Like doughnuts go with coffee

Fast, profitable results and W-I-T-H go together just as naturally as doughnuts with coffee! 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 W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
Go where there's GROWTH...

Light bulbs and Lespedeza

A new industrial market is growing in "rural" Kentucky! One important crop is "Made in Kentucky" light bulbs. Light bulbs are manufactured in two big Westinghouse plants in Owensboro and Richmond. Sealed beam auto headlights come from G-E's pair of Lexington plants... and light bulbs and tubing from the new 6,000,000 dollar Corning glass plant in Danville. Photo flash bulbs are made at Sylvania's new $4,000,000 Winchester factory; and radio tubes at G-E's new facilities in Owensboro.

Yet Kentucky continues to be a major agricultural state. Lespedeza hay production, for example, jumped from 620,000 tons in 1940 to over one million tons in 1950... one more indication of Kentucky's record growth in farm productivity.

Go where there's GROWTH...
GO WHAS!

Now in its 31st year, no other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)
WREC prestige doesn't come out of thin air . . . Audience preference comes first to create listener-confidence in Memphs No. 1 Station. This "Magic Touch" in programming is the result of keeping in close touch with the people of this great and growing area. (That WREC has the highest Hooper rating of any Memphs station is the proof!) Keeping programming quality high and costs LOW works like magic for advertisers, too! WREC gives top coverage in this market of over $2,000,000,000 at 10.1% lower rates per thousand listeners than in 1946! Let WREC put a touch of SALES magic in your advertising program.
KRLD-TVThrows
A BIG SALES LOOP
FOR ITS ADVERTISERS

"You are coming in with an almost perfect picture, excellent sound and no snow at all."
J. C. Goulden
Goulden Radio Co.
Marshall, Texas.

"On your channel 4 (KRLD-TV Dallas) we do give
our customers a darn good picture from the time
your test pattern comes on until you sign off at
11:30 p.m. Channel 4 comes in clear as a bell all
day, and we are making a lot of folks happy with
TV." J. E. Mansen
General Manager
TeleVision, Inc.
Tyler, Texas.

Surveys of 733 Sales and Service Dealers
throughout the Dallas-Fort Worth trade terri-
tory attest the proved superiority of KRLD-TV's
picture and audio reception in the Southwest's
largest television market area.

KRLD-TV offers a BIG BONUS of television
viewers in surrounding points shown on map
sketch who depend on KRLD-TV almost exclu-
sively for television service.

Voluntary letters from many important smaller
cities give positive proof of KRLD-TV's unchal-
led leadership. Copies on request.

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
The Branham Company, Exclusive Representative

KRLD-TV
Channel 4, Dallas
TEXAS' MOST POWERFUL TELEVISION STATION

EXCLUSIVE
CBS TELEVISION OUTFIT FOR
DALLAS-FORT WORTH AREAS
PETRILLO TO PROBE TV'S USE OF 'CANNED' MUSIC

AFM President James C. Petrillo Friday announced his intention of "taking a new, hard look at radio's practices of employing live musicians with canned music." He declared, "We cannot stand idly by and see the new television industry go the way of radio." Un amplified announcement came as Mr. Petrillo wrote recording companies warning them that practice of making cut-rate recordings abroad with foreign non-AFM members, sometimes using AFM members with non-union men, violates their agreements with AFM to use only union members in recording. Similar Petrillo letter to booking agents pointed out that AFM members who record in conjunction with foreign musicians "place their membership in jeopardy."

RWG STRIKE SETTLEMENT EXPECTED

FINAL settlement in Radio Writers Guild strike against three networks in New York appeared imminent late Friday. RWG announced agreement had been reached with CBS and NBC and that it was trying to effect communication with ABC.

RWG said terms of settlement call for commercial fees on network sponsored programs and for $5-a-week differential for local commercial news writers if writer has 52 weeks of commercial news writing experience. Settlement, RWG said, also includes 11 1/2% wage increase, retroactive to Oct. 1, 1951, and another of 3 1/2%, effective Oct. 1, 1952. Over night differential of 10% also included, according to RWG. (Basic salary before strike was $130 per week for personnel with 2 years experience.)

Strike started July 2, involving 67 writers in news continuity and other departments. Negotiations for settlement resumed last Tuesday when RWG removed pickets from network sites.

CBS RATE MEETING ADJOURNS UNTIL THURSDAY

TWO DAYS of network radio rate conferences between CBS Radio Affiliates' Committee and CBS officials adjourned late Friday afternoon with no conclusive decisions reached but with further sessions tentatively scheduled for Thursday.

Participants were silent on details, except to indicate that sessions remained in exploratory stage, with each side apparently "feeling out" other side. Top CBS official said he could report "neither progress nor lack of progress."

Inspired by affiliates' stand against feared network radio rate cuts by CBS, Thursday-Fri day meetings were second set in which affiliates, conducting hearings by George B. Storer, of Storer Broadcasting Co., have conferred with top CBS officials on incendiary rate question [B+T, July 14, 7].

Indications that NBC in its reintegration of rate conferences may also be considering joint rate for radio-TV (see story, page 23) were construed as additional pressure on CBS to solve its own rate problem quickly.

Last week's sessions were conducted Thursday, Friday morning, and Friday afternoon, with each side conducting lengthy conferences of its own Thursday night and between other sessions. CBS representatives included President Frank Stanton (part of time), Executive Vice President Joseph H. Ream (on Thursday), CBS Radio President Adrian Murphy, CBS Radio Administrative Vice President Kelly Smith, and CBS Station Relations Vice President Herbert V. Akerberg. Affiliates representatives: Mr. Storer; Victor A. Sholis, WHAS Louisville; John E. Fetzer, WRZO Kalamazoo; John Patt, Goodwill Stations; I. R. Lounsbury, WGR Buffalo, who also is chairman of Columbus Affiliates Advisory Board and Kenyon Brown, KJWT Wichita Falls, Tex. (Thursday only). Absent members of affiliates committee: Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; William B. Quar ton, WMT Cedar Rapids, and Hubert Taft, WKRC Cincinnati.

BUSINESS BRIEFLY

BAB-O RADIO SPOTS ● Dancer-Fitzgerald-Sample, N. Y., understood to be lining up 52-week campaign of 15 one-minute radio spots per week in approximately 100 markets on behalf of Bab-O, whose advertising account it takes over officially on Aug. 1 [B+T, July 14]. Stations reportedly are being asked to give special discount, on grounds that regular rate cards do not provide for spot purchases of this volume.

GENERAL FOODS HOUR ● General Foods Corp., to sponsor full hour each Thursday from 8 to 9 p.m. EDT, over NBC radio this fall with two programs, The Roy Rogers Show and Father Knows Best. Agency, Benton & Bowles, N. Y.

SOAP BOX DERBY ● General Motors Corp. (Chevrolet Motor Div.) to sponsor finals of 15th annual soap box derby at Akron, Ohio, over MBS on Aug. 10 (4:30-4:45 p.m. EDT). Agency, Campbell-Ewald, Detroit.

CHANGING TIMES SPOTS ● Kiplinger Washington Agency Inc., for its monthly magazine, Changing Times, will again use particular of Campbells Soup Co. in April local program, offering free copies of publication, beginning third week in August. Campaign initially will use three to six spots per week per market, length of contract and number of markets to be determined by response. Agency, Albert Frank-Guenther Law Inc., N. Y.

ABC CONVENTION LOSS

ABC was said Friday to estimate its financial loss on radio-TV coverage of Republican and Democratic conventions will approximate $500,000 by time final gavel sounds this week (early story, page 55).

CLOSED CIRCUIT

SENSITIVE to complaints about "top ten" and "top twenty" ratings selling radio short, A. C. Nielsen, head of company surveying ratings, is seriously considering dropping publication of such rating categories, it's learned authoritatively. Mr. Nielsen has contended he personally has opposed them, but that his clients insisted upon them. Vielous attacks against ratings was made by Victor A. Sholis, WHAS Louisville, in keynote address three weeks ago before meeting of CBS Affiliates Committee.

DEMOCRATIC CONVENTION, determined to outdo Republicans on all counts, expected to get strongly worded plank in platform striking blow for integration. Having already capitalized on GOP blunders on refusal of admission of radio and television to committee conclaves, Democrats are throwing everything wide open and hope to cap climax with denunciation against censorship in all its aspects.

IN FURTHER radio-TV integrations at NBC (early story page 28), Davidson Taylor, new general production executive of NBC-TV, reportedly slated to become director of public affairs for both radio and television, with William R. McAndrew, TV director of public affairs and currently heading NBC's combined radio-TV staff for political convention coverage, set for post of director of news and special events for both radio and TV. In sales, though it's felt these posts ultimately will be integrated, for present Wallis, expected to remain as radio head along with George Frey as TV head, both under sales vice president John K. Herbert.

NOW THAT FCC has kept its commitment by hammering out 18 new TV authorizations, first since September 1948 [B+T, July 14], there are feverish negotiations in many markets looking toward consolidation of interests and consequent uncontested grants under channel-by-channel procedure. Alternative would be long drawn out hearings. Though FCC has said it won't give preference to merged applicants, it nevertheless did not say "no" but will consider such "marriages" on case-by-case basis. Look for many more of them.

HOW LONG will Paul Walker continue to serve as FCC Chairman? That question has arisen repeatedly since he assumed chairmanship, last general view having been that he would serve perhaps until this fall. As of last week, it was reported that while he had had number of invitations to speak (as chairman) in November, he has held them in abeyance because he didn't know what his situation would be then.

EDWIN PAULEY, Democratic Party bigwig and southwestern oilman, reported recording agreement for Hollywood radio station—either KMPC or KFI. In case of KMPC, offers have hovered around $800,000 up. Pauley is principal in Television California, TV applicant for San (Continued on page 6)
CROSBY FILM CONTRACT WITH CBS-TV

AGREEMENT under which CBS-TV Film Sales will represent Bing Crosby Enterprises in sale of BCE TV films for both national and syndication service announced jointly Friday by CBS-TV and BCE. crov. Theatre, Hawi. McCune show, new Rebound series, Chair on the Boulevard and other program series described as "now in the final stages of production will be offered by CBS-TV film sales. Under terms of contractual right CBS-TV has held "from the beginning."

NEW AGENCY OPENS

W. Robert Mitchell Inc., new advertising agency, opening at 111 East 58th St., N. Y. telephone Murray 5-2190 Company headed by W. R. Mitchell, former executive vice president of Lawrence Boles Hicks Inc., New York, and prior to that vice president of Grant Adv. for five years, and account executive with McCann-Erickson, both New York. T. H. Sweeney, formerly with Chemical National Bank in executive capacity, and Sachiko Tasa, former secretary with Hicks agency, are vice presidents. S. C. Mitchell is treasurer, and Thomas F. Current, general manager. Among new accounts of agency is Barber-ette Co., New York (home hair trimmers), which plans to use radio sports in advertising campaign.

NBC SCORECARD

BREAKDOWN of its radio-TV coverage of GOP convention and regularly scheduled shows it replaced reported Friday by NBC (see earlier story, page 24). NBC-TV devoted total of 16 hours 10 minutes to Phlpleo sponsoring 6 hours 50 minutes. Twelve hours, 45 minutes of TV network sponsored time was preempted. NBC radio coverage totaled 36 hours, 36 minutes, all sponsored by Phlpleo, with 28 hours, 39 minutes of network commercial time preempted.

ADMIRAL REPORT

ADMIRAL CORP., Chicago, which is sponsoring ABC AM-TV coverage of national political conventions, reported Friday it used total of 48 hours and 56 minutes of TV time during week of July 7. Of this, commercials totaled 159 minutes, 57 seconds—393 minutes are allowed under NARTB code. Radio-wise, Admiral carried GOP convention 45 hours, with 102 minutes, 40 seconds of commercials. Maximum permitted was 270.

ZIV SERIES DEMAND

ORDERS for new Ziv series, Freedom, U.S.A. (July 7; July 14) have started to come in even before Hal Haberman has a chance to sell it, company said Friday, reporting KTAZ Phoenix as first purchaser. Other early orders came from WMC Memphis, KARK Little Rock, WLEX Lexington, Ky., WGST Atlanta, and WSYR Syracuse.

In this Issue—

A NEW concept of the relationship between radio and television is emerging. It may mean so great a reintegration of the two media that eventually they will be indistinguishable. Though its plans have not gone that far, NBC is unifying its radio and television operations and last week completed the top level reorganization to bring separate operations together again. Page 25.

HERE'S new light on a murky subject—the out-of-home radio audience. A new Kemper survey in Louisville shows how much listening goes on in automobiles and trucks. It amounts to a whopping 12% of all listening. Page 26.

NEW Videotown survey by Cunningham & Walsh shows some surprising things: Radio listening is increasing in established television homes, and so is television. Page 25.

STILL adding up the high cost of covering the Republican convention, despite returns from coverage sponsorship (Page 24), radio and television broadcasters today start the second half of the big special events. Democrats hope to be more telegenic than the Republicans were. They've promised a convention tailored to TV. Page 25.

HOW long will it take new television grantees to become fully effective? KPEL-TV Denver, granted a fortnight ago, was to begin limited power operation over weekend. For others among the first to be cleared by FCC it will be Christmas at earliest. Page 29.

MANUFACTURERS of TV sending and receiving equipment swear they can meet demands created as FCC opens up new time. Those every five years problem that may come up is one possible shortage of steel for towers, if the steel strike is prolonged. Page 30.

NEW television grants and applications begin second phase. Page 25.

RADIO budget of Balston-Purina's Chows division is eight times bigger now than it was 10 years ago. The reason: Radio reaches "more farm homes more frequently at a low cost per listener when farmers are in a receptive mood to selling." Page 39.

McFARLAND Bill becomes McFarland Law as President signs measure 24 hours before deadline. Page 28.

RADIO network gross billings last May were bigger than they were in April. TV network gross was down. Page 29.

OFFICIAL census figures on radio homes in Wyoming, latest state figures to be computed as the Census Bureau plugs away at its tabulating machines. Page 27.

Upcoming


July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

(Other upcoming, Page 39)
All It Took was an Appetite...

To earn Jonah an unusual cruise.

But you just can't keep a good man down, whether he be a Prophet or a radio personality!

The Omaha, Council Bluffs area has a "whale of an appetite" too, for the fare dished out by KOWH's eight top radio personalities. Seeing's believing, so get a load of the below Hooper share-of-audience averaged for October, 1951-May, 1952, 8 A.M.-6 P.M., Monday through Saturday!

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951 thru May, 1952.)

- Largest share of audience, in any individual time period, of any independent station in all America! (May, 1952.)

Kowh Omaha

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.
From where I sit
by Joe Marsh

An "Impressive Collection"

Dutch Miller, from Cookstown up in the hills, was in town yesterday to collect his "library." He's teacher up there—in a one-room schoolhouse.

Several weeks ago Dutch wrote a letter to me—asking if I could possibly lay my hands on some books so his school could start a library.

Well, just about everybody pitched in. Slats Foster painted a sign, "Books for Cookstown"—and put it on Sandy Johnson's truck. Then Sandy drove all over collecting. We wound up with 453 books—textbooks, workbooks, and plain good reading matter.

From where I sit, this was a fine demonstration of how people with different abilities can work together. It's too bad, though, there are still some among us who don't respect the other's right to have preferences for, say, political candidates or a choice of beverages. You may be a Democrat and like buttermilk, I may be a Republican and prefer a glass of beer—but in my "book," tolerance of these differences is what makes America great!

Joe Marsh

Copyright, 1952, United States Brewers Foundation
NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2¼" compared with the 1¾" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ A new improved tape for this new improved reel!

- "DRY LUBRICATING" process gives you a tape that practically eliminates sticking, squealing and cupping... a completely dependable tape that turns in a flawless performance in almost any condition of heat or humidity!

- 100% SPLICE-FREE! Tape supplied on the 7" professional reel is guaranteed to be completely free of splices.

- GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ⅛ db at 1000 cps within the reel, and less than plus or minus ⅛ db from reel to reel.

See your distributor for a supply of 7" professional reels and new dry lubricated tape!
OPEN MIKE

Names & Places

EDITOR:
I wonder if you would be good enough to forward me a list of towns in which television applications have been filed. If at all possible, I would appreciate receiving the names of the applicants also...
Grace McMullan
Timebuyer
Gardner Advertising Co.
St. Louis

[EDITOR’S NOTE: BROADCASTING • TELECASTING has published lists of applications filed each week, with full details of each application. Miss McMullan and other readers may have a complete record of applications in the issues of B&T published since April 21.]

No More, No Less

EDITOR:
Congratulations to WWJ Detroit for its ad in today’s BROADCASTING • TELECASTING [July 7] upholding sanctity of rate card. Its slogan “Nobody buys for less, nobody pays more” is worth repeating and repeating. It’s heartening to know that WWJ voices a rate philosophy which guarantees the continued growth of every station which adopts it.
Thomas B. Tighe
Station Manager
WWJ Asbury Park, N. J.

Oops & ERPs

EDITOR:
...I should like to point out a slight mistake that was made in the listing on WIBC’s television application in the BROADCASTING • TELECASTING issue of July 14. The condensation of our application as published showed “ERP 50 kw visual, 25 kw aural.”

Actually the effective radiated power proposed in our application is 300 kw visual and 150 kw aural.

Since we estimate that this TV plant will cost a tremendous amount of money, we want to be sure of being credited with our full amount of power.
R. M. Fairbanks
Pres. & Gen. Mgr.
WIBC Indianapolis

Some Fund

EDITOR:
Thanks a million for... running the story on page 92 of the July 7 issue of BROADCASTING • TELECASTING regarding the WFDF fund-raising drive to send the Whaley Home youngsters to summer camp.
You’ll probably be interested in knowing how the thing finally came out, particularly in view of the fact that the big Bing Crosby-Bob Hope Telethon did so poorly in having their pledges materialize into actual donations. We received pledges for $1,150 and we actually collected $1,154. So we did a little better than 100%...

Lester L. Window
General Manager
WFDF Flint, Mich.

Civics Lesson

EDITOR:
A slight correction re: veto [page 91, B*T, July 14]. [President] Truman could not outright veto the McFarland Bill since Congress has adjourned and he cannot return the bill to the Senate. A pocket veto does not become effective 10 days after adjournment of Congress.

If the President does not sign the bill within 10 days after it was sent to him (July 5, here) it is pocket vetoed, Congress having adjourned in the meantime. The date of adjournment is immaterial as long as it is less than 10 days after the bill was sent to the White House. Sundays don’t count. July 17 [was] the last day for signing.
John W. Willis
Washington, D. C.

[EDITOR’S NOTE: Thanks to Attorney Willis for straightening out our civics. As reported elsewhere in this issue, the President beat the deadline by one day.]

Suggestion Box

EDITOR:
I have just had a thought for the radio and television industries and would like [to hear] opinion on its merits.
...I suggest the following terms be substituted for “advertising”.
Airvertising for radio and televertising for television.

What do you think?
Mark O’Brian
Promotion Manager
WLCS Baton Rouge, La.

[EDITOR’S NOTE: Do readers have an opinion?]

Applause

EDITOR:
...I think you are doing a most wonderful job in reporting on both radio and TV fronts, and sometimes I marvel at how you have kept up your swell book with all the things hopping in the industry.
Lincoln Dellar
President
KXOA Sacramento, Calif.

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all summer long

MILLIONS OF AMERICANS

will listen

Only to FM

insist on FM in your schedule
and get complete radio coverage

This year FM listening is headed for new
and greater popularity. The baseball season
and political events have made America more
radio-minded than ever. And when every
word counts, millions have learned to count on FM.

Yes—millions have discovered how FM cuts
through static and interference to give realistic
reception even during summer storms. With the
"summer static season" on its way, many will turn
to FM programs exclusively.

All this is good news for you. It means your sales
message will reach a larger audience—and reach it
more effectively—when you include FM.

Special to Broadcasters:

Your local Zenith dealer will gladly
help promote your station and
programs in his newspaper ads and
displays. Get in touch with him today.

ARTHUR W. WEIL, Jr., Hirshon-Garfield Inc., N. Y., elected a vice president.

J. ERWIN PERINE, account executive, Abbott Kimball Co., N. Y., elected vice president in charge of agency's home furnishings division.

LORENZO RICCIARDI, J. Walter Thompson Co. International, returns to Italy after six months in New York office.

GEORGE T. DURAM, account executive, C. E. Hooper & Co., named media director, Geyer, Newell & Ganger, N. Y.

FRED W. DODGE to creative staff at Fuller & Smith & Ross, Chicago.

PELPHS JOHNSON, creative director, Campbell-Mithun, Chicago, and ERNEST W. TURNER, executive art director in Minneapolis office, elected agency vice presidents.

ERNEST CAMP Jr., copy chief, Tucker Wayne & Co., to Acme Adv., Athens, Ga., as copy director.

JOHN M. WILLEM, Leo Burnett Co., Chicago, heads convention committee for fall meeting of Central Council, American Assn. of Adv. Agencies, scheduled for Oct. 9 and 10 at Chicago's Drake Hotel.

JORDON BARLOW, publicity account executive, BBDO, N. Y., to public relations staff, Foote, Cone & Belding International.

ROBERT STEFAN, writer-producer, KTLA (TV) Hollywood, to BBDO, that city, as TV producer. LARRY ALTEO, TV producer with New York office, transfers to Hollywood.


EILEEN HOWARD NOLAN, Grey Adv. and Robert W. Orr & Assoc., named fashion copy supervisor of Abbott Kimball Co., N. Y.
HERBERT F. GUENIN to Ruthrauff & Ryan, Chicago, as account executive. He is former advertising manager of new Home Instrument Dept., RCA Victor, Camden, N. J.

BILL TREADWELL, public relations director of the Tea Council, N.Y., to Leo Burnett Co., that city, as head of new public relations department, effective Oct. 1. Mr. Treadwell will handle publicity for International Harvester, Tea Council and radio-TV publicity for Kellogg Co.

TRUMAN C. WHITEMAN Jr., Kenyon & Eckhardt, N. Y., to Walker Representation Co., that city, as head of new public relations department, effective Oct. 1. Mr. Treadwell will handle publicity for International Harvester, Tea Council and radio-TV publicity for Kellogg Co.


JUDSON IRISH, Compton Adv., N. Y., to Hewitt, Ogilvy, Benson & Mather Inc., same city, as copy supervisor.

AVRUM M. SCHULZINGER to Betteridge & Co., Detroit.


CHARLES LEE HUTCHINGS, copy chief, French & Preston, N. Y., to Creamer & Co., Hollywood, as creative director.

TED SERMAN, account executive and media director, Arnold & Co., Boston, inducted into Armed Forces.

PAUL NEBENZAHL, Cramer-Tobias-Meyer Inc., N. Y., appointed executive vice president of Lester Harrison Inc., N. Y., Mr. Nebenzahl will direct agency's retail sales promotion activities.

ALICE RYDELL, sales promotion manager, Wurzburg's, Grand Rapids, to Shivell-Hall Co., N. Y.

MARTIN SAVELA, copy staff, Young & Rubicam, N. Y., and formerly associated with Needham, Louis & Brorby, that city, to Stephen Coerl Assoc., N. Y.

SAM RIKLIN, account executive, Pfituk Adv., San Antonio, installed as president of city's Junior Chamber of Commerce and commander of American Legion Post 114.

IRVING KIPNES to Cohen & Miller, Washington, as account executive.

BROADCASTING • Telecasting
Mister PLUS stands for the one network that dominates radio listening—by nearly 2 to 1—throughout "Non-TV America"... that 45-state market where 60,000,000 customers live and listen... where there are as many radio homes as there are TV homes in the entire U.S.... and where Mutual has 416 stations, more than the other three networks combined.
Actual Listening in Non-TV America
(Day and Night All Week Long)

This chart summarizes the findings of a 1,000,000interview study (by J. A. Ward, Inc., Feb-Mar, '52) in
161 markets in 40 states... distributed for accurate
sampling of the total U.S. area where TV cannot
be seen. Included, in proper proportion, are non-MBS
markets, MBS-only markets, and markets shared
by MBS with 1, 2, and 3 other network stations.
Full proof of Mutual dominance is available on request.

low man

Mister PLUS also stands for the one
network that traditionally offers the
lowest-cost route to sales success
in all radio. Today especially, Mutual
is so geared to the current advertising
economy that its clients can continue
to depend on the lowest-scaled
rate card in the business—and consistent
delivery of PLUS-values which no
other broadcasting network can match.

the mutual network of 560 affiliates... THE NUMBER ONE ROUTE TO NON-TV AMERICA...
AND THE LOWEST-COST ROUTE TO ALL AMERICA
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities In spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON

WRC

980 KC - 93.9 on FM
Represented by NBC Spot Sales

Page 16 • July 21, 1952

strictly business

NORMAN ALMONY
... upped sales for National Brewing

FOR nearly 20 years Norman S. Almony, manager of advertising and sales promotion, has been trying out, with notable success, various ways of stimulating the sales of National Brewing Co., Baltimore.

Apparently with something of the sort in mind, he left the relatively quiet campus of Bliss Electrical School, just beyond the Washington, D.C., boundary, to sell Coca-Cola. The highly competitive soft-drink field served as a two-year proving ground for the young salesman as he learned tricks of the trade at Coca-Cola Bottling Co. of Baltimore.

Mr. Almony resigned his Coca-Cola connection Oct. 1, 1933, to take a job with National Brewing Co. His first assignment was to open a branch in the nation's capital. That accomplished, he served National Beer in the following capacities: Washington division manager; traveling sales manager throughout the East, opening new markets for National Premium Beer; superintendent of transportation, and manager of distributor sales.

Thoroughly grounded in the sales and distribution end of the beer business, he was a logical choice for advertising manager and was named to this position May 1946. Just two years later he was promoted to his present post as manager of advertising and sales promotion.

About the time Mr. Almony was shifted to advertising in the company, he began to take an interest in television. Baltimore was one of (Continued on page 20)

Lady Godiva certainly knew the value of coverage, except that her charms were covered by her beautiful tresses. Here at WBRE the bare facts are plain to be seen, that it is the "must" buy to reach this 3rd largest populated market in a leading mining-manufacturing area of Pennsylvania.
TV or Not TV -- OL' SOL CALLS The PLAY! IT'S RADIO -- With EASY LISTENING -- That GETS The HOT WEATHER AUDIENCE! -- AND DOWN TULSA WAY, THAT MEANS KTUL!

- CBS Radio
IN NORTHEASTERN OKLAHOMA

- AVERY-KNODEL, Inc.
National Representative

KTUL is the "HAPPY MEDIUM" station that serves ONLY the rich area of Northeastern OKLAHOMA -- where SUMMER RECREATION, ALONE, has become a FORTY MILLION DOLLAR INDUSTRY!

BUYING POWER in the compact area covered by KTUL is GREATER than anywhere else in WEALTHY OKLAHOMA!

KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER network radio stations in TULSA combined.

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
EASY PICKINS
IN THE
COTTON FIELD!

- Yes... "pickins" can be easy and profitable in New Orleans, if you select WDSU for the job. Recently, a large department store* tested their advertising of a cotton piece goods sale. In the test, they used an equal expenditure for radio spots on WDSU; and advertising in a competing medium.

- Advertising Research Bureau, Inc. conducted an impartial survey among customers who swarmed into the store. Results showed that 37.8% had heard the sales news on WDSU! Only 19.3% had seen the advertising in the other medium.

- In total dollars spent, WDSU's radio customers accounted for 40% of the sales, while the other medium's customers accounted for only 18.8% of the sales.

- Dollar for dollar, WDSU proved a far more profitable medium in both attracting customers and influencing them to buy. In whatever "field" your sales problem lies, WDSU can deliver effective and profitable results in the "Billion Dollar New Orleans Market"!

* (home and details on request)

JOHN BLAIR Man!

NEW BUSINESS

DRUGGISTS' SUPPLY Corp., N. Y., planning special radio spot campaign on 250 stations in 105 markets first two weeks in Dec, to promote Christmas gift buying in drug stores. Agency: Ruthrauff & Ryan, N. Y.

BRUNO-NEW YORK Inc., N. Y. (distributor of RCA Victor TV sets), purchased time on seven radio and three TV stations in N. Y. July 7-13 to introduce "Magic Monitor" TV line. Estimated $60,000 was allotted for campaign. Agency: Arnold Cohan Corp., N. Y.


LOOZ PRODUCTS, L. A. (dietary supplement), has added two quarter-hours of Stewart Craig, health commentator, to already scheduled five weekly broadcasts on 67 ABC radio stations, Tues., 10:15-10:30 p.m., Thurs., 3:15-3:30 p.m. PDT, for 13 weeks from July 1. Firm also sponsors Stewart Craig, five times weekly on 26 CBS Pacific radio stations on varied schedule. Agency: Dean Simmons Adv., L. A.


NETWORK

FLAKO PRODUCTS Corp., New Brunswick, N. J., sponsoring 10:25-10:30 a.m. portion of Galen Drake Show on CBS Radio, Sat., 10:15-10:30 a.m. EDT. Agency: H. B. LeQuatte Co., N. Y.

SINGER SEWING MACHINE Co., N. Y., to sponsor Four Star Playhouse film series on CBS-TV effective Sept. 22 alternate weeks for 26 weeks, Thurs., 8:30-9 p.m. Total expenditure expected to reach more than $3 million if options beyond 26 weeks are taken up. Agency: Young & Rubicam, N. Y.

SCHICK Inc. (electric shavers) and THOMAS LEEMING & Co., (Silk 'n' Satin hand lotion) signed to sponsor CBS-TV's Jackie Gleason Show, which starts Sept. 20. Sat., 8-9 p.m. EDT. One sponsorship availability remains open. Schick sponsorship stars when series opens; Leeming's starts Oct. 11. Agency for Schick is Kudner Agency, N. Y.; for Leeming, William Eady Co., N. Y.

AGENCY APPOINTMENTS

KNAPP-MONARCH Co., St. Louis, names Olian Adv., same city, for its home appliance division. TV will be used for Liquidizer and Chefster items.

GRAHAM Co., N. Y., appoints Hilton & Riggio Inc., same city, for Redrow nuts and dried vegetables. Firm plans use of TV.

GREENE-HALDEMAN, L. A., Chrysler-Plymouth new car dealer, appoints Jordan Co., same city. RICHARD BRADLEY is account executive. Radio will be used.

CHICAGO WESTERN Corp., Chicago (Pinnacle canned chicken), appoints Grant Adv., that city. Radio is being used.

BENDIX HOME APPLIANCES, South Bend, Ind., names Earle Ludgin Agency, Chicago. ERIK ISGRIG is account executive.

H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cements, appoints Buchanan & Co., same city. Radio and TV will be used.

MRS. CHAPMAN'S HOME FOODS, L. A. (Woody's Bar-B-Cue products, (Continued on page 20)

BROADCASTING • Telecasting
KRNT... FIRST in morning audience!
KRNT is first in all 22 rated periods between 6:00 a.m. and 12 noon.

KRNT... FIRST in afternoon audience!
In 24 rated periods between 12 noon and 6:00 p.m., KRNT scores 21 firsts (1 tie), 2 seconds and 1 third!

KRNT... FIRST in evening audience!
KRNT scores 42 firsts (2 ties), 17 seconds and 4 thirds in 63 half-hour periods between 6:00 p.m. and 10:30 p.m.

KRNT... FIRST morning — afternoon — evening!
In a total of 109 weekday-rated periods, KRNT has 85 firsts (3 ties)!

• Biggest Hoopers Day and Night
• Big CBS and KRNT Stars
• Big-Time Promotion
• Big-Time Market

Represented by THE KATZ AGENCY... SOURCE: C. E. Hooper Des Moines Audience Index, April, 1952
New Business
(Continued from page 18)
Kings Tropical Inn salad dressing), names Ross Roy Inc., Hollywood. TV is being used.

GENERAL BEVERAGES MIDWEST, Peoria, Ill., appoints Mace Adv., that city. Radio-TV will be used.


SANNA DAIRIES, Madison, Wis., names Ruthrauff & Ryan, Chicago. PERCY GRAHAM is account executive. Radio is being used.

NEW DEPARTURE Div., General Motors Corp., Bristol, Conn., names D. P. Brothers & Co., Detroit.

Adpeople

DONALD ANDERSON, account executive, Biow Co., N. Y., to Colgate-Palmolive-Peet Co., same city, as assistant advertising manager.

GEORGE A. EXLINE, advertising staff, Goodyear Tire & Rubber Co., Akron, Ohio, elected president of Advertising Production Club of Cleveland.

E. A. KORCHNOY, president of Hat Research Foundation, elected vice president and advertising director of Frank H. Lee Co., Danbury, Conn. (men's hats).

MORE for your MONEY

...WGN is your bargain buy in the Middle West...delivering the greatest coverage and reaching the largest number of homes per week...260,100 more homes per week in the daytime and 302,750 more homes in the nighttime than the second station.*

...Get the most out of your advertising dollars...buy radio...and make WGN your basic buy in the Middle West.

*1949 BMB

Strictly Business
(Continued from page 16)
the early television cities and National beer became one of the early television sponsors. In his advertising-sales promotion role he is given most of the credit for the development of a series of TV programs said to make National Brewing Co. the largest single-market buyer of TV time in the nation.

National has a basic distribution area in the mid-Atlantic region, plus spots around the country where its Premium beer is popular. TV offers the chance to buy on a single-market basis and National beer now sponsors nine hours of programming a week plus a heavy schedule of spot announcements.

Norman Almony was born in Baltimore Aug. 2, 1905. He attended Baltimore elementary schools and studied electrical engineering at Johns Hopkins U., George Washington U. and Bliss Electrical School. At Bliss he wound up as teacher of mathematics and director of athletics, finally getting into sales.

Retains Interest in Sports
He has kept up his interest in sports, dividing main attention between bowling and golf. A former major league bowler, he still spends one night a week with a team in the Country Club League. His golf isn't quite so spectacular but he generally goes around in the low 90s. Mrs. Almony, the former Miriam Levola Miller, and daughter Barbara, are active golfers. Mrs. Almony is a member of the “Wagner Cup” team at Country Club of Maryland and Barbara is a steady golfer at Western Maryland College, where she is majoring in economics and business administration.

Last year Mr. Almony was president of the National Duck Pin Bowling Congress. He is a member of the Masonic order, Downtown Lions Club of Baltimore, Touchdown Club of Washington, Balti more Ad Club, Country Club of Maryland, Baltimore Press Club, Executive Sales Club of Baltimore, Elks, Maryland State Golf Assn. and an honorary member of the Washington Police Pistol Club.

NATIONAL SPOTS
WLW Signs $300,000
WLW Cincinnati officials said last week the station has signed new billings totaling more than $300,000 for national spot sales covering July, August and September.
Norman Cash, WLW general sales manager, said the amount, signed within 10 days, was a near record for the station. He said WLW can “deliver advertising messages at a lower cost per impression than any other media in one-tenth of America.” He said clients were in the drug, appliance and food fields.
HAZLETON, PA. . . From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3%; 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

ALLENTOWN, PA. . . In this prosperous industrial and farming area there are 6 stations, but consistently it is WHOL with its sound, solid and sales-wise management and staff that sells the goods.

BLOOMSBURG, PA. . . . Covering a prosperous manufacturing and farming area WHLM leads all daytime stations by a huge margin. This is the 5th year in succession for major league baseball.

BIDDEFORD-SACO, ME. . . A "must-listen" to station in a prosperous manufacturing center and the leading resort area of this great station WIDE in name and wide in sales performance.
Adding new lustre to a long record of "firsts" in radio broadcasting is the "KVOO AREA DEVELOPMENT DEPARTMENT". Believing that our responsibilities extend into the future as well as the present, and that the needs and opportunities of the area we serve can be helped through better coordination of area efforts and interests, KVOO established this new, full time department May 15th.

Headed by Tom DeVore, formerly KVOO Program Director, the KVOO Area Development Department is now busily at work in cooperation with chambers of commerce, civic clubs, vacation and recreational groups, and other organizations whose prime interests are building a greater Southwest.

This is the kind of broadminded, unselfish service which has built Oklahoma's Greatest Station to its present enviable stature. It is the kind of service which makes advertising heard on this station have a great "plus value" for sponsors.

If you want to put your product advertising first in this market use the first station in the area . . . It's KVOO, of course, Oklahoma's Greatest Station!
ONE RATE FOR RADIO-TV SEEN POSSIBLE

NBC Reunification Completed at Top
By RUFUS CRATER
NBC's program of radio-TV reunification was completed at the top level last Friday with Joseph H. McConnell's announcement of new titles, duties, and departmental consolidations in the move to bring radio and television operations closer together.

On the heels of the appointments of Sylvester L. (Pat) Weaver Jr., as vice president in charge of both radio and TV networks and of Frank White as vice president and general manager of both [B&T, June 12], President McConnell reported that effective today (Monday) the following additional changes will be made:

- Charles R. Denny, who has been executive vice president, becomes vice president with direct responsibility for NBC's owned-and-operated radio and TV stations, the company's public relations, and staff engineering activities, plus special assignments for the president.
- Edward D. Madden, who has been vice president in charge of television network operations and sales, becomes vice president and assistant to the president.
- John K. Herbert, heretofore vice president in charge of radio network sales, becomes vice president in charge of both radio and television sales, with George Frey, vice president and director of television network sales, reporting to him.
- Charles C. Barry, who has served as vice president in charge of radio network programs, becomes vice president in charge of both radio and television programs.
- Frederic W. Wile Jr., who has been vice president in charge of television network production, becomes vice president in charge of both radio and television production. His supervisory responsibilities will include radio-TV technical services and the functions heretofore handled by the television network operations department as part of Mr. Madden's responsibilities, plus the functions of the program services department, which is now a part of Integrated Services under Vice President William S. Hedges.
- Ruddick C. Lawrence, who has been manager of television sales development, moves into the newly-created post of director of promotion, planning and development, where he will coordinate the advertising, promotion, planning and research activities for both the radio and television networks.
- Charles J. Crewe, who has been controller for the TV network, becomes controller for both radio and television networks.
- Henry Sjogren, who has been controller for the radio network, becomes controller for owned-and-operated stations.

While these far-reaching changes round out the realignment of NBC's top staff organization, further consolidations down the line are in progress and will continue until the unification process is complete.

There appeared no question that a substantial cutback in total personnel may be achieved, both through dismissals and non-filling of vacancies, but authorities would not speculate on how far this cutback might go.

The department changes were accompanied by revisions in the chain of command.

M srs. Herbert (sales), Barry (programs), and Wile (production) will report to General Manager White, and, additionally, so will Harry Bannister, station relations vice president, Robert Sarnoff, recently named vice president in charge of the film division, and the heads of three major staff functions which serve radio and TV network operations directly. These are:

Sydney H. Eiges, vice president
(Continued on page 27)

Will Both Media Be Merged to One?
By SOL TAISHOFF
A WHOLLY new approach to the radio-TV problem is emerging and conceivably could result in the two media being sold at a single rate and with a single programming cost.

The idea—obviously one that will incubate for months—appears to have developed in several quarters at about the same time. It was stimulated by the resumption of granting of television stations, following the four-year freeze, and the eventual operation of competitive radio and television networks on a major-market, if not a nationwide, basis.

But it has gone far enough to evoke a joint presentation to a national advertiser from an independent radio station and a TV station, separately owned, of a simulcast, at a combination rate. The two stations would determine the distribution of the cost between themselves. And, moreover, it is learned that jointly owned radio-TV stations in several markets are exploring the prospect of simulcasts at a single rate for the two transmitters.

Network Pattern
Although now unrelated, the NBC project toward "reintegration" of its radio and TV operations could fit into the pattern—on a network basis. The NBC project, a 180-degree reversal of the "unintegration" effected three years ago, restores unification to its radio and television networks. Top level executives are shifted from exclusive radio or TV duties to combined radio and TV functions.

NBC officials state that the "reintegration" project is one of prudent business management, where both networks can take full advantage of the resources and talent of each other. While, at this stage, there appears to be no notion of joint selling, it is apparent that the fusion of the network operations would bring into focus a structure adaptable to that development.

When NBC introduced its separations (Continued on page 86)
CHICAGO'S COST Will Again Jolt Networks

RADIO and television network authorities were preparing last week to plunge head first into another round of millions convention coverage which, counting their experience in the July 7-11 Republican convention, took on more highly experimental proportions the longer they contemplated it.

By the time this week's Democratic convention has run its course, the financial loss the networks will have taken seemed sure to run into the millions of dollars. But no one would venture a guess as to just how deep.

CBS Radio and television authorities thought their expenses for the two conventions might exceed by $2 million the approximately $3 million which Westinghouse stood to pay under their basic sponsorship agreement. But the CBS networks were more fortunate than the others in that the Westinghouse contract was "flexible," providing for the sponsor to pay an additional $2 million beyond a certain point. Thus it was said CBS may recoup a considerable portion of its estimated $2 million coverage.

NBC authorities were still thinking in terms of costs approximating $4 million for both conventions, which would run about $1.3 million over the networks' approximately $2.7 million contract with Philco [BT, July 14].

ABC, which has a contract with Admiral for around $2 million, had not estimated its convention expenses last week.

Mutual, which was under a contract with Westinghouse, was placed its lost at about $20,000 for the GOP convention and expected this week's activities to run about the same.

Greater Losses Than Expected

The drawn-out GOP convention resulted in hours of coverage far exceeding original expectations. No networks will carry complete coverage planned for this week, though all hands were hopeful the convention proceedings themselves would be much shorter. (See separate story.)

In addition to scores of regular and special programs devoted to the Democratic sessions—programs which all networks got underway last week and will continue to schedule before, between, and after sessions throughout this week—the convention pickups themselves will start at gavel time at midday and run to 8 p.m. or later, and again from gavel time in the evening and run to conclusion.

Looking back over the Republican convention, NBC-TV reported that its coverage had totaled 78 hours—or which 66 were sponsored by Philco. NBC radio reported 50 hours of GOP convention coverage.

CBS Radio's coverage totaled 47 1/2 hours and CBS-TV's 88, while ABC said its radio and television networks put in 70 hours each, counting regular programs which dealt with convention matters. Mutual's coverage was placed at more than 50 hours.

The heavy cost to the networks stemmed from (1) the necessity of cancelling regular sponsored programs which stood in the way of convention coverage, and (2) operating costs. In the case of regular programs which fell in convention time, some could be rescheduled and in some other cases the conflict was apparent from the outset so that some money could be "saved" by giving 30-day cancellation notice.

A rundown on commercial program cancellations or reschedulings during the GOP convention, as provided last week by ABC Radio, ABC-TV, CBS Radio, CBS-TV, DuMont, and Mutual (the NBC networks had not completed their report late in the week):

**ABC Radio**

Jack Borch (Prudential) was re-scheduled 12:15-12:35 p.m. through live to all time zones on all convention days except July 11 when it was cancelled.

Bell Ring (General Mills) was re-scheduled 12:15-12:30 p.m. through live to all time zones on all convention days except July 11 when it was cancelled.

Col. Penney (General Mills) on July 7 was cancelled in all areas except Mountain and Pacific where the program ran as normally scheduled; was cancelled in EDT and CDT on July 9 but extended in usual period in EST and CST; was cancelled in all areas except Mountain and Pacific on July 10 and was cancelled in all zones July 11.

My True Story (Sterling) was cancelled in Mountain and Pacific zones on July 7 and 10 but was rescheduled in those zones on July 8, 9, 11 following convention coverage.

Whispering Streets (General Mills) was rescheduled on all convention days on Mountain and Pacific Coast stations (following My True Story) except July 7 when it was cancelled in those zones.

Frankie Frietch (Union Oil) was cancelled on the network July 7, 11; was rescheduled 4:55-5 p.m. on Mountain and Pacific stations on July 9, 10.

Joe Emerson Hymn Time (General Mills) was cancelled on the southeast regional network July 7 and on the network July 10.

Henry J. Taylor (General Motors) was carried in normal time 8-8:15 p.m. EDT July 7 to all time zones except MST and PDT, where it was cancelled.

John Daly (Gulf Oil) was rescheduled in all time zones July 7 and 8; was cancelled in all zones July 9; was cancelled in all zones July 10 except EDT where it was rescheduled 8-8:15 p.m. and CDT, 7:15-8 p.m.; was scheduled in normal time zone, 10 p.m., EDT in all zones on July 11.

It Happens Every Day (Ten) on July 8 was rescheduled in EDT and CDT at 3:30-3:35 p.m. and carried in normal period in other time zones. Nighttime program July 8 cancelled in all time zones except MST and PDT where it was carried in normally scheduled period; nighttime program July 11 was cancelled on the network.

Monitor Views The News (Christian Science Monitor) was cancelled on the

(Continued on page 50)

**Operation Yum-Yum**

NBC EXPECTS to repeat its snackbar performance for its 300-man staff at Chicago's Amphitheatre during the Democratic national convention. While the GOP met, NBCers set this daily record in consumption: 500 sandwiches, 124 gallons of coffee, 35 pies and "hundreds" of ice cream bars. The network paid for these items, while cola drinks, iced tea and cigarettes were donated.

**IKE'S STAFF**

Appointments Expected Soon

PERSONNEL setup to staff Gen. Dwight D. Eisenhower's campaign organization was taking form last week as the GOP Presidential nominee headed for brief vacation in Denver, Colo.

Among key appointments announced following the Republican National Convention was that of Alfred E. Seaton (R-Neb.), who was named special advisor to the general. Sen. Seaton is associated with his family in newspaper publishing and in radio ownership, with interests in KHAS, Hastings, Neb., KMAN, Manhattan, Kan., and KGGP, Coffeyville, Kan.

Still pending was the appointment of a full-time manager to direct Mr. Eisenhower's campaign, with responsibility for selecting an advertising agency to handle radio-TV-newspaper activity [BT, July 14].

Arthur Summerfield, GOP national committee man of Michigan, who was appointed Republican National Committee chairman, conferred with the nominee July 11. He told reporters that no decision had been made on selection of a campaign manager—or indeed whether one would be named. It was held possible that Mr. Summerfield may direct his activities, although Sen. Seaton and Sen. Frank Carlson (R-Kan.) will have a hand in them, too. Decision was expected after Mr. Summerfield reports to Washington this week.

Gen. Eisenhower announced July 13 that Sen. Henry Cabot Lodge (R-Mass.), who had directed his campaign prior to the convention, had resigned. He is seeking re-election to the Senate this fall.

There was no clear indication as to what advertising agency would handle Mr. Eisenhower's national media plans, although a few have been mentioned as likely prospects in some trade circles—Young & Rubicam, BBDO and others.

In addition to an agency for national planning, others are in line for various GOP state committee contracts. Executives of both agencies had worked with Gen. Eisenhower during the campaign, with Sigurd Larmon, Y&R president, directing strategy, aided by Ken R. Dyke, assistant to the president.

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IT'S THE DEMOS' TURN

By JANE PINKERTON

DEMOCRATS plugged up holes in their elaborate convention plans last week, hearkened to the errors and fluffs of the GOP convention, and prepared to launch a week-long meeting packed with showmanship and visual effects to attract the nation's 70 million potential television viewers.

Although many Democratic convention procedures, gimmicks and techniques were completed months ago, others were added hastily in the past fortnight after officials scrutinized the Republican sessions in Chicago. Television seemed to be the focal point for most of the eagle-eyes.

Biggest alteration in favor of the video audience is placement of a camera on the convention floor some 60 feet directly in front of the speaker's platform. The head-on closeups which were not seen during the Republican convention. Cameras were spotted at the sides of the speaker along with the cameras in the television control booth high above the floor.

Democratic planners believe the placement of a camera in front of the speaker also will have a better technological effect on viewers, who reportedly felt like outsiders looking in during the previous convention.

For similar reasons, officials turned the don't-do-use of the Teleprompter, the device which carries a speech in moving lines and is paced to the speaker's reading speed. Several times during GOP sessions the speaker had trouble with the device. Viewers also saw back-of-the-head shots including the full Teleprompter, while on one occasion had it blurt out the word "cheers," denoting a break for delegate applause. The speaker read the word "cheers."

Official Audience Welcome

The radio and television audience will be welcomed officially by the Democratic National Committee, a move not made by the GOP.

In the convention of today, at the International Amphitheatre, Chairman Frank McKinney is expected to pitch the welcome on the theme that the public is welcome because "this is your convention—and we are the party of the people." He will also thank cooperating broadcasters for their work.

Although the networks turned down a Democratic proposal that speeches be varied with use of visual effects, convention planners have added several to the hall itself. Networks banned use of pictures, film clips, slides and the like during speeches on the basis that these were not an integral part of the convention. However, as delegates did not see the added effects.

The orchestra and performers, who were placed behind the delegates and at the opposite end of the hall from the speaker a fortnight ago, will be switched to a position behind and above the speaker's rostrum and therefore in front of the delegates.

To avoid superfluous and distracting movement behind the speaker, which video cameras picked up previously, officials will move members of the National Committee from the platform to rear boxes, and will seat newsmen who were behind the speaker elsewhere.

As the National Anthem is played, a fan-blow American flag will be spotlighted.

Although sessions traditionally begin late, the committee has said proceedings will start a maximum of 15 minutes behind the starting time "regardless of any other considerations."

Unique innovation is that every network will be provided with a complete shooting script in advance of every session. Speakers and performers rehearsed Friday, Saturday and Sunday for time checks, on which the shooting scripts are based.

Entertainment Feature

Another new idea is to feature delegate entertainment, available of course to the networks, before each call to order. For 25 minutes before each session, Lou Breese and his orchestra and other performers will appear in a musical salute to some section of the country. The opener this morning will be the Illinois host group, but details of the major salute this evening were not revealed. The final show will honor "all Americas." A five-minute leeway has been provided for delegate movement in the hall and the call to business.

Committee meetings of the Democrats, involving platform and credentials, were open to radio and TV newsmen when the platform hearing began Wednesday. Although a platform for TV cameras had been provided, none was reported to have been moved in until Thursday. Some meetings at the GOP convention banned cameras and microphones.

At his first news conference in Chicago Wednesday afternoon, Sen. Estes Kefauver (D-Tenn.) said he was "glad all the proceedings are open to the public, who can therefore see that decisions are properly arrived at."

Some 2,000 radio and TV credentials will be issued during the convention. Many of these were ready for distribution Friday to avoid repetition of the ticket hassle which hounded the Republican meeting until the day it closed.

Planning Group

Radio-TV plans for the Democrats have been formulated by a group of broadcasting professionals. They include Kenneth Fry, radio-television director for the Democratic National Committee; J. Leonard Reinseh, managing director of the Cox radio and television properties and consultant to the committee; Elmo Ellis, program director of WSB Atlanta, and Bob Swan, vice president in charge of radio and television for The Katz Agency, which is handling campaign advertising for the party. Industry men aiding Sen. Richard Russell (D-Ga.) in his campaign this week include Don Kelly, long-time Chicago radio publicity and program executive, and H. Ellis Saxton, head of the Milwaukee agency of the same name.

Democrats' rejection of the Teleprompter brought a "you'll-be-sorry" rejoinder from Howard H. Henkin, general manager of the firm. He said viewers would see speakers at an "extremely uncomplimentary angle," bending over their notes. Some Democratic officials reportedly felt the device had been over-publicized to the extent of destroying its effectiveness.

Chairman McKinney promised a convention tailored to television. There were varied comments on this.

Republican Gov. John S. Fine of Pennsylvania told a new conference that video would "sound the death knell" of the political nominating convention as we've come to know it.

He favored either a direct national primary or binding of convention delegates to the candidate receiving the greatest vote in his state.

Sen. William Harris (D-Renn.) said that television will "revolutionize" techniques used in nominating conventions. He lauded "TV favored" for "weighting" of service coverage which, while sponsored, is proving costly to the major networks (see separate story).

On the other hand there were reports that ABC had placed its newsmen for sponsors—Adlai, Philco and Westinghouse—had jumped the past week.

As part of their effort to streamline convention proceedings, the Democratic National Committee sent out "do's-and-don'ts" letters prior to the GOP conclave. Delegates are advised to get in their seats on time, guard their speech and gestures, watch their wearing apparel and minimize private conversations.

Sizeable Schedules

The top Democratic candidates will meet themselves coming and going to fill broadcast commitments this week, if advance indications are any barometer. On July 19-20 alone, this past weekend, many radio network program panels will originate in Chicago this week as during the GOP convention.

Full house was expected at the special hour-long telecast of Meet the Press yesterday (Sunday), as Martha Roan and Lawrence Spivak prepared to greet five Democratic candidates for the Presidential nomination and some 700 delegates as an audience in Chicago's Studebaker Theatre. Candidates include Vice President Alben Barkley, who was to appear with Sens. Robert S. Kerr (Okla.), Kefauver and Russell, and Mr. Harris.

By Thursday, more than 700 Democratic delegates and politicians had requested seats at the NBC-TV theatre, which seats about 800.

Network officials were as comprehensive for the Democrats as during the Republican sessions. Some commentators and news analysts who had returned to their regular assignments in New York and Washington are back in Chicago for this convention.

Washington members of the CBS (Continued on page 59)
By DR. RAYMOND A. KEMPER
IN THE Louisville Trading Area:

- Eight in ten family-owned cars and trucks are radio-equipped; four in ten families are available to auto-radio.
- The average 'auto-radio family' includes 2.43 adults, 1.48 children.
- The average a-r family uses its car(s), for some 32.6 separate trips per week.
- Auto-radio tune-in averages some 12.6 minutes per separate trip; about seven tune-in hours per week for the average auto-radio family.
- Radio equipped (family-owned) cars average 1.7 riders per trip . . . 1.3 adults, 0.4 children.
- And, mark this well, none of this vast auto-radio audience can be measured, completely and accurately, by any of the 'program rating' methods now in use among broadcasters and timebuyers.

These conclusions, among others, have grown out of the data collected during a comprehensive research of the Louisville Trading Area. The study, conducted in March-April, 1952, by Raymond A. Kemper & Assoc. for WAVE Louisville, is the latest in a continuing series designed to help bring some semblance of scientific sanity to the ultra-crucial problem facing the broadcaster and the timebuyer, the problem of evaluating, validly and reliably, the impact and effectiveness of present-day radio as an advertising medium.

With increasing emphasis during the past few years, broadcasters have come to recognize the very real danger involved in an acceptance of "program ratings" as circulation criteria. Because they tend to place broadcasters under a measurement stringency from which display-ad people and publishers are exempted, ratings have been systematically inequitable to the radio industry. The broadcaster, who must justify his circulation claims by proving "listenership" to a particular ad, is unilaterally penalized by ratings if the competition is free to justify its circulation claims in terms of gross circulation of units, and not on the basis of actual "readership."

Ratings Invalid?

But, another aspect of the disjointed picture has, in our opinion, received much too little critical analysis. Present-day rating methods, because of their inherent sampling limitations and precision of measurement limitations, are all essentially invalid. They cannot deliver what they purport to deliver, a relatively accurate estimate of the actual size of a program's audience. And, 'the ability of a measurement to do what it purports to do; to measure what it is designed to measure' is exactly what the researcher means when he uses the term "scientific validity."

We are currently preparing an objective critical analysis of the research limitations inherent in each of the rating methods in present use among broadcasters. And, since we plan to make this more complete critique available within the industry, we will not further labor the point in this discussion. In our opinion, all rating methods in present use are invalid on one or more basic counts. And the prime limitations common to all of them is the non-inclusion of auto-listening and multiple set use in the computation. Further, on the basis of our own experiences in the Louisville area, we seriously doubt that auto-radio listening can be adequately measured by any rating procedure.

However, in this March study we tried a new approach. And we think that we have had something promising. We have— for the first time that it has ever been done, as far as we now know—collected a store of valid and reliable information about the extent and characteristics of the great, unmeasured, Louisville auto-radio audience—the thousands of people who (because they are so busy driving their cars and listening to their car-radios) are not available "at home and awake" when the rating interviewer telephones; nor, by the same token, available to view TV; nor to read newspapers!

Here, in brief summary, are some of the conclusions growing out of the data we now have in hand.


The 1,044 sample homes in the representative cross-section averaged some 20 tune-in hours (of in-the-home listening) in a typical week, for a combined total of approximately 21,000 hours. The 415 auto-radio families averaged 6.8 tune-in hours of car-radio listening per week, for a combined total of about 2,500 hours in a typical week. Auto-radio listening, then, constitutes about 12% of all listening that takes place during a typical week.

The intelligent broadcaster certainly will not long allow himself to be burdened with a circulation criterion which systematically ignores so sizable a segment of his audience. The auto audience has become too large a kid to remain a "bonus baby!"

(2) Four in Ten Louisville-Area Families Are Available to Auto-Radio.

Of the 1,044 families in the representative cross-section, some 40% (415 households) have one or more radio-equipped cars or trucks.

- 40.2% (of 460) CITY families are available to auto-radio.
- 36.5% (of 486) TOWN families are available to auto-radio.
- 47.5% (of 158) FARM families are available to auto-radio.

And, some 83% of the family-owned cars and trucks are radio-equipped. The 466 auto-owning families in the cross-section have a combined total of 576 family-owned cars and trucks, for an average of 1.2 cars per auto-owning family. Of the 576 family-owned cars, 454 are radio-equipped, an average 0.435 radio-equipped family-owned cars, per market family.

When we projected these statistics to the estimated ($15,000

(Continued on page 86)
RADIO set ownership in the state of Wyoming included 96.1% of all homes, according to the 1950 Housing Census figures compiled by the U.S. Census Bureau. The 95.1% saturation rate is based on figures from the decennial census, compiled in April, 1950.

Radio concentration was highest in urban areas, with 97.6% of homes having one or more receivers. The lowest rate was in the rural farm areas.

Topping the list of Wyoming cities was Sheridan, with a radio saturation of 98.3%. In Cheyenne, the largest city, 97.7% of homes were equipped.

Sheridan County had the highest rate in the state, 97.8%, followed by Laramie with 97.1% and Washakie with 96.8%.

Ownership of television sets was negligible, since Wyoming has no TV stations. The TV was not compiled at a time when there were fewer than 5 million sets in the nation compared to more than three times that total at present. Highest TV rate in spring of 1950 was 1.3% in Niobrara County.

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housing, Series R-50, No. 94, for Wyoming, which will be available in about six weeks from the Superintendent of Documents, Washington, D. C., at 30c per copy.

Statistics on distribution of the population in Wyoming are presented in a final report of the 1950 Census of Population, Series P-20, No. 50, available from the Superintendent of Documents at 50c a copy. Descriptions and maps of "urbanized areas" are presented in this report.

The population of the central area is generally 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 basis rather than county basis.

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

HOTEL and auditorium facilities for the 1953 NARTB convention in Los Angeles were arranged last week by Clair R. McCollough, WGAL Lancaster, Pa., chairman of the NARTB board’s convention committee, and C. E. Arney Jr., secretary-treasurer.

Official starting date for convention meetings will be moved from the customary Monday Wednesday, with meetings closing late Friday, the NARTB representatives said during a Los Angeles inspection trip. This plan gives broadcasters a chance to take advantage of special airline family rates, available in the early part of the week.

Arrangements made last week are tentative, subject to approval by the full board convention committee.

Meetings will start April 29 at 10:30 a.m., with April 28 designated pre-registration day [B&T, June 30]. Headquarters will be maintained at the Biltmore Hotel but it had not been decided whether to hold main convention meetings in the Biltmore Theater, as was the case at the 1948 Los Angeles convention, or at the Philharmonic Auditorium, across the street.

The annual Engineering Conference will be held simultaneously with the Management Conference, with sessions booked in Burdette Hall at the Philharmonic Bldg. The annual equipment show, one of the nation’s major industrial exhibitions, will be held in the Biltmore ballroom with additional space as needed.

Delegates will be housed in the Biltmore and the new Statler, now nearing completion. Other hotels will be utilized if necessary, according to Mr. Arney.

As in 1948, Southern California Broadcasters Assn. will handle entertainment for the convention. SCBA’s board will constitute the entertainment committee and will set up plans within the next fortnight.

Calvin J. Smith, KFAC Los Angeles, speaking as SCBA president said special emphasis will be given entertainment for wives and families of delegates. Harry Maizlish, KFWB Hollywood, is expected to head the entertainment committee as he did in 1948.

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LISTENING, VIEWING RISE

TWO prevalent theories about what home life is like today—Cunningham & Walsh, New York, say—are made:

1—Radio listening is increasing among families that have had TV sets from one to five years.

2—The longer a family has owned a TV set, the more time it spends watching TV programs.

Videotown, test laboratory for Cunningham & Walsh's TV survey since it was started in 1945, was recently closed at New Brunswick, N. J. Gerald W. Tasker, research director, chose the city because it is a normal marketing and manufacturing area, not primarily a suburb but near enough to New York for good reception of many TV channels.

Videotown provides the factual story of what has happened in one week. In the field of research it's interesting to note when "what will probably happen in the rest of the country," according to the agency. The studies have not yet attempted to measure TV's effect on Saturday and Sunday activities.

Analyzing what has happened to radio listening in TV homes, the Videotown study stated radio listening, especially during early evening and late evening hours, among families that bought TV sets in 1950 and early 1951. They were called on for this study.

The Videotown study continues:

An upswing in radio listening is also noted in the group of families surveyed who have had TV sets from one to five years. A 36% increase in the number of people listening to radio at some time during the evening is indicated, occurring mostly during early and late evening hours.

Daytime radio listening has not been affected materially. In fact radio listening during daytime hours dropped by nearly 15%, again a lower figure than in the non-TV homes.

All in all, the overall increase in radio listening among TV owners is significant. The year 1951 remained about the same despite an increase in TV viewing. During the morning hours it was noted that radio listening was coincidental with some other activity in 75% of the cases—usually housework. One of the problems facing TV is that of producing daytime programs as interesting to children as TV.

Although TV viewing increased over last year in both morning and afternoon, it is still only about one-third of the average weekly exposure during the same hours. Afternoon television grows gradually in importance and by 4 p.m., about the time the children usually come from school, television viewing jumps ahead of radio listening.

Cunningham & Walsh stated that its "intensive field research in Videotown" for the fifth consecutive year, has revealed that the average use of all television sets on week-day evenings is still increasing; average hours of viewing person is greater; older sets are used more than younger sets in terms of evening listening than are new sets; and owners of older sets spend more time in

MCFARLAND ACT

WITfH the signing of the McFarland Bill ($658) by President Truman last week, the top question in the nation's Washington broadcast attentions: Will it stop up the Commission so effectively that the Commissioners and staff have

* put some of the provisions of the McFarland Bill into effective prac-
* tice? The Committee of the Commissioners supports the bill, and which recom-
* mended that the President not sign it.

The answer seems to be: Yes, until reoriented themselves to take into account the new practices and procedures.

After the initial slowdown, most observers do not believe the new regulations will impede the Commission's processing of applications or actions on hearing cases. In fact, they point to the new procedures which require the Commission to make final decisions on applications within three months of filing, or within six months after a hearing is concluded—represent the reasons why Congress. They admit, however, the requirement that the Commission notify an applicant if its application cannot be granted without a hearing, detailing the reasons why, is a new, immediate step, which could result in some delay.

The main point of the bill's opposite is that is that such an application for a hearing will allow the straightening out of many questions which would permit the Commission to make a grant with- out a hearing.

They also feel that the protections afforded broadcasters—(1) petitions must be answered in 15 days, (2) 30 days before the "double jeopardy"-anti-trust clause has been deleted, (4) the staff must not intervene with the Commission unless all parties have the right to attorneys and engineers was: 1) the burden of proof regarding objections to license renewals is on the FCC—all add up to outweigh possible delays.

President Truman signed the bill just 24 hours before it would have died through a pocket veto. It was understood that the only real protest was from the Dept. of Justice, which did not like the elimination of the anti-trust clause from the Communications Act.

The FCC did not object to the President signing the bill. It al-

owed the need for additional funds thought to be necessary to a half-hour later than last year. It would seem almost impossible for increased TV use to continue in this; thus averages will tend to level off or even fall as the television market becomes more satur-
ated. The indication that a peak in viewing has been reached is a slight falling off of viewing time among children.

The Videotown study analyses indicate that there is a slight increase in the mobility and lives of set owners and sees a point of market saturation appro-
aching in mature TV areas.

More than one out of two of set owners has been on motion picture attend-
ance and radio listening, it is stated. A panel of non-TV families interviewed in 1950 showed marked changes in habits during the year after buying TV sets. In that first year of TV, movie attendance dropped 77", radio listening 86", on the average weekday evening, with TV, TV watching down 87% and radio entertainment down 87% and visiting down 74%.

This year, however, when these same families were contacted, it was found that radio listening was up slightly, mostly in early and late evening, and visiting was up 27% over last year.

It is apparent that the major effect on other activities is ex-
plicated during the first year of set ownership, the agency re-
ports. After that time, other activities increase slightly or level off, but continue to account for part of the person's leisure time before TV.

As far as radio is concerned, some of the increase in radio activity is going to the "second set," where the average family has a "second set" to listen to while watching television, according to the agency.

On the other hand, some FCC lawyers think that the Commission will have to revoke its order designating the TV hearings, and proceed in line with the McFarland Act, if the requirements of the Commission notify the applicants why grants cannot be made. This could lead to amendments, obviating the need for a hearing, it is thought.

On the other hand, some FCC lawyers believe that since the hear-

ings as designated before the President signed the bill, they can be considered under the exception. NARTB President Harold E. Fellows expressed gratification over the signing. He expressed the belief that the revised Act would ensure "more equitable treatment" for applicants on the part of the Commission and also that proced-
ures would be simplified and grants expedited.

Among other amendments to the Communications Act of 1954, the new measure: (a) permits the FCC to

Reported in C&W 'Videotown'

Page 28 • July 21, 1952

BROADCASTING Telercasting
TABLE II
Leading Radio Network Advertiser for Each Product Group During May 1952

<table>
<thead>
<tr>
<th>Class</th>
<th>Gross Time Purchases</th>
<th>Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive, Auto. &amp; Equip.</td>
<td>22,924</td>
<td>Goodyear Tire &amp; Rubber Co.</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>38,036</td>
<td>Metallurgical Corp.</td>
</tr>
<tr>
<td>Explosives, &amp; Fuels</td>
<td>15,786</td>
<td>Feltstaff Brewing Co.</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>9,541</td>
<td>John-Monville Corp.</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>969,274</td>
<td>Coats, Inc.</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>86,859</td>
<td>American Tobacco Co.</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>137,186</td>
<td>General Foods Corp.</td>
</tr>
<tr>
<td>Industrial &amp; Scientific</td>
<td>5,999</td>
<td>Ralston-Baker, Inc.</td>
</tr>
<tr>
<td>Other Fuels</td>
<td>27,515</td>
<td>U.S. Tobacco Co.</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>1,430</td>
<td>American Tobacco Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>97,360</td>
<td>Coats, Inc.</td>
</tr>
<tr>
<td>Insurance</td>
<td>22,423</td>
<td>M. D. Foyle</td>
</tr>
<tr>
<td>Medical &amp; Surgical Supplies</td>
<td>433,247</td>
<td>Prudential Insurance Co.</td>
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<tr>
<td>Prudential Insurance Co.</td>
<td>30,000</td>
<td>American Tobacco Co.</td>
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TABLE III
Gross Radio Network Time Sales by Product for May and First Five Months 1951-1952

<table>
<thead>
<tr>
<th>Class</th>
<th>May, 1952</th>
<th>May, 1951</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>$9,383,704</td>
<td>9,245,000</td>
<td>$98,704</td>
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<tr>
<td>Tobacco</td>
<td>3,272,847</td>
<td>3,432,700</td>
<td>-159,853</td>
</tr>
<tr>
<td>Tobacco</td>
<td>3,370,000</td>
<td>3,492,000</td>
<td>-122,000</td>
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<tr>
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EQUIPMENT BOOM

By BRUCE ROBERTSON

HAPPY that after three and a half years of trying to get new TV sets on the market, [B*T, July 14], the manufacturers of video transmitting and receiving equipment last week were busily preparing to take full advantage of their new sales opportunities, a spot check of leading companies by Broadcasting • Telecasting revealed.

The transmitter manufacturers expressed confidence that they are generally ready to deliver equipment to new VHF licensees with reasonable promptness, that is, within the next few months. UHF licensees will have to wait a little longer, but they, too, should have their new transmitters by late winter or early spring at the latest, with some indications that a few VHF stations may be able to get on the air this fall.

The steel strike has not yet seriously affected the manufacturing of TV broadcasting equipment, although some company spokesmen voiced fears that the strike might make transmitting antenna towers difficult to obtain. NAPA local allocations have also been sufficient to meet the companies' needs to date.

Dealers of TV receivers are beginning to hold dealers meetings in the areas soon to be opened up for reception of TV programs—and the sale of receivers—and to lay plans for promoting their sets in these new markets. Also being readied are devices for adding UHF reception to standard VHF sets, with an almost complete agreement among set manufacturers that these will be on the market well before any UHF stations begin operations.

A & T, whose coaxial cable and radio relay routes now permit live network programs to reach all present TV cities except Albuquerque, revealed last week that it has already been taking preliminary orders of routes and facilities that might be used to extend the present inter-city connections to the new TV stations. Some plans for any such extensions have been made as yet, it was emphasized.

Status of the transmitter manufacturers, as reported by executives of various companies last week, follows:

RCA can ship VHF transmitters on short order and will be sending them to licensees regularly from now on. Some of the transmitters are now in production and a few are expected to be ready for delivery early in the fall, with more in the winter.

DuMont Plans

DuMont transmitter plant was having a mass vacation last week and exact information was difficult to come by. Some DuMont executives, however, indicated that orders for VHF transmitters already on hand would be filled by the time the transmitters are ready for shipment, if desired, before the end of 1955. UHF transmitters will be available starting early in January. It was learned that since those statements were made DuMont production on TV transmitters has been speeded up and it is possible that earlier delivery dates might be met.

General Tire & Rubber Co., of Kalamazoo, Mich., has gotten the go-ahead from its Roamer Radio Co. unit to test out TV during the pre-freeze years, it is new poised to enter the field with two low-powered VHF transmitters. Sales engineers in the field are now being briefed on the equipment and are anxious to get going, according to Gates' officials.

Under development is a 20 kw VHF transmitter and a 50 kw, 5 kw and 20 UHF transmitter. They are expected to be available early in 1955.

Eventually, Gates will have a complete package of its own equipment, including sync generators, camera chains, etc. At the present time it plans to sell the two VHF transmitters in the line and other companies' associated equipment.

The Columbia Broadcasting System, Inc., has chosen two VHF transmitters to handle the large number of orders for TV transmitters placed by CBS. The transmitters are a product of the North American Corporation.

As to when the first VHF stations will be on the air, there is no firm date yet. It is known, though, that DuMont executives, however, have plans for the near future and, in a few cases, already have been held. All companies are working on devices to enable reception of UHF programs by VHF receivers; most stated that they would have them ready for the public by the time any UHF station is ready to offer service.

During the course of its training program, Philco has held meetings to teach its representatives in soon-to-open TV markets how to sell TV sets. This is based on its six years experience in present TV markets.

One aspect of this training scheme has been to transfer sales personnel from non-TV markets to TV regions, and there has been considerable actual TV sales experience. In many instances, TV-experienced salesmen have been transferred to potential new TV markets.

In some cities with special terrain features, Philco has actually tested some of its new sets in order to determine what kind of installation is necessary.

Avco's Crosley Div. has available for distribution of TV sets the dealers not only of Crosley, radiosters and freezers, but of Bendix washing machines and American kitchen facilities.

CBS-Columbia Inc., set manufacturing subsidiary of CBS, has appointed a new distributor for the Denver area, where dealer meetings are now being held. Company spokesmen expressed belief that no satisfactory tuner for both VHF and UHF has yet been developed, although it is being worked on.

DuMont distributors already cover all the newly licensed TV markets, and are beginning to think about the company's regional sales manager for the Southwest is arranging to have that market supplied with DuMont receivers well ahead of the advent of program service, a spokesman said.

General Electric is planning a series of summer sales and service meetings at which detailed plans for TV "promotion" by different companies in VHF and UHF markets will be announced to dealers and distributors, with emphasis on the new markets.

RCA previewed its new TV line at a meeting of some 200 RCA Victor dealers in the Portland, Ore., area on July 15, only four days after the FCC had announced the licensing of the city's first TV station, expected to go on the air this fall on Channel 27. All dealers were shown samples of TV sets by the end of the week and quantity shipments have been started to Portland, RCA reported. Similar meetings are planned for the other new markets.

Westinghouse will offer setowners in UHF service areas a plug-in attachment capable of adding two UHF channels to the normal VHF reception.

Following TV Thaw

GEN TIRE BUYS

Control of Crosley Motors

GENERAL Tire & Rubber Co. has bought control of Crosley Motors, Inc. from Powel Crosley Jr., one-time owner of WLW Cincinnati and the Crosley Manufacturing Co., (radios, sets, refrigerators, or appliances). The tire firm, which owns seven radio and three television stations and controls MBS, bought 217,077 shares of Crosley Motors' total 569,254 in exchange for 765 shares of 3 1/2% second preferred stock of General Tire.

In 1945, Mr. Crosley sold 50-kw WLW and the manufacturing facilities of the Crosley company to Avco Manufacturing Co. for $22 million. He retained, however, the Crosley motor company.

General Tire & Rubber, which manufactures plastics and rockets and rocket propellants for the military as well as tires and rubber accessories, most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings. Most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting holdings.

KITE POLL

75% Favor Eisenhower

A PUBLIC opinion poll taken by KITE-AM-FM San Antonio less than an hour after the Republican convention nominated Gen. Dwight D. Eisenhower indicated that a majority of those persons interviewed believe that the World War II hero is going to be occupying the White House next January.

Kite asked the same three questions of all interviewed: Was Ike the strongest Republican candidate? Who will be elected in November? Whom will the Democrats nominate?

Some 85% felt that the Republicans had chosen their strongest candidate; 75% felt that Gen. Eisen-

hower would win the election; 70% of the Democratic nominee were mixed, with the greatest ma-

jority (28%) of those who ventured a guess favoring Illinois Gov. Adlai Stevenson.

The public opinion poll was one of KITE’s continuing measurement of local citizens’ opinions on cur-

rent questions.
Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly sent on to us. I had thought of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't love to be able to play the piano like Bill Austin, singing like the "Chore Gang" and that guy, Gene Godt and his wit. I'll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short, we just enjoy all of WHO. Only one thing that we haven't heard for a long time is that we enjoyed a great deal, Jack Kerigan's singing. The last we heard of him he was in the office, too.

My "Thank You" has gotten quite lengthy and I didn't want you to know how much we appreciated your thoughtfulness.

Mr. & Mrs. Thos. McClelland, Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association and Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry which was so interesting and so capably explained during his broadcast Wednesday morning, May 17th. Thanks again for the splendid cooperation your Radio Station has given the Iowa Industry.

John H. Brockway, Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Ore., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place.

Very pretty country—

Mr. & Mrs. Galen R. Gates
Val Verde Motel, Dorma, Texas

To WHO-all!

I am determined to write you a letter right now, and do you s'pose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!

Herb Plambeck, Gene Godt — oh what a kick I get out of your humorous episodes! We sure enjoyed the WHO kids' hour Saturday! Bud Loyet & Lucia congrats on baby! Jack Shelley — Song fellows — We love you!! In fact we love all of you down there.

From all of us

SAMUEL (11)
KARL (10)
PETE (9)
TOM (8)
MIKEL (4)
KNOTHE (11 mo.)

OLAF & Bernice Watne
Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,

L. R. Binder
Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,

Harold S. Gilley
Stated Clerk
Presbyterian Church in the U.S.A.
Presbytery of Des Moines

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO means in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from your customers, that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO + for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Television Grants and Applications July 11-17

NEW STATION GRANTS

BROOKPORT, Conn.—Southern Connecticut and Long Island Television Corp., (WBSN), is seeking a 1,000 kw visual, 46 kw aural; antenna 700 ft. Estimated cost $233,000 (Bt, July 6).
DENVER—Eugene P. O'Fallon Inc. (KFEL), Ch. 2; ERP $5 kw visual, 655 kw aural; antenna 355 ft. Estimated cost $380,000 (Bt, June 30).

NEW BRITAIN, Conn.—New Britain Bestco. (WNBN), UHF Ch. 30; ERP 40 kw visual and 75 kw aural; antenna 390 ft. Estimated cost $396,000 (Bt, July 7).
DENVER—Empire Coin Co., UHF Ch. 26; ERP 100 kw visual and 40 kw aural; antenna 1,040 ft. Estimated cost $877,000 (Bt, May 28).
SPRINGFIELD, Mass.—Springfield Television Bestco. Corp., UHF Ch. 61; ERP 100 kw visual and 35 kw aural; antenna 890 ft. Estimated cost $450,000 (Bt, July 6).
FLINT, Mich.—Empire Coin Co., (KQFC), TV, Ch. 7; ERP 34 kw visual and 60 kw aural; antenna 990 ft. Estimated cost $160,000 (Bt, June 23).
HOYOLKE, Mass.—Hampden-Hampshire Corp. (WHYR), UHF Ch. 5; ERP 35 kw visual and 80 kw aural; antenna 490 ft. Estimated cost $600,000 (Bt, June 30).
DENVER—Colorado Television Corp. (KVOD), Ch. 8; ERP 240 kw visual, 120 kw aural; antenna 890 ft. Estimated cost $368,000 (Bt, July 7).

WAVE-TV Louisville, Ky.—From Ch. 5 to 4, ERP 10 kw visual and 17 kw aural; antenna 150 ft. Estimated cost $265,000 (Bt, July 6).
WOOD-TV Grand Rapids, Mich.—From Ch. 7 to 8, ERP 19.7 kw visual and 48 kw aural; antenna from 501 to 512 ft. Estimated cost $500,000 (Bt, June 30).
WHAM-TV Rochester, N. Y.—From Ch. 6 to Ch. 5, ERP 18.7 kw visual and 44 kw aural; antenna 1,050 ft. Estimated cost $400,000 (Bt, June 25).
WPMF-TV Youngstown, Ohio—From Ch. 17 to Ch. 11, ERP 30 kw visual and 10 kw aural; antenna 338 ft. Estimated cost $220,000 (Bt, June 17).
WPCG-TV Little Rock, Ark.—Ordered hearing for Channel 6, ERP 25 kw visual and 10 kw aural; antenna 975 ft. (no objection).
WCPQ-TV Cincinnati—From Ch. 7 to Ch. 2, ERP from 24 kw to 31 kw, visual, 60 kw aural; Estimated cost $206,087.
WKRQ-TV Cincinnati—From Ch. 11 to Ch. 6, ERP 25 kw visual, antenna 610 ft. Estimated cost $178,500.
WHO-TV Dayton, Ohio—From Ch. 13 to 10, ERP 9.5 kw visual and 3 kw aural; antenna 200 kw visual and 100 kw aural, antenna from 708 to 1,144 ft. Estimated cost $561,000.
WTOL-TV Toledo, Ohio—Ordered hearing for Ch. 10, ERP 21 kw visual and 8 kw aural; antenna from 16.5 to 100 kw, antenna 10 ft.Estimated cost $141,000.
WAR-TV Providence, R. I.—From Ch. 13 to Ch. 4, ERP 26 kw visual and 13 kw aural to 200 kw visual and 100 kw aural, antenna from 708 to 1,144 ft. Estimated cost $390,000.
WAZI-TV Huntington, W. Va.—From Ch. 5 to Ch. 3, ERP from 16.8 kw to 7 kw, visual antenna 500 ft. Estimated cost $51,000.
WTMY-TV Milwaukee—From Ch. 3 to Ch. 26, ERP 57 kw visual and 2,976 kw aural to 100 kw visual and 50 kw aural; antenna from 230 to 616 ft. Estimated cost $572,000.

SET FOR HEARING

SACRAMENTO, Calif.—Ordered hearing for KCRA Inc. (KCRA), Sacramento Television Bestco. Inc. (KCTV), J. Craig Venter Institute, (JCVI), all seeking Ch. 3 and McClatchy Broadcasting Co. (KFTV), and Sacramento Educational Radio Corp., both seeking Ch. 10.
DENVER—Ordered hearing for KMTR Broadcasting Co. Inc., (KMTR) and Wonderland Telecasting Co. (WTDW), both seeking Ch. 54.
DENVER—Ordered hearing for KMGH Broadcasting Co. (KMGH), and Denver Television Broadcasting Co. (DTBC), both seeking Ch. 2.
HOYOLKE, Mass.—Ordered hearing for WHYR Inc. (WHYR), both seeking Ch. 4.

APPLICANTS LISTED IN STATE ORDER

MONTGOMERY, Ala.—Southern Enterprises, Ch. 36 (OKAT), ERP 5 kw visual and 8 kw aural; antenna 205 ft. above average terrain 364 ft., above ground 560 ft., estimated cost $100,000, revenue $150,000.
FLINT, Mich.—Ordered hearing for Booth Radio and Television Stations Inc. (BRTS) and WJR, Goodwill Station Inc. (WJRE), both seeking Ch. 13, ERP 22 kw visual, antenna 250 ft.
SPRINGFIELD-HOLOSTE, Mass.—Dismissed unamended application of The Webster Ch. Co. for Ch. 16 and dismissed unamended application of Oak Kan Television Ch. Inc.

SUPERIOR, Wis.—See DULUTH, Minn., above.

APPLICATIONS

KENANGA, N. C.—Ordered hearing for High Point Educational Radio Co. (HEC), all seeking Ch. 8.
SACRAMENTO, Calif.—Ordered hearing for KOIN Inc. (KOIN), Pioneer Broadcasters Inc. (KGBW) and KGOL, Sacramento Bestco., all seeking Ch. 6.
HARRISBURG, Pa.—Ordered hearing for WARR Broadcasting Corp. Inc. (WARR), and Harrisburg Broadcasting Co. Inc. (WARR), both seeking Ch. 44.

SUPERIOR, Wis.—See DULUTH, Minn., above.

APPLICATIONS

LISTED IN STATE ORDER

MONTGOMERY, Ala.—Southern Enterprises, Ch. 36 (OKAT), ERP 5 kw visual and 8 kw aural; antenna 205 ft. above average terrain 364 ft., above ground 560 ft., estimated cost $100,000, revenue $150,000.

SACRAMENTO, Calif.—John Poole Broadcasting Co. Inc. (JPCB), Ch. 5, ERP 3.5 kw visual and 4 kw aural; antenna 205 ft. above ground 342 ft., estimated cost $60,000, revenue $100,000.

SACRAMENTO, Calif.—John Poole Broadcasting Co. Inc. (JPCB), Ch. 5, ERP 3.5 kw visual and 4 kw aural; antenna 205 ft. above ground 342 ft., estimated cost $60,000, revenue $100,000.
Do you recognize these famous movie stars?

In New York and other fashion centers, they keep dummies made to the exact measurements of Hollywood stars.

When a star wants a new gown, she calls her shop—and it's measured right on her model!

Then it's only a matter of hours before the gown is in Hollywood. For these style centers ship their fashions the world's fastest way—via Air Express!

Getting new fashions first is important to Hollywood stars. But it's even more important to fashion buyers in stores all over the country... where a few days can mean the difference between profit and loss.

That's why stores (as well as stars) get their fashions Air Express!

Whether your business is fashions or factories, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets top priority of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.

1952 - OUR 25TH YEAR.

AIR EXPRESS
GETS THERE FIRST
5000 WATTS ON 600 KC - announces the
THE O. L. TAYL
as exclusive national EFFECTIVE

WPDQ - Jacksonville

Delivers All of a GREAT MARKET:
(Daytime 0.5 MV Area)

Population * ................................ 555,400
Radio Homes ** ................................ 141,670
Retail Sales * ................................ $507,079,000
Effective Buying Income * ............... $632,776,000

*Copyr. 1952, Sales Management Surv. B.P.; further repro. not licensed.
**Consumer Mkt. S.R.D.S.
- JACKSONVILLE, FLORIDA

appointment of OR COMPANY

national representatives IMMEDIATELY

MOST POWERFUL Voice!

Cracker Jack Show - 5:30 to 9:00 AM--
Top Morning Personality

At Home with Anne Daly—1:35 to 2:30 P. M.
Jacksonville's First Lady in Radio

Food Parade—Florida's Greatest Merchandising Show
7-Point Merchandising Show

WPDQ

WILLIAM L. ELDER

BROADCASTING • Telecasting

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Both Media Into One?

(Continued from page 28)

ration project, following the recommendations of Booz, Allen & Hamilton, management consultants, it was with the notion of "giving TV its head." Other networks and many stations engaged in both radio and TV followed suit. It soon resulted in sprawling organizations, with parallel units operating separately. Coordination became difficult and policy decisions came hard and only from the top.

In the return to integrated operation, the objective is to hammer out a more efficient organization at all levels—management, sales, programming and employee relations. It seeks to eliminate overlap, and at the same time gear operations so that radio and television can sell more effectively against competitive media—newspapers and magazines, for example—rather than against themselves. The seven top level changes at NBC effected by President Joseph H. McConnell obviously will be followed by reassignments in each of the newly created branches, heretofore staffed by exclusively radio or TV personnel.

Brig. Gen. David Sarnoff, chairman of the board of RCA, NBC's parent, before he left for Europe early this month, told Broadcasting & Telecasting that in his view, radio and television should not be considered separate. He supported the theory of integration and of single operations at the network and the owned-and-operated stations level.

The pioneer who has predicted many significant advances in the broadcast media for a generation, Gen. Sarnoff is convinced that the simultaneity—virtually non-existent today—is due for resurgence. He believes that a single programming structure will eventuate and that programs will be sold to sponsors for both radio and television transmission.

Views Coincide

Some of Gen. Sarnoff's views coincide with those of others identified with network operations. This is founded on the theory that networks, to continue, must show a profit. Radio networks have not shown profits in the last few years. By integrated operation, the network structure as a whole, it is believed, would be profitable, at least for the foreseeable future. The owned-and-operated stations which have been profitable enough to support not only themselves but also the radio networks would, presumably, improve their earnings.

The eventual alternative would be the operation of networks along the lines of press associations, wherein a fee is paid for each kind of service rendered. But that is viewed as on the far horizon.

In maturity, it is contended, the combined radio-TV sales approach could go far in setting the competitive radio-TV question and myriad problems of sales, programming, talent and overall overhead—all of which have pyramided in the rush toward "unintegration" of radio and TV operations.

And it is predicated upon the recent conviction that radio and television have been wrongly construed as predatory competitors. Rather, it is now believed they are complementary media. They function under the same laws; are licensed by the same government authority; cater to the same clients through the same advertising agencies; use largely the same talent and personnel. Ultimately, it is conjectured, service may be provided from the same combination of transmitters to all-purpose receivers that will do everything but cook.

Ingredients For Stabilization

Those who contend this plan makes economic sense realize it surely would revolutionize the present order. They argue it has all of the ingredients for stabilization of both media, with both profiting from the critical errors of the past, notably in rate-making.

But they also recognize that while the plan may be invoked by individual combined AM-TV stations in individual markets at any time, it will be a longer haul for competitive networks. The combined facilities must first be available in a sufficient number of markets. With upwards of 600 applications for TV stations now pending in nearly 300 markets the affiliations for several competitive networks ultimately should be available.

Thus, it is calculated that the one-rate theory is destined to evolve slowly—first on a city-by-city basis, and then at the network level. It depends on how swiftly the primary markets offer combination radio-TV service, competitively.

POMEROY'S SALE

Radio Tests' First Result

FIRST concrete result of the radio tests conducted by Pomeroy's of Pottsville (Pa.) and WPAM in that city [B&T, June 30, May 5] was announced last week by Ed K. Smith, general manager of WCMB LeMoine, Pa., across the Susquehanna River from Harrisburg.

Beginning July 19, Pomeroy's of Harrisburg went on a regular 15-spot-per-day schedule on WCMB. Both the station and the Harrisburg department store will use the same copy and techniques to sell the same kind of merchandise successfully promoted in the Pottsville tests.

This is the first move to apply the lessons learned in the WPAM-Pomeroy's Pottsville experiments. It is the first time that the leading Harrisburg department store has bought a regular radio schedule. Up to now it used newspaper advertising almost exclusively.
Congratulations

KFEL-TV
DENVER

First post-freeze station on the air

RCA-EQUIPPED THROUGHOUT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Television Grants and Applications

(Continued from page 88)

of confluence of American and Sacra-
menito Rivers. Geographic coordinates:


Television Grants and Applications

(Continued from page 88)

of confluence of American and Sacra-
menito Rivers. Geographic coordinates:


ARV Surveys GOP Meet

REPORT on TV audience coverage of the Republican National Convention and related programs in Chicago past fortnight will be issued by the American Research Bureau today (Monday) as the Democratic meet gets underway. In addition to ratings, study will show actual number of TV homes, viewers per set and sex ratio, according to ARB Director James Selle. Survey will cover nation by nation, television area by area, urban and rural areas in every state, July 2-7, and an average of July 7-13 and also any competing programs in listings, using the usual ARV viewer diary method.

SUCCESS STORY

KBOO School Program Cited

HIGH listenership and teacher-stu-
dent acceptance for in-school casts are claimed for KBOO Mo-
desto, Calif., commercial outlet, in a current article appearing in the CTA Journal, of official publication of the California Teachers' Assn. Mandate: "KBOO School Story," the feature spotlights Mr. Witherspoon's KBOO program, "The Story of the News," written, produced, and announced by John Witherspoon, station's news director. Show has been on the schedule since last No.

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

Page 38 • July 21, 1952

Broadcasting • Telecasting
Radio Sells Feeds

Ralston-Purina's Chows division radio budget has multiplied eight times in the past 10 years, a direct result of radio "reaching more farm homes economically at a low cost per listener when farmers are in a receptive mood to selling." Volume of business on the livestock feeds line has increased from $598,000 to $375 million in that time.

This sales claim for radio, by a client who has been sold on the medium for two decades, was made in Chicago Tuesday as Ralston-Purina, St. Louis, launched preliminary work on a three-month fall promotion campaign in which the 583 stations it buys will cooperate.

The business-lunchen session with 84 midwest station executives has been duplicated in Seattle, San Francisco, Denver and Omaha since July 7 and will be repeated before July 26 in Fort Worth, Memphis, Nashville, Atlanta, Jackson, Charlotte and Pittsburgh.

G. M. Philpott, vice president and director of advertising for Ralston-Purina; Maury Malin, advertising manager for the Chows division, and E. H. Hamel, sales manager of the Corn Belt region, one of five Purina sales areas, outlined sales and merchandising objectives for radio stations in the campaign, first of its kind to be conducted by the company.

Stations, working with dealers, will seek to bring Chows to consumer attention at the local level. The leading station man and Purina salesman in each of 21 districts will earn an all-expense trip for two to the nation's annual football games New Year's Day.

Scheduled to start in September and continue through November, the campaign will center on demonstrations of live pigs and hens in dealer outlets. Hens will compete in egg-laying, while the pigs will be judged on how much weight they gain in a specified time period.

Ralston-Purina, which is not "asking for something for nothing," Mr. Philpott said, has suggested several merchandising ideas in a personalized kit for every participating station. Among the ideas are a studio party for dealers, a dealer postcard campaign, tape interviews with owners of the hens used in the store demonstrations, regular air reports on their egg production, tape interviews with Purina poultry customers, interviews with dealers showing the pigs—Mike and Ike—weight reports and a windup store event show at the close of the campaign.

Convinced that the farm audience is a stable one and will be for years to come, Mr. Philpott sees farm broadcasting as a solid "hedge" to television. Mr. Malin, ad manager of the feed division, agrees. "We are not ready to throw in the towel on radio," His objectives in conducting the promotion sessions to radio people throughout the country is to "show first why we are sold on radio" and then to point out "that radio itself works better when the station and Purina salesman team-up in the selling."

Radio time purchases designed to attract farm-audiences and potential buyers of livestock feed (more than 100 kinds) have risen from $173,000 in 1942 to $1,450,000 in 1952—more than eight times in a decade, and more than the total budgets of all other media used.

The media breakdown: Direct mail, $35,000; billboards, $47,000; small town newspapers, $150,000; minute movies, $58,000, and farm magazines, $900,000.

In that same 10 years, Ralston-Purina grew from 20 to 34 mills and from 1,055,000 tons of Chow product to 3,700,000.

Radio investments since 1942 have been: 1943, $218,000; 1944, $217,000; 1945, $665,000; 1946, $370,000; 1947, $540,000; 1948, $475,000; 1949, $565,000; 1950, $580,000; 1951, $1,175,000 and 1952, $1,450,000.

A continued and steady user of radio, Ralston-Purina executives have learned that radio's best and most effective results come from a following an equally continuous and steady pattern in the purchase and use of time.

The company, for its Chows, uses straight entertainment in the Eddy Arnold fashion in the South, farm service shows above the Mason-Dixon Line and blends both in the West Coast, Mr. Malin said. Citing the success of radio, he said one offer of a free picture on Grand Ole Opry, sponsored on NBC's. southern leg, brought in 187,000 requests.

Light by Radio

USE of a radio signal to turn street lights off and on is being considered in New York City. Comr. Dominick F. Paduanio of the Dept. of Water Supply, Gas and Electricity explained last week that the radio control device would operate on a signal from WNYC New York, municipally owned station. He pointed out that with the radio signals, a "blackout" could be achieved in a matter of seconds. But he emphasized that it would take a long time before the city light system could be fully equipped even if the radio-control idea is adopted.

(Continued on page 68)
lyze the mail pull, taking a count on audience distribution.Ralston-Purina learned what stations "should tell us but don't," that the audience was predominantly rural and did use livestock feeds.

Need for accurate and continuing farm audience measurements, with farmers' listening habits and family composition, was cited by company and agency men at the meeting. Although final proof of the radio buying is in the selling of Purina Chows, the agency and client need facts in advance to lay plans and campaigns with less element of chance. These facts, they agreed, are not available, and should be furnished by the industry.

Mr. Malin said the greatest need is to have continuing reports, rather than sporadic and isolated surveys which are now occasionally submitted by a single station in a sales presentation.

TV is being tested with a noon-day show in Indianapolis, where all Ralston researchers found that 47% of the farmers within viewing radius own television sets. They learned this after a road-by-road survey made in company cars, with drivers counting antennas. TV experimentation will expand into Oklahoma City shortly as the firm sponsors a weekly farm newscast show.

A slide film presentation on the successful tie-in promotion efforts last year by WIOU Kokomo, Ind., which won first prize in a Ralston competition, showed the value of simplicity, sincerity and consistency in promotion and merchandising efforts.

Two MORE advertising agencies have been franchised by the Canadian Assn. of Broadcasters, bringing the total to 86 agencies. The additional agencies are James Elliot Russell Inc., New York, and W. A. Willis Adv. Agency, Toronto.

**WE'RE NOT SMUG**

...but we are pleased that so many new, as well as old, advertisers have found that advertising on KLRA pays off!

### IN 1951—

- **Local Business Increased 14.5%**
  (Failing to top our best year, but coming in a strong second.)

- **National Spot Increased 35.8%**
  (Making it the best year in the station's history in this classification.)

### IN 1952—

- **Local Business Is Up 21.8%**
  (First five months '52 over '51. These are folks who know us best).

- **National Spot Is Up 17.9%**
  (And remember, please, that last year was our best year. We have our fingers crossed!)

**THERE'S A REASON—**

Strong CBS Radio programming, plus local shows that folks like to listen to, plus a strong Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers' products... all help to make KLRA "Arkansas's Listening Habit." The only Farm Service Director in the state, a full-time News Department, five top Disc Jockeys, and plenty of know-how all add to the plus-values you get when you buy KLRA!

For the Complete KLRA Story, Ask any O. L. Taylor Office

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**ZIV SHIFT**

Gordon Moves to Hollywood

BOARD of directors of Frederic W. Ziv Co. announced yesterday (Sunday) that Herbert Gordon, Ziv vice president in charge of production, has moved his headquarters from New York to Hollywood.

The announcement came as civic leaders in New York intensified efforts to retain radio and TV production in the East in the face of a growing trend of operations shifting to Hollywood.

Mr. Gordon said he will be established in Hollywood in time to work on greatly expanded Ziv production schedules and increased budgets that will begin in the fall. He added that a staff will be retained in New York although the major part of Ziv's production will be in Hollywood.

Expanded Production Plans

"Our new radio and television programs are going to be more important than ever," Mr. Gordon said. "In addition to our new radio show, Freedom, U. S. A., we are also working on a new television show which will be announced soon.

Our production schedule and budget for the coming year will be at least double that of last year. We are signing Hollywood's major stars for both radio and television and we are talking with writers and are buying important properties."

Mr. Gordon, a one-time successful band leader, entered the field of production as an executive with the William Morris Agency. Before joining Ziv, he served Decca Records as administrative head of the recording division. He is also a vice president of Ziv subsidiaries, Ziv Television Programs Inc. and World Broadcasting System and is president of the Delaware Music Co.

Mr. Gordon and John L. Sinn, president of Ziv Television Programs, recently returned from a trip to Europe where they conferred with television and film executives and top talent in France and England.

**BEAUTY CONTEST**

**WWDC Search Underway**

FIRST elimination in WWDC Washington's "Miss Washington" beauty-talent search will be conducted at 7:30 p.m. today (Mon. day) at the Washington Hotel. A panel of 15 judges will be selected from some 150 local advertising and theatrical executives.

Winner of the contest finals on Aug. 15 will receive several awards and will represent the District of Columbia in "Miss America" finals in Atlantic City, Sept. 2-5. This is the 12th year WWDC has conducted the "Miss Washington" contest, Norman Reed, WWDC program director is in charge.
NLRB POLICY

QUESTION of limiting certain radio-TV employe bargaining units only to those employes who appear “regularly or frequently” before microphones and cameras, without regard to their departmental functions, was projected in decisions handed down by the National Labor Relations Board last week.

Dissenting board members, in a majority decision, attacked the NLRB policy—"with an apparent new criterion—as "fraught with serious practical consequences for the broadcasting industries."

The board last Thursday ordered election covering employes at four East Coast radio stations involving petitions filed by the American Federation of Radio Artists (AFL).

Stations in Decisions

Stations involved in the NLRB actions are WIP Philadelphia (Pennsylvania Broadcasting Co.), WGH Newport News, Va. (Hampton Roads Broadcasting Corp.), and WNOR (Norfolk Broadcasting Corp.) and WTAR (Norfolk Radio Corp.), both Norfolk, Va.

At WIP, staff announcers, the sports director, women's director and so-called "feature artists" will choose between AFRA and the American Communications Assn. (independent), or neither union. AFRA seeks a unit limited to staff announcers. ACA claims it should include technical help and announcers. WIP took no position on the issue. ACA was ousted from the CIO two years ago.

Traditionally, technical department employes and announcers have been lumped together in one group at WIP over a period of 12 years with ACA as agent. Board members Paul M. Herzog and Abe Murdock dissented, voting to retain this unit comprising 26 such employes, who also may vote to be included with technical help if they choose.

It was in the WGH and WNOR cases that board members sharply disagreed.

NLRB reaffirmed earlier decisions [B+T, May 26, April 14] providing a unit for all employes and other who appear before a microphone "regularly or frequently," but altered its ruling to exclude continuity employes as favored by AFRA. Again, members Hersog and Murdock dissented, challenging the microphone requirement as a criterion and exclusion of continuity workers from unit representation.

“Sympathize with [AFRA's] objectives . . . but is not enouth to induce us to join in a departure from precedent which is so sharp and so fraught with serious practical consequences for the broadcasting industries,” they wrote in the WGH and WNOR decisions. They asserted:

If this is sanctioned, it would create serious confusion in employee representation in the broadcasting industries, thus, once other unions in the field seek to represent the same employes with regard to the major portion of their working time . . . the employer would be faced with a multitude of conflicting claims.

AFRA also has emphasized the microphone criterion in its petition involving WTAR-AM-FM-TV, with the station holding the unit should be all-inclusive covering all programming employes, performers and non-performers on the air. Engineering employes are not an issue in this instance, being excluded by both WTAR and AFRA.

The unit will comprise all employes “who appear regularly or frequently before the microphone or camera, including but not limited to staff announcers, disc jockeys, specialists, news broadcasters and non-staff artists, but excluding all other employes . . . and supervisors.”

CONVENTION-BOUND Chicago bus became a studio on wheels as NBC commentator H. V. Koltenborn recorded comments for WTMJ-AM-TV Milwaukee. Standing is Jack Krueger, station news editor, who averaged perhaps a dozen recordings each day during the GOP convention. People in the bus applauded when Mr. Koltenborn finished, station reports. Mr. Krueger interviewed numerous Wisconsin delegates.

BROADCASTING * Telecasting

CANADIAN RATINGS

Plans Weighed by BBM

PRELIMINARY PLANS have been made to set up a program rating service satisfactory to the Canadian broadcasting industry and to radio advertisers.

Bureau of Broadcast Measurement, Toronto, following the request of the annual meeting of the Canadian Assn. of Broadcasters, has held an exploratory meeting and has given the task to its research and development committee. BBM must decide if it should undertake the program rating service or establish standards and controls for other organizations to do the job. Other factors considered are how many periodic audits should be made, project's cost and possible appointment of a project director. BBM consists of broadcasters, advertisers and advertising agencies. Work on the project is expected in September.

FLINT—largest General Motors plant city in the country—has an effective buying income that is $1613.00 higher than the national average! And Flint's prosperity is still growing! More than 50% of GM plant expansion is now under way in Flint. Defense contracts for Flint factories now total nearly $1 billion dollars—assurance that Flint's earning and spending ability still moves upward!

FLINT—MICH.

BASIC AMERICAN BROADCASTING COMPANY REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville

BROADCASTING • Telecasting

July 21, 1952 • Page 41
OLSON RUG HUGS RADIO
SPOT SUCCEEDS IN CARPET MARKET

OLSON RUG Co., 78-year-old Chicago firm, at the conclusion of its 15th spring spot campaign has discovered "it’s STILL radio for results!"

It used this phrase in commending 52 station managers for their cooperation in the 2 to 16-week campaign, which cost "well into the six figures." Results of the spot schedules this spring compare with the success of similar drives 10 and 12 years ago, according to Bill Presba, president of Presba, Fellers & Presba, Chicago agency for Olson. He’s convinced radio’s strength endures.

Its strength and success, however, depend largely on station interest and cooperation, and on coordination and synthesis of work done by everyone involved in the campaign. In Mr. Presba’s opinion, this cooperation among the client, agency, station and talent is the difference between radio’s success and failure.

Although results were good in what are too-frequently considered poor radio markets, the agency will reveal only that the top 10 stations pulled more than 60,000 requests for a free rug catalog.

Catalog Offer Stressed
Olson’s mail order business is based on a single premise: A customer can get a high-quality rug at a lower price by "trading in" old woolen materials. The company, in its radio messages and in other media, offers a free color catalog which enables the rug prospect to make the desired selection and, in many cases, to save up to 50%. Olson pays freight on packages of old woolen items to its Chicago factory. The company owns more than 1,000 patents on processing unused wool.

Spot radio’s vigorous and profitable pitch for Olson rugs, which are not sold retail outside of Chicago, indirectly shows the potency of radio for consumer products sold over the counter. Half of radio’s value, agency men believe, is lost because the product cannot be merchandised locally — yet radio still was a success. Olson’s national business is exclusively mail order; the firm has no field men.

The agency, by comprehensive analysis of every campaign and by thorough pre-campaign planning, has been able to get maximum results with radio from a minimum expenditure. Money, however, is never limited on any one station. The key to the success of any mail order operation, says Vice President Mark Smith, is the volume of profitable increase. As long as a station produces a high volume of good inquiries, the money for time and talent is unlimited.

The company can predict with extreme accuracy, he says, the number of closures or sales which will result from a specific number of catalog requests. The most "responsible" stations and performers have a 10 to 12% better closure record, and in the long run closures are more important than inquiries. That is why leading local performers were chosen in many cities, and the agency concentrated on women’s and major home service shows.

Personal contact was the most important single factor in the campaign. The agency sold the station and performer on Olson quality and value, and has found a high correlation between station interest and results. Stations which worked most closely with the agency in the search for a good response were the most effective in getting it.

Stations which get the most catalog inquiries at the best cost "believe in the power and sales ability of radio, themselves and their performers. Managers were as interested as the client in seeing how many qualified results they could get for the Olson catalog," Mr. Presba said.

Some stations had to be prodded — about 12% of the 52 — which were described as marginal. Their volume of response was low, and the cost per inquiry high. The manager of one outlet, which had a $600 a week order, told Mr. Presba he couldn’t remember what time the Olson show was on, and did not have time to bother about it. He lost the business.

Selected Radio List
The 52 stations were handpicked by timebuyer Edna Eldridge from a previously called list of 200. "We used to buy 125," she said, "but we can’t find that many which can produce these days. Even a few of these 52 were risks."

"The stations which are swimming upstream will survive," one of the agency men said, "but those which are marking time and floating will drown." He believes many stations "are afraid of their own ability to get results, and doubt the pull of radio. A lot of them are going to have to learn how to work, and how to look out for the client’s interests."

To gain the maximum efficiency and usefulness from the campaign, agency personnel met each morning to check daily mail response, re-work copy and change formats. Olson purchased only programs or local entertainers who had built a following and a reputation for believability and sincerity. Intimate commercials were integrated to take advantage of the performer’s aptitude in chatting with the audience.

In nine cities, the popular CBS package, Housewives’ Protective League, was aired. Mail-pull gimmicks were banned as the client seeks only legitimate requests from actual rug prospects.

Each commercial was written for the specific market, and included an indirect re-sell of mail order in general. Many stations, an agency executive said, have accepted fly-by-night mail order advertising with inferior and overpriced items, so that legitimate mail order has suffered.

Agency analysis "pretty well blasts the old theory that mail order is good only when business conditions are poor," it was noted. Presba, Fellers & Presba believes the "psychology of confusion" now prevalent is reflected in consumer buyers "pulling in their horns" and waiting for the crisis to pass.

The most ambitious and successful station managers met with sales and program directors and the performers to make suggestions and to implement agency recommendations. All changes in a station’s mail pull were traced to the exact cause, because previous campaigns have proved the client can anticipate fluctuations with changes in station management and policies, as well as in weather, labor and business conditions.

Time was purchased at card rates, despite "many offers of PI deals." Olson used spots from 2 to 10 times weekly, five-minute shows from two to six times weekly, quarter-hour strips and participations. Interestingly enough, the top 10
cost-per-inquiry results came from eight stations in TV markets.

The top 10 CPI stations were in this order: WBBM Chicago, KMA Shenandoah, WOR New York, KIRO Seattle, KOAM Pittsburg, Kan., WNAX Yankton, S. D., WWVA Wheeling, KXXX Colby, Kan., KRMG Tulsa and WHO Des Moines.

TV city stations include WBBM WOR KIRO and KRMG. Four others receive a signal from a TV town nearby. KMA gets Omaha, while KOAM is half-way between Tulsa and Kansas City. WNAX is in range of Omaha, while WWVA is near Pittsburgh, Pa.

Olson has used television, but Mr. Presba believes, "Results are much too erratic at the present time. We've used it to get the feel of the medium, but so far it hasn't fallen into a measurable pattern of mail pull."

At this point, it can't be classified or judged accurately. However, TV has done some "sensational" selling for other agency clients.

Presba agency people are now completing several analyses of campaign results, which are compiled twice yearly—in the spring and fall. Seven breakdowns which the agency admits making (others are kept under wraps because of competition) include cost per inquiry, volume of response, type of program and personality used, ratings, degree of market penetration, impact of TV in the area and response to different copy approaches.

Mark Smith, who also is an account executive, says ratings correlated with results confirm his long-held suspicion that they alone are not a criterion, because results were good even on low-rated shows.

Results are not conclusive as to the degree of penetration in each area, "but we do know we haven't even scratched the surface."

Although the agency cannot speculate about the future, Mr. Presba believes "this kind of operation today is very successful, and very economical. Current daytime rates are not out of line, although there may have to be a downward compensation in the future."

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PAUSING during golf tournament are (l to r) Richard S. Bean, media director, Pedlar & Ryan; George H. Frey, NBC vice president in charge of Television Network Sales who was host of the third annual tournament of the "National Assn. of Reluctant Advertising Titans and Eager Sportsmen" as he names it; Donald Severn, radio and TV station relations, The Biow Co.; Pete Finney, Harry B. Cohen, Adv. and William A. Chalmers, vice president and radio-TV director, Grey Adv. Agency. Mr. Frey held the advertising executives tournament June 13 at the Boltsrol course in Springfield, N. J.

---

NOW! Notre Dame Football Broadcasts

LOW PACKAGE PRICE

- All Line Costs
- All Broadcast Privilege Fees
- Play-by-Play Report by Joe Boland

— Nationally Famous Football Announcer

IRISH FOOTBALL NETWORK

Operated by WSBT, The South Bend Tribune Station

WRITE, WIRE, PHONE!

Only with Irish Football Network can you be the ONE station in your city to carry every game on the great 1952 Notre Dame Schedule. Avoid disappointment. Make your reservation with Joe Boland.

IRISH FOOTBALL NETWORK

1/4 WSBT, South Bend 26, Indiana

TOP GAMES! TOP ANNOUNCER! TOP RATING!

BROADCASTING • Telecasting

July 21, 1952 • Page 43
COMEDY CONTEST
Announced by Gagwriters
NATIONAL Asn. of Gagwriters, New York City, is establishing a staff of comedy consultants to aid in the development of a comedian or a comedienne. Collaborating in the project, described as an experiment, is the SRT-TV school which is offering a one-year scholarship for each of the most promising boy and girl comics.

JoAnn Unlimited, member of the Humor Societies of America, will provide professional comedy scripts for all applicants who take the talent-test in competition for the scholarships.

JOSEPH P. KING, agricultural manager, Bird's-Eye Div., General Foods, has been named agricultural consultant of Grocer's Mfrs. of America to work with farm organizations, radio farm directors, and similar groups for better cooperation between farmers and food manufacturers.

COAST FOOTBALL
Tide Water Sets Radio-TV
ARRANGEMENTS for network and independent radio and filmed TV coverage of Pacific Coast Conference football games this fall have been completed by Tide Water Associated Oil Co., Harold R. Deal, advertising and sales promotion manager, has announced.

Schedule of conference and other college games will be aired regionally over NBC and MBS, plus "a number of prominent independent radio stations." Games will be broadcast in seven western states starting Sept. 19. Night contests also are scheduled.

Tide Water will cooperate with Sportvision Inc., representative and TV producer for the PCC, to bring viewers a 13-week series of delayed telecasts in San Francisco, Los Angeles and Seattle. Films will consist of 30-minute presentations of games played by PCC teams and their intersectional opponents. Time and schedule of stations will be announced later, Mr. Deal said.

'Opry' Scores Again
WSM Nashville's Grand Ole Opry was featured in the June 4 issue of Pathfinder magazine. It was the second time within the past eight months that Pathfinder so honored the show. The newsweekly devoted its entire radio section to the Grand Ole Opry Nov. 28. In addition to WSM, other stations mentioned in this latest article include KFDM San Bernardino; WJJD Chicago; KRDL Dallas; WBT Charlotte, and WVOK Birmingham.

KALtenBORN FUND
Scholarship Bids Open
APPLICATIONS are now being accepted for the annual H. V. Kaltenborn radio scholarship at the U. of Wisconsin, the university's radio committee has announced. Scholarship is authorized under a $15,000 trust fund set up by the veteran network commentator to train students in broadcasting, particularly news presentation.

Selection is made on the basis of special aptitudes and interest in the field, financial need and other factors. Students of junior or higher standing are eligible. Inquiries and applications should be addressed to Prof. H. L. Ewbank, radio committee chairman, U. of Wisconsin, Madison. Applicants must furnish a transcript of credits, letter of application and two or three letters of recommendation.

LIBEL STORY
Morano Cites in 'Record'

SHADES of Morano's Cites in 'Record'

A New York editor was told that he had been attacked by a Republican Senator. When the editor reportedly asked the station for a recording of the Senator's speech, he was told that he could have it if he signed a statement pledging he would take no action against the station if the Senator's remarks were actionable under the libel laws.

That is one of the stories told by Bernard Yudain, managing editor of Greenwich (Conn.) Time in his June 28 editorial column, and reprinted in the July 4 Congressional Record by Rep. Albert P. Morano (R-Conn.).

It is part of a campaign being waged by Greenwich Time and Rep. Morano to require broadcast stations to maintain a permanent record of all material aired. Its genesis was alleged defamatory comments made by New York disc jockey Barry Gray about Mr. Yudain some months ago.

Mr. Yudain declared then that he was unable to determine what Mr. Gray had said since the station (WMCA) kept no recording of Mr. Gray's nighttime program. An appeal to the FCC brought no satisfaction, according to Mr. Yudain.

According to Rep. Morano's office, that complaint, as well as others which have come to his attention, have been forwarded to the Harris subcommittee investigating radio and TV programs [8*7, June 30].

The Horan amendment would have exempted radio and TV stations from damages for libel uttered by political candidates or their spokesmen on the air. Sec. 315 of the Communications Act forbids stations to censor political candidates. The amendment was deleted by Senate-House conference when they ironed out differences in the two versions of the McFarlance Bill [8*7, July 7] now law.

HEREVER YOU GO THERE'S RADIO

All over Western New York, Northern Pennsylvania and nearby Ontario, WGR is the MOST LISTENED-TO RADIO Station.

CBS Radio Network

BROADCASTING • Telecasting
THE SONG RENT THE IOWA AIR just 30 years ago this month—and the station which became WMT disk-jockeyed its way into the primitive ether. Studio, transmitter and antenna were located in a private home. Rugs and furniture came from Smulekoff's, draperies from Killian's. Both firms are WMT advertisers today.

THE CONTRAPTION IN THE CORNER was our 20-watt transmitter described in an early release as "a mighty transmitter with two switch panels, the power control panel containing four meters for the proper regulation of power and the second, the transmitter panel. Generators were remotely controlled."

DEAN LANDFAR'S PROGRAM, the Voice of Iowa—on the air since the early Thirties—utilizes one of the modern studios in the Paramount Building. Over 100,000 Iowans have been heard on the show since WMT pioneered interview-and-participation shows.

MODERN EQUIPMENT TODAY delivers WMT's 5,000 watt signal on Iowa's best frequency for receptivity—600 kc—via a directional antenna system employing one 300' and two 412' towers. Modern programming—exclusive regional farm news and data, AP, UP & INS services, CBS network programs—delivers 338,480 families who listen weekly to advertisers with posies, shoesies, or etc., to sell.
DuMONT OBJECTS

To Paramount Case Speedup

OBJECTION to the speeding up Paramount case, which involves the merger of ABC and United Paramount Theatres Inc., was voiced last week in a reply to the petitions of the other parties for deletion of the anti-trust issue and a final decision by the Commission [B#7, July 14].

Petitions by ABC, CBS, Paramount Pictures Corp. and United Paramount Theatres Inc. two weeks ago asked that the six-months hearing be concluded and that the FCC issue a final decision without waiting for the examiner's initial decision. The action was taken at the urging of the Commission itself and was based on its concern with further delay in the merger case.

Still awaited is the comment and conclusion of the FCC's Broadcast Bureau. It is believed that they will be filed early this week and that the Commission will consider the matter before the week is out. DuMont does not object to the deletion of the anti-trust issue, its petition declared, but does oppose failure to consider the effect of the merger on network competition.

It asked the Commission to schedule oral arguments on the petitions and then to require proposed findings, permit the examiner to issue an initial decision, permit exceptions to the initial decision to be filed before a final decision of regular FCC procedures in the Paramount case, which involves the merger of ABC and United Paramount Theatres Inc., was voiced last week in a reply to the petitions of the other parties for deletion of the anti-trust issue and a final decision by the Commission [B#7, July 14].

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what is a media man?

His title varies. In big agencies he is a full-time media man and may be an officer of the company. In small agencies he is usually a “part-time” media man and may be the owner.

Sometimes “he” is a woman . . . doing a man-sized job!

He finds the best vehicles to carry the messages of the seller to the most buyers, at reasonable cost.

Within a given budget he selects the most appropriate of 1,049 magazines and farm publications, 2,247 newspapers, 2,885 radio and TV stations, 2,140 business publications, and 511 transportation advertising facilities.

He works with thousands of individual facts—sifting, sorting, analyzing, assembling, presenting, defending. Though his job is mainly to buy media, he also has to sell media . . . to others in his agency; to the client.

He's busy. Before 9, from 9 to 5, and after 5, week-ends, he needs reliable, up-to-date information on markets and media.

He has many sources of information, and uses them all when time permits. But always he has within reach the organized media and market information in STANDARD RATE and CONSUMER MARKETS. And, increasingly, he has in these same books the useful, supplementary information assembled for him by publishers and station managers, in the form of Service-Ads.

To the users of SRDS, Service-Ads like these are not “promotion” in the ordinary sense. They are part of a familiar “buying tool”. So, to the publishers or station managers they are Service-Selling tools that help buyers buy.
Time Sales Up

(Continued from page 29)

May and four changes—Ford replacing General Motors as leading Automotive client; Kenwell Corp. succeeding Johns-Manville as Building Materials top advertiser; Floristas Telegrapdy Delivery Ass'n, becoming top Horticulture advertiser in place of Jackson & Perkins; Speidel Corp. taking the Jewelry advertising lead away from Longines-Wittnauer Watch Co.

Radio network billings analyzed by group totals (Table III) show Foods, Tolletries, Drugs, Soaps and Tobaccos the top five groups in that order. In April the same five classes of radio network advertising were also the leaders, but that month Drugs ranked second and Tolletries third. For the five-month period, January-May, the top five classes, in descending order were Food, Tolletries, Drugs, Tobaccos and Soaps.

Analysis of TV network billings by advertising categories (Table VI) shows Foods first, followed by Tobs, Soaps, and Automotive advertising, the order remaining unchanged for both April and May and also for the January-May period. Chief difference from the radio network list is that in TV Automotive advertising replaces Drug advertising as one of the top five classes.

** Completely outclasses its field—No. 1 show of its kind!

** MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

Nelson Baker Show

1st in its time period!

** Every Woman's Hour

Top-rated 30-minute woman's show!

Shoppin' Fun

Top locally produced show in its period!

** MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

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

**

*Jan.-Feb. 1952 Pulse Report*

JUNE CHRISTMAS Celebrated By WNOR

WITH the thermometer reading 103 degrees, WNOR Norfolk, Va., celebrated “Christmas in June,” and succeeded in:

Raising $1,500 in cash gifts for the Girls Camp Fund, enough to send 40 under-privilged girls to summer camp for two weeks;

Melting 10 pounds from the 225-pound bulk of WNOR disc jockey Ted Harding, who donated a Santa Claus costume (complete with beard) and manned a microphone for 16 consecutive hours;

Satisfying Earl Harper, WNOR general manager, who thought “it’s a shame to have to wait a whole year to enjoy all the nice Christmas music again.”

It was all Mr. Harper’s idea but he hadn’t exactly counted on that 103 degree temperature which wilted collars throughout the Tide-water Virginia region. Nevertheless, all hands agreed that Mr. Harding made an excellent—even jolly—Santa.

Mr. Harding weighed in at 225 before taking the microphone at 6:30 a.m. Some 16 hours later, he tipped the scales at only 215. The Christmas spirit of giving was contagious: Three restaurants sent Mr. Harding complete meals, “so that Santa wouldn’t have to go hungry.”

**

### TABLE V

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<thead>
<tr>
<th>Class</th>
<th>Gross Time Purchases</th>
<th>Gross Time Purchases</th>
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<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<td>Automotive, Auto. Supplies &amp; Equip.</td>
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<td>Bear, Wine &amp; Liquor</td>
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<td>Building Materials Equip.</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>Drugs &amp; Remedies</td>
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<tr>
<td>Household Furnishings</td>
<td>$1,999,046</td>
<td>$1,999,046</td>
</tr>
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### TABLE VI

Gross TV Network Time Sales by Product Groups for May and First Five Months, 1952-1951

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<thead>
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<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$2,194,594</td>
<td>$1,999,046</td>
<td>$2,194,594</td>
<td>$1,999,046</td>
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<tr>
<td>Automotive, Auto. Supplies &amp; Equip.</td>
<td>$2,194,594</td>
<td>$2,194,594</td>
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<tr>
<td>Bear, Wine &amp; Liquor</td>
<td>$983,003</td>
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<td>Building Materials Equip.</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$406,964</td>
<td>$406,964</td>
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<tr>
<td>Consumer Services</td>
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<tr>
<td>Drugs &amp; Remedies</td>
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<td>$2,194,594</td>
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<td>Food &amp; Food Products</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<td>Horticulture</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
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<tr>
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**
RECRUITING

PAID recruiting program of the U. S. Army and Air Force took a
fresh turn last week with the revelation that a new contract will be
negotiated within the next two months.

As a result, the recruiting service of the two branches has opened
competition to over 90 "nationally recognized agencies with an annual
domestic billing of $5 million or more." At stake is a $1 million
media contract covering a nine-month period from Oct. 1 to June 30, 1953.

The current contract is being handled by Grant Advertising Inc.,
with offices in Chicago and Washington. It is being extended be-
yond last June 30, end of the '52 fiscal year, to Oct. 1 at which time
current interim allocation campaigns will be completed.

In announcing the opening of competition—a briefing session
will be held July 30 in Washington for interested agencies, and applicants
must submit information by Aug. 15—the Secretaries of the Army
and Air Force said the new con-
tract would provide for renewal
subject to satisfactory perform-
ance and further appropriation of funds."

The Defense Dept.'s recruiting
services (Military Personnel Pro-
curement Division) have received a $1 million outlay for fiscal '53.
Authorities said allocations as
among all media will not be deter-
mined until the agency actually is
chosen by a special Army-Air Force
board to be named by the service
Secretaries. It was understood,
however, that radio-TV would de-
rive an appropriate share of paid
advertising funds, perhaps between
40% and 50% [BT, July 7].

It was not immediately known
whether Grant would compete
again for the contract, which it has
held since Jan. 1, 1950. Opening of
competition to interested agencies
is a routine procedure each year and implies no dissatisfaction with
the current pact-holder, it was em-
phasized.

Grant is now handling an In-
terim advertising allocations pro-
gram in its third phase since early
spring. A program providing for
radio-TV spot coverage and print-
ed space has been twice renewed
and will end in September. A num-
ber of 50 kw stations have been
used to spur Air Cadet, WAC and
other enlistments in key areas.

FILM RENTALS

Petrillo Backs Royalties

ROYALTY method of reimbursing
American Federation of Musicians
in TV film rentals must be main-
tained by the union, in the opinion
of President James C. Petrillo. His
views on the union's principle were
made at the AFM's June meeting
as reported in the official journal,
International Musician.

The 5% royalty on rentals has
brought $186,000 into the second
Music Performance Trust Fund, he
said, opposing a proposal by mem-
ers of Local 47, Los Angeles, to
substitute a fixed fee.

"You can't build these things overnight," Mr. Petrillo is quoted as
telling the convention. "We are
trying to create something that we
can pass along to the next genera-
tion. We may not have the best
formula, but it happens that our
plan is being followed widely not
only in this country but in Europe
as well.

"Television is motion pictures
ever seen, but so far, we know
little about where it is going. We
must keep the royalty principle.
What we are battling for is a prin-
ciple that will help all musicians,
not just union members.

The union's journal contains the
following comments on music's
role in broadcasting:

"As to the place of music in radio, President Petrillo pointed
out how the networks are in
position to hire former members of the FCC at fancy salaries,
and that this very fact impairs the effectiveness of the regulatory
body in the eyes of the public despite the efforts of live music on the air and
too. There was, he said, a glaring
case that had just occurred.

"After repeated invitations to
...and costs less than
other professional
...torque vibration or
rumble!

Operates quietly... no
turntable vibration or rumble!

Geared belts and geared pulleys in-
sure accurate timing for all 3 speeds.

It's the only one with a built-in synchronous
drive for ALL 3 SPEEDS!

NEW! Fairchild 3-Speed Turntable

It's a Fairchild exclusive! The new Model 530 Turntable has the
only synchronous drive integrally designed and built for
three speeds. No attachments, no kits are necessary. It reaches
stable speed—less than 1/10 revolution at 33 1/3 without over-
shooting. Offers guaranteed accurate timing within limits of
AC line frequency. Turntable rumble and vibration are prac-
tically non-existent.

And... the new Fairchild Model 530 costs less than other
quality turntables. Bulletin PB10 contains complete data on
Fairchild's new, wide-range line of playback equipment.
Write for your copy.

FAIRCHILD RECORDING & EQUIPMENT

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK

NEW Contract
Pends

1952 • Page 49

Broadcasting • Telecasting
Chicago's Cost Will Jolt
(Continued from page 84)

network July 8.

Lone Ranger (General Mills) was
cancelled July 9 in EST, CST, MST and
PDT time zones and on the net-
work July 11.

Lone Ranger (American Bakers) was
cancelled on the network July 9.

Top Guy (American Chicle) was
cancelled in MST July 9 and on net-
work July 11.

Silver Eagle (General Mills) was
in EST, CST, MST, and PDT on
July 10.

Amateur Hour (Loreillard) was can-
celled on network July 10.

This is Your FBI (Equitable) on
July 11 was rescheduled 9:30-10 p.m.
EDT. Co. was carried in normal time
in EST, CST, MST and PDT zones.

Break The Bank (Bristol-Myers-Toni) was
cancelled on EST, CST, MST and PDT stations
July 7, 8 and 9; was carried on network July 10 and
cancelled on network July 11.

ABC TELEVISION

Ellory Queen (Bayuk Cigars) was
cancelled on network July 9, 9-9:30 p.m.
EDT.

Chance of a Lifetime (Old Gold) was
cancelled on the network July 10, 8:30-9 p.m.
EDT.

Space Cadet (Kellogg) was
cancelled on the network July 11, 7:30 p.m.
EDT.

Tales of Tomorrow (Masland & Chrysler)
was cancelled on the net-
work July 11, 8:30-10 p.m. EDT.

DuMONT

Rumpus Room (Helena Curtis Inc.) was
cancelled on the network July 8 and 10, 1-1:30 p.m. EDT.

Life Begins at 80 (Serutan) was
cancelled on the network July 9, 9-
9:30 p.m. EDT.

Captain Video (Post Cereals Div.,
General Foods) was cancelled on the
network July 11, 1-7:30 p.m. EDT.

Recipe For Hollywood (Dairymen's
League) was cancelled on WABD
(TV) New York July 10, 1:30-2 p.m.
EDT.

CBS RADIO

Romance of Helen Trent (Whitehall
Pharmaceutical) was cancelled on network
on all convention days but Thursday
when it was carried usual time, 12:30-12:45 p.m.
EDT.

Our Gal Sunday (Whitehall) was
cancelled on the network on all con-
vention days except July 10 when it was
carried usual time, 12:45-1 p.m. EDT.

Big Sister (Procter & Gamble) was
cancelled on the network on all con-
vention days, 1-11:18 p.m. EDT.

Ms Perkins (P&G) was cancelled on
the network on all convention days,
1:15-1:30 p.m. EDT.

The Great Delineate (P&G) was can-
celled on the network on all conven-
tion days, 1:30-1:45 p.m. EDT.

Guiding Light (P&G) was cancelled
on the network on all convention days,
1:45-2 p.m. EDT.

Second Mrs. Burton (General Foods)
was cancelled on the network on all con-
vention days, 2:15-2:30 p.m. EDT.

Perry Mason (P&G) was cancelled on
the network on all convention days,
2:15-2:30 p.m. EDT.

Brighter Day (P&G) was cancelled
on the network on all convention days,
2:45-3 p.m. EDT.

Hilltop House (Mills Labs) was can-
celled on network on all conven-
tion days except July 11 when it was
carried usual time, 3:3-3:15 p.m. EDT.

Charles Smith (Kellogg Co.) was can-
celled on July 7 and July 10, 3:45-3:50 p.m.
EDT but carried on other conven-
tion days.

House Party (Pillsbury Mills) was
cancelled on the network on all con-
vention days except Friday when it was
carried at usual time, 5:13-5:48 p.m. EDT.

Allen Jackson (Metropolitan Life) was
cancelled on the network on all convention days,
6:3-6:15 p.m. EDT.

It Happens Every Day (Toni) was
cancelled on the network on all con-
vention days except July 11, when it was
carried at usual time, 4:54-5:30 p.m. EDT.

Louis Parsons (Colgate-Palmolive-
Peet) was cancelled on the network on
July 9, 9-9:30 p.m. EDT.

Dr. Christian (Chesapeake & Mfg.
Co.) was cancelled on the network
July 9, 8:30-9 p.m. EDT.

Yours Truly, Johnny Dollar (Will-
iam Wright) was cancelled on the
network on July 9, 9-9:30 p.m. EDT.

State of Peace and War (American
Tobacco Co.) was cancelled on
July 10, 8:30-9 p.m. EDT.

Mr. Chameleon (General Foods) was
cancelled on network July 10, 9-9:30 p.m.
EDT.

CBS TELEVISION

Arthur Godfrey Time (Lever Bros.)
was cancelled on July 9 but carried
on network on other convention days
at usual time, 10:30-10:45 a.m. EDT.

Bride and Groom (General Mills) was
cancelled on July 9 but carried on network on other con-
vention days at usual time, 11:15-11:30 a.m. EDT.

Strike It Rich (Colgate-Palmolive-
Peet) was cancelled on July 8, 9 and
11 but carried on the network on other convention days at usual time, 11:30-12 noon EDT.

Love of Life (American Home Prod-
ucts) was cancelled on all convention
days but July 7 and 10 when it was
carried on the network at usual time,
12:16-12:30 p.m. EDT.

Search for Tomorrow (Procter & Gamble) was cancelled on the network on all convention days except July 10
when it was carried at usual time, 12:30-12:45 p.m. EDT.

Garry Moore (participating) was
cancelled on July 8, 10 and 11 but was
carried on the network on other con-
vention days at usual time, 1:30-2:30 p.m. EDT.

Guiding Light (P&G) was cancelled on
the network on all convention days,
2:30-3:45 p.m. EDT.

Arthur Godfrey & Friends (Liegett
& Myers) was cancelled on the net-
work on July 9, 6-8 p.m. EDT.

Arthur Murray Show (General Foods) was
cancelled on network

COVERAGE of the record-breaking
Atlantic crossing of the ocean liner
United States. Last reported by a
to Dave Driscoll, director of WOR-
AM-TV New York, but something
of a bust for comedian Milton Berle.

Mr. Driscoll made the trip aboard
the liner with portable equipment
and recorded the words and impres-
sions of the many notables on the
ship. On July 12 from 11:15 to 11:30 a.m., he
enlisted WOR to broadcast
an on-the-spot report of the, liner's
"gala," a celebration corresponding
to a captain's party but restricted
to championship ocean runs.

But Mr. Driscoll came up with
his prize feat on the ship's return
run. By radio-telephone he called
his New York office and arranged
for the purchase of a special 40-
foot pennant to be presented to the
United States. Last Tuesday, when
the liner docked in New York, he
presented the pennant to the ship's
commander on behalf of the press,
radio, television and newsmen.

Milton Berle, who was a pas-
senger on the return trip, was li-
etered hooted off the air by a horn
on his own network. The comedian
was being interviewed Tuesday by
reporters from NBC-TV's Today,
but each time he attempted to make
a comment, the shrill horn of the
liner virtually drowned him out.

Engineers finally cut off the circuit
to protect the equipment and lis-
teners' ears.

* Sales Management, 1952

Survey of Buying Power.

ONLY ONE STATION

DOMINATES

This Rich Growing
15-County Market
with GENERAL MERCHANDISE
SALES of

$97,220,000*

* Sales Management, 1952
Survey of Buying Power.

The Journal Sentinel Station

WINSTON-SALEM

BROADCASTING • Telecasting
July 11, 8-8:30 p.m. EDT.
Pondine Quiz (R. J. Reynolds) was cancelled on network July 11, 8:30-9 p.m. EDT.

Strike it Rich (Colgate-Palmolive-Peet) was cancelled on network on July 9, 9-9:30 p.m. EDT.

Schlitz Playhouse (Schlitz Brewing Co.) was cancelled on network on July 10, 9-10 p.m. EDT.

Who's There? (General Foods) was cancelled on network July 7, 9:30-10 p.m.

Suspense (Electric Auto-Lite) was cancelled on network July 8, 9:30-10 p.m. EDT.

The Hunter (R. J. Reynolds) was cancelled on network July 9, 9-10:30 p.m. EDT.

Big Town (Lever Bros.) was cancelled on network on July 10, 9:30-10 p.m. EDT.

Footlight Theatre (General Foods) was cancelled on network July 11, 9:30-10 p.m. EDT.

Studio One (Westinghouse) was cancelled on network July 7, 10-11 p.m. EDT.

Danger (Block Drug Co.) was cancelled on network on July 8, 10-10:30 p.m. EDT.

Pabst Boxing (Pabst) was cancelled on network on July 9, 10-11 p.m. EDT.

Racket Squad (Philip Morris) was cancelled on network July 10, 10-10:30 p.m. EDT.

Police Story (Pearsen Pharmacal) was cancelled on network July 11, 10-10:30 p.m. EDT.

Chronoscope (Longines-Wittnauer) was cancelled on network July 7, 9 and 11, 11-11:15 p.m. EDT.

I've Got a Secret (Carter-Toni) was cancelled on network July 10, 10:30-11 p.m. EDT.

MUTUAL

Capital Commentary (S. C. Johnson) was cancelled on network July 9 and 11, 1:15-1:25 p.m. EDT.

Game of the Day (Gillette-R. J. Reynolds) was cancelled on network July 9, 2-4 p.m. EDT.

Bill Henry (Johns-Manville) was cancelled on network July 9 and 11, 9-9:05 p.m. EDT.

Frank Edwards (AF of L.) was cancelled on network July 9, 9-9:30 p.m. EDT.

Paula Stone Show (Amana) was cancelled on network July 11, 2:30-2:45 p.m. EDT.

**MOBILITY STUDY**

Census Releases Figures

AMERICAN citizens are becoming more mobile year by year, according to a sample survey conducted under direction of Roy V. Peel, director of the Census. Of 148 million people over one year old in April 1951, 31 million had moved to a different house within a year.

Another third of a million persons had come in from outside continental United States in the one-year period.

The bureau found that 21 million of the 31 million who had moved in the year had remained within the county, the other 10 million migrating to another county. Percentage-wise, the bureau study showed that 21% of the total population over one year old had moved as compared to 10% in similar surveys conducted in 1900 and 1940.

WRJN RACINE

Answers 'Monopoly' Charge

DENYING charges of monopolistic practices in seeking transfer of control of WRJN-AM-FM Racine, Wis., to the Journal-Times Co. in the city, the station, through its attorneys, filed answer to the FCC last Tuesday, asking that its request for transfer be approved.

WRAC Inc., licensee of WRAC Racine, the city's only other radio outlet, had filed opposition to the transfer through attorneys on July 2, 1952, on grounds that WRJN, licensed to Racine Broadcasting Corp., and the Racine Journal-Times, newspaper published by the proposed transferee, have been "under common management...although the ownership interests in the two corporations are quite different."

Answering WRAC charges that the newspaper refused to carry the WRAC log except as an advertisement, so labeled, WRJN attorneys replied that the newspaper had offered to removed the word "advertisement" from the WRAC log, but that WRAC had insisted it remain. The latter was accused of seeking a "free ride" in the newspaper columns.

To WRAC charges that J. C. Penney Co. in a newspaper-radio campaign bought time only on WRJN and in the city's only daily newspaper and that billing for both were handled by the Journal-Times, WRJN counsel answered that the combined billing was done "as an accommodation to the request of the J. C. Penney Co. and for no other reason."

WRJN counsel added that WRAC had brought up no newer charges than were contained in WRAC's "complaining letter," dated July 21, 1950, and that the FCC had granted WRJN its renewal of license Jan. 30, 1952, without a hearing.

Krieger & Jorgensen, Washington, is counsel for WRAC Inc., and Kirkland, Fleming, Green, Martin & Ellis, Washington, attorneys for WRJN.

Judge Miller's Talk

KEYNOTE address of the Seventh Annual National Conference on Citizenship, to be held Sept. 17-19 at the Hotel Statler, Washington, will be delivered by Judge Justin Miller, NARTB board chairman and general counsel. Judge Miller will address the Sept. 17 night session on the subject, "The Constitution and the Citizen." Some 1,200 delegates will attend the conference. The opening occurs on the newly established Citizenship Day created by the 82nd Congress to commemorate the signing of the Constitution Sept. 17, 1787.

GKPC Brantford, Ont., has joined the Bureau of Broadcast Measurement, Toronto, as the 133rd Canadian member station.
MORE AND MORE SPONSORS ARE BUYING!

WORLD STARS
The greatest names in show business... big, dramatic stars who are big box office nationally... are now available to local sponsors in an amazing quantity of top-quality shows!

WORLD ARTISTS
From hillbilly to Metropolitan Opera stars... America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

WORLD SPECIAL CAMPAIGNS
Attention-getting, sales-making... World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors... all types of occasions!

WORLD SCRIPTS
Every week... sparkling, new continuity is sent to stations to keep programs fresh for the listening audience... the buying audience!

WORLD ADVERTISING AIDS—Colorful, sponsor-selling broadsides... complete, audience-building promotional portfolios... and exciting, sales-clinching audition discs are provided by World to help stations sell!
MORE AND MORE STATIONS ARE SELLING WORLD!

"In these days, when a sound economy is more important than ever, WORLD sets the pace by meeting stations' needs in a hard-headed business manner. WORLD is tops in commercial libraries!"
WKOP, Binghamton, N. Y.
Wally Buman, Program Director

"We've found that WORLD, plus production on the local level, spells SALES!"
KMOD, Modesto, California
Gene D'Accardo, Program Director

"WORLD makes a world of difference in programming and sales . . . this is no idle statement. On the contrary, it falls far short of appraising the improvement that has resulted since subscribing to WORLD!"
WBBC, Flint, Michigan
W. Eldon Garner, General Manager

"WORLD keeps us well ahead of the other stations in this area. We are really going strong with WORLD down here and are looking forward to more of your production masterpieces!"
KEYS, Corpus Christi, Texas
Ben F. Blackmon, Jr., Program Director

WRITE, WIRE OR PHONE WORLD TODAY FOR BIGGER, BETTER AND MORE PROFITABLE PROGRAMMING TOMORROW!
editorial

The McFarland Law

LAST WEDNESDAY the McFarland Bill became the McFarland Law. President Truman signed the measure to overhaul the FCC's way of doing business, just 24 hours before it would have expired by pocket veto. He signed it in his sick room at Walter Reed Hospital.

This melodramatically would be more fitting. The bill had been fought every inch of the way by FCC lawyers. It had been sabotaged at every juncture, even to the extent of gouging the Department of Justice to oppose it at the White House, when the FCC wouldn't go along.

The McFarland Bill represents the first change in the substantive provisions of the organic radio law since its enactment in 1927. Senator McFarland, majority leader, had battled for six years to have it pass. This year he was successful in getting House approval, but the hard way.

The bill was a sound legislation. It is the result of many compromises. But it can be lived with, not only by the licensees, but by the licencers. It isn't a broadcasters' bill, but it does give the broadcaster a better shake before the Commission. It doesn't solve the broadcasters' dilemma on political libel in this feverish election year, but it does give him a head start on remedial legislation at the next Congress, an off-election year.

We're pleased with this happy ending. Sen. McFarland fought a valiant, magnificent battle. He followed through tenaciously, when many another legislator, without the trying duties of the majority leader, would have figured it wasn't worth the candle. We hope he never loses the genuine interest in communications he has evidenced over these past six arduous years.

Radio's Short Count

THE KEMPER study of auto radio listening, reported elsewhere in this issue, is another illustration of how radio has habitually short-changed itself by underestimating its audience all through its history.

Perhaps if television had not come along, radio broadcasters would never have realized just how serious was their failure to measure the full dimensions of their medium. They might have gone right along underestimating their own importance and, consequently, undercharging for their product.

What is worse, they might have gone along making their principal sales effort in competition with one another ("My Nielsen, or Hooper or Pulse is bigger than his") rather than with rival media. It is probable that had radio sold against newspapers, magazines and other competitive media all these years, instead of selling against itself, the total radio advertising volume today would be enormously bigger.

It is not hyperbolism to say that the under-the-table deal that characterizes today's selling by radio networks and, sad to say, by all too many stations would not have come about if, historically, radio men had concentrated their energies on proving that radio was better than other media and not that one station was better than another or that one network was better than another.

Whether providing underestimating techniques led to radio's preoccupation with intramural sales competition or resulted from it is not important. The point is that ratings are chiefly useful in matching station against station or network against network. They are not worth anybody's time in stacking radio up against any other kind of advertising.

What is needed now is a drastic reorientation of radio sales attitudes. Advertisers are matching radio against other kinds of advertising, even if they haven't got adequate research with which to do a sensible job of comparison. It's time radio matched itself against its rivals too, and armed itself with the sort of information it needs to make honest and complete comparisons.

The research that Dr. Kemper has done in Louisiville is along the lines that radio can find most useful. He and his sponsor, WAVE Louisiville, are to be commended for doing something about a subject concerning which there has been much talk but too little action.

Town Hall, U. S. A.

THIS WEEK Chicago again becomes Town Hall, U. S. A., with almost every American a potential participant. This week in Chicago the Democratic National Convention will name the party's standard bearer.

Town Hall, U. S. A. was created a fortnight ago. It came into being by broadcasting television and radio programming. It was at the Republican National Convention which catapulted Gen. Eisenhower into the role of GOP Presidential nominee—after a candidacy on U. S. soil of only four months.

Many a convention had been covered before by radio. The first was in 1924. But never before had a convention been covered nationally both by radio and television—where the participants could be seen as well as heard. The combination in the Chicago programming also catapulted television and radio into the forefront of news media. The GOP coverage, in five days, revolutionized U. S. politics.

This week will it be Russell, Kefauver, Stevenson or Harriman? Will Truman be drafted? The only safe wager is that whoever gets the nomination will get it with the acquiescence of the public, and not alone the delegates seated in the amphitheater.

Public reaction, goaded by what television saw and radio related, threw the sand in the gears of that Taft "steamroller." It was the affront to radio and television, excluded from GOP committee sessions, that set off the wave of public indignation. Delegates were besieged with telegrams and long-distance calls from constituents. They wanted "fair play." The broadcast presses had taken the air on the "fair play" issue. They reversed the Taft tide almost overnight.

Radio and television did their most effective "editorial" job overnight too, without realizing it. They told the public the story of the exclusion of radio and television from the GOP proceedings. They reported the complaints to the candidates and to the committee men. They reported村级 that the broadcast newspapers to the blackout. They emerged with full recognition as full-fledged news media.

And they emerged with something infinitely more, out of this happenstance, which radio hereafter can't afford to do alone, perhaps because it never really tried. The broadcast media have achieved a status equivalent to that of the press. They fought back. They exercised their editorial prerogative.

More was accomplished for true freedom of radio at the GOP convention than in all the 32 years that had elapsed since the birth of the medium. The job done then will be underscored this week in Chicago when 2,000 specialists in the broadcasting profession present the second showing of Town Hall, U. S. A.
AGAIN THIS YEAR,

New England Women buy more of the foods advertised on WBZ

TAKE CHEESE, for example... and take the word of Alice M. Liddell, director of media for Ingalls-Miniter Company, the agency for McCadam Cheeses.

Writes Miss Liddell: "The WBZ Home Forum represents the only radio advertising being used currently to promote the sale of McCadam Cheeses; and we are sure that your large and loyal audience has been one of the prime factors in making this a banner year. We have been amazed and delighted at the large and continuing demand for your Home Forum Bulletins."

For any type of food product, Mildred Carlson's "WBZ Home Forum" can do a tremendous selling job in all six New England States. For availabilities, check WBZ or Free & Peters.

Westinghouse Radio Stations Inc
KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM
**BAB GETS KIMBLE**

**Directs National Promotion**

R. DAVID KIMBLE, advertising and sales promotion manager, WBBS Chicago, was appointed director of national promotion for Broadcast Advertising Bureau last week. BAB President William B. Ryan announced. Mr. Kimble will join BAB's New York office on July 28.

Mr. Kimble, who will report to BAB Vice President Kevin B. Sweeney, will be responsible for developing presentations and direct mail to promote radio directly to national advertisers and agencies. He will supervise the creation of sales tools for stations in their selling of regional and national accounts.

Before his two-year stint with WBBS, CBS-owned outlet, Mr. Kimble was assistant advertising and promotion manager of WMAQ, WNBQ (TV) (NBC) Chicago from 1946 to 1950.

After graduation from Knox College, Galesburg, Ill., in 1942, Mr. Kimble studied at the U. of Chicago. He served three years in the U. S. Army, two years of which were spent in the Pacific. He belongs to the Chicago Federated Advertising Club and Lions International.

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**ADRIAN MURPHY**

**Elected to ARF Board**

CBS RADIO President Adrian Murphy has been elected to the Advertising Research Foundation's tripartite board of directors, it was announced last week.

His election, along with that of E. A. Schirmer, executive vice president of Crowell-Collier Publishing Co., leaves only one media directorship vacant on the foundation's board and spokesmen said this is expected to be filled by election in the near future. The advertiser and agency directorships already have been filled.

Messrs. Murphy and Schirmer were elected to serve until the next annual meeting of ARF.

One of the principal pending projects of the foundation is a study of the controversial radio-TV rating situation. BAB has pledged $15,000 as radio's share of the estimated $25,000 needed for this study, and the rest is being sought from the television division of MURPHY, Dr. E. L. Deckinger, research director of Biow Co., is chairman of the ARF committee which will make the study.

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**front office**

**GORDON C. PENTZ and BILL BOYCE, KWBE Beatrice, Neb., promoted to general manager and assistant sales manager, respectively.**

**JIM BELLAMY, formerly with WLW and WSAI Cincinnati, to WPTR Albany, N. Y., as general manager.**

**HOWARD W. MASCHMEIER, program director at latter station, promoted to assistant to general manager.**

**ROBERT FEIHL, O. L. Taylor Co., N.Y., station representative, to Henry I. Christal Co., Chicago.**

**GILL, KEEFE & PERNA Inc., N.Y., appointed national representative for Mr. Maschmeier KOLT Scottsbluff, Neb.**

**Mr. Bellamy**

**TED SWIFT, Frederic W. Ziv Co., to WBZ Boston, on sales staff.**

**JIM ROHRS, sales staff, Harrington, Righter & Parsons, Chicago, station representative firm, to George W. Clark Inc., same city.**

**GEORGE B. A. ADRISSON, radio account executive, KSTP Minneapolis-St. Paul, Minn., to staff of Henry L. Christal Co., Chicago.**

**MARVIN BRIGGS, commercial manager, KGJ Hollywood, to KNAL Salt Lake City in similar capacity.**

**EDWARD V. CHEVIOT, general advertising manager, San Antonio Light Co., to WOAI-AM-TV San Antonio as commercial manager in charge of TV sales. He succeeds JERRY LEE who has resigned.**

**FRED BAUMAN, sales staff, WAAF Chicago, to Crosley Broadcasting Corp.'s Chicago sales staff.**

**JOHN CRANDELL, account executive, WCBS New York, to sales staff, WOR same city, in similar capacity.**

**GEORGE B. WEISS, former regional representative of Sponsor magazine, to O. L. Taylor Co., station representative firm, Chicago.**

**Mr. Cheviot**

**ADAM J. YOUNG Jr., N. Y., appointed national representative for XELD (TV) Matamoros, Mex.**

**DON LAWRIE, CJKL Kirkland Lake, Ont., named manager of CHEX Peterborough, Ont., replacing RUSS BAER, now advertising manager of Outboard Marine & Manufacturini Co. of Canada Ltd., Peterborough.**

**DOUG SCANLAN, commercial manager, CJKL succeeds Mr. Lawrie as manager, with JACK WEATHERWAX, commercial manager, CFCH North Bay to same post at CJKL.**

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**Personal...**

**JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., Cincinnati, and vice president, Avco Mfg. Co., elected to board of directors of Cincinnati Enquirer...JOSEPH H. McCONNELL, president, NBC, elected a trustee of Hanover Bank, N. Y. ... JOHN VYBA, national sales manager, KTTY (TV) Hollywood, father of girl, July 9.**

**ALAN C. TINDAL, president, WSPR Springfield, Mass., named to 1952 committee on Public Relations of annual United Fund campaign in Greater Springfield. ... C. L. (Chet) THOMAS, general manager, KXOK St. Louis, appointed to committee of St. Louis Chamber of Commerce to work on organization's Educational Bureau.**

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**TOP personality**

Biff Collie on "Collie's Corral"

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**TOP Hooper**

12:45-1:00 PM Segment
Mon. through Sat.
K-NUZ 2.5
Net. "A" 1.5
Net. "B" 1.0
Net. "C" 2.0
Net. "D" 0.2
Ind. "A" 0.7
Ind. "B" 1.2
Ind. "C" 0.7

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**TOP buy**

Mon. thru Sat.—$162.00 Weekly
(Talent & Time—52-Week Basis)
Mon. thru Fri.—$135.00 Weekly
(Talent & Time—52-Week Basis)

CALL FOR JOE

NATIONAL REPRESENTATIVE
or DAVE MORRIS,
GENERAL MANAGER
at Keystone 2581
HOUSTON, TEXAS
No. 7 for 'Hal'

NARTB President Harold E. Fellows became a seven-time grandfather last week. His daughter, Mrs. Arthur Spangler, gave birth to a baby boy, Mark Emerson Spangler. She is the wife of Dr. Arthur Spangler, Weston, Mass., physician.

TREYNOR NAMED
NARTB Western Contact

WILLIAM K. TREYNOR, assistant director of the NARTB Station Relations Dept., has been named western representative of the department by President Harold E. Fellows. A new office in the West was authorized at the NARTB board's June meeting.

Mr. Treynor retains his present rank as assistant director in assuming the new post, effective Aug. 15. The West Coast office is being set up to provide better service to members in the western portion of the country. Mr. Treynor will be based in San Francisco. He will make service calls to radio and TV stations in Washington, Oregon, California, Arizona, Nevada, Idaho, Montana, Wyoming, Utah, Colorado and New Mexico.

Prior to opening the office Mr. Treynor will accompany William T. Stubblefield, station relations director, to the Pacific Coast divisions in four western areas. Before joining NARTB in late 1950, Mr. Treynor was a sales executive at WTOP-TV and its predecessor WOIC (TV) Washington. He entered radio in 1939 at WOL Washington.

Mr. Stubblefield announced another field man, working out of Washington, will be added to the station relations staff.

560 KC

REVISION of the wording of the U. S. Court of Appeals' decision rendering KDFM Beaumont, Tex., and KWTO Springfield, Mo. [AT DEADLINE, June 30], was asked by the FCC last week.

In a petition to the Court, the FCC asked that the decision be amended to limit its application to the question of whether or not the Commission should accept or reject alternative proposals without prior notice and not, as the decision now reads, the FCC must accept all evidence of alternative proposals.

The Court of Appeals remanded the case (No. 10888) to the FCC to require the applicant to prove by KFDM and to compare the amount of interference between what was estimated and what actually occurred.

The FCC in 1947 granted KFDM authority to boost its power from 1 kw to 5 kw. Just before that grant, KWTO applied for a power increase from 5 kw local sunset, 1 kw night to 5 kw full time. This involved interference between KDFM's new service area. The FCC revised the KFDM grant to condition it on acceptance of interference from KWTO. The Commission gave KFDM the alternative of accepting the condition, or of asking for a hearing. KFDM accepted the condition. When KWTO was granted increased power, after a hearing, KDFM appealed to the courts.

The Commission's request for rehearing in the Court's decision was based on its fear that the requirement that alternative proposals be considered in hearing cases would open a Pandora's box. The FCC said, "To require the applicant to show that no other proposal exists or has been advanced, which will 'better' serve the public interest, may in many cases place an intolerable burden upon applicants and may have a chilling effect on stations almost unlimited opportunities to propose and increasing the cost of applying for new or improved facilities. It must be borne in mind that the possibilities for alternative proposals are unlimited and that if such factors as cost and stability are ignored, the technical and practical imperatives problems which are responsible for a hearing. Nor would alternative proposals appear to be limited by any area or other written tests; it could be argued that the interference could be minimized by moving the proposed antenna site, changing the antenna height, station power, or by utilizing different frequencies."

The Commission also said it feared that if it was required to consider alternative proposals an indefinite number of parties might become involved. Although an application might be denied because there was a better proposal, even though it was otherwise in the public interest to be granted.

Existing stations can find remedies even if they are not permitted to introduce alternatives, the Commission emphasized. They are free to petition the FCC to order the successful applicant to modify its grant.

'BLACKLISTING' 

ACLU Files New Brief

AMERICAN Civil Liberties Union last Wednesday charged that blacklist practices are "prevalent in the radio and television industries" and requested the FCC to hold public hearings on its complaint.

The newest charge was contained in an ACLU brief supporting its petition a fortnight ago asking the Commission to review an earlier order involving license renewals of three networks and a station [H?T, July 7].

In its brief last week, the organization claimed that performers are blacklisted on the basis of alleged political beliefs and associations and cited the publication, Red Channels, as "the chief source of the problem."

Contending that employment practices of licensed stations come within the Commission's jurisdiction, the ACLU pleaded to break a report on chain broadcasting and its 1946 ill-fated "Blue Book" to support its position.

FCC last June rejected the ACLU complaint but did not rule on its request for a probe. ACLU claimed that the FCC renewed the licenses of ABC, WCBS-TV (CBS), Westinghouse Broadcasting Co. (NBC), and NBC-TV (TV) New York before it had an opportunity to file a brief discussing network replies to its original complaint. DuMont TV Network and WOR, Santa Monica, Calif., also were cited in the charge.

VALUE of amateur or "ham" radio stations as an antidote for homesickness of overseas aviation trainees now studying in the U. S. is pointed up by the Civil Aeronautics Administration, U. S. Dept. of Commerce. Stations are used to permit trainees to keep in touch with their home bases, with CAA employees setting arrangements and working out schedules.

571,000 People with $420,267,000 
Effectice buying power*

LIVE and SPEND in the GOLDEN TRIANGLE

KFWC - HOT SPRINGS, Ark.

The ARKTEX STATIONS

KCMC - ARK.

Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced $145 millions in retail sales to 233,000 people in 1959. They listen to KCMC.

Newark, Ark.

The ARKTEX STATIONS

KSCX - TEXARKANA, Ark.

Newark, Ark.

The ARKTEX STATIONS

KCMC - ARK.

Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced $145 millions in retail sales to 233,000 people in 1959. They listen to KCMC.

Arkadelphia, Ark.

The ARKTEX STATIONS

KFWC - HOT SPRINGS, Ark.

Over a half million visitors come annually to this world famous resort—situated between the 138,000 resident population, $91,832,000 retail sales in 1959.

Camden, Ark.

The ARKTEX STATIONS

KMD - CAMDEN, Ark.

209,400 people in this industrial and agricultural area spend over $120 millions annually. Sell your product over their home station.

One Order
One Clearance
One Billing

FOR THE FULL DETAILS WRITE
FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark., Tex.

July 21, 1952 — Page 57
AIRCASTERS

TED BARASH, promotion manager of Ideal Pub., Co., N. Y., named radio sales development writer for WBT.

RUTH DENNIS BRUMMER, head of publicity for Marshall Plan radio programs in Paris, to WOL, Washington, as assistant program director.

ROBERT STEINLE, Broadcast Advertiser Bureau, N. Y., to sales presentation staff, CBS radio advertising and sales promotion department.

JIM ROBINSON, WSTR Sturgis, Mich., to KBWE Beatrice, Neb., on announcing staff. LARRY PRIBYL promoted to office manager and program director at KBWE.

NANCY CAMERON, sales department, KNXT (TV) Hollywood, promoted to sales service coordinator.

PAUL E. X. BROWN to WERD Atlanta, Ga., as sports editor.

MAL KLEIN, director of film programming, KLAC-TV Hollywood, promoted to night program operations manager. He succeeds CHARLES POTTI Jr., who transfers to KTTV (TV) as city director of production. MATTIE TIPFITT, assistant to Mr. Klein, named director of film programming.

NORMA JEAN CASPER to WIRE Indianapolis as music librarian, succeeding RAY POTTS, resigned.

GEORGE BURKE, assistant to ROBERT GUGGENHEIM Jr., film operations manager at KWEB (TV) Hollywood, promoted to position following Mr. Guggenheim's resignation.

DANNY DOSS-HADLEY to WANE Fort Wayne Ind., for Off the Record With the Hadleys, disc show. Mrs. Hadley is also continuity chief.

PETER POTTER, star of KNXT (TV) Hollywood Peter Potter's Party and KLAC disc m.c., assigned role in Paramount Pictures feature film, "The Stars Are Singing."

HOWARD ROSS, talent coordinator, NBC-TV Colgate Comedy Hour, adds similar duties on NBC-TV All Star Roundup.

RICHARD CRENNA, who portrays Walter Denton on CBS Radio-TV Our Miss Brooks, signed for two feature films per year by Universal-International.

JOE SABIA, WHOB Gardner, Mass., to announcing staff, WKEN Keene, N. H.

BILL WILL to announcing staff, WWDC Washington.

SHIRLEY BARBOUR, women's editor, KVOO Tulsa, Okla., named Miss TV, star of Miss America of 1952 in contest which terminated July 7.


GERRY HERBERT, WJBK-TV Detroit, to announcing staff, CKEX Toronto.

DON WOLFORD, program director, WJER Dover, Ohio, to announcing staff, WKEN Youngstown.

JOY PICKERING to traffic department, WDRC Hartford, Conn.

MARGOT CARIN, TV actress-writer, assigned role in Independent Artists feature film, "Never Wave at a WAC."

JOAN KOLBERG to WNYX Yankton—Sioux City, S. D., in sales promotion and public information staff.

JOE SALABA and BOB MACDONALD, CJXG Yorkton, Sask., to announcing staff, CKCK Regina.

WYNE SPEECE, star of Your Neighbor Lady, WNAW Yankton- Sioux City, S. D., mother of boy, July 6.

BEN STARR, Hollywood radio-TV writer, father of boy, Peter Steven, July 10.

H. TAYLOR VADEN, supervisor of publicity, merchandising and promotion, WPTF Raleigh, N. C., and Judith Anne Sanford were married June 14.

News . . .


BOB COOK, WAKR Akron, Ohio, and SID DAVIS, WJEH Gallopolis, Ohio, to WKEN Youngstown, as news reporters.

WHAM TEAM Sparks Vote Campaign

TEAM-UP of WHAM-AM-TV Rochester with the Freedoms Foundation of Valley Forge, Pa., and 12 Boy Scout regional councils in an intensive, 96-hour get-out-the-vote drive in a 26-county western New York area, has been announced.

William Fay, vice president of the Stromberg-Carlson Co., licensee of WHAM, made the announcement during a broadcast observing the station's 30th anniversary.

"To inform the listeners in our area it is not enough. We feel we should campaign actively and vigorously to get out the vote . . . and this requires more than spot announcement campaigns, however effective," he said.

Under the plan, Boy Scouts will make house-to-house calls throughout the area, with their activities boosted by special programming on the two stations, which also will coordinate and act as a news center for the effort.

WBRI Choral Group

WJR DETROIT has recorded the choral group featured on its program Make Way for Youth for use by the State Dept. of Youth's Voice of America, the station has announced.

The department requested the recording in a letter to Don Large, WJR choral director, stressing the importance of youth programs in the "battle for men's minds." Show has been fed to the CBS Radio Network since 1947, and tape was sent to the State Dept. last Monday.
Radio and Television news and public affairs staffs left for Chicago last Thursday.

Addition of more "vital and informal" convention sessions, such as state caucuses, will be stressed by ABC's Red and White TV, by to Paul White, managing editor at the convention for the network.

He plans to cut TV cameras during stand-still events, such as a lengthy floor poll of stump delegations, and to switch to spot news events off the floor, in other areas of the hall or at the Conrad Hilton Hotel.

In general, ABC will tighten the reporting operation after the shake-down during the GOP proceedings.

In addition to the regular battery of NBC radio-TV news, hand-picked "student" newsmen, professionals from colleges enrolled in a political reporting course at Northwestern U., Evanston, Ill., are working as NBC legmen covering state delegations during both conventions.

State coverage also is being supplied to West Virginia radio stations by Edwards Radio Education, which editor of WCHS Charleston, W. Va. Reports from Chicago to WCHS are fed to a network comprising WCOM Parkersburg, WELC Welch, WKJY Bluefield, WEIR Weirton, and WVOY Logan.

WBAL and WBAL-TV Baltimore are expected to follow the pattern set during the GOP meet and use films, tape and telephone recordings to round out coverage. Stations reported diligently on activities of the Maryland delegation during the Republican sessions, utilizing a three-way reporting system. Carl Skytte, WBAL staff writer, taped stories and interviews and mailed them with cartoons for radio-TV use.

Staffs Congratulated

Congratulations last week were given the networks' political conventions' staffs as they "rested" from coverage of the GOP convention and prepared for the Democratic convention opening. The presidents of CBS and NBC sent commendatory messages to their respective men, and similar notes of praise were said to be in preparation by top officials of other networks.

NBC President Joseph H. McConnell said:

I am very proud of the tremendous job which NBC did at the GOP convention last year and radio and television, I know that our coverage of the Democratic convention . . . will be just as outstanding.

It was fascinating and exciting to watch the networks' men toil for success with vigor and strength and win for itself the stature and acceptance it is entitled to.

Because of the way TV and radio brought this convention to the public, all Americans have a better understanding of our political structure, and of their personal responsibilities as a part of it. I think this is as fine a thing as we could do for our country.

NBC also reported that congratulations were "pouring in" from affiliates throughout the country. CBS President Frank Stanton sent to Sig Mickeelson, CBS-TV director of news and public affairs, a telegram extending to him and the entire staff "my compliments and warmest congratulations for a terrific job under trying circumstances."

He said:

Everyone is enthusiastic in his praise for the job that CBS Television news and public affairs has done throughout the Republican convention and the comparative audience ratings show that the public generally feels the same way because your coverage is consistently out in front of the competition.

FORD FOUNDATION
Stays Action on Radio-TV

FORD FOUNDATION board of directors, meeting in New York Tuesday and Wednesday, reportedly took no action on proposals that the Foundation provide funds for the erection of TV stations or that it create and finance a national commission to investigate the status of radio and TV broadcasting.

As is customary, the board made no announcements of its decisions on these or any other matters. Grants for the various Foundation projects approved at the meeting will be announced hereafter by the organizations entrusted with administering the Ford funds. For example, last week's announcement by the National Association of Educational Broadcasters that $50,000 had been made available by the Foundation for grants to college radio-TV workshops for projects in the field of adult education [BVT, July 14] was announced.

It was learned, however, that the board did not act on the vigorous campaign of educational interests that the Foundation, through its Fund for Adult Education, make grants to deserving colleges and universities that would enable them to build and operate non-commercial TV stations.

Also considered but not acted upon by the board was the proposal of Sen. William Benton (D. Conn.) that the Foundation take over as one of its projects the National Citizens Advisory Committee for Radio and Television which he had failed to get adopted as a government-sponsored body. Its purpose would have been the study of the nation's radio and TV stations' programming and to recommend improvements, which might be voluntarily adopted or might be imposed through the FCC.

365 Announcers

KPRL Paso Robles, Calif., uses a different local listener to sign the 250 w station on and off the air each day. The idea was that by the Barney Schwartz, and his brother, Dale J. Schwartz, who bought KPRL April 1. The guest announcements are made, weeks in advance. Names of the guest announcers for the day and the day following are included in five local newscasts. Barney Schwartz said that sponsors have become interested in the plan and have begun asking for early morning time much more frequently than they did heretofore. KPRL plans to use 565 local listeners-announcers each year.

Security Guide

SECURITY guide intended for industry engaged in defense production (electronic and others) has been published by the Defense Dept.'s Munitions Board, Chairman J. D. Small has announced. Titled Standards for Plant Production, booklet lists 90 minimum security rules for defense plants on the basis of board recommendations. Guide may be obtained from the Superintendent of Documents, Gov t. Printing Office, Washington 25, D. C., at 30 cents per copy.

NARTB BY-LAWS
Rewriting Set Aug. 7-8

JOB of rewriting NARTB's by-laws to bring them up to date will be undertaken Aug. 7-8 by the board by-laws committee, headed by A. D. Willard Jr., WGAC Augusta, Ga., former NAB executive vice president and now a director representing medium stations.

The changes grew out of the rewriting job performed in the winter of 1951 when the board revamped the association to embrace TV stations. Committee members include, besides Chairman Willard, Leonard Kapner, WCAE Pittsburgh; Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Sweeney, WDSU-TV New Orleans, and Kenneth Carter, WAAM (TV) Baltimore.

Pakistan Wants Engineer

INTERNATIONAL Telecommunications Union at Geneva, Switzerland, has asked the State Dept. for assistance in obtaining suitable top engineers from the Commonwealth of Independent States (VIF) for Pakistan. Interested persons are asked to mail applications not later than Aug. 11 to: Telecommunications Policy Staff, Dept. of State, Washington 25, D. C., Attention Miss Helen Kelly, Miss Kelly's phone number at the State Dept. is Republic 6006, extension 5650.

Food Sales Are Fabulous!

in America's
Miracle Market

* NORTFORD
* PORTSMOUTH
* NEWPORT NEWS

* WTAR-AM-TV delivers a fat slice of these mushrooming sales. Climb on the sales wagon. Only dominant NFL stations can.

WTAR-AM-TV can give you full penetration of this rich market. Contact Edward Petry & Company today.

July 21, 1952
EMPLOYMENT
Decline in Electronics

EMPLOYMENT in the electronics industry declined slightly from April through June, partly because of curtailed demand for home-type radio-TV sets, but is at its highest military level since World War II.

This was reported by Dr. John R. Steelman, acting director of defense mobilization, in his quarterly report to the President on the progress of American preparedness. The report, titled "The Shield Against Aggression and released last week, covers military electronics, Regulation W, materials for consumer goods and construction, and manpower problems.

In radio and television goods, Dr. Steelman noted, retail sales "declined sharply during the first four months of 1962 and production was curtailed to avoid inventory buildup." Supply of consumer durables was ample in the second quarter, he said. Additionally, volume of consumer credit outstanding rose sharply in May (an increase of $447 million) since Regulation W was suspended.

KBIG Avalon has started twice-weekly five-minute sport news commentary and predictions which features Gordon Maker, editor of Southern California Sports Magazine. Vic Tanny Gymnastis, L.A., sponsors the show through Sylvan Fasenak & Assoc.

RADIO STATIONS!
Issue Your Own TRADING STAMPS
Redeemable for Premiums Every Woman Will Want!

- New "Magi-Kash Plan" gives you exclusive arrangement for your own radio advertisers, tied into national premium setup with catalogs containing your own call letters on the cover!
- Entire plan created by advertising men and aimed toward adding many merchants to your books NOT USING RADIO.

Get the details, without cost or obligation, naturally.

OBTAIN YOUR EXCLUSIVE FRANCHISE AT ABSOLUTELY NO COST TO YOUR STATION

The requirements are simple. Worth finding out about! Write, wire or telephone:

Broadcast Merchandisers, Inc.
6000 Sunset Boulevard
HOLLYWOOD 28, CALIFORNIA

Telephone: HUDson 21477

Mr. Herbert and Mr. Coombe

R. Herbert and Charles H. Coombe promoted to sales manager and national retailing merchandising manager, respectively, of Motorola Inc., Chicago. Other promotions announced at the same time are JAMES M. TUTTLE to western division sales manager; ROBERT F. EVANS to regional manager of firm's Kansas City-St. Louis, territory; VERNE W. MAY to regional manager for Chattanooga; and HORTON H. HULBERT to regional manager of northwest territories. 

JOHN P. FINNERAN appointed general advertising manager, Westinghouse Electric Supply Co., N.Y., succeeding ARTHUR W. SULLIVAN who has retired.

FORD BILLINGS, formerly general manager of Greer radio stations in West Virginia and Ohio, to Robert S. Keller Inc., N.Y., radio sales promotion firm, in executive capacity.

GEORGE J. ZIFF, New York district manager in charge of sales and service for Raytheon Mfg. Co., Waltham, Mass., appointed to similar post in Chicago district.


ALBERT AXELROD, senior engineer, Advanced Development Lab., CBS-Columbia Inc., to represent U.S. as member of fencing team in Olympic Games, Helsinki, Finland.

DR. BEN KIEVIT, field and sales engineer, Sylvania Electric Products Inc., N.Y., appointed manager of sales engineering for radio-TV picture tube divisions.

SAM BLAKE appointed head of radio-TV department, ettiger Co., N.Y., publicity firm.

SHALLCROSS Mfg. Co., Collingdale, Pa., has released guide to acquaint users of precision wire-bound resistors, sales and service differences between new MIL-R-30A and JAN-R-99 specifications.

ROBERT E. MARLOW named research director for Kerker-Peterson & Co., Minneapolis, advertising production firm.

W. J. BERRY, manager, St. Louis power apparatus sales and outside construction department of Graybar Electric Co., named manager of Missouri branch, succeeding J. W. HORNE who transfers to Norfolk as branch manager.

SYLVANIA ELECTRIC PRODUCTS Co., N.Y., announces availability of bulletin describing production facilities at firm's Parts Div. plants and services in 10 locations.

ROBERT H. SHUTAN named West Coast counsel for American Guild of Variety Artists, succeeding MORTON HARPER.


AL WALKER, firm editor, and CHUBBY LEHMANN, cameraman on KITV (TV) Hollywood Newsreel, to United Press-Movietone news staff, that city.


FRANK W. TAYLOR appointed sales representative for Crown Controls Co., New Bremen, Ohio (TV antenna rotators). Mr. Taylor will handle New York State with exception of metropolitan New York area.

RESEARCH Co. of America relocates to 570 Fifth Ave., N. Y. Telephone is Plaza 7-1868.

Equipment...

ZENITH RADIO CORP., Chicago, announces new portable radio with service from one set of batteries with 90 full volts of "B" power assuring sensitivity, tone control and adequate speaker power for outdoor use.

INSTRUMENT Div., Allen B. DuMont Labs., Clifton, N.J., announces manufacture of Type 303-A wide-band, high-gain, cathode-ray oscillograph equipped with circuits for precise quantitative measurement of both time and amplitude.

NEWCOMB AUDIO PRODUCTS Co., Hollywood, announces availability of Classic 25 amplifier with remote control unit. Distortion is reduced to New York State with exception of frequency range. Frequency response extends from below 10 to over 100,000 cycles.

SOUTHWEST INDUSTRIAL ELECTRONICS Co., Houston, Tex., announces production of new low frequency oscillator designed as source of signal power in range of .01 to 100 c.p.s. Managed through instrument features uses of resistors and condensors for frequency determination which offers short and long time frequency stability.


SYLVANIA ELECTRIC PRODUCTS Inc., N.Y., announces development of new electronic tube for operation on beacon radio signal from single antenna. Designated Type 6214, tube will permit manufacture of more compact and less costly beacon radio equipment.

TECHNICAL APPLIANCE Corp., Sherburne, N.Y., announces production of new lineup of VHF antennas which make possible reception of two channels with single antenna. Tao Dual-Channel Yagi is designed primarily for fringe areas where two channels are operating and are received from same direction.

LITTLEFUSE Inc., Des Plaines, Ill., announces production of mold-sealed, watertight fuse extractor posts for its 3AG, 4AG and 5AG series of fuses for radio and TV receivers and transmitters.

Technical...

ROBERT H. ROGERS, chief engineer, KPOM Fomona, Calif., to KXCS and KEDO-2, Ontario, Calif., in similar capacity.

RCA VICTOR Div. has given scholarship grants to company engineers. A. William Bloom and Ray D. Dennis. Both men will take a two-year course at Harvard Graduate School of Business Administration and will continue to receive full company benefits during the two-year period.

Page 60 • July 21, 1952
News aired on the pet dachshund, "BROADCASTING" and "Telecasting" review of newspapers throughout the country showed last week.

Perhaps the most significant analysis was made by Alistair Cooke, U. S. correspondent for the Manchester (England) Guardian, in a dispatch also published in the Baltimore Sun. Wrote Mr. Cooke:

"... An honest reporter can only admit that the incomparable mobility of the television camera has beaten him to an impotent standstill.

"A dozen years from now it is doubtful if reporters will ever be assigned places in the convention stadium. The good reporter will revert to what Lord Bryce correctly assumed to be his first duty at a nominating convention: To hang around the candidates' headquarters and his ears alert for the shifting allegiance of the candidates.

"Last night many veteran reporters reached a showdown in the increasingly familiar struggle between their conscience and their intelligence. Their conscience tells them to go to the stadium and sit obediently in their allotted seats.

"Their intelligence began to suggest as long ago as 1948, and now is overwhelmingly persuasive, that if they want to see how the delegations, the floor leaders and the galleries respond to the words and rulings coming from the rostrum they had better settle by a television set.

"Other excerpts from the press included:

J. R. Wiggins, managing editor,

**LOST DACHSHUND**

Radio Joins Search

WHEN the pet dachshund of Charles H. Crutchfield became lost, he was found through efforts of two radio stations and a newspaper.

The dachshund, registered as Eric von Popenling of Mecklenburg but known as "Poop," disappeared at Folly Beach, S. C. The dog had been taken there by the housekeeper of Mr. Crutchfield, who is executive vice president and general manager of WBT-AM-FM WBTW (TV) Charlotte, N. C. When notified of "Poop's" disappearance Mr. Crutchfield immediately followed "condition red" procedure.

He telephoned John Rivers, president, WSCS-AM-FM Charleston, S. C., and enlisted his aid. WSCS aired announcements and display ads were taken in the Charleston News & Observer. The frantic search produced quick results.

"Poop" had been making his home with a family in nearby Barnwell, S. C., and was soon returned.

**CHATTING at the Gettysburg form of Republican Presidential Candidate Dwight D. Eisenhower (c), are Harry S. Sylk (l), vice president of WPEN Philadelphia, and his brother, William H. Sylk (r), WPEN president. The Sylk brothers own the station and the Sun Ray Drug Co. William Sylk was a delegate to the Republican national convention in Chicago and Harry Sylk served as a sergeant-at-arms.**

"... This Republican convention will be remembered as the first convention of a new era in American politics. While it was run by the delegates, sitting there on the convention floor, badges on their coats and credentials in their hands, it was not wholly run by them.

"The TV camera is a one way communication medium as yet. But the watchers at millions of TV screens could almost be seen and heard on the floor of the convention, so strong was the sense of their presence that pervaded the grand amphitheatre. . . ."

"... Television, when it is constant, catches many actors on the political stage in moments of forgetfulness. Nobody can be self-conscious all the time. Television may underline insincerity; it may catch an individual laughing at the wrong joke or yawning at some other person's eloquence; it may reveal some pretentious tub-thumper as the comic or tedious figure he actually is."

"... Television, in short, gives democracy an all-seeing eye." "... The fascination of the spectacle lies in the way it shows the democratic political processes actually at work... ."

"The windows of the smoke-filled rooms are gradually being opened. The people are insisting on their right to see what is going on at first hand, and their demand is being accepted. In years to come, television may bring about even greater changes in floor procedures and activities, for already it is almost as if the cameras are being reversed and the delegations are observing the intent faces of those who while still on the outside are now enabled to look in.

B. M. McKeilway, editor, writing in the Washington Evening Star:"

"... The impact of the printed word, in situations of the short, can never approach that of the picture and the living voices of those who form it on the television screen."

**“GOOD NEWS” Sends 2,000 Sweaters to the Cleaners**

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950... five 5-minutes weekly with Mary Louise Marshall handling woman-slated commentary.

Firm's only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions...e.g: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered: Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks and there were 3000 freshly cleaned in the Quint-Cities. Take your cue from Yerbury-Dana... buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

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on the dotted line...

SPONSOR for Arizona State College football broadcasts over KOY Phoenix is Blakely's Service Stations, state chain. At signing are (1 to r) Ed de Forest, sportscaster; John Hogg, KOY pres.; Dr. D. R. Van Petten, college athletic dir., and A. M. Blakely, sponsor.

Our Respects to (Continued from page 54)

voensburg. His mind worked thusly: "I can tell the office I'm going over to voensburg to take the radio inspector's examination. While there I can get a marriage license and be married. No one here will know about it, and there won't be any of this 'shivaree' hazing for us."

Which is exactly what he did. He went to voensburg, took the civil service examination and got married by a justice of the peace there. Shortly after, in 1924, a form letter told him he had passed the examination and had been put on the Civil Service list for radio inspector. And, within days, a telegram arrived offering him a munificent $2,100 a year as a radio inspector in Chicago. Mr. Turner started there as a radio inspector, checking frequencies, monitoring signals, making certain that equipment operated was as specified and doing the thousand and one details the job required.

The equipment the radio inspector used then was primitive compared to the wondrous apparatus of today. But the work was the same as that done by the Federal Engineering & Monitoring Bureau now—making certain that stations keep to assigned frequencies, and stay within their power limitations and in the interest of the public, undertook measurements, monitored the spectrum, detected and located illegal transmissions, and conducted investigations.

At that time there were 100 men in the radio inspection service. Today, FE&M (as it is known at the FCC) has about 400 men in nine regions, 23 district offices, six sub-offices, three ship offices and 18 monitoring stations from Maine to California. There probably was $650,000 spent on the radio service in 1924 when Mr. Turner joined. Today he has $2.25 million for his organization.

This is what the men of FE&M did in the year ending June 30, 1951—the latest figures that are available:

Handled 9,600 complaints requiring field investigations. Found 101 illegal radio transmitters, extended into 2,500 cases of interference, aided in locating and assisting lost or disabled air and sea craft on 168 occasions.

In addition, FE&M men made 10,800 ship inspections, 1,600 broadcast inspections, 13,500 other inspections. Half of the ship inspections and the broadcast inspections called for deficiency notices. In addition, they were responsible for: 4,000 broadcast authorizations (including 2,385 AM stations, 764 FM, 108 TV), 34,000 aviation (including 25,000 in aircraft), 30,000 maritime (of the 25,500 on ships, some 1,500 are radars), 6,200 police, 86,000 land transport, 75,000 industrial, 90,000 commercial, mobile units, 1,500 experimental.

The work that the men of Field Engineering & Monitoring are called to do ranges from the vital to the slightly ridiculous.

Last April, responding to a call into the busy Chicago airport reported interference to the omnirange signals which are used as a guide in instrument weather.

This involved the safety of human lives, and the FCC swung into action. Through sensitive instruments, FE&M men determined what was causing the interference signals. It turned out that six different types of TV receivers in one area of Chicago were used. Oscillator radiation from the sets ran as high as 1,500 uv/m at 80 ft. The FCC's proposed standard is 15 uv/m at 100 ft.

A quick report to the local service managers of the companies involved and the troubles were remedied by filters and shielding.

Mr. Turner has been most active in the promotion of local TV (Television Interference) committees to combat this transmitting quirk of TV receivers. The committees are formed voluntarily and are composed of engineers, servicemen and FCC field men.

The problems these committees handle involve mostly such minor irritations as complaints of interference from TV stations.

A routine check was made by FE&M's monitoring service just last week on a complaint by Mackay Radio that interference was ruining reception of its Honolulu to San Francisco circuit. Through triangulation fixes on the offending signal, it was traced—to a British Army station in Acrea, Gold Coast, Africa.

Eight Years in Chicago

Mr. Turner's eight years in Chicago coincided with the development of commercial broadcasting. He had a hand in checking the transmitters of such early broadcasters as the Allied brothers when WBBM was in its heyday on Sheridan St. When the director of radio of Kansas State College at Manhattan put KSAN on the air, Mr. Turner was the radio inspector who gave Sam Pickard (later Federal Radio Commission Commissioner) his okay.

When Westhouse put KMW on the air in Pittsburgh, Mr. Turner checked the transmitter for his good friend, the late Walter Evans who was then the station's chief engineer. When Zenith Radio Co.'s WJAZ jumped its frequency in 1929, starting a lawsuit that went to the Supreme Court, and was instrumental in the passage of the Radio Act of 1927, it was Mr. Turner who collected the information.

When WTMJ-Milwaukee complained that WFLA's directional antenna in Clearwater, Fla. (the first such in broadcasting) was interfering with the Milwaukee Jour-
“RADIO—‘A 30-YR.-OLD, FULL MUSCLED GIANT’
An Owensboro Dept. Store Recounts Its Air Success

Mr. Rutledge (1) is congratulated by Mr. Reynolds on the creation of the successful Anderson program.

* * *

When division became a full-fledged bureau in the FCC reorganization last year, there was no question who the chief would be.

Serves With CCIR

Mr. Turner has been active in the meetings of the International Radio & Television Consultants Committee (CCIR) beginning in 1948. CCIR is the section of the International Telecommunications Union established after the Atlantic City international conference to draw up the details of that agreement. He was a vice-chairman of the U. S. Delegation at Geneva in 1950, and was appointed a vice chairman of the CCIR executive committee. Right now he is the only member of the CCIR executive committee in preparing for the London conference in the next month or so.

Today, Mr. Turner sits in an old fashioned brick building, once a Washington public school, near the State Dept. in the Foggy Bottom section of the capital.

In a second-floor room, filled with wall sized maps of the world on movable easels, the clatter of tele-typewriters tells the visitor that here is the heart of the FCC's world-wide monitoring service—with reports coming in from not only the continental U. S. but Alaska, Puerto Rico, and Hawaii as well.

Field Service Funds

Mr. Turner, a youthful, be-speckled grandfather—his second son presented him with a grand-daughter a year ago—loves it. To him the field service is the FCC's operating service. It doesn't have all the money it needs—the $2.25 million for the 1953 fiscal year is a quarter-million cut from the year before—but he has a philosophy about those things that lets him sleep easy at night. It is a paraphrase of a great American slogan, of the days when the exploits of the U.S. Constitution swelled the hearts of the country:

"It's better to have iron men in wooden ships, than wooden men in iron ships," he says.

Mr. Reynolds continued, "We know radio is a 30-year-old, full-muscled advertising giant—that packs a powerful selling punch."

The store began the use of radio some years ago when WQYK went on the air. When WVJS opened in the Owensboro market in 1947 the firm became a regular client and has continued to increase its budget since that time.

Executives are pleased with results. "We had special needs that had to be met," Mr. Reynolds explained. "Such things as numerous openings of our own, that the city complained to us that they were often a day later in receiving their newspapers than those in town . . . that they did not receive an equal opportunity at our specials and bargain events when only newspaper was used because the bargains had been picked over before the news of the event reached them.

"As our store served a region, we had to get this news to all our customers as quickly as possible and we knew that radio is an invited guest in more than 90% of the homes in this area. We also knew that certain merchandise needs detailed description. We knew from much past experience that the average person will not take the time to read a lot of fine print in a newspaper ad. On the radio, regardless of the amount of descriptive material that we use, every line is a headline. They will listen to details on the radio."

"We also knew," the department store head continued, "that the persuasive and friendly warmth of the human voice can have great impact on the mind of the listener and prospective customer. For instance, when you go to church the minister does not meet you at the door and hand you a copy of his sermon. He talks to you. When John Rutledge, commercial manager of WVJS, came to me with an idea I felt would neatly and compactly answer so many of my advertising problems, I welcomed it."

The idea that Mr. Rutledge sold was the use of a daily, Mon-Sat. 8-8:30 p.m. the program built around a personal shopper at the Anderson Co.

The shopper is played on the radio by Mary Sachs, a member of the WVJS staff. At the store another young lady, a member of the store staff, uses the pseudonym Mary Sax in doing personal shopping service for customers. Listeners to the program, of course, do not realize that the Mary on the radio and the one at the store are different people.

In her radio show, Miss Sachs takes a purely feminine approach to descriptions of the Anderson Co. merchandise. Current specials and values are described in her own words. Daily visits to the store keep her familiar with every store activity. She even goes along on buying trips, telling her listeners about the new merchandise as it appears in the Anderson Co.

Miss Sachs is assisted on the program by WVJS announcer Earl Fisher. He gives a one-minute summary of world news and comments on local happenings. Conversation between the two on the show is not keyed to humor but rather on a friendly and informative basis. Reference to the time and weather are made. Four top recordings are played each day.

Believes in Radio

The Anderson Co. believes in the use of radio for special promotions as well as through the Showcase. They continue to use considerable time on WOMPI, and when concentrating on one campaign or a shopping special, buy additional spots on both stations.

Arnold W. Lenz

ARNOLD W. LENZ, 64, general manager of the Pontiac Div., General Motors Corp., and his wife were killed July 13 in an automobile accident near Lapeer, Mich. Mr. Lenz, a vice president of GM, had worked for the company 34 years. He was chairman and president of the board of regents of the General Motors Institute at Flint, Mich., and a former vice president of the Society of Automotive Engineers.

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

Don't cry pal. You'll find the answer in the BROADCASTING MARKETBOOK.
TRUMAN DEPLORES 
Shortage of CD Funds

PRESIDENT Truman last Tuesday signed an omnibus funds bill (HR 5870) for defense emergency agencies and at the same time scored Congress for inflicting severe cuts in the federal civil defense program.

Key public information and training programs, including radio-TV activity and closed circuit theatre TV, are certain to be adversely affected by the 90% money slash for the Federal Civil Defense Administration (B.T., July 14).

The Chief Executive said Congress' action "repeats the greedy error of the last two years by postponing once again" certain vital civil defense projects. He also chided it for paring budgets for defense and the Economic Stabilization Agency, which coordinates national wage-price policy.

FCDA Administrator Millard F. Caldwell Jr. also criticized Hill members for ignoring "repeated warnings" on adequate civil defense measures. He added:

"Illogically, the House slashed funds for a public education program [through FCDA's Office of Public Affairs] by 75% while urging Civil Defense to train and educate the people in self-protection."

PRICE DECONTROL 
OPS Mulls Radio-TV Sets

A MOVE to decontrol price ceilings on radio-TV sets and other consumer goods is gaining momentum at the Office of Price Stabilization, it was revealed last week.

Radio and television receivers and related equipment have been under OPS regulations (CPR 7) since ceilings were first imposed, but the question has been largely academic in the set industry. Many items have been selling at sub-ceiling levels.

Earlier, it was authoritatively learned that OPS had temporarily frozen a set of tailor-made regulations for the radio-TV industry. The feeling among OPS authorities and many manufacturers has been that tailored ceilings, under study for the past six months, would serve no useful purpose in the industry at this time. They will be drawn up, however, and held on a standby basis.

As part of this study, the agency has been surveying set-makers on a wealth of data, including prices, warranties, cabinet designs and other aspects. Most of the replies have been received as of last week.

While there has been strong sentiment in some OPS quarters for retention of controls over civilian hard goods, Congressional action in September, with the realignment of news and public information sections and a merging of some functions.

It was not immediately known whether decontrol would be pressed in the form of any all retail consumer goods at once or merely on certain categories on a piecemeal basis.

'Piano' Europe Tour

AT THE invitation of the U. S. Army, ABC radio's weekly co-op program "Piano Playhouse" will tour Army installations in Europe for seven weeks this summer. The eight members of the Playhouse company were flown to England July 11, and will continue their tour of Army posts by point-to-point flights in a special plane providing space for two pianos in addition to personnel. "Piano Playhouse" will be heard as usual on ABC radio throughout the tour (Sunday, 12:30-1 p.m. EDT).

NBC Salutes WTMJ

NBC will salute one of its affiliated stations, WTMJ Milwaukee, on its 25th anniversary Friday, July 25, in a special program (NBC, 8 p.m., EDT), that will include singer Hildegard, Jack Carson, Dennis Morgan, pianist Liberace and the comedy team of Cliff Arquette and Dave Willock.

'52 SET SALES 
Dept. Stores Show Decline

DEPARTMENT store sales of television receivers and major household appliances declined in dollar volume and percentage during 1951 but still remained 4% higher than in 1950, according to the Federal Reserve System's Board of Governors.

This fact was brought out in FRB's "Retail Credit Survey for 1951," the ninth such study conducted among department, clothing, furniture and appliance stores and automobile dealers. The survey was released last week.

Fluctuations took place in all types of consumer goods sales but the "greatest instability was in television," the survey said. Sales of radio-TV sets and appliances reversed an upward trend of other postwar years, it was noted. The FRB report added:

After the scare buying in the first quarter of 1951, sales of television sets (in appliance stores) declined sharply. Beginning with the third quarter, sales showed more than the usual seasonal expansion. This expansion reflected in part widespread discount sales by retailers. The relaxation on July 31 (1951) of installment credit regulations probably helped to stimulate the market.

Revival of sales in other goods in mid-1951 was "not so pronounced as in the case of television." Prices generally remained at levels above 1950 for major consumer goods. Overall appliance-receivers inventory at the end of 1951 was about 2% higher than at the close of the previous year.

EMERY QUITS FCC 
Joins JCEC As Consultant

WALTER B. EMERY has joined the Joint Committee for Educational Television as a special consultant thereby concluding nine years of service with the FCC.

At FCC, Mr. Emery served as attorney, examiner, Chief of the Renewals & Revisions Branch in the Law Dept., and more recently as legal assistant to FCC Chairman Paul A. Walker.

Announcement of Mr. Emery's acceptance of the JCEC appointment, which became effective July 15, was made by Edgar Fuller, JCEC chairman, in Washington last week.

Mr. Fuller explained that Mr. Emery will attend regional and state-wide educational meetings, providing general assistance to educational groups interested in filing applications for non-commercial educational stations.

Mr. Emery, 44, was born in Howe, Okla. An educator himself, he taught speech and radio at the U. of Oklahoma, the U. of Wisconsin and Ohio State U. He was director of the U. of Oklahoma radio station from 1932 to 1935, and in 1946 the university presented him with the Distinguished Service Award in Radio.

During the summers of 1936 and 1937, Mr. Emery served as attorney in a special telephone investigation for the FCC.

Evans Joins Nielsen

EDWARD F. EVANS has joined the A. C. Nielsen Co., Chicago market research firm, in a general executive capacity, working primarily on sale of the Nielsen Coverage Service.

Former research director of ABC New York, Mr. Evans recently resigned as research account executive at Ted Bates agency. He is a past president of the Radio and Television Research Council.

FAMILY

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

THE BRYSON Bill (HR 3588), which is due to become law after receiving the signature of President Truman, creates an exclusive right in copyrighted properties of a literary non-dramatic nature which extends to them the protection formerly limited to musical and dramatic material. It brings within the scope of the copyright law the public performance for profit of a non-dramatic literary work and the making of recordings of such a work.

That means that if radio or TV station licensees broadcast or telescript readings of poems, stories, articles or other similar material they are in danger of being sued for copyright infringement.

It is noteworthy that the House version of the bill limited the bill’s coverage to performing and recording rights in non-dramatic works to those made “for profit.” Amendments made by the Senate changed that wording to read “for pecuniary profit.” This was done, according to the House conference report, “to ensure that the quotation of a portion of a copyrighted poem or literary work or speech for which no monetary compensation was received would not be deemed an infringement. This result appeared desirable to the House and was intended to be included in the bill passed by the House by means of the words ‘for profit.’

Since the idea of “public performance for profit” has been in the Copyright Law since 1909 and, states the House report, “the courts have construed the phrase to mean a material, tangible, commercial profit,” the conferees agreed to eliminate the word “pecuniary” as apt to cast doubt on the “public performance for profit” clause of the law.

But, the House report states, this was done “with the understanding that the word ‘profit’ as used in the bill refers only to a pecuniary remuneration.”

Although in the past some courts have held that sustaining programs are "public performances for profit" under the intent of the Copyright Law, attorneys close to the industry last week pointed out that since conference reports are usually considered along with the bill to determine its meaning, it might be that sustaining programs would be exempted from the provisions of the Bryson Bill.

Attorneys also pointed out that the Bryson Bill does not make recordings of literary works subject to the two-cent-per-pressing compulsory license clause of the Copyright Law which applies to musical works. This provision continues, however, to apply to musical recordings, including poems set to music. This creates, it was noted, a situation whereby the copyright owner of a song may collect only two cents royalties from each recording of it, but he may collect any fee he can get for the right to record the poem without music.

Incidentally in the last days before Congress adjourned, a House Judiciary subcommittee had reported favorably to the full committee a bill (HR 5473) which would have placed julex boxes under the Copyright Law.

In its report, the subcommittee approved an amendment to the Copyright Law which would provide that reproduction of musical compositions by coin-operated machines would be considered "a public performance for profit," whether or not admission is charged. The amendment would also provide for royalty payments to the copyright owner.

A minority report said that the solution recommended by the majority was not the correct one, since it provided no protection for the “small businessman owning one machine.”

LAST LAUGH
IS KTFI Promotion Claim

FLORENCE M. GARNER, manager, KTFI Twin Falls, Ida., built part of her station’s convention coverage promotion on copy prepared by the Bureau of Advertising of the American Newspaper Publishers Assn. to promote newspapers.

The ANPA copy said, "Newspapers are first with the most news... the most people... the most advertisers!" KTFI based a series of spot announcements on the newspaper cut line, inserting the word "radio" where the word "newspapers" appeared in the printed media promotion.

Said Mrs. Gardner, "... the Bureau of Advertising really furnished some beautiful radio copy."

More Magazine Ads

MAGAZINE advertising hit an all-time high for the first six months of 1952. Total was $278,951,780, up 10.8% over the $251,789,367 gross for the first half of 1951, according to Magazines Advertising Bureau, which noted pages of advertising in magazines had increased 3.7%.

Sunday supplement advertising, MAB reported, was down 8.2% for the six-month period in comparison to a year ago, both in dollars and pages.

SWITCH on watch-giving ceremony took place when Miller C. Robertson (l), upon leaving to become president-general manager of KEPO El Paso, gave one to his ex-boss, Stanley E. Hubbard, president of KSTP-AM-FM-TV Minneapolis-St. Paul.

AUTO SURVEY

KXLW Cites New Figures

OVER 75% of all automobiles in the St. Louis market are radio-equipped, with an average set-in-use figure of 33.1 during daytime hours, according to early figures compiled by Edward G. Doody & Co., independent media research firm. The study was undertaken at the request of KXLW St. Louis, independent outlet specializing in "block programming." Statistics from the report, to be completed soon, will be used by KXLW this fall as part of its selling campaign designed to give buyers a more accurate picture of this bonus audience, according to Lee Ware, KXLW station director.

KXLW said this is the second such automobile survey in the country to be handled by an outside organization. The Doody firm conducted a survey for Transit Radio Inc. during early stages of the dispute in Washington.

Detroit Ad Club

HIL. F. BEST, general chairman of the Detroit Adcraft Club, has invited all radio people who are in that area Aug. 20 to be guests of the club. Occasion is the Adcraft, to be held at the Tam O’Shanter Golf Club. Event is one of the largest in midwest advertising circles each year, Mr. Best said.

WSYR’s Local Radio Sales UP 39%

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

National Spot Advertisers

TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

Glenn Promotes Wilcox

WARD M. WILCOX has been named vice president of Glenn Adv. Inc. to head the Dallas office of the firm which also has offices in Fort Worth and Los Angeles, Ray K. Glenn, president, has announced. Mr. Wilcox, with 10 years in southwestern advertising, has been with the agency since 1940.
FLANAGAN TELLS
National Spot Basics

BASICS of national spot radio, the theme of the presentation of the National Assn. of Radio & Television Station Representatives, were outlined by Thomas F. Flanagan, the group's managing director, before 180 Chicago agency and client representatives last week.

Mr. Flanagan spoke Wednesday before 100 agency persons and Thursday before 30 national advertisers at luncheons given by the Chicago council of NARTSR.

Introduced by Gale Blocki, chairman of the Chicago council and vice president of John Blair & Co., Mr. Flanagan outlined the consistent growth and flexibility of national spot radio, its cost and program contrasts with network and its favorable comparison with newspapers.

Discussing measurement, he cited a need for research on listening habits of children and teenagers, on automobile owners and of people in public places, such as gardens, barber shops and railway stations. He noted that 23.5 million cars are equipped with radio, and also quoted RTMA figures on sale of radio sets. He said 180,000 currently are sold weekly, for a projected 1953 total of nine million, of which two to three million are replacements.

'CIRCLE' READERS
100% Own Radio, 27% TV

PROOF that radio is everywhere was found by Family Circle magazine in the results of a survey reported last week.

Asked about their radio-TV ownership as part of a survey on cereal-eating habits and brand preferences, the 494 Family Circle readers who responded to the questionnaire indicated that 27% owned both radio and television sets while an additional 73% "own just radio," making radio a total of 100%.

By comparison, the number who said they had read Family Circle for one or more of five preceding months ranged from 71% to 79%.

The survey, one of a continuing series by Family Circle was initiated last November with questionnaires sent to 2,000 readers of the magazine.

The Missing Link
(Continued from page 26)

breakdown of the data is presented in Table II (this page).

When we analyzed the results in terms of City/Town/Farm distributions, we found a number of rather interesting differences:

Average time (in minutes), per trip, spent listening to auto-radio.

City Town Farm families families families
Weekdays 5:00 min. 15:42 min 22.7 min
Saturdays 4:43 min 16:21 min
Sundays 10:53 min 10:44 min 8:11 min

By and large, Farm families tend to make fewer trips than do City or Town families, but seem to do quite a bit more listening to car-radio during the course of these trips.

Average number of separate trips, per day, made by members of auto-radio households.

City Town Farm families families families
Weekdays 3.1 trips. 3.7 trips. 3.5 trips.
Saturdays 4.5 trips. 5.1 trips.
Sundays 6.3 trips. 5.2 trips.

Of course, these statistics are projected to the Louisville Trading Area population (315,000 households) represented by the cross-section, we can make this estimate:

During a typical 7-day week cycle in March, approximately 187,000 family-owned, radio-equipped cars and trucks made about 4,117,750 separate trips. Approximately, 4,576,800 adults rode, for a combined total of about 864,700 auto-radio tune-in hours. Or, put another way, about 1,180,000 adult man-hours of auto-radio listening take place in this market in a typical week.

The situation of our radio listening and multiple set use resolves itself into this question: Are radio stations going to limit their philanthropy to courtesy announcements, or are they going to dispose of one-ninth of their total audience via invalid and inadequate rating and measurement methods?

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CBS Signs Drake
SIGNING of Galen Drake to a long-term contract was announced last week by J. Kelly Smith, administrative vice president, CBS Radio. Agreement gives CBS first call on Mr. Drake's services on both local and network radio and encompasses any television activities in the future.

What's the deadline for the BROADCASTING MARKETBOOK?

July 23 for proofs; otherwise, August 1.
for WOR-TV

all night television -live

FOR THE FIRST TIME IN THE U.S.!

It's another pace-setting innovation, right on the heels of "Broadway TV Theatre."

Saturday, July 19, all-night, live television had its world premiere in the world's richest market...

continuing six nights every week.

With fully a third of all New York families—2,225,000 people—regularly listening to radio between 12 and 6 a.m....think what this pioneer television project will deliver. A new low in mass-sales costs, that's what!

WOR-tv CHANNEL 9 NEW YORK
KTLA CHANNEL 5
THE BEST ADVERTISING BUY IN LOS ANGELES

Third Consecutive Year
Ina Ray HUTTON
All Girl Show

This solidly established, high rated, local-live program is now available for participating sponsorship in twenty minute segments. Commercial time per segment includes two minutes plus opening and closing billboards.

TUESDAY — 9:00 TO 10:00 P.M.

MAY, 1952
Hooper ....... 15.1
ARB ......... 15.0
Videodex ...... 21.2

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
POST-TWTH OPERATION

By LARRY CHRISTOPHER

HOW SOON will the 18 newly-granted television stations be on the air?

KFEL-TV Denver — thanks to RCA's "operation airlift" and FCC approval Friday of interim operation — was expected to put a test pattern on the air over the weekend and today is expected to commence program operation by carrying the dedicated ceremonies of the Democratic National Convention in Chicago. Sen. Edward Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee which regulates communications matters, is to participate.

The Commission, in special meeting Friday afternoon, authorized KFEL-TV to "operate commercially by the 30th day of this month and for a period of 60 days" on Channel 2 using a 500-w transmitter and special composite antenna.

But the majority of new grantees (see TV round-up, page 32), most facing UHF equipment delivery bottlenecks, are predicting it will be Christmas or New Year's before they can get into operation, although holding out that they can get a signal out in time for election coverage.

Among early hopefuls are KVOD-TV Denver; Empire Coil Co. at Denver and Portland, Ore.; KXLY-TV Spokane, Wash.; WSBA-TV York, Pa.; and Trans-American Television Corp., Flint, Mich.

Of note is the fact that all of the grantees are eager to get under way and putting forth every effort to begin operation as soon as possible. Several emphasized that of first importance is a quality signal rather than speed of initial operation. They feared the greatest harm that might occur to UHF would be to put forth too weak a signal at first by which UHF would be judged unfavorably.

Meanwhile, FCC's staff pressed further processing last week on applications for additional top priority cities in Groups A-2 and B-1, plus the territories and some non-commercial educational bids not subject to city priority, with a view toward Commission action this Wednesday or Thursday.

The pace of processing and Commission action can be expected to continue through the summer, according to FCC sources, but no one will estimate how many grants this could mean.

The Commission's television staff has been bolstered with additional engineers, attorneys and accountants from other divisions. Several new attorneys are to be acquired.

FCC last week announced it has granted seven more existing stations' requests to change frequency (see page 32) in accord with the final allocation plan of the Sixth Report and Order which specified that 30 stations must change channels [B+T, April 14]. A total of 14 channel changes has been approved so far.

Two experimental station authorizations were made by FCC last week. WSM-TV Nashville was granted a permit for a "booster" station on its own Channel 4 but to be located at Lawrenceburg, Tenn., with power of 5 w visual and 2.5 w aural. Antenna height may not exceed 100 ft. The booster may re-transmit WSM-TV's signal only between midnight and 7 a.m.

Sylvania Permit

Sylvania Electric Products Inc., Emporium, Pa., was given a permit to test a UHF "satellite" station on Channel 55, to re-transmit the signal of WJAC-TV Johnstown, Pa., or other stations subject to certain time and engineering conditions.

This was at the same time removed certain conditions in the license of Sylvania's experimental TV outlet KG2XDU with respect to operator requirements and to permit transmission on UHF Channel 22 of the programs of WJAC-TV and such other stations as may be available. Visual call sign identification also was waived.

Protest of FCC's failure to grant an uncontested application in Allentown, Pa., was filed with the Commission last week by B. Bryan Musselman and associates, applicant for Channel 39 there. Allentown is No.6 on priority list B-1.

Asking for immediate grant of its bid, the Musselman group pointed out the Commission on July 11 went through the first 13 cities in Group B-1, dismissing the competitive bid of Queen City Television Co. for Channel 39 at Allentown as defective. While applications in all other cities were either granted, set for hearing or dismissed, no action was taken on the Musselman bid even though it was in proper order, the petition contended. Queen City Television replied for Channel 39 last Monday.

Philo Corp., in behalf of WPTZ (TV) Philadelphia, last week asked FCC to designate for hearing the new TV bid of WIP Philadelphia for Channel 29 there because the proposed TV tower of WIP would be located within 350 ft. of the WPTZ tower and adversely affect the signal of the existing station.

Philo also seeks modification of Sec. 3.866 of the Commission rules to preclude the construction of new antennas near existing towers when service would be deteriorated.

New applications continued to arrive at the Commission during the week, pushing the total of new and amended requests since April 14 to more than 600. Grand total of new station construction expenditures, for 611 applicants reporting, now stands at nearly $297 million. This is a per-station average of $371,000.

Estimated operating costs for the first year for 603 stations reporting now total $172.5 million, or a per-station average of $286,000, and total estimated revenue for 575 stations reporting is $178.4 million, a per-station average of $301,000.

KFEL's effort to be the first on the air in Denver and the first post-thaw TV grantee to commence operation was disclosed last week by Frank L. Bishop, assistant general manager. Using equipment on loan from RCA for initial operation, KFEL-TV proposes five distinct stages of construction to complete the Channel 2 facility.

Full effective radiated power authorized is 55 kw visual and 28.6 kw aural with antenna height above average terrain of 780 ft.

By the end of the week, working was complete on the KFEL-TV was ready to put a test pattern on the air immediately upon receipt of the STA from FCC. A 600-w transmitter, loaned by RCA, has been installed at the KFEL-TV transmitter site on Lookout Mt., 2200 ft. above downtown Denver.

Using a 25-ft composite dipole antenna, the station will be able to direct ERP of 1.68 kw visual toward Denver.

In two or three weeks, Mr. Bishop related, KFEL-TV will use a 600-w transmitter and an RCA three-section superturnstile on a 100-ft. tower. ERP will remain the same, but be omnidirectional, Everett Dillard, consulting engineer for KFEL-TV explained.

Next, addition of a 2 kw RCA amplifier, Mr. Bishop reported, will boost ERP to about 6 kw. This stage (three) should be ready to commence operation by late August, he estimated.

Stage four (possibly September or October) will be the addition of KFEL-TV's permanent six-section superturnstile antenna on a 100-ft. tower. ERP will then increase to about 11.3 kw.

The final stage, with operation expected to commence about the first of the year, will be completion of the installation of the RCA 28.6 kw transmitter, the regular unit ordered by KFEL-TV.

The station's transmitter building was flown into Denver on a C-47 Friday of last week. The KFEL-TV studios have been used for closed circuit workshop operation at 846 Lincoln St., Denver, since March.

Commission grants a license for VHF Channel 9 at Denver and under common ownership with KVOD there, expects to commence interim operation sometime this fall, according to William T. C. Ekrem, KVOD sales manager and co-chief engineer.

The station was authorized effective radiated power of 240 kw (Continued on page 70)
Post-Thaw Operation Preparations
(Continued from page 69)
visual and 120 kw aural with antenna height above average terrain of 780 ft.
The station plans to borrow a low-power transmitter from RCA until its regular full power unit can be in operation.
The transmitter building will be constructed in about 35 days at the site on Lookout Mtn., 2,500 ft. above downtown Denver. Mr. Merryman indicated that the tower will be erected in about eight weeks. Interim operation from the transmitter is scheduled initially, until construction is completed. No estimate on the studios has been made.
Network affiliation with ABC is contemplated, Mr. Ekrem said.
Both the Portland, Ore., and Denver UHF stations granted to Empire Coin & Are slated to be in operation by Christmas, with hopes for completion of the elections, according to President Herbert Mayer. Another possible kick-off date is December 17, anniversary of Empire Coin's WREL-TV in Cleveland.
The Denver grant is for Channel 26 with effective radiated power of 105 kw visual and 52 kw aural. Antenna height above average terrain is 1,040 ft.
The Portland grant is for Channel 27 with effective radiated power of 91 kw visual and 46 kw aural. Antenna height above average terrain is 1,300 ft. This installation is planned to be equipment to both cities by air express and RCA technicians have been sent to both cities to aid construction.
Merryman said towers are to be shipped to both Denver and Portland in 30 days and they will take another 30 days to erect after their arrival. Transmitter deliveries are expected to be first week of October.
Staffs for the two stations are to be trained at WXEL and certain WXEL personnel may be used as nucleus for each of the new operations, it was indicated.
Both the outlets will cost nearly $350,000, FCC informed.
KXLY-TV Spokena, Wash., owned by the late Mr. Warrington, is expected to be up 50% by KXLY, there, expects to be on the air with full power before Christmas, according to E. B. Craney, 46.6% owner and station manager.
If it is possible, however, KXLY-TV may undertake interim operation with lower power to present election coverage in early November, he indicated.
KXLY-TV was granted VHF Channel 4 with effective radiated power of 100 kw visual and 55 kw aural. Antenna height above average terrain is 540 ft.

Equipment Problem

Mr. Craney indicated the biggest problem is obtaining the transmitter and certain other equipment. He said a S-kw transmitter could be obtained in 60 days "but there's not what we planned for since a higher power unit is needed to obtain 100-kw ERP.

The transmitter and tower site at 41st and Regal Sts. is ready for use. The building estimated the 715-ft. tower should be erected before November. It will take about 60 days to construct the new transmitter building.

Television studios will be in KXLY's present building, 315 West Sprague St.

KXLY-TV expects to be a CBS affiliate. KXLY is a CBS outlet.

Comparison staff separate from KXLY will be used to operate the TV station, although key personnel are being shifted from the radio operation. KXLY-TV manager is to be commercial manager of KXLY. Lyle Butters, KXLY merchandising manager, is to be commercial manager of the TV station, while Gene Both, member of the radio station's program staff, is to be program director of KXLY-TV. Robert L. Warrington, KXLY staff manager, will be technical director of KXLY-TV and George Jaap, KXLY production man, is to be public relations and promotion manager of the TV outlet.

KHQ Inc., licensee of KQH Spokane, Wash., VHF Channel 6 grantee, doesn't expect to be on the air until January, according to Richard O. Dunning, president and general manager of the Spokane Daily Chronicle outlet. KHQ-TV was authorized effective radiated power of 100 kw visual and 55 kw aural with antenna height above average terrain of 1,840 ft.

Mr. Dunning said the GE transmitter and RCA studio equipment are expected to be delivered in about four to five months, but the "major problem" will be to add additional top guys to the KHQ's present tower to accommodate the GE five-bay antenna. The guys will be wanted for four or five months according to present delivery estimates, Mr. Dunning explained, but tower work cannot be done after November 1 because of weather.

New joint AM and TV station and transmitter building is proposed, he explained, but it will take some days to get plans on paper with FCC, he indicated. If concrete is poured before November, he indicated, the remaining building can continue through the winter.

Tight integration of AM and TV staff is planned at first, Mr. Dunning reported, with addition of a few more and engineering people to AM staff to be separate from the start, however.

First of the year is the estimated commencement date for the new AM transmitter station authorized at Bridgeport, Conn., to Southern Connecticut and Long Island Television Co., owned 69% by WICC Bridgeport. The station is granted effective radiated power of 81 kw visual and 46 kw aural with antenna height above average terrain of about 550 ft.

According to Philip Merryman, president of both WICC and the grantee, the firm has had preliminary plans to get on the air by January 1st, but because of "feeling that it is impossible to use less than authorized power," Picture quality is the chief factor, he indicated, but noted "we could get a 1 kw UHF transmitter in a hurry."

Mr. Merryman said there is no estimate on equipment delivery date at this time but they are not worried about respecting the TV tower. "We can get the tower soon," he said.

The WICC general manager said the TV firm hopes to get an interim transmitter-studio building at the TV transmitter site but special FCC approval will be needed respecting the studio location since it is on the air.

The site is on Booth Hill, north of the city.

Manning Slater, WICC sales manager, will hold the same post for the TV station, while Wallace Dunlap, WICC program director, will hold that post in TV. Selection of a TV chief engineer is not settled.

First of the year is also expected commencement date for new station authorized on UHF Channel 30 at New Britain, Conn., to New Britain Broadcasting Co., licensee of WKBW there. Effective radiated power granted is 180 kw visual and 90 kw aural with antenna height above average terrain of 920 ft.

According to Peter Kenney, WKBW general manager, it was hoped earlier to have the station on the air by Christmas but after checking RCA last week the date may be later, depending on how soon RCA can deliver a 1 kw transmitter. This unit, driven for the eventual full power transmitter, with a high gain antenna will be "to provide an interim operation of about 20 kw ERP, Mr. Kenney said. Full power is a year away, he estimated.

Construction on the transmitter site northeast of the city is already under way with completion of transmission building estimated in October. Tower delivery is expected in 60 to 90 days.

 Stations for TV are to be named next month, Mr. Kenney reported, with the remaining staff assigned about the time WKBW-TV will be on the air. WKBW executives will also function
(Continued on page 101)

TV SETS DROP
From U. S. 1951 Shipments

SET manufacturers shipped 1,799,-977 television receivers to dealers in the first five months of 1952, compared to 2,310,646 shipped in the same 1951 period, according to Radio-Television Mfrs. Assoc. May shipments were estimated at 235,461 sets compared to 287,004 in April.

Estimated shipments to dealers by states for the first five months follow:

Alabama 11,757
Alaska 26
Arizona 2,483
Arkansas 90
California 171,959
Colorado 29,627
Connecticut 42,835
Delaware 3,181
District of Columbia 16,916
Florida 38,277
Georgia 4,071
Idaho 101,710
Indiana 71,530
Iowa 29,627
Kansas 117,351
Kentucky 38,277
Louisiana 17,921
Maine 11,757
Maryland 35,648
Massachusetts 76,499
Michigan 39,911
Minnesota 6,391
Mississippi 5,044
Missouri 47,835
Montana 12
 Nebraska 11,757
New Hampshire 71,859
New Jersey 7,279
New Mexico 1,253
New York 38,184
North Carolina 2,310
Ohio 145,467
Oregon 28,243
Pennsylvania 92,862
Rhode Island 12,536
South Carolina 2,310
South Dakota 259
Tennessee 2,310
Texas 73,466
Utah 104
Virginia 22,962
Washington 29,627
West Virginia 16,809
Wisconsin 28,243
Wyoming 65

Page 70 • July 21, 1952

Broadcasting • Telecasting
FOLLOW THE DEMOCRATIC NATIONAL CONVENTION AS CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheater in Chicago starting July 21, 10:30 P.M.

AGENDA: The names and territories were in alphabetical order. During the first call for each delegation: candidates, proxies, publics in 100 or more, or second any motion.

BALLOTING: In the following, the delegation of each state respectively votes the votes of the delegates from his state. You will find the total number from each state and territory listed in the alphabetical order.

DELEGATES: There are 1,250 votes in all. The Democratic National Convention did not need to nominate the Democratic candidate for the Presidential election. Balloting will continue until some candidate receives at least 616 votes.

COMPLETE WMAR-TV SCHEDULE FOR CONVENTION

Below is the complete schedule for the current week on WMAR-TV. Convention coverage is in listwise type. Additional features and last minute conventions will be announced on records and reports during all Sunpapers Television News Programs.

Sunday, July 20
- 12:00 Noon: WMAR-TV News
- 1:30 P.M.: Special Program
- 2:00 P.M.: Prime Time News

Monday, July 21
- 12:00 Noon: WMAR-TV News
- 1:30 P.M.: Special Program
- 2:00 P.M.: Prime Time News

Tuesday, July 22
- 12:00 Noon: WMAR-TV News
- 1:30 P.M.: Special Program
- 2:00 P.M.: Prime Time News

Wednesday, July 23
- 12:00 Noon: WMAR-TV News
- 1:30 P.M.: Special Program
- 2:00 P.M.: Prime Time News

Thursday, July 24
- 12:00 Noon: WMAR-TV News
- 1:30 P.M.: Special Program
- 2:00 P.M.: Prime Time News

* 616 VOTES NEEDED TO NOMINATE *

SAVE THIS PAGE
**Television Grants and Applications**

(Continued from page 38)

**WJAR-TV**

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72

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Jefferson

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O. Hill)

ounsel Eliot C. Lovett.

Washington. Consulting Engineer Commercial Radio and Equipment Co., Washington. Principals include Attorney at Law (36%), Vice President Eugene D. Hill (26%). Company also is owned by Joaquin W. Hill, and Secretary-Treasurer William O. Nurrell Jr. (26%).

**IDAHO FALLS, Idaho**—Radio Idaho Corp., owners of KIDU, VHF Ch. 3 (68-66 mc); ERP 6.2 kw visual, 31.1 kw audio; antenna height above terrain 311 ft., above ground 378 ft. Estimated construction cost $151,000, first year operating cost $30,000, revenue $35,000. Staff includes President and General Manager Joseph B. Poulsen (28%), General Manager Arthur E. Newell (18%), Sales Manager John C. Stansberry (7%), General Sales Manager Donald J. McFarland (4%), Secretary-Treasurer Joseph B. Poulsen (5%)

**EVANSTON, Ill.**—Premier Tele- vision Corp., owners of WJWR, VHF Ch. 4 (100-108 mc); ERP 60 kw visual, 45 kw audio; antenna height above terrain 475 ft., above ground 494 ft. Estimated construction cost $241,536, first year operating cost $221,020, revenue $230,000. Post Office address 315 Sycamore St., Evanston, Ill. 60201. Studio: 1013 North Main St., Transmitter location: Green River Road and Beacon Ave. Geographic coordinates: 37° 36' 10" N. Lat., 88° 04' 16" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Dorsey, Chicago; engineering engineer Martin R. Williams, Indianapolis. Voting Trustees: Robert H. Kelly (50%), President Jesse D. Fine, vice president (motion, picture exhibition), Evansville, Ind.; W. W. Thompson, president and 3% owner of Grand-Car- don Corporations; and 40% partner in law firm of Hatfield, Fine, Hatfield & Spens- er, and 50% owner of Grand-Car- don Corporations. Legal counsel Thomas P. Littlepage, Evansville, Ind.

**OCTOBER, Maine—Community Broadcasting Assn., owners of WJCT (100-108 mc); ERP 69 kw visual, 34.4 kw audio; antenna height above terrain 239 ft., above ground 267 ft. Estimated construction cost $175,000, first year operating cost $27,753, first year revenue $35,000. Post Office address 97 State St., October, Me. 04963. Studio location: Congress St. and Commercial St. Geographic coordinates 43° 29' 30" N. Lat., 70° 19' 28" W. Long. Transmitter and antenna RCA. Legal counsel Locks, Dunlop, Jordan, Dunlop & Co., Portland, Me. Consulting engineer Walter L. Dickson, Portland, Me. Principals include President Horace A. Holden (28%), presi- dent, and General Manager Murray Tsukamoto (25%), secretary. Company also is owned by William D. Metcalfe (25%), and W. S. Nightly (10%).

**PORTLAND, Maine—Community Broadcasting Assn., owners of WABE (100-108 mc); ERP 100 kw visual, 31.9 kw audio; antenna height above terrain 310 ft., above ground 355 ft. Estimated construction cost $217,753, first year operating cost $35,000, first year revenue $35,000. Post Office address 477 Congress St., Portland, Me. 04101. Studio location: 477 Congress St., Geographic coordinates 43° 29' 30" N. Lat., 70° 19' 28" W. Long. Transmitter and antenna RCA. Legal counsel Locks, Dunlop, Jordan, Dunlop & Co., Portland, Me. Consulting engineer Walter L. Dickson, Portland, Me. Principals include Chief Engineer George W. Metz (5%), Treasurer William G. Earle (15%), Treasurer Henry O. Wilson (10%), and W. S. Nightly (10%).

**BOSTON**—The Walt Disney Co., owners of WABT (100-108 mc); ERP 100 kw visual, 31.9 kw audio; antenna height above terrain 310 ft., above ground 355 ft. Estimated construction cost $217,753, first year operating cost $35,000, first year revenue $35,000. Post Office address 477 Congress St., Portland, Me. 04101. Studio location: 477 Congress St., Geographic coordinates 43° 29' 30" N. Lat., 70° 19' 28" W. Long. Transmitter and antenna RCA. Legal counsel Locks, Dunlop, Jordan, Dunlop & Co., Portland, Me. Consulting engineer Walter L. Dickson, Portland, Me. Principals include Chief Engineer George W. Metz (5%), Treasurer William G. Earle (15%), Treasurer Henry O. Wilson (10%), and W. S. Nightly (10%).

**Baltimore**—The Baltimore Radio Show Inc. (WFBR), VHF Ch. 30 (69.6-70.6 mc); ERP 39.6 kw visual, 23 kw audio; antenna height above terrain 66 ft., above ground 80 ft. Estimated construction cost $105,000, first year operating cost $18,938, first year revenue $25,000. Post Office address 11 East North Ave., Baltimore, Md. 21202. Studio location 11 East North Ave., geographic coordinates 39° 17' 22" N. Lat., 76° 43' 44" W. Long. Transmitter and antenna RCA. Legal counsel Kinkaid, Firminger & Green, Baltimore, Md. Consulting engineer Kear & Kelley, Baltimore, Md. Principals include 13% owners Robert B. Kinkaid (15%), Vice President Richard C. Culliton (10%), and Secretary-Treasurer Benjamin C. Culliton (10%).

**Portsmouth, Va.**—The Virginia Beach Broadcasting Assn., owners of WLYT (68.6-69.6 mc); ERP 40 kw, visual 20 kw; antenna height above terrain 164 ft., above ground 200 ft. Estimated construction cost $135,388, first year operating cost $25,000, first year revenue $50,000. Post Office address 222 W. 30th St., Portsmouth, Va. 23703. Studio location 222 W. 30th St., geographic coordinates 36° 50' 52" N. Lat., 76° 05' 40" W. Long. Transmitter and antenna RCA. Legal counsel Mason & Sprouse, Newport News, Va. Consulting engineer W. S. Prather, Newport News, Va. Principals include President Robert W. Flasch (22%), Treasurer Fred A. Ryan (10%), Secretary-Treasurer John W. Cameron (9%), and Vice President and Secretary-President Charles E. Smith (10%).

(Continued on page 76)
TO FLASH BACK

to the candidate's early life...
to do this realistically and at low cost

...USE FILM

Complete information concerning film selection and processing available...also details concerning special Eastman technical services, equipment, and materials.
Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Nothing like it in the industry!

Simplifies your audio operation. When used in 2-channel operation, this G-E console lets you audition, preview, and cue without tying up the program monitor channel. Extra mixer and switching permits separate control of grouped inputs. Key switches are of the telephone type. There are no push buttons anywhere!

All wiring is in a 10-inch space. Single drop-down front panel permits mounting console flush with wall or window. Standard components in a minimum number of types keep the design simple. Note the mask supplied for single or double VU meter use.
ALL PLUG-IN AUDIO CONSOLE!

Buy only the amplifiers you need—Add more later as station requirements grow

In one instrument, G.E.'s new console wraps up virtually every program audio facility you'll need for AM, FM or TV. Nine mixers and up to seven input pre-amplifiers provide all necessary combinations for handling line, film, transcription or remote shows.

In local or network operations, the console is equally versatile. To the basic unit, simply add a second VU meter (mask is supplied), program amplifier and power supply for dual channel output. Special care in design, construction and test of this console has reduced hiss, hum, clicks and microphonics to the point where they are no problem.

Change amplifier in less than one minute! Even during a station break, operator can make replacement. This advantage is another General Electric first!

First all-purpose console for AM-FM-TV

- Ready-made plug-in mounting facilities. Amplifier receptacles and external connections are just a few inches behind the front panel—quickly accessible for maintenance. Plug provided for warning light relays.

- Wiring cost greatly reduced. When you get the console it is ready to go on the air. All internal plugs and cables are pre-wired and assembled in the console at the factory. On delivery, the unit can be quickly plugged into previously wired desk connections, and you're ready for operation.

- Plastic marking strips are transparent. Insert paper strip markings as desired between plastic and panel.

- Aluminum write-in strips over each mixer can be inscribed with pencil or crayon and then erased. Permits you to write "piano", "trumpet", "ann" etc. over appropriate mixers and to change markings for each show. Console finish is of pleasing two-tone blue.

- Color coded control knobs match the key switches. Two blue mixer knobs are associated with blue turntable/projector selector keys, red mixer knob matches 4 remote red key switches, white mixer knob matches white network key.

- Automatic throw-over relay wired for use with emergency power supply.

All amplifiers easily and quickly plugged in. Only 2 types used: pre-amps and program/monitor. Bottom tier provides plug-in connections for incoming wiring.

You can put your confidence in—

GENERAL ELECTRIC
Television Grants and Applications (Continued from page 78)

WAVE-TV First in KENTUCKY!
Every day of the week, 10.9% more homes tune to WAVE-TV than to Louisville's second station!

(According to scientific survey made by Dr. Ray- mond A. Kemper, Head of the Psychological Services Center, University of Louisville, in WAVE-TV area, March, 1952)

WAVETV TELEVISION CHANNEL 5
NBC • ABC • DU MONT LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusice National Representatives
92½¢ per set... in the bank for Cerebral Palsy!

UNITED CEREBRAL PALSY
50 west 57 St., n.y. 19, n.y. 1Judson 6-3150

AIR MAIL
June 17, 1952

Mr. Hugh A. L. Haff, President
Southland Industries, Inc.
Station WOAI - TV
1011 Navarro Street
San Antonio, Texas

Dear Mr. Haff:

Having just returned to the office, I hasten to write you, to thank you again for the splendid cooperation of yourself, your station facilities, and its entire staff, in connection with the WOAI Telethon, over station WOAI - TV. The tremendous success of this event is now a matter of history, and constitutes a record breaking Cerebral Palsy Telethon, measured in dollars and cents per capita. The final total of verified pledges and unpledged contributions actually received, will exceed $70,000, representing more than 87 cents per TV set.

From television viewing audiences of WOAI - TV, this is indeed a record performance and illustrates that WOAI - TV offers its market effective programming.

WOAI-TV's all night telethon for cerebral palsy, starring Walter O'Keefe, Dagmar and Penny Singleton, produced over $75,000 — an average of better than 92½¢ per set in the San Antonio Area.

On the same night a national telethon telecast in 38 other cities for an equally worthy cause averaged a return of 3.7¢ per set, with the highest return in any one city 14¢ per set.

The largest single donation in San Antonio was $1,000.00. Over 90% of the $75,000 came from the many thousands of small donors who saw the show and responded.

Our point is...

folks around here react to what they see on WOAI-TV.
**Television Grants and Applications (Continued from page 76)**

**HUFFALO, N. J.—Buffalo Courier-Express Inc. (WEIR), UHF Ch. 7 (174-2140). Proposed construction of antenna: 848 ft. Est. construction cost $150,700, first year operating cost $136,000, revenue $216,000 (70% local, 30% network). Applicant: Edward Lamb Enterprises Inc. (Major owner: John B. Lamb, 30% and owner: Harold L. Charnoff, 70%).**

**ALLENTEGA, N. T.—Allen Television Co. (WHO), UHF Ch. 50 (550-600). Proposed construction of antenna: 961 ft. Estimated cost $250,000, first year operating cost $151,000, revenue $300,000. Applicant: Edward Lamb Enterprises Inc. (Major owner: John B. Lamb, 30% and owner: Harold L. Charnoff, 70%).**

**SANDIGO IS BIGGER! $97,359,372 WORTH OF SHIPPING WAS HANDLED IN THE PORT OF SAN DIEGO IN 1951 $77,009,980 in 1950.**

**WISE BUYERS BUY —KFMB FOR MORE BUSINESS! KFMB-TV KFMB-AM**

**Page 78 • July 21, 1952**
**Television's Finest**

**PORTABLE CAMERA MOUNT**

for Complete Mobility

**HOUSTON-FEARLESS ALL-METAL TRIPOD**

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

**HOUSTON-FEARLESS FRICTION HEAD**

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

**HOUSTON-FEARLESS TRIPOD DOLLY**

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

The

**HOUSTON FEARLESS Corporation**

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.

Please send catalogs on [ ] Friction Head [ ] Tripod
[ ] Tripod dolly [ ] Panoram dolly [ ] TV Cranes
[ ] Camera pedestals [ ] Film Processors [ ] Remote
control parabola.

Name__________________________
Station or firm_________________
Address_______________________
City___________________________
Zone______State________________

BROADCASTING • Telecasting

July 21, 1952 • Page 79
O F ALL advertisers spending $225,000 or more in network television, network radio and magazines during 1951, the average expenditure per advertiser was $1,005,078 for network radio, $618,137 for network TV and $298,185 for magazines.

These figures are taken from a report on "Television as an Advertising Medium" prepared by Magazine Storage Bureau for the information of its member publishers and their advertising and promotion executives. Report notes that network TV, like network radio, is getting a major share of its revenue for a few kinds of businesses and from a few large advertisers.

In the second six months of last year, MAB reports, five classes of advertising—foods, toiletries, tobaccos, household soaps and cleaners, automotive—accounted for 66.6% of all TV network billings, comparable to the advertising of foods, drugs, toilet goods, cigarettes, soaps and cleansers, gas and oil, confectionery, that makes up about 76% of network radio's revenue. The top five magazine categories—foods, apparel, automotive, toiletries, household equipment—comprise only 42.6% of magazine billings.

"In 1951," the report states, "...only ten advertisers accounted for 51.6% of all network television billings. (In 1950, those same ten accounted for 52.8% of total TV advertising expenditure.) On the other hand, the top 10 magazine advertisers accounted for only 12% of magazine billings. In short, many more advertisers use magazines than either network radio or network television and the effectiveness of advertising in magazines is much smaller.

Advertisers using these three media and their 1951 average expenditure for each are shown in the following MAB table:

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Network Radio</th>
<th>Network TV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>660</td>
<td>1,747</td>
<td>1,941</td>
</tr>
<tr>
<td>Magazines</td>
<td>128</td>
<td>170</td>
<td>358</td>
</tr>
<tr>
<td>Total</td>
<td>788</td>
<td>2,917</td>
<td>3,705</td>
</tr>
</tbody>
</table>

**Average expenditure in 1951:**

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Network Radio</th>
<th>Network TV</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>128</td>
<td>170</td>
<td>358</td>
</tr>
<tr>
<td>Magazines</td>
<td>128</td>
<td>170</td>
<td>358</td>
</tr>
<tr>
<td>Total</td>
<td>256</td>
<td>340</td>
<td>596</td>
</tr>
</tbody>
</table>

Looking ahead, MAB predicts that magazine gross advertising income will rise from $511 million in 1961 to $550 million this year, with network radio time sales continuing to decline from $175 million to $155 million and network TV time sales zooming from $128 million to $220 million, passing the network radio network volume for the first time.

"Lucy" Leads Nielsen Report For Early June

THE CBS-TV program, I Love Lucy, maintained its leadership in Nielsen ratings for the top 10 television shows during the two weeks ending June 21. Moreover, it apparently established the Monday-night-viewing habit with televiewers so firmly that its summer replacement captured a place among the top. The listings were:

**Number of TV homes reached:***

- XELD-TV: 3,009,400
- WORX-TV: 1,346,760
- WUSA-WTV: 1,100,700
- WQAM-WTV: 1,007,529
- WHKU-WTV: 940,000

*The Nielsen "number of homes reached" provides a reliable estimate of the audience actually delivered by each program's average Nielsen rating. It is based on an all-electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

(Continued on page 100)
we're caught with our estimates down

Based on an extensive field survey by American Research Bureau, WBTV's July 1, estimate of sets-in-area is up 49% over the June estimate. Penetration for the 36 North and South Carolina counties surveyed by ARB is 35.5%. The new figure of 227,271 sets served by WBTV places Charlotte first among all southern television markets.

For summary of survey, call or wire WBTV or CBS TV Spot Sales.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
Washington Watches

Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales, from eighth to sixth in hardware sales, and from fifth to fourth in retail sales (SM Survey of Buying Power) - and you know how much the kids can influence these purchases.

Represented by NBC Spot Sales

WNYN PROMOTED
Is WABD (TV) Sales Mgr.

LAWRENCE L. WYNNE has been named sales manager of WABD TV, New York, key outlet of the DuMont TV Network, Richard E. Jernigan, vice president and general manager, announced Wednesday.

Mr. Wynne, who joined the station's local sales department in June 1950 as an account executive, has been connected with the entertainment business since 1930 in numerous capacities including music, theatre and television operations. He started in the radio field as an account executive with WINS New York.

In 1948, Mr. Wynne was director of publicity for the stage production of "Auntie Mame" in Wichita, Kan. He left there to become vice president of International Transvideo.

WASHINGTON Watches | Kid Shows

"LITTLE PLAYHOUSE"
12:30-7:00 p.m.
Monday through Friday

With an average daily rating of 8.3
(ARF, June, 1952), "Little Playhouse" is the highest rated daytime children's show in America's four TV stations, outranking even network programs. This half-hour show is a favorite of the area's children,难受 with Kathy Johnson, is available for spot participation at $5. 

"Watch Washington"

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales, from eighth to sixth in hardware sales, and from fifth to fourth in retail sales (SM Survey of Buying Power) - and you know how much the kids can influence these purchases.

Represented by NBC Spot Sales

Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Culum, Dallas, Tex. Principals include President Miller C. Robertson (25%), W. A. Porter Jr. (25%). Vice President Ralph B. Richardson (25%) and Secretary Treasurer W. B. Pratt (25%). June 20, 1953. FCC granted assignment of license of KEPK from Rowley-Brown Betty Co. to KEPS. Assignment has not yet been consummated.


4. WESLACO, Tex.--Rio Grande Television Corp., VHF Ch. 5 (76-78 mc): ERP 50 kw visual, 25 kw audio; antenna height above average terrain 536 ft., above ground 595 ft. Estimated construction cost $250,000, first year operating cost $90,000, revenue $150,000. Post Office address 711 McKelvey Blvd., Harlingen.


4. WESLACO, Tex.--Rio Grande Televisiorn Corp., VHF Ch. 5 (76-78 mc): ERP 50 kw visual, 25 kw audio; antenna height above average terrain 536 ft., above ground 595 ft. Estimated construction cost $250,000, first year operating cost $90,000, revenue $150,000. Post Office address 711 McKelvey Blvd., Harlingen.

GREAT when the going is ROUGH!

ELK-COMBS AFRICAN EXPEDITION, Inc. CHOOSES THE MAURER 16MM.

Knowing that his equipment would take a terrific beating from heat, humidity, and the roughest kind of terrain, Lt. Kenneth M. Elk of the U. S. Army Signal Corps chose the Maurer 16mm. as the camera best qualified to document the Elk-Combs African Expedition. The Maurer 16mm. offers you the utmost in accuracy — in quality — in simplicity of operation. Quite naturally, it is first choice in the professional field.

For details on this and other exclusive Maurer features, write

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California
WHEN
TELEVISION

FOURSOME at NARTSR's Spot TV Clinic luncheon July 1 at New York included (l to r): John P. Denninger, Blair TV Inc.; William Smith, advertising manager, Thomas J. Lipton Inc., guest; John Wade, Avery-Knodel Inc., and Robert D. C. Meeker, Robert Meeker Assoc. Inc.

ANTI-FILM BILL
In Last Days of Congress

SHOWING of films written by Communists or Communist-front supporters in educational institutions or government agencies would be banned, according to a bill (S 3491) introduced by Sen. Joe McCarthy (R-Wis.) July 5 just before Congress adjourned.

The bill must be re-introduced in the next session of Congress, as the legislation died with the close of the session.

The bill would require the Secretary of Commerce to license all films for showing to educational institutions or government agencies. If the script is found to have been written by a Communist or Communist supporter, the Secretary of Commerce is directed to refuse a license. A license would be permitted, however, if the script-writer can prove he has repudiated his Communist principles.

British-French TV
IN a joint arrangement with their individual radio forces, Great Britain and France July 8 presented a series of 17 week-long international telecasts simultaneously by Britons and French viewers. Series ended last Monday. First program showed Paris night life. Microwave was used. Problem of converting from the French 819-line system to Britain's 405-line image was solved with use of converter developed by BBC engineers. Arrangements were handled by BBC and Radio-diffusion et Television Francaises.

New RCA Sets
TWENTY-FOUR new TV set models, with picture tube sizes ranging from 17 to 21 inches, have been introduced by RCA and unveiled by its distributors. New models offer a wide variety of prices, sizes, finishes and styling, with prices starting from $199.36 for a table model (the Shelley) to $795 for a three-way combination radio-TV-phonograph (the Sunderland), to be available during the last quarter of 1952. All RCA TV prices include federal excise tax and warranty.

CITRUS BUDGET
$50,000 for TV Series

ADVERTISING Committee of the Florida Citrus Commission has approved an expenditure of $50,000 for a series of experimental TV programs in three markets, starting this September. The commission met in Lakeland, Fla., early this month.

Under present plans, the program, "Happy Party," would be expanded to 13 video markets for a six-month period beginning next January. Cost of the six-month series would run close to $160,000. The program would be aimed at the children's audience, and has been under consideration by the group since last June. A 15-minute show has been telecast by WDTV (TV) Pittsburgh. Agency is J. Walter Thompson Co.

The commission at its meeting also approved two printed ads for Fortune Magazine and restored previous cuts imposed on the budget for Dudley, Anderson and Yutzey, general publicity agency [B*T, May 19]. A reduction of $15,000 was restored, bringing the agency's figure to $55,000.

MEXICO MICROWAVE
High System Planned

WHAT is claimed to be one of the highest microwave systems in the world—with terminal stations located over a mile above sea level, and a repeater station nearly three miles up—will be installed over the 55-mile distance between Mexico City and Puebla by Telefonos De Mexico, S. A., Mexico City.

Employing Pulse Time Modulation microwave equipment developed and manufactured by Federal Telephone & Radio Corp., Clifton, N. J., an associate of IT&T, system will be a 29-channel installation, which is used exclusively for voice circuits between the two cities.

Repeater station at Cortez Pass has been designed for unattended operation and will be located 37 miles southeast of Mexico City and 18 miles north of Puebla, with former's terminal station at 7,300 feet and the latter's reaching 5,500 feet.

BORDER DISPUTE
XELD-TV Asks Joint Control

PLACING of all border stations under joint jurisdiction of the U. S. and Mexican governments has been urged by Romulo O'Farrill, owner of XELD-TV Matamoros, Mexico.

Mr. O'Farrill discussed his proposal with Mexican communications authorities after XELD-TV was refused permission by a Texas station to re-telecast coverage of the Chicago political conventions.

"It is possible," he said, "that our station owners in both our countries if stations serving them, from either side of the Rio Grande, are jointly controlled," said Mr. O'Farrill. "This will assure viewers living on the border the same home entertainment, with the same limitations and restrictions, as exists in inland cities," he added.

The Texas station withheld its assent, Mr. O'Farrill asserted, on the basis that XELD-TV's coverage overlapped that of the Texas station. The programs were to be carried by XELD-TV as a public service, Mr. O'Farrill stated.

By denying the right to re-telecast convention programs for no justifiable reason, the Texas station would have been liable to question by FCC had the agreement been consummated between Mexico and the U. S. for joint control of the border stations.

"This is a clear reason," declared Mr. O'Farrill, "why joint licensing and supervision should be employed."

The Mexican radio and TV magazine added that for good neighbor reasons, as well as sound operating procedures, XELD-TV adheres to the rules of the Secretaria de Comunicaciones de Mexico, the FCC and NARTB.

Transfilm Labor Vote

NLRB ordered July 10 an election among employees of Transfilm Inc., New York, producer of motion picture films for TV commercials. Employees will vote on a collective bargaining agent, choosing from NABET, IATSE, and International Photographers in each of two categories. NABET, the petitioner, seeks a unit of all professional employees. Transfilm claims that such a unit would combine personnel of various skills and is inappropriate. Transfilm rents the Fox Studios in New York.

WHEN
TELEVISION
SYRACUSE

A MEREDITH TV STATION

Page 84 • July 21, 1952

BROADCASTING • Teletcasting
RATNER NAMED

Heads New Theatre TV Unit

VICTOR M. RATNER has been appointed director of Theatre Tele-Sessions, a new division of Theatre Network Television, by Nathan L. Halpern, president of TNT, announced last Wednesday.

Mr. Halpern said that TNT has established Theatre Tele-Sessions to develop national use of closed circuit television in the business and government worlds and for other organizations. Mr. Halpern said:

Theatre Network Television will continue its development of all programming aspects of theatre television as the only company exclusively devoted currently to production and distribution of theatre television programs.

Mr. Ratner, a former CBS executive, was vice president in charge of promotion and public relations for Macy's, New York, from 1949 to 1952, and in this post, he developed the "picture of the month" tie-in of motion pictures and merchandising in the retail trade.

From 1947 to 1949, Mr. Ratner was vice president in charge of advertising and promotion at CBS, and earlier was vice-president of the Lord & Thomas Adv. Agency. In addition to his present position, Mr. Ratner will continue in promotion and public relations activities at the company bearing his own name.

The organization of Theatre Tele-Sessions follows TNT exploration of the closed circuit uses of theatre television, Mr. Halpern pointed out. He explained that TNT had pioneered the first closed circuit use of theatre TV in the morning hours three years ago and last year helped organize the first theatre TV use by the Federal Civil Defense Administration.

RACKMIL TO HEAD

Universal Pictures Co.

ELECTION of Milton R. Rackmil as president of Universal Pictures Co. to succeed N. J. Blumberg, chosen chairman of the board, was announced last Wednesday. Mr. Rackmil, president of Decca Records, had been elected to the Universal board July 8 at the company's annual stockholders meeting.

One of the founders of Decca in 1934, he has been president since 1949 and will continue in this post. Within the past year he negotiated purchases giving Decca 42% of Universal's common stock and a controlling interest. One was the purchase last month of some 134,375 shares of common stock from the General Cinema Finance Corp.

AFM CONSIDERS

5% Formula Substitute

WITH producers agitating a change and Los Angeles musicians backing them, American Federation of Musicians is considering a 5% royalty fee for TV film commercials that would replace the union's present 5% trust fund royalty formula.

Should the policy be established, consensus is that AFM would follow it with other modifications and changes to induce more TV film production, thus creating more employment for musicians.

The trust fund format plus payment demands by other unions and guilds is credited with causing Republic Pictures and RKO Radio Pictures to forego TV production plans for the time being [BT, July 14].

Firm in demands the established formula be adhered to, James C. Petillo, AFM president, repeatedly has brushed aside suggested changes; however, at the union's international convention in Santa Barbara last month, while upholding the trust fund setup, he expressed willingness to consider "something better" that would be "to the benefit of all locals."

THREE Chicago movie houses took in an estimated $28,000 July 2 when some 12,000 customers paid to see the Maxim-Robinson bout on a theatre TV network. Belaban & Katz, owner of the theatres, reported sell-out audiences at each movie house.

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 nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other regularly scheduled local and national programs.

Here's WHY —

- Can be automatically synchronized on the hour*
- Unaffected by AC power failures (self-powered)
- Install anywhere (AC power line not required)
- One clock or a complete synchronized clock system

You, too, can have dependable, exact time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

*U. S. Naval Observatory Time

BROADCASTER'S SONG

(To the tune of
"A GUY IS A GUY"")

By H. Gifford Iriion

I filed my application like a good man should
They threw it into hearing like I knew they would —
'Cause a Rule is a Rule, wherever it may be,
So listen and I'll tell you what the Standards did to me.

I put on my case like a good man should;
They tore it all to pieces like I knew they would —
'Cause a Rule is a Rule, wherever it may be,
So listen and I'll tell you what the Standards did to me.

I interfered with four or five
I failed to cover the town
And when I left the hearing room
My pages were hanging down.

The Bureau filed exceptions like a good stuff should
'Cause I'm a Trustee here in the FCC
So a Rule can be a Rule, wherever it may be,
But there're lots of ways to beat 'em in the FCC.

*EDITOR'S NOTE: Mr. Iriion is an attorney in the Broadcast Bureau of the FCC. This verse, however, was not conveyed to BROADCASTING & TELECASTING by its author but by a high official of the FCC, who claimed he procured rights for publication purposes.

Style 37-15° SS.
Sweep Seconds; Self Winding

BROADCASTING • Telecasting

July 21, 1952 • Page 85
ATFP-SDG PACT

New Benefits Authorized

ALLIANCE of TV Film Producers and Screen Directors' Guild of America agreed last Wednesday on a new collective bargaining contract effective today (Monday), after six months of negotiations.

Free lance directors will get $550 weekly minimum, an increase of $150, on one-half hour TV film per week; they reportedly had asked $600. First assistant directors will get $325 and second assistant directors $185.

For the first time directors will get extra payment for subsequent showings of TV films—a flat $275 upon fourth showing of each film in a given area, and for all subsequent runs. The contract runs to April 4, 1958, but must be ratified by SDG membership. For films of less than 30 minutes and other clauses agreement is not yet worked out, but both groups say they agree.

Meanwhile, Alliance's negotiations with Screen Writers Guild are said to be stymied because ATFP refuses to yield to SWG demands for sliding scale minimums and that residual rights principles be contained. SWG has refused to accept an ATFP counterproposal for additional payments for reruns.

'TV CLASSROOM'

U. OF OMAHA AIRS COURSES

U. OF OMAHA's first venture into television has been proclaimed a success.

Twenty-seven homemakers from KTMTV (TV) Omaha's area took final examinations in the first six-week course offered on the university's TV Classroom. In all, 110 students enrolled.

Classroom subject matter, for this initial effort, was an introductory humanities course. It was offered from 10:45-11 a.m., five days weekly.

A second effort, a course in "Political Parties and Elections," was scheduled for June-July. In August, student viewers will see "The World of Living Things."

Enrollment fees ranged from $1 to $15. The $15 enrollees took a final examination at the university and those who passed earned two college credits.

Galusha Promoted

MERL L. GALUSHA, former supervisor of farm broadcasting for WGY and WRGB (TV) Schenectady, has been appointed supervisory producer of production for WRGB, R. W. Welpott, manager of stations' operations for the General Electric Co.'s broadcasting department, announced last Wednesday. Mr. Galusha will head TV programming.

Where the TV Programs Had to Precede the Building Program

WHBF-TV
ROCK ISLAND ILLINOIS

WHBF’s TV tower, with an overall height of 482 ft., was mounted on a specially constructed substructure 61 ft. high. Tower is designed to mount station call letters on all 4 sides, and carries an RCA custom-built, 5-section, Super Turnstile antenna.

Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox...the solution is shown above—a permanent “tax-paying” base around which WHBF will eventually erect its new quarters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Sales . . .

Van Camp Sea Food Co. Inc. Terminal Island, Calif., (Christmas Day), started Hopalong Cassidy, hour-long feature films originally released by Paramount Pictures on KNBH (TV) Hollywood, July 15. The series will continue weekly until fall when the new Hopalong Cassidy TV film series is completed by William Boyd Productions, Newhall, Calif. The series is being handled by Wheeler & Staff Inc., San Francisco.

Negotiations have been concluded between William F. Brody Productions Inc., Hollywood, and Radio Audizioni Italia, the non-commercial Italian TV network, for the telecasting of 26 half-hour films in Wild Bill Hickok TV series. The deal was consummated by William F. Brody and Irving B. Fogel, president of Tempo Record Co., Hollywood, representative for RAI. First stations in this engaged in the series to be located at Milan and Terrino, starting operations in January 1958.

Vip Productions Inc., Hollywood, is completing four two-minute live action TV film commercials for Joseph Schultz Brewing Co., Milwaukee, for showing on CBS-TV stations in Chicago and New Orleans.

Distribution . . .

S. M. F. Productions Inc., headquarted at Eagle-Lion Studios, Hollywood, has acquired the distribution rights to Pan-American Showtime, TV series filmed in Mexico City, for release to Kemp-High Bright Productions. Built around a musical tour of South America, the completed series of 13 half-hour co-stars Gale Robbins and Bob Savage and features Latin-American recording artists. Matty Kemp directed from scripts collaborated on with Seaton Miller, vice-president of S. M. F.

Standard Television, Hollywood, headed by Marcus Loew, has acquired the TV distribution rights to "Diary of a Chambermaid" from James Stacy, co-producer of the feature film. Co-stars are Paulett Goddard, Burgess Meredith and Judith Anderson.

Berman Swarts and Walter Doniger, producing Daftly of San Quentin TV film series at General Service Studios, Hollywood, have concluded negotiations with Jaffe Agency, Beverly Hills, to handle sale and distribution of the half-hour film package.

Morton Television Productions, Chicago, has set up its own sales and distribution organization to handle the firm's TV film and transmitted radio package, This Is The Story.

Production . . .

Jack Douglas Productions, located at 1631 Vista Del Mar, Hollywood, is packaging two quarter-hour live TV football programs for fall release.

Monday Quarterbacks will feature Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device is being perfected whereby viewers may call in questions.

Call The Coach, starting Sept. 13, spotlights Coaches Jess Hill (USC) and Henry (Red) Sanders (UCLA) analyzing whichever of their home games was played during the afternoon.

Tele-Vox Co., Mexico City, headquartered at Churubusco Studios, plans Sept. 29th production on Judge Bean, half-hour TV film series based on the true story of the judge who conducted court in his Red Lily Bar during the 1880's in Pecos, Tex. Chill Wills, the voice of "Francis, the Mule" in Universal-International feature films, will enact the title role. Maurice Duke and Alberto Lopez are co-producers.

Simmel-Meservey TV Productions Inc., Beverly Hills, subsidiary of Simmel-Meservey Co., will film The Professor, an ABC-TV package, at Churubusco Studios, Mexico City. Starring Joseph Schildkraut, the half-hour scripts are being written by Arnold Phillips. Producing as well as directing the first few films is Edward Simmel, the firm's parent company, recently associated with Gloria Swanson Show TV film series as distributors, has sold its remaining interest to Miss Swanson [B.T., April 21].

Stanley Bergerman, Hollywood talent agent, will produce Paris After Dark, half-hour TV film series, in and around Paris starting in mid-September. Casting will be done abroad for the programs which will depict the gamut of European life while geared to the American market. Steve Sekely, motion picture producer-director, most of whose experience has been in Europe, will direct.

Fullerton-Morrison Productions, headquartered at 5746 Sunset Blvd., Hollywood, has completed 13 quarter-hours in Art As You Like It TV film series. The art appreciation programs, filmed in color, feature world famous paintings and stories behind them, narrated by Flavia Drazy. Producer is Talmage (Remi) Morrison with James Fullerton serving as co-adviser-director-production manager. A total of 52 films is planned.

Saint Pictures Inc., temporarily headquartered at Hal Roach Studios, Culver City, has been formed with Leslie Charteris and Gayle Gittman as partners. Production will begin within two months on The Saint, a half-hour TV film series based on Mr. Charteris' literary creations of the same name. He will adapt scripts and direct with Mr. Gittman, associate producer on Hal Roach Productions' Dramatic Hour TV film series, produced in conjunction with Remi. Production included with David Niven to portray the title role.

Cathedral Films, North Hollywood Calif., will dramatize the life of Jesus in a color feature film, "Day of Triumph," beginning production in September. Upon its completion and following theatrical distribution, the film will be offered in its entirety to TV for Christmas, Holy Week and Easter telecasts and then made available in episodes for regular TV programming. Dr. James K. Friedrich will produce from the story and script by Arthur Hornsby.

National Cotton Council, New York, in cooperation with the Assn. of American Soap & Glycerine Producers, same city, is planning production of a TV film on the simple procedure involved in laundering sheets. The production schedule and release date of the film— to be released non-commercially as a public service—will be announced at a later date.

Telepix Corp., Hollywood, has announced TV commercial productions for the following organizations:


(Continued on page 91)
PEARSON SHOW
WSAZ-TV Cuts Off Air

AT LEAST until after the November general elections, Drew Pearson, newspaper columnist and radio-TV commentator, will not be seen by viewers in the WSAZ-TV Huntington, W. Va., area. Decision to withdraw the time availability in that market was made by station officials after Mr. Pearson's telecast July 13.

The step was taken, according to L. H. Rogers, general manager of WSAZ, "in the public interest based upon Pearson's snide attack upon Gen. Eisenhower on religious grounds." In a message sent to Robert Kintner, president of ABC, Mr. Rogers stated, "where editorials are aired without station's prior consent we demand at least a full identification of opinions as such. Pearson consistently ignores this practice."

The decision applies only to television on grounds that in a single station market there is no choice but to watch the program. The Pearson show will be carried on WSAZ because "the audience has the right to switch off other stations."

ABC, contending that no controversy can be settled by arbitrarily cutting a program off the air, said that as a matter of policy it "permits its commentators' freedom of expression which it believes essential to freedom of the air."

The statement continued:

"ABC does not censor its news- casters, analysts, or commentators because it feels that censorship in itself is evidence of bias which it has no desire or legal right to exercise."

"ABC does review program content for good taste, avoidance of obscene, indecent or profane language, avoidance of defamation, and for competent news authority."

Real Coverage

WHEN videowaves are reflected to the TV receiver by a cloud formation, you get freak reception — the kind that enabled WLWT (TV) Cincinnati's Church by the Side of the Road to be heard clearly in Cuba. The listener — Ramon A. Sanchez — reported he heard perfectly "the music and voices."

The 1,700-mile span from Cincinnati to Matanza, Cuba, is some 1,630 miles greater than normal reception distance from a 500-ft. antenna, according to WLWT. Station claims reception from as far distant as Laredo, Tex., despite dwindling of signal over 60 miles from transmitter.

EDUCATIONAL TV
McGrath Supports at Geneva

PROGRESS of educational television in the United States was discussed last week by Earl J. McGrath, U. S. Commissioner of Education and advocate of that medium, in a report to world education leaders in Geneva, Switzerland.

Comr. McGrath reported on "Television as an Aid to Education" during the 15th International Conference on Public Education held under auspices of UNESCO. He told delegates that "educational leaders generally agree that television holds a vast potential for implementing teaching and for bringing a rich variety of new content-materials into the classroom."

Educational TV reservations by the FCC last April also were explained.

Comr. McGrath is chairman of the U. S. delegation to the Geneva conference, which is jointly sponsored by the International Bureau of Education.

Studio Stage Leased

UNDER a five-year lease negotiated by the Russell M. Seeds Co. with Chesapeake Industries, owners of the property, Stage C at Eagle Lion Studios, Hollywood, will be converted into a 300-seat theatre, with lobby and balcony for filming of the NBC-TV Red Skelton Show and the new NBC-TV Eddie Mayehoff Show. Setup is expected to be ready for occupancy by Aug. 1.

INDUSTRIAL FILMS 
TV SPOTS...

Programs

RKO
PATHE, INC.

625 Madison Ave
N.Y. 22, N.Y. (Plaza 9-3600)

RADIO CORPORATION OF AMERICA
ELECTRON TUBES
HARRISON, N.J.

Broadcasting • Telecasting

July 21, 1952 • Page 89
**U.S. Programs**

**Dominate Canadian Top 10**

EIGHT of ten leading evening network programs heard in June on Canadian stations were of U. S. origin, according to the national rating report of Elliott-Haynes Ltd., Toronto.

Leading 10 programs were Charlie McCarthy with rating of 25.1, Hour of Romance and Mystery 22.2, Our Miss Brooks 21.2, Doris Day 20.6, Twenty Questions 18.9, Great Gildersleeve 17.4, Suspense 16.1, Share the Wealth 15.1 (Canadian), Club 15 13.3, and Treasure Trail 13 (Canadian).

Five leading daytime programs were Ma Perkins 15.3, Big Sister 15.1, Pepper Young's Family 14.5, Right to Happiness 14.1, and Road of Life 13.9.

In French-language programs leading five evening network shows in June were Un Homme et Son Peche 36.1, Metropole 28.9, Radio Carabini 27.2, La Raconteur de Chez Nous 19.3 and La Poupee Qui Rafrachit 19.1.

***There's More Sell on...***

**WRAL**

**RICHMOND VIRGINIA**

910 KC — 5 KW

**ABC AFFILIATE**

**NATIONAL REP. — EDWARD PETRY & CO., INC.**

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**'Courier' Sails As 'Voice' Steps Up**

ATTENTION of top State Dept. and Congressional leaders was rivet ed last Thursday on a ship—the U.S. Coast Guard Courier—which left Hoboken, N. J. Destina tion: The Mediterranean. Mission: To carry the U. S. Campaign of Truth program to radio to Iron Curtain countries.

The transmitter-equipped vessel will anchor at a "friendly port" and start relaying Voice of America programs to those countries. If Soviet authorities permit it, it will seek another port of operation. The Courier completed a successful shakedown cruise in South America two months ago (B-T, May 26). Ship is equipped with one 150 kw medium wave and two 35 kw short wave transmitters.

Congress has withheld funds for additional projects until it is as sure that the seagoing radio relay station is worth the money to build it. And State Dept. authorities are certain that this form of shortwave broadcasting is a vital link with the Russian people.

The U. S. will accent the positive—shortwave radio broadcasting in the continuing cold war of propaganda as an instrument of American action last week suspending publication of the Russian-language publication America in the Soviet Union.

Wilson Compton, International Information Administrator, served notice on the Soviet that the U. S. will "do everything we can to make the Voice of America more effective in reaching the Russian people." Radio is the only American link with the Russian citizenry, department officials frankly acknowledged.

Foy D. Kohler, chief of the International Broadcasting Services (VQA), said the U. S. will seek to blast through the Iron Curtain by various means. Among the techniques he cited were better engineering methods, over a dozen new transmitters in strategic locations and general electronic improvements. The U. S. Coast Guard Courier, a floating radio relay station, also will be placed in action.

The role of shortwave radio transmission was re-emphasized in statements by Dr. Compton and Mr. Kohler after the U. S. ordered Russia to suspend its propaganda publications in America. The action was taken in retaliation for Soviet curbing of the magazine America at distribution and sales levels.

Dr. Compton said signal power to the USSR would be stepped up through a "powerful" new transmitter being built in Munich, and a new program production center for relaying broadcasts to Russia.

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**AMORTIZATION**

WWDC Asks Tax Relief

WWDC-AM-FM Washington has applied to the government for rapid tax amortization on power supply equipment to be used in connection with its emergency broadcast activities.

The application was filed by Capital Broadcasting Co., WWDC licensees, with the Defense Production Administration, under which the tax write-off plan for new or expanded facilities failed. It was one of the few instances in which a broadcaster had filed for tax relief normally accorded to electronic manufacturers, and the first to be publicly listed by DPA.

Capital stressed the essentiality of the radio broadcasting industry and proposed to invest $7,000 for the equipment. DPA listed the application as still pending in a compilation of bids through June 20, under a general heading "Radio Broadcasting, Including Falconsmile."

Generator was ordered to cover any failure of power supply from the Potomac Electric Power Co. WWDC is a key station in the Communications Act plan devised by the Air Force and FCC in conjunction with the Federal Civil Defense Administration. It operates 24 hours daily with 5 kw on 1290 kc.

DPA policy is to grant tax certificates of necessity for production directly related to defense, and for items closely connected or essential to defense, or the nation's welfare during an emergency. Among other categories listed for relief are such industry groups as telecommunications, phonograph and related products, radio tubes, telephone and telegraph equipment, and other communication equipment.

Certificates of necessity are commonly bestowed onDr. Kohler, described as tax writers. Actually, under the 1960 Revenue Act, its beneficiaries may take five years (instead of two) to amortize equipment and facilities on the basis of depreciation. DPA practice is to authorize a certain percentage of each project for the five-year period.

---

**Protect Yourself, Your Staff, Your Clients from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY**

Airing from Editorials, Speeches, Newspapers, A, Radio, Financial Comment, Mystery Stories, Books, Announcements, News-on-the-street, Interviews, Transcribed Broadcasts and Newspapers, what could be a more continuous and hazardous threat to your special, tailored-to-the-risk, insurance?

**USE CAUTION — LADY LUCK IS A DESERTER!**

IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

**For details, write to the Pioneer in this line.**

**EMPLOYERS REINSURANCE CORPORATION**

Insurance Exchange Bldg. — Kansas City, Mo.
Film Report

(Continued from page 88)


Sam Sax, former chairman of the board for Warner Bros. Ltd., London, is concluding negotiations whereby he will acquire TV film rights to 80 short stories by Robert Louis Stevenson from the author’s estate and relatives. Plans call for fall production on a half-hour TV series, to be filmed in England.

Film People

Alexander Bisno, stockholder in Snader Telescriptions Corp., Beverly Hills, has been elected president of Snader Telescriptions Sales Inc., that city. He succeeds Reub Kaufman who resigned to head Guild Films Inc., his own distribution firm.

Nat Winecoff, head of the TV department for Arena Stars Inc., Beverly Hills, has been elected president of Snader Telescriptions Sales Inc., that city. He succeeds Reub Kaufman who resigned to head Guild Films Inc., his own distribution firm.

WFEC Policy Shift

HERB SCHORR, general manager, WFEC Miami, Fla., announced last week that the station has switched its policy of all-Negro programming. Since its opening in April, 1949, WFEC has aired a general program schedule, with heavy emphasis on a three-hour afternoon disc jockey show entitled, The Ebony Express. Success of this program influenced the change in policy. Staff additions are now being made and include Negro talent.

Miscellany

Six films starring Hattie McDaniel as “Beulah” will be shown on ABC-TV during last two weeks in July and month of August in place of the regular “Beulah,” which is vacating. Louise Beavers, in the title role of “Beulah,” will return for the regular telecast on Sept. 2. Films and regular “Beulah” series are sponsored by Procter & Gamble for Dref and Oxydol. Agency is Dancer-Fitzgerald-Sample, N. Y.

Transworld Productions Inc., Beverly Hills, formed to package radio programs, is completing plans to enter TV film production. The firm’s president, Lester Linak, talent agent, has signed Lloyd Nolan, former star of NBC-TV Martin Kasc, for the lead in a projected series.

Sheldon Reynolds, producer of Foreign Intrigue, half-hour TV film series, has leased studios and established production units in Paris and Stockholm and will continue filming abroad.

Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., has launched “Talk of the Trade,” a mimeographed bulletin of Facts and Figures on Filmed Television which the company plans to distribute monthly to advertising agencies and their clients.

RUPPERT SALES

Radio-TV Brings ‘Comeback’

ROLE of radio and television in helping to effect the successful “comeback” in sales by the Jacob Ruppert Brewery was described by Herman A. Katz, vice president and director of sales, at a luncheon meeting of the Sales Executive Club of New York last Tuesday.

In tracing Ruppert’s history since the brewery was founded in 1867, Mr. Katz noted that sales volume had declined before 1951. One of the problems facing the company, when it decided to launch television, he said, was media selection.

“Since our advertising budget was not as large as competitors,” he continued, “it was agreed that rather than displace current advertising through all media, our policy would be to dominate as much as we could through media we did use.” Radio was chosen to kick off the company’s TV campaign March 1, 1951.

“Using most of New York’s radio stations, we launched a saturation campaign of spot announce-ments,” Mr. Katz said. “We covered jingles, but hard selling, reasonable why copy. This campaign of spots, plus news programs, pulled us off the ground—just fast.”

On television, Mr. Katz added, Ruppert used Broadway Open House to sell Knickerbocker. He noted that although Dagmar could not be described as “less filling” (on television), she did sell beer.

The Knickerbocker introductory campaign has been highly successful, Mr. Katz declared. He noted that the 1951 sales and advertising programs gave the year a $480,000 profit against a $1,610,000 loss in 1950.

Allan Adams, president, Adams Color Corp., Hollywood, Calif., said the color-credited television with helping to create a larger market for his industry. Mr. Adams said his 1951 sales figures—amounting to some $14,000,000—did not include programming to be sold “in the store.” He attributed this increase in large part to the ever-growing trend of TV-encouraged home entertainment.

‘Voice’ Summary

WEAKLY report summarizing content of Voice of America broadcasts overseas has been inaugurated by the Dept. of State as a means of keeping the U. S. public informed on the international information program. The report, The Voice of America This Week, was developed at the request of the Radio Advisory Board of the U. S. Advisory Commission on Information. It contains excerpts and digests of VOA scrits dealing with major themes each week.

EDGAR BERGEN, CBS Radio star, headlined the annual Aquatennial Show sponsored by WCCO Minneapolis in that city July 12.

N.Y. NEGRO AUDIENCE

Largest Claimed by WLIB

WLIB New York claimed last week that it has the largest Negro audience in the metropolitan New York area. General Manager Harry Novik said this claim is based upon a recent Pulse survey measuring the radio listening of Negro families in the New York area between the hours of 7 a.m. and 12 noon Monday through Friday.

The Pulse report indicated that WLIB led in Negro listeners area between the hours of 7 a.m. and 10 a.m. and had a large proportion of the 11 a.m.-12 noon audience, WLIB pointed out. WLIB broadcast 57 hours of Negro programming each week, which is said to be the most time allotted for such programming in the New York area. One program, featuring Walter White, executive director of the National Assn. for the Advancement of Colored People, is being syndicated nationally by WLIB and also heard regularly on WIP Philadelphia, KFWB Hollywood, WWDC Washington, KWK St. Louis, WJ DETroit, WBMS Boston and WCFL Chicago.

STOREY VAN CAMP, through Galt- ins & Holden, Carlcock, Allcnton & Smith, N. Y., and Goebel beer, through Brooke, Smith, French & Darnam, also of N. Y., mentioned Phil Davis Musical Enterprises Inc., N. Y., for musical trademark to be used in radio-TV campaigns.

Mr. Robert Gibbons Cleveland Brownie Fan Long, Fisher & Stashower Chicago, Ill.

Drew Bob: While our news editor is out in Chi. this wk. for the Democratic convention, our sports writer is busy with th' World Series in 17th Class American Assn. Our city spt. writers are to be heard in big company hits for Aug. places as Minneapolis, Louisvville and other places like that. On course, we're always that there's a big place for sportscasters so much in demand here. And we're always proud of WCHS with 4 Weldt & Old & Magic in the race. One more Va. listeners than any other station in th' state that keeps me busy everyday here. Mr. Carlton's predictions come in handy these summer days.

WCHS

Charleston, W. Va.

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BROADCASTING • Telecasting

Represented Nationally by Edward Petry & Co., Inc.
MUSICAL MEDICINE
MUSICAL cures—all provide a theme for a new show added to the schedule of WPAZ Pottstown, Pa. Dr. Rhythm and Nurse Melody, broadcast each Saturday afternoon stars David Platt and Laura Gearhart. “Dr. Rhythm” prescribes the musical medicine of every case “Nurse Melody” gets over the telephone.

RADIO-MAGAZINE TIE-IN
POSTERS advertising WIP Philadelphia’s airing of the national political conventions are being issued each week by U. S. News and World Report in a joint promotion sponsored by the station and the magazine. Station in turn plugs the magazine’s coverage of the political meetings.

DRUGGISTS USE RADIO
THIRD part of merchandising campaign being used by Philadelphia Assn. of Retail Druggists, began July 18 on the Super Dawes Show on WFIL Philadelphia. In addition to point-of-sale and direct mail promotion, a daily phone call with cash prizes for correct answers has become a regular feature of Mr. Dawes’ program. Person called is selected from entry blanks obtainable at any of the 1,100 PARD stores in the area.

PUBLIC SERVICE SERIES
NINE-week series of Light Opera Previews is being aired this summer by KQV Pittsburgh. Programs, broadcast each Sunday, feature music and stars from the Civil Light Opera productions at Pitt Stadium. Fidelity Trust Co. of Pittsburgh is sponsoring the series as a public service to increase interest in the Civic Light Opera.

RADIO PLUGS PERSONALITY
TWO week “teaser” campaign combining radio spots and newspaper ads was used to introduce William Jackson, new early morning man on WPTP Raleigh, N. C., to radio listeners. The announcer transcribed his own spot announcements which were aired by the station. Ads announced that “BJ is coming.” WPTP claims that the campaign aroused great interest and built a ready-made audience for Mr. Jackson’s show.

MOVIE PROMOTION
MOVIE trailers are being utilized by WTOP-TV Washington to promote “the greatest stars of radio and television” who are featured on the station. Trailers are shown for a two-week period six times daily in two of the downtown theaters. Names of stars which appear on WTOP were listed in the promotion.

JULY 4TH DOCUMENTARY
EFFORT to hold down traffic deaths in Ohio over July 4th weekend was made when WAGA Cleveland presented a special documentary entitled Unwanted First, detailing the reasons the state ranks first in the nation per capita on highway deaths over the Decoration Day holiday. Broadcast was aired on the eve of July 4th. Station takes the Cleveland Press editorial page lauded the program and its attempt to shock Ohioans into a sane Fourth of July.

KEX CONTEST
CONTEST which asked listeners to write “Why we should give blood to the blood bank” was recently conducted on KEX Portland, Ore. on Oregon Farm Hour show and drew response from 18 counties in Oregon and Washington, according to a station report. A Westinghouse alarm clock radio was presented to the winner, Mrs. T. H. Schutte, who resides in Ashland, Ore.

WOR-TV DINNER PROGRAM
PRE-THEATRE dinner program designed as a lead-in to Broadway TV Theatre will be introduced by WOR-TV New York on Aug. TV Dinner Date will be seen daily from 6:30-7:30 p.m. and will feature newscaster John Wingate as host with news and Broadway chat. A 20-piece orchestra and a talent search in which the same contestants will appear nightly for a week with the winner appearing on WOR-TV the following week to promote the program.

ODOGERS ON WLEU
BASEBALL fans in Erie, Pa., have been given a chance to hear games played by the Brooklyn Dodgers on WLEU Erie. Station has been carrying Pittsburgh games for the current season but Dodger broadcasts represent the first time another National League team has been heard in the city. To promote the event, station used large window display cards featuring names, numbers and pictures of players.

‘SURVIVAL’ TELECASTS
NEW program titled Operation Survival, designed to acquaint viewers with ways to survive any surprise air attack is being telecast weekly on WMAR-TV Balti- more. Each Saturday, the show features interviews, lectures and demonstrations with particular stress on atomic warfare. Telecasts are conducted by William J. Muth, former aide to the chief chemical officer, U. S. Army.

HEALTH SERIES
SERIES of weekly health features on TV has been arranged by the new WTV-TV Milwaukee station with the city’s health department. Quarter hour presentation will be seen each Friday with Dr. E. R. Krumbiegel, Commissioner of Health, and members of his staff appearing on all programs. Visual material will be used for each topic covered during the series.

CHILDREN’S PROGRAM
RADIO Commission of the Southern Baptist Convention began a series of fifteen-minute telecasts July 18 on Atlanta’s WJZ. Weekly programs are primarily for children and feature Bible stories, chalktalks and flannelgraphs. Youth leaders from the Atlanta area will participate in the live telecasts and a group of children will be in the studio to take part in each program.

COOL PROMOTION
RESIDENTS of Kalamazoo, Mich., will “literally take the shirts off their backs for WZKO in Kalamazoo” according to station reports. Inspired by a heat wave, salesman at the station dreamed up “Sport Shirt Day” to keep shoppers out of store with air conditioning. The idea was not limited to their own group. Merchants in the city soon picked up the idea and backed it with a spot campaign which terminated July 3 when a reported 92% of the population wore sport shirts for the day.

‘SUNBURST’ REPORT
MID-JULY report on “Operation Sunburst,” WLWT (TV) Cincinnati’s summer audience and sales promotion, show 102 new accounts and 116 sales, John T. Murphy, station vice president, relates. Distribution of entry blanks for “If I were President” contest which highlights the promotion, continues with 500,000 forms on drug, grocery and oil station counters throughout Cincinnati. Merchandising idea and campaign are primarily for consumers and 157 counties.

WBAL DRAWS CROWD
LARGEST number of people ever to attend Gwynn Oak Amusement Park in Baltimore turned out for WBAL Day held there last week, according to the station. 30,000 visitors were treated to radio broadcasts presented from the park, collected prizes, met radio and television stars and had an opportunity to see themselves on TV. Climax to the day came when park officials renewed their original 13-week contract with WBAL-TV which carries every commercials through September.
Wheeler Broadcasting 

immediately following the broad-
southeastern mental discussed by

WWNC Asheville staffers re-
mained on the job through-
out a 20-hour search for a
22-month-old son of a local,
physician. The boy had strayed
from his home into nearby mountainous ter-
rain. WWNC reported progress of the
search through on-the-scene taped
recordings. When the boy fi-
nally was found, dirty and
scratched from the underbrush, but
otherwise unharmed, WWNC
was the first to announce its

WNC is the largest metropolitan
area radio station in Greenville.

In RETAIL SALES
GREENVILLE $167,610,000
Columbia 146,483,000
Charleston 135,000,000
Sales Management 1952

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knodel

BROADCASTING • Telecasting

July 21, 1952 • Page 93

Bank, WTBC partner - manager,
commented, “This is an outstanding
gesture on the part of the winner
and it makes one appreciate more
how wonderful it is to live in
America where people are con-
siderate of their fellowmen.”

WLWT (TV) To Rescue
WHEN polio felled 7-year-old
Linda Lee Parsley and marred
her birthday celebration, two
female emcees at WLWT (TV)
Cincinnati came to her rescue. Little
Linda had tickets to the station’s
Morning Matinee and appeared
more concerned at missing the
program than the polio of Ohio.
When word reached emcee Judy
Perrins, she promptly dispatched
the show’s traditional birthday
cake to General Hospital. Miss
Perrins and Ruth Lyons also
joined in a birthday greeting
during the program.

KECA-TV Teletthon
TELETHON to garner donations to
the Cerebral Palsy Fund, held
May 27-28 on KECA-TV Los
Angeles, has resulted in receipt up
...than $285,000. This brings total to
$40,000 over the

KWK delivers too!

Yes...
KWK delivers to its sponsors the
most welcome package of all...the
St. Louis radio audience at KWK’s
LOW—low cost per 1000 radio homes
delivered.

Your Katz man
has the bundle of facts...

Globe-Democrat Tower Bldg.
Saint Louis

WTBC Prize Donation
WTBC Tuscaloosa, Ala., sent $145
to a needy neighbor of the person
who actually won the cash award
through a quiz program. For
Leeds Jewelers, a local firm,
WTBC conducts a telephone quiz
show. When the station phoned a
woman who was able to answer the
riddle correctly, the winner directed
the station to send the award to a
neighbor who has been suffering
from an incurable disease. Bert

* * *

WFBC 5000 WATTS
The News and Broadcast Station, Greenville, S. C.
FCC actions

JULY 10 THROUGH JULY 18

CP-construction permit
1A-directional antenna
ERF-efficient radiated power
STL-studio-transmitter link

synch. amp.-synchronized amplifier
STA-special temporary authorization
CG-conditional grant
SAA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

July 10 Decisions...
COMMISSION EN BANC
Set for Hearing

Azalea Best Co., Mobile, Ala. - Designated for hearing application for new AM station on 1340 kc, 250 w un.

WACT Monroe, La. - Designated for hearing application to increase power to 25,000 w at 1 900 ft for WPMP Pascagoula, Miss., to proceed.

John J. Pomeroy, Pendleton, Mich., William R. Reed, Pontiac, Mich., and WSTW Broadcasting Co., Inc., designated for consolidated hearing applications of Mr. Pomeroy and Mr. Reed, extending new AM stations on 1460 kc, 500 w un., to proceed.

WFTW Ft., Walton, Fla. - Upon petition of WDJH, Bradenton, Fla., designated for hearing application of WFTW Inc. for new AM station on 1460 kc, 250 w un., by DHI party to proceed.

AM-820 kc
WNYD Orangeburg, S. C. - Granted CP to change frequency from 1270 kc.

WGAR SALES CLINIC
Held for Christal Firm

SALES CLINIC following WGAR Cleveland's selection of Henry I. Christal Co. as national sales representative took place last Tuesday in Cleveland.

Attending were John F. Patt, Goodwill Station president; Hank Christal; Carl E. George, WGAR general manager; Jim Thompson, head of Christal's Cincinnati office; Gordon Gray, Goodwill Stations New York office, and Irv Gross, Christal, New York. The Christal group also visited WJR Detroit's New York office.

ABC Phone Change

ABC's telephone in New York City, effective Sunday, July 9 is 775-7800. Power to all new networks is to be Susannah 7500 for both the network's radio and television offices. On that date the network will put into operation a new telephone switchboard at the ABC TV center, 33 West 66th St., Manhattan.

The old number - Circle 75700, used to reach ABC offices at 30 Rockefeller Plaza, will be discontinued.

Amateur Rules

FORMS for use by amateurs in connection with the new Radio Amateur Civil Emergency Service have been adopted by the FCC. The forms (481-1-2-3) will be used by all licensed amateurs asking right to operate in the service.

changes in ant. system.

WVOP Vidalia, Ga., - CP to change from 1650 kc w. un. to 970 kc w. un. AMENDED re: new programming.

License Renewal

WBYX Chillicothe, Ohio - Requests renewal of license.

TENDERED FOR FILING

Change Transmitter Location
WLBN New York - CP to change trans. location and ground system.

July 15 Applications...
ACCEPTED FOR FILING

WQPI-FM Florida, Fla. - License for CP which authorized changes in trans. location and height of ant. above average terrain.

July 16 Decisions...
BY BROADCAST BUREAU

Change Antenna System

KEYX Los Angeles, Calif. - Granted mod. CP to change ant. system.

FM-91.1 mc (Ch. 246)
WBZA-FM Springfield, Mass. - Granted license covering changes in existing FM: 97.1 mc (Ch. 246) 87.15 mc.

Extension of Completion Date

WTNY (TV) Bloomington, Ind. - Granted mod. CP for extension of completion date to 1-30-53.

FM-53 mc (Ch. 225)

WBZ-FM Boston, Mass. - Granted license covering changes in existing FM: 103.9 mc (Ch. 230) 6.9 mc.

FM-52.5 mc (Ch. 223)

KYW-FM Philadelphia - Granted license covering changes in existing FM: 106.5 mc (Ch. 223) 50.5 mc.

License for Authority

WJLP Huntington, W. Va. - Granted request for authority to have regular sign-off on CP at 6:00 p.m. for period ending in no event later than Aug. 31, 1953.

WSUI Iowa City, Iowa - Granted request for authority to reduce uni. to minimum 3,000 w. on CP only from August 11 through September 27, 1953, to observe vacation period.

Change Transmitter Location

WBBZ Ponce City, Okla. - Granted license covering change in trans. and studio locations.

Change ERP

WKRE-FM Cincinnati, Ohio - Granted CP for changes in existing ERP from 12.6 kw to 15.9 kw.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1123 Vermont Ave., Wash., D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

TOWERS
AM * FM * TV
Complete Installations
TOWER SALES & ERECTING CO.
1610 N. E. Columbia Blvd.
Portland 11, Oregon

TOWERS
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Complete Installations

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
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Engineer on duty all night every night
JACKSON 5302
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Kansas City, Mo.
### Consulting and Television Engineers

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Executive Offices, National Press Building
1339 Wisconsin Ave., N.W.
Washington, D.C. 20005
Member AFCCE

#### JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. D.C.
Telephone District 1205
Member AFCCE

#### A. D. RING & CO.
26 Years’ Experience in Radio Engineering
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Member AFCCE

#### RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N.W. Kellogg Bldg.
Washington, D. C., Republic 3984
Member AFCCE

#### E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 4, D. C.
Member AFCCE

#### WILLIAM L. FOSS, Inc.
Formerly Colton & Foss Inc.
927 15th St., N.W.
Republic 3883
WASHINGTON, D. C.

#### LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N.W.
EX. 8073
Washington 5, D. C.

#### ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

#### GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century of Professional Experience
Radio-Television-Communications
1810 Byre St., N.W., Wash. D. C.
Executive 1230-Executive 1321
(Right-of-Ways, Lockwood 3-1819)
Member AFCCE

#### JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

#### WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Konawa St., N.W.
Washington, D. C.
Phone OFDway 8071
Box 2488 Birmingham, Ala.
Phone 4-2594
Member AFCCE

#### GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
APTO5—3352
Member AFCCE

#### RAYMOND M. WILMOTTE
1469 Church Street, N.W.
Washington, D.C.
Member AFCCE

#### GEORGE C. DAVIS
501-314 Munsay Bldg.—Stirling 0111
Washington, D. C.
Member AFCCE

#### GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington, D. C.
National 2757

#### CRAVEN, LOHNE & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

#### MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

#### KEAR & KENNEDY
1302 18TH ST., N.W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

#### JOHN B. HEFFELFINGER
915 E 83rd St.
Hillside 7010
KANSAS CITY, MISSOURI

#### HARRY R. LUBCUE
Consulting Television Engineer
Television Engineering Since 1929
2443 CRESTON WAY
HOLLYWOOD 28, CALIFORNIA

#### JAMES R. BIRD
Consulting Radio Engineer
Fairfax Hotel, K. Y.
33 Elm Ave.
San Francisco 8, Calif.
Mount Valley, Calif.
*Continued on page 39*

---

600 ft. to 530 ft., change and description of trans. and studio locations.
M.N.—88.5 mc (Ch. 280)
WBGO Newark, N. J.—Grantrod C.P. to change frequency from 88.3 mc (Ch. 216) to 88.3 mc (Ch. 202), ERP from 2.5 kw to 20 kw.
Extension of Completion Date
KALM Alto, Mo.—Grantrod mod. C.P.

---

July 21, 1952 • Page 95
Frankfort, established in No Radio salesman Kilowatt daytime independent serving progressive town. Broadcasting Telecasting.

We have openings for two district sales managers—one east of the Midwest station—and one west. Salary plus extensive experience. Single men with cars preferred because of extensive travel required. We offer excellent Fringe benefits and competitive compensation. Apply immediately.

Help Wanted

Help Wanted (Cont'd)

Texas regional wants announcer under 28 with several years experience small station, ready to move up. Applicants from Texas only. Box 74BP, Broadcasting Telecasting.

Football announcer plus staff duties. Texas. Tell all Box 78IP, Broadcasting Telecasting.

Announcer wanted by Minnesota station. Good salary. Chance to earn money selling. Must be able to type. Box 77IP, Broadcasting Telecasting.

Help Wanted (Cont'd)


Help Wanted (Cont'd)

Transmitter position open No announcement engineer. Box 70BP, Broadcasting Telecasting.

Wanted: First class ticket engineer able to work every five weekly for 48 hours. Virginia. Write immediately to Box 78BP, Broadcasting Telecasting.

Chief engineer wanted for 1 kW directional in northern state. Must be first class engineer with executive ability. Top salary plus good Fringe benefits. Write for details. Box 79BP, Broadcasting Telecasting.

Help Wanted (Cont'd)

Wanted: Engineer, Virginia 1 kW network station, state minimum salary. Box 78BP, Broadcasting Telecasting.

Wanted: First class engineer-announcer wanted at KSCO, Chaska, Oklahoma. Box 80BP, Broadcasting Telecasting.

Engineer with first class license, plus salary requirements to Box 81BP, Broadcasting Telecasting.

Wanted: Technical staff announcer, first class license. No experience necessary. WBUY, Lexington, Ohio.

Engineer-announcer, first class license, for 250 watt daytime station. Salary plus adequate Fringe benefits. Write for appointment to Box 82BP, Broadcasting Telecasting.

Wanted: First class engineer wanted. Box 83BP, Broadcasting Telecasting.

Engineer-announcer for 1000 watt, daytime, independent in central Alabama. Excellent opportunity. First class ticket and salary requirements to Eric Hanna, WAZB, Griswold, Arkansas.

Wanted: Chief Engineer, WPH, Clarksville, New York. 2 experienced engineer-announcers, heavy on announcing. $75 per week. Box 84BP, Broadcasting Telecasting.

Wanted: Chief Engineer, WVIR, Erie, Pennsylvania. 2 experienced engineer-announcers, heavy on announcing. $50 a month to start. Station Wmotow, Anchorage, Alaska.

Production-Programming, Other.

Newman with minimum 3 years experience. Must like to do air work, write and cover beat. Should know how to make an interesting show. Must have good Fringe benefits. $600 minimum for first all first class ticket. Box 85BP, Broadcasting Telecasting.

Sports-News. Emphasis on play-by-play. Should be capable of retaining the station's sports audience and have good on-air ability. Must be strong on news. Ledbelly Ohio. Write for appointment to Box 86BP, Broadcasting Telecasting.

Commercial copywriter wanted for 1000 watt daytime independent in northern Illinois. Salary plus ample Fringe benefits. Must have lots of good, simple selling copy. Must be able to turn out full copy on short notice. Send information and samples of copy to Dave Taylor, WFRF, Freeport, Illinois.
Situations Wanted

Manager

Experienced manager available for interview August. 13 years station experience, sales management, ownership. Married, family, exceptionally dependable. Desires small station with future. Box 779P, BROADCASTING TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling secretary/stenographer and programming. Best of references. Box 779P, BROADCASTING TELECASTING.

Young, happily married, small town advertising director. Desires management position in eastern location. Box 779P, BROADCASTING TELECASTING.

Good record as sales manager, desires position as commercial manager. Prefer eastern market near good law school. Box 779P, BROADCASTING TELECASTING.

Successful manager with many years experience all phases radio, desires management position. All replies strictly confidential. Box 779P, BROADCASTING TELECASTING.

Available: Good broadcast man. Many years successful experience commercial and manager independent and network. Very strong on sales. Just completed almost ideal general management position of station. Desires once successful, very profitable operation and better. Box 779P, BROADCASTING TELECASTING.

Successful manager desires management position in station stock. Not afraid of start. Desires position in Atlantic southern states, but not deep south East. Our operator is just sold my interest in station. Now seeking something where I can have my own operation. Write or wire Mr. Allen, W.C. Culp, Hendersonville, North Carolina.


Sports announcer, 8 years radio, presently business manager class "B" team. Minimum $7000. Box 780P, BROADCASTING TELECASTING.

Situations Wanted

Announcer

Excellent record administrative ability. Desires news personalty. Top references. Consider part ownership. Box 780P, BROADCASTING TELECASTING.


Excellent TV potential for station with full-time employment for immediate radio position. Personable, versatile, good personality, art background, two years radio experience. Box 780P, BROADCASTING TELECASTING.

Topflight announcer, family man, seeking permanent position with AM or TV station in midwest. Box 780P, BROADCASTING TELECASTING.

Announcer, 12 years experience. News, commercial, DJ, sports, interviews. Experienced PD, copywriter, promoter. 5 years college. Family, 2 years old. Four years at present position. Available. Box 780P, BROADCASTING TELECASTING.

First phone, 1/2 years radio, college man, single, 21. Prefer AM or TV. Box 780P, BROADCASTING TELECASTING.

Let's share the profits of big sports teams! Excellent opportunity with sports-minded station. Prefer teams like football, basketball, hockey, boxing and baseball. Solid record. Complete resume, disc available. Marital, veteran, presently employed. Make offer! Box 780P, BROADCASTING TELECASTING.

Situations Wanted

Sport announcer. Play-by-play all sports, plus studio responsibility. Top job only. Box 780P, BROADCASTING TELECASTING.

Four years staff announcer, large markets. Good music, news, sports. Good experience. Good appearance. Box 780P, BROADCASTING TELECASTING.

Announcer. Presently employed in New York News room. 32 years old, draft exempt. Has passed network announcement audition. Complete resume, disc available. Box 780P, BROADCASTING TELECASTING.

Executive type chief engineer available. College graduate with many years experience in various directions. Married, family. Desire permanent position progressive station with facilities. Box 780P, BROADCASTING TELECASTING.

Situations Wanted

Technical

Chief engineer: Experienced all phases, wishes to return to progressive station. Box 781P, BROADCASTING TELECASTING.

First class associate manager. 2 months network experience, desires job. Box 781P, BROADCASTING TELECASTING.

Maritime radio operator desires broadcast situation. Western states preferred. Four years Marine, eight months broadcast, factory, mobile experience. Availability three weeks. Box 781P, BROADCASTING TELECASTING.

Second class, Telecasting. With experience in both TV and radio repair experience. Desires TV-radio position. Box 781P, BROADCASTING TELECASTING.

First phone, married, car, now employed. Desires permanent transmitter position in New England area. One year experience. References. Box 781P, BROADCASTING TELECASTING.

Situations Wanted

Announcer-copypower. 6 years experience. Work highly regarded. Good references. Box 781P, BROADCASTING TELECASTING.

Experienced engineer desires managerial position. Desires position with highly regarded new station. Box 781P, BROADCASTING TELECASTING.

Seasoned news editor-reporter now employed by five coast midwest largest broadcasting system. Desires position. Box 781P, BROADCASTING TELECASTING.

BRT graduate, 30, married, draft exempt. Good commercial, news, sports, board opinion. Richard DeLor, 1308% Ohio Ave., Huntington, Indiana.

Young, fresh graduate of leading radio school. Can handle commercial, news, disc, shows, etc. Good, popular and musical comedy. George Smith, 7811 Northwest McHale, 3623 Michigan Avenue, Cincinnati, Ohio, 45211.

Have you an immediate opening for topnotch, experienced all sports play-by-play man? If so, wire or write Tom Murphy, P.O. Box 960, Cedar Rapids, Iowa.

William B. Ogden

RADIO OPERATIONAL ENGINEERING SCHOOL

The Original

SIX (6) WEEK FCC LICENSE COURSE

CELEBRATING THIRD ANNIVERSARY

- We wish to thank all of the many persons that have shown such faith in us. Our guarantee course has been very successful.
- Our sincere best wishes to the four west coast schools with which we have been associated in the past.
- To those more recent graduates of such schools that have started their own schools, to duplicate our course, we also wish the best for them by may aid in filling needs in the broadcast field.
- Our assurance of keeping faith with all of the other schools that are now sending their students to us.

ANNOUNCING OUR NEW LOCATION

1150 WEST OLIVE AVENUE, BURBANK, CALIF. Charleston 0-3931

OUR NEW FOUR (4) WEEK COURSE FOR MANAGERS AND OWNERS WILL BE EXTENDED TO OTHERS IN NEAR FUTURE.

$200,000 AVAILABLE FOR MINORITY INTEREST IN NEW TELEVISION STATION APPLICATION

REPLY TO BOX 779P, BROADCASTING TELECASTING

Our new four (4) week course for managers and owners will be extended to others in near future.
**BMI SEMINAR**

Denver Sessions Set Aug. 3

MORE than 40 broadcasters from 26 states and Canada already have registered for the BMI summer seminar in Denver the week of Aug. 3, with the U. of Denver and Colorado broadcasters playing host to the 3-day event last week.

In addition to the intensive refresher course in radio and video programming, entertainment is being provided by a committee headed by Russell Porter, director of radio at the university, and Al Meyer, president of the Colorado Broadcasters Assn. Most out-of-state broadcasters are taking their wives and families along for a Colorado vacation.

A partial program of the seminar includes the following speakers and topics:

- **J. Leonard Reinsch, WSB Atlanta:** Programming is Management's Responsibility
- **Murray Arnold, WIP Philadelphia:** Programming Is the Core of Every Program
- **Gini Allen, KNX Los Angeles:** Re-telling Programs to Meet Changing Concepts of Radio
- **Wayne Randers, KCNA Tucson:** Music Is What We Make You Do
- **Earle Glade Jr., KDSD Boise:** Both Programming and Sales Must Sell The Goods
- **J. Ackery, KOUS Billings, Mont.:** Training Small Station Personnel for Teamwork
- **James Russell, KVOR Colorado Springs:** Local News Serves Public Interest and Pays Off
- **Harold Safford, WJLL Chicago:** Rural Saga... You Are Not So Far Apart
- **Earle Ferguson, KOA Denver:** Music Library—Hub of Good Programming
- **Jane Sterling, staff writer, Denver Post:** Radio Personality
- **Helen Cadworth, KFDM Ft. Morgan, Colo.:** Women in Radio and At Home
- **R. Ellis, KGBP Pueblo:** Beasts Through Good Programs and Intelligent Account Selling
- **Ray Pertin, KFEL Denver:** Music Is Our Business
- **John Peterson, KLZ Denver:** News—Its Preparation and Presentation
- **Jack Williams, KQX Phoenix:** Making Public Service Pay

**'Man On The Farm'**

MBS’ Man On The Farm (Sat., 12 noon-12:30 p.m., EDT) plans a number of special events on broadcasts preceding “Man On The Farm Week” (Aug. 17-29) to pay tribute to American farm families.

**Appraisals • Negotiations • Financing**

**BLACKBURN • HAMILTON COMPANY**

**RADIO STATION AND NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn
1200 New Hampshire Blvd.
Sterling 4-3431

**CHICAGO**

Ray V. Hamilton
315 Commonwealth Tower
18 West Adams St.
Evanston 3-3262

**SAN FRANCISCO**

Lester M. Smith
235 Market St., Ste. 100
Exbrook 2-4762

**California Independent**

$25,000.00

A very profitable independent located in one of California’s very attractive markets.

$25,000.00 in net quick assets included. Financing arranged.

**Eastern Network**

$30,000.00

A well established and profitable combined operation. The only station in an attractive small eastern market.

---

**Help Wanted (Cont’d)**

**WANTED**

Pitchman for all night shift. Experience as well as qualifications to sell mail order, that will stand full investigation and will prove his worth. Must have good experience and send picture and record to Berron Howard, Radion Station

WRVA RICHMOND, VIRGINIA

**Television**

**Telecasting**

TV coordinator: Looking for right man to set up and operate your new TV station. Five years background in radio-TV operation, planning, program, equipment. Computer in telecasting & management. Reliable, diligent worker, married, single and/or share both with equal sized. Now with major TV network. Familiar with TV, radio in the United States. References. Box 715P, BROADCASTING TELECASTING.

**For Sale**

**Stations**

Regional independent station located in northeast important city within five major population centers. Libera- lms. Box 705P, BROADCASTING TELECASTING.

Western station, independent 250 w. No FCC. Located in a small good market. Good partner. Box 706P, BROADCASTING TELECASTING.

Western stations, Independents, affili- ates. Located in small cities. Box 707P, BROADCASTING TELECASTING.

**WANTED**

Stations Manager and chief engineer want to buy box 250 or 1000 watt station, pref- erably in the northeast. Must be complete. Box 710P, BROADCASTING TELECASTING.

**Equipment**

Wanted—Used equipment for 1 kw install- ation. State age, condition, and minimum price. Box 711P, BROADCASTING TELECASTING.

Wanted—One 250 to 300 foot self-supporting tower to support RCA UHF TV antenna and 3/4' coax line. Designed for thirty pound wind load. Box 712P, BROADCASTING TELECASTING.

**Miscellaneous**


**Help Wanted**

SUCCESSFUL TIME SALESMAN

Are you a new or established time sale- man in a small market, looking for a change to launch your career? Do you search for a new, associating editor makes it easy? Write a young salesmen (25 &), capable of selling general material. Small market is no problem. Box 713P, BROADCASTING TELECASTING.

**Help Wanted**

For Sale (Cont’d)

Transmitter, new Raytheon 250 watt AM with spare tubes and parts. Can be tuned to any frequency. Packed and ready for shipment. $250. Box 714P, BROADCASTING TELECASTING.

Special discounts on nationally advertised men, including photographic equipment, watches and radios to men in the same line of work. Box 715P, BROADCASTING TELECASTING.

For sale at sacrifice: Hewlett-Packard model 385-B FM monitor and module for meter. Andrews type 1280 FM antenna. 170 to 240 MHz coax cable; FM broadcast transmitter RCA R77-250-A. Box 716P, BROADCASTING TELECASTING.

**WANTED—Experienced man to head TV operations of leading TV station starting about September 1. Will be responsible for production of commercials and program分局, and sales as supervision of film program depart- ment. Excellent salary. Box 717P, BROADCASTING TELECASTING.

**Help Wanted (Cont’d)**

**COMMERCIAL MANAGER**

Do you believe sales result from hard work? Do. Record as radio-TV sales manager NSC telecasting. Fourteen years radio. TV pioneer. Proven ability in local and national sales, heading sales staff. Best recommendations. Permanent. Box 719P, BROADCASTING TELECASTING.

**Miscellaneous**

**Help Wanted**

**EXECUTIVE PLACEMENT SERVICE** for competent managers, commercial programs, program directors, chief engineer, disc jockeys. Reliable, confidential, nationwide service. Send for full information today.

Howard S. Faure
TV & Radio Management Consultants
788 Bond Bldg., Washington 6, D. C.

**Employment Agency**

**STATIONS**

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as—Management, Sales, Production, Announcing, and Straight Engineering.

**COMBINATION ANNOUNCER-ENGINEERS:**

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—ONLY one week's salary. NO OTHER CHARGES.

**Broadcast Management Services Co.**

17 East 48th Street, New York 17, New York

PL 5-1127

E.C. Lobbeld, Licensee
New Grant, Transfers, Changes, Applications

| AM Stations | Licensed | CPs | ING |條件 | 节目 | AM-1300 kHz
|-------------|----------|----|-----|-----|-----|-----
| KVIM New Iberia, La. | Granted to change frequency from 1870 kHz to 1300 kHz. | AM-1428 kHz

WLNA Peekskill, N. Y. | Granted to increase power from 500 watts to 1 kW. |

Scheduled for Hearing


Designated for Hearing

Greenwich CG-1 Corp., Greenwich, Conn. World Wide Bstg. Corp. Satus: Mass. - Designated for hearing at Washington on engineering issues, application. GRANTS to issue license for new AM station no initial decision to be prepared until further order of Commission. Other issues are in conferences proceeding with application of World Wide Bstg. Corp. for CP and renewal of station license.

Petition Denied

KNX Grand Forks, N. D. | By order, denied petition requesting reconsideration and Grant of application to change facilities from 1400 kHz 250 watts. to, unidirectional power. DA, install new trans. and system change trans. and syst. |

Reinstatement of CP

KGRU and KLAS Malvern, Ark. | Granted application for reinstatement of CP for new station to operate at 1380 kHz 1 kW. At time, notice were delivered on behalf of KGRU that notice pending application to change to KGGRU’s frequency is in conflict, therefore disapproved KGRU’s application.

WWOC Manitowoc, Wis. | Granted applic for extension until Sept. 1, 1953. APPLICA for reinstatement of CP for station to operate at 850 kHz 500 watts D. |

Extension Granted

WTSV-FM Clarence, N. Y. | Granted extension of special experimental permit to operate WTSV-FM by remote control from WSVT Clarence. |

July 17 Applications ...

ACCEPtED FOR FILING

Extension of Authority


Increase Power

KWCO Chickasha, Okla.—CP to increase power from 200 watts to 1 kW. D and install new trans. AMENDED to change name to Claremore E-WAL. by Philip D. Jackson d/b a as Washita Valley Broadcasting, Inc. |

Extension of Completion Date

WARM Scranton, Pa.—Mod. CP which associated with frequency change, power increase installation of new trans. and DA-EN for extension of completion date.

Change ERP

WGBM-FM Washington, D. C.—Mod. license to change ERP from 19 kw to 26.9 kw. decrease ant. height above average terrain from 80 ft. to 472 ft.

Change Name

WNAF-FM Boston—Mod. license to change corporate name to Telemedia Inc.

Renewal of License

Following stations request renewal of license:

WCTN (FM) New Castle, Ind.: WINL (FM) Lebanon, Ind.: WUST-FM Henderson, Ky.: WFAA-TV Dallas, Tex.: WGBS-FM New York—Mod. CP for extension of time to complete construction.

License for CP

WCAU-TV Philadelphia—License for CP which authorized aux. ant. system.

July 16 Applications ...

ACCEPtED FOR FILING

License for CP

WLS Lingon, Minn.—License for CP which authorized increase in D power, change from DA-N to DA-EN and install new trans. and increase power.

Modification of CP

WMMW Menominee, Mich.—Mod. CP which authorized increase in D power, change from DA-N to DA-EN and install new trans. and increase power.

AM-1450 kHz

KPUD Puyallup, Wash.—Mod. license to increase power from 100 watts to 500 watts. AMENDED to change call letters to WMPD-FM by request of Jack d/b a as Radio Station KPUD.

Renewal of License

Following stations request renewal of license:

WMBK Middleborough, Ky.: KTXJ Jasper, Tex.

TENDED FOR FILING

WDJ Wilmington, Del.—CP to install TFD, top of east tower of directional array.

APPLICATION RETURNED

KPOK Paxton, Ill.—RETURNED license for CP which authorized mounting of CP on side of AM tower.

the NBC station serving greater YOUNGSTOWN, 0. 30th population area in U.S. 5,000 WATTS

Duplicating on 50,000 Watts FM

Broadcasting • Telecasting

July 21, 1952 • Page 99
**Telestatus (Continued from page 80)**

**PERCENT OF TV HOMES RECEIVED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CBS</td>
<td>54.2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>WB</td>
<td>45.4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>WDNY</td>
<td>35.4</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>KDKA</td>
<td>35.3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>WJZ</td>
<td>35.2</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>WJTV</td>
<td>22.1</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>WJIB</td>
<td>21.4</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>WJW</td>
<td>20.7</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>WOR</td>
<td>19.4</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>WJZ</td>
<td>19.1</td>
<td></td>
</tr>
</tbody>
</table>

**The Nielsen “percent of homes reached” gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those areas able to view the telecast being taken as 100%.

Copyright 1952 by A. C. Nielsen Co.

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**Convention Coverage Has Trendex Rating of 41**

**TELEVISION network coverage** (The first evening session of the Republican national convention—July 7, 9:30-11 p.m., a pooled operation by ABC-TV, CBS-TV, DuMont and NBC-TV) attained a Trendex rating of 41, the rating company reported last week.

Among regular sponsored programs, Trendex listed the top 10 for the week of July 1-7 as follows:

1. Toasted Scouts
2. Godfrey's Friends
3. Fight of the Week
4. The Web
5. Summer Theatre
6. Big Town
7. Dragnet
8. My Little Murgie
9. Draper
10. Godfrey & Friends

---

**FCC Roundup (Continued from page 99)**

**MAY-JUNE FCC BOXSCORE**

**STATUS of broadcast station authorizations at the FCC:**

<table>
<thead>
<tr>
<th>FCC</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>As of May 31st</td>
<td>2,418</td>
<td>647</td>
<td>108</td>
</tr>
<tr>
<td>As of June 30th</td>
<td>2,353</td>
<td>630</td>
<td>108</td>
</tr>
<tr>
<td>Change</td>
<td>-65</td>
<td>-37</td>
<td>0</td>
</tr>
<tr>
<td>Total authorized</td>
<td>4,771</td>
<td>1,277</td>
<td>216</td>
</tr>
<tr>
<td>Total on the air</td>
<td>3,863</td>
<td>1,140</td>
<td>189</td>
</tr>
<tr>
<td>Construction permits</td>
<td>528</td>
<td>237</td>
<td>27</td>
</tr>
<tr>
<td>Applications pending</td>
<td>453</td>
<td>353</td>
<td>21</td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>211</td>
<td>87</td>
<td>7</td>
</tr>
<tr>
<td>Total applications, filed for stations</td>
<td>208</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>94</td>
<td>66</td>
<td>15</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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**How many automobiles are there in Franklin County, Ohio?**

The 1952 Broadcasting Marketbook has the answer.

Publication date: August 18. Subscribers' entries mailed with regular August issue.

---

**FCC ROUNDUP**

**THE JUNTE "Hooperade's of TV Stars," released last week by C. E. Hooper Inc., shows that, for the first time since the "Hooperade" was started in January, a single program placed first in all six cities measured. The program: I Love Lucy, a CBS-TV series now on summer hiatus.

Only other program to place in the "Hooperade's" first 15 in all six cities was the Red Skeleton Show on CBS (15)."Why is Godfrey's Tall Boys Scouts on CBS-TV was in the first 15 in five of the six cities. In all, 35 programs showed up in the first 15 in one or more of the six cities. The city said to serve 46.8% of the nation's TV sets, are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

**loans and real estate. Principals in transferee are President Walter Herberich, 50 year-old son of William Herberich (15.5%), Vice President G. H. Hemingway, 50 year-old son of Frank Hemingway (15.5%), and Mary Herberich (20%), drawing right other who have minor interest.

... (Continued from page 80) **

**WJAS-AM-FM Pittsburgh, Pa., and WQW-AM-FM Greensburg, Pa., Pittsburgh Radio Supply House. Granted transfer of control from B. Kenneth Brennen and Margaret M. Brennen, executors of the estate of B. Kenneth Brennen, to Sara A. Brennen, director of Radio Adv. Co. of Pittsburgh (6.4%) Margare M. Brennen, treasurer of Radio Adv. Co. of Pittsburgh (6.4%) Kenneth Brennen, president of Radio Adv Co. (5.1%) and Mary Tholia Brennen, under terms already filed (1%).


**New Applications...**

**TRANSFER REQUESTS**

**KEBO Bakersfield, Calif. Assignment of license from Radio Station KERO to Kern County Bcstg. Inc., for $10,000 for 50% interest. Principals in assignee include: President Albert E. DeYoung (21%), general manager and 10% owner of KERO; Vice President M. H. Kneale (25%), secretary and treasurer of Stansbury Inc. (oil well drilling con- tactor and operator); Secretary-Treasurer Bryan H. Carmel (25%), secretary and treasurer and 12% owner of Bakersfield Kings & Loan Assn.; John C. Uner (10%), KERO salesman; Kenneth W. Ermste (5%), KERO program director, and S. B. Gill (5%), attorney. Filed June 15.

**WEEK Peoria, III.—Assignment of CP and license to Robert S. Kerr, Greendale, Wis., who acquired controlling interest in station KHER, D. A. McGee, Fred Mueller (new party who acquired controlling interest in WIS, $8,835.22) and C. R. B. A. (new parties who acquired controlling interest in WIS, $4,290.21 3/4, WIS and WJL 10, 1951)

**WJAC (FM) Indianapolis, Ind.—Assignment of license from Fordham College of Music to Butler University, in consideration for WJAC (FM), transaction part of overall merger of Fordham College of Music with Butler U., which occurred on Sept. 1, 1951. Accepted July 1.

**WGBR Cleveland, Ohio—Rellinishment of control by Frances S. Richards, executer of estate of A. Richards, to The WGBR Bcstg., through sale of 100% of stock to Howard U. D. Cravens (15.5%), treasurer of KGBR Bcstg., for $4,290.21 3/4, WIS and WJL 10, 1951). Mrs. Richards' interest will be de- creased from 64.5% to 35.5%. Accepted July 15.

**KBRO Portland, Ore.—Transfer of control from Mercury Bcstg., Co. to W. Gordon Allen and Thomas F. Kelly for $500.00, a purchase of 2/5 shares of stock (75%). Mr. Allen (to have 216 shares now) and Mrs. Richards' interest will be de- creased from 64.5% to 35.5%. Accepted July 15.

**BOB HOPE will receive the first Al Jolson Award and Citation by the Veterans of Foreign Wars at the 35th annual VFW National convention in Los Angeles on Aug. 4.
tion in TV, it was indicated. Mr. Kenney will be station manager of WKNB-TV.

Springfield Television Broadcasting Co., granted for UHF Channel 21 at Springfield, Mass., hopes to be on the air by the end of the year and doubts it can do so any sooner because of delays in getting equipment and tower, according to President Roger L. Putnam, head of the Economic Stabilization Administration.

The firm, in which WSPR Springfield is minority stockholder, has been granted effective radiated power of 115 kw visual and 58 kw aural with antenna height above average terrain of 590 ft.

Mr. Putnam termed the equipment situation "tight" and said delivery estimates range up to a year and a quarter for a 10-kw transmitter. He indicated an interim operation is under consideration.

The ESA chief said his firm has been offered the shared use of the FM tower and transmitter building of WHYN Holyoke, also a UHF grantee, and this is being discussed.

The present studio facilities of WSPR may be used at the outset for TV, Mr. Putnam reported. Similarly, key WSPR executives would also handle the same positions in TV, aided by other WSPR staff members and additional personnel needed for the TV outlet.

Another UHF grantee, The Hampden-Hampshire Corp., licensee of WHYN Holyoke, Mass., hopes to be on the air by the end of this year but notes difficulty in obtaining UHF equipment. WHYN was granted Channel 55 with effective radiated power of 65 kw visual and 35 kw aural with antenna height above average terrain of 900 ft.

Charles DeRose, vice president and general manager of WHYN, hopes WHYN-TV can be on the air in about six months, but this depends upon equipment delivery. The station will start with a 1 kw transmitter at first, delivering 20 kw ERP.

Tower and transmitter building, those of WHYNY-AM at 1,200-ft. Mt. Tom, already are established, he noted.

E. Anthony & Sons, licensee of WHNB Hampshire, was granted for UHF Channel 28 there, does not have an estimated commencement date. Basil Brewer, president, is on vacation following the Republican Convention. He was a delegate from Massachusetts.

**Post-Thaw Operation Preparations**

(Continued from page 70)

The WBNH-TV has been authorized effective radiated power of 200 kw visual and 100 kw aural with antenna height above average terrain of 460 ft.

The TV outlet will employ a transmitter site different from that of WBNB but the same studio facilities are expected to be used. No plans are set on staff and network affiliation at this time, it was reported.

WKBW Broadcasting Corp., licensee of WKBN Youngstown, Ohio, which received a permit for 1-kw UHF Channel 27, finds equipment "the main problem" and doubts it will be on the air this year. WKBW-TV was granted effective radiated power of 200 kw visual, 100 kw aural, with antenna height above average terrain of 510 ft.

W. P. Williamson Jr., general manager, reported some manufacturing of UHF transmitter this fall, a 5-kw unit by spring and a 10-kw transmitter by the fall of 1953.

WKBW has joint facilities already constructed for radio and TV studios and transmitter, Mr. Williamson said, pointing out WKBW-TV will use the FM tower which was designed to include TV when it was constructed.

Since WKBW is a CBS affiliate, the TV outlet is expected to carry the same network.

Highest UHF Channel

Vindicator/Printing Co., licensee of WFMY Youngstown, Ohio, and granted for UHF Channel 73 there, predicts it will take about a year to get its new TV outlet on the air. It is the highest UHF channel granted thus far by FCC.

Frank A. Dieringer, WFMI chief engineer, pointed out a new joint AM-TV studio transmitter plant and 1,000-ft. TV tower must be constructed. Estimated delivery date from RCA for a 10-kw UHF transmitter, he said, ranges from April 1954 to mid-January 1955 the next year, but a 1-kw unit could be obtained about the end of the year.

WFMI-TV expects to sign a network affiliation with NBC, WFMI, which is both an NBC and ABC outlet.

Susquehanna Broadcasting Co., granted for UHF Channel 43 at York, Pa., and licensee of WSBA there, is planning a November commencement date of interim operation, according to Walter Rohensies, WSBA general manager. "We're going to press this thing," he said.

WSBA-TV has been authorized effective radiated power of 170 kw visual and 86 kw aural with antenna height above average terrain of 530 ft.

Since the WSBA FM transmitter building and tower are in operation and were designed to include TV, the advent of WSBA-TV will be aided in that direction. Mr. Rohensies pointed out. "Early" equipment delivery from RCA is expected although a fixed date is not known, he said.

Network affiliation is not finalized, he said, but talks have been held with ABC, of which WSBA is an affiliate.

The Helm Coal Co., licensee of WNOW York, Pa., and granted for UHF Channel 49 there, hopes to be on the air by the first of the year depending on equipment delivery, according to Lowell Williams, WNOW general manager. "It is possible to be on this fall, but not likely," he said.

Mr. Williams stated transmitting equipment has been ordered but no delivery date is known at this time. WNOW-TV will use the existing tower of the AM station and also the present WNOW studios "if practical." Later, a new building will be constructed, he indicated.

Flipt Permit

Trans-American TV Corp., which received a permit for UHF Channel 28 in Flint, Mich., hopes to get on the air this fall but, the exact operating date but expects it to be on the air by Christmas, according to James L. Rubenstone, president-treasurer of the company.

Mr. Rubenstone is winding up his job as special events director at WFIL-AM-TV Philadelphia and intends to be in Flint by mid-August. At that time he will contract for transmitter building construction, choose a studio location and hire a staff.

Texas Broadcasting Corp., licensee of KTBC Austin, Tex., is planning for an early spring commencement date but hopes to be able to start operation by Christmas in order to get in on the big business season, according to J. C. Kellam, general manager. "We will send every effort to do so," he said.

KTBC-TV has been authorized VHF Channel 7 with effective radiated power of 110 kw visual and 55 kw aural. Antenna height above average terrain of 480 ft.

Mr. Kellam said "we want to get going" but "hesitate going on with less than a 100 kw signal." Hence, KTBC-TV plans to start with interim operation of lower power only in the event long delay would ensue in obtaining equipment for full power.

Full power transmitter delivery estimates presently are for the first of the year, Mr. Kellam noted, with tower delivery predictions ranging from 16 to 23 weeks. Transmitter and tower site has been set on an elevated 10-acre plot south of Austin. Temporary TV studios will be used at the present KTBC plant, he said, with some added space available there if necessary.

Network affiliation has not been signed but KTBC-TV is expected to carry CBS. The AM station also is a CBS outlet.

KTBC-TV personnel will be built around the present radio staff, Mr. Kellam said. KTBC executives will have the same positions in TV, including Richard (Cactus) Pryor, program director; Ben Herne, chief engineer, and Paul Bolton, news director.

Charles Henry Coifford, trading as Capital City Television Co., Austin, Tex., said he plans to begin operation on UHF Channel 18 "as soon as possible and deliver equipment. He thought the steel strike may delay obtaining the tower.

Mr. Coifford's new Austin station was granted effective radiated power of 210 kw visual and 105 kw aural with antenna height above average terrain of 312 ft. According to present plans, the tower is to be erected atop the Capital National Bank Bldg. with studio and transmitter facilities provided at the same location.

Nothing has to receive a copy of his construction permit from FCC before engineering plans can proceed, Mr. Coifford could give no estimate on expected delivery dates for the transmitter, tower and antenna equipment. He thought the strike may delay obtaining the tower.

Mr. Coifford reported he has made no plans regarding staff or network affiliation at this date. He said the telephone company indicated it would be a year before network service could be extended to Austin.
BROADCAST BUREAU ATTACKS
PARAMOUNT PETITION

IN biting attack on petition of Paramount
parties for FCC anti-trust issue from
case [B*T, July 14], FCC's Broadcast Bureau
suggested that Commission act administra-
tively to change its anti-trust policy for "any
and all applicants." Opposition to petitions
of ABC, CBS, Paramount Pictures Corp. and
United Paramount Theatres Inc. was filed
late Friday.

Commission must resolve, said Broadcast
Bureau Attorney Joseph M. Kittner, Fred W.
Fink and Max D. Pagon, (1) that anti-trust
activities of any and all applicants are im-
ternal to their qualifications as licensees;
(2) that anti-trust policy report of last year
be set aside; (3) that Congressional intent
that anti-trust violations should be consid-
ered by FCC in judging applicants' qualifica-
tions will be disregarded, and (4) that Mestor Bros.
case no longer reflects Commission policy.

Broadcast Bureau also pointed out that even
if anti-trust issues are deleted, Commission
still must determine conflicts in testimony
among witnesses. It declared that requires
the same careful consideration as proposed filed
within 20 days and that it issue final decision
before Sept. 1—by-passing hearing examiner—
is in error in that Commission will not be
able to make decision so fast.

Bulk of Broadcast Bureau's 35 page docu-
ment is legal justification for consideration
of applicant's past anti-trust history in judging
qualifications.

As to DuMont, Broadcast Bureau suggested
that Commission might grant that company's
request for severance from package case,
which involves merger of ABC and UPT, as
well as renewal of license of Paramount
Pictures Corp.'s KTLA Los Angeles, among
others. DuMont also had objected to grant
of petitions for deletion of anti-trust issue,
etc. (see earlier story, page 48).

NARTB ASKS DELAY
ON REMOTE DELETIONS

DELY of 24 months in deletion of nine
remote pickup frequencies in 2000-5500 kc
band asked in comment filed with FCC by
NARTB. Association asks time to permit
amortization or conversion of equipment. It
also asks retention of three channels above
1600 kc and widening of channels in 26 mc
band for remote service. FCC recently
approved several new bands for remote service.

NARTB proposed rules be amended to permit
broadcasters to apply for special temporary
grants to use other suitable frequencies for
particular pickups.

NBC also filed petition, noting Atlantic
City deletes only two of nine channels and
stating new frequencies in 25 mc area don't
work as well for some purposes. If deletions
must be made, NBC asks that broadcast
be given two years to modify or amortize
equipment or that other frequencies be pro-
vided on share basis when new channels are
"unsuitable or unavailable for transmission."

KRON-TV JOINS NARTB

KRON-TV San Francisco last week joined
NARTB, becoming 89th TV outlet in associa-
tion rolls.
Operation Sunburst

They're shouting!

It's the great $50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

And you'll shout, too...

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WLW-T CINCINNATI  WLW-D DAYTON  WLW-C COLUMBUS

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