JULY 19, 1952

"The All-Night Show"
All-night television—live—for the first time in the U.S.

AUGUST 4, 1952

"TV Dinner Date"
Another WOR-tv FIRST—an hour variety show, repeated for 5 consecutive nights.

Inquire how amortizing sponsors' costs over the week can benefit you.

all pioneered by WOR-tv channel 9
for New York

PETER MEYER
In the rotunda of the Capitol Building in Richmond is Houdon's statue of General George Washington, labelled by historians the most important in the world.

Symbol of courage, faith, devotion to the cause of freedom, this memorial (the only one for which Washington posed) is a fit present-day reminder that man's pursuit of freedom is eternal.

Among the most powerful weapons of the American way of life is freedom of expression—well served by countless radio and television stations. Among these The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV, are privileged to be numbered.
Every Wednesday, 3:30 to 4:00 PM, Dispatch Television Kitchen offers merchandising co-operation—at no extra cost. Demonstrations of kitchen products tie in beautifully with Thursday Erie Dispatch food issues.

As an additional bonus on radio station WIKK, merchandising assistance and co-operation on the Erie Dispatch household program. With 5000 Watts, WIKK has extra coverage and proved lisitenership in the Erie area.

Newspaper advertising in the Erie Dispatch, plus TV and Radio Merchandising assistance—at no extra cost! That's the successful formula for Kitchen Products advertising in Erie, Pennsylvania.

A new combination to promote sales in the Greater Erie Market

The Erie Dispatch offers as a bonus to kitchen products advertisers
(1) a live Kitchen Arts Show on WICU-TV with a large responsive audience which has followed it closely since 1949
(2) participating announcements on radio station WIKK. These two merchandising assistance and co-operative offers will assure kitchen products advertisers of the most complete coverage of Erie, Pennsylvania and vicinity ever offered. Write or call Erie Dispatch, Erie, Pa., (or Lamb Enterprises, Inc.) for complete details on this truly remarkable offering to national advertisers.

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

* RADIO
* TV
* NEWSPAPER
Through this newly inaugurated thirteen-week series of programs, thus titled, Wilmington’s own Organized Surface Battalion, 4-1, USNR, speaks to thousands of fellow citizens. On half hour programs presented every other week, the different type of work, various activities and fundamental purposes of the USNR local training center projects are interestingly explained.

Through "Let's Go Navy" and many other public service programs, WDEL-TV strives to build better understanding among all the people in its coverage area.

WDEL-TV
Wilmington, Delaware
A STEINMAN STATION

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
DESPITE SOUR result of its convention with affiliates last year, NBC has scheduled another convention at Boca Raton, Fla., probably Dec. 2, 3, 4, but with avowed intention of making it purely social, and with no business meetings to be scheduled. Last year’s session, at which NBC presented its proposed new basic economic plan to cover rate revisions, wound up with no action pending “further study.”

DEMOCRATS did no better than Republicans when it came to expression on free radio-TV in party platform. Both had been importuned to adopt freedom planks, although there was no testimony, as in former years. Both ignored proposals, without stating reasons. GOP adopted innocuous overall plank against censorship, while Democrats gave lip service to world-wide freedom in gathering and dissemination of news.

ALTHOUGH most estimates number place of people within range of TV signals at about 04%, American Research Bureau has come up with startling findings that 80% of 180 mil- lion people in U. S. are within range of TV signals. ARB’s estimates are based on fact it has found TV viewers out as far as 150 miles from station. Its figures were based on sur- veying 10,000 householders as to whether they have TV and if so, what channel it is tuned to. In revealing plans, William Folsom, RCA president, announced today (Monday). Figure tops that for period of 1951 by $3.5 million. RCA net earn- ings for half-year were $1,289,930. After to delete anti-trust issue, wind up ABC-UPT merger in hurry (see earlier story on page 68).

Meeting adjourned at lunch time, will be re- sumed Wednesday when Chairman Paul A. Walker returns from speaking engagement in London while. Education Commit- tee of Oklahoma State Legislative Council in Oklahoma City July 29. It was understood no decision was made on whether or not petitions should be ap- proved. Chairman Walker is ex- pected to relate to his home state legislators background of four new noncommercial, edu- cational stations approved by Commission, first such grants to be made (see story below).

SILVANIA CAMPAIGN • Sylvania Elec- tronic Products plans to spend between $78,000 and $150,000 on radio and $100,000 on tele- vision this fall to promote its new line of win- dows for $1953 receivers, first shown at company’s distributors’ convention at Waldorf-Astoria hotel Friday. In revealing plans, William Strobert, Sylvania’s advertising manager for radio and TV division, said radio and TV spot and local programs would be used plus net- work television show, Beat the Clock.

MICHIELSON GETS CASSIDY • Charles Michelson Inc., N. Y., radio-TV transcriptions, appointed eastern sales distributors for Hopa- long Cassidy transcribed radio series. Program was formerly network show exclusively and will now be marketed by Michelson on local city-by-city basis. Company estimates series will be heard on some 300 radio stations for as many advertisers by mid-September.

REYNOLDS BUYS • Reynolds Metals Co., Louisville, has bought 6:30 p.m. CDT slot on NBC-TV Sundays from Oct. 5 for comedy show starring Eddie Mayehoff. Show will be filmed at Hollywood office on Russell M. Swede agency, Chicago headquarters of which supervises work on account.

O’CEDAR ON ABC • O’Cedar Corp., Chi- cago, uses network radio for first time with purchase of three-hourly of ABC’s Breakfast Club for 52 weeks from Sept. 8. Company, for its sponge mop, polish, dust mop and Dri-Glo, has bought first 16-minute seg- ment.

DISSENT CHALLENGE EDUCATIONAL CPs

“Sec. 1.382 of the Commission regulations requires a showing that an applicant is legally, technically and financially qualified as a candidate precedent to a grant without hearing,” Comr. Hyde said. He continued:

I question whether granting applications without the conditions presently required is consistent with the Commission’s own responsibilities. I doubt whether granting applications without a showing of authority; without a firm showing or intention to construct within the foreseeable future; and without at least some showing as to a financial plan, will encourage actual construction.

Comr. Jones similarly questioned financial qualifications of Kansas State College and both Comrs. Hyde and Jones protested three grants to New York State Regents for undetailed reasons.

Kansas State grant of Channel 8 specifies effec- tive radiated power of 52 kw visual and 26 kw aural with antenna height above average terrain, 450 ft. New York State Regents grants are for Channel 17 at Buffalo and Channel 23 at Buffalo and Channel 21 at Rochester. ERP of each will be 255 kw visual. Commission also advised Dade County, Board of Public Instruction, noncom- mercial Channel 2 applicant at Miami, that its bid will be withheld pending determination on application of WTVJ (TV) Miami to install new, higher power facility; and that a Dade County will lease present WTVJ plant.

for more at DEADLINE turn page
MULTIPLE APPLICATIONS ARE CHALLENGED

CAN TV applicant who already owns four TV stations apply for more than one more? That question was put squarely up to FCC Friday when WSTV Steubenville petitioned Commission to force Storer Broadcasting Co. to decide which of three applications it wants to pursue, withdraw other two. Storer owns WJKT-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, KEYL-TV (TV) San Antonio. It has applied—WJKT owns Steubenville (where it owns WVWA-AM-FM), Miami (WGBS-AM-FM) and Minneapolis. If Storer drops Wheeling-Steubenville, WSTV can be granted without hearing, petition said, since it and Storer are only applicants for Channel 5. Under new McFarland Act, FCC has 15 days to answer petition.

REMOTE-CONTROL CAMERA

What manufacturer calls first complete remote control television camera will be demonstrated at Hotel Statler, Washington, D. C., Aug. 4, by M. S. Mann of General Preci- sion Laboratory Inc., Pleasantville, N. Y., showing new camera to engineers of armed services and television industry. Camera, full-sized four-lens image orthicon unit, has all functions of pan, tilt, focus adjustment, lens change and iris control from point thousand feet from camera.

CANCELLATIONS FOR DEMOS

NETWORKS on Friday reported cancellations of commercial program time through Thursday because of Democratic convention coverage as follows: ABC radio—15 programs totaling 4 hours, 20 minutes; ABC-TV—three programs totaling 1 hour, 30 minutes; CBS radio—19 programs totaling 21 hours, 15 minutes; CBS TV—37 programs totaling 14 hours, 15 minutes; Du Mont (TV)—three programs totaling two hours. No breakdowns available from Mutual and NBC.

SAG NEGOTIATIONS

SCREEN ACTORS Guild and New York motion picture producers reached no agreement by end of last week on contract covering actors in theatrical and television films. SAG spokes- man expressed opinion that contract similar to one negotiated on July 2 with Hollywood producers will be signed by end of this week [B&T, July 14].

STEWART-WARNER SALES

STEWART-WARNER Corp., Chicago, has reported sales of $62,201,606 for six months ending June 30, with net profit of $1,600,578 or 44.4 per cent, a profit for six months of last year equaled $1,711 per share, president and board chairman James S. Knowlson said. This year's sales for first half, however, were 21.7 above those of year ago.

AVCO DIVIDEND

AVCO Mfg. Corp. board on Friday declared quarterly dividend of 15 cents per share of common stock, payable Sept. 20 to stockholders of record Aug. 29.

In this Issue—

WHAT would an Adlai Stevenson administration mean to broadcasters? Here are the answers given by authoritative sources in a special BROADCASTING • TELECASTING report. Page 83.

A DEMOCRATIC convention that started slowly but picked up more steam than most others in modern times gave radio and television a sambang production. Page 83.

THE meetings between CBS officials and the CBS Radio affiliates committee are in the tradition of General Grant, who once vowed to fight it out on a line if it took all summer. So far, there has been neither advance nor retreat for either side. Page 25.

DEPT. of Justice files anti-trust suit to force producers and distributors of 16 mm feature films to release their product. It might mean that TV operators could get their hands on more than 2,000 first-grade programs. Page 27.

NBC-TV affiliates begin campaign for readjustment of their network contracts. What they want is a bigger cut of the network's gross. Page 28.

IN decision that could be of great significance, the National Labor Relations Board says it will not gear its talent bargaining policy for individual television stations to that laid down for TV networks last fall. Page 59.

AN early-morning radio show has been giving everything from good will to excursion tickets for the Chicago & North Western Railway for the past 15 years. A special success story. Page 36.

RADIO network gross time sales were 12.9% less in June 1952, than June 1951. Television network gross time sales were up 45.7%. Page 27.

FCC is swamped with comments on the NARTB proposal for relaxation of operator rules. Mostly they're from protesting engineers who say there's no good reason for relaxation. Page 58.

Upcoming

July 28: BAB Sales Clinic, Denver.
July 29: CBS Affiliates Meeting, Ambassador East Hotel, Chicago.
July 30: BAB Sales Clinic, Salt Lake City.
Aug. 1: Iowa Broadcasters Assn., Hotel Savery, Des Moines.
Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver.

(Other Upcomings, Page 38)

that they would be safe if they took vacations before Labor Day.

SENATE Majority Leader Ernest W. McFarland, best informed legislator on Capitol Hill on matters pertaining to communications, is facing stiff Republican opposition in his native Arizona this fall. GOP, if it's understood, plans major pressure because of prestige in defeating Senate's No. 1 Democrat.

IN UNEXPECTED move last George Kern, media director of General Foods and Best Foods for Benton & Bowles, New York, notified agency of his resignation effective Aug. 14. Mr. Kern, who handled timebuying staff of agency for past 12 years, expected to announce future plans shortly. His replacement at agency will probably be named next week.

FULL support of FCC's proposal to use 540 kc for Class II stations in various parts of the country was given Friday by NARTB in comments filed in answer to Commission notice last month [B&T, June 23]. Deadline for comments is July 15. Frequency was made Canadian clear channel in line with assignment of 540 kc to broadcast band at 1947 Atlantic City conferences. It has been used by CBS, in the Saskatchewan, with 5 kw power since 1938. Mexico, in 1948, notified NARBA signatories that it planned to use 150 kw on 540 kc, and XEWA San Luis Potosi is now operating on that frequency—but, it is believed, with power considerably less than 150 kw.

THERE may be more oppositions filed with FCC to pending TV applications on grounds of financial inadequacy as channel scramble tightens. WMT Cedar Rapids challenges competitive bid of KSTT Davenport on this basis (see story page 55). Also watch for contesting of certain individuals who have stockhold- ings in multiple applications (with apparent hope of achieving quick grant somewhere) but whose financial status evidences question as to ability to meet all outstanding pledges.

MAINTENANCE of price controls on radio and TV receivers being sought by some OFS officials of AT&T. A&L). The market is now under selling pressure which according to NBC- TV research executives, and most manufacturers feel additional prices will rise. Radio-TV prices are all well below ceiling at present time.

EVEN THOUGH efforts to control Democratic sessions proved futile, broadcasters generally had words of praise for superior handling of arrangements at last week's convention. One complaint was that schedule often was so tight that insufficient time was allowed for commercials and commentaries. There were fewer snafus on creden- tials.

GENERAL MILLS STATEMENT

IN ITS 24TH annual report to stockholders and employees, General Mills last Friday announced total sales for year ended May 31 at record high of $468,864,000 and earnings of $9,849,000 compared with $11,530,508 previous fiscal year. Earnings per share of common stock were $3.34. Total direct taxes were $7.05 per share. Company spends approximately $45 million for advertising and its new president, Charles H. Bell, predicted that same amount with possible slight increase would be spent in coming year.

for more AT DEADLINE see page 90
PUBLIC SERVICE that Serves All The People...

These eight from many WSAV Public Service Programs reflect a simple management concept at WSAV: the most effective radio station is that which is the voice of the needs and interests of all the people it is privileged to serve.

A. W. Taylor, Meteorologist in Charge, U. S. Weather Bureau. The farmers as well as the city dwellers depend on WSAV for the latest official weather information. These 5-minute reports are broadcast direct from the U. S. Weather Bureau six times daily.

The Glennville Tomato Festival, Hampton County Watermelon Festival, Emanuel County Pine Tree Festival, opening of the tobacco markets, blessing of the shrimp fleets, and other similar events are of prime audience interest throughout this section. Whatever the event, WSAV's microphones are always there.

Dr. Leroy G. Cleverdon, Pastor of the First Baptist Church, which has one of the largest congregations in Savannah. This popular Sunday church service has thousands of regular listeners in three states, and has been broadcast over WSAV without interruption for more than twelve years.

Georgia State College for Negroes is one of the oldest Negro colleges in the U. S. For more than twelve years, WSAV has originated broadcasts in connection with the commencement exercises of this institution for the benefit of the thousands of alumni and interested friends throughout the coverage area of WSAV.

County Edition features news on the local level from the towns and counties within the range of WSAV's powerful voice. This important news feature is conducted in cooperation with the leading county newspapers in Georgia and South Carolina, and provides a valuable outlet of expression and publicity for the community life in this area.

Savannah is the hub of many important permanent military installations, including Hunter Air Force Base, Parris Island Marine Base, Camp Stewart, Glync LTA Naval Base and others. WSAV originates frequent broadcasts from these bases, both for the morale and entertainment of service personnel, and for the dissemination of information to the general public.

Miss Frances Rees, Children's Librarian, who conducts the "Children's Story Hour" over WSAV every Saturday morning. Now in its 652nd week, this popular educational feature has been presented by the Voice of Savannah, in cooperation with the Savannah Public Library, from the very inception of WSAV.

Douglas W. Strohbehn, County Agricultural Agent, who conducts "Farmers Digest" broadcast direct from the Agricultural Agents' office. These daily broadcasts feature direct reports by County Agents from the outlying counties in area. Other important farm service features broadcast exclusively over WSAV are "Farm Forum", conducted by Ronnie Stephens, State Agricultural Extension Service at U. of Ga., and by Paul Seabrook, State Extension Service, Clemson College, S. C., and "4-H Spotlight," which features on-the-spot interviews with 4-H Club members throughout the State.

"The station that serves best, sells best."

It's 630 WSAV in Savannah

REPRESENTED BY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

BROADCASTING * Telecasting

July 28, 1952 * Page 7
AKRON'S TOP STATION

WAKR

5000 WATTS ABC

Represented by Weed & Co.

Exclusive play-by-play broadcasts of all Cleveland Indian Games!
THROUGHOUT THE WCCO AREA...
6 A.M. TO MIDNIGHT...7 DAYS A WEEK...

WCCO
—delivers, on the average, a 32% bigger audience
—delivers a bigger audience during 3 out of every 4 quarter-hours
—than the total audience of the next 30 stations in the area combined—at one-sixth the cost!

Source: WCCO Listener Diary, conducted by Benson and Benson, Inc.
throughout WCCO’s 50-100% BMB Day-Night Area, Spring 1952
Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

TWO TOP CBS RADIO STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

John M. Engelmann, media director, and Ralph W. Nelsen, art and production director, elected vice presidents of Abbott Kimball Co., N. Y.

Hugo C. R. Vogel, vice president in charge of British Empire division, Grant Adv. Inc., appointed vice president of agency's international division in New York.

Joseph Thompson, associate producer of Today on NBC-TV, to radio-television department, N. W. Ayer & Son, Hollywood, to handle TV production.

Paul F. Biklen, Fuller & Smith & Ross, N. Y., to Mr. Vogel

George Iedelson, advertising staff, Hecht Co., Washington, D. C., to copy staff, Kal, Ehrlich & Merrick, same city.

Robert C. Barker, head of group serving Sun Oil Co. at Hewitt, Ogilvy, Benson & Mather, N. Y., elected a vice president of agency.

There's some question over at Lewin, Williams & Saylor, New York, whether Robert Brenner, radio and television director, in his province is a boss without subordinates or a subordinate without a boss. But there's no question anywhere that Mr. Brenner is a versatile fellow who runs his one-man operation with a smoothness and distinction that would do credit to a far larger staff with a far greater division of responsibility.

Mr. Brenner is charged with the agency's purchase and placement of all radio and television time; the supervision and production of radio and television spots; the auditioning of all talent, and the overall supervision and production of all radio and television programs for the agency.

Born in St. Stephens, S. C., 35 years ago, this jack of all trade matters received his education at the U. of South Carolina, New York U., and the Whitehead School of Dramatics, American Theatre Wing TV work shop.

His first job in the industry was as program director of WFTC Kin-

ston, N. C. After one year at that post he moved to KTSW Emporia, Kan., as assistant station manager. From there he journeyed to New York to work on the advertising staff of a trade paper where he served until 1942 when he resigned to join the U. S. Army Intelligence division. Emerging from the army, he signed up with the Office of War Information as an official in the realm of foreign language broadcasts emanating from the State Dept. Two years later he moved to the Friedenberg agency, New York, as a radio station representative where he directed and produced Quizzing the News for A B C, functioning there until June 1949 when he joined Lewin, Williams & Saylor in his present capacity.

Among the accounts that agency currently places in radio and TV are: Costa's Ice Cream Co., Borek & Stevenci, Tri-State Plastic Molding Co., Bearden's Frozen Foods and G. N. Coughlan Co.

Mr. Brenner is a bachelor and lives in Brooklyn. His hobbies are skiing and the theatre. He is a member of the Veterans' Hospital Radio Guild.

Broadcasting • Telecasting
EDGAR W. CLARK, Kenyon & Eckhardt, N. Y., to BBDO, Minneapolis, as account executive.

JOHN HARPER to timebuying staff at Leo Burnett, Chicago, after returning from service with Armed Forces.


ROBERT D. BLEGEN, copy chief and radio-TV director, Ray C. Jenkins Adv., Minneapolis, promoted to creative director.


HAROLD H. JAEGGER, marketing director, Can Mfrs. Institute, to Geyer, Newell & Ganger, N. Y., as vice president and general manager.


ROSS SAwyER Adv., Pasadena, and DAVIS & Co., L. A., have merged and will operate as DAVIS & Co., with headquarters at 523 W. 6th St. ROSS SAWYER named merchandising plans director.


REN A. MEADER, assistant advertising and sales promotion manager, General Petroleum Corp., L. A., to Erwin, Wasey & Co., that city, as account executive.


CUNNINGHAM & WALSH Inc., N. Y., relocates at 200 Madison Ave., effective today (Monday).

GEORGE R. GIBSON, merchandising manager, Walt Disney Productions, to Geyer, Newell & Ganger, N. Y., as marketing director.

JOHN DOBRAN, free lance technical and chemical writer, to copy department of Kenyon & Eckhardt, N. Y.

SIDNEY EATON, manager of publication office, Daily Mirror, N. Y., to Miller Adv., same city, as production manager and creative director.

GEORGE A. LINDER, H. B. Humphrey Alley & Richards Inc., to Harold M. Mitchell Inc., N. Y., as production and traffic manager.

**BROADCASTING * Telecasting**

---

This is the start of the 1057-foot tower that soon will shoot WBEN-FM's signals over a vast area of New York State and nearby Pennsylvania. It symbolizes WBEN's faith in FM broadcasting. In the Fall WBEN-FM will begin using this expanded service, with 105kw effective radiated power. It will be a tremendous bonus to buyers of WBEN time. Let Petry tell you about availabilities on WBEN's schedule.
New compact amplifiers—use low-noise, long-life, miniature tubes. Every component is easy to get at for inspection and maintenance. Accessibility; plus! New hinged control panel swings down; amplifier frame swings up.

THE EASY WAY the BC-2B Consolette handles is due in great measure to the careful attention RCA engineers have given to construction details—and to a number of unique operating features (not found in their entirety in any standard consolette). Some of these advantages are pictured on these pages.

For example, see how easy it is to get at the amplifiers and components. Note how every inch of wiring can be reached without disturbing the installation. See how the consolette fits snugly into the control room—unobtrusively. See how the styling matches other RCA audio and video equipments.

Based on more than 25 years of experience in building studio consoles, type BC-2B is in our opinion a high point in consolette design. The instrument includes all essential elements needed by most AM-FM and TV stations. And every feature has been operation-proved—many in RCA deluxe custom-built equipment. Type BC-2B is available at a "package" price!

For details, call your RCA Broadcast Sales Representative.

Type BC-2B is styled to match RCA video equipment—like this familiar video console. And it's styled to match other RCA audio equipment, too—like this master switcher, for instance.
All external connections are made to two terminal blocks. To get at them, just lift the cover.

New, reliable interlocking push-button switches are leaf-type and cam-operated.

Improved, faster-operating speaker relays eliminate key clicks and audio feedback.

Low height, and 30-degree sloping front and top offer maximum studio visibility. You can install the BC-2B tight up against your studio window. There are no rear connections.

new consolette

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Bard of Bluehill

EDITOR:
How well I remember Bluehill cheese! I ate it a generation ago. I am touched to encounter this reminder of my bygone youth at page 90 of the July 14 issue of your interesting publication:

"KOA also reported oral agreements for time or announcements with Bluehill Foods Inc. for supplying certain products in December...."

Can it be that the Networks (note capital "N") are not only using rubber rate cards, making under - the - counter and package deals, but are also making "trade deals"?

The snappy cheese I will remember.

Now serves as money through December.

For advertisers on their toes and using network O-and-O's.

Name Withheld
Washington, D. C.

* * *

Thank-You Note

EDITOR:
I am happy to express to you the appreciation of the American Cancer Society for your splendid cooperation with our 1952 Cancer Crusade.

The advertising space which you contributed this spring was of significant help in our nationwide educational and fund-raising drive, which has been the most successful we have conducted. Present reports indicate we will go over our goal of $16 million. .... William J. Donovan Chairman Board of Directors American Cancer Society Inc. New York * * *

Australian Autocracy

EDITOR:
Maybe it is of some interest to you to know that BROADCASTING - TELECASTING is read with considerable interest way down under here in Melbourne. The writer has followed the development of your service to the industry with great interest now almost since the first issue came off the press. ....

The purpose of this letter is to make a request. Briefly it is this. Can you give me any factual information as to the constitution, set-up and operation of the Federal Communications Commission? Some three years ago we had foisted on our backs here, by a Socialist's government, an old man of the sea called the Australian Broadcasting Control Board, and with him came an amendment to the legislative act controlling broadcasting. This wretched board has developed into a virtual one-man dictatorship control of the industry.

Since the establishment of the board, however, a change in government has occurred and I am, together with some other station managers, seeking to induce the present government to amend the legislation to clip the wings of this autocracy in some way.

I feel that American broadcasters have hammered out, from longer experience, a fairly satisfactory system of control and that information on the functions of the FCC would be of interest to members of the government whom I have approached on this matter.

Bram Saunders
General Manager
Melbourne Broadcasters Pty. Ltd.
Melbourne, Australia

[EDITOR'S NOTE: An armload of information is on its way and with it are good wishes for Mr. Saunders in his quest with autocracy.]

No Jinx

EDITOR:
I recently sent BROADCASTING - TELECASTING a check for my twelfth renewal of your wonderful trade publication.

As I go into my thirteenth year as a reader of BROADCASTING - TELECASTING I don't feel one bit unlucky. On the contrary, I feel that the thirteenth year will bring me as much satisfaction and enjoyment as the previous 12 years.

George Bell
Director, Public Affairs
WHLI Hempstead, L. I., N. Y.

* * *

Pix Mix

EDITOR:
I read with great interest the story on page 29 of your July 21 issue concerning my good friend, Ward L. Quaal.

The picture of the gentleman accompanying this story may cause great confusion in Cincinnati on Aug. 25 when Mr. Quaal assumes his new post as assistant general manager of Crosley Broadcasting Corp.

Perhaps your running a picture of Mr. Quaal will lend proof to his claim that he, rather than the other gentleman, is Mr. Quaal.

R. Russell Eagan
Kirkland, Fleming, Green, Martin & Ellis
Washington, D. C.

[EDITOR'S NOTE: The picture incorrectly labeled as that of Mr. Quaal, who is leaving his job as director of Clear Channel Broadcasting Service to join Crosley, was that of John Wrath, Chicago manager of Headley-Reed, who is featured in a Strictly Business column this week, page 16. Let Mr. Quaal be greeted as an imposter when he reports to Cincinnati, his picture appears below at right. Cincinnati is advised that the picture on the left is of Mr. Wrath, not Mr. Quaal.]

Bungled By-Line

EDITOR:
In the June 23 issue of your magazine, page 80, an item appeared regarding the producing of five half-hour films by Mr. Edward Lewis. One of the films mentioned was "Marriage of Lit-Lit" based on an O. Henry short story. This is in error since the picture will be based on a Jack London story. ....

Joseph Marks
Vice President
Doubleney & Co.
New York

* * *

Hix a Hit

EDITOR:
... The Sid Hix cartoon on page 24 of the July 21 issue shows the "immediacy" of radio better than anything I've ever seen. Showing that to prospects should sell hundreds of newscasts throughout the nation....

Russell E. Ofhaus
General Manager
WMFS Chattanooga

[EDITOR'S NOTE: Cartoon is reprinted below.]

"Say, lady, who won the nomination?"
The General Electric Company Announces

The Appointment of

THE HENRY I. CHRISTAL CO.

New York, Chicago as

National Sales Representative for

Radio Station WGY

Effective August 1, 1952
strictly business

BACKBONE of John Wrath's sales efforts as vice president and Chicago manager of Headley-Reed station representative firm is to "never tell a lie, because then you don't have to remember what you said!"

Mr. Wrath has arrived at numerous conclusions while working with his list of 35 radio and three TV stations. Among these is a "hope" that local stations will switch to "good, solid local programming" when a network show is dropped, resulting in higher revenue, although the initial programming effort will be more costly. He's discovered that some station executives are principally concerned with their TV applications and video plans, letting their AM money-makers slide. He decry's the approach of some operators, who are more concerned with their network features than with the local ones, which form the basis of their overall operation.

It's this firm basis, Mr. Wrath concludes, which makes a station salable to agencies and advertisers. "A good operation is the main point in selling either AM or TV," he says. He also notes that several TV accounts are returning to radio, because of the "overpricing of . . . (Continued on page 75)

At the kickoff dinner (1 to 7): Messrs. Outler, Seitz, Dodge and Moseley.

NETWORK radio, a local affiliate, a retailer and a manufacturer have pooled efforts in Atlanta, Ga., to wage a promotional campaign utilizing the facilities of all four organizations, NBC announced last week. Participating in the promotion that began July 10 and will last through Aug. 2 are Atlanta's Colonial Stores, Philco Corp., NBC and WSB Atlanta.

One phase of the promotion is a drawing to be held on Aug. 2 at which 32 Philco home-air-conditioning units will be given away. A unit is now on display at each

feature of the week

of the 32 Colonial stores in the Atlanta area where customers may register. Messages over the air urge listeners to participate in the drawing, NBC said. Colonial Stores, in its regular newspaper schedule, spotlights many of the WSB-NBC advertised food products. In addition, point-of-sale promotion is heavy, NBC noted, with mass displays, colorful banners and special booths pointing up store's merchandise that is advertised over WSB-NBC.

The promotion was kicked off at

(Continued on page 58)

NETWORK radio, a local affiliate, a retailer and a manufacturer have pooled efforts in Atlanta, Ga., to wage a promotional campaign utilizing the facilities of all four organizations, NBC announced last week. Participating in the promotion that began July 10 and will last through Aug. 2 are Atlanta's Colonial Stores, Philco Corp., NBC and WSB Atlanta.

One phase of the promotion is a drawing to be held on Aug. 2 at which 32 Philco home-air-conditioning units will be given away. A unit is now on display at each

feature of the week

of the 32 Colonial stores in the Atlanta area where customers may register. Messages over the air urge listeners to participate in the drawing, NBC said. Colonial Stores, in its regular newspaper schedule, spotlights many of the WSB-NBC advertised food products. In addition, point-of-sale promotion is heavy, NBC noted, with mass displays, colorful banners and special booths pointing up store's merchandise that is advertised over WSB-NBC.

The promotion was kicked off at

(Continued on page 58)
THE GATES DYNAMOTE
Here is the latest model GATES
DYNAMOTE — as new as next
fall's election!

YOU'RE THERE WITH THE

Gates”Dynamote”

Whether baseball or politics, symphony or jazz —
you can be sure of clean, crisp quality when Dyna-
moting your "out of studio" shows.

The GATES DYNAMOTE, originated about two
decades ago at the advent of the Dynamic micro-
phone, is each year brought up to date as the latest
major league standings. — Your 1952 Dynamote is
the engineers’ choice, the producers’ choice and
the people’s choice — compulsory, of course, because
GATES DYNAMOTES are used wherever there is
broadcasting.

Heavy political and sports coverage will create
unusual demands on remote facilities. Recogniz-
ing this, production on the GATES DYNAMOTE
has been increased. Orders are being handled
same day as received in most cases.

Some Outstanding DYNAMOTE Features

- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant — automatic — changeover to
  batteries if line fails
- High gain — low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with
  batteries installed
- One-piece construction

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas  •  Warner Building, Washington, D.C.  •  International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec
“Sponsors say AP News best medium they’ve ever used”

Ward A. Coleman
General Manager
WENC, Whiteville, N. C.

“Our AP newscasts are a powerful influence in this area,” says Mr. Coleman. “We actually hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M.* AP newscast! And the advertisers who sponsor AP news tell us it’s their best business-getter.”

*J. T. McKenzie, Whiteville appliance dealer who sponsors WENC’s 6 P.M. AP newscast says: “We’ve been unable to keep enough washers in stock since we bought the program three years ago! We’re thoroughly sold on AP news!”

“‘We have a waiting list of sponsors for our AP newscasts’

George X. Smith
Vice President and Manager
KFOR, Lincoln, Nebraska

Hundreds of the country’s finest stations announce with pride

‘THIS STATION IS A MEMBER'
sold!

"AP newscasts are consistent Hooper leaders in our market," declares Manager Smith. "We consider them most important in gaining and holding our listening audience. And AP newscasts stay sold; they are seldom available to a new sponsor. We have a waiting list for AP news — the news that sells* in this metropolitan market!"

*Hardy Furniture Company, sponsor of AP news on KFOR for many years, reports: "Recently we advertised a quantity of electric de-humidifiers at $129.95 — exclusively on our AP newscast. Listener response was immediate. We sold out completely, reordered, sold out again!"

Associated Press... continuously on the job with
- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers... more than 100,000 men and women contributing daily.

IT'S AS SIMPLE AS THIS: When you feature AP news, you attract sponsors... when sponsors feature AP news, they attract customers. That's why so many stations have found that AP news is easy to sell, easy to keep sold!

YOU CAN LEARN exactly what AP news can accomplish for your stations and your sponsors by contacting your AP Field Representative, or by writing:

RADIO DIVISION
THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N.Y.
**new business**

**Spot • • •**

SCHAEFER BREWING Co., N. Y., reportedly buying five to ten station breaks and one-minute spots per week in number of eastern radio markets for six weeks early in Aug. Agency: BBDO, N. Y.

**Network • • •**

REYNOLDS METALS Co., Richmond, Va., to sponsor Fibber McGee & Molly on NBC radio, Tues., 9:30-10 p.m. EDT, effective early Oct. Agency: Buchanan & Co., N. Y.

IRONRITE Inc., Mt. Clemens, Mich. (ironing machines), will again sponsor Hollywood Screen Test on ABC-TV Mon., 7:30-8 p.m. EDT, beginning Aug. 25. Program has been off the network since June on summer hiatus. Agency: Brooks, Smith, French & Dorrance Inc., Detroit.

KELLOGG Co., Battle Creek, to sponsor two quarter-hours of Art Linkletter’s House Party on CBS-TV, Tues. and Fri., 8:30-9:15 p.m., starting with program’s TV inception, Sept. 1. Agency: Leo Burnett Co., Chicago. With Pillsbury Mills, Lever Bros. Co. and Green Giant Co. previously signed, program will start completely sponsored, 2:45-3:15 p.m., Mon. through Fri.

**Agency Appointments • • •**


VIDAIRE TELEVISION Co., N. Y. (TV color equipment, phonograph and TV amplifiers), appoints A. D. Adams Adv., that city.

ESQUIRE Inc., Chicago and N. Y. (Esquire, Coronet and Apparel Arts), names Grey Adv., N. Y. Radio and TV plans are underway for intensive campaigns.

CHOCK FULL ‘O NUTS, N. Y., chain of counter service restaurants, to Emil Mogul Inc., N. Y. Radio is being used.


**Adpeople • • •**

BETTY GRAYSON, director of market research, Hudson Pulp & Paper Corp., N. Y., to Hamilton Metal Products Co., that city, in charge of advertising, public relations, sales promotion and research and assistant to MYRON PIKER, executive vice president.

A. H. BLOUNT, assistant to president in charge of production at Tea Garden Products Co., San Leandro, Calif., named general manager in charge of sales and advertising.


**Fur Opportunity**

AUGUST fur sales, to be intensively promoted this year, offer good opportunities for local time sales, according to Maurice B. Mitchell, vice president and general manager, Associated Program Service, who urges stations to go after this business in the July issue of *The Needle*, APS monthly bulletin.

BOB CLAMPETT’s Time for Beany has been sold to WJBK-TV-Detroit. It was announced last week. The puppet show will be telecast weekday afternoons on a participating basis. John F. Howell, director of sales and merchandising for Paramount Television Productions Inc., announced also that Time for Beany is now being offered over WEWS (TV) Cleveland under sponsorship of the Amster Beverage Co., distributor of Dad’s Old Fashioned Root Beer.
This is Milwaukee... where WTMJ dominates

and here's why:

Wisconsin folks make it a habit to keep tuned to WTMJ. Year in, year out, more people in Milwaukee and Wisconsin listen to WTMJ than any other radio station.

WTMJ's primary coverage blankets the wealthy Wisconsin market... 628,916 of Wisconsin's total of 968,253 radio homes.

30 years of radio service to the people of Milwaukee and Wisconsin has won a steady, loyal listenership for WTMJ, listenership that pays off in sales results. That's why America's leading advertisers continue to renew radio schedules on WTMJ.

Get complete, up-to-the-minute sales facts. Contact your Henry I. Christal representative. He has facts and figures to show you how and why WTMJ dominates in Milwaukee... in Wisconsin.

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

Represented by THE HENRY I. CHRISTAL CO. New York • Chicago
NORTH CAROLINA IS THE SOUTH’S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 Salesman is WPTF

50,000 WATTS  680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

NBC AFFILATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER  GUS YOUNGSTEADT, SALES MANAGER
DEMO GOLDFISH BOWL

By JANE PINKERTON

DESPITE an unexpectedly lackluster start, at least by comparison with the fire-works that lit up the early stages of the GOP meetings a fortnight ago, the Democratic National Convention last week exploded into a dramatic radio and television presentation.

Radio and TV men in the hundreds had anticipated heavier coverage demands at the Democratic convention than they had to meet at the GOP's.

Additional cameras and microphones were spotted around the convention hall and the Hilton Hotel headquarters in Chicago to accommodate the heightened activity that was expected because of the greater number of active Democratic candidates. While only Eisenhower and Taft were serious contenders at the Republican convention, the Democrats last week went into session with no fewer than six: Stevenson, Harriman, Kefauver, Kerr, Barkley and Russell.

No Shooting At First

The ammunition and guns were ready, but there was little to shoot at during the first three days, or during the pre-convention events. GOP pre-convention activity was more intense, with broadcasters in general aroused by early denial of access to committee news, although pencil and pad reporters were admitted. All Democratic committee proceedings—centering on those of the Platform and Credentials groups—were opened to all media, but developments were picked up only sporadically by radio and TV newsmen.

Hottest convention side-session was the Credential meeting late Tuesday night when Franklin D. Roosevelt Jr. and Sen. Blair Moody (Mich.) made a concerted pitch for loyalty affirmations.

Emotional impetus of the Eisenhower-Taft fight at the GOP session gave an intensity to many floor proceedings which would have been routine otherwise. At the early sessions of the Democratic meetings however, there was little overt dissection among the delegates—even between North and South factions—so that cameras concentrated on lengthy speeches, prolonged parliamentary proceedings and the movement of delegations and officials.

Controversy and action, TV's forte, were at a minimum in the first three days of sessions. Then the convention erupted in a Thursday meeting which lasted about 14 hours and produced one of the hottest running floor fights in modern U.S. political history.

Networks, before the fireworks began late in the week, relied more heavily on remotes than at the previous convention. During Republican sessions, networks often carried the floor pickup from the floor even when nothing of import was going on because they had nothing with which to fill in. This time, they sent reporters and commentators to roam more freely in search of news, feature material and, especially, scoops. Staffs began early in the week to vie for news scoops, with almost every programming innovation tagged by the individual network as an exclusive.

Networks also tried to hypo convention pool coverage by inserting their own particular brands of gimmicks in the pool picture. CBS, NBC and ABC all came up with varied screen effects. Control men blocked out picture sections and put in the commentator, superimposed arrows, frames and circles on personages spotted in the crowd on the floor, and ran last-minute flash bulletins in hastily-printed strips along the bottom. One network superimposed a line-drawing of an oafish donkey prancing around the screen, while another blended three cameras pickups into one line feed.

Techniques of TV remained secondary, however, as directors and (Continued on page 82)

STEVENSON'S STAND

HOW DOES the Democratic Presidential nominee, Adlai E. Stevenson, stand on issues closest to the hearts, ideals and pocketbooks of the nation's radio and television broadcasters?

Direct answers were not forthcoming following the draft nomination of the Illinois Governor, but those close to him, who know his approach to matters of public policy, essayed to answer queries of BROADCASTING • TELECASTING, without, however, binding their candidate.

Here were the questions and answers:

Q. How does Gov. Stevenson stand on freedom of the broadcast media?

A. He believes that radio and television have won their spurs as qualified news media, and should be recognized on equal footing with the press.

Q. Does he support the so-called American plan of free competitive enterprise in radio and television?

A. Most assuredly. He recognizes that radio, and latterly television, in the United States have led the world parade. He's for free, open and vigorous competition.

Q. What about censorship, having in mind also the position of the station owner, who under the law cannot censor the speech of a political candidate for public office yet is not saved harmless from libel and slander uttered over his facilities?

A. He is opposed to censorship, no matter what the guise or excuse. As for the political liability issue, that is one for the governor to ponder as a lawyer. It is doubted whether he has yet given any consideration to it.

Q. Does he have any views on the functions and the personnel of the FCC?

A. Probably not. He has had little or no contact with the agency or the laws under which it functions.

Q. Who are his closest contacts in radio?

A. One of his close friends is Clifton Utley, NBC commentator, who incidentally, won wide tribute for his work at both the Republican and Democratic conventions.

As to Gov. Stevenson's microphone manner, close observers commented that he is an accomplished orator, but not of the arm-waving, swashbuckling school. He turns a neat phrase, as evidenced in his convention welcoming speech last Monday. He has a beguiling smile, and a sense of humor. He feels that both radio and television have given him better than a fair shake in reporting events which led up to his reluctant acceptance of the party call.

An Eisenhow-Stevenson campaign—waged largely by radio and television—according to the experts, should be memorable. Two new-school orators, given to understatement rather than exaggeration, are made to order for the listening and viewing audiences.
DUANE JONES SUIT
Action on Motion Deferred

JUDGE Thomas F. Murphy of the U. S. District Court for the Southern District of New York last Thursday postponed action on a motion to dismiss a complaint against Duane Jones, president of the Duane Jones Agency [*T, July 14].

Thomas F. Boyle, counsel for nine of Jones' former employees who are suing the agency head for $3,150,000 in a slander suit, told B*T that Judge Murphy would specify some day this week for argument on the motion. He added that he would seek a postponement until next week because he will be out of town this week.

Mennen Buys

MENNE shaving products will sponsor the postgame quarter-hour of the college football games, Saturday on NBC-TV. The company is planning to use the time for a summary of all the football scores across the country, since under NBC's contract with the National Collegiate Athletic Assn. viewers will be able to see only a single game each week. Further details of the Mennen Co.'s show are still being worked out by the company and its agency, Kenyon & Eckhardt, New York.

TRANSIT RADIO
Forjoe Named as Rep.

APPOINTMENT of Forjoe & Co. as national sales representative for Transit Radio Inc., effective Aug. 1, has been announced by R. C. Crisler, TR president. Forjoe will represent present and newly-acquired stations with Transit Radio acting as liaison and supplemental sales agency, Mr. Crisler said.

Forjoe's Joe Bloom said Transit Radio's strategic value increases with establishment of every new video station. "Competition creates business and Transit Radio does not have to share its audience," Mr. Bloom said.

A meeting of Transit Radio station managers and sales personnel was to be held today (Monday) and tomorrow at New York's Biltmore Hotel for station people to meet their new representatives and for exchange of new ideas, Mr. Crisler announced.

Scheduled to attend are:
Ben Strouse and Herman Paris, WTOP Washington; Rajia Huttelbaum, KXOK St. Louis; Ed Richter, WKKC Cincinnati; Joe Hartenbinder, KCNO Kansas City; Jerry McCarthy, WTOA (FM) Trenton; Jack Pass, General Teleradio; Bill Sweeney, WGRF (FM) Worcester, Mass.; F. G. Reese, WJFR (FM) Pittsburgh; and possibly Bollo Bergeson, KCBC Des Moines; Leoard Higgin, KTNF (FM) Tacoma, Wash., and Leslie L. Altman, WBUZ (FM) Bradbury Heights, Md.

Dixon to KSL Sales

PAUL S. DIXON, comptroller of Radio Service Corp. for the past seven years, has been appointed national sales manager of KSL Salt Lake City, according to C. Richard Evans, vice president and RSC general manager. Before he joined KSL, Mr. Dixon was vice president and manager of Equity Conservation Corp., New York.

Shasta Switch

PROCTOR & GAMBLE Co. has switched its Shasta cream shampoos account from Dancer-Fitzgerald- Sample, New York, to Biow Co., same city. It was understood that the agency switch resulted from possible conflict between Shasta and similar D-F-S accounts produced by other manufacturers. Shasta is presently a TV advertiser and there will be no immediate change in its radio plans. D-F-S continues as agency for P&G's Dref and Oxydol.

WAB To Hear Mitchell

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, N.Y., transcription library, will be guest speaker at the main dinner of annual meeting of Western Assn. of Broadcasters to be held in Jasper, Alberta, Sept. 11-13.

NARTB DISTRICTS
Membership Groups Named

NARTB membership drive committee were appointed in four more districts last week. Members of the committees, who will seek new members for the broadcasters' trade association, are as follows:

District 1—William B. McGrath, WRCH Boston, chairman; C. Grover Delaney, WHTF Hartford; Carlton D. Brown, WTPL Waterville, Me.; Hervey Carter, WMBR Manchester, N. H.; William Keeler, WPGB Providence.

District 2—Harold K. White, WITC Tuscaloosa, Ala. Mr. Bank will appoint two more members.

District 3—Merrill Lindsey, WSPY Decatur, Ill., chairman; Hugh K. Hiele Jr., WEMP Milwaukee.

District 5—Sheldon Anderson, KCOK Tulare, Calif. Mr. Anderson will appoint two more members.

Page 24 • July 28, 1952
RATe TALKS

CBS, Affiliates Group Still Locked

By BRUCE ROBERTSON

GEN. GRANT's famous dictum about fighting it out on this line if it takes all summer might well be adopted as an official slogan by the executives of CBS and the members of the CBS Radio affiliates committee.

Last week the two groups met again in New York to grapple with the pressing problems of network-station relations. The Tuesday session, lasting far into the evening, and an all-day Thursday session came to a close with no progress toward agreement, but both groups will meet again tomorrow at Ambassador East Hotel in Chicago.

Major problem confronting the station and network executives is that of radio rates. Crux of that problem, as everyone knows, is the decline in radio network sales to advertisers who at the same time have continued to patronize, on a spot or for a fee basis, the last-minute stations comprising the networks.

The facts are there for all to see, but their explanation is less obvious. Still further hidden is a formula that will enable the radio networks in return to advertisers that they have lost and attract new ones to the use of their medium, without adversely affecting the non-network revenue of the individual affiliates. The 10% overall rate cut effected by the networks a year ago failed to turn the tide. Suggestions that more radical reductions in network rates might accomplish this end are met with skepticism if not downright suspicion by many affiliates.

White Suggests Compromise

Last week's deliberations of the affiliates committee and the network officials were not made easier by the news that a compromise had advanced on which both sides were ready to agree. This formula, it was reported, called for a rise in daytime rates of 25%, in accordance with demands of the CBS Radio affiliates [B+T, July 7], but for a 25% reduction in evening rates. A trade press report promptly and heately denied—said this compromise suggestion was advanced by Frank White, one-time CBS treasurer who is now an NBC vice president and general manager of the NBC radio and TV networks, to an unidentified member of the CBS affiliates group. This report said Mr. White had proposed that if the formula were accepted by CBS, it also would be put into effect by NBC.

Mr. White indignantly repudiated the story and demanded a retraction. George Storer, chairman of the CBS affiliates group and also owner of an NBC affiliated radio station, did call on him. Mr. White said, but, he stated, "I made no statement to him as to the intentions of NBC with respect to rates and there was no suggestion of any agreement or understanding between us as to changes in the rate structure of any network."

Mr. Storer also emphatically denied his talk with Mr. White had in any manner concerned the negotiatiions of his committee with CBS.

Noting that "NBC's network rates are currently under study and have been for some time," Mr. White stated: "We have reached no conclusion as to what we may ultimately suggest to our affiliated stations and any future revision which we make will be on the basis of further discussion with them and will depend on their and our belief as to what is appropriate.

"We have no agreement or understanding with anyone in the industry," Mr. White declared, "and our future action will be dictated by our own conclusions as to what revision may be necessary and not by action that others may take."

At this point the conferees agreed that things could be worse came in a statement Monday by Edward F. Lethen Jr., director of sales extension for CBS Radio. The CBS Radio Network, Mr. Lethen reported, is "sold out" of daytime radio from 10 a.m. to 4:15 p.m., Monday through Friday, and "buyers tell us almost daily to 'let me know if anything opens up.'"

Nighttime schedules for all also are "filling up fast," Mr. Lethen said. "They are about two months ahead of last year. For instance, between 6:30 and 10 p.m., Sunday, Monday and Tuesday, only one 15-minute period is available for fall.

Solution Is Imperative

However heartening that news may have been to the conferees, it did little to change the basic conflict between the network view that rates must be cut—and severely—to turn the tide in favor of the use of radio network time by national advertisers, and the stand steadfastly held by the affiliates committee that such a cut would lead only to chaos. The main point of agreement last weekend, as the conferees went their individual ways, was that a solution is imperative. It seemed that no more than a few of the network affiliates but for the entire radio broadcasting industry and that they will continue to meet as long as such meetings give any indication that a solution can be found.

CBS representatives at last week's sessions included Frank Stanton, CBS president; Joseph H. Ream, CBS executive vice president; Richard S. Salant, newly elected CBS vice president and general executive [B+T, July 14]; Alvin Murphy, president, CBS Radio Network; Herbert V. Akerberg, CBS station relations vice-president.

Affiliates committee members attending were: Mr. Storer; Victor A. Sholls, WHAS Louisville; John Fatt, Goodwill Stations; John E. Fetter, WKKO Kalamazoo; I. E. Lounberry, WGR Buffalo (also chairman of the Columbia Affiliates Advisory Committee) one day only. Committee members unable to attend were: Kenyon Brown, KFWF Wichita Falls, Tex.; Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; William B. Quanston, WMT Cedar Rapids; Hubert Taft, WKRC Cincinnati.

NBC-TV AFFILIATES

FORTY affiliates of NBC-TV met Friday at the Hotel Statler, Cleveland, to hear the recommendations of the seven-member committee on a new formula for network payments.

At issue is the unhappiness of NBC television affiliates with the current financial arrangements, in effect since 1949.

Factly what the payment formula committee suggested was not divulged. It is no secret, however, that affiliates feel that some readjustment must be made in the light of (1) the increased number of interconnected stations, (2) the large increase in the network rate card and (3) the increased amount of commercial programs on the network.

At present the NBC-TV contract calls for the first 24 hours of the month free, with the station getting 34¾% of the gross income from time charges for the succeeding hours. The network assumes interconnecting line charges and of kinescope costs for non-interconnected affiliates (only KOB-TV Albuquerque is not interconnected).

Affiliates organization, set up formally in Chicago last April during the NARTB convention there [B+T, April 7], believes that the line charges used by NBC-TV three years ago in establishing affiliates' compensation are outmoded. An earlier exploratory meeting was also held in Chicago in 1951 [B+T, Oct. 22, 1951].

This was a point of issue during the Boca Raton, Fla., NBC affiliates convention last year [B+T, Dec. 3, 1951]. The TV affiliates' figures and those supplied by NBC did not jibe.

Radio affiliates furnish NBC with the first 16 hours free, then collect on a unit scale—next 25 hours at 20% of network gross from time sales, then 0%, with all above 66 hours at 37¼%.

Larger Share Formula

According to Walter Damm, (WTMJ-TV Milwaukee), chairman of the NBC-TV Affiliates Assn., it is the intent of the affiliates that some formula will be evolved that will give the affiliates a larger share of the network's gross income from time sales—spread out, possibly, over a number of years. If the representatives of the affiliates accept the compensation committee's recommendations, a new committee will be formed, he said, to meet with NBC President Joseph H. McConnell and Vice President Charles R. Denny Jr.

Other members of the compensation committee are Clair McCollough, Steinman stations; Raymond Welpott, WRGB (TV) Schenectady; Nathan Lord, WAVE-TV Louisville; E. R. Vadeboncoeur, WSTR-TV Syracuse; John Outler, WABC-TV Atlanta; Harold P. See, KRON-TV San Francisco. They met Thursday in Cleveland prior to Friday's meeting.

Mr. McCollough and Arden X. Pangborn, WOAI-TV San Antonio, are vice chairmen of the organization.

Other matters of interest, voted by the association last April, are cow-catcher and hitch-hike commercials, stronger morning and afternoon programs. Also requested was that NBC place its public service programs in network option time rather than in station time—unless the time element is essential. Network option time is 10 a.m. to 1 p.m., 3 to 6 p.m., and 7:30 to 10:30 p.m.

It is understood that some 15 of NBC-TV's 44 primary affiliates do not have standard contracts with the network.
OWNER'SHIP of radio and TV receivers for Montana and Utah was estimated on the April 1950 census as 104,500 in Montana and 106,000 in Utah. Total of housing units reported last week by the Census Bureau was 394,000 in Montana and 396,000 in Utah.

Montana radio owners were 96.5% of the total housing units reported, with urban dwellings accounting for 97.2%, farm, 94.7% and rural nonfarm, 95.6%. Total radio homes increased from 104,500 in 1940 to 106,000 in 1950.

City with the highest percentage of radio homes was Great Falls, with 98.1%. Golden Valley County, with 98.9%, was the county with the biggest number. Interesting sidelight was that that part of Yellowstone National Park in Montana which contained 98 people in 14 dwelling units was 100% equipped with radio.

Since Montana is distant from TV transmitters, the state showed up with only 0.5% for TV receivers. Again Great Falls was highest with 1% saturation, but Wibaux County, in the eastern part of the state, has a 4.5% count of TV sets. Utah's radio count was 97.4% for the state as a whole, with 98.1% in urban areas, 96.9% in farm areas and 96.6% in rural non-farm areas. Complete radio ownership was found to exist in two counties—Big Horn and Daggett, both with 100%. Number of radio homes increased from 126,418 to 181,090 in the 10-year period. TV set ownership for the state was 4.5%, with 98.7% concentrated in the Salt Lake City area, 9.3%. Salt Lake City has two TV stations—KBYL-TV and KSL-TV.

The State

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>Total Population</th>
<th>Total Dwellings</th>
<th>Radio Homes</th>
<th>TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The State</td>
<td>591,024</td>
<td>175,470</td>
<td>172,750</td>
<td>144,990</td>
</tr>
</tbody>
</table>

1950

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>Total Dwellings</th>
<th>Radio Homes</th>
<th>TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The State</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>591,024</td>
<td>175,470</td>
<td>172,750</td>
<td>144,990</td>
</tr>
</tbody>
</table>

Montana and Utah Density Given by Census

<table>
<thead>
<tr>
<th>MONTANA</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UTAH</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>AREA</th>
<th>Total Population</th>
<th>Rural Population</th>
<th>Urban Population</th>
<th>Total TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Statistics in adjacent tables are extracted from the 1960 Census of Population, Series P-2, No. 26 for Montana and No. 44 for Utah, which will be available in about six weeks from the Deputy Commissioner of Documents, Washington 25, D. C., at 30c per copy.


Descriptions and maps of "urbanized areas" are presented in the report.

MORE FILM TO TV

TELEVISION station operators today were told to screen new sources of film programming following government action last week to force motion picture producers to release 16mm feature films for use in TV stations.

Meanwhile, protests of injustice and surprise were heard from film producers as they went into anxious huddles with legal batters.

Cause was a civil anti-trust complaint filed by the Dept. of Justice Tuesday in the Federal District Court of Los Angeles.

The complaint charges 12 motion picture producing and distributing firms with conspiracy to restrain interstate commerce in 16mm feature films (four or more reels) in violation of the Sherman Act.

'Reasonable Clearance Periods'

In the complaint, the government asks the court to enjoin the defendants from entering into any agreements protecting theatre owners from competition from exhibitors of smaller feature films except that reasonable clearance periods between runs may be granted. What would be considered "reasonable clearance periods," the complaint did not specify.

In addition, the complaint also requests the court to enter an order directing each of the 12 defendants to grant unrestricted leases and licenses for the exhibition, including telecasting, of such feature films.

Regular motion picture houses use 35mm film. Nearly all of these smaller movies, when shown on TV, are reduced to 16mm for easier and less expensive handling.

Most 16mm feature films are made by the companies charged in the complaint. Permission to show these films in television is rarely granted until after several years have elapsed.

Named as Defendants


In Hollywood, Herbert J. Yates, president, Republic Pictures, expressed surprise that his firm was named in the complaint.

Mr. Yates pointed out that Repub- lic, for the past 12 months, had been setting up facilities to telecast its movies to video through its wholly-owned subsidiary, Hollywood Television Service Inc. "We do not know of

and have never been a party to any conspiracy to refuse to service pictures to TV," he declared last Wednesday.

"We now have contracts with 75 television stations and we are serving approximately 40 markets out of the existing 68. We are making every effort to sell the other 23. These 40 markets serve approximately 85 percent of the potential TV audience," Mr. Yates continued.

The Republic executive added, "We cannot understand our being included in such a purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the true facts from us in this matter."

Abram F. Myers, general counsel and board chairman, Allied States Assn. of Motion Picture Ex- hibitors, reached at his office in Washington, said that the Attorney General apparently was trying to play the role of Robin Hood and snatch profits of the movie exhibitors and give them to television. The association represents some 4,500 exhibitors in the East, South, Midwest and Southwest.

Mr. Myers charged that the complaint was a "perversion of anti-trust laws" which "destroys com- petition rather than fosters it, and is not in the public interest."

Mr. Yates also issued a countervailing charge against the Dept. of Justice saying that "It is a political move trying to erect a new industry on top of the ashes of an established one. It is like trying to give television a monopoly status," Mr. Myers de- clared.

He added that movie exhibitors cannot exist if the same pictures are offered free at home via video that are being offered in movie houses charging admission.

'Steetcar' Now Available

Theatre Owners of America Inc., a trade association of the larger motion picture theatres, is named as a co-conspirator but is not made a defendant.

For non-theatrical entertainment use, practically all major film firms do put their features onto 16mm film. For example, last week Warn- er Bros. announced that "Streetcar Named Desire" is now available on this width.

There is said to be a backlog of some 5,000 feature films on the 16mm width, although it was con- ceded that the majority would be outdated for TV use. It is believed, however, that as many as 2,000 of these features would be welcome additions to any station's program schedule.

Commenting on the complaint, Attorney General James F. Mc- Granery said, "This suit is filed as part of the continuing program of the anti-trust division to pre- vent businessmen and others from combining to place restrictions upon what members of the general public may see on their television sets."

The government's action was generally welcomed in telecasting circles. Richard Doan, program di- rector, WCBS-TV New York, told Broadcasting * Telecasting that "no major studio has as yet made its films available for TV. Mr. Doan said, 'We'd be delighted if this suit should result in giving us a chance to get some of these pictures.'"

Pressure of motion picture thea- tre operators, who fear TV competi- tion, has been the main reason that major studios have withheld their features from television, Mr. Doan opined.

It was learned from West Coast sources that several producing companies would like to release many

(Continued on page 79)

TIME SALES

BROADCAST network (radio and TV) gross time sales in June totaled $26,257,813, a drop of 8.5% from the May combined gross of $28,687,813 according to figures released last week by Publishers Information Bureau. Compared to June 1951, when the radio and video networks sold $24,000,208 worth of time to advertisers, the June 1952 figure represents a 9.4% increase.

The four radio networks in June had gross time sales of $12,932,841, a decrease of 7.6% from the May gross of $13,996,126. In comparison to June 1951, this June's total is down 12.9%.

Combined TV network billings in June totaled $13,324,972, a decline of 9.4% from the $14,701,827 gross in May, but an increase of 45.7% over the June 1951 combined TV network time sales of $9,147,093.

It should be remembered that the dollar figures for the four radio networks are not strictly comparable in terms of actual revenue. On July 1, 1951, NBC and CBS put through 10% overall rate reduc- tions which are reflected in the gross figures reported by PIB. ABC and MBS accomplished the same- end by increased discounts which did not affect their one-time base rates and so are not reflected in the PIB figures.

Sales figures for June and the first six months, itemized by individ- ual networks and with this year compared to last, follow:

Network Drop in June

Network Radio Totals to Date

<table>
<thead>
<tr>
<th>Network</th>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,001,314</td>
<td>$2,730,268</td>
</tr>
<tr>
<td>CBS</td>
<td>4,990,324</td>
<td>6,601,465</td>
</tr>
<tr>
<td>MBS</td>
<td>1,422,977</td>
<td>1,911,691</td>
</tr>
<tr>
<td>NBC</td>
<td>2,078,014</td>
<td>2,739,193</td>
</tr>
<tr>
<td>Total</td>
<td>$12,932,841</td>
<td>$14,853,115</td>
</tr>
</tbody>
</table>

Network Television Totals to Date

<table>
<thead>
<tr>
<th>Network</th>
<th>Television</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,276,250</td>
<td>$1,487,593</td>
</tr>
<tr>
<td>CBS</td>
<td>2,695,320</td>
<td>4,270,762</td>
</tr>
<tr>
<td>MBS</td>
<td>19,904,546</td>
<td>24,444,240</td>
</tr>
<tr>
<td>NBC</td>
<td>19,475,407</td>
<td>25,796,342</td>
</tr>
<tr>
<td>Total</td>
<td>$56,246,201</td>
<td>$75,871,250</td>
</tr>
</tbody>
</table>

* Revised as of May 24, 1951

July 28, 1952 * Page 27
IN REVIEW...

BY THE TIME this is read the hundreds of workers who made possible the television coverage of the Republican and Democratic conventions will, if network management have any heart, be luxuriating at resorts of their choice, probably beyond range of either a politician's voice or a television signal.

They are entitled to sumptuous vacations.

There cannot be any doubt that at both conventions television so conclusively proved its usefulness that there should now be infinitely less difficulty in obtaining its admission to public events than has been encountered in the past. This achievement, however, would not have come about if television, which after all is only an instrument, had not been operated skillfully and with imagination.

The enormous intricacy of planning and carrying out the coverage of affairs that were not confined to a single location but dispersed in several places would have excited many blunders. It is testimony to the technical competence of the television staffs that, as far as this reviewer saw, of blunders there were amazingly few.

To say, however, that it was technically competent is to detract from the production. Indeed at times there was true photographic art on the television screen.

One series of shots during the demonstration for Vice President Barkley ranks with the best cinemematography that this reviewer has ever seen emerge from the most elaborate Hollywood studio, and it must be emphasized that this was not a rehearsed picture but spontaneous coverage of a living event.

The shots were made in front of the speaker's stand. An endless parade of state placards bobbed by, in close-up on the screen. Among them, the viewer could catch glimpses of the Vice President smiling, occasionally waving to the crowd. Almost any still taken out of this series would be worth framing.

Through it would be hopeless to mention all the commentators and reporters who deserve favorable notice, a special word ought to be said for Walter Cronkite, the pivot man for CBS-TV, who, assigned to provide a commentary of the goings-on, sometimes at challenging length, never fell into banalities—even when there was not very much to be said.

All the big mistakes at the Democratic convention were made by politicians who, apparently forgetting that the television audience was not composed of docile party hacks, rated far beyond the limits of the average man's capacity to mention wakefulness. Possibly the greatest offender in this regard was Speaker of the House Sam Rayburn. Though this reviewer did not exactly time Mr. Rayburn's speech of Wednesday night, he estimates that it ran well into Thursday.

The entire broadcasting industry, and certainly the U.S. public, too, owes the convention coverage a demonstration, complete with plaudits and brass bands.

Radio—Television Highlights Last Week in Chicago

DESPITE earlier misgivings, CBS expects to wind up its convention coverage with a "a bit of profit" or at worst, a "wash deal." This view was expressed by Frank Stanton, CBS executive, in Chicago Sunday (July 20) to counsel with his convention staff and inspect arrangements. He said that Westinghouse has expressed enthusiasm that the demonstrates will be the official sponsor of convention proceedings.

** TELEVISION can add to misery of bald-headed men but one top-level Democrat deficient in the hair department—Rep. Sam Rayburn of Texas—got an assist from CBS-TV make-up experts for his appearances at the convention. House Speaker Rayburn—permanent chairman of the convention—learned that Ampitheatre lights would reflect off bald areas into TV cameras and create distortion. Accordingly, he decided to be guided by suggestion of CBS-TV experts.

** SEN. ESTES KEFAUVER told an ABC-TV makeup man he never appears on video without makeup, but Sen. Richard Russell remarked that he would forego greasepaint inasmuch as no amount of it would improve his facial features or grow hair on his pate.

** THE TELEPROMPTER, which originally was ruled out for the Demos', after the GOP's had encountered two or three difficulties, moved back in, but in an entirely different setting. To avoid distort Zoomar pictures, the automatic pacing device was built into the speaker's stand, invisible to the audience. It's understood that keynote Dever insisted upon its use. At the 11th hour Monday, prior to Gov. Dever's talk, a second Teleprompter was installed in front of the rostrum.

** CAMERAS in Convention Hall showed no red lights, indicating they were in use. This was smart the delegates and the audience, who learned the red light trick during the GOP Convention, and "mugged." It was at suggestion of GOP President Stanton that the red light "blackout" was instituted.

** HILTON Hotel, headquarters for the convention in off-meeting hours, tapped broadcasters heavily with charges for AC lines and video cables. Radio men paid $25 for each alternate current line piped into a room and proper has only DC current on which most broadcast equipment does not operate. They also paid $80 for hooking a TV set or monitor into the hotel's master antenna system.

** JOSEPH KATZ, president of the advertising agency handling the Democratic Committee account, personally supervised at Convention Hall and Conrad Hilton Hotel displays, heading a staff of a dozen. His staff included John McHugh, senior vice president, Bob Swan, vice president and radio and television director, Harry Cullan, art head, and Lloyd Whitebrook, vice president in the New York office.

** CHARLIE DAY, covering the conventions for WGAR Cleveland, and Cleveland's mayor, a delegate, came out of the corners shaking hands last week in a broadcast interview. The mayor neglected to show up for an air show with Mr. Day last November, at which time the newspaper so informed the public and declared a 25-minute silence in his honor.

** TRIPLE-THREAT man in Chicago was Don Hirsh of Pittsburgh, attorney and national vice president of the American Federation of Radio Employees who covered the proceedings for WJAS (CBS) Pittsburgh and the Pittsburgh Press. A political-news specialist, Mr. Hirsh fed a daily 15-minute live show to the station from WBBM (CBS) Chicago, getting page one radio mentions daily in the Press.

** THEY'RE calling CBS-TV's Walter Cronkite, "Paley's Comet," an accolade denoting his new stardom. Mr. Cronkite, former Moscow bureau chief of United Press, headed the network's video news operation as its first major broad- cast assignment after working on the Washington staff for about a year.

** JIM BORMANN, news director of WCCO Minneapolis and president of the National Assn. of Radio News Directors, was one of six radio-TV combination men to work on the conventions, and one of four to be called in by CBS network from its affiliated stations. Others included Rex Davis, KHJ St. Louis; Grant Holcomb, KNXT (TV) Los Angeles; Charles Ashley, WEEI Boston and Charles Shaw, WCAU Philadelphia. Mr. Bormann, getting his TV baptism in the first of both conventions, made his first video appearance an hour after getting off the plane in Chicago. In the next three hours, he made three more—becoming a veteran by day's end.

** WALTER J. BROWN, president and general manager, WORB Spartanburg, S. C., found himself in the unique position of being both correspondent and delegate to the Democratic convention. He participated in the decisions of the delegation, including the walk-out because of the Civil Rights plank, and then phoned or taped the stories to his station. He also covered the GOP convention.

** WHILE many accolades were given radio and television, it took Mike DiSalle, former price administrator and now candidate for the Senate from Ohio, to do in dollars practicalities. Addressing the convention on the explosive Credentials Com-
LOCALS' COVERAGE

THE NATION'S stations will breathe more easily this week, welcome back key news personnel and resume conventional programming, now that the big political nominating conventions are history.

Once again last week, independent and remote-minded outlets threw away their clocks and bent their energies to the public service task of keeping local listeners apprised of convention developments from the actual scene—Chicago's International Amphitheatre.

Coverage of the Democratic National Convention—broadcasting's second "C-Day" during July—proved just as comprehensive and thorough as that accorded the GOP parley [BTC, July 14]. Both radio and television stations pulled out the stops, limited only by their physical and equipment resources. Local commercial commitments again took a sound beating.

A number of radio-TV broadcasters were on hand for both conventions. At last week's Democratic conclave, WTIC Hartford was represented by Paul W. Money, vice president and general manager, and Leonard J. Patricelli, program director. They phoned in late developments, especially on Connecticut delegate activities.

WLW Cincinnati's delegation of newsmen and engineers flowed in a chartered plane to Chicago to be on the scene for the convention. Group was met by other WLW staff members who prepared the Crosley station's 52 news commentaries and interview shows last week. WLW newcomers included Peter Grant, John Baker and Terry Flynn. WLWT (TV) took films of localized interest for use on various news programs, supplementing a schedule of daily telecasts.

WJR Detroit newsmen reported on all regular news programs by direct cut-in from Chicago. They teamed with CBS newsmen to give a rounded picture of proceedings and developments. Station's mobile studio also was pressed into action. WJR staff included George Gushing, Jack White, Joe Hainline and Blanche Parent Wise.

Denver heralded the advent of TV by jamming exhibition rooms of the Shirley Savoy Hotel to see closed circuit telecasts put on by KLZ and KOA who cooperated with 17 leading set distributors to place the receivers. Event also was held during the GOP meet. In addition, K'FEL-TV, the nation's newest TV outlet, carried dedicatory convention activities on Channel 2.

WBAL-AM-TV Baltimore had News-Post reporters take films and fly them to the station for use last week. Daily comments by Lou Arzaaii, newspaper columnist, were phoned from Chicago and recorded for use on radio.

WAAM (TV) Baltimore used "off-the-air" pictures as slides to summarize the convention. John A. Kelly Jr., staff photographer, took still pictures which were developed and printed as 35mm slides.

WWDC-AM-FM Washington claimed complete coverage through MBS of the Democratic convention, bringing a close schedule of baseball games and other features to do it. WWDC-FM, Transit Radio outlet, gave at least three newscasts per hour and ballot counts every four minutes during the nomination proceedings.

WASH-FM Washington took a half-page ad to announce 160,000 FM sets in the metropolitan area.
and to plug full coverage of the convention.

WPX(TV) New York originated its City Hall program directly from Chicago last Tuesday as James Farley presided over a panel of political experts. Telecast emanated from studios of WGN Chicago and was last of a special two-program series sponsored by Vim Stores of New York.

WLAG LaGrange, Ga., claimed coverage by one of the youngest correspondents to report on Young Lynch—who taped-recorded interviews for station's daily use. Young Lynch was one of the local winners of the annual "I Speak for Democracy" contest.

Literally Moved Station

WSRS Cleveland, Ohio, claims it literally moved its station facilities to Chicago last week. Besides its radio and master control booths, WSRS maintained two broadcast origination points within the Anthracite, plus five line outlets in the Conger Hilton Hotel. Top station personnel, headed by President and General Manager Sam Sague, aired newscasts via direct line from Chicago's Mary-land Hotel. Interviews also were included by the station, which operates 24 hours a day.

WCUM Cumberland, Md., a 250-watt station, successfully petitioned—Bill Crisswell, El Steimann and Mal Campbell—to the convention last week. Claiming to be one of the smallest stations to cover both political conclaves, WCUM reported by telephone and tape recording.

WRAC PROTESTS

Rival Station Transfer

WRAC Racine, Wis., filed a formal petition with FCC last Tuesday protesting the proposed transfer of control of WRJN-AM-FM Racine to the Journal-Time Co., publisher of the Racine Journal-Times, "in the light of the monopolistic conduct of the newspaper."

Racine Broadcasting Co., licensee of WRJN, in June (B*T, June 23) applied for transfer of control of the station from the First National Bank & Trust Co. of Racine, as executor under the will of Frank R. Starbuck, deceased, and Harry R. LePold, both to the Journal-Time Co., by transferring 197 of 200 shares for $157,600.

WRAC Inc., WRAC licensee, previously had made informal protest of the proposed transfer and, at a meeting with WRJN management, asked for an FCC hearing, charging monopoly. WRAC alleges that WRJN and the newspaper have been under common management, although separately owned. WRAC further asserts the newspaper has discriminated against WPRA and WPRA programming listings. WRJN and the newspaper have denied the charges (B*T, July 21).

HORSE RACING

Community Says Airing Is in Public Interest

MAINTAINING that the information it broadcasts on horse racing in the public interest, Community Broadcasting Service Inc., licensee of WWBZ Vineland, N. J., last week petitioned FCC for reconsideration and grant of license renewal without a hearing.

The station, which was cited with 15 others last February (B*T, March 3) by the FCC for carrying horse racing news programs, has been put on temporary license by the Commission. Attorneys for WWBZ are F. W. Seward and A. L. Stein, Washington.

WWBZ has continued broadcasting its horse racing results despite being put on temporary license.

The petition stated that WWBZ asked listeners to write whether they felt broadcasts of sports news and racing information were in the public interest and that of 363 replies, only six writers felt they were not. It cited letters from the chiefs of police of Vineland and the township of Landis, N. J., praising WWBZ's community work and abolishing the station from any connection with illegal gambling interests.

Entries Not Broadcast

The station said it does not broadcast entries, probable jockeys, jockey changes, winning jockeys, weights, selections, next post time, time of race, results in code, reading accounts of races or pre-race betting odds. Broadcasts are made only of scratches "available at local newstands at least two hours before our broadcasts," of "off times" at least 15 minutes afterward, track and weather conditions with scratches, and mutuels or prices "at least 15 minutes after race," with race and post positions results at the same time.

Answering other issues in the FCC citation, WWBZ said its source of horse racing information is the United Press teletype service, "the same sports service that is used by newspapers." It said its sponsors have nothing to do with the handling of broadcasts or of their contents.

WWBZ has not dealt or discussed with other stations the methods of handling racing information except to ask for their views and possible clarification of orders issued by the FCC," the petition said.

It itemized rules laid down for station announcers handling sports and horse racing news which minimize the latter and caution against giving away information which could be used by illegal gambling interests.

WWBZ said it devotes only 13 to 15 minutes to racing news between 1:30 p.m. and 4:35 p.m. daily and that more time is given to baseball scores. It cited other programs and public service programs and announcements which it said take up most of its schedule.

WWBZ, the petition stated, "is located in an area where many and diverse sports events take place every week and almost everyone takes an unusual interest in sports.... Only a small amount of time during this program is devoted to news of horse racing."

POLITICAL PEEKABOO

Played by ABC Newsman

ABC scored a unique television scoop on the opening day of the convention. Newsman Martin Agronsky, who moved around the con- vention hall with ball-bearing speed, maneuvered exclusive shots of the Louisiana caucuses behind doors as members discussed the proposed loyalty amendment.

Mr. Agronsky found an obscure crack in the doorkeeper's room at the hall, commandeered six engineers and a studio camera and had his crew push the lens through the over-size crack. The wide-angle lens was opened after it went into the room so that the sweep was enlarged 10 times.

Although there was no audio available, Mr. Agronsky kept up a commentary on possible pro and con positions of the delegates, and also explained how the camera had been smuggled in.

STEEL STRIKE

Ludy Says Radio Ignored

ALLEGED discrimination against radio by the steel companies was the subject of vehement protests at a recent meeting of the Kansas Asso. of Radio Broadcasters in Wichita.

In a July 17 letter to NARTB President Fellows, Ben Ludy, KARE president, filed a formal protest against the "discrimination against the steel industry in be-half of newspapers as a media over radio." This was in reference to the newspaper advertising undertaken by the steel companies to explain the side of the steel controversy which was terminated last week Thursday.

"Contrariwise," said Mr. Ludy, "the radio industry, through the press services as well as by public relations operators for the steel industry, was bombarded with news stories in behalf of the steel industry."

Mr. Ludy also pointed out that the major networks "were most generous in allotting time to both sides in the steel controversy-management as well as labor."

J. Lester Gasser

J. LESTER GASER, 43, controller and assistant treasurer of Stromberg-Carlson Co., Rochester, N. Y., and Treasurer of Stromberg-Carlson Co. Ltd. of Toronto, died suddenly of a heart attack last Tuesday while on a Lake Ont-ario fishing trip. Mr. Gasser was a son of the firm. Stromberg-Carlson's cost department in 1929, and his association with the Cana-dian branch began in 1944. He is survived by his wife, Marion; a son, a daughter, his parents a brother and two sisters.

Harrington on NNEW

B. TRISTON, vocalist, on Aug. 1, will have the 12-1 P.M. EDT period on NNEW New York. He replaces Bob Haymes who was released by that station to join WCBS New York in an unusual deal. The NNEW contract was sold to NNEW. Bill Kaland, NNEW program director, is preparing a format for Mr. Harrington in which all of his talents—singing, piano and accordion playing—will be utilized.
Like goes with blondes...

Successful advertising goes with W-I-T-H just like peroxide goes with blondes! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

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

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
newsmen concentrated on material of interest to the home viewer. Generally speaking, networks cut down on commentary last week, picking up more meaningful shots with TV action showing in movement what the viewer wanted to see instead of hear about.

Film also played a more dominant role last week, with NBC, for example, sending out crews to get TV fill-in material. It quickly processed its own film for insertion into the schedule when floor activity was at a standstill.

Film was shown by several local stations, all of the networks and by allied interests, among which was the Hearst newspaper chain. Sumner Collins, promotion manager of the New York Journal-American, set up a film studio in the headquarters hotel and shot 11 quarter-hours each morning, one for each of 11 TV stations. They were KGTO-TV and KFPIX (TV) San Francisco; KNBC (TV) and KECA-TV Los Angeles; KING-TV Seattle; WDTV (TV) Pittsburgh; WBAL-TV Baltimore; WABD (TV) New York; WJBE-TV Denver; KEYL-TV San Antonio, and WRGB (TV) Schenectady. Newsreels were filmed with strictly local angles, processed by Hearst and air mailed to the stations. (Also see station coverage story, page 29.)

Everyone involved in convention happenings seemed to be more familiar with the broadcast media, and TV especially, than those at the GOP convention. Newsmen had survived a harrowing trial run, technicians knew the demands which would be made of their equipment.

Delegates seemed a bit more restrained in their behavior, probably as a result of seeing their GOP counterparts and also because of numerous broadsides and lectures given them on the subject. As they took their seats, they found a printed piece appraising them of the fact that they would be on TV and should conduct themselves accordingly.

Mayor David L. Lawrence of Pittsburgh, leader in the Pennsylvania delegation, chose TV as the leading topic in a pre-convention caucus Sunday night. Reminding his delegates of the spectacles "some had made of themselves at the convention," perhaps a reference to Pennsylvania Gov. Fine (R), he warned his colleagues, "remember you're on stage, and the eyes of the country are on you."

"Your neighbors are looking at you, and they'll see whether or not you're there," he said, advising them to attend all sessions and to be prompt. He referred to the GOP speech made by Rep. Joe Martin. "What he says at any time is important, yet as he spoke I saw Gov. Dewey walking around the Convention Hall and even leaving it. He applauded vigorously, but he didn't hear a word Martin said—and the whole country saw that."

Politicians showed an increasing amount of TV savvy as the hours lumbered on. Most of the speakers last week, unlike their GOP predecessors, directed their words to the general radio and TV audiences as well as to delegates. Several made specific references to the size of the TV audience and the costliness of the medium.

Vice President Alben Barkley, speaking Wednesday night said that TV and radio will have a more profound effect on the November "verdict" than they did in 1948. He told his audience there were one million TV sets operating four years ago, with about 4 million in the convention viewing audience. There are 17 million sets today, he said, and a potential of between 75 and 90 million viewers.

"We can get our message before the American people" through television, he said, "and the people will respect it."

Permanent Chairman Sam Rayburn, speaking Thursday, admonished delegates who were rambunctiously shooting balloons all over the hall, saying they should be controlled and kept low so the speaker would not be blocked from the camera. Democratic monitors checking TV pickups kept a constant telephone communication with the platform, advising officials when placards were obscuring a face or when movement behind the speaker was excessive.

Professional observers at the convention, as well as home viewers, complained to the committee there was too much "business" on the rostrum behind the speaker on opening day—a loud and long complaint about GOP meetings. Although rules had been issued by the Democratic Committee to keep the platform clear, a depth of focus on the two pool cameras facing the speaker's stand shot some 50 feet behind the speaker, picking up traffic at a stairway leading in. The committee erected a large screen which effectively blocked movement from camera range.

The head-on cameras, new to this convention, enabled the viewer to establish a more personal relationship with the speaker. In addition, the feeling of intimacy was retained.

The teleprompter, which was banned by the National Committee as an official TV aid because it showed up on camera during the last session and obtruded too much with the viewer, was introduced at the request of individuals, among whom were keynoter Dewey and Permanent Chairman Rayburn.

Both men used two teleprompters, one in front and to each side, so the speaker's head could be moved naturally in a semicircle sweeping both sides of the hall.

Human interest and news activity on the convention floor was spotlighted by newsmen with walkie-talkies, walkie-lookies and microphones. The NBC walkie-talkie men flashed a small hand light into the control booth high above the floor to mark more readily the camera pick-up spot. Delegates and alternates, attracted by the magnetism of TV, invariably crowded around the interview group, mugging, waving banners, hands and hats and showing for preferred positions.

These same battle tactics were seen outside the hall whenever cameras were switched on, so that technicians used the strategy of turning on the bright video lights only at the last minute to attract the fewest onlookers.GOP conventioneers learned rapidly that the camera to wave into was the one with red lights, so that the "on" lights were blacked-out this time.

The National Committee, with the aid of broadcast professionals, showed a better sense of TV showmanship and planning. Shooting scripts were provided the networks before each session, with timing split-second, in theory, as all major speeches and proceedings were rehearsed the previous weekend.

Despite good intentions to better the GOP conventioneering methods, the Democrats floundered in attempts to shorten the speeches, leaving the schedule and get started on time.

The on-the-spot full-text coverage provided by radio—and to perfection by television—put newspaper and magazine reporters in the unique position of relying on color and background material rather than straight facts for their copy. The news per se was no longer news to many readers by the time they received their newspaper, so that some journalists were instructed to de-emphasize the strictly factual and to handle the whys and wherefores.

Among these so instructed were the Scripps-Howard staffers, who were told to carefully note TV.

"We face a new problem," Dick Thornburg, managing editor of S-H Newspaper Alliance, said in a memo. "For the first time a great (Continued on page 81)

**Battle Cry by BMI**

NEW DEMOCRATIC fighting, anti-Republican campaign song introduced Wednesday night at the Chicago convention, titled, "Don't Let Them Take It Away," was written by two Broadcast Music Inc. writers—Bob Sour and Bernie Wayne—at the suggestion of J. Leonard Reinsch, Democratic TV consultant at the convention and a BMI board member, who asked them to write a new tune.

**The Democrats' Goldfish Bowl**

(Continued from page 32)

CONFERRING on broadcast problems in Chicago during the conventions are these Crosley Broadcasting Corp. executives (1 to r): John Murphy, vice president in charge of TV; James D. Shouse, board chairman; Gil Kingsbury, administrative assistant to the president, and William Robinson, vice president in charge of programming for WLW Cincinnati.

BROADCASTING • Te lecasting
For Best Results in...

$3000 worth of merchandise SOLD with

$20 worth of WCUE spots!

The advertiser sold $3000 worth of merchandise ... as a direct result of $20 worth of spots on WCUE.* The item was advertised exclusively on WCUE ... no other form of advertising was used anywhere. Listeners went to the store and asked for the item by name ... to the tune of $3000 worth of business on that one item alone. Yes, WCUE chalks up results for its advertisers. Put WCUE, Akron's only independent and fastest-growing radio station, on your schedule ... for saturation ... for low-cost-per-thousand ... for direct results.

* The advertiser's letter showing these results is in the WCUE files ... a copy will be sent to you on request.

One of Ohio's Outstanding Independent Stations

SEE YOUR FORJOE MAN FOR DETAILS.
Two sponsors of radio-TV coverage, Westinghouse and Philco, also aired public interest messages at both Chicago conventions. Here reviewing material are (1 to r): Leasing B. Lieb, Executive Mktg. & Grove Inc.; Sig Mickelson, CBS-TV special events director, and Robert M. Fichter, sales promotion director, Consumer Products Div., Westinghouse Electric Corp.

**The Democrats’ Goldfish Bowl**

(Continued from page 28)

proportion of our readers are going to see the convention sessions on TV. We had some TV in 1948, but this year the audience has been estimated as high as 55 million. It might not run that high, of course, but undoubtedly there will be a lot of our readers watching the floor proceedings.”

For these reasons, he advised reporters to “provide more interpretative material, more than at any time in the past. Why did Joe Blow make that kind of a speech?”

He also asked for “forward looking stories, telling the reader what to expect that evening on TV, telling what happened in the back rooms and caucuses that the TV reviewer did not see.”

The networks anticipated the newspaper executive’s advice, and almost every one on or off the record caucus was covered somehow by a broadcasting commentator.

Network representatives say almost unanimously they didn’t make a profit on the conventions. ABC seems to have gone into the red with its Admiral contract, which reportedly got for the sponsor gavel-to-gavel coverage at a cost of only 20 hours per week. Inasmuch as ABC-TV coverage during the first convention ran to 70 hours, the 50-hour difference costwise would presumably be borne by ABC.

Many costs last week were not even in the estimate stage. All were high. CBS, for example, planned to expend $50,000 to move, assemble, install, disassemble and return to New York its $1 million worth of pool TV equipment. Twelve CBS men planned to remain in Chicago five days after the convention to prepare the equipment for return to New York in eight trucks and a station wagon.

Admiral Corp. was picked to point out that its use of time periods for commercials during the GOP conventions was far below the six minutes-per-hour allowed under the broadcast industry’s code. While no statement was forthcoming on the Democratic meet, the company had indicated that it would follow the same policy.

**Convention Highlights**

(Continued from page 29)

ident, who’s beginning to act up again after months of quiescence, put on his own little side-show during the occasion given retiring Vice President Barkley Wednesday night. He picked up a fiddle and bow (although his alleged instrument is trumpet) and led amphitheatre orchestra. He was delegated from Illinois.

• • •

ACTIVE in party councils in Chicago last week was Morris Novik, principal owner of WLIB New York, and radio-TV consultant to AFL and advisor to Sen. Hubert Humphrey, Walter Reuther, president of UAW-CIO, and Sen. Herbert Lehman. He worked closely also with Stevenson group. Doubling in brass, Mr. Novik made taped interviews with members of New York delegation for broadcast over WLIB, all largely on civil rights issues.

• • •

DEMOCRATS, who monitored all GOP broadcasts and telecasts from station maintained at Chicago’s Conrad Hilton, showed no partiality by monitoring their own convention, too—but for different reasons. Direct telephone line was maintained from platform in Amphitheatre to hotel monitoring room so that bad pickups could be corrected. Platform also kept abreast of downtown activities covered by networks in that manner.

**RADIO-TV PLANK**

Was Suggested by NCAB

RESOLUTION urging the Democrats to “reaffirm their convictions that radio (and television) shall be accorded all of the privileges traditionally granted the press” was adopted by the North Carolina Assn. of Broadcasters and distributed to that state’s delegation at the Democratic National Convention.

The resolution was adopted by NCAB at a meeting of member stations at Nag’s Head June 18, and also telegraphed to North Carolina GOP delegates during the Republican National Convention. Jack Younts, WEEB Southern Pines, N. C. and NCAB executive secretary-treasurer, cited it as an example “of a state association keeping its state officials informed.”

Neither the Democrats nor the Republicans, however, included radio or television in their respective party platforms. Text of the resolution:

Whereas, both the Senate and House of the United States Congress, through independent and arbitrary edicts, have excluded the microphone, the wire or tape recorder, and the television camera from Congressional hearings, and whereas, this action is a direct violation of the broadcast media in the field of newsgathering, since these electronic methods of “reporting” are the cornerstones of the pencil and paper in the hands of the reporter for the printed media; and whereas, freedom of radio has been recognized on a parity with freedom of the press by Federal, State and local Governments, consistent with the intent of the Founding Fathers in the writing of the Bill of Rights, therefore, be it resolved that the North Carolina Associated Broadcasters, in semi-annual convention assembled, petition their delegations to the Republican and Democratic National Conventions to be held in Chicago in July, to importune the respective Platform Committees of these parties, to reaffirm their convictions that radio (and television) shall be accorded all of the privileges traditionally granted the press, in order to recognize these new media as faithful reporters of events as they occur, the accuracy of which therefore cannot be questioned.

**LISTENER CHECK**

**KAVL Gauges Set Coverage**

PORTABLE power supply, consisting of a storage battery and converter, which he has tuned to 1796 kc and placed in his car, has enabled Herb Comstock, manager of KAVL Lancaster, Calif., to determine the number of radio sets tuned to his station.

Based on the fact that every radio receiver has an oscillator stage which emits a signal similar to that of a transmitter and is tuned to 456 kc higher than any frequency desired, Mr. Comstock added that figure to 1340 kc, KAVL’s frequency.
Here Are SIX Reasons Why WEMP is Milwaukee's Favorite and . . . .

BREWER GAMES, GREEN BAY PACKER FOOTBALL, AND ALL SPORTS BROADCASTS
Earl Gillespie

"COFFEE CLUB"
6:30 — 10:00 A.M.

"CLUB 60"
Tom Shanahan
2:00 — 4:30 P.M.

"WIRE REQUEST"
Joe Dorsey
10:30 P.M. — 2:00 A.M.

"R-T" SHOW
Robb Thomas
10:00 A.M. — 12:00 Noon
"1340 CLUB"
4:30 P.M. — 7:00 P.M.

"OLD TIMER'S PARTY"
Bill Bromhall
7:00 — 10:00 P.M.
"MELODY MERCHANT"
12:30 Noon — 1:30 P.M.

. . . . One of America's Great Independent Radio Stations

WEMP delivers more listeners per dollar—morning, afternoon, and evening—than any other station in Milwaukee.*

Nationally, WEMP is first mornings, second afternoons, and second nights, among all independent stations in cities of 500,000 or more.†

Advertisers who have been disappointed by "will-o-the-wisp audiences" are turning to WEMP where they can be sure of program stability, and ratings to match.

Yes, for $100, $200 per week or more, WEMP delivers 2 to 3 1/2 times the audience of any Milwaukee network station.

Ask Headley-Reed for the complete facts, or call WEMP, today.

*Source: Dec.-Apr., 1952 Hooperatings.
†Hooper Radio Audience Indexes—Unaffiliated Stations, March-April 1952.

WEMP 1340 ON YOUR DIAL 24 HOURS OF MUSIC, NEWS, SPORTS
NORMAN ROSS WAKES CHICAGO IN CLASSICAL STYLE:

NORTH WESTERN'S '400 HOUR'

A PIXIE'S peekaboo approach to classical music alternately lulls and startles sleep- clad Chicagoans as they start their daily run-to-work routine. Norman Ross, the pied piper who for no good reason is called "Uncle Nornie" on the adult 400 Hour, has begun his 16th year for the Chicago & North Western Railway in traditional Ross fashion—with tongue in cheek.

The North Western, Chicago's oldest railroad which celebrated its centennial in 1948, has used the unorthodox combination of irreverence and regard for classical compositions on WMAQ (NBC) since 1936. Its 400 Hour has opened up early-morning programming, won the good will of employers by getting workers to the office on time, acquainted thousands with the works of "Pete" Tchaikovsky and "Dick" Wagner, and set a record for classical music radio audiences. The Caples agency, which has handled the C&NW account for 30 years, claims the show gets 25% more listeners than any other classical music program at any time on any station.

Radio, and "Uncle Nornie", have sold such well-defined intangibles as good will, fast travel, prestige and general excellence of C&NW service. In the realm of specifics, broadcasting has sold local suburban passenger service, regional and national travel and tours. It also has sold freight service, the bread and butter of any railroad. "Sales results are the most difficult to trace in freight business, but in this we think our show has had 'substantial success'," according to Don Powers, vice president in charge of the Caples agency's Chicago office.

The 400 Hour, aired 7-7:55 a.m., Mon.-Fri, since 1949, before which it was on a six-a-week schedule, was named in 1936 for the railroad's new fleet of streamlined diesel trains which sped to the Twin Cities in 400 minutes. At that time, this was the fastest long-distance train in the world.

The combination of luxury and exclusivity attached to the 400 name has been balanced with spoofing, unsubtle clowning and downright indolence by the emcee. He uses the same techniques in delivering adlib commercials, snide weather reports or a bawling-out to himself for being late. Mr. Powers, who has overall charge of the show, and Mr. Ross, an executive, used to have a major job supplying "Uncle Nornie" with workable alarm clocks. Tardiness, for the 400 Hour at least, vanished as Mr. Ross began another show which goes on the air at 6 a.m.

The C&NW show has what the agency terms a "magazine approach," in which the objective is to entertain all listeners to some degree but satisfy none completely, thus reaching the broadest audience possible. Analysis of audience mail has disclosed that "a very large segment does not like popular music, or not in the popular way, anyway. The group that likes serious selections is subdivided into heavy, middle and semi-classical. Some, however, don't like music at all. But they love Ross.'"

Mr. Ross reciprocates, sharing with his audience comments on how lousy his studio coffee is that morning, what sponsors are made of, and why he doesn't like a clang of cymbals at that early hour. The antithesis of Milton Cross, Norman Ross is "the average man who doesn't like music and jokes fun at it. He can take it or leave it, but sometimes offends staunch music enthusiasts with his violent lack. They don't turn down the dial, though," says one agency man.

Proof of his popularity is positive to everyone involved in the production, most the WMAQ mailroom workers. One morning, after the NBC vice president in Chicago told him his humor wasn't funny, Mr. Ross asked his listeners to write the vice president if they disagreed. The executive's business mail was tied up three days in the avalanche of 6,000 fan letters favoring Mr. Ross.

Another time, he sold out issues of the Saturday Evening Post on almost every newsstand by mentioning that his picture was on page 59, and that he'd developed an aversion to the violin and bought a new fur coat. Listeners besieged the station for two days after they saw a picture of an ape smashing a fiddle.

In 1945, when early-morning ratings were unheed of, Mr. Ross proved "distribution" in 36 states with a mail response of 34,000—a station record, despite the fact that there was no giveaway and no charity appeal. The mail, to the sponsor's delight, was concentrated in areas through which the railroad operates. Letters came from sponsors of other radio programs, the president of a competing railroad, priests, and manufacturing and advertising executives, all regular listeners. Three years later, after a casual mention that the format might be changed to include popular music, listeners sent in 60,000 letters of protest.

"Uncle Nornie" has been on the show since it took the air, and in radio since 1930. A former newspaper and publicity man, he at one time held 72 world swimming records, more than any one before or since. Since 1917, when he was a fighter pilot in World War I, he has flown 7,000 hours. Mr. Ross is now heard 16 hours and 40 minutes weekly on WMAQ, interspersing his work there with freelance jobs on other stations. He bolsters the entire WMAQ morning schedule, with four shows daily before noon.

A major element in 400 Hour commercials these days is the tour, either the weekend or vacation variety, which ranges in cost from $7 to $700. Client representatives Francis V. Koval, assistant to the president of the C&NW, and R. P. Schaffer, advertising manager, believe the emcee does an especially good job in selling tours to unmarried office girls, "the best prospects," who dote on "Uncle Nornie."
"You bring good will to the druggist, and I thank you for the advertising you have given me over your station."

"Keep up the good work and we will double our sales of Duclin."

"A generous, fine service to members."

"Your program gives the store a friendly atmosphere, and that is one of the musts of a successful business."

"Several favorable comments on your program. Sales have done very well."

"The finest thing ever done in advertising for the independent druggist."

"A splendid public relations medium for pharmacy."

"Appreciate very much the cooperation you are giving us."

"Surprised how many additional sales we make through your Feature Drugs display stand."

"This program is really clicking. The personnel are all on their toes. The merchandise is always displayed and the public sees it and asks for it."

"A mutually beneficial plan."

"Very beneficial. Customers have mentioned the program. Mennen’s Skin Bracer has shown considerable increase in sales, as well as Chlorodent Tooth Paste. Not to mention amazing sale of Charles Antell.”

"Your program serves a great purpose. It brings people into the drug stores for these products and others."

"The idea is very good. I’m sure it is paying off.”

"The show is doing very well. "Keep up the good work."

"It has increased demand for larger size merchandise."

"Have had more comments from this program than from any other form of advertising. Very pleased.”

"Response is really terrific. Hope you have this program forever."

"No program in our field has brought so many favorable comments."

"You are doing a grand job for us as well as the other druggists. We’ve had a terrific demand for Shadow Wave."

"Keep us informed on just what products you are going to plug, so that we can keep them on display."

"Several thousand stores asked for Shadow Wave."
AS COMMENTS—mostly protests—continue to flood FCC respecting the NARB proposal to relax operator rule requirements and to permit remote operation of some Class D stations under certain conditions [B&T, June 30, 9], FCC last week granted one station’s request for relief and denied the petition of another.

WGAT Utica, N. Y., until it is able to secure first class operators, was authorized to sign off at 8 p.m. The waiver is good for 90 days. WGAT is a full-time outlet on 1210 kc, with 1 kw day and 500 w night, directional at night.

KRAI Craig, Col., a 250 w full-time outlet on 1320 kc, was denied waiver of Sec. 1.334 (c) (4) of the Commission’s rules to permit operation of the station with lesser grade operators than required by the rules, although a person holding the necessary license has employed full time at the station. FCC ordered KRAI to continue operation under the supervision of at least one first class technician pursuant to Sec. 1.334.

Comments Are In Opposition

The rule allows temporary operation of a station up to 120 days without a first class operator at the transmitter but a first class technician must be employed full time and be on call to handle equipment faults.

By far the majority of comments filed with FCC respecting the NARB proposal are from engineers and are in opposition to the relaxation. In short, they contend there is no shortage of qualified first class engineers but there is a shortage of such men who are willing to work for “less than a day laborer’s wages.” Instead, they ask for tightening of technical operator requirements and technical regulations.

Station owners and managers, on the other hand, charge that because of the shortage of engineers, they must bid higher and higher for technical help, thus distorting a disproportionate amount of their operating budget to engineering. Claiming modern equipment is stable and easy to operate and maintain, the station owners contend that by saving on engineering costs they would be able to hire better production personnel and hence gain better programming and hence better revenue.

FCC has set August 4 as deadline for comments on the proposal, based upon a petition by NARB. Specifically, the proposed rules changes provide: (1) Persons holding less than first class radio-telephone operator permits would be allowed to operate the transmitter at the station if they observe at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less and (2) remote control of the transmitters of such stations would be allowed.

In its notice setting forth the proposals and calling for comments, FCC outlined a number of questions in parenthesis, which is intended to focus attention on which it wished information. Two of the questions touch on fulfillment of emergency operation under the Conelrad plan and whether the FCC should provide restrictions to prevent enemy planes from “homing” on broadcast signals.

In its petition for waiver of Sec. 1.334 for 120 days, KRAI recited lengthy but unsuccessful efforts to acquire first class operators. In denying the request, FCC noted that George Cory, KRAI general manager, holds a first class operator’s license with adequate experience in making repairs to become operator.” Mr. Potter said. He suggested employment of one such expert “who would probably provide many stations with as good maintenance help as they now have with all operators of first class grade.”

Could Do Preliminaries

He said that restricted or third class operators could do the preliminaries in case of transmitter failures with the repair or maintenance men called immediately, and that he did not think the lesser graded operator would have any more trouble handling controls or emergency operations than the first class operator. “Intelligence and care with which the operator works determines his safety rather than the class of license he has,” Mr. Potter said.

James C. Wulliman, chief engineer of WCNB-AM-FM Connorsville, Ind., told FCC “we believe that the requirement that a first class operator be on duty all the time is outmoded by present day equipment; however, to allow full time operators, some lesser class operators would lower the standards far too much.”

Mr. Wulliman warned of “little possibility that the money saved on engineering would be used to improve programming, that is not the history of small station operation.” He said “there should be several ample exceptions demonstrating the ability and knowledge of radio fundamentals for even the lowest class operator allowed to operate a broadcast transmitter.”

But, he said, requirements should be retained for those operators who are “will-less,” for the false value has been placed on the first phone license.” Requirements, he concluded, “should be revised allowing operators to make the operator licenses more nearly match the size of the station, but not lowered to the point where anyone can call himself an operator if he can sign his name to the application form.”

Notifying FCC by telegram, W. N. McKinney, president-general manager of KELD El Dorado, Ark., and treasurer of the Arkana Broadcasters Assn., stated that the ABA board of directors unanimously endorsed the NARTB proposal at a meeting in Little Rock, July 13.

Two additional labor groups have expressed to FCC their opposition to the proposed changes. The AFL Central Trades and Labor Union of Seattle, Wash., and AFL-CIO Local 28 of Minneapolis, Minn., also contend the IBEW Radio Broadcast Technicians Local 1225 of Indianapolis.

Local 1225 contended it has men working in third class radio stations “where pay is adequate.” The local union pointed out many first class license holders are working in unskilled industrial jobs because radio pay is too low.

The Northwest Broadcasting School, Portland, Ore., told FCC that in the next six months it will graduate over 100 “well trained combination announcer-operators” and indicated other schools about the country are training sufficient technicians.

“We have observed that many broadcasters have used, and are using, this ‘critical shortage’ excuse for hiring poorly trained personnel at fantastically low wages,” the school said.

Four staff engineers at WBAL-TV also protested the proposal, one contending that there are 1,500 first class license holders in the Baltimore area alone who are all working in electronic industrial jobs rather than broadcasting because of the pay differential. The station also contended that if one local station there is paying its technicians only 80¢ an hour.

Stephen Garaspyvitch, Detroit, who opposed the NARTB proposal, explained the situation this way: “I hold a first class radio telephone operating license issued to me by the FCC on 13, 1949. I haven’t used the license since it was issued to me as the positions offered me by broadcasting stations didn’t pay enough or high enough wages. The average offered me was $1.25 per hour for 40 hour work week. Some stations offered me as low as 80¢ per hour.

Recent job inserted in the Broadcasting • Telecasting magazine’s Situation wanted advertisement using a box number for an address. I received about 25 offers for employment. The maximum wages offered was $50 per week, the minimum was $1.15 per hour. An employing a letter from a station in California, offering me $1.15 per hour, $20 per week for reading meters, as repair man on television receivers. This pay is far below the 400 hour work week pay. There are four men working in this station who hold first class radio telephone operator license and only receive $1.15 to $1.25 per hour.

I am available for broadcasting station position but I cannot work for the very low wages prevailing in the broadcasting industry.

C. Carey, Cincinnati, wrote FCC to criticize the earlier statement of C. H. Simpson, part owner and general manager of WKBI St. Marys, Pa., in which Mr. Simpson contended favored experience with restricted operators in maintaining efficient operation and a high percentage of modern equipment assure coverage of the WKBI audience area at night [B&T, June 30].

“I have been in radio for over 15 years and am fully familiar with the fact that it is possible to get 5 kw coverage with heavy modulation,” Mr. Carey wrote. “This is just another of the many examples of why we should keep first class operators in this class of station.”

EVEN the wife and kiddies are in the act respecting FCC operating rules. Mrs. Ed Orris, Silver City, N. M., "wife of an engineer," wrote in protest. "May be my attitude is a selfish one, but possibly many, many others will get hungry if their daddies are replaced by second and third class operators." Snapshot of the Orris' youngsters was included with the letter, both now reposing in FCC's docket.

was $1.25 per hour for 40 hour work week. Some stations offered me as low as $1.00 per hour. Recent job inserted in the Broadcasting • Telecasting magazine's Situation wanted advertisement using a box number for an address. I received about 25 offers for employment. The maximum wages offered was $50 per week, the minimum was $1.15 per hour. An employing a letter from a station in California, offering me $1.15 per hour, $20 per week for reading meters, as repair man on television receivers. This pay is far below the 400 hour work week pay. There are four men working in this station who hold first class radio telephone operator license and only receive $1.15 to $1.25 per hour.

I am available for broadcasting station position but I cannot work for the very low wages prevailing in the broadcasting industry.

C. Carey, Cincinnati, wrote FCC to criticize the earlier statement of C. H. Simpson, part owner and general manager of WKBI St. Marys, Pa., in which Mr. Simpson contended favored experience with restricted operators in maintaining efficient operation and a high percentage of modern equipment assure coverage of the WKBI area at night [B&T, June 30].

“I have been in radio for over 15 years and am fully familiar with the fact that it is possible to get 5 kw coverage with heavy modulation,” Mr. Carey wrote. “This is just another of the many examples of why we should keep first class operators in this class of station.”

Upcoming
*In KEYSTONE’S Hometown and Rural America!*

There's a Bonanza in America's richest market —
Hometown and Rural America where more than half of
the nation lives — buying more than half of the
nation's merchandise.

The Keystone Broadcasting System's 600 affiliates
cover this rich market — located beyond effective
television. And advertisers purchase either the
complete network — or only the number that
covers their distribution.

**KEYSTONE BROADCASTING SYSTEM, INC.**

New York: 580 Fifth Avenue  •  Chicago: 111 W. Washington
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slot 1</td>
<td>Slot 2</td>
<td>Slot 3</td>
<td>Slot 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Slot 5</td>
</tr>
</tbody>
</table>

**Sunday**
- Co-op George Sokolicky
- Tex Brooks Show
- Tel. Frances of the Taken
- Texas Rangers
- Joe McCloskey Show
- Local Event

**Monday**
- Co-op Ted Masters
- P&G Crystal
- Ma Perkins
- Mike St

**Tuesday**
- Co-op Ted Masters
- P&G Crystal
- Ma Perkins
- Mike St

**Wednesday**
- Co-op Ted Masters
- P&G Crystal
- Ma Perkins
- Mike St
## NING

### AUGUST 1952

#### ESQDS MBS NBC

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Username</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Melody Hour</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Pick the Winner</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
</tbody>
</table>

#### FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Username</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Bookends</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Pick the Winner</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
</tbody>
</table>

#### SATURDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Username</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Melody Hour</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Pick the Winner</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
</tbody>
</table>

### TIME

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Username</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Melody Hour</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Pick the Winner</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
</tbody>
</table>

### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Username</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Melody Hour</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Pick the Winner</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Headlines</td>
<td>E. C. Johnson</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>Distant Memories</td>
<td>Bob Warren</td>
<td>NBC-8</td>
<td>NBC</td>
</tr>
</tbody>
</table>

### EXPLANATION:

Listings in order: Spencer, name of program, network, time, and network. West Coast: NBC to be announced. NBC: Performance Time, ECT (Eastern Coordinated Time).
EVERY FOURTH RADIO STATION IN AMERICA IS A KEYSTONE AFFILIATE!

600 Keystone affiliates reach Hometown and Rural America!

Of America’s 2400 AM radio stations, every fourth one is an affiliate of the Keystone Broadcasting System—located beyond effective television...reaching the rich population of Hometown and Rural America!

KEYSTONE BROADCASTING SYSTEM, INC.

New York: 580 Fifth Avenue • Chicago: 111 W. Washington
VOTE DRIVE

DEFINITE commitments from 27 state governors that they will cooperate in broadcasting's "Register and Vote" campaign have been received at NARTB headquarters in Washington, D.C.

Campaign, due to begin Aug. 15, already has begun similar public service programs, is sponsored by NARTB in cooperation with The Advertising Council, the American Heritage Foundation and state broadcasters' associations.

Early in August, NARTB will send out the publicly supported TV stations the first of three Register and Vote kits.

The first kit will go out Sept. 1 and will contain suggestions for programs and spot announcements to encourage citizens to register. About three weeks before Election Day, the third kit will be mailed.

Directing the project is NARTB President Harold Fellows and his assistant, Paul H. Smith, Jr., NARTB's program director, is supervising the staff work. Chairman of the special NARTB campaign committee is John F. Pratt, WJR Detroit.

States in which governors have committed themselves are:


State-wide committees have been organized in 29 states, while chairmen have been appointed in 10 additional states.

States now fully organized are:


States in which chairmen of committees have been named are:

California, Colorado, Connecticut, Delaware, Iowa, Missouri, South Carolina, Texas, Vermont, and West Virginia.

Newly appointed committees, not reported previously were:

[EDITORIAL] DETROIT:

Minnesota—John F. Meagher, KSYS, Minneapolis, chairman; Ken Mark, WCCO, Winona; Fred Schipke, KFAM-St. Cloud; Edward Butler, KRUN, St. Paul; Swanne Hagman, WOCY, Minneapolis.

New York—Michael R. Hanna, WLCU, Hyattsville; Robert B. Stewart, WMEX, Utica; George Bingham, WINS, Utica; Donald W. Talbot, WGBH, Boston; Walter; Valeria, WAGM, Elmira, W. A. Carter, Jr., WABC, New York; Dr. William Buswell, Buffalo.

A separate committee is being established in New York City.

Idaho—Earl Glade, KDJ, Boise, chairman; Dewain Stivers, Twin Falls, co-chairman; Robert H. Toohey, KTEF, Twin Falls; Bayard Cainen, KEFD Xapa; Donald Athanas, KRLC, Lewiston; Richie Fletcher, KSF, Pocatello.

Pennsylvania—Victor Dau, WZL., Altoona, and Tom Price, WBIP Beaver Falls, co-chairmen; Benedict Gimbel, Jr., KDKA, Pittsburgh; John S. Drakes, WCHO Chambersburg, Charles E. Denney, WERC Erie.

Alahama—James W. Smith, WCCO Montgomery, chairman; Robert B. Taylor, WJAC, Johnstown; William H. Miller, Jr., WGGY Greensville.

Florida—George W. Thorpe, WVCW Coral Gables, chairman; David F. Smiley, WDAE Tampa; Dan J. Lynch, WFTM; William G. McCleary, WDEL Orlando; Lawrence Rollins, WGBF Winter Haven.

Massachusetts—Baron B. McGrath, WHDH Boston; chairman; W. C. Brockman, WOR New York.

Some 27 Governors
Back NARTB Plan


GAB TO SUPPORT
Get-Out-Vote Campaign

GEORGA Assn. of Broadcasters' "Get Out the Vote" campaign, according to a message from Harold E. Fellows, NARTB president, from the get-out-the-vote campaign and President Fred Scott Jr. of WKTG Thomasville followed the following committee to spark the drive: Chairman Carter Peterson, WCCP Savannah; Jim Gray, WALB Albany; Jacob Starks Jr., WUDN Gainesville; Tom Vassev, WBB Clinton, and Frank Gaither, WSB Atlanta.

WROL Vote Campaign

WROL Knoxville, Tenn., reported last week that its current campaign urging listeners to register and vote has been highly effective. Using such gimmicks as a "Whispering Voter" contest and an elaborate schedule of spots with circus music background encouraging voters to "Get the WROL Ballot Bandwagon," the station noted that a county record was set on July 14 when 750 persons responded. In three weeks WROL ran a total of 206 announcements.

N. Y. AWR Meeting

ANNUAL meeting of New York Chapter of American Women in Radio and Television will be held Sept. 12-14 at Cornell U., Ithaca, State Chairman Gertrude Grever, women's editor of Cornell's WHCU Ithaca, announced Friday. Anita Monsees, WHCU continuity director, will be conference chairman.

DISCUSSING WBB-AM-FM-TV's airings of Harvard U. grid schedule are (1 to r) Avner Rakov, WBZ prog. mgr.; G. M. Philpott, v. p. & dir. of adv.,Ralston-Purina Co., St. Louis, explains to radio men why firm prefers their medium. Cross-country tour is designed to enlist cooperation of 56 radio outlets which Purina buys for fall campaign [9.4, July 21].

DEMONSTRATING loyalty to Old South are these Frederic W. Ziv Co. sales staffers attending meeting in Cincinnati on new radio program, Freedom, U. S. A., (1 to r) Ray Thomas, N. Carolina; Wylie Calder, S. Carolina; Larry Stewart, Florida; Tom Privette, Southwestern Div. mgr.; Jim Hicks, Georgia, and Al Goodwin, Louisiana. All wear Confederate flag design on shirts.
“Every Radio Time Buyer Should Read This”

By John R. Sheehan, Director of Radio and Television, Cunningham & Walsh, Inc.

In the July 11th Printers' Ink we published a special report on national spot radio, what it is, when to use it, and how advertisers are using it successfully today.

One week later the entire edition was out of print—and demand from radio executives, advertisers and agencies is still running high!

Mr. Sheehan's comment was typical: "Printers' Ink is doing the industry a real service in presenting so many facts in such logical order on one of the most complicated subjects in our business.

Every radio time buyer should read this article very carefully. In fact, so should anyone in the advertising or broadcasting business who wishes to become well-acquainted with the very important problems pertaining to national spot radio and its value in advertising. It is truly a masterpiece." (Our immediate ital.)

Because the July 11th Printers' Ink is out of print, we've prepared reprints of our national spot radio feature. They sell for 50¢ each (quantity prices on request).

If you do not have a copy of the July 11th Printers' Ink, we urge you to get a reprint of this report. You will find it to be one of the most constructive sales tools yet published.

It traces the tremendous growth of national spot radio as a vital advertising medium. It spells out the specific ways in which national spot radio can be used to solve marketing problems. And it gives case histories of how advertisers are using spot radio successfully today. In short, it presents information that you and your associates can use right now.

Get your reprint of this valuable report now! They're going fast.

(Please see page 8 for complete reprint.)

WLYC Appointed

WLYC Williamsport, Pa., has been appointed key station for the Pepsi-Cola network, a 12-station chain broadcasting the Pennsylvania regional playoffs of Little League baseball, it was announced last week. Dick Confair, of the Confair Bottling Co., Williamsport, is handling network details.

Printers' Ink • 205 East 42nd Street, New York 17, N. Y. Chicago • Pasadena • Atlanta • Boston • London

WESTINGHOUSE

Reports Record Sales

WESTINGHOUSE Electric Corp. had record sales for the first half and second quarter of 1952. Gwynn A. Price, president, told a board meeting on Wednesday. Backlog of unfilled orders is the largest in company history, he said.

Net sales for first half of 1952 totaled $881,378,000, compared to $590,562,000 for the first half of 1951 and well ahead of the $650,229,000 for the total half of last year, previous six-month record. For the second quarter of 1952, net sales were $357,585,000, compared with $300,155,000 in the same period of 1951. Previous high quarter was the last three months of last year, when net sales totaled $339,750,000.

Net income for the half declined slightly from that for the like period of last year, largely because of higher federal taxes. Net for January-June 1952 was $31,507,000, or $1.98 a share of common stock, equal to 4.6 cents on each dollar of sales. Net for like period of 1951 was $31,564,000, or $1.38 per share, equal to 5.3 cents per dollar of sales.

RCA Wilson Award

RCA Victor's Southern Div., headquartered in Atlanta, has been awarded the J. G. Wilson Silver Trophy for outstanding achievement in engineering products department's 1952 sales contest. Award was established by the late John G. Wilson, executive vice president of RCA in charge of RCA Victor Div. as the annual trophy to the region excelling in engineering products sales. It was presented by W. W. Watts, vice president in charge of engineering products department, at a recent meeting of regional sales managers in Chicago.

CHARLIE CHAPLIN filed a $3 million libel suit against NBC and newspaper columnist and radio broadcaster Hy Gardner in U. S. District Court in New York on Wednesday on grounds that Mr. Gardner's writings and broadcasts over the network implied the actor was a Communist. Neither Mr. Gardner nor NBC would comment on the suit.

The complaint alleged that Mr. Gardner's writings and broadcasts over NBC left the "innuendo that Mr. Chaplin was sympathetic to the Communist party in France and to the Communist Party generally and that Mr. Chaplin was a Communist."

The program, Hy Gardner Calling, is heard over NBC Friday, 10-10:15 p.m. EDT. It is packaged by Ted Lloyd Inc., New York.

On June 27, the complaint alleged, Mr. Gardner told NBC listeners that Mr. Chaplin had addressed and signed a message to the French movie industry through three "recently-merged pro-Commie newspapers."

Mr. Chaplin denied that he had given an interview to any French Communist newspaper, orally or in writing, signed or unsigned, the complaint said. Furthermore, it alleged, Mr. Gardner and NBC knew that no such interview had been given.

The complaint added that "with express malice and in willful disregard of Chaplin's rights," Mr. Gardner and NBC insisted upon "perpetrating the acts set forth with the hope and expectation that the listening public would be caused to believe that Chaplin was a Communist and a liar."

The suit seeks $1 million on each of two complaints. The first claims that the NBC broadcast by Mr. Gardner that linked Mr. Chaplin with the French Communist Party was injurious to the actor's reputation. The second complaint calls the use of a recorded conversation between Mr. Gardner and Mr. Chaplin's butler of the July 4 broadcast as "improper" and the cause of mental suffering to Mr. Chaplin. The third point asks damages for the use of Mr. Chaplin's name without his consent.

Objectors to proposed merger of Consumers' Co-op with REA appear before the Senate Agriculture Committee in Washington Wednesday.
COAL TO POWER THE WORLD'S LARGEST LOCOMOTIVE.

The world's largest single-unit locomotive—a coal-burning steam-turbine electric—has been built by the Norfolk & Western Railway. This giant engine is 161 feet in length and is designed to develop 4,500 h.p. in heavy freight service. It is expected to undergo actual road tests sometime before the end of the year. The Norfolk & Western—one of the nation's most profitable railroads—designs and builds all its own locomotives and relies exclusively on coal to power every one of them.

U. S. TO BUILD NEW COAL-RESEARCH STATION IN WEST VIRGINIA.

A contract was recently awarded for the construction of a new fuels research station to be built at Morgantown, West Virginia. This station will cost nearly two-and-a-half million dollars and will be operated by the U. S. Bureau of Mines. Coal research to be carried on at this new station will include production of liquid fuels from coal, mining studies, and efforts to develop even more effective health and safety measures.

$165 MILLION AUTHORIZED FOR COAL-MINE CONSTRUCTION.

In the past year and a half, the Defense Solid Fuels Administration has authorized more than 150 separate coal-mine construction projects. Coal companies will spend an estimated $165 million on these projects designed primarily to increase metallurgical coal production for defense needs. The projects involved include expanding and improving existing facilities and the development of new mines to replace mined-out properties.

COAL GENERATES INCREASING SHARE OF NATION'S ELECTRIC POWER.

Data recently released by the Edison Electric Institute shows that electric utilities are increasing their coal consumption and that coal is accounting for an ever bigger share of the fuels used to generate power. Last year the utilities used nearly 14 million more tons of coal than the year before—burning about a fifth of the nation's entire coal production. The figures also show that last year coal accounted for over 68% of all fuels used to generate the nation's electric power.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
ZIV's NEW ELECTION YEAR SHOW THAT'S
ENTERTAINMENT DYNAMITE!

154,000,000
WAN

"FREE
U.S.

THE NON-PARTISAN
INSIDE

Starring in the vital role of
Tyrone

HE PUT 'OLD GLORY'
AGAINST HIS
PERSONAL GLORY!

HIS FAITH IN AMERICA

The Show NO AMERICANS TO HEAR!

EDOM S.A.

with
Jimmy Wallington
David Rose
And an All-Star Supporting Cast!

TORY OF WASHINGTON, D. C.

Edwin C. Hill
TAKING LISTENERS BEHIND THE SCENES OF THE U. S. SENATE!

Power

FREDDIE W. ZIV COMPANY

Radio Productions
1329 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

BEFORE SUCH A FEVER-PITCH OF EXCITEMENT ABOUT "WHAT GOES ON IN WASHINGTON?"
THE true effects which television is exerting on radio are now becoming apparent. It is perfectly plain that television will not kill off radio. It is equally plain that it will kill off bad management in radio.

When television was beginning, radio was already suffering from overpopulation. The very quick expansion of the U. S. radio system after World War II was inevitably accompanied by a regrettable increase in the number of inexpertly managed stations.

Before television, however, the weak spots were harder to see than they are now. It did not require artful management to keep the transom open for a full house.

Nowadays it's different. Television has intensified the competition within radio. Radio buyers don't throw their business through the transom any more in the hope of insinuating what's behind the transom.

Last week this publication carried an article about a successful radio user, Olson Rug Co. of Chicago. Olson has been conducting a highly rewarding mail-order campaign (at card rates), despite some obstacles which, if true as described by its agency, are appalling. Olson used to buy 125 stations for its spring campaign. Now it uses 52, because it can't find 125 within its area of interest which can produce the results it wants. One which it has discarded from its schedule was run by a manager who, though he had a $600 a week order from the sponsor, told the agency he couldn't remember when the Olson show was on and didn't have time to bother about it.

Fortunately for Olson and for radio in general, other managers were more alert. A recent campaign brought in excellent business.

As far as Olson is concerned, television is not harmful to radio but the one is run with interest and imagination and with the client's welfare in mind. Indeed, of the ten stations which pulled the biggest response, four are affirmative television markets; four others are within secondary range of TV.

But no radio station manager can now afford to be so unconcerned about an account as to ignore its programs and its purposes. That kind of manager is marked for the kill by TV.

THE CONVENTIONS are over. "The men who" have had nominations at each convention, in its own way, had its peculiar brand of tumult, bitterness, confusion and, finally, that surface-harmony that must reward each ticket with inevitable victory in November. That's how we heard it.

But we heard more. Television was praised or damned for what happened, depending on the politician's stance. Television licked Taft. It was the only platform that could be so trusted. It took Elmer Ferguson into the race. The public must wonder whether TV constitutes the new political party, with the GOPs and Dems adversaries in the semi-finals.

The newspapers headlined TV. The muggers were in the majority at both conventions. After the Republicans had kicked around their arrangements, the Democrats were determined to tailor to TV. But their speeches were just as long and as boring. And there were sessions that ran until 3 a.m. EDT, in which zone 70% of the voting population resides.

Television did wield a powerful influence. But any notion that it controlled anything is nonsense. A television camera can't think. Nor can a microphone. Television, as we have said many times on this page, is the faultless reporter. In that role, it has outmoded the pencil and pad reporter. It rooms, hand-in-hand with the radio reporter (faultless in his own right), because the microphone provides full text in the speaker's own voice, while television provides full text in the speaker's own voice and his image too.

If television has in fact revolutionized the nominating conventions, it has done so by increasing awareness of events as they are. It has not changed those events. Certainly no one would be so naive as to contend that what transpired in Chicago during both conventions was "staged" for the folks back home. Some of that consummate assinity couldn't possibly be pre-arranged.

What the "actuality" radio and television broadcast did, without question, was to de-emphasize the traditional "smoke-filled room" aspect of bossism. But it didn't eliminate bossism. Most of it has gone backstage. Delegates heard quickly from their constituents. They heard before the coverage reached the home town newspapers. They got the news direct, by the neutral reporting of mike and camera.

Before TV, radio reported a half-dozen nominating conventions. Radio, in its own but less successful way, was the major, man-

venting. But after a convention or two, during which politicians adjusted themselves to the new and at first startling method of reporting, it became standard operation procedure. In the pre-TV era, the foot reporter relied upon sound broadcasts, just as city-rooms now monitor newscasts.

Now, in this first full-blown TV-blanketed convention, the few and already well-roaded, maintained its own TV monitor. There were acres of empty press seats at the Amphiteatre. The pencil and pad men were relying upon the camera as the unfailing eye. A television set is worth a regiment of legionnaires.

Television, like radio in another year (when the press was really bellicose), won great prestige in Chicago this month. It buried forever the notion that the broadcast media do not constitute journalism in its modern and more effective meaning. But, because of its potency, it is leaving brick-bats along with the bouquets. It should not become the whipping boy.

Television may change many of the methods of future conventions. It may force upon politicians other better homes, better forms of convention, as an American institution, will continue inviolate. A camera can't think or smell.

A Camera Can't Think
WHY DO YOU EARN 2½ TIMES AS MUCH AS YOUR GRANDFATHER?

Most people do. And they earn it with ¼ fewer hours of work.* The average factory employee in the U.S. earned 19¢ per hour in 1890. Today the average factory employee earns $1.65 per hour. When you convert these earnings into real dollars,** today’s factory employee earns 2½ times as much as his counterpart of 1890.

The reason for this is that today’s factory employee has far better and more elaborate tools to work with. For example, the average Union Oil employee of 1890 had only about $5,000 worth of tools. Today’s average Union Oil employee has over $60,000 in tools at his disposal.

Because of these tools, he can produce more and thus create many times more wealth with his day’s work. And the more wealth he creates, the more he earns.

The tools that make this possible are provided by Union Oil’s 38,600 share owners. Therefore, the employee’s earnings are directly related to how much money the share owners put into tools. These “tool providers” aren’t apt to put more money into tools unless they can anticipate a reasonable compensation. That’s why the incentives to put money into tools must be preserved.

For only in that way can we Americans continue to produce more, create more wealth, and thus earn more than any other people in the world.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you’ll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.
BOB THOMAS to EVERETT SHUPE, sales manager, HAAN TYLER, ARTHUR J. O'LAUGHLIN, account executive, FRANK McCAFFREY, WCSI sales staff, installation.

I. Western Union synchronization

II. Install

I. Complete Synchronized Clock System

II. Power Failures

1. Hourly

2. Power is not relied on

3. Same city

4. Optional.

5. Required.

TERRY PROMOTED

Elected KLZ President

HUGH B. TERRY, heretofore vice president of Aladdin Radio & Television Inc., operator of KLZ Denver and applicant for Denver television, has been promoted to the position of company president and general manager. He succeeds Harry E. Huffman, who becomes board chairman.

Mr. Terry is now in his eighth year as a director of NARTB, and is a member of the radio advisory committee to the Voice of America. In 1949, he represented American radio at the UNESCO radio conference in Paris. He has been honored by Alpha Delta Sigma, professional advertising fraternity, with a gold key award for outstanding service. Mr. Terry has served as a director of BMB and BAB. In Denver, he is active in civic circles.

KLZ was one of the early applicants for television in Denver and has done much to prepare for its TV debut in the Colorado capital.

WAP0 OWNERSHIP

Patterson Buys Other 50%

FULL ownership of WAP0 Chattanooga was acquired by R. G. Patterson last week when he bought the 50% ownership of his sister, Mrs. Louise P. Pursley, for $105,000. Purchase is subject to FCC approval.

Station, on 1150 kc with 5 kw day, 1 kw night, had been owned half and half by Mr. Patterson and his sister; although Mr. Patterson operated it as president of the company.

Mrs. Pursley owns WKAB Mobile, Ala., where she makes her home. WKAB is a 1 kw daytimer on 940 kc.

Mrs. Anna J. Peterson

MRS. ANNA J. PETERSON, 82, a pioneer in radio broadcasting of home economics, died July 19 at her home in South Elgin, Ill. Mrs. Peterson has broadcast a show over KYW Philadelphia, one time Chicago outlet. A native of Manchester, N. H., Mrs. Peterson lived in Chicago 40 years. She moved to South Elgin after she retired in 1938.

Ettiner Co. Named

ETTINGER Co., N. Y., has been named national radio and television director for National Bible Week, Oct. 20-26. This will be the 12th annual observance of the week which is sponsored by the Laymen's National Committee.

NAEB SERIES

Ford Grant Makes Possible

IDEAS and ideals of Thomas Jefferson and his significance to 20th century Americans will be set forth in a 15-week transcribed radio series, The Jeffersonian Heritage, to be presented under the auspices of the National Assn. of Educational Broadcasters.

In announcing the Jefferson series today (Monday), Seymour N. Siegel, NAEB president, said that these programs comprise the first of a number of series which NAEB is planning with the broad overall objective of giving the radio public a perspective on significant topics in the form of broadcasts that will simultaneously inform, entertain and educate. These nation-wide efforts toward this goal are made possible, Mr. Siegel revealed, by a $300,000 grant to NAEB from the Fund for Adult Education of the Ford Foundation.

The sets of series, as projected by the special adult education committee of NAEB which is planning them and supervising their production, will comprise four main divisions: The American Heritage (into which the Jefferson series falls), the Nature of Man, International Understanding and Public Affairs. The pattern is flexible, it was explained, and the public response to the Jefferson and other early program series will determine the course of future programming.

George Probst, U. of Chicago, is chairman of the special NAEB committee, which also includes: Parker Wheeler, National Broadcasters Cooperative Broadcasting Council; Richard B. Hull, Iowa State College (WOI Ames); Harold B. McCarthy, U. of Wisconsin (WHA Madison); Mr. Siegel, New York's Municipal Broadcasting System (WNYC New York).

The Jefferson series, NAEB announced, will be broadcast by the NAEB Tape Network, a cooperative organization of educational stations, and will also be offered to commercial stations for use on a sustaining basis. The programs will be made available to United Nations Radio, Voice of America, BBC, CBC, Australian Broadcasting Co. and All-India Radio.

Commenting on the series, Mr. Probst said: We are engaged in producing programs of the quality of Henry W. or Sherwood's 'Abraham Lincoln in Illinois,' or MacLeish's 'The Fall of the City.' We are trying to produce programs that are 'consumer durables.' We are trying to produce programs that can be rebroadcast 10 or 20 years from now to both our satisfaction and the satisfaction of the listener.

We are doing this really against the whole current of American writing and American commercial radio, which are devoted to the production of programs that are really 'consumer perishables.'—At no previous time in American radio has there been an occasion when anybody had the funds, or thought it was worthwhile to try to create an outstanding series of programs about Jefferson, or about any other outstanding American...
"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

Sherman Marshall, General Manager, WOLF, Syracuse, N. Y.

General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

The G-E amplifier cost WOLF, Syracuse, $897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Harper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office will tell you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 272-28, Electronics Park, Syracuse, New York.

*Price today slightly higher.

... Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherman Marshall, General Manager

... Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Mair, Station Engineer

You can put your confidence in... GENERAL ELECTRIC
a dinner given by NBC at the Ansley Hotel, Atlanta, on July 9, to which executives of Colonial Stores and WSB were invited.

In a speech to dinner guests, Joseph F. Gaither, president of Colonial Stores, noted that the promotion, to his knowledge, represented the first such effort ever undertaken by network radio. He praised this new advertising pattern and prophesied that it would be followed by other similar ventures.

Fred N. Dodge, NBC merchandising director, told the group that this initial undertaking was experimental and designed to test whether it could be used with other retailers. He stressed that the success of such a promotion is dependent, to a large extent, upon support of the local network affiliates.

Other speakers included W. C. Mosely, vice president in charge of the southern division of Colonial Stores; Harris Dodd, general sales manager of Colonial Stores, and John M. Outler Jr., general manager of WSB.

Plans for the promotion were evolved during a discussion of merchandising problems by J. T. McConnell, general merchandiser of Colonial Stores; Frank Gaither, station manager of WSB, and Loy R. Lee, NBC's Atlanta merchandising representative.

ERNEST HARTMAN, NBC and previously production manager of WNEW New York, appointed assistant program director of WCBS New York, effective Aug. 4.

LINDSEY NELSON, former director of football for Liberty Broadcasting System, to NBC-TV as assistant director.

DAVID M. CAMERER, former director of sports program development in radio-TV department of McCann-Erickson, to NBC-TV as coordinator of NCAA football television coverage.

PETE WARD, WARE Ware, Mass., to WCCM Lawrence, Mass., replacing NICK CARUSO who has retired.

ERNEE LABRANCE, news editor, WCCM, promoted to program director.

ANTHONY ROMEO, promoted to chief of Italian production, WOV New York.

WERNER WIGHTMAN, Syracuse U. Television Center graduate, to TV staff, Johns Hopkins U., Baltimore, to assist with production of The Johns Hopkins Medical Record.

FRANK J. HOWARD, salesman, WJAR (TV) Providence, R. I., appointed head of newly created promotion department.

BOB MEHRMAN, WCCM Lawrence, Mass., to WTAO Cambridge.

DOUG STAPLES to WCAY Norfolk, Va., on production staff.

BILL ASHWORTH, sales promotion director, WLSL Roanoke, Va., to WFPSD-AM-FM Toledo as merchandising director.

BILL MARTIN to WSYR Syracuse on announcing staff.


ROBERT L. FINN, CBS Pacific Network sales promotion department, received 1952 Merit Award for "outstanding community service in behalf of polio stricken children" from Sister Kenny Polio Foundation.

DEA JOHNSON to KMBK-FM Kansas City, Mo., for morning women's program, "The Happy Home."

TOM FREEMAN and ROGER BELL to KCOY Alliance, Neb., as announcers.

ERNIE PETE, sales representative, WSB-WIBS-Romiaco, to WYTO Fort Worth.

JOE KIT  TYSION Jr., president of the magazine, wpb-AM.

JERRY CROCKER, disc jockey, WERE Cleveland, Ohio, to WJBK-AM-FM Detroit.

CHUCK DARGAN, program assistant, WNBK (TV) Cleveland, to staff director for NBC-TV.

BRUCE MORTON, news staff, WORL Boston, transfers to announcing staff.


BOB LE, sports director, KCKC-AM-FM Kansas City, Mo., to KOCO Oklahoma City.

JOANNE WHEATLEY KANNER, singing star, Fred Waring Show, mother of girl, July 17.

BADEN POWELL, associate director of Research, Don Lee Radio, father of boy, Dennis Baden, July 12.

PERRY CHAPMAN, editing department, KNX Hollywood, father of girl, July 16.

ALICE LAWSON, assistant to AL MAYNARD, purchasing agent, ABC Hollywood, and AL TEANEY, head of special effects, KCET-LA Los Angeles, were married July 27.

FELIX LANDAU, art critic on KECA-TV Hollywood Al Jardine Show, father of boy, Jeffrey Senn, July 16.

FRANK HEGELUND, stage manager, KBVH (TV) Hollywood, and Gloria Lents were married June 30.

LOU CROSBY, former director of NBC-TV Mayor of Hollywood, father of girl, July 17.

HARRIETT PERRY, WSB-TV Atlanta, and Robert Fent were married July 20.

LON FISBACK, assistant production coordinator, KTLA (TV) Hollywood, father of boy, Gary Stephen, July 19.

TED B. SAWYER, promotion manager of WKNE Keene, N. H., father of girl, Kathi Lorraine, July 12.

DAVID RIDDLE, WTVJ (TV) Miami film editor, and Mildred Juett were married July 12.

TOM MANESS, continuity supervisor, WPPT-AM-U. father of girl, Susan Lee, June 23.

ALBERT CORNWELL, audio director, WTVJ (TV) Miami, and Anne Prather were married July 11.

JOE WEAVER, CBS Radio announcer and sports reporter, to WIBC Indianapolis, as writer and broadcaster of news series.

CURT BETER appointed news director, WLYC-AM-FM Williamsport, Pa.

FOREST MORGAN appointed news editor, WCCM Lawrence, Mass.

RECRUITING

Grant To Seek Contract

GRANT Advertising Inc., which currently handles the U. S. Army and Air Force recruitment advertising program, will compete for a new contract Oct. 1, it was revealed last week.

Notice of the agency's intention to enter a competitive bid for the $1 million '53 media pact was given by Edwin F. Lepkovsky, vice president and general manager of Grant's Washington office.

New contract will be negotiated within the next two months, with a briefing session scheduled for interested agencies at the Pentagon in Washington this Wednesday. Over 90 agencies with annual domestic billings of $56 million or more are eligible for the competition. Deadline on applications is Aug. 15 [B+T, July 21].

Grant's contract—the agency has handled the recruiting program times—has been extended to Oct. 1. A drive for Air Cadets enlistments is now underway, with $210,000 made available July 1 for advertising. Radio spots will account for $40,000—or roughly 20%—of the sun, and printed media will derive $149,000.

Radio-TV campaigns were allowed, totaling $250,000, which began on July 1, 1951 to June 30, 1952, plus the new $40,000 after last July 1. First two enlistment drives for this year for Air Cadets, WACs, students, and other enlistments consumed $560,000, and $150,000 for all media [B+T, March 17, Feb. 11].

In announcing the agency competition, the Defense Dept. explained that the 1952 recruiting program was "very limited because of restrictions on advertising funds" and must be "re-initiated this year under a somewhat reduced budget." Contract negotiations will assure continuity of the new program "without interruption next (1954) fiscal year," the announcement said.

Results...Results...Results...in the RICH MIDWEST

Diskins or Mink Coats—KTVT Sells Them in Omaha

Sales for the 1952 J. L. Brandes "Housewives Fair" enjoyed a 30% increase over 1951. Mr. Meyer Rubin, Merchandise Mgr. of the Home Furnishings Dept. attributes a great part of the success to the way the program was advertised and publicized over KTVT, and said that KTVT will play an important part in future advertising.

Mr. Thomas Vaughan, Mgr. of Thomas Furriers, Omaha says: "We felt that we should add TV to the Spring Fair Storage campaign. One spot per week for 6 weeks was purchased on KTVT— the only change from our '51 schedule. Results: We had more spring business and more customers than in any previous year. KTVT really paid off!"

For the B3 in TV coverage of the rich Omaha area, contact KATZ Agency or KTVT today.

KTVT  CBS  DUNMOR  ABC
OMAHA 2, NEBRASKA  CHANNEL 3
Represented by KATZ AGENCY

KMA 3000 WATTS  900K
SENEHAHOK, IOWA
Represented by AVERY-KNODEL, INC

Page 52  •  July 28, 1952
ROOFS ARE BARE BUT SCREENS ARE GLOWING

Estimating TV sets—available audience—in an area usually means “counting noses”—counting the TV aerials that dot the rooftops. In Toledo it’s different—here you won’t see many rooftop aerials—yet 7 out of 10 homes have TV sets tuned to WSPD-TV. A recent survey by Toledo University proved conclusively that Northwestern Ohio’s a ONE STATION-CAPTIVE AUDIENCE market—by preference . . . 90% of the 185,000 set owners prefer WSPD-TV. Here’s an audience that stays tuned—no hop scotching the dial so your commercial is missed. Rabbit ears, built in aerials—actually a ONE CHANNEL dial—gives you the big TV audience in this BILLION DOLLAR MARKET when you buy WSPD-TV—the “Speedy” way to sales in Toledo and Northwestern Ohio.
In a special survey made by C. E. Hooper, Inc., during the recent Republican convention all three Dallas-Fort Worth channels had identical programming. Dallas viewers gave WFAA-TV a rousing vote of approval. Hooperatings for the television trio are as follows:

<table>
<thead>
<tr>
<th></th>
<th>WFAA-TV</th>
<th>Channel &quot;B&quot;</th>
<th>Channel &quot;C&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>36.7</td>
<td>63.7</td>
<td>27.4</td>
</tr>
<tr>
<td>Evening</td>
<td>50.8</td>
<td>46.2</td>
<td>44.4</td>
</tr>
</tbody>
</table>

In a survey made by the Southwest Research Bureau* during the same telecast periods, Dallas and Fort Worth viewers voted as follows:

<table>
<thead>
<tr>
<th></th>
<th>WFAA-TV</th>
<th>Channel &quot;B&quot;</th>
<th>Channel &quot;C&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>29.4</td>
<td>42.8</td>
<td>28.1</td>
</tr>
<tr>
<td>Evening</td>
<td>60.9</td>
<td>36.5</td>
<td>32.1</td>
</tr>
</tbody>
</table>

*Under the direction of J. A. Fitzpatrick, director of research for WFAA-TV.
THE ELEVEN MOST POPULAR STATE CHANNELS

AGREEING on showing of two NBC-TV film programs, Dangerous Assignment and Hopalong Cassidy, on TV in Italy, are (l to r) Franco Passigli, U.S. TV representative for Radio Audizione Italia; Robert W. Sarnoff, vice president in charge of NBC's new TV film division, and John B. Cron, NBC-TV film syndication sales manager. Showings start next Jan. 1.

AGREEING on showing of two NBC-TV film programs, Dangerous Assignment and Hopalong Cassidy, on TV in Italy, are (l to r) Franco Passigli, U.S. TV representative for Radio Audizione Italia; Robert W. Sarnoff, vice president in charge of NBC's new TV film division, and John B. Cron, NBC-TV film syndication sales manager. Showings start next Jan. 1.

MORE GRANTS ISSUED

By LARRY CHRISTOPHER

FIRST TERRITORIAL grant was made by FCC at its regular meeting last Wednesday as the Commission issued the 19th post-thaw construction permit to WKAW San Juan, P. R., for commercial Channel 2 there.

At the same time, the Commission made its initial educational authorizations, granting permits for four noncommercial stations to Kansas State College at Manhattan, Kan., and the New York State Board of Regents at Albany, Buf- falo and Rochester, but public notice was delayed until Friday (see AN ABBEINE). Notifications of mutually-exclusive applications, indicating necessity for comparative hearings, were sent by the Commission to Jose Rizal Quinones (WAPA San Juan) and American Colonial Broadcasting Corp. (WKVM San Juan), both seeking Channel 4 there; to Island Broadcasting Co. (KILA Hilo, Hawaii) and Adver- tiser Pub. Co. (KGU Honolulu), both seeking Channel 4 at Honol- lulu, and to Pacific Frontier Broad- casting Co. (KULA Honolulu) and Royallied, both seeking Channel 2 at Honolulu.

UHF Channel Changes

Notices also were issued by the Commission for UHF channel changes in a number of cities to correct certain UHF channel allocations set forth in the Sixth Report and Order which do not meet the minimum mileage separation requirements [8 *T, April 14]. These included: (1) Notices of proposed rule making to change UHF channels in nine cities and to "freeze" application processing for the channels affected in 10 cities pending finalization of these changes; (2) an order staying the effective date of FCC's July 11 grant of a permit for Channel 30 at New Britain, Conn., to WKNB there, pending completion of a change proposed at North Adams, Mass., and (3) memorandum opinion and orders making changes in the allocations table for certain UHF channels at Baltimore, Har- risburg, Reading, Youngstown and Warren, Ohio, to become effective 30 days after publication in the Federal Register.

Conr. Robert F. Jones dissented in the channel change actions for the same reasons he opposed the Sixth Report.

FCC made 18 initial commercial grants—the first in more than 3½ years—at special meetings on July 11 [8 *T, July 21, 14]. The first action was a triple grant to Den- ver—to KPEL-TV, KVOD-TV and Empire Coil Co. —and KFEL-TV commenced interim operation July 18, just a few hours after receipt of special temporary authority from FCC (see story page 72).

KPEL-TV, as the result of RCA's "operation airlift" which flew into Denver the necessary men and equipment, thus became the first post-thaw TV station to com- mence operation and is the 109th U. S. station in operation. KFEL- TV is assigned Channel 2.

KVOD-TV Revises Plans

Meanwhile, KVOD-TV, assigned Channel 9 and which earlier hoped for an early fall commencement date, last week was reported planning to simulate KFEL-TV's interim operation and hopes to com- mence service within the next fort- night. Special FCC authority is to be requested and RCA technicians also are cooperating with KVOD- TV to help make equipment instal- lations on Lookout Mt. near the KFEL-TV site.

In other television actions last week, FCC filed motions for dismis- sal of several appeals of the Sixth Report pending in the U. S. Court of Appeals for the District of Columbia on grounds that petitions for reconsideration in these cases are also before the Commission, hence the court cannot take jurisdiction until completion of the FCC proceedings.

Five Appeals Pending

The appeals involved are those of Evangeline Broadcasting Co. (KVOL Lafayette, La.), Matta Broadcasting Co. (WLOA Brad- dock, Pa.), Radio Wisconsin Inc. (WIBW Topeka, Kan.), The Peoples Broadcasting Co. (WLAN Lan- caster, Pa.).

The U. S. Court of Appeals, Third Circuit, Philadelphia, re- ceived June 30 in a Sixth Report appeal of WWSW Pittsburgh pending there, on Monday granted FCC's motion for additional time until August 29 in which to file the record of the allocation case. WWSW has chal- lenged FCC's failure to allocate Channel 4 to the Pittsburgh area [8 *T, June 16, 9].

WMT Cedar Rapids, Iowa, ap- plicant for Channel 2 there, mean- while has petitioned FCC to dis- miss the competitive bid of KSTT Davenport, Iowa, also assigning Channel 2 at Cedar Rapids, on grounds the KSTT bid shows financial inadequacy and hence is defective.

FCC's 19th commercial permit for Channel 2 at San Juan, granted to El Mundo Broadcasting Corp., licensee of WKAW there, specifies effective radiated power of 100 kw visual and 50 kw audio. Antenna height above average terrain will be 1,280 ft.

Estimated cost of construction is $463,355 with first year operating cost $300,000 and revenue $200,000. Angel Ramos is president and sole owner of the grantee.

Empire Coll Withdraws

Empire Coll Co., new UHF gran- tee at Denver and Portland, has had an application pending for Channel 2 at San Juan but withdrew the bid on July 17, FCC re- cords show.

In its notice of proposed rule making to change channels in nine cities, FCC invited comments to be filed by August 18, with replies thereto within another 10 days. The

COMMISSION PROPOSES to make these changes:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
<th>Delete</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilmington, Del</td>
<td>55</td>
<td>38</td>
<td>36</td>
</tr>
<tr>
<td>Reading, Pa.</td>
<td>20</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>Newbury, S. C.</td>
<td>37</td>
<td>79</td>
<td>74</td>
</tr>
</tbody>
</table>

Pending a determination of this proceeding, FCC ruled there will be no processing of applications for stations in these cities on the channels proposed to be deleted, or related channel assignments in the following cities: Allentown, Pa., 39; Greenville, S. C., 23; Lima, Ohio, 35; Winchester, Ky., 37; Cincinnati, Ohio, 48; New London, Conn., 26; New Britain, Conn., 30; Port- wayne, Ind., 27; Wilmington, Del., 59; and Greenville, S. C., 23.

In the light of these changes to correct minimum spacing errors, FCC proposes to amend the table of assignments contained in Sec. 3.606 of its rules in the following manner:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
<th>Delete</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>12</td>
<td><em>59</em></td>
<td>81-</td>
</tr>
<tr>
<td>Florida</td>
<td>6-9, 18-24-27-</td>
<td>41-</td>
<td>25</td>
</tr>
<tr>
<td>Georgia</td>
<td>20-</td>
<td></td>
<td>44-</td>
</tr>
<tr>
<td>Indiana</td>
<td>24-</td>
<td></td>
<td>69-</td>
</tr>
<tr>
<td>Kentucky</td>
<td>27-</td>
<td></td>
<td>64-</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>46-</td>
<td></td>
<td>68-</td>
</tr>
<tr>
<td>Ohio</td>
<td>7-71-</td>
<td></td>
<td>74-</td>
</tr>
<tr>
<td>Lima</td>
<td>35-</td>
<td></td>
<td>73-</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>35-</td>
<td></td>
<td>67-</td>
</tr>
<tr>
<td>South Carolina</td>
<td>70</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 These changes, required by the proposed shift in the Elberton, Ga., assignments, are merely with respect to the effect requirements of Channel 24 in Orlando and in Tallahassee.

The channel changes to become effective 30 days after publication in the Federal Register are as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
<th>Delete</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore, Md.</td>
<td>30</td>
<td>69</td>
<td>55</td>
</tr>
<tr>
<td>Harrisburg, Pa.</td>
<td>33</td>
<td>35</td>
<td>55</td>
</tr>
<tr>
<td>Reading, Pa.</td>
<td>55</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Youngstown, Ohio</td>
<td>33</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Warren, Ohio</td>
<td>21</td>
<td>67</td>
<td></td>
</tr>
</tbody>
</table>

The table of assignments would (Continued on page 58)

JULY 28, 1952 • Page 55
Television Grants and Applications July 18-24

NEW STATION GRANT
SAN JUAN, P. R.—El Mundo Bestg. Corp. (WKAQ), VHF Ch. 2 (84-89 kc; ERP 433 kw visual, 185 kw audio) has applied for a construction permit for a new station. Estimated construction cost $495,356, first year operating cost (Continued) $265,335. (For details about applicant, see TV Applications, B.T., July 7.)

SET FOR HEARING
SAN JUAN, P. R.—Ordered hearing for Island Bestg. Corp. (KPOA) and American Colonial Bestg. Corp. (WJNO) on August 7. (See B.T. July 7.)

HONOLULU—Hawaii—Ordered hearing for Island Bestg. Corp. (KPOA) and American Colonial Bestg. Corp. (WJNO) on August 7. (See B.T. July 7.)

PROPOSED CHANNEL SHIFTS
The Commission issued noticed of proposed rule making and memorandum orders and notice to confirm assignments in the Table of Assignments which are subject to provisions of the Act for channel requirements. See story page 55.

GRANTED STATION
KREF-TV, Denver, Colo.—Eugene P. O'Fallon Inc. Granted temporary authority to construct camera stand for 1,279 kw visual, 50 kw audio; antenna height above average terrain 1,225 ft. above ground 351 ft. Estimated construction cost $230,000, revenue $210,000. Post Office address: P. O. Box 291, Denver, Colo. (See TV Applications, B.T., July 7.)

APPLICATIONS
(Continued)

PHOENIX, Ariz.—KOY Bestg. Co. (KJOY), VHF Ch. 10 (102-108 mc; ERP 29 kw visual, 2 kw audio) has applied for a construction permit for a new station. Estimated construction cost $271,474, first year operating cost $259,477, revenue $255,650. Post Office address: P. O. Box 2671, Phoenix, Ariz. (See TV Applications, B.T., July 7.)

LITTLE ROCK, Ark.—Arkansas Bestg. Corp. (KLRB), VHF Ch. 11 (198-204 mc; ERP 25 kw visual, 2 kw audio) for a construction permit for a new station. Estimated construction cost $277,452, first year operating cost $259,477, revenue $255,650. Post Office address: P. O. Box 2671, Phoenix, Ariz. (See TV Applications, B.T., July 7.)

BROADCASTING
ALABANY, Ga.—Herald Publishing Co. (WJEA), VHF Ch. 2 (160-162 mc; ERP 6 kw visual, 2 kw audio; antenna height above average terrain 339 ft. above ground 103 ft. Estimated construction cost $171,000, first year operating cost $150,000. Post Office address: 133 Pine Ave., Albany, Ga. (See TV Applications, B.T., July 7.)

AUGUSTA, Ga.—Garden City Bestg. Co. (WAUG), VHF Ch. 2 (88-89 mc; ERP 92 kw visual, 50 kw audio; antenna height above average terrain 616 ft. above ground 503 ft. Estimated construction cost $315,611, first year operating cost $306,305. Post Office address: 133 Pine Ave., Augusta, Ga. (See TV Applications, B.T., July 7.)

DOUGLAS, Ga.—WBDM Inc. (WCCV), VHF Ch. 2 (160-162 mc; ERP 22 kw visual, 2 kw audio; antenna height above average terrain 320 ft. above ground 173 ft. Estimated construction cost $211,552, first year operating cost $191,388. Post Office address: P. O. Box 590, Douglas, Ga. (See TV Applications, B.T., July 7.)

WAYCROSS, Ga.—Teletronics Inc. (WACL), VHF Ch. 16 (488-490 mc; ERP 7 kw visual, 1 kw audio; antenna height above average terrain 478 ft. above ground 210 ft. Estimated construction cost $100,000. Post Office address: P. O. Box 551, Waycross, Ga. (See TV Applications, B.T., July 7.)

SPRINGFIELD, Ill.—WCVS Bestg. Co. (WCVB), VHF Ch. 2 (32-34 mc; ERP 10 kw visual, 1 kw audio; antenna height above average terrain 320 ft. above ground 210 ft. Estimated construction cost $211,552, first year operating cost $191,388. Post Office address: P. O. Box 590, Douglas, Ga. (See TV Applications, B.T., July 7.)

Addenda to TV Applications

TYPOGRAPHICAL and clerical corrections to reports of TV applications published in BROADCASTING • TECLASTING since April 14 are presented herewith. The changes are listed by date of issue, page number and city in which the original application has filed for a new TV station.

BeT, June 2

Page 62—St. Joseph, Mo., KFKE Inc. Application and application are listed as amended.

BeT, June 3

Page 76—Deleware United Bestg. Co. (WHER), Wilmington, Del. Application and application are listed as amended.

BeT, June 7

Page 75—Peoria, Ill., Peoria Bestg. Co. Application and application are listed as amended.

BeT, June 23

Page 76—Austin, Minn., Cedar Valley Bestg. Co. (KAUS). Application should be listed as amended.

BeT, June 30

Page 55—Waterbury, Conn., WATR Bestg. Co. should be listed as amended.

BeT, July 7


BeT, July 14


BeT, July 21

Page 68—Keller & Co. (WRVA), WRVC (FRC) Norfolk, Va. WRVC best is incorrectly listed as being owned by W. B. Baker and current of estate of W. B. Bales (33%).
BROADCASTING • Teleprint  

July 28, 1952 • Page 57

Those Rabid Fans

RDR/PUBLICA National Convention did not deter the rabid fan from his burning interest in his favorite subject. As evidence that the GOP fireworks did not corrupt all the TV viewers, WOR-TV New York had its "Sports Page," a quiz program, pulled more than 900 letters.

The show originates Wednesday night at Roosevelt Raceway between races.
More Grants Issued By FCC
(Continued from page 55)

Maryland
Baltimore
2-11, 13-14, 18, 26-8, 80-

Ohio
Wuen
21-, 27, 73-

Pennsylvania
Harrisburg
27-, 54-, 77-

Reading
33-, 61-

In making the Baltimore, Harris-
burg and Reading channel changes, FCC acted upon petitions tendered by
Broadcasting Inc., applicant for chan-
nel 13 at Baltimore; Lebanon Broad-
casting Co. (WLBL), chief owner of applicant for channel 16 at Lebanon, Pa.; Eastern Radio
Corp. (WHUM), applicant for Channel
61 at Reading; Hawley Broadcasting
Co. (WEEU), also Channel 61 applicant at Reading; WHIP Corp. (WHP), Channel 33 applicant at Harrisburg; Baltimore Radio
Show Inc. (WFBP), applicant for Channel
33 at Baltimore; WITX-TV Inc., prospective Channel 18 applicant at Baltimore.

The Commission's memorandum opinion explained that in the Third Notice of Further Proceedings, backed into the record in March 1951 (B&T, March 26, 1951), FCC proposed to assign Channels 15, 30 and 60 to Lebanon and Baltimore, respectively, and Channels 12 and 49 to Reading and Harrisburg, respectively. These proposals were finalized in the Sixth Report, which also made firm the Commission proposal to station
most of the remaining assignments of 75 miles be used for UHF channels separated in frequency by 15 channels in order to avoid picture
image interference.

FCC noted that since the dis-
tance between Harrisburg and Bal-
timore is 68 miles and Baltimore to Lebanon is 72 miles, the minimum separation
between those channels would be.

Taking into account the channel
changes proposed by Chesapeake
Television Inc., applicant for Channel
67 at Reading, FCC said in the view of
that these proposals were contained in the petition for reconsideration properly filed in this proceeding
and in the view of the further fact that interested parties have had a full
opportunity to submit any com-
ments or counterproposals with re-
pect to such proposals as they may
have wished, we believe that it
would be unnecessary at this
time to go through the notice pro-
cedures set forth in Section 4 of the
Administrative Procedure Act. 3

FCC, however, ruled it inappro-
priate at the time to consider
Chesapeake Television's request for
the assignment of an additional
channel in Reading.

Respecting the petitioners' plea
that the changes be made effec-
tive immediately in order to permit
early processing of applications un-
der the temporary processing pro-
cedure and city priority lists (B&T,
May 26), FCC ruled the 30 day
effective date is reasonable in order
to permit prospective applicants to
make transmitter site changes or
other engineering alterations now
that the channels are switched.

The channel changes ordered by
the Commission at Youngstown and
Warren were based upon a petition
filed by Polan Industries, Channel
33 applicant at Youngstown.

It was pointed out that the assignment of Channels 33 and 47 to Youngstown and Pittsburgh, respectively, violate the minimum separation require-
ment since the two cities are separated only 57 miles whereas a
spanding of 60 miles between Chan-
nels 33 and 47 is required to avoid
sound image interference.

The Commission's memorandum
opinion noted that Polan Industries
"has filed a letter requesting with-
drawal of its petition for recon-
sideration. This withdrawal is ap-
nparently based on the belief that
because petitioner has secured a
transmitter site which would be
more than 60 miles from Pittsburgh
that the defect in the table of as-
signments referred to above has been
cured and grants may be made in
both Youngstown and Pittsburgh
consistent with the standards pre-
scribed in the Sixth Report. This
is not the case. The Sixth Report
makes it completely clear that in
order for an assignment to appear
in the table a minimum separation
must be met on a city-to-city basis
as well as on a transmitter site
basis. And the fact that proposed
transmitter sites were available
which would be separated by more
than the minimum distance from
cities in which other assignments
were being made was expressly re-
jected in the Sixth Report as a
basis for making assignments in the
table of assignments."

FCC took notice of the opposi-
tion filed by Warren Tribune Radio
Station, Inc. (WTVI), whose opera-
tion at Reading pointed out that the
substitution of Channel 67 for 21
at Warren would require an amend-
ment of its application. The Com-
mission held, however, that Chan-
nels 67 and 21 work as well as chan-
nel 21 and that the transmitter site
spec puted by WHII would also
work equally well for Channel 67.

In its motion to dismiss the ap-
sal of WTVI, WALA and WISC before the U.S. Court of Appeals for
the District of Columbia, FCC
acknowledged that the parties may
appeal direct to the court since
the Sixth Report was a final order:
However, FCC charged that since
they also petitioned FCC for recon-
sideration of the Sixth Report, they
"simultaneously" seek re-

In any way to assign Channel 8 at
Lancaster to WGA-LTV or in any
other way to make any final dis-
position of that channel in a way
that would be considered unrea-
ner prejudicial to the claimed rights
of the petitioner."

FCC contended that "on the con-
trary it indicated the way WLAN
proceeds with the application for
an amendment to Channel 8.
WLAN has re-filed for Channel 8, the
court was told, and has petitioned
FCC for immediate hearing with the
WGA-LTV application.

FCC charged WLAN "is merely
asking this court to order the Com-
mission to do something that it
has already done and which was clearly
contemplated in the memorandum
opinion and order issued in con-
junction with the Sixth Report."

The new procedure of notifying
competitive applicants at San Juan
and in Hawaii of all their requests
are mutually exclusive, rather than
designating them for hearing out-
right, is in accord with the pro-
visions of the new signed McFarland Act (B&T, July
21). Under the new law, FCC must
notify mutually exclusive applicants a hearing will be necessary and afford them 30 days to which
reply. The

The WMT, petitioning for
reconsideration of the KSTT application, charged the Davenport station's
time requests is incomplete because "(1) the firm financial status of the
stockholders fail to show that each has current and liquid assets suf-
cient to meet his respective liabil-
iton, to indicate financial ability to loan the applicant the sum pledged. (2) No verified copy of the pledge agree-
ment accompanies the application.
(3) No details or other basis for
operating costs and revenues
are given as required."

-more to come-

Danish TV Programming

200 Video Families View 3 Hours Weekly

Television is truly an infant at
the world stage, being only last October. Today some 200 video families are offered three
hours a week of sight and sound
programs, emanating from a single
studio of the Danish State Television
House, which public relations off-
cers proudly describe as "the world's
callestudio ."

Telecasts occur from 8-9 p.m.
Tuesday through Thursday. The
Program material is a combination
of live and film, including news-
reels, dramatic sketches, discus-

tions of topics of public interest
and Parole.

There are as yet no sports tele-
casts because the Danish State
Radio, which controls all broad-
casting in Denmark, has no 
remote pick-up

equipment.

Also, radio stations do not
have the funds to meet the prices
placed on video rights to sports
events. In Denmark the promoters are so afraid of even radio competition that they
 permit only the second half of an
event to radio.

The lone Danish TV studio
is equipped with Philips Lab. appar-
atus, adapted for program use
by engineers of the Danish State
Radio. Among the studio's
iconoclastic gadgets are: 20 video
cameras for live pickups and one
film camera for 35mm or 16mm
films or slides. Picture standards
are: 825 lines, 25 interlaced frames per second, negative, monochrome, broadcast at 62.25 mc with
radiated power of picture transmis-
sion, 500 w and FM sound broadcast at 97.75 mc with radiated power of sound wave, 200 w. The
antenna is horizontally polarized.

License fees of 16 kroner (about
$2.50) on radio sets and of 50
kroner (about $9) on TV sets sup-
port the Danish State Radio serv-
vice which, in addition to its three
hours of video entertainment a week,
provides daily radio program service, FM as well as AM. There are some 1,250,000 licensed radio
sets in Denmark.
IN A SIGNIFICANT decision issued Friday, NLRB served notice it would not necessarily gear talent bargaining policy for individual TV stations to those down for television networks last fall.

The labor board dismissed a petition by Television Authority in which TVa sought to represent "all persons employed as talent on all live programming" at WEVS (TV) Cleveland, a Scripps-Howard video outlet.

A majority ruled, in effect, that WEVS is not an "employer" of freelance talent for collective bargaining. Hence, the performers are excluded from any bargaining unit sought by TVa. AFRA joined in seeking an election among employees.

A minority opinion challenged the decision as inconsistent with the board's ruling in last fall's case involving the major TV networks. This dispute probed a celebrated CBS-TV Amos 'n Andy issue, in which separate units were directed for employees appearing on live shows at the network's New York, Chicago and Los Angeles studios, and those engaged by CBS Television in production of motion picture scenes for television (B&T, Oct. 20, 1952).

While applying at the time only to CBS, the decision also set precedent for ABC-TV, DuMont TV Network, NBC-TV and WOR-TV New York (General Teleradio Inc.).

Lack of Consistent Pattern

NLRB premised its reasoning in the WEVS case on the lack of a consistent pattern for radio-TV bargaining in the Cleveland area and its contention that the station "does not exercise substantial control over the conditions of employment of freelance talent." Scripps-Howard favored limiting the unit to its own outlets.

WNBK (TV), Cleveland at present is the only "organized" TV station there, according to NLRB, with a unit composed of announcers, TVa represents talent at five Cleveland radio stations, with units formed on varying bases.

Talent appearing on locally-produced WEVS programs are free lance performers, drawn from a pool of talent who also perform for about 50 advertising agencies, NLRB said, noting that performers are selected by the agencies and not by WEVS. Station supplies staff directors, who "control only mechanical details."

Turning to the network case, the board continued:

... There the pertinent facts were significantly different ... For example, substantially all talent in those broadcasting areas were included in the unit; the major advertising agencies participated in the contract negotiations; and the major television networks were joined in multi-employer bargaining. And, most important, the network broadcasters had, in radio, already established a substantial and successful bargaining machinery with radio talent unions, which were carried over into the network television field—a bargaining machinery in which the network unit was based.

The majority also noted that WEVS is responsible for all material and is a "voluntary adherent to industry code of conduct which establishes standards of program morality and taste." The station, it added, is "merely the lessor of the time and technical facilities to the advertising agencies" and "punishes infractions of its broadcasting rules with sanctions against the agencies, not against the talent."

The majority opinion was signed by Chairman Paul Herzog, Abe Murdock and Ivar Peterson (former NAB legal assistant). Dissents by Howard and Paul Styles registered strong opposition, charging the decision deprives performers of collective bargaining rights.

As one instance of evidence supporting its views, the majority alluded to the station's "power to exclude particular performers"—following a "policy under which it forbids the use of its facilities to any known Communists, or to any performer listed in the notorious booklet, Red Channels."

Dissenters Houston and Styles also cited the station's supervision of talent performance and direct payment to freelancers working for the agencies. They felt that, with at least 50 agencies in Cleveland and actors hired for varying tenures of activity, "it is impossible to see how any bargaining unit could be established [with the agencies] on the basis of such ever-changing and illusive relationships."

The minority opinion continued:

That all actors who perform at the same time at any single station or studios may appropriately be joined in a single bargaining unit despite the lack of conventional employer-employee relationship. The NLRB said, noting that in 1947 (in the American Broadcasting Company case) its opinion "does not necessarily mean that all the roving talent in the Cleveland area is in a different position from that in large cities like New York, Chicago, or Los Angeles. If Cleveland freelancers may not be deemed employees of the television stations, no more so could those who are brought by advertising agencies to act as spokesmen in the cameras of the major networks. The jurisdiction of those political parties not registered (1947) nor specifically not registered (1947) and not registered "in the sense of employers" and not necessarily of that of the employer because not registered "in the sense of employers" and not necessarily of that of the employer in the Act.

We cannot agree with the majority that a station's "lack of control over the advertising" is sufficient to deprive the performers in that area to its presence in the unit. It is poor precedent to the freelance performers in the Cleveland area to suggest, as the majority appears to do in distinguishing the stipulated network-wide unit from the single station unit, that all the television stations in Cleveland agreed that the advertising agencies and sponsors are "without a doubt, in a policy manner" with these stations in contract negotiations, that the entire Cleveland talent unit is comprised of "the employees who are hired" and who is brought by advertising agencies to act as spokesmen in the cameras of the major networks. Considering the ease with which any single station unit could be made to include them, the decision is illusory at best. Collective bargaining which exists by the grace of one of the parties is no bargaining at all.

ANTENNA TESTS

FCC Authorizes RCA

AUTHORITY for use of several special transmitters to test the effect of the new heliographic and ground wave propagation in the upper UHF band was granted by FCC last week to RCA.

The Commission authorized RCA to mount four modified Signal Corps transmitters on the tower of WOR-TV New York, located at North Bergen, N. J., at heights of 185 feet and 735 feet, in the frequency band of 842-854 mc with power of 20 w. The special temporary authorization is for three months. RCA said it was necessary to test that the activities covered are of a non-competitive nature.

FCC also granted authority for a base station and two mobile units to be used. The mobile units are based in conjunction with the tests.

ARB Adds 3 Cities

THREE more cities—Cincinnati, Dayton, and Columbus—will be added Aug. 1 to TV rating coverage of American Research Bureau, according to ARB Director James W. Seiler. This brings total ARB coverage to 18 cities, he said.

Miss BERTHA C. PRESTLER, assistant secretary, Storer Broadcasting Co., helps George B. Storer, company president, slice a 25th anniversary cake July 11 in the firm's home office at Birmingham, Mich. Miss Prestler, who has been associated with Mr. Storer since May 1928, has a longer record of Storer service than any other employee.
GREAT FALLS, Mont. — Television stations (KXXL), VHF Ch. 9 (60-62 mc); ERP 151 kw visual, 0.8 kw audio; antenna height above terrain 295 ft., above ground 283 ft. Estimated construction cost $112,890, first year operating cost $16,670, revenue $75,000. Post Office address: 1001 E. Broadway, Great Falls.

KDFW, VHF Ch. 11 (64-66 mc); ERP 106 kw visual, 0.2 kw audio; antenna height above terrain 281 ft., above ground 269 ft. Estimated construction cost $270,000, first year operating cost $156,000, revenue $2,000. Post Office address: 1201 E. Broadway, Great Falls.

WMPX, VHF Ch. 13 (68-72 mc); ERP 66 kw visual, 0.1 kw audio; antenna height above terrain 271 ft., above ground 259 ft. Estimated construction cost $199,000, first year operating cost $141,000, revenue $1,000. Post Office address: 1001 E. Broadway, Great Falls.

KVIF, VHF Ch. 14 (74-78 mc); ERP 60 kw visual, 0.1 kw audio; antenna height above terrain 245 ft., above ground 233 ft. Estimated construction cost $112,800, first year operating cost $16,670, revenue $75,000. Post Office address: 1001 E. Broadway, Great Falls.

KFMB-WW, VHF Ch. 58 (90-92 mc); ERP 2 kw visual, 0.1 kw audio; antenna height above terrain 246 ft., above ground 234 ft. Estimated construction cost $86,000, first year operating cost $6,900, revenue $4,000. Post Office address: 1001 E. Broadway, Great Falls.

KFMB-WF, VHF Ch. 60 (59-61 mc); ERP 4 kw visual, 0.1 kw audio; antenna height above terrain 291 ft., above ground 279 ft. Estimated construction cost $227,000, first year operating cost $156,000, revenue $2,000. Post Office address: 1001 E. Broadway, Great Falls.

KFMB-DX, VHF Ch. 60 (59-61 mc); ERP 4 kw visual, 0.1 kw audio; antenna height above terrain 291 ft., above ground 279 ft. Estimated construction cost $227,000, first year operating cost $156,000, revenue $2,000. Post Office address: 1001 E. Broadway, Great Falls.

KFMB-HZ, VHF Ch. 60 (59-61 mc); ERP 4 kw visual, 0.1 kw audio; antenna height above terrain 291 ft., above ground 279 ft. Estimated construction cost $227,000, first year operating cost $156,000, revenue $2,000. Post Office address: 1001 E. Broadway, Great Falls.

KFMB-AM, 550 K.C. San Diego's First and Only TV STATION Blackouts TV, channel 8 AM 550 K.C. San Diego's FOUR MAJOR AIRCRAFT PLANTS Have 36,617 Employees!

KFMB-TV • KFMB-AM SAN DIEGO I, CALIFORNIA

Represented by THE BRANHAM CO.
So TV-less WICHITA
COULD SEE THE CONVENTIONS
ON TELEVISION

OUTSTANDING PUBLIC SERVICE
Appreciated by Thousands

The management of Radio Station KANS, realizing the keen interest in the issues before both political parties, decided months ago to make every effort to present these telecasts to the Wichita audience. With the closest T-V station 160 miles away, this did present a problem.

Not to be discouraged by the element of distance, KANS, through cooperation of the Southwestern Bell Telephone Co. and dozens of faithful employees, has brought to the citizens of Wichita a near perfect micro-wave relay of both political conventions.

ANOTHER KANS OUTSTANDING PUBLIC SERVICE

Public interest follows Public Service and all advertisers on KANS receive this plus. If you want your message directed to listeners that can do something about it, then KANS is your best Radio Buy.
PROVIDENCE, R.I.—New-England Television Co. of Rhode Island, UHF Ch. 26 (482-488 mc); ERP 269 kw visual, 114.4 kw audio, antenna height above average terrain 532 ft. above ground 532 ft.; construction cost $313,000, first year operating cost $182,000, revenue $225,000. Post Office address: Providence, W. Taunton. Transmitter location atop White Spruce Hill 43° 12' 17.7" N., 71° 42' 40" W., Transmitter antenna; concrete antenna base, 90 ft., above ground 300 ft. Estimated construction cost $300,000, operating cost $204,000, revenue $300,000. Legal counsel: Sprague and Sprague, Providence. On-air personality: Ralph E. Sprague. Engineer: Ralph E. Sprague. Consultant: Ralph E. Sprague. Principal: Ralph E. Sprague.

CINCINNATI, O.—TV Eye, UHF Ch. 7 (712-718 mc); ERP 226 kw visual, 141 kw audio, antenna height above average terrain 637 ft. above ground 595 ft. (Estimated construction cost $372,008, first year operating cost $268,000, revenue $350,000. Post Office address: 1302 Life of America Bldg., Cincinnati, Ohio. Transmitter location determined. Transmitter transmit in 3.2 mi. (Continued page 60)

TV Grants and Applications (Continued from page 60)

EXAMINING a box camera can be used in expanded facilities of WTCN Television Minneapolis-St. Paul are (l to r) F. Van Kenyonenburg, vice president, Mid-Continent Radio-Television Inc.; John Sherman, WTCN-AM-TV technical director; Ogden Prestholdt, CBS transmitter specialist, and Blair Benson, CBS TV studio expert.

NON-SATELLITE, WINCHESTER, Va.—WINCH, Ch. 5 (762-768 mc); ERP 20 kw visual, 11.1 kw audio, antenna height above average terrain 991 ft. above ground 888 ft. (Estimated construction cost $144,856, first year operating cost $105,000, revenue $126,000. Post Office address: Park National Bank, Winchester, Va. Transmitter location atop Lookout Mountain, 35° 00' 21.1" N., 82° 23' 37.7" W., Transmitter antenna; concrete antenna base, 100 ft., above ground 170 ft. Estimated construction cost $163,000, operating cost $105,000, revenue $160,000. Legal counsel: Bovie, Thomas & Morgan, Winchester. Engineer: T. H. Mullane, Winchester. Sole owner is Tom Potter, independent owner, prior experience in radio stations in aton Rouge, La., Austin, Tex., and Portland, Me. Engineer: H. C. McCory Jr. (7.75).
KFEL-TV
DENVER, COLORADO
CHANNEL 2

America's first post freeze television station is
pleased to announce the appointment of

BLAIR-TV
INCORPORATED

as exclusive national representatives
effective July 20, 1952

KFEL-TV commenced
commercial telecasting
operations on July 20, 1952
A revolutionary NEW TV ANTENNA — via Graybar

... for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter — permits the installation of smaller, less expensive transmission lines ... minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, plus any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements — whether AM or TV. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.

RTMA SESSION

On Educational TV Aug. 6

WILL TV manufacturers lend a hand to fledgling educational TV?

That question will be considered Aug. 6 when a special Radio-Television Manufacturers Assn. committee meets in New York to explore the question.

The RTMA committee was established to determine whether the manufacturers' trade organization should aid in promoting educational TV, and by what means.

Meeting is scheduled to take place in the office of Frank M. Folsom, RCA Victor president, in the RCA Bldg.

Chairman of the committee is Benjamin Abrams, president of Emerson Radio & Phonograph Corp. Mr. Abrams recently established a $100,000 educational TV fund, to be equally apportioned to the first 10 educational video stations to get on the air [BT, June 30].

Committee's recommendations will be submitted to the RTMA board at its Sept. 18 meeting in New York.

The following manufacturers have been invited to attend:

W. R. G. Baker, General Electric; Max F. Balles, Sylvania; John W. Craig, Crosley; Allen B. DuMont, DuMont Labs.; Frank Freimann, Magnavox; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Matt Little, Quan-Nichols; Glen McDaniel, RTMA; F. F. McDonald Jr., Zenith; Leslie F. Muter, Muter Co.; A. D. Piemont Jr., Indiana Steel; Fred K. Stratton, Admiral; Robert C. Tait, Stromberg-Carlson.
**VIDEO WORKSHOP**

*Set By Iowa State College*

Iowa State College at Ames, Iowa, which operates WOI-TV, will hold an all-day educational television workshop Aug. 17-24 in cooperation with the National Assn. of Educational Broadcasters.

Seymour N. Siegel, NAB president, and the 60 representatives of leading educational institutions have been invited to participate to develop "television know-how" with view to future operation of their own stations.

A feature of the meeting, added Mr. Siegel, will be a thorough explanation of the services of the NAB with special emphasis on television.

Consultants from commercially operated TV stations will supervise sessions in cooperation with Richard Hull, WOI-TV director; Irving Merrill and Joseph North, WOI-TV staffmen. Mr. North heads the college's video curriculum.

It is hoped, said Mr. Siegel, that the workshop will make possible the transmission of technical skills to provide sufficient understanding of the drawbacks and pitfalls as well as the challenge and opportunities for public services which educational television offers.

**ASCAP FEE QUIZ**

*Station Answers Ordered*

YEAR-OLD petition of 55 TV station operators to have the U.S. District Court in New York set reasonable fees for their use of ASCAP music moved a step nearer action last Thursday when Justice Henry W. Goddard ruled that the issue was not barred by a 1951 decision of the Supreme Court. The court's action would help to determine fees be provided by the station operators so far as is possible.

The station officials had objected to a number of the questions on the forms prepared by ASCAP as being unnecessary or difficult, or impossible to answer. The TV broadcasters won the court's approval, however, for their plea that their station identifications be removed from the forms and key numbers substituted, to protect the confidential nature of the data reported by the stations.

**Canada’s Set Potential**

MORE than 100,000 video sets are in operation in Canada, and there is prospect of 1 1/2 million in five years. This was the prediction of Vincent Barreca, president of Canadian Admiral Corp., who introduced the company’s new TV line in Montreal July 14. Speaking to distributors, Mr. Barreca said Canada already has the third largest number of TV sets of any country in the world although it does not have regular television service.

**CANADIAN TV**

*Announce Allocations List*

Canadian TV allocations, as agreed to in an exchange of notes between the U.S. government and that of Canada, will be announced two weeks ago [B**T**, July 21], do not make any changes in the U.S. assignments as issued by the FCC in its Sixth Report [B**T**, April 14]. The Canadian allocations are the same as those proposed in the FCC's Third Notice [B**T**, March 26, 1951] except for the addition of two UHF channels to Hamilton, Ontario.

The Canadian allocations follow:

<table>
<thead>
<tr>
<th>ALBERTA</th>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>2, 10</td>
<td>12</td>
</tr>
<tr>
<td>Edmonton</td>
<td>3, 11</td>
<td>15</td>
</tr>
</tbody>
</table>

**BRITISH COLUMBIA**

| Chilliwack | 12 | 12 |
| Cranbrook | 15 | |
| Fernie | 24 | |
| Kamloops | 16 | |
| Kelowna | 22 | |
| Nelson | 18 | |
| New Westminster | 17 | |

**MANITOBA**

| Brandon | 6, 9, 11 | 21, 32 |
| Flin Flon | 3 | |
| Dauphin | 14 | |
| Portage la Prairie | 34 | |
| St. Boniface (see Winnipeg) | |

**NEW BRUNSWICK**

| Campbellton | 12 | 10 |
| Edmonston | 10 | 27 |
| Fredericton | 9 | 26 |
| Moncton | 16 | |
| Newcastle | 16 | |
| St. John | 17, 22 |
| Saint John | 26 | |
| Sackville | 22 | |
| Woodstock | 36 | |

**NOVA SCOTIA**

| Amherst | 41 | |
| Antigonish | 34 | |
| Bridgewater | 43 | |
| Halifax | 3, 5, 13 | 15, 21, 37 |
| Kentville | 19 | |
| New Glasgow | 18 | |
| Sydney | 2, 4, 6 | 15, 21 |
| Truro | 31 | |
| Windsor | 25 | |
| Yarmouth | 13 | |

**ONTARIO**

| Barrie | 14 | |
| Belleville | 39 | |
| Brantford | 46 | |
| Brockville | 46 | |
| Chatham | 14 | |
| Cornwall | 36 | |
| Fort Frances | 5 | |
| Fort William (see Port Arthur) | |

| Hamilton | 31, 57, 68, 78 | 55 |
| Kenora | 9 | 22 |

**VHF**

<table>
<thead>
<tr>
<th>Channel</th>
<th>No.</th>
</tr>
</thead>
</table>

**UHF**

<table>
<thead>
<tr>
<th>Channel</th>
<th>No.</th>
</tr>
</thead>
</table>

**JOHN W. CRAIG (I)**, Avco vice president and general manager of its Crosley Div., discusses with John Pogue, president, The H. & S. Pogue Co., Cincinnati department store, an exhibit of foreign appliances.

**Advert**

**EVERYTHING**

houses more in Graybar

**CHICAGO**

BROADCASTING Equipment Representatives are located in the following 19 cities:

**ATLANTA**

E. W. Stone, Cypress 1751

**BOSTON**

J. P. Lynch, Kenmore 6-4567

**CHICAGO**

E. H. Taylor, Can 6-4100

**CINCINNATI**

W. H. Hanson, Main 0600

**CLEVELAND**

A. C. Schwager, Cherry 1-1360

**DALLAS**

C. C. Ross, Randolph 6454

**DETROIT**

E. Gundy, Temple 15-500

**HOUSTON**

R. T. Asbury, Alwood 4571

**JACKSONVILLE**

W. C. Winfree, Jacksonville 6-7611

**KANSAS CITY, MO.**

R. B. Uhrig, Baltimore 1644

**LOS ANGELES**

R. B. Thompson, Angelus 3-7283

**MINNEAPOLIS**

R. W. Greer, Geneva 1621

**NEW YORK**

R. W. Griffiss, Exeter 2-2000

**PHILADELPHIA**

J. W. Crockett, Walnut 2-4365

**PITTSBURGH**

R. F. Cassell, Allegheny 1-4100

**RICHMOND**

E. C. Toms, Richmond 7-3491

**SAN FRANCISCO**

G. K. Morrison, Market 1-5131

**SEATTLE**

D. L. Craig, Mutual 0123

**ST. LOUIS**

J. P. Lenkard, Newstead 4700

**BROADCASTING**


**via**

© Graybar

**BROADCASTING** • **Telecasting**

July 28, 1952 • Page 65
ON E U. S. family in three has a TV set as of April, according to Market Research Corp. of America. It reported that data collected that month from members of the organization's National Consumer Panel indicated 14,588,000 of the nation's homes contain at least one TV receiver.

Comparing the April figures with those revealed by surveys made in January 1952 and in April 1951, Samuel G. Barton, MRCA president, said that two out of every hundred U. S. families have become TV owners since January, when 31% were TV families, and seven since April 1951, when the TV homes comprised 28% of the national total.

Increase of 28% in video families from April 1951 to April 1952, Mr. Barton noted, came during final stage of the three-and-a-half-year expansion on new TV stations. He predicted a much more rapid rate of increase in the year ahead, depending, of course, on the extent to which new stations go on the air in areas not covered by TV.

Analysis of TV ownership by type of family, made from the MRCA Consumer Panel reports, shows most TV families in the upper and middle income groups with little difference between them (39% of the upper fourth, 37% of the second fourth and 36% of the third fourth having TV), but with only 21% of the lowest income group owning video sets. As might be expected, more big city dwellers have TV sets than farm families and most sets are found in the northeast and central parts of the country, in line with the distribution of TV stations.

Occupational breakdown reveals craftsmen and foremen having the largest percentage of set-owners (45%), followed by laborers and operators (39%), professional and executive group (38%), clerical, sales and service personnel (37%), farmers (10%). Families whose heads have high school educations are the highest TV-owning group, educationally speaking (39%), against 34% of college graduates and 28% with only grade school.

Families with three or more members are more as TV owners than those without children, the study shows, reporting TV ownership by 25% of families with one or two members, 37% by families of three, 39% by families of four or five and 35% by families of six or more.

Nearly 51 Million Saw GOP On TV Says ARB

FIFTY-ONE million viewers saw the Republican National Convention, according to an American Research Bureau report last week. Exact ARB figure was 50,500,000, about one third of this nation's entire population.

ARB figures indicated that video sets in 14,580,000 homes had tuned in the convention, with an average of 3.4 viewers per set. Peak of TV viewing was reached during the keynote address of Gen. Douglas MacArthur, with 21,370,000 viewers in 5,600,000 homes.

**WKY-TV Makes House-to-House Survey**

HOUSE-to-house survey by WKY-TV Oklahoma City of two southeastern towns in Oklahoma, Seminole, about 55 airline miles from the station, and Shawnee, about 40 airline miles away, revealed among other things that:

1. Oklahomans rate I Love Lucy as their top TV program choice.
2. They are familiar with who sponsors the programs they watch.
3. More of the viewers watch television from 8 to 9 p.m. than at any other time.

Survey was conducted in a single day (June 11) with some 58 persons interviewed. Canvas was made by P. A. Sugg, station manager;

(Continued on page 89)

---

### Weekly Television Summary—July 28, 1952—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air Sets in Area</th>
<th>City</th>
<th>Outlets On Air Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOBL-TV 16,000</td>
<td>Matamoras (Mexico)</td>
<td>XElD-TV 22,000</td>
</tr>
<tr>
<td>Austin</td>
<td>WOAB-TV 105,000</td>
<td>MEMPHIS</td>
<td>WMCT 136,784</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLYT 185,000</td>
<td>MONTREAL</td>
<td>WSN-B 125,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WROS-TV, WBTV, WYAR-TV 136,300</td>
<td>MILWAUKEE</td>
<td>WTVT 341,155</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WPMF-TV, WDBC-TV 78,000</td>
<td>MINNEAPOLIS</td>
<td>WCCO-TV 234,250</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WACF-TV 69,786</td>
<td>MILWAUKEE-WI</td>
<td>WNIT-TV 394,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WEN-TV 140,000</td>
<td>ROCHESTER</td>
<td>WOR-TV 217,081</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTW 72,795</td>
<td>ROCHESTER-MI</td>
<td>WXXV-TV 37,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WBN-F, WJW, WGEI 133,560</td>
<td>ROCHESTER-S.P.</td>
<td>KSTP-TV, WITCH-TV 73,750</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNF-TV, WJLC, WTVM 227,560</td>
<td>NEW ORLEANS</td>
<td>WDSU-TV 105,281</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA-TV, WBAP-TV 1,197,527</td>
<td>NEW YORK</td>
<td>WABC-NEW YORK 3,056,400</td>
</tr>
<tr>
<td>Denver</td>
<td>KREL-TV 628,540</td>
<td>NORTHWEST-NE</td>
<td>KOTA-TV 123,313</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOC-TV 237,000</td>
<td>ORLANDO</td>
<td>WOR-LA 123,955</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD-TV, WFAA-TV, WBP-TV 1,761,861</td>
<td>ORLANDO</td>
<td>WOR-LA 123,955</td>
</tr>
<tr>
<td>Dayton</td>
<td>WYOH-TV, WRED 430,000</td>
<td>PITTSBURGH</td>
<td>KDOC-TV 59,200</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBV-TV, WJIV, WJTJ, WJZT 730,000</td>
<td>PITTSBURGH</td>
<td>WPGC-TV 460,000</td>
</tr>
<tr>
<td>Erie</td>
<td>WJCU 165,100</td>
<td>PROVIDENCE</td>
<td>WJAS-TV 216,500</td>
</tr>
<tr>
<td>Ft. Worth Dallas</td>
<td>WBPX 174,810</td>
<td>PROVIDENCE</td>
<td>WJIT 131,954</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>Include Daventon, Malone, Rock Is., E. Malone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dayton</td>
<td>WYOH-TV, WRED 430,000</td>
<td>WHAM-TV 131,000</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBV-TV, WJIV, WJTJ, WJZT 730,000</td>
<td>Rock Island</td>
<td>WHAF-TV 133,000</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>Daventon, Malone, Rock Is., E. Malone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Markets on Air 65* **

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air Sets in Area</th>
</tr>
</thead>
</table>
| Dallas              | WUA-TV, WYAB-TV 174,143    |}

---

*Includes XELD-TV Matamoras, Mexico
Match this market for $cratch!

Here's a clear-cut case for:

**THE RICH DAYTON MARKET**

Dayton Industry's average weekly pay check—$83.67. Highest in Ohio and one of the highest in the country.

Payrolls in Dayton for the year 1951—$630,951,822.

Retail sales for Dayton and Montgomery County—$475,000,000. For the past 18 months Dayton has been named as a "Preferred City."

**WHIO's TV & AM COVERAGE**

- Number of families in WHIO's big TV and AM coverage area—366,457.
- WHIO's share** of the total radio audience—41.8%. This against Station A—13.7%; Station B—20.0%; Station C—16.5%
- WHIO-TV's share*** of the top 15 weekly television shows aired in this area—11 of the top 15. The top multi-weekly show in this area is a WHIO-TV locally produced news program, showing a strong production staff.

Pick yourself a market with 1,293,595 prosperous prospects—and the one station that gives you top coverage of that market with both TV and AM. WHIO in Dayton is represented nationally by George P. Hollingbery.

*SALES MANAGEMENT**
**HOOPER for April, 1952**
***PULSE for May, 1952**
PARAMOUNT CASE  Basis for Decision Begun by FCC

FIRST moves to unravel the skeins of the package Paramount case were taken by the FCC last week.

On Thursday afternoon, the commissioners heard a legal presentation on the petitions to delete the anti-trust issue from the many-sided hearings [5/17, July 21, 14]. They were scheduled to continue consideration of the subject Friday.

It was understood that a decision might be forthcoming over the weekend, although it was thought that there might be a delay of several days in order for the staff to write the opinion.

All the commissioners were in on the conference except Comrs. George E. Sterling, on vacation, and Edward M. Webster, in Europe.

Petitions to remove the anti-trust issues from the case—which has been in hearing for six months—were filed by ABC, CBS, Paramount Pictures and United Paramount Theatres at the request of the Commission early this month. The Commission, it is understood, became concerned at the length of the hearings in view of the shaky business position of ABC. Alarm was also felt at the possible effect on ABC’s 300 affiliates if the network should not be able to weather its financial crisis in time for the September start of the fall season.

Vigorous dissents against permitting the anti-trust issue to be deleted and to the other requests of the petitioners—close of the hearings, proposed findings in 20 days, final decision by the full Commission rather than the examiner’s initial decision—were filed by the FCC’s Broadcast Bureau and DuMont Labs.

The Paramount case involves the merger of ABC with United Paramount Inc.; the sale of WBKB (TV) Chicago to CBS; the renewal of the license of KTLA (TV) Los Angeles, owned by Paramount Corp.; the question of whether Paramount Pictures controls DuMont through 29% stock ownership, and the transfer of control of WSMB New Orleans from the old Paramount Pictures to United Paramount Theatres.

Staff members who discussed the legalities with the Commission Thursday afternoon were Benedict P. Cotton, general counsel; Sylvia K. Kessler, chief of the Office of Opinions & Review; and Herbert Shafman of Miss Kessler’s office.

Earlier last week the American Civil Liberties Union, which has had an observer attending the hearings since their start, urged the Commission to ‘carefully consider the wisdom’ of deleting the anti-trust issue.

In a letter to FCC Chairman Paul A. Walker, the ACLU stated that its radio committee and board of directors were studying the proposed ABC-UPT merger and plan to report their decision shortly. The radio committee is scheduled to meet July 30; the board, Aug. 4.

The letter also said:

We believe that the anti-trust issues in the proposed ABC-UPT merger are an important part of the proceedings and that the Commission should carefully consider the wisdom of removing them from the testimony. The Union may decide finally that the anti-trust issues have no effect on or relation to the civil liberties aspects of the merger, but we strongly urge that the Commission review them, along with other pertinent data presented in this controversy.

New UHF Tuner

GENERAL Instrument Corp., Elizabeth, N. J., has announced the development of a UHF tuner, called Model 60, that is said to have a low noise factor, excellent sensitivity, no sliding contacts, straight line frequency dial calibration and full UHF channel coverage. The manufacturers said it can be fitted and mounted in any position around a VHF tuner.

New UHF Tuner
'KING KONG' RETURNS
Successful Re-issue Attributed to TV

TELEVISION holds intriguing possibilities for advertising showing in the same such motion pictures as spectacles, thrillers and high-type westerns, Terry Turner, director of exploitation for RKO Radio Pictures, said last week after the highly successful TV campaign for the old thriller, "Kong Kong."

"We can't reach all the people through the newspapers these days. With so many people glued to their TV sets, we just have to dig in and reach them where they are," he said.

Mr. Turner added that other types of pictures might not be helped by television exploitation.

Mr. Turner said he had become perturbed by the decline in movie attendance the past five or six years. Although television was partly responsible, the high cost of living was the deciding factor, he believes.

Promoted Revival
Mr. Turner took the splash in television last February when he promoted a revival of "Snow White and the Seven Dwarves." The results were so encouraging that when "Kong" was re-issued, he plunged deeper into TV.

When the picture opened June 18 in the Cincinnati, Indianapolis, Cleveland, Detroit and Pittsburgh areas, TV and some radio spots were used in a saturation campaign. A 50-second "Kong Kong" trailer was put on the air as often as 20 times a day, with heaviest concentration spotted near children's shows. The results were amazing, he said. The TV promotion was prepared by Mr. Turner and his staff and placed through Foote, Cone & Belding.

The budget for radio and television exploitation has been boosted to $300,000 out of a $500,000 total, he said. He expects "Kong" to earn a net gross of more than $3 million for RKO Radio out of a total gross of more than $8 million.

"Kong" will reach New York Aug. 8 to play to some 150 theaters in the area, including the Palace. Some 192 radio and TV spots on NBC and 155 TV spots on WPIX (TV) are planned for the promotion, Mr. Turner said.

The Hollywood offering to get RKO's TV treatment will be a new picture by Joan Crawford and Joseph Kaufman titled "Suddenly," which opens on Broadway next month, Mr. Turner said.

Tentative plans call for a TV spot campaign on CBS-TV.

RKO Radio has purchased 71 announcements on WCBS-TV to promote the film. Schedule of announcements will run for a 12-day period, starting today (Monday) and running through Aug. 8. Both 10 and 20-second announcements will be broadcast throughout the day plus participations in the WCBS-TV personality programs, "KoKo's Unlimited" and the Margaret Arlen program. The schedule also includes across-the-board participation on CBS-TV feature film series, "The Late Matinee."

TELETHON POLICY
Talent Control Discussed

REPRESENTATIVES of Television Broadcasters of Southern California will meet with Theatre Authority Inc., Hollywood, next Monday (Aug. 4) to discuss a proposed policy for controlling the use of talent on telethons. Theatre Authority had asked TBSC to present such a plan.

Permission from Theatre Authority concerning future telethons is pending submission of a workable plan covering such programs, which stations will conduct them, how often and for which charity. City of Hope Telethon for Cancer Society, scheduled by KTLA (TV) KTTV (TV) KCNBH (TV) and KLAC-TV Hollywood for September, is the last one to be approved, according to J. B. Kornblum, Theatre Authority West Coast executive secretary.

Contributing factor to request was the appearance of Bob Hope, Bing Crosby and others on the 14-hour NBC-TV and CBS-TV Olympic Telethon which was pledged $1,000,000 but reportedly has received only $286,000.

N. Y. FIRE LAW
Problem to Fred Allen Show

COMPLICATIONS in filming the Fred Allen show, sponsored by P. Lorillard & Co. (Old Gold cigarettes), arose last week when NBC-TV officials and Fred Allen met with fire officials in an attempt to try to change the existing New York municipal regulations prohibiting TV cameras from shooting films in studios other than movie studios and theatres.

If the negotiations result in a refusal to change the fire law, "the program will be filmed either out of town or possibly in a motion picture studio rented especially," Nick Keeseley, vice president in charge of radio-TV for Lennen & Newell, New York, the Old Gold agency, told BROADCASTING * TELECASTING.

Meanwhile, the cigarette company, which will sponsor the Fred Allen show on NBC radio as well as TV, drops sponsorship of Stop the Music on ABC radio, effective Aug. 10.

Speaking of historical events, have you heard about the big

"BLOOMINGTON TEA PARTY''?
Lend an ear while we tell you how

WTTV
SOLD 3 1/2 TONS
OF TEA!

Once a week, the IGA—an Association of Independent Grocers—sponsors a half hour, using Brian Donlevy in "Dangerous Assignment" on WTTV. Each week the show features a single, specific food item. Recently, according to wholesaler John R. Figg, when the featured item was TEA, the program sold 7,000 pounds! And, that from just ONE program in just ONE week! Normal sale of TEA by these some 56 IGA Stores in a whole year is only 6 tons!

Increases in other featured items—such as peanut butter, pork and beans, catsup, and jelly—are almost as spectacular as the TEA story.

The "Bloomington Tea Party" is a spectacular success story, but you expect such results when you consider WTTV coverage area in Indiana accounts for

of total population of total retail sales
of total retail food sales of total retail drug stores

STATION WTTV
Affiliated with NBC • CBS • ABC • DUMONT

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.

BROADCASTING • TELECASTING
July 28, 1952 • Page 69
**MOVIE TV MERGER**
**Discussed by Dore Schary**

TELEVISION and movie industries will "make beautiful music together," Dore Schary, MGM vice president, told Hollywood Ad Club members last Monday, but he wouldn't hazard a guess as to when that wedding would take place. 

Copied from the New York Times, the announcement of Columbia Pictures and Universal International have set up TV production subsidiaries, Mr. Schary revealed, that MGM has no present plans to enter video film production or to release its backlog of old movies to the new entertainment medium.

Defending the stature and future of the Hollywood motion picture industry, he said that although "television is here to stay" and the new medium is one with which to be concerned "because of its popularity rather than what it is," its "inroad" to the theatre box-office is being exaggerated.

"Television" Mr. Schary pointed out, "has not yet been able to put on its screens anything to match the giant entertainment offered by movies," and "for a long time before it is able to do that. When it is done, motion picture makers will put it on the screen for them."

**HUMANITIES IN TV**

**Educators Offer Views**

YVARIES on the kinds of ideas that should be presented to adult television viewers are offered by three educators in a symposium feature highlighting the summer issue of the University of Pennsylvania Spectator. Stressing the "humanities in television," the three papers touch on history, literature and "imaginative understanding."

George E. Mowry, U. of California at Los Angeles, suggests a series of historical programs dealing with the views of great philosophers on questions which men have asked themselves since the beginning of time. Robert B. Heilman, U. of Washington, favors literature as a "sort of vitamin culture," suggesting that it be related to TV in experience of man and betterment of spiritual pursuits. Laurence Sears, Mills College, claims TV offers a "unique means of creating the visual situation within which we can enter the experiences of others who may be far away."

The three papers originally were presented last February at a conference sponsored by the Pacific Coast Committee for the Humanities, which dealt with educational TV.

**'Big Picture' Off**

**ARMY film program, The Big Picture, will be on hiatus until fall pending completion of a new 13-week series, television schedules have been revised. Over 80 TV outlets have been carrying the present series of half-hour filmed episodes produced by the Army Department of Public Affairs and the chief, TV-Radio Branch. Service plans to continue program on a 50-week annual basis, Col. Kirby said. He commended station cooperation. Stations currently are concluding telecasts of a second series, for which they have received certificates from the Army [B&T, March 5].**

**WOOD-TV to NARTB**

TV membership of NARTB was increased to 90, out of the 109 now operating U. S., and it will be when WOOD-TV Grand Rapids joined the association last week. All four national TV networks also are members of NARTB. WOOD-TV is owned by the same firm (Harry M. Bitter) which own WFBM-TV Indianapolis.

**GLEDHILL Inc., L. A. (Dodge-Flymouth) 9:30 p.m. EDT, sponsored by Liggett & Myers (Fatima cigarettes).**

---

**FALSTAFF BEER, through Phil Davis Musical Enterprises, New York, cut its new TV commercial spot costs in half and production time to 10 days by the expedite of reverting the standard procedure of filming TV spots, according to spokesmen.**

The three men behind this unusual project are Frank Woodruff, Dancer-Fitzgerald-Sample's producer and promotional director for Falstaff; Phil Davis, president of Phil Davis Musical Enterprises, originators of Falstaff's musical trademark; and Matin Henry, film producer of Falstaff's TV spots and Video Varietés.

The men planned the whole pro- cess on paper first—from visualizing its action to its 58-second timing. Mr. Davis then composed the music to fit the copy and visual action, recorded it, and timed it. The music was then re-recorded with the announcer and again timed. The last step was photography.

But before shooting even began, the audio was played back and the actors' motions rehearsed and timed with the audio. Then the camera moved into a rough cut. When it stopped, video and audio came out on the nose—58 seconds—complete-ly eliminating the time-consuming laboratory editing.

Normally, the video—and not the audio—is done first in scenes, cuts, overall action, and long shots. Then rushes are taken and edited into a rough cut. From this rough cut, selected scenes are assembled into an approximately finished job. Then the audio is recorded. Again there's a rough cut of the audio and video combined. Finally, the opti- cals are added to the audio and video for an answer print. Provided, of course, go the good audios and video.

The operation calls for the matching up of four reels: Picture, announcer, music and direct recording. But in the Woodruff-Davis-Henry oper- ation, the film is edited in the camera.

Mr. Davis in addition has con-

---

**BERGEN-MCCARTHY SHOW**

**WARREN-HUDNUT, N. Y., sponsor of Edgar Bergen-Charlie McCarthy Show on CBS Radio this winter [B&T, July 14], also has first refusal on Mr. Bergen's TV show. Committed to do at least four for CBS-TV during coming year, he plans to combine live and film material in each half-hour telecast.**

---

**POLITICAL VISIONS—TV**

**POTENTIAL $15 million retail volume for TV set dealers in the next five years was forecast Thursday by B. DuMont, president of DuMont Labs. Statement was made at the opening of three-day convention of distributors of the DuMont TV sets, held at New York's Waldorf-Astoria.**

Business should also be good for the makers of video transmitting equipment, Dr. DuMont noted, stating that his company already has received orders for 125 TV transmitters.

He cited surveys and other informa- tion indicating that today's TV population of almost 18 million homes, by the end of 1957, may mount to 60 million or more.

---

**MORE FILM TO TV**

*(Continued from page 27)*

of their feature films to TV but have not thus far through fear of alienating their own home houses.

If, however, the Dept. of Justice should win its case, it is believed that the producing companies would be able to transfer the blame to the government and sell features to both theaters and television.

Defendants have 20 days within which to answer the government's complaint. Justice spokesmen believe that the defendants will ask for—and receive—additional time to formulate their answers. In any event, it could take 2-5 years before final settlement is reached.

Newell A. Clapp, acting Assistant Attorney General in charge of the Anti-Trust Div., told reporters:

Since World War II 16mm films have gained great significance for education and entertainment, espe- cially for telecasting by television stations. They are less costly than theatrical films and require no expensive equipment or special safety precautions. According to the complaint, defendants thereby increased arbitrary and unreasonable condi- tions upon the exhibitions of 16mm feature films in hospitals, schools, churches and UBO centers, and have prevented the use of these films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films.

The case was prepared by George T. Heywood, and Leonard R. Wriser, Justice Dept. attorneys, under the general supervision of Victor H. Kramer, chief of the General Litigation Section of the Anti-Trust Division.

Thad Brown, television director, NARTB, said he would withhold comment pending further study.

**SUZANNE F. ROBERTS, radio-TV di- rector, Pennsylvania's Democratic par- ty, on the Carl Sandburg Tele- casting. The Carl Sandburg Tele- casting, outings do's and don'ts for political aspirants. Booklet has been published by TV Digest, Philadelphia.**
STYROFLEX CABLE
Phelps-Dodge Distributors

PHPELS-Dodge Copper Products Corp. has announced the availability of a styroflex coaxial cable for television use which it says may be more effective than cable previously used.

First delivery of the cable was to KPIX (TV) San Francisco for use at its Mt. Sutro transmitter site. This reel was manufactured by Felten & Guilleaume of Carlsruhe, Cologne, Germany, and imported by Phelps-Dodge for this installation. The cable was invented by Heinz Horn of Germany.

Phelps-Dodge announced that through an agreement with the Cologne firm, their new aluminum sheath extrusion process—a feature of the cable—will be made available with the prospect of savings up to 25% in extreme cases based on current raw material prices." Manufacture of the cable is expected to start in the U. S. soon.

A significant point about the process, Phelps-Dodge said, is that it "opens the field for many new and interesting designs" and "to power cable engineers it should be the most interesting development since the war."

"The cable employs a continuous insulation in the form of a helix," Phelps-Dodge officials explained, "which maintains the spacing of the inner and outer conductors. The helix is built up of hundreds of extremely thin styroflex tapes wound with great precision by a taping machine."

SAN MIGUEL SITE
Kennedy, Airfan Buy for TV

SAN MIGUEL Mt. summit has been purchased in a cooperative venture, it was announced jointly last week by Kennedy Broadcasting Corp. and Airfan Radio Corp. The site, southeast of San Diego, will be used as a TV transmitter location.

Kennedy Broadcasting, operator of KFMB-AM-TV San Diego, will move its television transmitter from Mt. Soledad in La Jolla to the new site at a future date. Airfan, licensees of KFSD San Diego, has applied for a TV station in that city.

New property was purchased from Standard Oil Co. of California. The price was not revealed.

Peerless Adds Markets

FOUR new markets have been added for the 26 feature film Peerless Television Productions package. With the signing of WHAS-TV Louisville, WBNS-TV Columbus, WHAM-TV Rochester and WSYR-TV Syracuse, the markets carrying the package number 25. Genesee Brewing Co. will sponsor films over WHAM-TV and WSYR-TV.

Sales...


U. S. Grant Supply Co., Los Angeles (electrical appliances), has started hour-long feature films on KNXT (TV) Hollywood, twice weekly, for 26 weeks from July 18. Films were acquired from Commonwealth Film & Television Inc., New York. Agency is Jack Vaughn Adv. Agency, Burbank.

Availabilities...

Transfilm Inc. has released for sale the first of its 15-minute TV films, Star Performances, produced by Walter Lowendahl. The film is a filmed "reading of the classics" by outstanding stars. First film presents Basil Rathbone's reading of Stevenson's "The Sire de Malertrie's Door."

Mt. San Antonio College, Pomona, Calif., has released its new 16mm 30-minute color and sound motion picture entitled "The Community College." The film shows the background, philosophy and activities of community colleges throughout the U. S.

Lutheran Television Productions of the Lutheran Church-Missouri Synod will launch its nation-wide video series, This Is the Life, beginning the week of Oct. 5. The Missouri Synod has contracted for 26 half-hour films, written and produced in Hollywood.

Distribution...


Guild Films Inc., Hollywood, will handle the national distribution of two quarter-hour TV film series. Dream It Up, produced by Wizard Telepictures Co., has a farce-comedy format and stars Chick Chandler. Invitation Playground,

THE VOTES ARE COUNTED

--it's a LANDSLIDE for WOC-TV Programs

Voting Place—"Tele-Views," TV fan magazine for the Quint-City area. . . .

Contest—"Tele-Views" readers vote on popularity of locally produced TV programs. . . .

Prizes—Bronze plaques to four programs winning most votes.

Results—THREE (left) of THE FOUR PLAQUES NOW IN WOC-TV TROPHY ROOM. . .

But more than that—of the 15 local programs voted "most popular," 14 were WOC-TV productions. . . .

LET THE NEAREST F & P MAN TELL YOU HOW TO GET YOUR PRODUCT OR SERVICES ON THE SALES-WINNING BALLOT IN THE QUINT-CITY AREA. . .

OR WRITE US, DIRECT

FREE & PETERS, INC.
Exclusive National Representatives

The Quint-City Station

The votes are counted—it’s a landslide for WOC-TV programs.
DuMONT LABS.
Forms Canadian Subsidiary

CREATION of a Canadian subsidiary of Dr. Allen B. DuMont Labs. has been announced by Dr. Allen B. DuMont, president of the parent organization, as Canadian television prepared to begin operations next month.

The new subsidiary has been formed to effect licensing agreements with Canadian firms for the manufacture of DuMont products in Canada. This is the first foreign subsidiary created since the establishment of DuMont's International Div. and, Dr. DuMont pointed out, is in line with the firm's policy of extending its products throughout the world, either through licensing agreements, manufacturing affiliates or export distribution channels.

Goldsmith Will Head
Dr. Thomas T. Goldsmith, DuMont's director of research, will be president of the Canadian subsidiary. Ernest A. Marx, DuMont's director of the International Div., will be vice president and Bert L. Cameron, DuMont controller, will be secretary-treasurer.

Offices for the subsidiary have been established at 901 Victoria Square, Montreal.

DuMont's move into Canada came as final details were being ironed out for beginning of scheduled TV operations in the country next month when the Canadian Broadcasting Corp. opens stations in Montreal and Toronto.

At the present time, there are some 75,000 television receivers in southern Ontario and on the north shores of Lake Ontario and Lake Erie which pick up programs from Rochester, Buffalo, Erie (Pa.), Cleveland and Detroit. There are about 3,000 receivers in the rest of Canada, mainly in the Vancouver area, which pick up programs from Seattle.

Canadian television set sales are expected to rise within the next few months in the Montreal and Toronto areas as TV operations come to those cities.

PREMIERE of Ask Me Another on NBC-TV in Chicago was attended by (1 to r) S. T. Pruitt, regional manager of Ethyl Corp., the sponsor; Bayard Pope, BBDO New York; Louis G. Cowan, and Jules Herbeux, manager of television at NBC Chicago. Group worked on the new sports quiz show packaged by Mr. Cowan.

KFEI-TEL ON AIR
Carries Demo Convention

KFEI-TEL Denver, first TV station in that city and first video station to get on the air following the lifting of the freeze on new station construction, transmitted its first test pattern July 18, just a week after it had received its construction permit and hours after the FCC had granted its permission for temporary commercial operation [B+T, July 21, 14].

The next day, July 19, KFEI-TEL was tied into the cross-country TV facilities hookup of AT&T and on Monday, July 21, it carried the Philo-sponsored video coverage of the Democratic convention in Chicago as an interim affiliate of NBC-TV [CLOSED CIRCUIT, July 21]. (Similar affiliations with the other TV networks will enable KFEI-TEL to give Denver viewers a sample of the programming each has to offer.)

RCA, which made KFEI-TEL's rapid debut possible by "airfilling" more than five tons of equipment plus a corps of engineers from Camden to Denver, also established a service company branch office which last week was delivering sets to dealers and installing them in Denver homes. Six sets were also installed in the Brown Palace Hotel headquarters of Dwight D. Eisenhower so he and his staff could watch the selection of the man who will be his opponent.

JOINT PROMOTION
Between DuMont and Hearst

CONTINUOUS cooperation between DuMont Television Network and the Hearst newspapers was evidenced by the appearance of William Randolph Hearst as a DuMont commentator at the Republican and Democratic national conventions.

This arrangement followed a recent promotional effort by WABD (TV) New York, DuMont outlet, and the New York Journal American. While the newspaper carried a daily highlighting of WABD programs, WABD utilized station breaks to carry a masthead of the newspaper with a voice message saying that WABD and the Journal American work jointly in the public service.

Mr. Hearst's video appearance was arranged by Sunner Collins, promotion director of the American, and Richard E. Jones, manager of DuMont's owned-and-operated stations. The cooperative arrangement has worked out to the advantage of both organizations, Mr. Jones said.

Florida Footballcast
Lee Ruywitch, vice president and general manager of WTVJ (TV) Miami, and Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, have asked the U. of Florida at Gainesville to seek NCAA approval to telesport the U. of Florida-U. of Miami grid contest Nov. 22. If approval is given for telecasting the Florida football classic, WTVJ and WMBR-TV plan to pool their remote equipment to microwave-relay the game from Gainesville to Jacksonville, a distance of 70 miles. From Jacksonville, it would be transmitted to Miami via coaxial cable.

Burbank TV Center
Erection of walls for NBC's new television center in Burbank, Calif., is expected to be completed this week. Western Div. Vice President John K. West announced Friday. First unit of the 48-acre project is being rushed in hope of completion in time for fall shows.

Sight Sells Hearing

ENDERS Adv. Agency, Washington, has produced a one-minute commercial for Acousticon Hearing Aids. Of the film, 80% was made with fast moving visual titles blended with a correlative sound track for those who can enjoy audio. Through sub-titles and other visual effects, the film is self-explanatory.

HAPLIN TO DuMont
Named to Sales Post

DANIEL D. HALPIN, former manager of television receiver sales for RCA Victor, has been appointed general sales manager of the receiver division, Allen B. DuMont Labs.

Mr. Halpin has spent more than 12 years in television sales and merchandising and at 4946 while at RCA, he introduced and sold television to dis- tributors and dealers in every television market in the country.

A past president of the American Television Society, Mr. Halpin is chairman of the Radio-Television Mfrs. Assn.'s sports sub-committee on promotion, a group devoted to encouragement and promotion of telecast sports.

MOVIE TV HEARING
Set, in Part, for Oct. 20

THE THRICE-delayed theatre television hearing before FCC last Wednesday was advanced in part to Oct. 20. Main portion of the proceeding, however, continues to be scheduled for commencement Jan. 12, 1953.

Acting on petitions by Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee, the Commission ruled that "the hearing in the matter of allocation of frequencies and promulgation of rules and regulations for a theatre television service" shall commence Oct. 20 "and continue until such time as may be necessary, for the purpose of permitting the petitioners to present their direct cases concerning the engineering and accounting phases of this proceeding."

After conclusion of this portion of the presentation, the hearing will be adjourned until Jan. 12 "at which time it will commence in the manner and on the issues previously designated," FCC said. The Commission ex-banc will preside at the Oct. 20 hearing.

FCC earlier this year revised parts of the issues of the proceeding [B+T, Feb. 4].
EDWARD P. SHURICK, account executive with CBS TV network sales for the past 10 months, has been named manager of sales development for CBS Desktop TV sales.

Making the announcement, Fred M. Thower, CBS-TV vice president in charge of network sales, said: "In his newly created position, Mr. Shurick's function will be to assist salesmen in securing new deals and in closing new business, with special emphasis on bringing new advertisers into the television medium." A veteran of 20 years in broadcast- ing, Mr. Shurick has been sales manager for the Rocky Mountain Network, radio director of Addison Lewis Adv. Agency in Minneapolis, advertising and promotion manager of KMBC Kansas City and promotion-research director of Free & Peters. He joined CBS Radio Div. in 1950 as market research counsel.

APPOINT SHURICK
To New CBS TV Sales Post

EDWARD P. SHURICK, account executive with CBS TV network sales for the past 10 months, has been named manager of sales development for CBS Desktop TV sales.

Making the announcement, Fred M. Thower, CBS-TV vice president in charge of network sales, said: "In his newly created position, Mr. Shurick's function will be to assist salesmen in securing new deals and in closing new business, with special emphasis on bringing new advertisers into the television medium." A veteran of 20 years in broadcast- ing, Mr. Shurick has been sales manager for the Rocky Mountain Network, radio director of Addison Lewis Adv. Agency in Minneapolis, advertising and promotion manager of KMBC Kansas City and promotion-research director of Free & Peters. He joined CBS Radio Div. in 1950 as market research counsel.

Applications Addenda

(Continued from page 56)

Page 44—Bakersfield, Calif., Lembert Best Co., (KTRB). Application should be listed as amended.

Page 45—Sacramento, Calif., J. W. Wood- ruff and James Woodruff, Jr., dba as J. W. Woodruff Best Co. (KhRL). ERP should be listed as 10 kw visual and 5 kw audio instead of 5 kw visual and 0.5 kw audio.

Page 46—Philadelphia, Pa., Inter- national Best Co. (IWIBX). Application should be listed as amended.

Page 47—Troy, N. Y., Troy Best Co., (WTBY). Application should be listed as amended.

Page 48—Harrisburg, Pa., WABX Inc. (WABX). Estimated cost of construction for first year should be listed at $144,850 instead of $144,800. Application should be listed as amended.

Page 49—Harrisburg, Pa., WHP Inc. (WHP). Application should be listed as amended.

Page 50—Providence, R. I., Cherrv & Veib Best Co. (WPFO). ERP should be listed as 5 kw visual and 15 kw audio instead of 26.7 kw visual and 1 kw audio.

Page 51—Pittsburgh, Pa., S. C. Paimetno radio Corp. (WNOK). Application should be listed as amended.

Page 52—Boston, Mass., Enterprise Tele- casting Corp. (KRIC). Application should be listed as amended.


Page 54—Wheeling, W. Va., Best Co. (WAFW). Application should be listed as amended.


Page 56—Sacramento, Calif., Mc- Donough Best Co. (KFVH). Application should be listed as amended.

Page 57—St. Petersburg, Fla., City of

St. Petersburg (WSUN). Application should be listed as amended.

Page 58—Columbia, Ga., Martin Theatres Inc. (WMUR). Application incorrectly indicated license of station's engineering chief as Frederick instead of Freeman.

Page 59—Chicago, WMC Inc. (WWL). Application should be listed as amended.

Page 60—Cedar Rapids, Iowa, Daven- port Post. Co. (KWWV). Application should be listed as amended.

Page 61—Des Moines, Ia., Central Best Co. (WIDN). Application should be listed as amended.

Page 62—Pittsfield, Ky., WIBK Inc. (WFLO). Application should not be listed as amended.

Page 63—Los Angeles, Los Angeles Best Co. (WLAC). Application should be listed as amended.

Page 64—Duluth, Minn., Head of the Lake Broadcasting Co. (WHLO). Application should be listed as amended.


Page 67—Cleveland, Oh., Cleveland Best Co. Inc. (WIRC). Application should be listed as amended.

Page 68—Cleveland, Oh., Cleveland Best Co. Inc. (WNOH). Application should be listed as amended.

Page 69—Atwater, Pa., B. Bryan Musselman, et al. (WSARI). Application should not be listed as amended.

Page 70—Canton, Ohio, John W. Levoy and John C. Kahn. Application should not be listed as amended.

Page 71—Erie, Pa., Great Lakes Television Co. Application should be listed as amended.

Page 72—Lock Haven, Pa., Lock Haven Best Co. (WWPL). Application should not be listed as amended.

Page 73—Charleston, S. C. Atlantic Coast Best Co. (WTMN). Application should be listed as amended.

Page 74—Manchester, Tenn., Radio Sales Post Co. (WIBD). Application should be listed as amended.

Page 75—San Antonio, Tex., Sunshine Best Co. (KTXA). Application should be listed as amended.

Page 76—Va., Roanoke Best Co. (WLSJ). Application should be listed as amended.

Page 77—Beckley, W. Va., Southern W. Va. Television Corp. Application should be listed as amended.

Page 78—Clarksburg, W. Va., Clarks- burg Public Radio Corp. (WVOA). Application should not be listed as amended.

Page 79—Manny Theatres Corp. (WIBR). Application should be listed as amended.

Page 80—San Juan, P. R., El Mundo Best Co. (WJJQ). Application should not be listed as amended.

Page 81—Denver, Colo., Denver Tele- casting Corp. Application should be listed as amended.

Page 82—San Jose, Calif., FM Radio & Television Corp. Application should be listed as amended.

Page 83—Indianapolis, WIBC Inc. (WIBC). ERP should be listed as 300 kw visual and 5 kw audio instead of 50 kw visual and 25 kw audio.

Page 84—Los Angeles, Los Angeles Best Co. (KLAC). Application should be listed as amended.

Page 85—Chicago, WMC Inc. (WBBM). Application should be listed as amended.

Page 86—Des Moines, Ia., Central Best Co. (WDMN). Application should be listed as amended.

Page 87—Fort Dodge, Ia., Central Best Co. (KFRD). Application should be listed as amended.

Page 88—Des Moines, Ia., Central Best Co. (KDFX). Application should be listed as amended.

Page 89—Cedar Rapids, Iowa, Daven- port Post. Co. (KWWV). Application should be listed as amended.

Page 90—Duluth, Minn., Head of the Lake Broadcasting Co. (WHLO). Application should be listed as amended.

Page 91—Binghamton, N. Y., Binghamton Post Co. (WENY). Application should be listed as amended.

Page 92—Palatka, Fla., Palatka Best Co. (WPTK). Application should be listed as amended.

Page 93—Logansport, Ind., Logans- port Best Co. (WLPD). Application should be listed as amended.

Page 94—Rockford, III., Interna- tional Best Co. (KFIV). Application should be listed as amended.

Page 95—Los Angeles, Los Angeles Best Co. (WLAC). Application should be listed as amended.

Page 96—Davenport, Ia., Iowa Best Co. (KORA). Application should be listed as amended.

Page 97—Cedar Rapids, Iowa, Daven- port Post. Co. (KWWV). Application should be listed as amended.

Page 98—Des Moines, Ia., Central Best Co. (WDMN). Application should be listed as amended.

Roughly speaking, our markets...
television; that all radio spot, and especially farm business, is up, and that stations with the best merchandise and concepts and follow-through sell most easily.

Mr. Wrath's first and only radio job began in August 1939, when he joined Headley-Reed the day it was organized as the broadcasting branch of Kelly-Smith newspaper representatives. He joined the Chicago office as a salesman after attending Northwestern U.

In college, he majored in accounting and commerce, and was a member of Phi Kappa Psi and the swim team. After leaving N. U., he worked as a lifeguard at the River Forest (Ill.) Tennis Club, to which he now belongs for a few months until joining the station representative firm. When Frank Headley and Dwight Reid left the company which bears their names to organize H-R Representatives, Mr. Wrath was chosen Chicago manager in February 1950.

As manager of an office with four salesmen and three office assistants, he split AM and TV sales two months ago. The AM list, in the 13 years he has been with the company, has grown from 16 newspaper-owned stations to 36. Mr. Wrath spends most of his time in Chicago, covering 22 agencies himself, but also makes trips to key markets in his midwest territory.

He was married to the former Jean Carpenter 13 1/2 years ago and they live in Oak Park, Chicago suburb where he was raised, with their youngsters, Stephen; 9; David; 6; and James, 3 1/2. Early in his marriage, Mr. Wrath served with the armed forces "four years, eight months and 22 days."

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Strictly Business
(Continued from page 16)

D R. THOMAS T. GOLDSMITH
named president and director of DuMont Television & Electronics, Ltd., Canadian subsidiary of Allen B. DuMont Labs, Clifton, N. J.

JOHN and DREW EREBBON, architects and engineers for theatrical industry with offices in N. Y., announce formation of TV department for planning TV production facilities.

JOSEPH A. FINLEY promoted to post of client service executive, Nielsen Food-Drug Index Service, A. C. Nielsen Co., S. F.

HARRY FRIEDMAN, assistant to director of industrial relations and personnel director at Television Network Div., Allen B. DuMont Labs. Inc., has resigned effective Aug. 15, to resume law practice in N. Y.

KELL TODD, Illinois Watch Case Co., Elgin, Ill., to Gates Radio Co., Quincy, Ill., as plant manager.

ROGER VEACH to latter firm as director of personnel and public relations.

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.
**MATERIALS MEET SHORTAGES DRAW ATTENTION**

**THE WORLDWIDE** International Materials Conference turned its attention to shortages of newspaper and strategic materials during July, offering recommendations which touch on the long-run welfare of American newspaper publishers, radio-TV broadcasters and electronic manufacturers.

In its latest announcement, the conference said it had studied the newspaper situation but found no immediate necessity of allocating world supply. Another review was promised for next September by IMC's **Pulp-Paper Committee**. Newspaper has been a source of constant study by ONS and Congress, what with publishers concerned with its relation to advertisers' budgets.

In earlier actions, another IMC committee announced recommended distribution of nickel and cobalt (used in radio-TV alnico magnet speakers) for the current '52 quarter. An arrangement reportedly was set up whereby U.S. domestic users may purchase either metal allocated to other countries not used by them. Similar plans were made for tungsten (used in set tubes) and molybdenum.

IMC was set up in the spring of 1961 as emergency machinery to assist in the fair distribution of scarce materials. Critics of IMC—in Congress and in government quarters—have charged that the

---

**FLOOD RELIEF**

**Pope Lauds WOV for Aid**

WOV New York has received an official letter from Pope Pius XII, praising the station's listeners for their financial contributions for the relief of Italian flood victims. A check for $40,000 subscribed by WOV listeners was recently handed to the Holy Father personally by Richard O'Dea, WOV president.

Pope Pius' letter, transmitted through Magr. J. B. Montini, acting Secretary of State of the Vatican, lauded the "truly Christian charity which prompted this generous donation towards so worthy a cause" and expressed his "cordial gratitude to all those who contributed to this presentation."

---

**ABC-NBC Operators**

**HEARING** has been directed by the National Labor Relations Board on craft severance issue involving teletype, communications and traffic operators of ABC and NBC in four major cities. Commercial Telegaphers Union Local 146 (AFL) last fall sought representation of teletype personnel at networks' New York, Chicago and Los Angeles offices and at ABC's San Francisco center. NABET (CIO) currently holds contracts with networks. Communications operators handle teletypewriter equipment for transmission between networks and their radio-TV outlets, as well as with AT&T, Western Union, RCA and other carriers. Appeal Review Board, in ordering a hearing, reversed a regional NLRB director's decision which had dismissed the petitions.

---

**NEWS DILEMMA**

**Related in Davis Article**

DILEMMA of press and radio reporters between simple "objective" reporting that fails to give the listener or reader a complete picture of the news and "interpretive" reporting which is apt to color the news with the prejudices of the reporter is set forth by Elmer Davis, ABC commentator, in an article, "News and the Whole Truth," in Atlantic Monthly for August, which uses Mr. Davis' picture on its front cover.

Mr. Davis sums up his argument: "The good newspaper, the good broadcaster, must walk a tightrope between two great gulfs—on one side the false objectivity that takes everything at face value and lets the public be imposed on by the charlatan with the most brazen front; on the other, the 'interpretive' reporting which fails to draw the line between objective and subjective, between a reasonably well established fact and what the reporter or editor wishes were the fact."

---

**CASH DISCOUNT**

**WHIO-AM-TV Commed**

WHIO-AM-TV Dayton was commended last week by the chairman of the Committee on Radio & Television of the American Assn. of Advertising Agencies, Frank G. Silvernail of BBDO, for adopting a 2% cash discount on national advertising. "To our knowledge," Mr. Silvernail said, "WHIO-TV is the first TV station to adopt the new 2% cash discount.

"Because of the dollar amounts involved in television and the special need for prompt payment, we hope that this leadership will be followed in the television industry just as the cash discount has been adopted by majorities of other media," he said.

Several television stations have variations of the 2% cash discount, adding a penalty for late payment or making other discounts contingent on prompt payment; others have not yet adopted any payment safeguard, according to AAA.

---

**WTSN SOLD**

**$50,000 Is Reported Price**

SALE of WTSN Brattleboro, Vt., from Granite State Broadcasting Corp. to Theodore Feinstein, owner of WLYN-AM-FM Lynn, Mass., for $50,000 was announced last week. It is subject to FCC approval.

Two-year-old Green Mountains station is on 1460 kc with 250 w power. WLYN operates on 1380 kc with 1 kw daytime only. Granite State Broadcasting Corp. owns three stations in New Hampshire: WKBK - AM - FM Manchester, WTSV-AM-FM Claremont and WTSV Hanover-Lebanon, in addition to the Vermont station. Sale was made through Blackburn-Hamilton Co., station brokers.

---

**To Address Texans**

FRED A. PALMER of Fred A. Palmer Co., radio management and operation consultants, will address Texas broadcasters at their Sept. 17 meeting in Fort Worth. His talk-demonstration will be on "How to Close a Sale."

---

**CORNY?**

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
MERCHANDISING Pact

YEAR-LONG merchandising agreement has been signed between the Gallaher Drug Co. and Crosley Beigie Co. The drug chain has many Midwest outlets in the coverage area of WLW and WLWT (TV) Cincinnati, which is licensed to the Crosley firm. Thirty-four products, to be used under Gal- laher’s “Lewis Martin” label, will be used each month, as well as nationally advertised brands.

PROMOTION FOR TODAY

WTVJ (TV) Miami has begun a month-long promotion to build an audience for NBC-TV’s 7-9 a.m. program, Today, featuring Dave Garroway. Contests will be awarded prices of wristwatches, hosiery, clothing, jewelry and other merchandise, as well as nationally advertised brands.

‘GUEST STAR’ DATES

SCHEDULED release dates of August programs in the Savings Bonds Div. series of Guest Star transcriptions are as follows: Aug. 3, Billy Eckstine; Aug. 10, Mona Freeman; Aug. 17, Milt Herth Trio; Aug. 24, Peggy Lee; Aug. 31, Bob Crosby.

‘HOOK UP WITH WIBW’

WIBW Topeka, Kan., sends mailing piece to which is attached an all-purpose hook, which may be screwed into a wall. Station tied this useful gadget up with the idea, “Hook Up With WIBW.” Also attached to mailing piece is a postage-free reply card through which more hooks may be requested. Addresses were given for Capper Publishing offices in six major cities, all of which serve scales representatives for WIBW.

MISSOURI EXHIBIT

MISSOURI Broadcasters Assn. will sponsor “a most interesting, entertaining and informative exhibit” at the Missouri State Fair at Sedalia, Mo., Aug. 16-24. Display has been designed and is being conducted under the supervision of Harold Storm, KMBC Kansas City, Mo.; Judi West, MMKO Marshall, Mo., and C. W. Doebler, KMOX St. Louis.

WFAA PARTY

WFAA Dallas gave itself a 30th birthday party June 23-29, invited listeners, and ended up being host to 30,320 guests. In a station publication, The WFAA News, dated July 25, Alex Keese, WFAA manager, commented, “It was a most gratifying and heart-warming experience for us all.” Publication also contains July program schedule.

A SUNDAY GUEST

BUD GUEST, WJR Detroit’s reporter-at-large, and his “sunny-side stories” have been a weekday morning habit with Detroiters. Now, however, area listeners can enjoy Mr. Guest’s “sunny-side stories” on Sunday as well. July 20, Mr. Guest began a series of Sunday broadcasts through sponsor- ship of the Twin Pines Farm Dairy.

WOWO’S AWARD

PERSONALIZED presentations bearing the name of the person to whom the presentation has been sent are being distributed by WOWO Fort Wayne, Ind. Inserts in the pocket pages deal with an award given to the station for outstanding public service in fire pre- vention. Pamphlet is enclosed with the outlet conducted featured pup- pets delivering fire prevention mes- sages “for kids from 7 to 70.”

KSTP BACKS TOURNAMENT

SOME 400 Minneapolis-St. Paul youngsters are participating in the KSTP-PGA Junior Golf Assn. which will climax Aug. 4 in championship playoffs and awarding of prizes by Minnesota governor C. Elmer Anderson. Tournament will end a six-week promotion by KSTP sports director Jack Horner in cooperation with the PGA in which children 14 and under were given free golf lessons by PGA instructors. Prizes include watches, trophies and bicycles.

SHIP TO SHORE SHOW

SIX-MINUTE recorded interview with S. S. United States’ publicity director Walter H. Jones was broadcast over WNJR Newark July 14 during 6:15 p.m. newscast sponsored by Howard Savings Institution. Interview, giving first-hand account of passengers’ re- actions to liner’s record-breaking East-West run, was recorded by WNJR announcer Carl Ide via ship to shore radio telephone.

WRTA’S STORY

COMBINATION of pictures and copy tell the story of the growth and development of WRTA Al- toona, Pa., in a brochure put out by the station to point out its 5th anniversary. Roy F. Thompson, owner and general manager of the outlet stresses in the forward that "Radio is more than a business ... it is a service ... bringing the outside world into your homes and ties the functions of our community closer together. . . ."

TRIAL PLUGS RADIO

POETIC plugs are being used by KTFI Twin Falls, Idaho, in a cur- rent pro-radio campaign. After an- nouncements and station breaks the following definition of radio is aired:

“There are no taxes on it! There’s no subscription fee There’s no admission to it! It’s absolutely FREE.”

RACING ON FILM

FITZGERALD BROS. Brewing Co., Troy, N. Y., through George R. Nelson Inc., Schenectady, is pioneering fast coverage of racing. During the racing season at Saratoga, special sound films of the races will be taken, processed right at the track and sent to WRGB (TV) Schenectady for evening use. The breeding firm has purchased five quarter hour and one half-hour segment for the four weeks when Saratoga is in operation.

KIDS ON TELEVISION

NEW weekly half-hour program has been added to the schedule at KTVT (TV) Hollywood. Bamboozle features a panel of three youngsters trying to avoid being bamboozled by five young con- testants who dare the panel to identify a "whosit, whatsit or thingamajig." Wally Sherwin is producer-writer and m.c.

Make KWK your radio buy in St. Louis
Pile up profits with KWK’s LOW-low cost per 1000 radio homes delivered.

Your Katz man has the stock of facts.
DEFENSE BOND SALES
Secretary Snyder Lauds Radio, Video

BROADCASTING has contributed a major share of effort in the sale of Defense Bonds, drawing from Secretary of the Treasury John W. Snyder a salute "for a great job of public service."

Topping the Savings Bonds Div. campaign is Guest Star, heard on more than 2,900 radio stations from Maine to Hawaii and on the Armed Forces Radio Service. The quarter-hour transcription featuring top talent is in its sixth year. Guest Star was originated by Elihu E. Harris, director of advertising and promotion branch, Savings Bonds Div.

Leading artists in the dramatic, music and entertainment fields have appeared on the program, one of the first national programs recorded on tape.

Nearly all broadcast stations carry frequent bond spots, live and recorded. Network stations average 12 bond sustainers each week from the four networks, featuring leading orchestras furnished through cooperation of the AFM.

Advertising Council allocations on top radio and TV shows build the bond story 10 or 12 weeks each year.

Film announcements are heard on the nation's 108 TV stations and the networks, with stars frequently making a personal endorsement of the bond drive. Networks and affiliates give top coverage to bond promotion in their special events.

Snyder Lauds Radio

In lauding the radio industry, Secretary Snyder said, "One of the major factors in the success of our Defense Bond sales campaign to farmers, pay-roll savers and other groups has been the consistent and whole-hearted support which radio has given it ever since the beginning of the program."

"Right now more than 2,900 stations—the greatest lineup of stations ever to carry a single program—are regularly broadcasting our Guest Star series to promote the sale of Savings Bonds. It is through such generous support of public service campaigns of all kinds that radio has won the loyalty of its audience, and has become one of the indispensable elements of our American life."

Edmund J. Linehan, advertising section chief of the division, supervises bond advertising in all media, including Guest Star and other radio and TV material. He handles division relations with the Advertising Council, the eight advertising agencies serving as a task force, and all national media and advertisers.

KEY FIGURES in Defense Bond drive are: (1 to r) Mr. Harris, director of advertising and promotion branch, Savings Bonds Div., and Mr. Linehan, chief of the advertising section.

* * *

Amateur Rule

PROPOSED amendments to amateur rules regarding emergencies was announced July 23 by the FCC. Commissioners amend Part 12 of its rules by providing specific frequency bands within the number alreadyallocated for amateur use to be used only for calling and answering by amateur stations except in cases of communications emergency when they can be used for emergency traffic.

FOUR ACES

WVCH Plug Brings Stordom

JAMES M. TISDALE, general manager, WVCH Chester, Pa., and Jimmy Lynn, disc jockey, have watched with permissible pride the rise of the Four Aces to their rating of one of the nation's top quartet recordings of popular songs.

About nine months ago, the Four Aces brought an acetate recording of their rendition of "Sin" to Mr. Lynn, who began plugging the tune, written by two other Chester residents, caught on.

A fortnight ago, the Four Aces, who have won national fame through their recording of "Sin," came home to Chester. Before a throng of 25,000 people seated in Chester Park, the quartet presented Mr. Lynn a gold pin, a replica of the millionth record of "Sin," for his efforts in plugging the song. WVCH recorded the program and rebroadcast it the following day.

RESULTS?

THAT'S US

HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!

Interested? Ask
JOS. WEEDE & CO.
350 Madison Ave., New York

NARTB AGENDA
Committee Studies Aug. 12

AGENDA for the 1953 NARTB convention, scheduled for April 29-May 2 in Los Angeles [B&T, July 21] will be discussed when NARTB's convention committee meets Aug. 5 in Washington.

Meetings will hear reports on Los Angeles facilities and proposed program plans from Clair R. McCollough, WGAL Lancaster, Pa., committee chairman, and C. E. Arney Jr., NARTB secretary-treasurer. Both returned lately from the West Coast.

Both the management and engineering sessions will be held simultaneously, as in the past. Convention headquarters will be the Biltmore Hotel.

Meeting with the committee will be NARTB President Harold E. Fields, Assistant to the President, Robert K. Richards, Engineering Director Neil McNaughten and Mr. Arney.

Committee comprises in addition to Mr. McCollough, the following: Jack Harris, KPRC-TV Houston, Albert Johnson, KVO Phoenix, Howard Lane, WJJD Chicago, H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles, and Hugh B. Terry, KLZ Denver.
**TOORON SURVEY**
Made by Penn McLeod Assoc.

RESULTS of a new type coincidental saturation survey at Tor-
ondo, N.Y., from April 12 to 22, was made by Penn McLeod Assoc., Toronto and Montreal, and subsequently the research firm will make similar surveys each three months.

Under the study, researchers called every 14th name in the Toronto telephone book, evenings and daytime, for a seven-week period. A similar survey is to be made at Montreal and plans call for simultaneous surveys in major Canadian cities this fall.

In small cities almost every name in the telephone book will be called. Plans also call for a fall TV town study of Toronto TV and non-TV homes to find social tendencies, listening, viewing habits and other data.

Penn McLeod Research Inc. has been formed in the U.S. and similar surveys there are to be started this fall. Branch offices are at the Roosevelt Hotel, New York. Requests have been made for studies of the Buffalo and New York areas.

**STANDARD Radio Transcription Services Inc.** has added KPAT Pampa, Tex., KMUS Muskego, Okla., and CKNW New Westminster, B. C., to stations subscribing to Standard Program Library. Contract with KOCY Oklahoma City has been renewed.

**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 registers ringing.

**National Spot Advertisers**

**TAKE NOTE**

Write, Wire, Phone or Ask Headley-Reed

**WSYR-AM-FM-TV**

The Only Complete Broadcast Institution in Central New York

**WSYR**

**NBC Affiliate**

**570 KC**

**WSYR**

**NBC Affiliate**

**570 KC**

**WSYR-AM-FM-TV**

**The Only Complete Broadcast Institution in Central New York**

**July 28, 1952 • Page 79**

---

**PROGRAM DIRECTORY**

Prepared by NARTB

DIRECTORY of almost 300 open end radio transcription programs available for local sponsorship has been issued by NARTB and is sent to all member stations as part of its member service.

Listings, the first issued since March 1949, were compiled from a survey of 28 producers and distributors. Titles are arranged under subject categories ("Adventure"—"Variety") and contain such information as length, title, number of episodes, talent and idea, producer and minimum cost. Costs range from 77 cents (for RCA's The Name You Will Remember) to $13 (for Ziv's I Was a Communist for the FBI).

The directory will be expanded and revised from time to time.

**RADIO BY RADIO**

**NARTB Series Progresses**

PAUL WHITEMAN, noted orchestra leader and ABC vice president, is the principal on the third disc in the Radio on the Record series sent to 400 radio stations which have subscribed to this NARTB campaign. Campaign started last April with H. V. Kaltenborn as the first luminary recorded. CBS News Commentator Edward R. Murrow was featured on the second disc sent out in May.

Backing up the Whiteman side of the disc are one-minute spots in the power of radio by James I. Carmichael, president, Capital Airlines; William J. Grede, president, National Assn. of Manufacturers; Pyke Johnson, president, Automobile Safety Foundation, and Morgan Beatty, NBC news commentator.

Nine more transcriptions are scheduled to be sent to the participating stations. This will round up the NARTB-sponsored project to sell radio by radio. Programs are produced by Drex Hines, released by Columbia Records and sold to stations at cost.

Oscar Elder, NARTB assistant director of public affairs, is supervising the series.

**Film Report**

(Continued from page 71)

producers, Jack Lacey: "The Ride of the Ranchers" by Mike Raison and "The Hijackers" by William Lively, both assigned to director Bob Walker.

**Film People**

Glenn Miller, production manager for Horace Heidt Productions, joined Filmcraft Productions, Hollywood, as assistant production supervisor. Paul Schmutz Jr., with farm's production department, has been named assistant technical supervisor.


Maurice Tombragel, motion picture and TV writer, signed a year's contract with William F. Brody Productions Inc., Hollywood, to produce plays for Trail Blazers, half-hour TV series starring Alan Hale Jr.

George Jenkins signed to direct CBS-TV Four Star Playhouse, sponsored by Singer Sewing Machine Co., New York, starting Sept. 11. Half-hour film series, distributed by Official Films, will be produced by Don Sharpe and star Rosalind Russell, Charles Boyer, Dick Powell and Joel McCrea on a rotating basis. Cost of time and talent for first 26 films is reported in excess of $1,250,000.

Edmund Gwenn, 1947 Motion Picture Academy Award winner, signed with Screen Gems Inc., Hollywood, to star in "Snow Image," half-hour film in NBC-TV Ford Theatre series. The story by Nathaniel Hawthorne is being adapted by Edward Hope, novelist and short story writer.

Aram Katcher, radio-film actor, has been signed by Edward Lewis Productions, Hollywood, to portray Mr. Kolo, principal in Affairs of China Smith, series of 55 half-hour TV films starring Dan Duruya. The pilot film has already appeared on CBS-TV Schlitz Playhouse of Stars.

Harry H. Thomas, member of board of directors in charge of domestic, foreign, TV and theatrical sales activities for Souvaine Selective Pictures, New York, in Hollywood to arrange for West Coast distribution facilities.

Oliver A. Unger, executive vice-president in charge of feature films for Snader Telescriptions Sales Inc, New York office, has added duties of acquiring and handling the new productions of independent producers for TV distribution.
Our Respects to
(Continued from page 48)

imated with his original class.
Since his home was in New York,
attracted a logical place to
start a career. He soon lined up
a job in Wall St., spending 14 years
in the canyon as research statistic-
ian, conductor of economic and
financial studies and finally bond
salesman. During the '30s, things
slowly dawned to a walk in Wall St.,
leading Mr. Allerton into manage-
ment and sales engineering. Most
of the time he operated his own
consulting business.
Along came another war, and
again a call to service. This time
he became a management con-
sultant to the War Dept., Quarter-
master Corps, concentrating on pro-
curement and warehousing.
In 1945 he left the War Dept. to
join Crosley Inc., research firm
conducting the program popularity
studies for Cooperative Analysis
of Broadcasting. CAB was financed
jointly by American Assn. of Ad-
vertising Agencies and Assn. of
National Advertisers.
Next post-war stop was Free &
Peters, one of the first and largest
of the major station representa-
tive firms. If there's one place to
get a quick education in the hard
facts of radio sales, it's in the office
of a representative. Having learned
much about the network side of
radio at CAB, Mr. Allerton abso-
ted the other side of the story
as research director at F&P.
One of his larger achievements was prepa-
ration of a spot sales manual
covering 25 years of broad-
casting. That was followed by an
alysis of the television situation
studied by the CAB in 1949 was
considered and laid out the course
of the visual medium with pro-
phetic accuracy.
All the time Mr. Allerton was
nursing the idea of entering the
advertising agency field as a mar-
ket research specialist. He ob-
served an acute need for authen-
tic material to be used in evaluating
media against each other. The idea
led finally to Abbott Kimball Co.,
New York agency, as director of
marketing and research. After a
group of the agency decided to
start its own firm — Wyley,
Frazee & Davenport—he wound up
at one of the nation's major ad-
vertising agencies, William Esty
& Co., working on new business.
That connection led to the NARTB
research post.
Mr. Allerton is a member of the
American Marketing Assn. He
married Lucyle G. Huntington, New
York, three years after graduating
from college. They have three
children.

CHUM Interests
JOHN PART, president of CHUM
Toronto, has bought one-third of
stock in the station from E. A.
Byworth, Toronto, one of three
owners who each controlled one-
third of the shares. Mr. Part
bought his second third interest
for $100,000 and now owns station
with R. T. Fulford. Both Messrs. Part
and Fulford operate proprietary
medicine firms which use time on
CHUM.

WCFM PROFIT
Reports First Since '48
WCFM (FM) Washington, D. C.,
management, set the pace at a profit
for the first time since it
took the air in 1948, "thus be-
coming one of the first FM-only
stations . . . on the plus side of
the ledger," it was announced last
week.
A quarterly financial report,
first issued since the station under-
went reorganization last March,
reported a net income in each of
the three months ending May 31.
Management of WCFM was taken
over by Leon Loeb, owner-operator
of Sound Studios Inc., Washington.
Mr. Loeb, who was asked by
stockholders to assume WCFM
management, brought about a cash
income—over-expense balance of
$1,049 by reducing number of
engines, announcers and other
staff personnel, it was said. Pro-
gramming has not been impaired
by the slash, Mr. Loeb stressed.
WCFM active listening audience
of 30,000 in the Washington area
and at other points in Virginia,
West Virginia and Maryland.

RADIO ARCHIVES
Sought by Haverlin
Haverlin RADIO PIONEERS is asking
the help of all broadcasters in
assembling a permanent collection of
"photographs and other memora-
ilbles" to preserve for posterity
something of the early days of
radio.
Photographs and other material
should be sent to Carl Haverlin,
president, Broadcast Music Inc.,
580 Fifth Ave., New York 19, N. Y.
Mr. Haverlin is chairman of the
project committee of the New York
Chapter of the Radio Pioneers.
Materials sent will be carefully
handled by Mr. Haverlin and
Copies will be made of origi-
nels of the materials sent
and the originals returned when re-
quested, it was added. The ac-
cumulated material eventually will
be housed in a suitable shrine,
with an inscription stating by whom
the article was contributed, or lent.

COPYRIGHT LAW
Truman Signs Bill
AMENDMENT" to the copyright
Law (HR 3589), which extends
copyright protection to literary
and dramatic "matter," which, [BE T,]
Mr. Edwin W. Trueman last week.
Bill, fathered by Rep. Joseph R. Bryson
(D. Ga.), became Public Law 575 with
the President's signature. It goes
into effect Jan. 1, 1953.
Unwitting infringement by a
broadcaster makes him liable to a
fine of not more than $100. Where
copies are infringed purposely
the law specifies a penalty of $1,000
and/or a year in jail. Civi
damages up to $5,000 also are per-
mitted.

BUDGET CUT
Forces 'Review' Off Air
CONGRESSIONAL cut in the De-
Fense Dept.'s 1953 budget funds
for public information "prestige
programs" shown resulting in the cessa-
tion of Armed Forces Review last week.
The $2.3 million, which has been
on the air for the past 12
months, was dropped after last
Friday's broadcast because of a
spending reduction in the House
budget," according to Charlie
Dillon, chief of the department.
Radio-Video Branch, Office of Pub-
lic Information.
This was the second such pro-
gram to leave the air in recent
months, although for different rea-
s. Defense Report was dropped
with suspension of the Left
network last May. Mr. Dillon said
his branch will continue production
of Time for Defense on ABC radi-
O-Phoenix-Washington on the
DuMont TV network. All programs
are aired by the networks as pub-
lic service features.
In announcing the Review cut
statement, Mr. Dillon praised "Mutual"
for its presentation of the docu-
mentary-musical series and ex-
pressed regret it had to be dropped
Also affected by the money re-
duction is Defense News for Women
a monthly newsletter for women
broadcasters. Cutbacks, however
were not as stringent as first esti-
mated [BE T, July 7, May 26].

GEORGIA TRIO

ONLY A COMBINATION OF STATIONS CAN
COVER GEORGIA'S MAJOR MARKETS

Geal the kat a agency, inc.

WAGA

WMZ

WTGC
Presenting
THE
NEW
Continental

TYPE 312
250
WATT TRANSMITTER

The Continental Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Intermodulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control — the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of Continental's new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.

Continental Electronics
MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERgreen 1137
**FCC actions**

**JULY 18 THROUGH JULY 24**

- **Construction permit** for DA-directional antenna, EFV-effective radiated power, STI-studio-transmitter link, synchronous amplifier, and visual, audio, and visual equipment.
- **Temporary authorization** for the use of the new antenna.
- **Special service authorization** for the new antenna.
- **Grant of approval** for new antenna and visual equipment.

**July 18 Applications . . .**

**ACCEPTED FOR FILING**

- **Extension of Completion Date** for CP, as modified, which authorized new AM for extension of completion date.
- **KQRS-Juneau, Alaska**—Grant of authority to change completion date to July 12, 1952, to Washington, D.C., and for acceptance of late filing of application by applicant.
- **July 18 Decisions . . .**

**ACTIONS ON MOTIONS**

- By Comr. Robert T. Bartley
- **VWOP Cincinnati, Ohio**—Grant of authorization to change completion date to July 12, 1952, to Washington, D.C., and for acceptance of late filing of application by applicant.

**July 21 Applications . . .**

**ACCEPTED FOR FILING**

- **Extension of Completion Date** for CP, as modified, which authorized new AM for extension of completion date.
- **WPAC Philadelphia, Pa.**—Grant of permission to change completion date to July 12, 1952, to Washington, D.C., and for acceptance of late filing of application by applicant.
- **TENDERED FOR FILING**
- **Change Antenna System**

**July 21 Decisions . . .**

**ACTIONS ON MOTIONS**

- By Comr. Robert T. Bartley
- **WJR-TV Detroit, Mich.**—Grant of authority to change completion date to July 12, 1952, to Washington, D.C., and for acceptance of late filing of application by applicant.

**July 22 Decisions . . .**

**BY BROADCAST BUREAU**

**Sign Off Authority**

- **WGAT-Atlanta, Ga.**—Grant of request for authority to have regular station sign off EST until able to secure first full-time operators, for period not to exceed 60 days.

**ARC New York**—Grant of extension of authority to transmit programs to CHL and CSM and other stations under the control of Canadian Broadcasting Corp., for period beginning June 3, 1952, and ending June 2, 1953.

**ABC New York**—Grant of extension of authority to transmit programs to CHL and CSM and other stations under the control of Canadian Broadcasting Corp., for period beginning 9-15-52.

**Change Operating Hours**

- **KLSM-Ft. Collins, Ga.**—Grant of authority to change hours in operation, installation of new N., changes in ground system and trans. location.
- **WLSA-Fort Wayne, Ind.**—Grant of authority to change hours in operation, installation of new N., changes in ground system and trans. location.
- **WLCI-Onawesta, Ala.**—Grant of modification of CP to change type of trans. and type of ground system.
- **WRLC-Ontario, Ind.**—Grant of authority to change hours in operation, installation of new N., changes in ground system and trans. location.

**Delete Request**

- **WELK-FM New Haven, Conn.**—Grant of request for deletion of station of 8-25-52 and dismissed pending application for mod. CP.

**License Granted**

- **WWGA-FM Cedarburg, Wis.**—Grant of license to cancel license and delete FM.
- **KBJ-Hollywood, Calif.**—Grant of license to license covering changes in existing FM: 90.1 mc, 15.6 kw, 1500 ft.

**Extension of Completion Date**

- **WQAL-TV Baltimore, Md.**—Grant of mod. CP for extension of completion date.
- **KUNO-Juneau, Alaska**—Grant of mod. CP for extension of completion date.

**Extension of License**

- **WCHQ-Fort Wayne, Ind.**—Grant of license for extension of license, beginning June 3, 1952.
- **WYQA-FM Rome, Ga.**—Grant of license for extension of license, beginning June 2, 1953.
- **WRRH-Hamilton, Ala.**—Grant of license for extension of license, beginning June 2, 1953.

**License Granted**

- **KFUN-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WGRW-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WPTV-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WILF-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WOL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.

**License Granted**

- **WWCL-FM Fort Wayne, Ind.**—Grant of license covering changes in existing FM: 91.1 mc, 15.6 kw, 3900 ft.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office</td>
<td>National Press Building offices and laboratories, 1339 Wisconsin Ave., N. W. Washington, D. C. ADams 2414</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C. Telephone District 1205</td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Consulting Radio Engineers</td>
<td>927 15th St., N. W. Republic 3883 Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td>BOND BLDG., EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
<td></td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>Consulting Radio Engineer</td>
<td>319 BOND BLDG., REPUBLIC 2151 WASHINGTON, D. C.</td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Consulting Radio Engineer</td>
<td>1316 Wyatt Bldg., WASHINGTON, D. C. Metropolitan 4477</td>
<td></td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>230 Bankers Investment Bldg., San Francisco 2, California Sutler 1-7545</td>
<td></td>
</tr>
<tr>
<td>BERNARD ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>501 Sunset Blvd., Hollywood, Calif. NOrmandy 2-6715</td>
<td></td>
</tr>
<tr>
<td>VANDEVREE, Cohen &amp; Wearn</td>
<td>Consulting Engineers</td>
<td>612 Evans Bldg., NA. 2598 1420 New York Ave., N. W. Washington 5, D. C.</td>
<td></td>
</tr>
<tr>
<td>GRANT R. WRATHALL</td>
<td>Consulting Radio Engineer</td>
<td>Aptos, California Apartment 33123 San Francisco, Salt Lake City Los Angeles Portland Phoenix</td>
<td></td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>Consulting Radio Engineer</td>
<td>1605 Connecticut Ave., Dallas, Texas Seattle, Wash. Box 4212, 5462 W. Ruffner</td>
<td></td>
</tr>
<tr>
<td>Robert M. Silliman</td>
<td>Consulting Radio Engineer</td>
<td>3738 Kanawha St., N.W., Wash., D.C. Phone Ofldway 8071 Box 2448 Birmingham, Ala. Phone 6-3952</td>
<td></td>
</tr>
<tr>
<td>WILLIAM E. BENNS, Jr.</td>
<td>Consulting Radio Engineer</td>
<td>1469 Church Street, N.W. Decorah 1231 Washington 5, D. C.</td>
<td></td>
</tr>
</tbody>
</table>

ed mod. CP for extension of completion date to 8-14-50.
July 23 Applications ... ACCEPTED FOR FILING FM—96.7 inc WQOP—FM Binghamton, N. Y.—Mod. CP which authorized new FM to change frequency to 96.7 mc; ERP to 4125 kw.

Extension of Completion Date WQAT-FM Cincinnati, Ohio—Mod. CP as modified which authorized new FM for extension of completion date to 2-18-55.

Modification of License KEPH Ephraim, Utah—Mod. license to change name to Utah State Agriculture College—Snow branch, Junior (Continued on page 87)
HEAVY TRAFFIC...

in classified advertising response necessitates the handling charge of $1.00 for BULK application material (NOT LETTERS) such as discs, tiques, etc.

Please send remittance separately to the attention of the Classified Advertising Department, BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C., with an explanatory note, preferably via personal check or money order.

Help Wanted

Salesman

Progressive salesman wanted immediately by 900 watt non-directional daytime 1000 watt directional nighttime station with new location in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply Box 690P, BROADCASTING • TELECASTING.

Radio salesman for Texas station. Salary plus commission. Good market, progressive town. Box 685P, BROADCASTING • TELECASTING.

Florida coast station. Hard-hitting salesman to be competitive market. No desk pilots wanted. Send photo. Box 895P, BROADCASTING • TELECASTING.

Wanted: Salesman- newsmen. Experience secondary, will train. More interested in having writer with sound education and capabilities, Southwest. Write Box 890P, BROADCASTING • TELECASTING.

Salesman, 100,000 New England city; prefer market to be competitive market. Excellent account list. Good guarantee. Box 885P, BROADCASTING • TELECASTING.

Salesman. Established New England network radio station, plans in market with TV pending, seeks salesman. Man selected will be given strong accounts, and a draw against commission, salary plus expenses, good air, capable, and energetic. No dreamers, or world-hawkers. Must be experienced in selling age, education, and experience. Apply Box 880P, BROADCASTING • TELECASTING.

Announces

Experienced announcer-engineer, Seville, Ohio. WMSP, 654P, BROADCASTING • TELECASTING.

Announcer with well-rounded experience. Specializing in high-brow ‘Hollywood and pop DJ show for Florida station. Box 884P, BROADCASTING • TELECASTING. Send complete information and photo. Box E35P, BROADCASTING • TELECASTING.

Morning man for 5 kw NHRC New England station. Good salary, good experience, friendly lines, capability in early riser. Send qualifications first letter. Box 864P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer, at Jefferson, Ohio, 11 kw, beautiful location. Response required. Box 867P, BROADCASTING • TELECASTING.

 Experienced staff announcer for good station job. Full salary. Beautiful location. Reply to: Box 854P, BROADCASTING • TELECASTING.

Immediate opening at growing central station for experienced announcer with first phone, opportunity to do sell- ing. Closest location, excellent background. Box 780P, BROADCASTING • TELECASTING.

Football announcer plus staff duties. Excellent location. Box 782P, BROADCASTING • TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn extra money selling. Car necessary. Must be able to type. Box 771P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing $75 starting. bunny, 15 kw, BROADCASTING • TELECASTING.

Announcer with first license for space with own town, must be reliable, sober, and moral. Box 783P, BROADCASTING • TELECASTING.

Immediate opening for announcer with personality and ability to sell to rural and industrial audiences. Box 785P, BROADCASTING • TELECASTING.


South central network station with TV affiliate, One top-flight man for key position. Will consider state minimum salary. Box 789P, BROADCASTING • TELECASTING.

Wanted: Senior announcer with car. Must be experienced, with independent sales ability. Send tape or disc, photo. Box G25P, BROADCASTING • TELECASTING.

Announcer, 250 kw Mutual. Population 15,000. In conditioned studio, TVA Lakes housing available. Experience a must. Box 831P, BROADCASTING • TELECASTING.

$10,000 watt upper midwest station in major market wants experienced disc jockey. Will build major personality. Prefer southern announcer. Give complete details and references. Box E31P, BROADCASTING • TELECASTING.

Engineer, 250 kw network station, will accommodate any equipment. Fifty percent of time. Salaries plus expenses. Box 835P, BROADCASTING • TELECASTING.

Wanted: Experienced announcer capable of news writing, newscasting, production, and voice-over writing. $1000 monthly. Box 837P, BROADCASTING • TELECASTING.

Announcer, 259 kw network affiliate, dedicated south. Wants experienced announcer capable of newscasting, newscasting, writing. $900 per month. Box 839P, BROADCASTING • TELECASTING.

Wanted: Experienced announcer capable of news writing, newscasting, production, and voice-over writing. $1000 monthly. Box 837P, BROADCASTING • TELECASTING.

Local newsman. Trained or experienced in gathering, presenting news, especially local. KFLP, Freeport, Tex.

Announcer-engineer, good pay for good man. KYOU, Greeley, Colorado.

Announcer with first class lis- tings. Ability to deliver talent. Reply to: Joe Salsburg, WARM, Scranton, Pa.

Announcer-engineer, good pay for good man. KYOY, Fort Lauderdale, S. C.

We want a good staff announcer with at least two years experience for $1000 monthly. We're planning TV for station. Immediate opening. Box 833P, BROADCASTING • TELECASTING.

Wanted: Disc jockey with minimum of 40 hours. Ref. WTVQ, Louisville, Ky.

Announcer-engineer, good pay for good man. KYOU, Greeley, Colorado.

Announcer with first class lis- tings. Ability to deliver talent. Reply to: Joe Salsburg, WARM, Scranton, Pa.

Wanted: Announcer. First license operator on or before September 1st. Starting salary $75.00 44 hours. WCTA, Andalusia, Alabama.

Help Wanted (Cont'd)

Combination announcer-engineer, first class lis- tings, heavy announcing, but will take inexperienced man who shows potential. Must be able to work outdoors. Adequate housing, good living conditions, available. Experience in TV preferred, if interested, contact General Manager, WFNW, Ace, New York City.


Wanted: Engineer with first class ticket. Immediate opening—update New York. Box 836P, BROADCASTING • TELECASTING.

Transmitter position open. No an- nouncing experience necessary. Box 838P, BROADCASTING • TELECASTING.

Engineer, Virginia 1 kw network station. Experience unnecessary. Box 832P, BROADCASTING • TELECASTING.

Minnesota station wants chief engineer, must be able to do some announcing. Box 830P, BROADCASTING • TELECASTING.

Engineer wanted with or without experience. Must be congenial and dependable. Box 828P, BROADCASTING • TELECASTING.

Wanted: First class engineer, $50 for 40 hour week. Time and half overtime. Box 826P, BROADCASTING • TELECASTING.

First class engineer wanted. No experi- ence unnecessary. Box 824P, BROADCASTING • TELECASTING.

Engineer wanted with or without experience. Must be congenial and de- pendable. Box 822P, BROADCASTING • TELECASTING.

Engineer. Washington consulting firm. State experience, education, minimum salary, immediate opening. Box 820P, BROADCASTING • TELECASTING.

Wanted: AM and TV station and trans- mission technicians. Give details of technical background and include recent snapshot. KFEL, Albany Hotel, Denver, Colorado.

Chief engineer wanted for Southern California network affiliate. Some an- nouncing experience necessary. Please send resume by next fast up. KXXO, El Centro, Calif.

Wanted: First class engineer-announcer. Good salary, excellent location. Box 818P, BROADCASTING • TELECASTING. Plus salary requirements to KXXO, Lewiston, Montana.

Combination engineer-announcer, best conditions and salary. WGTN, George- town, Ohio. Reply to: Box 816P, BROADCASTING • TELECASTING.

2 experienced engineer-announcers, heavy on announcing. $75 per week. Please send resumes to station WHHD, Hudson, New York.

Engineer-announcer. Starting salary $80 per week. WIBB, Enterprise, Ala- bama.

Wanted Immediately—Transmitter en- gineer with first class license announcing. $250 a month to start. Box 814P, BROADCASTING • TELECASTING.

Engineer-announcer. Experienced only. WRLD, West Point, Georgia.
Help Wanted (Cont'd)

First class ticket? Willing to work for $8 a week? A "fancy's Most Progressive independent? Willing to work for $6? WLYC AM
Villansport, will have engineering position available early August. Lots of chores to be done: courses copy, writing, Color, Reed, or religion no barrier. Our prob: All City Radio News. Our solution: Employ an engineer who will work and think constructively as he does in his time. No calls please, Send applications to Box 1531 Pine Street, Villansport, Penna.

Wanted: Chief engineer for 5 kw sta- tion in Western Pennsylvania. Must be able to handle infrared lights. Radio station WRBF, Brush, Ohio. Contact Engineer L. A. Beck, Box 813P, BROADCASTING - TELECASTING.

Production-Programming, Others

ports-news. Emphasis on play-by- play football, basketball. Want a man capable of retaining the station's sports optimistic. Sports ability primary, just be strong on news. Leading Ohio V. Significant new contract. Top salary on $840, BROADCASTING - TELECASTING.

ontuity writer wanted. Immediate opening. Must be able to write good selling copy. Central Ohio area. Salary $600/month plus royalty. Box 840P, BROADCASTING - TELECASTING.

oram director KCOL in cool color-

Colorado, needed September 1. Must be a Big Band fan and capable of handling all technical aspects of the station. Box 850P, BROADCASTING - TELECASTING.

ilfornia. Office manager, bookkeeper, priest, woman preferred. Plenty ex- perience. Must be able to plan, direct, write reports, foreign language, type, personal relations. Good salary. Wonderful opportunity to establish contacts, establish all classical music station. Box 860P, BROADCASTING - TELECASTING.

ontemporary position. Box 870P, BROAD- CASTING - TELECASTING.

Situations Wanted

Manager

emeral-commercial manager. Over 20 years experience in the field of handling, management, sales, and programming. Experienced with 15 kw stations. Write Box 880P, BROADCASTING - TELECASTING.

Salesmen

iseman who loves hard work, long hours and big commission. Makes a company's dream come true. "Join us" with solid, hard-hitting sport or TV experience in the greater Los Angeles area, two with network station in western areas (same time slot). Must have sales experience, references, sales records, and qualifications. Return at once. Box 890P, BROADCASTING - TELECASTING.

Announcers

ort announcer. Play-by-play all sports. Available soon. Will accept job only in New York City. Box 900P, BROADCASTING - TELECASTING.

Television

Technical

Four years staff announcer, large mar-

ket AM. Desires to work with network or future with clean operation anywhere. Box 910P, BROADCASTING - TELECASTING.

Six months news editor-reporter now employed by five kilowatt Midwest station. Desires large market. Good references. Box 870P, BROADCASTING - TELECASTING.

Newspaper. Desires opening. Must be aggressive, responsible, and have a good deal of experience. Box 890P, BROADCASTING - TELECASTING.

Chief engineer, 15 years and more Experience in engineering, operation, construction, sales, and programming. Must be willing to work anywhere. Box 860P, BROADCASTING - TELECASTING.

Chief engineer, 5 years experience in AM/ FM. Desires large station or engineer large station TV training. Box 850P, BROADCASTING - TELECASTING.

HER member; 5 years chief 260, radio, TV, engineering graduate. Veteran. Des- gins radio station for New England South preferred. Have car. Box 819P, BROADCASTING - TELECASTING.

Radio engineer. Desires position on radio broadcasting. Would consider move to Midwest. Desires opportunity to work with established station. Box 830P, BROADCASTING - TELECASTING.


Engineer, can do light combo work. Veteran, year and one half experience, presently employed. Desires work in a university city located in Midwest or Western Master. Box 890P, BROADCASTING - TELECASTING.

Technical

Maritime radio operator desires broad- cast situation. Western states preferred. Must have had maritime connection. First months radio experience. Set and mobile, factory, mobile experience. Available. Box 780P, BROADCASTING - TELECASTING.

Television Station APPLICANTS

If you have applied or plan to apply for one or more television stations, a top executive group is available to you as a team. This group of three, CURRENTLY

EMPLOYED, consists of

1. Advertising Director of a large national retail advertiser with 15 years of experience.
2. Vice President of a large AAAA Agency, 15 years experience in radio and television.
3. General and Sales Manager, experienced 7 years in radio and television, with network owned and operated experience. 2 years with pioneer television station in major market.

This experienced team of top calibre men, with coast-to-coast connections, is qualified to take charge of a single multi-station chain. In addition, this team is able to bring to a new connection top engineering and programming personnel currently employed in major television stations.

If interested reply to Box 859P, BROADCASTING - TELECASTING.
For Sale (Cont'd)

FM transmitter, GE, 1/4 kw, 101.3 Mc; 3 kw amplifier, GE and 10 kw GE, along with complete auxiliary equipment for station operation. Also 1/4 kw AM Western Electric transmitter and auxiliaries. Price to sell each as a unit. Ask for complete lists. Berkeley Newspapers, Berkeley, W. Va.

WANTED TO BUY

Stations
Manager and chief engineer want to buy 250 watt or 1000 watt station. Preference given to self-operate. Box 686P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—One 200 to 300 foot self-supporting tower to support RCA UHF TV antenna. Desires a guyed tower for thirty pound wind load. Box 708P, BROADCASTING • TELECASTING.

Wanted Ampex portable tape recorder, model 601 or 60A. Air Mail reply with information. Box 811P, BROADCASTING • TELECASTING.

Approximately 500 foot tower, guyed or self supporting. Please send price and description. Box 808P, BROADCASTING • TELECASTING.

Miscellaneous


HELP WANTED

Salesman

SELL IN CALIFORNIA


Bob Dunn, Vice President
Lincoln Dollar Radio Stations
P. O. Box 94, Sacramento, Calif.

WANTED TO BUY

Stations

Help Wanted (Cont'd)

EXPANDING ORGANIZATION

Present sales manager promoted to station manager. We are looking for the sales manager. Anyone who is experienced, aggressive, good character and who can produce immediate and long term results. Must be strong, able to develop sales and grow with the company. Salary: $1000 plus commission.

Radio and TV Producer-Director

needed by Public Relations Department of large educational and research operation for planning, organizing and writing programs for radio and television. Must be of college background. Experience in teaching, writing and directing. Salary: $1000 plus commission. Send resume to Box 800P, BROADCASTING • TELECASTING.

GREAT JOBS ARE AVAILABLE IN NORTH CAROLINA

ANNOUNCERS

ENGINEERS

CLERICAL SALES

PRODUCTION

AM • FM • TV

Write for Application Blank!

NORTH CAROLINA ASSOCIATION OF BROADCASTERS

DRAWER 1140

SOUTHERN PINES, N. C.

Situations Wanted

Production-Programming, Others

COMMERCIALS

SUCCESSFUL NEWSMAN AND PRODUCER

of regional news program seeks position with large regional station or other broadcast facility capable of paying top salary and talent for airwork. Box 896P, BROADCASTING • TELECASTING.

WANTED TO BUY

Stations

Do you own an AM property that has been a consistent loser?

Have you just about decided to take your 250 or whatever the station is and get out before your investment is a total loss?

Would you like to turn the property over to management with proven records of substantial profit for two stations in fourteen years?

Are you interested in high paying positions in programming, sales, management, etc. with room for advancement? You have a friend who is interested in a high salary position in any field of the radio industry. Please send photo and complete employment history to Box 800P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers, Chief Engineers, Disc Jockeys and others.

Delays are costly; tell us your plans today.

Howard S. Tannen

TV & Radio Management Consultants

728 Bond Blvd., 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 openings in your field. Our fee—ONLY one week's salary. NO OTHER CHARGES.

Broadcast Management Services Co.

17 East 48th Street, New York, New York

Employment Agency

SPECIAL OFFER

Broadcast

Management

Services

Co.

17 East 48th Street, New York, New York

E. C. Lobdell, Licensee

WCAU Center Visitors

OVER 90 agency executives, time buyers and clients from Chicago and other midwestern points arrived via two special flights to the Philadelphia International Airport last week to visit the new WCAU Radio-Television Center. The group was flown in by WCAU to acquaint them with new WCAU facilities and the stations' program ming activities. This was the seventh and final trip arranged by WCAU to acquaint the trade with its new building.

Bakery Renewal

AMERICAN Bakeries Co., Atlanti, Ga., has renewed The Lane Ranch on ABC, Monday, Wednesday and Friday, 7:30-8 p.m. EDT, e fective Sept. 8 for 52 weeks. Serik emanates from WMAL Washing ton to 30 ABC radio station Agenc y is Tucker Wayne & Co. Atlanta.

Employment Service (Cont'd)

HEADQUARTERS

for Radio and TV Personnel

Write, Wire, Phone or Visit

YOUR EMPLOYMENT SERV I CE

359 West Jefferson

Dallas, Texas—Yukon 7326

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S BIGGEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

150 Bldg., Radio City, New York 26, N. Y.

226 South Wells Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

West Coast

Top Network Property

$450,000.00

One of the fine broadcasting properties in the west. Located in a premium western market, this facility is in a favorable TV position. More than $100,000.00 cash included in the purchase price of $450,000.00 for 100% of the stock. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN • HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Winston, N. C.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
Trinity Tower
Delaware 1-3755-6

SAN FRANCISCO
Lester M. Smith
215 Montgomery St.
Exbrook 2-3672

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 openings in your field. Our fee—ONLY one week's salary. NO OTHER CHARGES.

Broadcast Management Services Co.

17 East 48th Street, New York, New York

E. C. Lobdell, Licensee
Non-Docket Actions...

New Applications...

AM APPLICATIONS

Rogers, Ark.—Chattanooga Bestg. Co., Ltd. Granted 620 kw, 1,000 kw, 1,290 kw, 2,000 kw, and 2,400 kw; antenna 275 ft.; engineering condition. Estimated construction cost $32,188; first-year operating cost $37,021, second-year operating cost $38,626. Estimated cost to the owner of all equipment purchased for operation is $31,480. Applicant is licensed to operate as KLAB Chattanooga, Tenn.

Application for modification of license to change frequency to 1480 kc is on file.

La-Orage—Wagon Bestg. Co. Granted 480 kw, 1,000 kw, 1,400 kw, 2,000 kw, and 2,400 kw; engineering condition. Estimated construction cost $1,004,000; first-year operating cost $1,000,000, second-year operating cost $1,000,000. Principal is C. C. Orage, Jr., general partner. Approved.

New Applications...

AM APPLICATIONS

Newman, Ga.—Newnan Bestg. Co., Ltd. Filed 297 ft.; antenna 200 ft.; engineering condition. Estimated construction cost $30,000; first-year operating cost $30,000, second-year operating cost $30,000. Applicant is licensed to operate as WNOB Newnan, Ga.

FM APPLICATIONS


Adel, Ga.—Little River Bestg. Co., Ltd. Granted 980 kw, 1,000 kw, 1,400 kw, and 2,000 kw; antenna 200 ft.; engineering condition. Estimated construction cost $300,000; first-year operating cost $300,000, second-year operating cost $300,000. Applicant is licensed to operate as WJAX Atlanta, Ga.

Richmond, Ky.—Radio Richmond Inc. Filed 225 kw, 200 kw, 100 kw, and 50 kw; antenna 100 ft.; engineering condition. Estimated construction cost $1,000,000; first-year operating cost $1,000,000, second-year operating cost $1,000,000. Applicant is licensed to operate as WYTV Louisville, Ky.

Russells Springs, Ky.—South Kentucky Bestg. Co., Ltd. Granted 300 kw, 1,000 kw, 2,000 kw, and 2,500 kw; antenna 200 ft.; engineering condition. Estimated construction cost $1,000,000; first-year operating cost $1,000,000, second-year operating cost $1,000,000. Applicant is licensed to operate as WBFM Russellville, Ky.

Portland, Ore.—St. Johns Bestg. Co. Granted 110 kw, 1,000 kw, 2,000 kw, and 3,000 kw; antenna 200 ft.; engineering condition. Estimated construction cost $1,000,000; first-year operating cost $1,000,000, second-year operating cost $1,000,000. Applicant is licensed to operate as WZPN Portland, Ore.

Summary Through July 24

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>Licensed CPs</th>
<th>Apple</th>
<th>Pending</th>
<th>Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>23,533</td>
<td>2,332</td>
<td>112</td>
<td>219</td>
<td>21</td>
</tr>
</tbody>
</table>

FCC Actions (Continued from page 88)

Permission Granted

KRAI-AM—Boise, Idaho. Granted to continuation of 2nd and 3rd applications for permit to operate station with lesser grade revenues than required by rules. Applicant is owner of KRAI in Boise, Idaho, and is granted station with the supervising of little more than one station pursuant to Section 1.103.

License Renewal

Following stations were granted renewal of licenses for regular period: WIBR-FM Knoxville, Tenn.; WCMC-FM Ashland, Ky.; WCTC-FM Columbus, Ind.; WIZX Hammond, Ind.; WYFP-PK Paducah, Ky.; WMVL Evansville, Ind.; WPGM Owensboro, Ky.; WOWO-FM Ft. Wayne, Ind.; WCBS and WCEM (FM) Roanoke Rapids, N. C.; WMFS Chattanooga, Tenn.

Paper's Request Granted

FCC last Wednesday granted an application of the New York Mirror, a division of the Hearst Corp., to equip one vehicle in New York for mobile facsimile and teleprinter transmission. This will test the suitability of frequencies in the 450-460 mc band for newspaper use. Radio teleprinter equipment would be used for transmitting news to the newspaper office and news pictures would be developed in the mobile unit for radio dispatch to the home office.

How many automobiles are there in Monroe County, New York?

The 1952 Broadcasting MARKETBOOK has the answer.

Publications date: August 13.
Subscription rates mailed with regular August 15 issue.
BIG San Antonio TV contract, Kalli- son's Country Store sponsoring Red River-Dave's Barn Dance Sat., on WOAI-TV San Antonio, is signed by Jerry Lee (l), WOAI-TV cmt. mgr. and Penny Kallison, sponsor.

CONTRACT for a new March of Time series, which makes its initial telecast during first week in October, is signed by Vern Mullen (l), adv. mgr., Miller Brewing Co., sponsor, and Frank Shea, March of Time sls. dir.


AFFIRMING sponsorship of Pud's Prize Party on ABC-TV are (l to r) Donald S. Kellett, adm. asst., WFIL TV Phila., originating station; Nor- man P. Hutson, pres., Frank H. Fleer Corp., and John A. E. McClave, Elmer Free, pres., Elmer Free Adv. v.p.-treas., Lewis & Gilman, agency.

AFTER-MIDNIGHT TV show, Adventure in the Night, is sponsored over WBAL-TV Baltimore, with signers (seated) My Grayson, Grayson's Furniture & Appliance Stores, sponsor, and (l to r) Frank Segar, Grayson's; George Avris, acct. exec.; Azrael Adv. Agency, and Jack Burke, WBAL-TV sls. exec.

COMMUNITY TV

FCC to Hear Belknap Case

BELLEWETHER case on community TV systems—whether or not the FCC has jurisdiction and, if so, what kind of service the bringing-down-the-mountains needs systems has been designated for hearing by the FCC.

Specific issues will be enumerated in the next week or so. It is not expected that the date for the hearing can be set yet.

Guinea pig case is the application of J. E. Belknap & Assoc. of Poplar Bluff, Mo., for two micro- wave relay stations on the 5925- 6425-MHz band to bring programs of WMCT (TV) Memphis north- west to Kennett and Poplar Bluff [B*T, Oct. 15, 1951].

According to the application, the Belknap company said it would extend the system eastward to Dexter, Malden, Sikeson, Jackson, Cape Girardeau, all in Missouri, Cairo, Ill. and Paducah, Ky.

After that the firm plans to pick up KSD-TV St. Louis and feed its programs southwest to Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale, all in Illinois.

Permission Not Given

Both WMCT (TV) and KSD- TV objected to the granting of the applications, and asked for a hearing on the grounds that they had not given permission to have their signals picked up and distributed [B*T, Nov. 12, 1951].

In its July 16 letter to the Belknap firm, the Commission said it was unable to determine whether the proposed operation constituted common carrier service as requested and whether it would be possible to finance the TV programs to deliver to customers.

One of the major questions in the FCC's minds is whether the extension of community TV systems might not have an adverse effect on the construction of TV stations in the smaller communities, thus nullifying to some extent the allocation of frequencies to small cities and towns [B*T, Feb. 11]. This would, it is believed, forestall local programming, give subscribers network and big city programs entirely.

It is also understood that Bell system companies feel that they should be the sole relayers of TV signals between cities.

At the present time there are about 75 community TV systems in operation and about the same number in the projected stage. The National Community Television Assn. held its first annual convention last week in Pottsville, Pa. [B*T, June 16].

KGO-TV DRIVE

$400,000 to Palsy Fund

CLIMAXING elaborate preparations which began months ago, KGO-TV San Francisco staged a 27-hour telethon which it claims set a time record for TV fundraisers and which attracted more than $400,000 in donations from the northern California area.

Because it followed so closely the Hope-Crosby telethon for the Olympics, the San Francisco "Ce- lebrity Parade for Cerebral Palsy" was an unusual success. But the response tripled the total raised a year ago on a similar show, it was claimed.

Broadcasted by Jack Webb (Dragnet) and Lee Giroux, the telethon fea- tured city entertainers playing all night, with support from several Hollywood film notables. Volun- teers by the hundreds answered the battery of 200 telephones, passed the hat or worked as ushers.

Commercial time was given by KGO-AM-TV, with the 27-hour donation making a considerable dent in the stations' weekend reven- ues, it was reported. Vince Fin- chis, manager of the ABC O&O station for the Bay Area, started the telethon which was held in the Veterans Auditorium. A complete free commissary was staffed and run by an Oakland catering service.

Although the commercial "plug" aspect in donations was apparent at times, it played a small part, with rivalry between Los Angeles and San Francisco a strong ele- ment in attracting donations to the $350,000 southern Cali- fornia figure.

Lever, Hudson Sign

WCBS-TV New York has secured two more daytime sponsors through its 15-a-week plan whereby adver- tisers using 12 or more daytime announcements a week are entitled to a 45% discount [B*T, July 14]. New advertisers, fifth and sixth to be signed under the plan, are Lever Brothers Co., using 12 spots a week for Breeze for ten weeks starting Aug. 11, through BBDO, New York, and Hudson Pulp & Paper Co. (napkins), using 12 spots a week for 52 weeks, through Bow Co., New York.

Canadian Policy

CANADIAN government's decision to retaliate development of independent TV stations until at least one government-owned station is located in each province, will deprive Canadian radio artists from opportun- ities of gaining experience and a livelihood in the new medium, according to Terrence O'Dell, resi- dent agent in Canada of the Amer- ican Federation of Radio Artists. Mr. O'Dell points out that for years to come Canadian performers will be at the mercy of the Canadian Broadcasting Corp. for TV appear- ances.
SWIMMERS in SWOLLING according to a report protection announced ‘following drowning victim.

Larry Lawrence, WSYR sales- man, was witness during an ago- nized wait at a pool several miles outside Syracuse for an ambulance bringing aid to a swimmer who was feared a drowning victim. The following day, he observed to Fred Hillegas, WSYR news editor, that having respirators at community pools would avoid delay in getting mechanical treatment to Mr. Hillegas went into action.

He phoned civic officials. He reported the suggestion and the civic officials’ endorsement. Listeners phoned to guarantee that private organizations would help.

Within 48 hours, city leaders an- nounced in a WSYR newscast that two respirators were en route by chopper from a Pittsburgh manu- facturing plant, and would be installed at two nearby beaches the following day.

Meanwhile, a city legislator who had been phoned by Mr. Hillegas announced that he would initiate legislation to provide the same protection for municipal pools.

TOP TWENTY-FIVE NETWORK TV PROGRAMS
(From Multi-Market TelePulse, Jan.-June, 1953)

<table>
<thead>
<tr>
<th>JAN.-JUNE</th>
<th>JULY-DEC.</th>
<th>JAN.-JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1953</td>
<td>1951</td>
<td>1951</td>
</tr>
<tr>
<td>Love Lucy (CBS)</td>
<td>39.5</td>
<td></td>
</tr>
<tr>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>29.1</td>
<td>24.4</td>
</tr>
<tr>
<td>Texaco Theatre (NBC)</td>
<td>26.4</td>
<td>24.7</td>
</tr>
<tr>
<td>Red Skelton (NBC)</td>
<td>36.3</td>
<td>28.0</td>
</tr>
<tr>
<td>Your Show of Shows (CBS)</td>
<td>33.7</td>
<td>23.9</td>
</tr>
<tr>
<td>Godfrey &amp; His Friends (CBS)</td>
<td>23.8</td>
<td>25.3</td>
</tr>
<tr>
<td>Your Hit Parade (NBC)</td>
<td>23.6</td>
<td>17.9</td>
</tr>
<tr>
<td>Fibeside Theatre (NBC)</td>
<td>23.1</td>
<td>21.4</td>
</tr>
<tr>
<td>Texaco Playhouse (NBC)</td>
<td>23.0</td>
<td>25.4</td>
</tr>
<tr>
<td>Munro (CBS)</td>
<td>29.5</td>
<td>21.4</td>
</tr>
<tr>
<td>KIRO (CBS)</td>
<td>20.0</td>
<td>24.3</td>
</tr>
<tr>
<td>Circle Theatre (CBS)</td>
<td>20.0</td>
<td>25.7</td>
</tr>
</tbody>
</table>

* Not on the air during this period.
* Failed to make Top Twenty-Five.

SWIMMERS in the Syracuse environs can now enjoy themselves with added safety, thanks to WSYR Syracuse.

The decision concerns a three- year-old case involving claims of possible interference to KOA Den- ver. Co, at a 50 kw clear channel station on 850 kc, and NBC, as licensee and party to the proceeding. The Commission last year re- manded an earlier initial decision of the Bureau, at the request of the Exam- iner for further study pending completion of a KGBS site survey on the new frequency. KGBS is licensed to Harbenite Broadcasting Co. to broadcast day and night.

FCC Examiner Favors Switch to 850 kc

Examiner Bond said it is clear that the proposed KGBS daytime operation “will not involve objectionable interference with existing or proposed station.” He rejected KOA claims that the site survey reports indicate any probability of objectionable interference to KOA’s secondary service area. KGBS proposes to use a directional antenna system.

FCC Examiner Favors Switch to 850 kc

Under the decision, KGBS would realize a new primary daytime service to 42,000 persons (a net gain of 34,372), a new nighttime service to more than 100,000 persons not now served by it, a first primary service at night to 8,750 persons and “a well-balanced program service.” While KGBS would lose some 8,000 persons during day- time hours in a 922 square mile area (these persons now receive at least four other stations), such a loss “does not weigh significantly against authorizing the much more extensive service” to be afforded by KGBS, the decision explained.

The decision also set aside cer- tain conditions for the grant, touching on painting and lighting of the antenna. The type of an- tenna, current and phase monitor-

Toppers Still Tops, Pulse Survey Shows

THE most popular TV shows are still on the upswing, drawing more audiences than before, according to figures released last week by The Pulse Inc.

Using data from the Multi-Market TelePulse reports on the net- working TV programs drawing the largest audiences during the six-month period, January-June 1952, and comparing the average ratings of these programs for that period with their average ratings for the first and final six months of last year's network structure which while most of the ratings dropped from the first to the last half of 1951 they rose to new highs in the first half of 1952.

Fall-off for the final six months of last year can be attributed to the fact that the summer period, when viewing is traditionally down from the rest of the year, all falls within the latter six months. Significant comparison is therefore between the first six-month periods of last year and this, which shows that for the 22 programs on the air at both times, 17 had higher

and comparing the average ratings of these programs for that period with their average ratings for the first and final six months of last year's network structure which while most of the ratings dropped from the first to the last half of 1951 they rose to new highs in the first half of 1952.

Fall-off for the final six months of last year can be attributed to the fact that the summer period, when viewing is traditionally down from the rest of the year, all falls within the latter six months. Significant comparison is therefore between the first six-month periods of last year and this, which shows that for the 22 programs on the air at both times, 17 had higher

average ratings this year than last. Comedy, variety and drama seem to be the most popular types of TV programming, with the comedy-drama, I Love Lucy ranking first, five variety programs in the next five positions and 10 dramatic series included in the toppers. Full list of the top 25 TV network shows is shown above.

KGBS GRANT

A SECOND initial decision looking toward grant of application to KGBS Harlingen, Tex., to change from 1240 kc and 250 w to 850 kc with 5 kw was proposed last Wednesday by FCC Hearing Examiner J. D. Bond.

The concern decision a three- year-old case involving claims of possible interference to KOA Den- ver. Co, at a 50 kw clear channel station on 850 kc, and NBC, as licensee and party to the proceeding. The Commission last year re- manded an earlier initial decision of the Bureau, at the request of the Exam- iner for further study pending completion of a KGBS site survey on the new frequency. KGBS is licensed to Harbenite Broadcasting Co. to broadcast day and night.

Examiner Bond said it is clear that the proposed KGBS daytime operation “will not involve objectionable interference with existing or proposed station.” He rejected KOA claims that the site survey reports indicate any probability of objectionable interference to KOA’s secondary service area. KGBS proposes to use a directional antenna system.

Under the decision, KGBS would realize a new primary daytime service to 42,000 persons (a net gain of 34,372), a new nighttime service to more than 100,000 persons not now served by it, a first primary service at night to 8,750 persons and “a well-balanced program service.” While KGBS would lose some 8,000 persons during day- time hours in a 922 square mile area (these persons now receive at least four other stations), such a loss “does not weigh significantly against authorizing the much more extensive service” to be afforded by KGBS, the decision explained.

The decision also set aside cer- tain conditions for the grant, touching on painting and lighting of the antenna. The type of an- tenna current and phase monitor-

FCC Examiner Favors Switch to 850 kc

Examiner Bond said it is clear that the proposed KGBS daytime operation “will not involve objectionable interference with existing or proposed station.” He rejected KOA claims that the site survey reports indicate any probability of objectionable interference to KOA’s secondary service area. KGBS proposes to use a directional antenna system.

Under the decision, KGBS would realize a new primary daytime service to 42,000 persons (a net gain of 34,372), a new nighttime service to more than 100,000 persons not now served by it, a first primary service at night to 8,750 persons and “a well-balanced program service.” While KGBS would lose some 8,000 persons during day- time hours in a 922 square mile area (these persons now receive at least four other stations), such a loss “does not weigh significantly against authorizing the much more extensive service” to be afforded by KGBS, the decision explained.

The decision also set aside cer- tain conditions for the grant, touching on painting and lighting of the antenna. The type of an- tenna current and phase monitor-

Advertest Study Shows Best Remembered Spots

BEST REMEMBERED TV spot commercials in the New York area, revealed in a study by Advertest Research and published in the June issue of Television Audience of To- day, included Tide, Philip Morris, Flamingo, Bulova and Muriel cigars.

Other TV spots in the top 20 include Chevrolet, Pils, Schaefer, Clorets, Pal Malt, Castro, Ivory, Kools, Mott, Biltmore, Raleigh, Helman’s, Rheingold, Pan American and Ideal dog food, the Advertest study noted.

Factors in remembrance were first slogan mentions and cartoons, then music, claim for product and “central character.” Spots liked best were favored because of their music, “central character” and cartoons.

RCA VICTOR has opened a new $500,000 dispensary for employees of its Camden, N.J., plant and offices. It has laboratory facilities for blood and other analyses, provisions for short- term, diathermy and infrared and ultra-violent treatments and facilities for minor surgery.
**MOVIE MAN ATTACKS DEPT. OF JUSTICE SUIT**

CIVIL ANTI-TRUST suit instituted by Department of Justice against major film companies is "ill advised and contrary to American principle of free enterprise, because televised showing of theatrical feature film on television destroys its commercial value for theatrical exhibition—the normal market for which the film was originally produced," Harry Brandt, president, Independent Theatre Owners Assn., wrote Attorney General James P. McGraney late last week. "Self-seeking forces are continually arousing public to believe that it is being duped by subtly disseminating false idea that anything and everything capable of being transmitted over airwaves should fall within public domain without regard to property rights," Mr. Brandt declared. "Nobody should tell any American businessman with whom he must deal to detriment of his business."

**PRODUCTION OF TV, RADIO DECLINES**

PRODUCTION of radios in first half of 1952 declined from 2-month period last year, while TVs sank 35% in same period, RTMA reported Friday. Total of 4,838,343 radios were made in January-June this year, compared to 8,007,966 same months last year. Manufacturers made 1,035,175 TVs, in first half of 1952 vs. 3,457,519 same 1951 months. In June, 874,253 radios were made, compared to 1,082,857 for same 1951 month, and 361-152 TVs compared to 302,600 last year. Production in 1952:

<table>
<thead>
<tr>
<th>Month</th>
<th>Tele-</th>
<th>Home</th>
<th>Port-</th>
<th>Auto</th>
<th>Radio*</th>
<th>Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>404,035</td>
<td>258,725</td>
<td>68,453</td>
<td>195,147</td>
<td>804,850</td>
<td>2,456,402</td>
</tr>
<tr>
<td>Feb.</td>
<td>469,337</td>
<td>312,705</td>
<td>72,866</td>
<td>287,779</td>
<td>755,453</td>
<td>2,370,993</td>
</tr>
<tr>
<td>March</td>
<td>516,561</td>
<td>257,869</td>
<td>95,720</td>
<td>243,314</td>
<td>795,892</td>
<td>2,382,489</td>
</tr>
<tr>
<td>April</td>
<td>322,679</td>
<td>286,144</td>
<td>116,725</td>
<td>275,220</td>
<td>544,512</td>
<td>2,639,559</td>
</tr>
<tr>
<td>May</td>
<td>368,272</td>
<td>286,127</td>
<td>125,351</td>
<td>215,748</td>
<td>784,544</td>
<td>2,649,128</td>
</tr>
<tr>
<td>June</td>
<td>361,152</td>
<td>297,669</td>
<td>205,166</td>
<td>246,909</td>
<td>794,253</td>
<td>2,649,030</td>
</tr>
</tbody>
</table>

**HARKNESS ON CBS**

SEEING Richard Harkness, ace CBS commentator, on CBS-TV exclusively was one of the factors that occurred in heat of Democratic Convention last week. Crossed signals in arranging pooled telecast was responsible. It happened late Thursday on hastily planned interview with governors on convention floor. Louisiana, Virginia and South Carolina, central figures in loyalty dispute. NBC assigned Mr. Harkness and interview was picked up from CBS-TV studios in Amphitheatre. CBS said it assumed NBC was carrying show. It developed NBC hadn't, even though Mr. Harkness handled interviews. It's presumed NBC, which did same things earlier, was made a victim by CBS environment with both CBS and Westinghouse insignia prominently displayed. Before interview was over, however, Walter Cronkite, CBS anchor man, managed several queries.

**BONUS FOR SAUCERS**

EAGER to be first on air with pictures of flying saucers—if there are such things and if they approach New York-WPIX (TV) New York has alerted its remote camera crews—both live and film—to be on watch for these aether phenomena. Station is offering $500 in cash for actual pickup of "flying disc" to crew making it, with newsreel cameramen to get $100 cash prize for footage which can be telecast.

**NEW TV APPLICATIONS**

FCC received 13 new and amended applications for new TV stations Friday, including three Regents of State of New York Board of Education for non-commercial educational stations. New applications were:

- Santa Barbara, Calif.—Santa Barbara Besty & Television Corp., USP Ch. 3, ERP 42.7 kw visual, 21.4 kw audio; antenna height above average terrain 3,260 ft., above ground 3,330 ft. Estimated construction cost $299,014, first year operating cost $506,154, revenue $901,537. Chairman, Emery Kast; secretary-treasurer, Board Harry C. Butcher (14%), owner of KEST Santa Barbara, and vice president, Ralph F. Brandt, vice president and general manager of KGB Santa Barbara from August, 1951, to July, 1952; Vice President and general manager of Schwabacher & Co. (investment bankers), Santa Barbara, is R. H. Poppe. President C. W. Wehrstein (14%), president and manager, and 51% owner of San Jose, Calif., station KRON, and 20% owner of Santa Barbara; Ronald Colman (10%), vice president and 49% owner of WORC, Worcester, Mass., and owner of WAVY/VQI/oji (radio) and WCBR/BR (newspaper) (52%), manager and 55% owner of Petan Co. (anchorage, Alaska). Also, 25% owner of Telluride Mines Inc. (mining), Nevada, and Anthony Man, 25% owner of S. C. Postman & Marquette (advertising agency), Chicago and New York.

- Denver, Co.—Mountain States Television Co., UHF Ch. 7, ERP 89.5 kw visual, 47.7 kw audio; antenna height above average terrain 444 ft., above ground 550 ft. Estimated construction cost $352,400, first year operating cost $660,384. President T. Philip E. Butcher (29%), chairman of the board. Principal includes equal (1%) stockholders: President and chief engineer, former National Football League official J. John Harkness, Denver; President Sam S. McCormick, Denver; and Walter C. Petan Co. (anchorages, Alaska). Also, 25% owner of Telluride Mines Inc. (mining), Nevada, and Anthony Man, 25% owner of S. C. Postman & Marquette (advertising agency), Chicago and New York.

- Savannah, Ga.—Martin & Minard, UHF Ch. 11, ERP 11.5 kw visual, 5.7 kw audio; antenna height above average terrain 424 ft., above ground 550 ft. Estimated construction cost $149,777, first year operating cost $289,004. Principals include general partners William H. Martin (40%) and Harry E. Minard (60%); officers include Walter C. Metzger (radio), Walter C. Metzger (TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah. Principal includes equal (1%) stockholders: Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah, Walter C. Metzger (radio & TV) of Savannah."
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2⅔ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".
millions listen... millions buy!

WJR MARKET DATA

(secondary coverage area)

<table>
<thead>
<tr>
<th></th>
<th>Per cent of Total U.S. Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>12,601,300</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>3,785,540</td>
</tr>
<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
</tr>
<tr>
<td>Filling Station Sales</td>
<td>$739,614,000</td>
</tr>
</tbody>
</table>

This summer 4,500,000 vacationists will visit Michigan... most of them by automobile. Combine this with over 4 million passenger car registrations already within the range of WJR's signal, and you're looking at the greatest filling station sales potential in the Midwest! Sell these millions of customers, with the only single medium that reaches them all. That's WJR, the Great Voice of the Great Lakes!