed a five-year contract with Brown Shoe Co., St. Louis (makes Buster Brown shoes) [B&T, April 21].
Docket Actions...

INITIAL DECISIONS

WVOP Vidalia, Ga.—Vidalia Bstg. Co.,Granted initial decision looking towards grant of construction permit for 5 kW station; condition not to be commingled shall be transferred.

WOC Charlotte, N.C.—WOC Inc. Hearing Examiner E.B. Smith issued initial decision looking towards denial of application on technical installation of station facilities.

Decision July 16.

Non-Docket Actions...

AM GRANTS

Hawkinsville, Ga.—Tri-County Bstg. Co. Granted initial decision looking towards grant of construction permit for 5 kW station.

Decision July 16.

FIX Roundup

New Grants, Transfers, Changes, Applications

box score

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>132</td>
<td>65</td>
<td>108</td>
</tr>
</tbody>
</table>

* Filed since April 14.

(Also see Actions of the FCC, page 94.)

SUMMARY THROUGH JULY 10

Licensed 37 AM stations. 369 FM stations. 222 TV stations.

FCC Roundup

New Grants, Transfers, Changes, Applications

1888 Dr. Augustin Frigon 1952

Dr. AUGUSTIN FRIGON, 64, di- rector of planning of Canadian Broadcasting Corp., died suddenly Wednesday night in the Laurentian resort town of Sixteen Islands, north of Montreal.

He had been ill for some time.

Dr. Frigon was appointed assistant general manager of WBYN-FM in 1936 and became general manager in 1944. Last December he was appointed di- rector of planning, CBC Chairman A. D. Dunton moving him into the senior post to relieve him of strain of administrative duties.

For 24 years his specialty was his electrical and electronic achieve- ments. Dr. Frigon was a junior member of the original Royal Commission that recommended a na- tionalized broadcasting system in 1929. He held a scientific doc- torate from the U. of Paris, and degrees from Montreal Polytechnic Institute, Massachusetts Institute of Technology and Paris School of Higher Technician Education.

He became a professor at the Montreal institute in 1910 and then set up a consulting service.

A member of the Franklin Institute, he held a license in managing four 50 kW stations in Canada as well as low power repeating sta- tions in remote communities.

He held many engineering honors and belonged to leading engineering societies.

At one time he was presi- dent of Quebec Electrical Com- mission and the Montreal branch of the Engineering Institute of Canada.

WRJC Jackson, Miss.—Rebel Bstg. Co. Granted transfer of control to Rebel Life Insurance Co., licensee of WJDX, for $30,000. Condition that not be commingled shall be transferred.

WTTM Trenton, N.J.—Trent Bstg. Corp. Granted consent to S. Carl Mark to acquire interest in station as an individual to condition that not be commingled shall be transferred.

WBRM Marion, N.C.—Lake City Bstg. Corp. Granted consent to Besica P. Williams to acquire interest in station as an individual to condition that not be commingled shall be transferred.

New Applications...

AM APPLICATION

Woodland, Calif.—Wagner Bstg. Co., 780 kc, 1 kw daytime. Estimated construction cost $52,117.64. First year operating cost $36,000, revenue $36,000. Applicant is company of John Andrew Wagner (60%), San Jose, Calif.; co-owner of station is John Russell Wagner (40%), co-manager of KVON Napa, Calif., and Carrie Helen Wagner (30%), co-manager of station.

TRANSFER REQUEST

KPH-AM-FM Whitchita, Kan.—The Radio Station KPH Co. Requests approval of plan for transferring the relinquishment of negative control contingent upon grant of a new application for television station (see story this issue) to Whitchita Bstg. Co., 25 new applicants would purchase $100 shares of stock in corporation at $5 per share (total of $250,000 new capital). Whitchita Eagle will have negative control (41.8%) but beneficially own all of 12,958 shares (30%). If proposed plan is ap- proved, Whitchita Bstg. Co. will reduce percentage interest thereby slightly less than 50%. Filed July 7.

FCC Actions

(Continued from page 91)

July 10 Decisions...

COMMISSION EN BANC

License Renewal

Following stations granted renewal of licenses for 1953 operation:


In Altoona it’s WWAM:

First with top programming

First in the heart of a rich Central Pennsylvania Market.

“Most Powerful—Most Popular”

first with the finest DAY AND NIGHT

Weed & Co. representatives
WLWT (TV) Cincinnati claimed the only independent television origination directly from the Republican National Convention in Chicago. With this pro-
gram July 6, eve of the big political rally. The camera is that of WNB\Tv)'
NBC New York, but the program was WLWT's with Crosley's veteran
man, Peter Grant. l to r: Mr. Grant, news commentator Bill Henry and
announcer Ben Gruver. Woman in picture is unidentified.

Peak Station Coverage at Chicago
(Continued from page 98)

city's civic auditorium, and planned to
follow suit when the Democratic
convention meets the week of July
21. With no TV station yet li-
censed in the state, spokesman for
the O. L. (Ted) Taylor outlet
reported, the closed circuit provided
the only means for Kansans in that
area to witness the proceedings di-
rect. Admittance to the auditorium
was free.

TV-less Denver also saw thou-
sands of people crowding into the
exhibition rooms of the Shirley-
Savoy Hotel to watch convention
proceedings on closed circuit video
made available by KOA and KLZ
there. The stations, cooperating with
17 local set distributors, also placed sets in 50 individual rooms
for use by the press, radio clients,
agencies and guests of the distrib-
utors.

Standing-room-only accommoda-
tions and a waiting line required
many viewers to watch in shifts
the complete pool coverage and
special programs from CBS and
NBC. Weeks of preparation and
thousands of dollars in equipment,
including a mile of cable in the
hotel, made the showing possible,
according to the stations.

Radio coverage of the evening
sessions was beamed to the West
Indies, Central and South America
by international shortwave station
XRUL, under the sponsorship of
Philco International Corp., accord-
ing to Ovid Riso, vice president of
Philco International.

WPIX (TV) New York and its
owner, the New York News, cap-
suled coverage of the conclave,
presenting newscasts, still pictures,
and last-minute news in half-hour
highlight productions at 2, 5, and
11 p.m. daily. WPIX News Director
Walter Engels headed the station's
Chicago staff while newsreel pho-
tographer Frank Hurley supervised
filming operations. Newscaster
John Tillman coordinated in New
York.

Waco, Tex., had its own front
seat at the convention when KWTX
that city set up a TV convention
party. The radio outlet placed 50
video receivers on display in front
of its studios and viewers pulled
up chairs to witness CBS-TV and
NBC-TV coverage. The local
Junior Chamber of Commerce
served up cold drinks, ice cream
and pop corn. Located in a TV-less
town, KWTX has applied for VHF
Channel 11.

KTTH Houston laid claim to
exclusives on actual broadcast cov-
erage of proceedings before both
the GOP National Committee and
its Credentials Committee, al-
though they were barred for a
time to radio-TV. Station owner:
Roy Hofsheinz led the KTTH news
staff, smuggling microphones into
the sessions. Edited broadcasts on
the contested delegates were aired
July 3 and 4, and later fed to Texas
Coast Network stations.

As a result of its battle for
radio freedom, KTTH claimed, the
Credentials Committee finally
accepted to the broadcast media
last Tuesday after the station aired closed proceedings the previous
evangel.

WCBM Baltimore sent local cor-
respondents John Fulton Lewis and
Greg Halpin to Chicago to report
activities of the Maryland delega-
tion to the station's estimated 2.5
million listeners.

WBBM Southern Pines, N. C.,
boasted that it was "probably the
smallest station in the U. S. that
is sending a man to cover the con-
vention." According to Jack
Younts, WEED president, Arch
Coleman tape-recorded a 15-minute
segment each day for WEEB,
WEOO Laurinburg and WGWR
Asheboro, all North Carolina.

WLWC (TV) Columbus, Ohio,
in addition to its network pickups
from Chicago, telecast a special
convention preview of the city's
GOP delegates, with Richard Mall
presiding over a panel of officials
and newspaper experts.

Debut of the first live network
TV program in the Pacific North-
welst featured Vice President Alben
Barkley and Sen. Warren Magnu-
sen (D-Wash.) on film in a spe-
cial dedication on KING-TV and
Seattle

KNBC San Francisco, whose
newsmen assisted last week with
NBC coverage of the Republican
meeting, mapped plans for special
broadcasts this week in advance of
the Democratic National Conven-
tion starting next Monday.

DENVER closed circuit TV convention coverage was made possible by KOA
and KLZ and set distributors there. At this set are (l to r) William Walker,
KOA producer; Charles C. Bevis Jr., KOA general manager; Clayton Brack,
KLZ television research director, and Hugh Terry, KLZ vice president-
general manager.

KSD-AM-TV St. Louis originated special direct pickups from Chicago each
day of the Republican convention last week. Working on the series were:
(1 to r) Seated, George M. Burbach, general manager of the stations, and
Frank Eschen, special news events director; standing, Austin Bridgeman of
the station's news staff and Arch King, staff member of the Post-Dispatch,
licensee of KSD-AM-TV.

Television Applications
(Continued from page 98)

pools include President-Treasure r J. B. Beaum (66%), Jennings Randolph (46%) and Vice-President Frank Fabre Jr.

WHEELING, W. Va.—Polo Indus-
sies, VHF Ch. 7 (174-180 mc), ERP 107 kw visual, 54 kw aural; antenna height above average terrain 724 ft., above
ground 374 ft. Estimated con-
struction cost $1,450,000, transmitter
replacing cost $25,000, revenue $246,000. Post Office address is Wheel-
ing, West Va. VHF, station location not specified. Transmitter is General Electric Co. VSE of Wheel-
ing, Geographic coordinates 40° 46' 46" N. Lat., 88° 46' 23" W. Long. Transmis-
ter and antenna RCA. Legal counsel
is McCrady & Co., Washington. Consulting
engineer A. D. Ring & Co., Wash-
ington. Principals include commis-
sioner Albert L. Polan (26%), E. G.
Polan (26%), Lincoln M. Polan (26%)
Dr. Charles M. Polan, M.D. (26%) and
Lake Polan Jr. (26%).

WHEELING, W. Va.—Tri-City Broad-
sing Co., Inc., Ch. 7 (174-180 mc), ERP 315 kw visual, 158 kw aural; antenna height above average terrain 554 ft., above
ground 358 ft. Estimated construc-
tion cost $3,000,000, transmitter
operating cost $39,270, revenue $323,000. Post Office address is Oak-
leigh, West Va. (located on 5808 Wheel-
ing, Rev. 1,900 ft. above average
terrain. Geographic coordinates 40° 46' 46" N. Lat., 88° 46' 23" W. Long.
Transmitter and antenna RCA. Legal
counsel is George A. Prentice, Wash-
ington. Consulting engineer W. L. Fos-
sett, A. Mofett, Washington. Principals
include President Thomas M. Bloch
(67%), Vice President Albert D. Box
(36%), 10% owner of WVST-AM-FM
Wooster, Ohio; Secretary-Treasurer
Gordon C. Dux (16.6%), 10% owner
of WVST-AM-FM. The Jesse A. Bloch
test (executed by T. M. Bloch and
Betty Bloch Hirsch) owns 53.3% of
the applicant which is licensee of WTB-
AM-FM. Wheeling, Ohio.

GREEN BAY, Wis.—Green Bay
Newspaper Co. (WNP), VFH Ch. 6
(82-88 mc), ERP 100 kw visual, 30 kw
aural; antenna height above average
terrain 470 ft., above ground 408 ft.
Estimated construction cost $250,000,
first year operating cost $200,000, reve-
ue $330,000. Post Office address Wal-
nut and Michigan Ave., Green Bay, Wis.
Station address 428 Cherry, St. Trans-
misier location Scipps, Hill, 4 mi.
west of De Pere. Wis. Geographic coor-
dinates 44° 46' 46" N. Lat., 87° 46' 25" W.
Long. Transmitter DiMont, antenna
RCA. Legal counsellors Robert A. &
Frank McInnis, Washington. Consulting
engineer Joseph S. Siler, Green Bay. Principles include President Victor I.
Miller (51.1%), Vice-President Andrew S.
Turnbull (22.9%), Secretary Joseph
M. McGinley, Treasurer Robert C.
Schmehl (19.2%) and Anne K. Cenar (5.8%).

GREEN BAY, Wis.—Valley Tele-
casting Corp. VFH Ch. 6 (82-88 mc), ERP
25 kw visual, 20 kw aural; antenna
height above average terrain 626 ft.
FCC Rushes Processing (Continued from page 69)

Wichita, Kan., sixth on the A-2 list, has the most applicants of any city in the U.S. There are 10 requests pending for three commercial channels.

Of the first dozen cities on the B-1 listing, there are about a half dozen which have applications unopposed by others. These include Bridgeport and New Britain, Conn., New Bedford, Mass., and York, Pa. Fall River, Mass., and Bácine, Wis., have no bids pending for double UHF channels available in each.

There are applications pending in only two of the territories — Hawaii and Puerto Rico, which are not subject to the city priority system of the temporary processing procedure. In San Juan there are three applicants for two VHF channels. Empire Co. and WKAQ San Juan both seek Channel 2 while WAPA San Juan is sole applicant for Channel 4.

At Honolulu, where five VHF channels are assigned, two applicants seek Channel 2, two pend for Channel 4 and one for Channel 11. The latter is the bid of RoyalTel, composed of Herman B. Rosen and associates, identified with Royal Amusements Ltd., movie distributor and exhibitor. Meanwhile, KGMB Honolulu last week notified FCC it is preparing an application for Channel 9, which leaves Channel 15 still open.

Texas leads the states in number of pending applicants, having more than 50. There have been no new bids or amendments filed since April 14 for Delaware, Vermont, Utah and Wyoming.

Some 200 of the pending applicants seek UHF facilities, according to an informal check by FCC, with some 35 of these for VHF markets.

The majority of the new station requests, it is indicated, are from established broadcasters, while the next largest representation is newspapers.

Prominent personalities are identified with a number of new station requests, including Gov. Adal Stevenson of Illinois and actors Bing Crosby, Bob Hope, James Stewart, Jack Benny and Mary Pickford Rogers.

Bob Hope and Hope Productions are 50% owner of Metropolitan Television Co., Channel 4 applicant for Dallas, the sole purchaser of KOA there from NBC for $22.5 million, subject to FCC consent (see story page 25).

Bing Crosby is 43% owner of KHJ, No. 15 W. Sprague, applicant for Channel 4 at Spokane. KXLY Spokane is 50% owner of the new firm.

James Stewart is interested in

ALA BACKS RWG

Offers Strike Support

AUTHORS League of America announced late Thursday it would throw its "full support" behind a strike of 67 members of the Radio Writers Guild (an ALA affiliate) against ABC, CBS and NBC in New York. The strike began July 2.

ALA Vice President John Hersey pledged his group's backing after a meeting at the Hotel Sheridan with three representatives of the RWG Thursday afternoon.

Mr. Hersey said plans are being formulated to set up a "strike fund" to help the involved writers and added that a letter is being drafted to some 7,000 ALA members outlining suggestions that can help the strikers.

One recommendation to be included in the letter is the formation of picket lines to be manned by some of the well-known members of ALA, if and when they are available.

Mr. Hersey conferred with a strike strategy committee including Jack McGiffert (CBS), Graham Grove (NBC) and Vince Dempsey (ABC). Also representing ALA at the conference was Everet, key, assistant executive secretary.

One of the subjects discussed at the meeting was the feasibility of withholding all TV and radio material from the networks by members of ALA who are said to include 90% of the authors, dramatists, writers and on-air writers in the country.

The main issue in the strike is over the guild's demand for extra fees and other programs if they are sponsored [BPT, July 7].

Denver Television Co., Channel 7 applicant at Denver.

Mary Pickford Rogers has been a major figure in the case at WSB, Salem, N. C., seeking Channel 12.

Gov. Stevenson is minority stockholder in Sangamon Valley Television Corp., seeking Channel 12 at Springfield, Ill. Applicant is 32.6% owned by WTAX Springfield and 27.5% owned by WSOY Decatur, Ill.
FCC New TV Grants

(Continued from page 5)

Group B-1 listings:

Bridgeport, Conn.—Southern Connecticut and Long Island Television Co. (WICC), UHF Ch. 43; ERP 81 kw visual, 46 kw audio; antenna 700 ft. Estimated cost $223,300. [B*T, July 7].

Bไตn, Conn.—New Britain Bestg. Co. (WKNB), UHF Ch. 38; ERP 180 kw visual, 90 kw audio; antenna 920 ft. Estimated cost $332,900. [B*T, July 7].

New Bedford, Mass.—Anthony & Sons (WNBH), UHF Ch. 28; ERP 200 kw visual, 100 kw audio; antenna 490 ft. Estimated cost $396,600. [B*T, July 7].

York, Pa.—Helm Coal Co. (WNOW), UHF Ch. 42; ERP 26 kw visual, 86 kw audio; antenna 470 ft. Estimated cost $176,600. [B*T, June 23].

York, Pa. — Susquehanna Bestg. Co. (WSBA), UHF Ch. 43; ERP 170 kw visual, 56 kw audio; antenna 810 ft. Estimated cost $305,600. [B*T, June 9].

Other action by Commission included:

Denver—Ordered hearing for KMYR Bestg. Co. (KMYR) and Metropolitan Broadcasting Co. (also applicant to buy KOA, see page 25), both seeking Ch. 4; and Aladdin Radio and Television Inc. (KLV) and Denver Television Corp., both seeking Ch. 7. Dismissed applications of Edward Lasker, Landon Television Broadcast Co., Daniela and Fisher Stores Co., and Denver Television Co. which had not been amended since Sixth Report was issued April 14.

Portland, Ore.—Ordered hearing for KOIN Inc. (KOIN), Pioneer Metropolitans Inc. (KOIP), and KXL Bestg. Co. (KXML), all seeking Ch. 6; West-inghouse Radio Stations Inc. (KEX) and Portland Television Inc., both seeking Ch. 8; Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ owns 40%), all for Ch. 12; Mt. Scott Telecasters Inc. (KGO Oregon City) and Vancouver Radio Corp., both seeking Ch. 14; KTVX Vancouver (KWAN Vancouver), both seeking Ch. 21. Dismissed unamended applications of KPOJ Inc. (KPOJ) and Edward Lasker.

St. Petersburg, Fla.—Ordered hearing for Florida Bestg. Co. (WFTW), Tampa Bay Area Telecasting Corp. and Tribune Co. (WFLA), all seeking Ch. 8; Tampa Times Co. (WDAE), Orange Television Co. and St. Petersburg Bestg. Co. (WSPB), both seeking Ch. 5; WALT, all seeking Ch. 13; Empire Col Co. and City of St. Petersburg (WSUN), both seeking Ch. 38. Dismissed unamended application of Gulf Theatres Inc.


Youngstown, Ohio—Dismissed unamended application of Mansfield Radio Co.

Wichita, Kan.—Ordered hearing for Radio Station KFH Co. (KFH), Taylor Radio and Television Co. (KANS), Sunflower Television Co., Mid-Continent Television Inc. and Wichita Television Corp., all seeking Ch. 3; WKY Radio-Phone Co. (WKY-AM-TV Oklahomas City) and KAKE Bestg. Co. (KAKE), both seeking Ch. 10; Wichita Beacon Bestg. Co. (KFW), all seeking Ch. 10; KBNB (KFUB), both seeking Ch. 16. Dismissed incomplete application of The C.W.C. Co. for Ch. 16 and dismissed unamended application OKkan Television Chain Inc.

Flint, Mich.—Ordered hearing for Booth Radio Stations Inc. (WWBC), Trebit Corp. (WDFD) and Hubbard Bros. Inc. (WDFB), all seeking Ch. 12; W. S. Butterfield Theatres Inc. (WUMO), and Trendle-Campbell Bestg. Co. (WTAC), both seeking Ch. 16. Dismissed unamended application of Advertisers Press Inc. (WJFL-FM).

Bridgeport, Conn.—Dismissed application of incomplete application of Empire Col Co. for Ch. 48.

BOSS'S BOSS

JOSEPH H. MCCONNELL, NBC president, found himself ensnared as "super director of operations" of its convention coverage in Chicago last week. It said so on his chair, located in master control at amphitheatre headquarters. Attending his first convention, Mr. McConnell had planned to take quick-look and go home. But he stayed until sign-off Friday. He sat beside William R. McAndrew, in charge of convention coverage.

Canton, Ohio—Ordered hearing for Brush-Moore Newspapers Inc. (WBHC) and Stark Bestg. Co. (WCWM), both seeking Ch. 29. Dismissed unamended application of New England Television Co.

Reading, Pa.—Ordered hearing for Eastern Radi o Station (WCCM) and Hawley Bestg. Co. (WCCU), both seeking Ch. 61.

Allentown, Pa.—Ordered dismissal of defective application of Queen City Television Co. for Ch. 39 and applications of Lehigh Television Broadcasters Inc. for high Valley Television Inc. and Associated Broadcasters Inc. (WEST Easton).

Dublin, Ga.—Ordered hearing for American Republican Inc. (WBRY) and WATR Inc. (WATN), both seeking Ch. 52.

Harbour, Pa.—Ordered hearing for Kendrick Bestg. Co. (WHGB) and Rossomone Corp (WCMW Lemonbye), both seeking Ch. 27; and WABX Inc. and Harrisburg Broadcasters Inc., both seeking Ch. 7.

Jackson, Mich.—Ordered hearing for WIBM Inc. (WIBM) and Jackson Broadcasting and Televising Corp. (WJBN), both seeking Ch. 49.

Beaumont-Port Arthur, Tex.—Ordered hearing for Port Arthur College (KAPC), Port Arthur, and Lufkin Amusement Co., Beaumont, both seeking Ch. 4; and Enterprise Co. (KRJC) and KTRM Inc. (KTRM), both seeking Ch. 6 at Beaumont. Dismissed unamended applications of Sa-bio Broadcasting Inc. for KTRM Inc. (KTRM), Dallas, Minn.-Superior, Wis.—Ordered hearing for Red River Bestg. Co. (KDAL), Head of Lakes Bestg. Co. (KGBL), all seeking Ch. 10; and Lakehead Telecasters Inc. (principals with WREX), all Duluth, and Riden Inc. (WDSM), Superior, all seeking Ch. 6.

Sarasota-Bradenton, Fla.—Ordered hearing for KCRA Inc. (KCRA), Sacramento Broadcasters Inc. (KXOA) and Harme Inc. (KROY), all seeking Ch. 2; and McClatchy Bestg. Co. (KFFB) and Sacramento Telecasters, both seeking Ch. 10.

Fort Wayne, Ind.—Ordered hearing for Northwestern Indiana Bestg. Co. (WFTW), News-Sentinel Bestg. Co. (WGL) and Fort Wayne Television Corporation, all seeking Ch. 33. Dismissed as incompelete applications of Westinghouse Radio Stations Inc. (WOWO) and Radio Fort Wayne (WANE), both seeking Ch. 21. Dismissed unamended application of Farnsworth Radi o and Television Co.

Spokane, Wash.—Dismissed unamended application of Bing Company as individual. See grant of KXLY-TV above.

Austin, Tex.—Dismissed unamended application of Texas Televising System Inc. Set manufacturers will be ready with dual-channel models as well as UHF types and converters by time new stations go on air, according to James D. Deere, RTMA general manager. Some dual-channel receivers are already on market, he noted.

New TV application for Channel 2 granted KFEL Denver was filed at FCC 11:10 a.m. Friday, just minutes after Commission acted on Denver authorizations. It was noted, however, new bid of Knox LaRue would have been out of running even if filed earlier in morning since 24-hour rule precluded its consideration.

WILLIAM D. FISHER, radio- TV director at Gardner Adv., St. Louis, named vice presi dent. He is former associate radio-TV director Young & Rubicam, Chicago. Other new Gardner vice presidents are WILLIAM L. SPENCER, copy chief there for six years; GEORGE HOWELL SHIELDS, formerly of Leo Burnett, Chicago, now account executive on Ralston Cereals, and PAUL LEHNER, with Gardner 17 years, account executive.

TOM TOYE, account executive WINS New York, transferred to New York sales office of WLW Cincinnati. He has been account executive for WJWL and WINS. Both stations are owned and operated by Crosley Broadcasting Corp.

THOMAS F. McMAPPERS Jr. to Ted Bates & Co., N. Y., as film producer in television commercial department. He formerly was with Kenyon & Eckhardt, CBS, and Republic Pictures Corp.

JOE SABA, program director WHOB Gardner, Mass., to announcing staff of WKNE Keene, N. H.

ERNEST W. TUNER, executive art director, Minneapolis office, and PHELPS JOHNSTON, creative director, Chicago office, elected vice presidents of Campbell-Minthun Inc.

THOMAS R. BROWN has been named treasurer of Rand Adv., N. Y. He has been with Compton Adv. and Kuder, agency, both N. Y. and was former assistant general manager of Anahiot Co.

RADIO AND TV PUT GEN. EISENHOWER OVER

NOMINATION of Gen. Eisenhower as Republican candidate for presidency was widely applauded by broadcasters attending Chicago convention, on ground that he believes in medium, and will foster course of minimum regulation and no censorship in normal times.

Broadcasters pointed out that it was because of radio and TV that Gen. Ike was national in four months to overcome four years of planning and organization by his chief opponent, Sen. Robert A. Taft.

There was rancor and bitterness evident between the broadcast and newspaper factions, especially up on Friday. Broadcasters were not spared. Charges were made that 90% of radio and TV commentators on networks supported Ike and were biased. This, of course, was promptly denied, with statements generally that commentators were as objective as they could be under circumstances.

Gen. Ike is no neophyte in radio. His brother, Dr. Milton S. Eisenhower, president of Penn State College, has long time in radio, having served as radio director and then information director of Agriculture Dept. under Secretary Jar dine in Hoover administration. Gen. Ike's real side during World War II was Capt. Harry C. Butcher, former CBS Washington vice president and now owner of KIST Santa Barbara.

Where Taft organization was hard to get along with during convention, Eisenhower did cooperate all down line with radio and television. There was some feeling that Taft group would be disposed to make it tough for broadcasters at next Congress.

For now, it appeared to evaporate following Gen. Ike's call on Sen. Taft immediately after nomination, at which Taft pledged to do everything possible to assist in Eisenhower campaign.

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BROADCASTING * Telecasting
James Madison's second term as President of the United States was marked by a tranquility and growth that labeled it "the era of good feeling." But it was not complacency or do-nothingness on the part of this great Virginian that brought it about. To the contrary, Madison's record (for example, his stirring essays in the Federalist which spurred the ratification of the Constitution and earned him the title "Father of the Constitution") is one of aggressiveness and selfless service.

Havens and Martin Stations, The First Stations of Virginia, believe that "good feeling" and service go hand-in-hand. In and around Richmond they demonstrate this daily to the advantage of numerous blue-ribbon radio and TV advertisers.

JAMES MADISON's "era of good feeling"

Signing of the Constitution
KEX - extraordinary ADVERTISING ACTION

Advertisers get fast, action-packed results when they use KEX, Oregon's only 50,000 watt station.

CHECK THESE CURRENT CAMPAIGNS

ARMOUR & COMPANY
A special Portland promotion featuring KEX Kiddie Star, Uncle Bob, has the sale of Star Brand Frankfurters and Pork Sausages soaring!

Uncle Bob makes personal appearances at supermarkets and auditions young talent. Winners are presented weekly at a Saturday morning theatre party which is broadcast over KEX.

KEX SUMMER BANDWAGON
A combination promotion between KEX and seven grocery groups (representing over a hundred retail outlets) has resulted in the greatest direct selling campaign ever in action in the Portland area.

KEX provides a saturation radio campaign — and the stores feature "Bandwagon" products in their advertising. These sixteen food advertisers are currently riding the KEX Bandwagon:

AMAZO Desserts
ARMOUR Star Brand Products
BLUE BELL Chips
BLUEBONNET Margarine
FAB

CROWN Flour
PEPSI-COLA
POST'S Corn-fetti
CUTICURA Soap & Ointment
FRANZ Bread

General Mills WHEATIES
GRANDMA COOKIES
JUNKET Sherbets
KELOGG Variety Pack
NALLEY'S Tang and Chips

WELCH'S Grape Juice
CAVALIER Cigarettes

FISHEL'S • Portland outdoor furniture retailer celebrated 30th anniversary with KEX spot "saturation" campaign and special "Kay West Festive Thursday" broadcast. Result: sales climb.

SAVINGS & LOAN ASSOCIATION • Attributes $50,000 individual deposit to 50,000 watt KEX newscast.

LUCKY LAGER BREWING COMPANY • Sponsors late evening "Dance Time." Top records of the week are tabulated from the enthusiastic response of dealers and music operators.

KEX Oregon's Only 50,000 Watt Station
ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc • KEX • KYW • KDKA • WBZ • WBZA • WOWO • WBZ-TV

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

Here's proof of KEX coverage. During the last six months KEX received mail from 99 of the total 121 Pacific Coast counties, plus Alaska, British Columbia, Alberta, and eight other states. For additional information, contact KEX Sales or Free & Peters.