That they may walk ... and smile ... again!

A final accounting has just been made of the WLS Christmas Neighbors Club for 1951. It discloses that WLS listeners contributed another $32,825.90, making a total of $348,921.04 contributed to this worthy cause by WLS listeners during the past seventeen years.

Every cent of this money has been used to buy much needed equipment for hundreds of hospitals and other such institutions ... a total of 7,644 gifts such as Radios, Wheel Chairs, Inhalators, Orthopedic Walkers, etc. ... that tens of thousands of youngsters may be made well, strong and happy again.

WLS takes what it believes to be justifiable pride in this work ... and the generosity of its listeners, which makes it possible. With the continuing loyal support of this vast WLS listening audience ... the WLS Christmas Neighbors Club will continue to bring help, hope and happiness to additional tens of thousands each year.
Go where there's GROWTH...

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

(Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

FROM atoms to anti-freeze... from carbide to chloroprene. Kentucky's Ohio River Valley, with its unlimited power potential, is rapidly becoming the chemical center of the entire Midwest! Growth figures are fabulous. A sampling of the giant chemical producers locating in Kentucky are: Pennsylvania Salt Mfg. Co. (a $19 million plant at Calvert City), Allied Chemical Company (an $1,275,000 expansion at Ashland), Mathieson Hydrocarbon Chemical Company (a $20 million plant at Doe Run), and General Aniline Dye Company ($2,700,000 plant at Brandenburg).

But there is more than a "Chemical" Kentucky! "Agricultural" Kentucky leads the entire Southeast in livestock production. The 1950 count showed a total of 4,059,000 head, valued at 340 million dollars. Livestock sales increased 260% in 1940-50... another 200% in 1951! Kentucky's huge gains in industry are matched by its growth in farm productivity.

Go where there's GROWTH...

GO WHAS!
Since August, 1950
BILL GORDON*
has sold more
goods and services
than any other
Cleveland radio or
television personality!

* Winner for the 2nd consecutive year ... Cleveland Press Radio Poll
As a service to boating enthusiasts in the Lancaster area, WGAL-TV recently sent an announcer-camera crew to Long Level—on the Susquehanna in York County, Pennsylvania—for an interview with Commander Art Norris, Flotilla No. 52, United States Coast Guard Reserve, and Inspecting Officer Dan Flory. On the resulting telecast, WGAL-TV viewers saw Commander Norris do a motor boat safety check. All equipment was inspected—including motor, lighting, horn, and life preservers. The examination was performed by the Coast Guard, and telecast by WGAL-TV, as a public service—to emphasize the factors involved in safe navigation. Programs such as this are presented regularly over WGAL-TV, in the public interest.
closed circuit

Determined to explode contention of dissenting Commr. Robert F. Jones that its final TV plan isn't fixed, firm and final, FCC may be expected to clear the way on "trouble areas" borderline assignments, so long as changes do no violence to minimum mileage separations. Way was opened last week with assignment of VHF channels to Lafayette, La., and Temple, Tex. Pittsburgh, with only two commercial VHF's (one assigned), is most vexatious problem and it's reasonably deduced that since Channel 4 is less than 1/2 mile short of minimum standards, way will be found to overcome technicality. Two court appeals are pending on Pittsburgh allocations.

Whitehall Pharmacal Co., New York (Anaquin), through John F. Murray, N. Y., preparing radio spot announcement campaign to start late in September. Firm used approximately 700 markets last year and is expected to use similar campaign this fall.

WITH RESIGNATION of Joseph H. Ream as executive vice president of CBS effective last Thursday [6+T, July 14], Daniel T. O'Shea, vice president and general executive of parent company, has moved into Mr. Ream's quarters. Richard S. Salant, former CBS attorney named vice president and general executive in wake of Mr. Ream's resignation, has moved into offices on 20th floor and has acquired Mr. Ream's secretary, Marjorie Throop. Mr. Ream, who resigned for personal reasons, continues as CBS consultant and has taken on several policy level projects.

Wilson Wyatt, former Louisville mayor and counsel for Courier Journal and Louisville Times (WHAS-AM-TV), last Friday named personal campaign manager by Democratic Presidential Nominee Adalai E. Stevenson.

Desirability of appointing top broadcast figure to administer Voice of America program being given careful study in State Dept. Names of four or five industry figures have been submitted by Dr. William Compton, International Information Administrator, to Secretary Achesson. Move was occasioned by imminent return of Foy Kohler, assistant administrator for VOA, to foreign service status. Only major drawback: Post commands Grade 18 ($19,800) salary, which IIA authorities acknowledge is inadequate by industry standards.

FCC Expected soon to announce appointments of additional examiners from staff to handle crush of hearings growing out of contested bids for TV assignments. Authorized by Congress to utilise earmarked appropriation of $300,000 for seven or eight new examiner teams, to supplement present staff of seven, Commission has been probing qualifications of number of staff attorneys for promotions. Among them: William G. Butts, chief of Tariff and Rate Classification Branch of Telephone Div.; Robert J. Rawson, assistant chief, Hearing Div.; H. Gifford Irion, Aural Facilities

First UHF Station Network Affiliation

WSBA-TV York, Pa., became first UHF station to be formally accepted as network affiliate today (Monday). Station, which expects to begin operations Nov. 1, has become 65th ABC-TV affiliate, Richard B. Rawls, ABC director of TV stations, announced. Operator is Susquehanna Bessig, Co., Louis Appel Jr., president, and Walter Rothengies, general manager. ERP 170 kw visual, 86 kw aural. Antenna height listed as 530 feet above average terrain.

B & B Promotions

E. ESTY STOWELL, vice president and account supervisor; Charles Pooler, vice president in charge of marketing, and Walter Craig, vice president in charge of radio and TV department, have been elected to board of directors of Benton & Bowles, New York.

Henry O. Pattison Jr., chairman of plans board, and Mr. Pooler were elected senior vice presidents of agency.

Illinois Protest

Protest against ban on radio-TV coverage of municipal and state legislative hearings was voted by Illinois Broadcasters Assn. Fri., day of close of mid-year convention in Peoria (see earlier story on page 24). IBA also voted to endorse Commission's proposed change in operator rules to permit use of restricted operators and remote control of AM and FM stations operating omnidirectionally with 10 kw or less power. Next IBA meeting will be in Springfield, Ill., sometime in October, it was decided.

Business Briefly

FCC Refuses ABC Plea, Softens Issues

FCC on Friday refused to buy ABC's poverty plea, wind up Paramount case and issue final decision on ABC-UPV merger before Sept. 1 (see earlier story on page 31). However, it agreed to soften anti-trust issues.

In memorandum opinion and order, FCC declared that its general policy on anti-trust violations for all licensees seeking renewal henceforth would not be to take into account such matters that occurred more than three years from date of filing of application.

Specifically exempted from this time limitation are anti-trust violations concerning radio communications.

As for Paramount case, Commission ordered hearings resumed, but with no consideration to be given anti-trust matters occurring three years or more before Aug. 7, 1961—date when case was first set for hearing.

Conference between Hearing Examiner Leo Reanick and attorneys in case was scheduled for Aug. 5.

Respecting ABC position that it was essential to future of network that final decision be heard before Sept. 1, Commission declared that usual procedure of having Examiner issue initial decision would be more expeditious than if it tried to decide case itself. For example, FCC said, best man to determine credibility of some key witnesses, in question, is Examiner who has heard all testimony.

Commission's order also denied DuMont petition to sever its case from rest of parties. DuMont is party on question whether 25% ownership by Paramount Pictures constitutes control of DuMont by Paramount.

FCC also turned down earlier ABC-UPV petition asking that merger portions of case be severed from other issues.

Comm. Jones dissented from new anti-trust policy. Although he did not write dissent, understood he felt that no blanket time limitation should be set for consideration of anti-trust matters. He is of view that each case should be judged on its own merits.

Comrs. Frieda B. Hennock and George E. Sterling did not participate. Miss Hennock was out of town and Mr. Sterling was still vacationing.

Federal statute of limitations on beginning anti-trust suits against violators is three years—which is why Commission picked that term. It was pointed out that new policy applies only in license renewal cases; in comparative hearings no time limit is placed on such investigation.

For More at Deadline Turn Page

August 4, 1952 • Page 5
Sacramento Plea for Early Hearing

PLEA for early commencement of comparative hearing on multiple TV bids pending for Channel 3 at Sacramento, Calif., was filed with FCC Friday by KCRA there. Competitive bids are those of KXOA and KROY, designated front-runners when system was made initial phase new station grants [B&T, July 14]. KCRA told FCC it is anxious to construct station and provide new TV service there, hence is "requesting an early hearing."  

Petition pointed out that Commission city priority list on processing indicates Sacramento is largest community in California and 11th largest in U.S. without TV service. Sacramento is 11th in Group A-2 city priority list. FCC has now designated or notified total of 85 applications for comparative hearings (see story page 55).

KSTT Answers WMT

TURN-ABOUT in VHF Channel 2 fight between WMT Cedar Rapids and KSTT Davenport, Iowa, came Friday as latter petitioned FCC to dismiss former’s application as incomplete. KSTT further contends WMT channel that KSTT is not financially qualified to construct its proposed TV station has “no basis in fact” [B&T, July 28]. Charging error to WMT’s allegations, KSTT told Commission that “amended application failed to give estimates of first year operating cost and revenue and omitted statement showing yearly net income for past two years.

New TV Applications Boost Requests to 727

FCC received four UHF, two VHF applications for new TV stations Friday; one was amendment to application on post-thaw request, rest were new. Total requests for new stations is now 727; of these, 440 are for VHF, 286 for UHF stations (also see TV Applications, page 56). New applications were:

KCJS Pueblo, Colo., VHF Ch. 5, ERP 11.48 kw visual, 5.74 kw auroral; antenna above average terrain 228 ft., above ground 223 ft. Estimated construction cost $190,975, first year operating cost $138,950, revenue $175,900.

KXLF and KHOW Butte, Mont., VHF Ch. 4, ERP 1.822 kw visual, 5.81 kw auroral; antenna above average terrain 688 ft., above ground 120 ft. Estimated construction cost $104,000, first year operating cost $115,750, revenue $87,000.

WCTC New Brunswick, N. J., UHF Ch. 47, ERP 12.1 kw visual, 2.66 kw auroral; antenna above average terrain 141 ft., above ground 251 ft. Estimated construction cost $157,714, first year operating cost $195,900, revenue $235,000.

WEOK Poughkeepsie, N. Y., UHF Ch. 21, ERP 107 kw visual, 9.4 kw auroral; antenna above average terrain 226 ft., above ground 397 ft. Estimated construction cost $318,870, first year operating cost $216,155, revenue $205,712.

KGAF Galveston, Tex., UHF Ch. 49, ERP 1.33 kw visual, 0.73 kw auroral; antenna above average terrain 448 ft., above ground 203 ft. Estimated first year operating cost $50,000, revenue $80,000.

WPSD Madison, Wis., UHF Ch. 20, ERP 102.8 kw visual, 5.9 kw auroral; antenna above average terrain 495 ft., above ground 200 ft. Estimated first year operating cost $250,250, first year operating cost $260,000, revenue $260,000. (Modification of amended application; for earlier application, see B&T, July 7).

Change Belmont Name

BOARD of Raytheon Mfg. Co., Waltham, Mass., has voted to change name of company’s television manufacturing subsidiary, Belmont Radio Corp., Chicago, to Raytheon Television and Radio Corp. 

In this Issue—

NBC-TV acquires television rights to 11 of the 12 football games that the National Collegiate Athletic Assn. will permit on the air this season. The network is offering package to sponsors for $2,633,050. A BT exclusive. Page 23.

WILL CBS Radio cut rates? Answer may come at showdown meeting of all CBS Radio affiliates Aug. 12, and there’s speculation that enlarged discounts, not reduced rates, may be compromise. Page 23.

COSMETIC firms are prettifying the radio and television balance sheets. Six of them are buying broadcasting. Page 25.

Radio outputs newspapers in Advertising Research Bureau Inc. test at Syracuse. Page 27.

THINK that radio’s not a basic advertising medium for department stores? Read how M. E. Blatt Co., an Atlantic City department store doing better than $5 million a year business, turned from newspapers to radio and intends to stay that way. Page 29.

HOW importantly the Presidential candidates figure radio and television in their campaigns can be seen by the unusual number of radio-TV personalities associated with them. Here’s the Who’s Who of broadcasting authorities in the principal political camps. Page 29.

REUNIFICATION of NBC reaches the operating level. Page 29.

FCC approves three-way ownership switch in Minneapolis; sale of WTCN, merger of WTCN-TV and WCCO. Sale of KOTV (TV) Tulsa also okayed. Page 30.

NBC television affiliates push for new formula for station compensation in network commercials. Plan will be presented to top network executives Aug. 27. Page 35.

MOST movie producers and distributors are keeping silent on the government’s anti-trust suit to force release of 16mm film to TV. Maybe the reason is that, as said by some authorities, the producers actually welcome the suit to get them off the hook with stockholders and exhibitors. Page 55.

FCC grants two UHF stations in Fort Lauderdale, Fla., one VHF in El Paso.

Upcoming

Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 6: Special RTMA committee meets on educational TV, RCA, Hhts., New York.


Aug. 12: CBS affiliates meeting, Chicago.

(Other Upcomings, page 36)

Closed Circuit

(Continued from page 5)

Div. of Broadcast Bureau. No dates set yet for hearings, pending appointment of new personnel.

FCC has no plans to expedite fourth year old multiple-ownership rules change proposal. Pending in proceeding is NBC petition to make TV station limit of five applicable only to VHF, permit additional UHF holdings (see story page 56).

DESPITE substantial broadcaster support for NARTB’s proposal to ease operator requirements and permit remote operation of smaller stations (see story page 31), union groups intensifying crusading tactics to kill project. Besides Cincinnati local of IBEW which has been circularizing area with job-cut propaganda urging protests to FCC, Philadelphia area “ad hoc” committee has been set up by IBEW, IATSE, NABET and ACA to marshall local engineers into protest.

ADDITIONAL new station TV grants at El Paso, Tex., possible this week as three bids pend unsolicited for open channels: KEPO seeking Channel 13; KTSM, Channel 9, and Claude H. Craig, Los Angeles auto dealer, doing business as Franklin Broadcasting Co., Channel 29. Grants might have been concurrent last week with issuance of permit to KROD on Channel 4, but processing not completed due to double channel change amendments of Franklin (see story page 55).

MEASURE of seriousness with which TV applicants take possible hitch in delivery of station equipment—as well as their high hopes for grant—are number who have ordered and received equipment. Latest is KUTA Salt Lake City, which recently received 500 watt transmitter from Gates Radio Co. About 50 applicants believed to have most of all of basic equipment on hand.

WOR-Mutual News Staff Realigned

REALIGNMENT of news personnel at WOR-Mutual to be announced shortly to include Milton Burgh, Mutual news director, and Arthur Feldman, Mutual special events director, to add similar duties for WOR New York. David Driscoll, now WOR news director, is to direct news and special events for WOR-TV exclusively.

DTN SWITCH

TWO programs currently seen on WABD (TV) New York, key outlet of DuMont TV Network, will be switched to network—eastern affiliates only—effective today (Monday). Shows are Broadway Matinee, which will be seen on network Mon., Wed., Fri., 11:15-11:30 p.m., and The Ethel Thoren Show, Tues. and Thurs., 1:15-1:30 p.m.

New ‘Time’ Series

WJZ-TV New York has obtained new March of Time TV series for exclusive New York showing starting first week in October. Twenty-twenty-five week half-hour series will be scheduled.

For more AT DEADLINE see page 90

Broadcasting • Telecasting
WBAL Offers a Mighty Advertising-Merchandising Plan!

“Operation Chain Action”

Strike twice at your customer with WBAL’S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product’s advertising that needed, doubled-barrelled impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Yes, Sir! There’s enough snow on our TV screens to blanket an area almost as large as the coverage area of WRBL! The BIG difference is RECEPTION—satisfactory reception, that is. In Columbus, RADIO is more effective than ever before. WRBL and WRBL-FM completely blanket the Columbus Trading Area. Tops in Share-of-Audience . . . Morning, Afternoon, Evening. Number One in ratings . . . 115 out of 163 reported periods. 18.7% MORE COVERAGE than ANY OTHER Columbus advertising media. Nearing our 25th Anniversary, WRBL is FIRST . . . in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION.
It's the new "Scotch" brand dry-lubricated magnetic tape on the new 7" professional reel!

NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2½" compared with the 1¾" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARB 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

A new improved tape for this new improved reel!

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

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

GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ½ db at 1000 cps within the reel, and less than plus or minus 1½ db from reel to reel.

See your distributor for a supply of 7" professional reels and new dry lubricated tape!
In your disagreements about the pronunciation of a strange name or place in the news you probably fortified your argument by quoting a radio commentator as your authority.

If it seemed the caption above should have read, “Wanna buy a duck?” you again display the profound effect radio has on American culture, for it was radio that inspired Joe Penner’s famous line. Ben Bernie’s “Yowsah, Yowsah”... Charlie McCarthy’s “I’ll mow ya down”... Pepsi-Cola and Chiquita Banana jingles are part of American idiomatic speech and radio gets the credit.

Radio will continue to be the most influential and persuasive mass communication medium in the world as long as people are able to hear while they work, rest and play.

In Oklahoma City the best cost-per-thousand buy is KOMA, 50kw CBS Radio servant of the southwest.

**KOMA**

**Avery-Knodel, Inc.**

**Affiliated with KTUL, Tulsa**

**Radio Station Representatives**

**50,000 Watts - CBS Radio**

**J. J. Bernard Vice-President and General Manager**
PETER A. CAVALLO, Jr., assistant manager of radio-TV department, J. Walter Thompson Co., Chicago, appointed director of department, replaced by ROBERT M. GUILBERT, administrative assistant in TV. C. ROSS LITTIG assumes duties of latter position.

PETER PIENING, art director, N. W. Ayer & Son, N. Y., to Abbott Kimball Co., N. Y., as art and design consultant.

VIRGINIA CAIN, KGW Portland, to Don Dawson Co., that city, as office manager.

ROBERT A. BAUMGAERTNER, account executive and copywriter, Jewell Adv., Oakland, to Richard Jorgensen Adv., San Jose, as copy chief.

JAMES J. BOOTH, director of advertising and merchandising, Tea Bureau, N. Y., to Rhodes & Davis, S. F., as group head of French Sardine Co. (Star-Kist Tuna) account.


BOB ABBOTT, advertising manager and assistant sales manager of Littlefuse Inc., to Burton Browne Adv., Chicago, as coordinator of firm's creative departments.

BRUCE DODGE, Kenyon & Eckhardt, N. Y., to Weiss & Geller, that city, as radio-TV head.

JAMES E. CLARK Jr. and THOMAS F. MAHONEY, art director and production manager, respectively, Cecil & Preshy Inc., N. Y., elected vice presidents.

GETCHEL SEAKER, production and assistant advertising manager for Sears, Roebuck & Co., L. A., to Glasser-Galley Inc., that city, as production manager and art director.


JOHN NEWMAN, J. Walter Thompson Co., to copy department of Hewitt, Ogilvy, Benson & Mather, N. Y.

FRANK McMATHON, assistant media director, Erwin, Wasey & Co., L. A., shifts to assistant account executive. RALPH STARKWEATHER Jr., advertising department, Roland J. Gaupel Co., that city (medical whsle. firm), to agency as assistant in media.

A. FAUSTIN RAMSTHAL to Merchandising Advertisers Inc., Chicago. Mr. Ramsthal will be headquartered in West Bend, Wis.

HICKS & GRIEST ADV., N. Y., has announced opening of West Coast offices at 3460 Wilshire Blvd., L. A. PAYTON CARROLL, account executive, Ruthrauff & Ryan, Hollywood, to H&G as manager of the West Coast office.

MARVYN YOUNG, business manager and radio-TV director for Ruthrauff & Ryan Inc., Hollywood, will conduct two classes in TV writing at U. of Calif. Extension, that city, starting Sept. 22.

JEROME REESE Adv., Chicago, has moved to offices at 228 N. LaSalle St., Room 2246. Telephone CEntral 6-1646.

PEDRAL & RYAN, New York, has moved to Hotel Chatham, 48th St. & Vanderbilt Ave. Telephone Eldorado 5-5400. Agency will occupy these offices until it retires from business Oct. 1.

THOR L. HAUGE to Calkins & Holden, Carlock, McClinton & Smith, L. A., as art director.

HAROLD B. MERS to executive staff, AAAA, N. Y., as assistant to RICHARD L. SCHIEFNER in creative and relations activities.

BROADCASTING • Telecasting

Obviously OUTSTANDING...

A TRUE CROSS-SECTION OF THE NATION

Peoria

Rapidly-growing industry in Peoria attracts people from all parts of the U.S. The Peoriarea is a "melting pot" with closely integrated rural and urban features. That's why Peoria is the Midwest's NUMBER ONE TEST MARKET...one of the best in the country.

WMBD Dominates the Rich Peoriarea Market

One mass medium, WMDB, reaches and sells all the Peoriarea. WMDB's average 50%* share of audience guarantees the maximum number of listeners per dollar. To SELL the Heart of Illinois, BUY WMDB.

See Free & Peters...

WMDB FIRST in the Heart of Illinois

CBS Radio Network 5000 Watts

August 4, 1952 • Page 11
And now the HPL is in Salt

MARCH 1, 1934: The Housewives' Protective League goes on the air for the first time, on one station (KNX, Los Angeles).

AUGUST 11, 1952: After 18 years of steady growth, The Housewives' Protective League starts on CBS Radio's 50,000-watt affiliate in Salt Lake City—KSL—the 13th great station to carry "the most sales-effective participating program in all broadcasting."

A TREMENDOUS MARKET! Now, KSL—the only 50,000-watt station between Denver and the Pacific Coast—carries the daily HPL programs throughout the huge Intermountain America market, a sales territory where 250,570 radio families spend a neat $927,140,000 a year on all kinds of retail products.

A TERRIFIC COMBINATION! Now, with the addition of KSL, you can buy The Housewives’ Protective League in 13 big markets,
Lake City...on KSL!

on the station with the biggest average audience in each market. Or you can buy any combination of these stations. All together, they cover 16,604,140 radio homes (39.4% of the nation’s total), and $61,415,477,000 worth of retail sales (40.6% of the nation’s total).

PROVED SELLING POWER! Take a tip from the 156 advertisers who have used the HPL in recent months. You’ll find, as they have found, that “the program that sponsors the product” gets results everywhere it sells...every time.

For more information about the HPL, in any or all of these markets, call the stations, CBS Radio Spot Sales, or...

THE HOUSEWIVES’ PROTECTIVE LEAGUE
485 Madison Ave., N.Y. (Plaza 5-2000)—Columbia Square, Los Angeles (Hollywood 9-4212)
The HPL is represented in all thirteen markets by CBS Radio Spot Sales

Sources:
Sales Management, May 1952;
BMB, 50-100% daytime audience area;
C. E. Hooper
in Salt Lake City;
Pulse in all other markets
Here's Archer!

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Frosteet, Thyoquent and Hals Beer, amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capitol, for Gene is known about town not only as a radio artist but as a featured star in theaters and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" — contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM
Represented by NBC Spot Sales

MEL KAMPE, promotion manager, WMAY Springfield, Ill., has a problem which weighs 12 tons.

In a carefree mood, Mr. Kampe attended a Springfield Manufacturer's Employers Association's "Pie-o-Dee" picnic, blithely unaware of his impending woes.

To his utter dismay, Mr. Kampe won a prize of 12 tons of road rock, which had been contributed by a local stone quarry. Now what can a broadcaster do with 24,000 lbs. of road rock?

Mr. Kampe mulled possible solutions. He could always throw rocks at people. Perhaps he could donate it to some worthy prison so that convicts would be relieved of their problem of making little rocks out of big ones.

The WMAY executive's problem came to light in the Illinois State Journal. Associated Press picked it up. Local newspapers wanted full details. WMAY originated a broadcast for the full Coast-to-Coast availability.

Mr. Kampe (1) as he was interviewed over an NBC national hook-up by Syl Blant, WMAY program director.

Mr. Kampe will have an answer to the man who complains, "I feel like a ton of bricks has fallen on me."

strictly business

Mr. VOLLMER

... he's no newcomer

MENTION Falstaff Brewing Corp. history in advertising circles and reminiscences nostalgically turn back to the days of "near beer" and "The Falstaff Tenor" on KWK St. Louis in 1927.

Mention Falstaff and you conjure images of Dizzy Dean, MBS' Game of the Day and Falstaff's extensive radio sports coverage since 1941. And where there's baseball, wrestling and other such programs, there's beer — and Karl K. Vollmer.

Mr. Vollmer, who is vice president and marketing director of that corporation, is really no newcomer to Falstaff, despite his mere three years there. He is a veteran of nearly 20 years in the brewing business. He directs Falstaff's vast advertising and sales organization, which uses all-out radio in the summer in a number of communities.

A native of Davenport, Iowa, Mr. Vollmer "came home" to Falstaff in 1949 after serving as vice president of the Columbia Brewing Co., also St. Louis, from 1934 to 1947. After a tenure with Blanton Co., refiner of vegetable oils and margarines, Mr. Vollmer joined Falstaff which, in the interim, had absorbed Columbia Brewing.

Thus, indeed, Mr. Vollmer "came home" — this time, as director of market research for Falstaff. In 1940 he was named advertising director. When sales and advertising functions were merged in 1951, he assumed responsibility for both operations. Election to a vice presidency also came last year.

Under Mr. Vollmer's direction, Falstaff fanned out its message to the largest baseball network

(Continued on page 49)
Handsome, affable Jim Patterson, MC of WBT's afternoon-antic show, "By Jimminy", is deft with discs and cunning with commercials. Sponsor messages, introduced by any prologue from a storm at sea to a 10-second playlet (all Patterson voices), rate high attention—and an audience larger than the next two most popular Charlotte 4:30 P. M. programs. For serene selling to 3,000,000 Carolinians, investigate "By Jimminy"!
Fumble
EDITOR:
... An item... in your "Closed Circuit" column... in the July 7 issue... stated that Chevrolet was planning on a "large scale spot radio" campaign and that Chevrolet had "lost first place," etc. Just for the records, we would like to state that neither point is correct.

First, we would like to say that Chevrolet has used large scale spot radio over the years and quite likely will do so again in future advertising programs. However, at the present writing, there isn't any such activity planned—particularly in view of the present market. Even before the serious steel strike consequences, Chevrolet cars and trucks were in heavy demand by dealers, reflecting continued high level preference for Chevrolet products by the country's car buyers.

Secondly, Chevrolet sales leader-

ship, as official R. L. Polk registration figures will confirm, is substantially ahead of its nearest competitor—a position which Chevrolet cars and trucks have enjoyed every single year since post-war automotive production was resumed... (as well as the pre-war years—passenger cars, 1936 through 1941 and trucks, 1938 through 1941)...

Colin Campbell
Vice President
Campbell-Ewald Co.
Detroit

[EDITOR'S NOTE: The information on which the "Closed Circuit" was based came from a source which hitherto has been reliable. B. T. regrets that in this instance he and it were wrong.]

Mismanagement
EDITOR:
Your editorial, "Cause and Effect," Broadcasting • Telecasting July 28, is the first clear-headed analysis of the radio industry's aches and pains that I have heard.

Virtually every problem radio has today, rate deals, operator shortages, declining monthly gross, and all the rest of the so-called television-caused ills, are traceable not to the new medium solely, but to management of the old.

Successful management is more than local civic functions, conventions, frequent hunting and fishing trips and letters of woe and grief to Broadcasting • Telecasting.

James P. Rodgers
Chief Engineer
WTVU Tuskegee, Ala.

* * *

Stop the Presses
EDITOR:
I've had a gripe on my chest for several years and it's about time I got it off.

There is no doubt that newspapers are radio's prime competition. Therefore, why does radio, especially the networks, insist on airing programs that laud and excite newspapers? I am referring to those programs where Homer Beaglepuss, star reporter, leaps into the fray and saves the city hall from burning down with a few squirts from his trusty fountain pen—or when Lancelot Pinther-zink, hairless editor of the Daily Blatt, marches into the gangster's den, announces that "he is a newspaper man!" and calmly keeps score as all the "bad men" drop dead.

Let's sell radio!
William R. Tedrick
Vice Pres. & Gen. Mgr.
WORX Alton, Ill.

* * *

Hooray from Houma
EDITOR:
We wish to congratulate NBC on their Bob and Ray Show, the answer to the P. L. problem. We think this is the first constructive step ever taken by a national network to combat this thorn in the broadcasters' side.

We hope that this program will elevate and educate the consuming public.

The Staff
KCLL Houma, La.

[EDITOR'S NOTE: In case anyone isn't familiar with the spoofing "mail order" items offered by NBC's easy pay plan, the handy burglar kit is a fairly typical example.] * * *

Starry Eyed
EDITOR:
May I add my voice to that of the many other broadcasters of the United States who are deeply grateful for your splendid sale of radio's tremendous impact and the maintenance of our rates. I especially appreciate your editorials concerning the CBS affiliates meeting. One of the broadcasters on this committee was a boy I started with in radio 20 years ago. Our salary was something like $18.00 a week. At that time, we were starry eyed with the future of this great medium. Frankly, we still are. He is the manager of a 50 kw station, and I am a station owner, but we believe radio will never lose its place as the greatest medium of mass communications.

John Cohan
Owner
KSBW Salinas, Calif.
The top 10 daytime programs* in the Pittsburgh area are all aired on KDKA.

Of the first four of these programs, three are local shows produced by KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

869,000 homes* in the Pittsburgh area tune to KDKA in the course of an average week.

*Nielsen Radio Index
Jan.-Feb. 1952

Homes in the Pittsburgh area spend five million hours* weekly listening to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

869,000 homes* in the Pittsburgh area spend an average of over six hours per week tuned to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952
What was Thomas Jefferson's attitude on beer and brewing?

He brought brewers to this country because he wanted beer to become popular here.

Like many of our Founding Fathers, Thomas Jefferson, author of the Declaration of Independence, regarded beer as a beverage of moderation. Speaking of beer, Jefferson once wrote, "I wish to see this beverage become common." Toward this end, he brought brewers from Bohemia to teach Americans the art of brewing.

Jefferson's wish was fulfilled—for this beverage of moderation is now served in about two out of every three homes in America.

More about the economic, social and historical role of beer is presented in the book, "Beer and Brewing in America." For a free copy write to the United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

United States Brewers Foundation
Chartered 1862
One of America's oldest continuous non-profit trade associations, representing over 85% of the country's malt-beverage production.

new business

Maine Sardine Industry, Augusta, Me., using one-minute spots three times weekly each morning in more than 50 radio markets in South starting early Aug., for ten months. Agency: Brooke, Smith, French & Dorrance, N. Y.

Baltimore Tabernacle, Phila., adding number of stations for annual early fall campaign in about 100 radio markets. Agency: Walter F. Bennett, Phila.

Bohemian Distributing Co., L. A. (Bulldog beer), has started 18-week spot announcement campaign on KFSD KBQ KGB KSON KSDO KFMB San Diego, KAFY KERN KERO KPMC Bakersfield, KDB KIST KTMS Santa Barbara, KVEN KVVC Ventura, KKO El Centro, KROP Brawley and XEMO Tijuana, Mex. Agency: Foote, Cone & Belding Inc., L. A.

Johnson & Johnson, New Brunswick, N. J. (toiletries), placing daytime minute breaks starting today (Monday) for six weeks. Agency: Young & Rubicam, N. Y.


Network

P. Lorillard Co., N. Y. (Embassy cigarettes), will sponsor The Web Sun., 10-10:30 p.m., effective Sept. 28, on CBS-TV. Agency: Geyer, Newell & Ganger, N. Y.

Prudential Life Insurance Co., N. Y., will sponsor 10-10:30 p.m. period of Your Show of Shows Sat. on NBC-TV, effective Sept. 6. Agency: Calkins & Holden, Carllock, McClinton & Smith, N. Y.

Agency Appointments


Safety Zipper Corp. N. Y. (zipper slider), names Gibraltar Adv., N. Y.

Aidpeople

Ralph E. Whiting named general advertising manager of Armour & Co., Chicago, succeeding the late Donald B. Hauser. Kenneth B. Skillion replaces Mr. Whiting as advertising manager of Auxiliaries Div.


Jack Axelrod, assistant director of sales for Koret of Calif., S. F. (women's wear), to Rose Marie Reid Co., L. A. (swim suits), as assistant to vice president in charge of sales-advertising.

Charles Cabana, advertising manager, Pryne & Co., Pomona, Calif. (electric exhaust ventilators, lighting fixtures, wall heaters), adds duties of assistant sales manager.
HOUSTON’S FIRST PULSE REPORT  
(APRIL - MAY 1952) 
CONFIRMS HOOPERATINGS!

Daytime ¼ Hours  
8:00 A.M. to 6:00 P.M.  
Nighttime ½ Hours  
Monday through Sunday

KPRC  26  40
Network Station B 10  22
Network Station C 4  4
Network Station D 0  18

There’s NO CONTEST between the rating services in Houston! Hooperatings through many years have been positively confirmed by Houston’s First PULSE REPORT (April-May 1952) showing that now, as it has been for 27 years, KPRC is FIRST!

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager  •  Nationally Represented by EDWARD PETRY & CO.
On All Accounts
(Continued from page 10)

dicate the consumer is already "sold" on the account's product; the citrus advertising goal therefore is clear-cut: Increase consumption. Ninety-eight percent of U.S. families buy citrus one or more times a year, he notes. Per capita consumption of the entire U.S. citrus production stands at 1.52 ounces per day; therefore, he says that by raising the figure to just two ounces a day, citrus production would have to be increased 65 million boxes a year, or a total of twice the size of Florida's '50-'51 orange crop.

No Single Medium

The company refuses to limit itself to use of a single advertising medium. No one segment is happy about this, but none can deny that the advertising agency knows why it chooses each type for the particular job to be done. Jack Forshew admits they try to make the buys that will stretch the grower's dollar the furthest, that is, using all the media they can possibly afford.

As for radio and TV, he says both have shown excellent results in citrus advertising. In TV, participation shows usually are used because of their proportionately low cost and attentive audience. In radio, spot announcements are used at the most strategic times to reach the largest possible audience.

Mr. Forshew was born in Scranton, Pa., where he received his early education. After graduation from Lehigh he did a five-year stint with IBM. During World War II, he worked with the U. S. Air Force in Washington, D. C., setting up that service's statistical control program.

Has 'Real Hobby'

Although he has little leisure time for pursuits other than his job, Mr. Forshew finds the time to engage in more than one phase of his "real hobby — children's activities." He works with the Lakeland Model Airplane Flying Club. He's active in the Lakeland Optimist Club's projects—the new children's pram sailing fleet, Little League (baseball), and the Pop Warner Foundation midget football program. He was instrumental in bringing the latter's championship games to Lakeland last Christmas and having the Santa Claus Bowl Games carried on a nationwide radio and TV hookup. He's a member of the advertising committee of the Lakeland Chamber of Commerce and attends the Presbyterian Church.

He and the former Sherlie Jacobus were married in New York in 1935. They have two children: Diana, 14, and Frank, 11. The youngsters' current projects, said to involve an occasional assist from dad, are caring for a horse and a calf.

milestones . . .

► CKCK Regina, Sask., marked up 30 years on the air July 27 and is one of the first Canadian outlets to reach the age. Station, started by the Regina Leader-Post as a 500 w outlet, now operates with 6 kw and is still under the same ownership.

►KFJI Klamath Falls, Ore., on July 19 began its 30th year of service. KFJI was originally licensed in 1923 as a 100 w station in Astoria, Ore. It moved to Klamath Falls in 1931. On April 29, 1950, the station increased its power to 5 kw daytime, 1 kw nighttime. Executives include W. D. Miller, president, and Dick Maguire, station manager.

► WSNY Schenectady, N. Y., observed its 10th birthday July 15 and acknowledged five national awards. The station also received congratulatory messages from industry and government leaders. For its anniversary the station prepared a folder featuring stars and programs heard on WSNY.

► OCT. 6 will bring a double anniversary for the Railroad Hour, sponsored by the Assn. of American Railroads Monday on NBC radio. The program will open its fifth year on that date and it will be the beginning of the fifth year for most of the Railroad Hour family.

► WHLI-AM-FM Hempstead, L. I., celebrated its fifth anniversary July 22, when station spokesmen claimed a greater daytime listening audience for WHLI than any other Long Island outlet, with doubling of ratings since 1948. Paul Godofsky is WHLI president and general manager.

► WSPD-TV Toledo observed its fourth anniversary July 21.
Look what's happened so far.
In just a few months, WCAN (formerly WMAW) has made the people in the nation's 13th market really sit up and listen*. They've been able to do it because WCAN is now owned and operated by men who have spent their lives in radio. They know what makes for top-flight programming . . . they know what builds audiences. Before buying time in this thriving market . . . find out what WCAN can do to sell your product faster and at less cost.

Alex Rosenman
general manager

* and we have the facts and figures to prove it.

ABD affiliated

milwaukee's can-do station

represented nationally by O. L. TAYLOR
"We prescribe KWKH"

Says T. A. WILLIAMS
Owner, Williams Physicians and Surgeons Supply Co.
and Williams Physicians and Surgeons Pharmacies

To meet competition from the modern, mass-merchandising drug store, a professional pharmacy needs more than "a good reputation". Read what Mr. T. A. Williams recently wrote us about KWKH's big contribution to the success of his pharmacy operation.

"I personally want to thank KWKH for the large part they are playing in increasing our sales volume. Operating a strictly professional type of pharmacy in competition with many cut-price drug stores, we had a big job on our hands. We gave that job to KWKH knowing it to be most popular as well as the most powerful radio station in this area.

"Our advertising over KWKH has gone far in acquainting the general public with the advantages of having their prescriptions filled and obtaining their sickroom supplies at a professional store. It has very successfully increased our local retail volume as well as our mail order prescription business.

(Signed) T. A. Williams, F. A. C. A.

50,000 Watts · CBS Radio ·

KWKH
A Shreveport Times Station

The Branham Company
Representatives
Henry Clay, General Manager
**Is NCAA's 'Chosen Instrument'**

Meet Set Aug. 12

While there was unified silence on the part of both the committee and network, it was evident that the committee was not of one view and that some middle-ground recommendation would be made to the affiliates. The network's position here-to-date has been that a steep cut in nighttime rates is necessary to stabilize the business, while the majority of the affiliates had contended that this could only lead to lesser, rather than more, advertising revenue.

The inference was drawn that concessions were tentatively agreed upon on both sides, but that the determination was up to the affiliates themselves.

**Discount Structure**

Presumably, the recommendation will be for a more liberal discount structure, rather than decreased rates as the previous proposal for increased daytime rates, it's understood. Of the nine members of the CBS Affiliates Committee present, it was indicated that seven favored such an approach, while two abstained from voting.

Mr. Storer declined to reveal any details of the prolonged discussions or to report on the topics that were covered. He said only that his group had been empowered by the entire body of affiliates to conduct exploratory discussions with the top management of CBS and to return with a report of what had transpired and the committee's recommendations for the future. Some top industry figures are inclined to believe that the discussions between CBS executives and the affiliates committee, these observers point out that times have changed since the days of 1926 when network radio first came into being on a permanent basis. The creation of networks then was vital to the continued existence of broadcasting.

“We didn't get very far,” was the comment of one committee member. Nothing was resolved, he said, “and about all we can do now is to make the best deal we can.”

A palliative measure presumably suggested by another member of the affiliates committee was that CBS cancel talent fees on unsold portions of its network co-op shows. For example, for network co-ops which are one-third sold, he is understood to have proposed that CBS release the other two-thirds for local sale without talent fees, enabling the station.

(Continued on page 84)

**CBS RATE SHOWDOWN**

The show-down stage of CBS Radio-Affiliate negotiations on rate structure will be reached Aug. 12 at a meeting of 20 affiliates of that network—including bonus outlets—called for Chicago by the CBS Radio Affiliates Committee. The meeting will hear a report from George Storer, president of Storer Broadcasting Co. and chairman of the committee, on the conversations with CBS officials at four lengthy meetings during the past month, which concluded with a 13-hour session last Tuesday in Chicago.

The committee will give to the full group its conclusions and recommendations. While details were lacking, the scope and importance of the session were set forth in this telegram sent to all affiliates:

You are requested to attend a meeting in Chicago at the Conrad Hilton Hotel at 10:00 a.m., Aug. 12, to hear a report from your committee appointed by CBS Affiliates on July 2 respecting this negotiation with CBS Radio during the past four weeks and to take appropriate action. We cannot urge too strongly your attendance because the nature of action which you determine after hearing our report and recommendation will influence greatly your future radio operations.

Please wire responses and request for room reservation to Storer Broadcasting Co., Room 704, 230 North Michigan Ave., Chicago, CBS RADIO AFFILIATES COMM. George Storer, Chairman

**CBS TV GETS FOOTBALL**

NBC has obtained exclusive television rights to 11 major football games which the National Collegiate Athletic Assn. will permit to be televised and is offering them for either single or multiple sponsorships at a total of $2,633,050.

Broadcasting • Telecasting

The schedule of telecasts will be announced two months ago (June 9), the NCAA itself reserved the right to choose the entity, either a network, sponsor or group of sponsors, to which it would accord the cherished privilege and considerable expense of carrying the selected schedule. It was emphasized that this choice would not necessarily be made upon the highest bid.

The association also said it would insist that any sponsor of the games must be an "organization of high standards." Whether this meant that NBC-TV, having become the NCAA's chosen instrument, would also have to obtain NCAA clearance of whatever sponsors it lined up could not be learned.

The NCAA will make an assessment on TV receipts obtained by the participating colleges, in order to finance the administration of its television committee. Last year 18 cents of every dollar was withheld for this purpose, but it was not believed the amount of the assessment would be that high this year.

So far as is known, the NCAA does not intend this year to embark on any survey program as costly as the $50,000 study conducted last year for it by the National Opinion Research Center on the effects of television on the football gate.

The NORC study of the 1951 season concluded, in seeming contradiction, that though colleges whose football games had no football TV competition fared worse in 1951 attendance than those that did have TV competition, football telecasts "exercise a harmful effect on college football attendance."

Following the submission of the NORC study, the NCAA's television committee, headed by Robert A. Hall, of Yale, came out with its 1952 control plan.
**REALIGNMENT**

**Made in WMAL's Sales**

APPOINTMENT of George L. Griesbauer as head of TV sales for WMAL-TV Washington and Harvey L. Glascock Jr. to the post of radio sales manager for WMAL-AM-FM was announced last Wednesday by Kenneth H. Berkeley, general manager.

Mr. Griesbauer has been sales manager of WMAL since March.

Mr. Glascock Mr. Griesbauer

He had formerly served as an account executive with WBNW (TV) Washington.

Mr. Glascock transfers to his new position from WOOK Washington where he was assistant to the president. He has had previous sales experience as an account executive with WWIN-Washington and WEAM Arlington, Va.

**Meck Raises Budget**

MECK Television Inc., the retail outlet operation of Scott Radio Labs, Chicago, has doubled its radio budget in eight markets and will use the medium extensively in Dallas, where it opened its first store last week. Spot schedules in Grand Rapids, Kalamazoo, Detroit, Toledo, Cincinnati, Washington, Louisville and New York are being expanded on most of the present 16 stations by addition of quarter-hour strip programming with a local disc jockey. Agency is Ross Roy, Chicago.

**INSURANCE COMMITTEE**

Appointed by NARTB

PROTECTION from libel suits, particularly significant in light of the forthcoming political campaign, is one of the vital jobs on the agenda of the newly appointed NARTB Insurance Committee.

Among other activities, the Committee is due to study industry-wide group life and disability insurance for employees and tower insurance.

An NARTB tower study, based on questionnaires sent to all stations earlier this year, has been completed and is being submitted to various insurance companies for their bids.

Heading Insurance Committee is Roger W. Clipp, WPIL Philadelphia. Members are: C. T. Lucy, WRVA Richmond; Edgar Kobak, WTWA Thompson, Ga.; Harold Essex, WJSJ Winston-Salem, and one to be appointed.

**ANA to Meet Sept. 29**

ANNUAL meeting of Assn. of National Advertisers will be held in New York's Hotel Plaza from Sept. 29 through Oct. 1. ANA Chairman Wesley L. Nunn, advertising manager of Standard Oil Co. of Indiana, announced Wednesday.

He said the program committee will include Harry Deines, general advertising manager of Westinghouse Electric Corp., and William Smith, director of advertising for Thomas J. Lipton Co., as co-chairmen.

**MBS Offers Golf Co-op**

MUTUAL coverage of two top golf tournaments—All-American and World Championship matches—at Chicago's Tam O'Shanter Country Club, Aug. 3 and 10, is being offered to stations for co-op sponsorship, as said by Bert Hauser, MBS director of co-operative programs.

**AUTO RADIOS**

NUMBER of radio-equipped automobiles in the U.S. has climbed from 7.6 million in 1946 to more than 27.5 million this year, in the face of this tremendous growth the broadcasting industry has underestimated its automobile audience by more than four million cars.

This was a major point stressed by Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, who outlined the results of the first national survey of radio's "Listeners on Wheels" before a meeting of the Illinois Broadcasters Assn. in Peoria on Thursday.

He urged broadcasters to collect automobile radio figures for their individual markets in order that advertisers may buy this audience.

Mr. Sweeney said the radio audi-

ence dwarfs the combined circulations of the four largest magazines (15.8 million copies) and the total circulation of all U.S. morning daily newspapers (21,200,000 copies).

The survey, financed by BAB and conducted by The Pulse in more than 250 locations, is incorporated in a second edition of BAB's "Listeners on Wheels" series. The first edition, subtitled "Interim Report," was sent to BAB members, agen-
tics and advertisers about a month ago [BST, July 7]. The new re-

port, entitled "First National Sur-
voy," will be distributed in about a week.

Mr. Sweeney hammered away at the point that broadcasters for the past three decades have underestimated the automobile audience. He cited an industry estimate of 23.6 million cars equipped with radio on Jan. 1, 1962. Results of the Pulse survey showed that there were 27,424,500 passenger cars alone so equipped by April 1962, he said.

29 Million Increase

Reminding listeners that the number of radio-equipped automobiles has increased 20 million since 1946, Mr. Sweeney contended this new medium is drawing off at least $125 million extra a year and of extensive cultivation by adver-
tisers.

"More than one-third of all U.S. adults ride in radio-equipped automo-

biles every day," Mr. Sweeney declared. "That's worth at least $125 million additional if adver-
tisers are willing to spend $200 million on the magazine whose circulation doesn't come within 12 million units of the auto-

mobile audience alone."

Other points by Mr. Sweeney. 92.5% of all postwar model automo-

biles are radio-equipped. About 25% of all U.S. radios now are in automobiles. Radio listening in automobiles is very much higher during most hours than the highest home listening.

**Top 27.5 Million, Says BAB's Sweeney**

**NEWS EQUALITY**

Urged at IBA Meet

STRONG pressure to persuade the Illinois legislation to permit radio and TV coverage of state government hearings, on the same basis as pen and pencil reporters, was urged by the legislative committee of the Illinois Broadcasters Assn. at the association's mid-year meeting.

The committee urged that the organization continue its program as outlined and adopted last year [BST, Aug. 15, 1961].

The committee reports were made by Merrill Lindsay, WSOY Decatur, for the TV committee, and by Oliver J. Keller, WPTAX Springfield, for the legislative committee.

Call for a united front between state broadcasters' associations and NARTB was sounded by NARTB President Harold E. Fel-

low.Mr. Fellers said that broad-

casters are a "shining target" for crippling legislation because they are in a licensed industry. He cited the Benton Bill in Congress and the Hawaiian tax case as examples of discriminatory legisla-

tion aimed at broadcasters.

The bill ($1679) introduced in the 86th Congress by Sen. William Benton (D-Conn.) would establish a National Citizens Advisory Committee. The Hawaiian tax situ-

ation arose when the territorial gov-

ernment included radio tax stations under a business gross sales levy. This was appealed by KPOA Honolulu. The lower courts upheld the right of the territorial government to impose the tax and an appeal is now pending before the U.S. Circuit Court of Appeals in California.

After a talk by Kevin Sweeney, vice president of Broadcast Ad-

vertising Bureau (see story above), a BAB sales clinic was held with Fred C. Mueller, WJEK Peoria, as chairman.
AS THE political gladiators prepare to shift from stage to stump, their best foot forward in calculated push for the American vote, radio-TV broadcasters and broadcasting are sure to cut across their path on the road leading from the Amphitheater to the White House.

In informed quarters it has been estimated that as much as $3 million will be expended by each party in television and radio time from Labor Day to Election Day.

Seldom in the history of a Presidential election year has the road been dotted with so many industry names so intimately associated with the gladiators as during the 1952 post-convention campaign.

Industry can prey itself on a veritable Who's Who of broadcast personalities, all slated to play varying roles from now to Election Eve—and thereafter.

Radio-TV cuts across the names of both the Democratic and Republican Presidential nominees—Adlai E. Stevenson and Gen. Dwight D. Eisenhower—down through a list of prominent personalities that bridge advertising agencies and other related pursuits.

J. Leonard Reinsch, Frank E. McKinney, Milton and Earl Eisenhower, Stanley Pratt, and Fred A. Seaton (R-Nebr.), Sigurd Larmion, these are the more noted who are identified in some manner with the industry.

While some broadcasters are actually working closely with the two party candidates, others will cover their activities with fervor undiminished by the relentless pace of the national political conventions. And the ad agencies will work feverishly to prepare media blues portending heavy use of radio and television time.

What radio and, particularly, television managed to do in whetting the public's interest in national politics with unlimited network-station convention coverage may be infinitesimal compared to swinging the elections for either candidate.

The magnitude of the venture is such as to invite an observation that the manner in which candidates Stevenson and Eisenhower conduct themselves before microphones and camera most likely will assure a successful journey to the White House.

The pace with which both national committees will conduct their radio-TV campaigns had not crystallized last week. Both parties, however, were priming for organizational meetings which would set the pattern.

There were these developments:

- Stanley R. Pratt, president and general manager of WSOO and the new chairman of the American radio-TV Network, was named special representative for the GOP Committee to Gen. Eisenhower.

- Mr. Reinsch is slated to continue as TV consultant to the national Democratic Committee throughout the campaign.

- The Democratic committee met Thursday with representatives of the Joseph Katz Co. to confer on future media plans. They will meet again within 10 days to map strategy attuned to Gov. Stevenson's campaign concepts.

Mr. Pratt's appointment was announced by Chairman Summerfield last Wednesday. In his new capacity, Mr. Pratt will serve as administrative assistant responsible for maintaining liaison with Eisenhower headquarters. It was presumed that he would take leave of absence from WSOO during the next few months to fulfill his political responsibilities, with offices in Denver if the GOP decides to maintain a branch there.

Mr. Pratt was 1950 campaign director for the Michigan State Central Committee and was assistant to Mr. Summerfield in the 1948 campaign.

He also is District 8 director on

(Continued on page 38)

RADIO-TV NAMES

CBS-TV Must Letter

IN A LETTER sent to all advertising agencies last week, Fred M. Thrower, vice president in charge of CBS-TV sales, stated that all advertisers sponsoring TV shows between 8 and 10:30 p.m. must increase their station list to 35 stations or forfeit the weekly discount on the station hourly basis.

It was estimated that approximately a half dozen current sponsors of NBC-TV programs, who thus have to increase their station list within six months —adding anywhere from one to 10 stations—in order to earn the weekly discount.

New orders for that time hereafter would have a 35-station hookup as a must to earn the discount.

FLOWER IN PRESIDENTIAL CANDIDATES' CAMPS

Six Firms Plan Radio or TV

THE FACE of radio and TV is getting a new lift as a result of increasing attention to it from leading cosmetics firms, broadcasting • telecasting learned last week.

At least six of the beautifying products concerns have enlisted the broadcast media to exploit their goods starting this fall. Network and spots both stand to gain from the expenditures.

Hazel Bishop lipstick, New York, in addition to recent network radio buys, currently is negotiating with NBC-TV for sponsorship of the half-hour TV show, This Is Your Life, with Ralph Edwards. The advertiser is said to be allocating approximately $250,000 over its present advertising budget to sponsor the show. The program would start in the fall on NBC-TV on Saturday with the exact time yet not set. The firm, in addition to promoting its indelible lipstick on the show, also will exploit its newest product, "Complexion Glow," a new type of face rouge. This is said to be the first time a rouge product will have been sponsored on TV.

Hazel Bishop starts today (Mon-}

(Continued on page 38)

August 4, 1952 • Page 25
NBC REALIGNMENT

NBC's program of reuniting its radio and TV personnel into a consolidated operation—began in June when Sylvester L. (Pat) Weaver Jr., was named vice president in charge of both radio and TV network operations, with Frank White as vice president and general manager of both [870, June 12], and completed at the executive level a month later [870, July 21] with the realignment of the operating personnel last week: A merger of radio and television staffs of the station relations department was effected.

Revised set-up, announced by Harry Bannister, vice president in charge of station relations, gives Sheldon B. Hickox Jr., formerly director of TV station relations, the new title of director of station relations. He will report to Mr. Bannister.

Thomas E. Knodle, formerly TV station relations contact representative, becomes manager of station relations, reporting to Mr. Hickox. Fred Shawn, formerly director of radio station relations, now moves to an executive position in the radio and TV network production department.

Station contact representatives, all new serving both radio and TV affiliates of NBC in the newly integrated operation, will report to Mr. Knodle. They are: Paul Hancock, Stephen A. Flynn, Donald Merve, Ogden Knapp, Alan D. Courtney, William M. Kelley, Raymond O'Connell, Joseph Berhalter, Paul Rittenhouse.

Also reporting to Mr. Knodle are: H. Pierce Hawawey, supervisor of radio station clearance; Hamilton McIntosh, supervisor of TV station clearance; Donald E. Clancy, supervisor of telephone contacts.

Similar integration is being worked out in other NBC departments, with announcements to be made as each section of the realignment completes its plans for the reunitification of radio and TV activities. Realignment—department by department—are now developing as follows:

- Sales department will continue its present executive set-up, with George H. Frey, vice president and director of TV network sales, and Walter Scott, national radio network sales manager, remaining their present titles and reporting to John K. Herbert, vice president in charge of sales for both radio and television. The department's sales, however, will be divided into radio and TV account executives, but each man is contacting buyers on behalf of both media.

- Program department: Thomas A. McAvity, currently director of talent and program procurement for NBC television, is expected to become second in command to Charles C. Barry, program vice president for both radio and television. Mr. McAvity's new title is not yet definite, but he will be in effect national program director for both radio and TV.

- Under Mr. McAvity will be John Cleary, in charge of radio programming, and Carl M. Stanton, in charge of TV programming. Mr. Cleary is currently eastern radio program manager; Mr. Stanton is manager of TV commercial program planning. Mitchell Benson, now manager of NBC's radio contract administration office, will be put in charge of talent and program procurement for both radio and TV.

- Production department: Mr. Shawn moves into the unified radio-TV production department in a major capacity under Frederic W. Wile Jr., vice president in charge. Brig. Gen. Edward Lyman Man- son, who joined NBC to head up its TV film activities and subsequently was director of TV network operations, has resigned.

BARRATT NAMED

As NBC Consultant

EDWARD BARRATT, former Assistant Secretary of State in charge of Voice of America and previously editor of Newsweek, who recently opened offices in New York as a private consultant, has been retained by NBC to assist the network in developing new approaches to broadcast news presentation.

"The project is highly experimental and at this time highly exploratory," Mr. Barrett told Broadcasting. "I am working closely with NBC's news and program executives in hope of finding something that may be applicable to the TV medium." He added that although the research is primarily in the field of radio, it would not be overlooked.

Station Relations Merge

Mr. KNODE  manager of station relations

Mr. HICKOX  director of station relations

Mr. SHAWN  major executive in production

RIGGS QITS WCBS

JOINS BIRMINGHAM OUTLETS

TOMMY RIGGS, creator and voice of "Betty Lou" and currently heard over WCBS New York in an afternoon series, Monday-Friday 4:15-4:30 p.m. EDT, has been given an "executive post" in Voice of Alabama Inc., operator of WPAI WAFM (FM) and WAFM-TV Birmingham, CBS affiliates. Thad Holt, president of the Birmingham stations, said Friday Mr. Riggs' appointment becomes effective Aug. 18.

He will inaugurate a Tommy Riggs and Betty Lou musical program on WAPI five afternoon half-hours a week, and produce and star in a morning show, Breakfast in Birmingham, on WAFM-TV. Replacing him in the WCBS afternoon spot will be Emily Kimbrugh Show, starring author-lecturer Emily Kimbrough.

CHICAGO RULING

May Set Liability Precedent

A CHICAGO Federal District Court judge set what was expected by observers to be a precedent last week when he ruled a radio station was not responsible for a statement made by a guest on an unrehearsed program.

The decision, given Tuesday by Judge William J. Campbell, dismissed a $2 million damage suit in which NBC was defended by the station. Brought by Al Wagner, promoter of outdoor amusement, the suit also cites fan dancer Sally Rand, against whom the case is still pending.

Miss Rand appeared on a WMAQ (NBC) Chicago program, The Ches Show, Dec. 3, 1949, and allegedly said, "Al Wagner owes me $25,000, and I have a judgment against him." Mr. Wagner sued for damages, charging the statement was untrue and had damaged his reputation.

Mike Wallace and Buff Cobb, now TV stars in New York, emceed a Chicago jazz festival. Mr. Wallace immediately put in a disclaimer after Miss Rand's assertion. This was referred to in the Judge's decision who commented that the remarks were extraneous to the subject, however, cautioned stations to exercise due care, and not to be guilty of negligence.

Ailing Allen Causes Stir

FRED ALLEN, scheduled to star Sept. 30 on a radio-TV show to open NBC's fall season, suffered a lung ailment and a combination virus and poison attack while on vacation. A result of the illness the package of the program, 'This is the Money Goes to Thunder,' the agency, Lef- fen & Newell, N. Y., and NBC-TELECASTING are looking for a possible replacement for Mr. Allen. Should he be too ill to go on the air at that time,
RESULTS of a just-completed survey by Advertising Research Bu-
BROADCASTING

TUESDAY  16  12  100.0%

in by NBC to the possibility of broad-

per cent to bring either cancella-

tions of costly network programs.

demands for reduced time charges or

expanded audiences . . .

Since our network station com-

mited for specific programs during

e the daytime, we could, by rebroad-

cast programs during the daytime,

over a good percentage of the audi-

ence lost at night.

Performance Right Funds

"We realize that this procedure

would call for compensation to the

performers and the various unions

for rebroadcast (one-time) rights.

We are, therefore, suggesting that

such-performance right funds be

used by the local radio stations in

the hiring of staff musicians and

performers . . .

... We do not think that pro-

gramming of this nature will affect

present network audiences. In

fact, many sets not even turned on
during daylight hours could be

enticed to form an even greater
daylight audience. The audience

reached by the local stations, now

lost to networks and their clients,

can be recovered in great part to

national advertisers."
**Tabulations by Networks of Commercial Time Canceled for Democratic Convention**

<table>
<thead>
<tr>
<th>Program</th>
<th>Day(s)</th>
<th>Time</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roman-stein Trent</td>
<td>Mon. &amp; Fri.</td>
<td>12:30-1:05 p.m.</td>
<td>Whitehall Pharmaceutical Co., Co.</td>
</tr>
<tr>
<td>Our Gal Saturday</td>
<td>Mon. &amp; Fri.</td>
<td>12:45-1:00 p.m.</td>
<td>Whitehall Pharmaceutical Co., Co.</td>
</tr>
<tr>
<td>Miss Perkins</td>
<td>Mon. thru Fri.</td>
<td>1:15-1:30 p.m.</td>
<td>Procter &amp; Gamble Co., Co.</td>
</tr>
<tr>
<td>The Dr. Malone</td>
<td>Mon. thru Fri.</td>
<td>1:30-1:45 p.m.</td>
<td>Procter &amp; Gamble Co., Co.</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>Mon. thru Fri.</td>
<td>2:15-2:30 p.m.</td>
<td>General Foods Corp.</td>
</tr>
<tr>
<td>Second Mrs. Burton</td>
<td>Mon. thru Fri.</td>
<td>3:15-3:30 p.m.</td>
<td>Procter &amp; Gamble Co., Co.</td>
</tr>
<tr>
<td>Percy Mason</td>
<td>Mon.</td>
<td>4:15-4:30 p.m.</td>
<td>R. J. Reynolds Tobacco Co.</td>
</tr>
</tbody>
</table>
| Walk & Mile | Mon. | 7:45-8:00 p.m. | G. M. 

**Tabulations Start on Conventions’ Costs**

<table>
<thead>
<tr>
<th>Program</th>
<th>Day(s)</th>
<th>Time (N.Y.)</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Trout and the News</td>
<td>Tues.</td>
<td>2:35-2:45 p.m.</td>
<td>Seeman Brothers</td>
</tr>
<tr>
<td>This Is Nora Drake</td>
<td>Wed. &amp; Fri.</td>
<td>3:15-3:30 p.m.</td>
<td>Tosti Co.</td>
</tr>
<tr>
<td>Brighter Day</td>
<td>Wed. &amp; Fri.</td>
<td>3:45-3:50 p.m.</td>
<td>Procter &amp; Gamble Co., Co.</td>
</tr>
<tr>
<td>Louella Parsons</td>
<td>Wed. &amp; Fri.</td>
<td>4:15-4:30 p.m.</td>
<td>Colgate-Palmolive-Peet Co., Co.</td>
</tr>
<tr>
<td>Hilltop House</td>
<td>Wed., Thurs., Fr.</td>
<td>7:00-7:15 p.m.</td>
<td>Miles Labs</td>
</tr>
<tr>
<td>House Party</td>
<td>Wed., Thurs., Fr.</td>
<td>7:15-7:30 p.m.</td>
<td>Pillsbury Mills</td>
</tr>
<tr>
<td>House Party</td>
<td>Wed., Thurs., Fr.</td>
<td>7:30-7:45 p.m.</td>
<td>Lever Bros., Co.</td>
</tr>
<tr>
<td>Carl Smith</td>
<td>Wed., Thurs., Fri.</td>
<td>8:15-8:30 p.m.</td>
<td>Kellogg Co.</td>
</tr>
<tr>
<td>It Happens Every Day</td>
<td>Wed., Thurs., Fri.</td>
<td>8:45-9:15 p.m.</td>
<td>Colgate-Palmolive-Peet Co., Co.</td>
</tr>
<tr>
<td>Curt Massey Time</td>
<td>Wed., Thurs., Fri.</td>
<td>9:15-9:30 p.m.</td>
<td>Colgate-Palmolive-Peet Co., Co.</td>
</tr>
<tr>
<td>Robert Trout and the News</td>
<td>Wed., Thurs., Fri.</td>
<td>9:45-10:00 p.m.</td>
<td>Ford Motor Co.</td>
</tr>
<tr>
<td>Robert Trout and the News</td>
<td>Wed., Thurs., Fri.</td>
<td>10:00-10:30 p.m.</td>
<td>Ford Motor Co.</td>
</tr>
<tr>
<td>Robert Trout and the News</td>
<td>Wed., Thurs., Fri.</td>
<td>10:45-10:50 p.m.</td>
<td>General Foods Corp.</td>
</tr>
</tbody>
</table>

**Mutual Broadcasting System Cancellations**

<table>
<thead>
<tr>
<th>Program</th>
<th>Day</th>
<th>Time</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game of the Day</td>
<td>Tues., Wed., Thurs., Fri.</td>
<td>2:30-4:15 p.m.</td>
<td>Pal Boade Co.</td>
</tr>
<tr>
<td>Rod &amp; Gun Club of Thursday</td>
<td>Thurs., Fri.</td>
<td>9:30-10 p.m.</td>
<td>Pal Boade Co.</td>
</tr>
<tr>
<td>Five Men Report</td>
<td>Fridays</td>
<td>5:45-6:15 p.m.</td>
<td>S. C. Johnson &amp; Son</td>
</tr>
</tbody>
</table>

**NBC Radio Network Commercial Cancellations**

<table>
<thead>
<tr>
<th>Program</th>
<th>Day(s)</th>
<th>Time</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob and Ray</td>
<td>Mon.</td>
<td>12:30-12:35 p.m.</td>
<td>Colgate-Palmolive-Peet Co., Co.</td>
</tr>
<tr>
<td>Bob and Ray</td>
<td>Mon. thru Fri.</td>
<td>1:15-1:30 p.m.</td>
<td>Colgate-Palmolive-Peet Co., Co.</td>
</tr>
<tr>
<td>Strike It Rich</td>
<td>Mon. thru Fri.</td>
<td>1:30-1:45 p.m.</td>
<td>Colgate-Palmolive-Peet Co., Co.</td>
</tr>
<tr>
<td>Double or Nothing</td>
<td>Mon. thru Fri.</td>
<td>2:30-2:45 p.m.</td>
<td>Campbell Soup Co.</td>
</tr>
</tbody>
</table>

Since ABC radio was able to reschedule a good many of its regular network programs which interfered with coverage of Democratic National Convention, only a few were actually cancelled on the entire network. More programs were cancelled on only part of the network, as shown above.

**NETWORKS DIG DEEP**

As the weary network news crews returned from Chicago to their home ports last week following the conclusion of the Democratic National Convention on Saturday afternoon, July 26, the network statisticians began tabulating the hours and dollars that had been spent on their radio and TV coverage of the political meetings of the two major parties.

Although their tabulations were far from complete at the week's end, there was no doubt that the networks had dug down into their own pockets for the convention coverage well beyond the sums they would receive from the advertisers sponsoring the convention broadcasts and telecasts. Estimates, all unofficial, varied from $3 million to more than $5 million as the aggregate red ink total for all networks, after all the calculations are completed.

The Democrats took a day longer than the Republicans to complete the business of approving a platform and nominating their Presidential and Vice Presidential candidates, so more time was devoted by the networks to covering their meetings. By adept rescheduling of the commercial cancellations for the Democratic sessions were kept just about the same level as for the GOP.

Cancel Less for Democrats

CBS Radio devoted 47½ hours to covering the Republican convention, 55 hours to the Democratic convention, but canceled only 15% hours of commercial time for the Democrats against 15½% hours for the Republicans. CBS Television used 68 hours in covering the GOP sessions and 71 hours for the Democrats, but again commercial cancellations for the latter sessions were lower, 11% hours to 13 for the GOP.

NBC radio devoted 50 hours to the Republicans, including 26½ hours preempted from regular sponsors, and gave 68 hours to the Democrats, of which 35 were commercial cancellations. Figures for NBC's cancellations, however, include repeat broadcasts for the West and playbacks for standard time stations and so are not exactly comparable with the total time devoted to the conventions or with the CBS cancellations figures. NBC TV gave the GOP 75 hours and the Democrats 77 hours, with 12% hours of commercial cancellation for each convention.

ABC Radio Coverage

ABC radio spent 70 hours in covering the Republican sessions, 75 hours in Democratic coverage, with the 8½ hours of commercial cancellation largely confined to Mountain and Pacific Time Zones. ABC-TV also devoted 70 hours to the GOP and 75 hours to the Democratic conventions, with cancellation at 9% hours for the formed and 4½% for the latter.

Mutual's coverage of the Democratic convention reached 70 hours in comparison with 50 for the Republic. Cancellations were 9½ hours for the Democrats and 3 hours for the Republicans.

Cancellations figures for DuMont were not available, a spokesperson said, pointing out the conventions were carried as a public service. A number of top-rated radio-TV programs were affected by the cancellations, resulting in scattered complaints, particularly from indignant televiewers in some areas.

Networks, stations and the Democratic National Committees received protests. The following breakdown shows the program, day, time and sponsor for each of the radio and television networks, with reference to cancellations, rescheduling and playbacks by time zones. A similar list was reported by the networks for the GOP meet (B+E, July 25).
CONVERSION of the M.E. Blatt Co. of Atlantic City, southern New Jersey's largest department store, from printed media to radio advertising should be a source of proud satisfaction to broadcasters throughout the nation.

The Blatt Co. for more than 30 years had been following the out-worn tradition that newspapers were not only best, but necessary for retailers.

Printer's ink had blurred Blatt's vision. Now, however, radio—with an intelligent assist from Atlantic City broadcasters—has cleared that vision. The Blatt Co. can see far ahead now and radio is included in its permanent plans.

The shift in advertising viewpoint did not come naturally for the Blatt Co. It was only after the local newspapers increased advertising rates to a point Blatt's considered excessive. Blatt's tried to reason. The newspapers wouldn't budget, despite the fact that Blatt's was their largest advertiser. So the radio experiment was born. That was July 1, 1951.

Today, a year later, Blatt's is sold on radio. Murray Klahr, Blatt's youthful advertising and promotion manager, comments, "At first we didn't know anything about radio. Now radio has proven itself. Regardless of whether or not we some day return to newspapers, radio is a part of our permanent advertising plans."

M. E. Blatt, president of the mammoth department store, admires his radio advertising medium, although he admits it requires constant radio advertising with uncertainty.

"After all," Mr. Blatt says, "radio is a young medium—so we have to use it heavily, to the degree of saturation. Now we know that it can produce results for us."

As for saturation, Mr. Blatt has had personal assurance: "I've had lots of friends tell me that, 'I can't turn on the radio without Blatt's yelling at me,'" he smiles.

Mr. Klahr feels that market saturation is desirable because it not only sells the product, but also implants the name of Blatt's in all listeners' minds.

The makeup of area listenership is another important factor why radio is justifying its continued use. Although there are only 66,000 permanent residents in Atlantic City, the coverage area embraces a listener potential of 236,000. In addition, there are an estimated 15 million area visitors to South Jersey's famed ocean beaches, and to Atlantic City's Convention Hall. "These out-of-towners rarely buy a local newspaper," Mr. Klahr pointed out, "but they do switch on their radios, and we are able to reach them that way."

Blatt's advertisers on both Atlantic City stations, WFPG-AM-FM and WOND, and on WOND in nearby Pleasantville.

Mr. Klahr comments that Fred Weber, WFPG president, has been an ambassador of good will for radio insofar as Blatt's is concerned. "When giveaway programs were the rage," Mr. Klahr recalls, "we had frequent calls from radio men trying to sell us on the idea of sponsoring a giveaway show. Blatt's is a prestige store, and we didn't think that such a program was suited for us."

"Then, when Fred Weber brought the MGM Theatre to us, we decided to buy. That program was suited to our needs."

"Blatt's currently sponsors the weekly hour BMI show, Benny Goodman Music Festival, eight five-minute daily newscasts, and a midnight-2 a.m. two-hour show six nights weekly from the ballroom of one of Atlantic City's leading hotels on WFPG.

In addition, Blatt's sponsors a minimum of 10 spots daily on WMID plus participation in a woman's program, and spots and newscasts on WOND. Spot announcement schedules are nearly doubled during Christmas, Easter, and during Blatt's fall and spring special sales."

DESPITE Blatt's dropping out of daily newspaper advertising, the firm has not forsaken printed media. Blatt's continues to advertise, as it did in its pre-radio period, in area weeklies. The company also publishes 70,000 copies of a tabloid about every 10 days. This tabloid, sent by direct mail, invites readers to listen to Blatt's radio programs. Radio receives other assists from Blatt's in point-of-sale promotion and special window displays calling attention to its radio programs.

In recalling Blatt's conversion to radio, Mr. Klahr could remember a time when the broadcast medium used "only fair to mediocre" results. "That was before we learned how to use radio," he adds.

Key of Blatt's radio success, Mr. Klahr feels, is in the "frequency and constancy" of its use. He also adds that all advertising copy is prepared at Blatt's with the help and guidance of Atlantic City broadcasters. He noted that "a lot depends on the announcer and the copy."

In cold appraisal, Mr. Klahr does not think that there is any item which can not be sold by radio, if the pitch is properly handled.

Mr. Klahr did not feel free to disclose statistics as to how Blatt's is doing under the stimulus of radio advertising compared to its years of reliance on newspapers. Nor would he pinpoint Blatt's sales volume.

"However, we are in the $5 million to $10 million class, as far as sales volume is concerned. And the fact that radio is included in our permanent future plans speaks well of how we're faring with radio."

With amusement, Mr. Klahr recalls the reaction of some of the department store's buyers when Blatt's pulled out of newspapers. The buyers, too, were unconverted from radio. To say that they were unconvinced it putting it mildly, Mr. Klahr said with a laugh, "Some of their remarks are unprintable." He notes: "They would come to me and say, 'How can I possibly sell this without a picture?' They couldn't imagine not using newspapers. Now, however, even some of the die-hards come to me with an item and ask, 'How about putting this on the radio tomorrow?' They, too, have been converted."
CBS' BID to broaden its holdings and thus strengthen its competitive TV station position in certain markets received a setback from the FCC on March 8, when it announced that it will revoke FCC approval of the merger of the network's owned-and-operated WCCO Minneapolis-St. Paul with WTCN-TV that had been consummated on June 21.

Butler Names Smith As General Manager

SALE of Mid Continent Radio-Television Inc.'s WTCN Minneapolis-St. Paul to Minnesota Television Public Service Corp. for $325,000 was approved by the FCC last week.

Another prong of CBS' move to widen its holdings was the acquisition of 45% interest in KQV Pittsburgh, also a TV station applicant—a deal already effectuated without need for FCC consent (B&T, March 10).

In the instant merger case, it was pointed out, CBS' 47% stock interest in WCCO WTCN-TV is represented by voting trust certificates—not voted by CBS but by Messrs. McNally and Rider.

According to the present plan, WCCO radio operation will continue to be housed in the same WCCO building at 655 Second Avenue South. No change in personnel or policy is contemplated under General Manager Gene Wilkey. The new WCCO-TV will continue to function at present WTCN-TV headquarters at 50 S. 9th St.

In announcing approval of the sale, Mr. McNally stated: "We believe that the new WCCO radio and WCCO television operations in St. Paul will continue to provide a better service job than ever for the Twin Cities."

Aside from giving CBS a TV affiliate in the Twin Cities market, the merger brings about one of the nation's largest and more profitable combined radio-TV operations, it was explained. Mr. McNally noted that, outside of one of the nation's most congested markets, Chicago and Los Angeles, there would be only about four such combined operations comparable to WCCO radio and TV—from a standpoint of facilities and volume of business carried.

Mr. Van Konyenburg, who was vice president and general manager of WCCO and WTCN—TV, announced last week that he had stepped down to assume a vice presidency at Pioneer Press.

Mr. McNally stressed that the new affiliate will bring an increase in operations, and that he plans to eliminate the " Brilliance" name.

Mr. McNally also announced that CBS has an excellent " backup " television station in WMBT which will be utilized in case of WTCN's failure.

WTCN TV: " We must be ready for anything."

Hoarding by WTCN of CBS stock certificates is expected to be consummated soon, it was explained.

Butler Names Smith As General Manager

SALE of WTCN to the Minnesota Television Public Service Corp., headed by Robert Butler, former ambassador to Australia and Cuba, was also announced last week.

Mr. Butler said that he, as president, and other officers of the corporation had formulated a policy looking toward a strong aggressive public service function. The licenses will assume active management on WTCN radio in the near future, operating from Minneapolis-St. Paul studios as an affiliate of the Butler Group, also applicant for a TV station in the Twin Cities.

Simultaneously, Mr. Butler announced the appointment of Paul E. Smith as general manager of its WCCO Minneapolis-St. Paul with WTCN-TV that city, which also drew FCC approval (see story above). Purchase was completed last spring [B&T].

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PARAMOUNT CASE

HOW SERIOUS are ABC's financial straits? The question was before the FCC last week as it renewed consideration of ABC, CBS, and United Paramount Theatres and Paramount Pictures' petitions to approve the ABC-UPT merger and the overall Paramount hearing.

In particular, these petitions request FCC to delete the anti-trust issue in the multi-phased Paramount case and render a decision on the proposed ABC-UPT merger before Sept. 1 [BMT, July 28, 21, 14].

Indications were that not all the Commissioners were satisfied that ABC was in dire financial distress —to the extent that a quick decision was necessary.

One thought expressed by some Commissioners was that it might be possible to reopen the hearings to take further testimony regarding ABC's economic plight. With that information on the record, it was believed that the Commission could then move more firmly into disposition of the case.

Sterling Away

Present during sessions on Thursday and Friday were all 15 of the Commissioners except George E. Sterling who is vacationing in his home state of Maine.

The Paramount case involves not only the merger of ABC and UPT but the sale of WBKB (TV) Chicago to CBS for $6 million, the renewal of the license of KTLA Los Angeles to Paramount Pictures, the transfer of ownership of WSBM New Orleans from Paramount Pictures Inc. (the pre-1949 consent decree company which produced motion pictures and owned theaters) to UPT, the theatre-owning successor to the parent Paramount company.

Also involved in the Paramount action is the question of whether Paramount Pictures controls Allen B. Dulles, Inc. by virtue of 29% stock ownership.

Hearings began Jan. 15 and continued until early last month. At that time, it was understood the Commission became alarmed at the possibility that ABC might not be able to weather further delay — particularly if it did not have assurance of FCC's approval before the 1952-53 fall-winter season arrived so that commercial commitments might be made.

At the behest of the Commission, the parties to the Paramount case petitioned for the deletion of the anti-trust issue. They also asked that the FCC call for proposed findings within 20 days and that a final decision be issued thereafter.

In his maneuver caused FCC Hearing Examiner Leo Remick to postpone the hearing until the Commission acted on the petitions.

The petitions evoked vigorous opposition from the FCC's Advisory Council in the Bureau. In a sharply worded 35-page document, the Broadcast Bureau vehemently objected to expunging the anti-trust testimony from the record.

If the Commission wanted to take quick action, the Broadcast Bureau said, it might better act its policy to consider anti-trust violations for all applicants, not just for this case.

DuMont network also objected.

OPERATOR RULE

RADIO OPERATORS have been sent misleading and “scare” statements based upon an inability or unwillingness to understand the NARTB’s proposal, NARTB President Harold Fellows declared last week in a statement to members, calling on them to support the FCC’s proposed rule change which would permit remote operation of central and FM stations as well as allow use of restricted operators at transmitters [BMT, July 28; June 30, 9].

Operators have been told that within one year or less there will be no jobs for them if the proposed rule revision is adopted, Mr. Fellows declared. This “misinformation” has been accepted by many operators, he said.

The NARTB proposal, which the FCC has adopted as the basis for its proposed rule changes, “is an effort to bring FCC requirements in line with the areas of economics which rely upon the reliability and stability of equipment,” Mr. Fellows pointed out.

“Broadcasters must show their interest and correct the mis-impressions created if they want the sound benefits sought by the NARTB,” Mr. Fellows said. He called the attention of broadcasters to the AM and FM stations until through today (Monday) to support the proposals and until Aug. 24 to reply to comments.

A substantial number of broadcasters already are on record at FCC supporting the NARTB plan, but the number of protests from engineers and union groups is growing, FCC records show. Union groups in a number of stations have notified their memberships to file comments with FCC and to write their Congressmen.

Typical of the broadcaster support for the proposal filed last week is the letter to FCC from J. T. Snowden, general manager of WCFs Tarboro, N. C., which read:

"It is our belief that the FCC should adopt the NARTB proposal concerning operators working at remote stations with AM and FM transmitters with power of 10 kW or less and nondirectional service.

"It seems very unfair to make a small, rural station complete with nearly everything, while the FCC operates transmitters for the services of a first-class engineer. It has been our experience that our chief engineers can handle all major repairs to present day equipment. In addition, first-class operators work as restricted operators.

"We employ three first-class operators, and if the FCC adopts the NARTB proposal, we intend to retain these men, since our transmitter and studios are three miles apart. However, there are many small combination stations in our area that will continue to give good radio service, and in a number of instances, even better service, after this rule is adopted. Many stations find that the employment of three or four more first-class men a burden, especially in small, sparsely populated areas where their business potential is very limited.

"We urge the FCC to adopt this NARTB proposal as a progressive step in the field of commercial broadcasting."

Yount's Letter

From another North Carolina broadcaster, J. S. Younts, president-general manager of WEcb Southern Pines, FCC received support for the NARTB proposal. Mr. Younts wrote last week as follows:

"It has been a difficult matter to keep First-Class Radio-Telephone Operators to work in a small area like ours. They are very shy away from small towns and feel that greater opportunities exist for others or for those people who are in the crowded cities where there are multiple stations. Also, they feel that this equipment, because they are often assigned to operate radio or central office equipment, and their qualifications are least apt to be taught in small areas.

"Our experience with men fresh out of school has been in most cases been very unfortunate. They seem to want to work for something that is not a newspaper, but they are so much fused when it came to major repairs.

"During the course of summer of some years we have had to make five cases to call in other station-owner engineers to do the necessary repairs more distant . . . to clear dead rats and such out of our transmitter.

"We voted in May of 1955 . . . having just released one of our First-Class operators for

FCC Weighs Petitions

Swimmer Switzer

BILL SWITZER of the WORX Orlando news and sports staff has been credited with saving a little girl from drowning. While swimming he saw the child in distress in the water, succeeded to the far shore, and then applied artificial respiration until she revived. The event was reported by a number of national broadcasters but they did so less emphatically.

Two weeks ago, the Commission spent two days on the subjects, listening mostly to a recital by General Counsel Benedict P. Cotter of an, of the FCC's Bureau of Rules and Regulations, of Sylvia Kessler and her associate, Herbert Sharfman, of the legalities involved.

(Continued on page 36)
Yes—that headline is misleading. Rather than giving premiums or prizes here at WHO, we are building tremendous good-will by helping various community organizations throughout Iowa to get some of the things they want. New dishes for the P.T.A. Uniforms for the High School Band. Christmas toys for various child-welfare groups. Etc., etc., etc.!

For instance, we quote from the Britt, Iowa News-Tribune of March 5, 1952:

"It is evidently worth something to fill WHO talent performers with a good duck dinner to get the best results in entertainment. Mrs. O. W. Friedow took the personnel of the WHO Talent Show to her country home and served them a fine duck dinner Thursday evening just before their appearance at the school auditorium in a show sponsored by the Congregational Workers Guild. At the auditorium, a stream of folks moved into the lobby and 'crashed' the doors as early comers. By 7:15 the main auditorium was filled and the bleachers offered the next-best 'roost', after which chairs were carried in to take care of the overflow. About 700 people were seated. The various songs and farces followed one after another without any intermission. The crowd was kept in an uproar of laughter for two hours. The Workers Guild was well pleased with both entertainment and receipts."

Just a local news item—but full of the stuff that makes loyal and friendly listeners for WHO—responsive listeners for WHO advertisers.

WHO shows are produced in Iowa communities under auspices of local non-profit organizations. This has been going on for years. WHO has helped hundreds of community groups to raise money for local needs, with the result that literally tens of thousands of families have become our personal friends.

Is it any wonder that WHO is listened-to regularly by 69.4% (daytime) of all radio families in Iowa? For the complete, amazing story, contact WHO or Free & Peters!
Transfer Week
(Continued from page 30)
are major radio properties which have been in operation over 25 years. WCCO was started by the Washburn Crosby Co. as a 500 w outlet in 1925, with headquarters in the Oak Grove Hotel. Originally the Minneapolis Civic and Commerce Assn. and the St. Paul Civic Assn. shared ownership but dropped out in 1926.
WTCN was launched in 1925 as WRHM. It operates on 1280 kc with 5 kw day and 1 kw night. WTCN also operates Channel 4 with effective radiated power of 17.9 kw visual and 9.2 kw aural, programming from 5 a.m. to 11 p.m. WCCO operates with 50 kw on 890 kc.
Approval of the KOTV (TV) Tulsa transfer application gives control of 86% of that station to D. W. Whiting Jr. and his brother, Mrs. Mazie Whrater, for $1,629,000. Mr. Whrater is an independent oil operator and also has produced some motion pictures. He is married to motion picture actress Bonita Granville. He maintains business headquarters in Dallas, but his home is in West Los Angeles, Calif. Retaining her present 15% interest in the TV outlet is Helen M. Alvarez, who is also general manager of the station.
The KTOK Oklahoma City, Okla., transfer gives four Texas radio and newspaper men their first station in another state. Buying the 5 kw station for $400,000 are Wendell Mayes, president and major stockholder in KIBD Brownwood, Tex., and KNOW Austin, and 25% owner of KDFA Amarillo; C. C. Woodson, 95% owner of Brownwood (Tex.) Bulletin and other Texas and Florida newspapers; Charles L. Jordan, vice president and general manager of the Texas State Network and vice president of KABC San Antonio, KFJJ Fort Worth, KIRO McAlister; Reid Blackburn, 25% owner of KDFA, and Gene L. Cagle, 34% owner and president of Texas State Network and KABC, KFJJ, KIRO and WACO and 25% owner of KDFA.

SAG-FPA PARLEY

May Sign Pact This Week
SCREEN ACTORS GUILD and the Film Producers Assn. of New York Inc. had reached no agreement on a new contract by the end of this week after three negotiation sessions at the Algonquin Hotel. SAG Executive Secretary Florence Martson said another meeting has been scheduled for tomorrow (Tuesday).

Mrs. Martson emphasized that "no serious disagreement" exists between the association and the union and added that the contract is similar to the one negotiated with Hollywood producers [B&T, July 14] may be signed by the end of this week. The Guild is represented by actors in theatrical and television films, Mrs. Martson said, and will apply to some 800 persons regularly employed in the New York area.

CBS Rate Showdown
(Continued from page 28)
to retain more revenue locally.

On Aug. 12 the committee will report to the full affiliates convention in closed session, without the presence of CBS executives, who will be asked to stand by for an appearance if the group desires it.

Members of the affiliates committee attending Tuesday's meeting were: Mr. Storer; Victor A. Sollis, WHAS Louisville; John Patt, Goodwill Stations; John E. Palmer, WKZO Kalamazoo; R. R. Lounsbury, WGR Buffalo (also chairman of the Columbia Affiliates Advisory Committee); Kenyon Brown, KWFT Wichita Falls, Tex.; Paul Haas, KIRD Seattle; Ray Herndon, KRKH Houston; William B. Quatron, WMT Cedar Rapids. Hubert Taft, WRCIC Cincinnati, tenth member, is in Europe.

CBS was represented at the meeting by Frank Stanton, CBS president; Joseph H. Beam, executive vice president (who received the last Friday); Richard S. Salant, vice president and general executive; Adrian Murphy, president, CBS Radio network; Herbert V. Akerson, CBS stations relations vice president.

NEW 45 RPM

RCA Victor Plans

NEW longer playing 45 rpm record will be issued soon, RCA Victor announced last week at the end of the National Assn. of Music Merchants show in New York. Selections and prices of the extended playing records will be announced Aug. 15 at RCA Victor distributor and dealer meetings.

The new records will permit the playing of longer selections on each side of the 45 rpm discs and will also enable the new records in album collections, it was said.

Paul A. Barkmeier, vice president in charge of RCA Victor's record department, said the new records are slightly larger in size than the present ones. They also use the same speed and turntable as at present, he said. They will play up to eight minutes per side, he explained. Present 45 rpm records play about 2¼ minutes on the average, although some run to 7 minutes.

Columbia Records spokesman, whose company pioneered the long playing 33½ rpm record, said that if the public responds favorably to the RCA Victor 45 rpm record, Columbia will bring out a similar record.

Diathermy Amendment

AN FCC amendment effective Aug. 4 deletes necessity of a completely shielded room or space for diathermy equipment, radiation of which interferes with radio and TV transmission, and requires only sufficient shielding to limit radiation to a maximum of 15 microvolts per meter at distance of 1,000 ft. from equipment.
Like ham goes with eggs

*Low-cost results* and W-I-T-H go together just like ham and eggs. 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 FORJUE AND COMPANY
**FUNCTIONAL MUSIC**

**Legal Issue Pends Despite Renewals**

ALTHOUGH FCC has renewed without comment the licenses of 17 functional music and transit radio stations, members of the Commission staff last week indicated that neither necessarily mean the FCC has reversed itself and decided the specialized FM services are properly a broadcasting function.

What the action may mean, one spokesman stated, is that FCC considers the legality question of one broad general nature and hence should no longer continue under temporary license the several stations whose renewal bids were pending. Speculation was advanced that FCC still may call for a general rule-making hearing to resolve the functional music issues.

**Stations Renewed**


It was early last year that the

Penn-Harris, Hartford, Pa.


Oct. 16-17: NARTB District 2, Westchester County Club, Rye, N. Y.


Oct. 20: Theatre TV hearing begins.


Oct. 20-21: NARTB District 1, Hotel Statler, Boston.


Oct. 21-23: National Television Week.


Oct. 29-30: Hotel Carolina, Pinehurst, N. C.

Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72nd semi-annual convention, Midwestern Hotel, Chicago.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-16: NARTB District 6, Hotel Bluebird, College Park, Md.


Oct. 13-14: NARTB District 3, Hotel

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**Operator Rule Support**

(Continued from page 31)

to FCC rule-making proceedings on the NARTB request for authority to use restricted operators and to have the restriction apply to any part of AM and FM operations which are non-directional with power of 10 kw or less.

In having these proposals adopted is of primary importance to many broadcasters, the NARTB notes. Regulations require effort, particularly because of a threat to checking by remote control to the attention of every broadcaster.

Radio operators have been sent misleading letters by some operators of radio stations, the NARTB notes. Operators have been told, among other things, that "operators will have no jobs if the NARTB's proposal is adopted." The NARTB notes that operators have been urged to write the FCC in opposition to the proposal and also to write or wire the Senators or Congressmen about this.

Many operators have accepted this misinformation as fact. The FCC and some Senators and Congressmen have received such letters from the same operators, including some stations' employees, attacking the NARTB's proposal.

Broadcasters must show their interest in the enterprise if they expect to create if they want the sound benefits of technology. FCC's present proposal is not to eliminate any station's unique service but to permit the use of equipment to bring the FCC to recognize the re-

lish equipment and adapt rules which will permit station managements, with the ability to employ a staff with the qualifications that will bring the FCC to recognize the re-

it was noted by one source, but the possibility of this was not widely supported.

Meanwhile, the Transit Riders Assn. Inc. of Washington, D. C., one of the community factions which pressed the WWDC-FM "captive audience" appeal to the court, announced last week it has retained radio attorney Carl L. Winston, San Francisco, to file a protest with FCC respecting the WWDC-FM renewal. A petition for reconsideration of the renewal is expected to be filed with FCC within the next fortnight.

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**Caganod to BBC Post**

SIR ALEXANDER CADOGAN curtailed an official visit to the United States this month and on July 30 he decided to resign as chairman of British Broadcasting Corp., succeeding Lord Simon of Wythenshawe. Sir Alexander will take office in "the near future," effec-

that he was considering giving up his post on a personal basis. Lord Simon's future plans were not revealed. According to BBC spokes-

men, one of Sir Alexander's first jobs will be to complete the negotiations with the BBC. The BBC will be asked to take over the management of the BBC. Some broadcasters have written sound supporting statements to the FCC. All others who believe the Com-

NARTB has proposed should do the same. Comments supporting the NARTB proposal are to be filed by September 9th. You may do so until August 31 to file replies to what is expected to be a massive outpouring of comments from the FCC. You will also be assured that your Senators and Congressmen are being informed of the misinformation being circulated.

**RECORDING industry has cooperated with the Dept. of Defense in a pro-

gram to record special songs for the armed services. Companies planed special release of song, "The Girls Are Marching," with disc jockeys and julest artists, all of them in a special motion campaign. Among firms taking part are RCA Victor, Columbia, Mer-

-Telecasing

---

**IN LOBY of new WCAU Radio Television Center are (1 to 2) Charles Vanden-
There's More than meets the eye!

PREMIUM PERFORMANCE — Guaranteed by advanced engineering research and design.

ASSURED DEPENDABILITY — Simplified circuitry and control system

MAXIMUM ECONOMY — Lower initial, maintenance and operating cost

There's more than meets the eye in the Collins 20V one kw broadcast transmitter. Contained in its handsome two-toned grey cabinet are exclusive Collins engineed features that mean... SUPERIOR performance — LOWER initial cost — MINIMUM operating and maintenance costs — and MAXIMUM dependability.

The 20V is entirely contained in a single ruggedly constructed cabinet which occupies up to 75 per cent less space than ordinary one kw transmitters. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in Engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1930 Carpenter Boulevard
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE
Radio-TV Names in Candidates' Camps
(Continued from page 25)

the NARTB Radio Board. He was elected director for the 1952-83 term by NARTB earlier this year. He also was president of the Michigan Assn. of Broadcasters in 1920.

In addition to his management of WSOO, Mr. Pratt is president of the Northern Network, a regional hook-up also comprising WM情况 Iron Mountain and WDMJ Marquette.

Appointment of Kudner Agency was announced by Robert Humphreys, new GOP committee publicity director, at the direction of Chairman Summertime. It was announced that the agency "is already at work on the development of radio and television programs, and will handle all timebuying.

Händled Taft Campaign

It was noted that Kudner had handled "the highly successful 1950 campaign in Ohio of Sen. Taft, which resulted in his sweeping re-election by a majority of 431,000." The GOP National Committee has engaged BBDO for the 1948 Presidential campaign.

It also was learned authoritatively that Chairman McKinney has asked Mr. Reinsch, on leave from the Cox Radio-TV properties, to remain in his present post through the November elections. It was understood that the committee has requested former Gov. James Cox, president of certain newspaper-broadcast operations (Mr. Reinsch is managing director of the radio-TV properties), to approve an extension of Mr. Reinsch's tenure as special TV consultant.

Mr. Reinsch, former radio adviser to President Truman, would handle all television matters pertinent to the Stevenson-Sparkman campaign. He works directly with Ken Fry, radio-TV director of the national committee, and executives of the Kats agency. He received commendation for his handling of the Democratic National Convention which actually took on the nature if not the title of production manager.

Mr. McKinney, a stockholder in WISH Indianapolis and a principal in a TV application for that city, has been asked by Gov. Stevenson to stay on in his post "for the time being.

Radio-TV aspects of post-convention planning had not jelled last week in either of the major campaigns, pending organizational meetings of the Republicans in Denver and Democrats in Chicago.

The Democratic Party is on record as already having negotiated "hundreds of thousands of dollars" worth of major radio-TV network time [BNV, June 23]. Mr. McKinney has stressed the importance of radio-TV in the pre-election fight and said that over 25 hours of time had been purchased. It was indicated, however, that this total would be increased with commitments still to be made.

Besides releasing $46,000 to Gov. Stevenson and Sen. John Sparkman (D-Ala.), Democratic Vice Presidential candidate, President Truman is expected to make some whistle-stop talks on radio and TV. Gov. Stevenson, who announced he will campaign while retaining the governorship in Illinois, has promised he will run his own campaign.

Has Radio Interests

An eloquent speaker in his own right, the Governor has more than a passing interest in radio-TV broadcasting. He has one-quarter interest in the Bloomington (Ill.) Pantagraph, which owns WJBC-AM-FM there under license to Bloomington Broadcasting Corp.

Gov. Stevenson also has 2.5% interest in Sangamon Valley Television Corp. (WTAX-AM-FM), Springfield, Illinois, a TV applicant for VHF Channel 2 there. Last week, however, he was reported to have decided to dispose of this interest as he felt it improper, as a presidential candidate, to be associated with an applicant before the FCC. WTAX owns 32.5% of Sangamon. His Secretary of State in Illinois, Edward J. Bartlett, holds 10% in a competing TV application.

On the GOP side, Gen. Eisenhower and his brothers also have been identified with radio. Dr. Mamie E. Eisenhower, president of Penn State, was radio and later public information director for the Dept. of Agriculture during the Hoover Administration. Another brother, Earl, is a minority stockholder of WESA Charleroi, Pa., and WLIO East Liverpool, Ohio. He is an executive of West Penn Pub Co.

Gen. Eisenhower, himself an effective radio-voice speaker, has been identified with the broadcasting industry. He has been sought after in recent years as a speaker at numerous conventions, including NAB, and has lent his support to the Crusade for Freedom, with emphasis on increased radio activity overseas, and a strong voice of America information program. Additionally, his book, Crusade in Europe, was adapted for a television series.

Has Wide Support

The general has enjoyed campaign support from a number of personalites, including Mr. Larmon of the Fleischman & Rubenbaum, president of the CBS, associated with his family in ownership of KHAS Hastings, Neb., KMAN Manhattan, Kan., and KGOF Coffeyville, Kan. Sen. Seaton is special advisor to the GOP nominee.

There also was speculation as to whether Harry C. Butcher, Gen. Eisenhower's naval aide during World War II, would emerge on the general's organization staff. Mr. Butcher, former CBS vice president, is now owner of KIST

Sponsors wanting to reach women listeners want Fern Sharp. "Fern's Faithful" are a large part of Central Ohio's Billion-Dollar market. They help their favorite by using the products she plugs. Proof? Her '52 annual needlework contest drew entries from all over WBNS' 24-county area. In fact, twice as many as last year . . . each one with a hand-sewn garment! Stick with WBNS for sales.
Steel Spans the Chesapeake

New 4-mile Structure Connecting Mainland and Eastern Shore
is Link in North-South Express Highway

One of the greatest structures ever built, the new Chesapeake Bay Bridge, marks the fulfillment of a dream cherished for many years. Its total length, including approaches, is 7 3/4 miles. It crosses at a point just above Annapolis, where the bay is four miles wide.

Vacationists will now drive quickly from their homes on the mainland to recreation spots on the Eastern Shore, while farmers and fishermen on the Del-Mar-Va peninsula will send their products across the span to markets in Baltimore and Washington. In addition, the bridge is a master link in the new express route, bypassing all urban areas, from New York to Washington and the South.

Bethlehem Steel erected the steel cables for the 1600-foot-long suspension span, and fabricated and erected the steel superstructure. The 33,000 tons of steel for the superstructure were produced mainly at our plants at Sparrows Point, Md., near Baltimore, and at Bethlehem, Pa. We fabricated the steel at the Pottstown, Bankin and Bethlehem works, as we have for many other great bridges, including the Golden Gate Bridge, at San Francisco, and the George Washington Bridge, which spans the Hudson River at New York City.

BETHELHEM STEEL
Strictly Business
(Continued from page 14)
coverage-wise ever assembled for one sponsoring.” Most recent example is the Game of the Day series on 133 MBS outlets in 22 states with Al Halfer and Dizzy Dean. In addition, Mr. Dean, the old baseball hero, whom Falstaff claims to have discovered in 1941, teams up with Bud Blattner to handle St. Louis Browns’ games on a 22-station network in and around that city.

This comprehensive use of radio time accounts for over 500 hours each year of MBS baseball broadcasts and has been an annual campaign for Falstaff with the exception of two years since 1941.

Mr. Vollmer also has maintained a watchful eye on Falstaff TV advertising activities which include wrestling, baseball and mystery programs in Dallas, Fort Worth, San Antonio, Houston, Oklahoma City, New Orleans, Omaha, Memphis, Tulsa and Rock Island, Ill. Supplanting TV buys are radio spot coverage throughout Falstaff’s usual 22-station sales area. Mr. Vollmer left his Davenport home as a youth to attend Cornell U. in 1925 and then entered Harvard U.’s Graduate School of Business Administration, graduating with a master’s degree in 1927. He returned to Iowa and opened a finance business. It closed when Davenport banks went on a prolonged and enforced “holiday” during the depression years. His next job was with the Driller’s Gas Co. of Wichita, of which he is still a director.

Then came his association with Columbia Broadcasting Co., the Blanton Co. and Falstaff (“Sing out for Falstaff!”)

Mr. Vollmer is a member of the St. Louis Advertising Club, the University Club of St. Louis, and Bellerive Country Club of Normalcy, Mo. Among his fraternal memberships are those in Phi Delta Theta (which he joined at Cornell) and the Stapper’s Club (at Harvard).

He married the former Jane Jones of Chanute, Kan. They have three daughters—Patricia, a graduate of Vassar College, and Mary and Jane, who are students at Mary Institute, St. Louis. Mr. Vollmer plays golf (“How can I call golf a hobby when I get to play once a year?”) and likes photography.

CKEY Toronto has equipped its new special events truck with mobile portable power to allow on-the-spot coverage of events.

WSYR’s Local Radio Sales
UP 39%

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

National Spot Advertisers
TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

HILLY SANDERS, vice president for radio-TV, Don B. Miner Co., Los Angeles, during Mexican vacation is flanked by a 121-pound sailfish (I) and a 77-pound sailfish, which is credited to her husband, Fred Le- vings, co-producer of ABC radio’s Cisco Kid.

MEDIA BUYING
Y & R Integrates Method

YOUNG & RUBICAM, New York, is the second major advertising agency in recent months to integrate its method of media buying so that one executive is responsible for all media on one account.

Previously, as in most agencies, the television and radio timebuying has been handled by radio-TV experts and the print media space buying by print specialists.

Under the new plan at Y&R, an individual buyer will handle all media purchases for assigned clients, including radio, TV, newspapers, magazines, etc. Each individual media buyer will be assigned several clients.

Benton & Bowles, New York, was the first advertising agency to install this method of streamlining media buying a few months ago.

In combining Young & Rubicam, the executive personnel under A. V. B. (Tony) Geoghegan, vice president and director, will comprise four associates directors: Frank Coulter, Thomas M. Hackett, W. E. Matthews and Henry L. Sparks.

The distribution of radio-TV accounts assigned to media buyers are as follows:

American Home Products to George G. Reed; Bignow-Sanford to A. B. Pratt, with rugs and carpets handled by Lorraine Ruggero and Glamourugs and Manorcen by Russell A. Young. Borden Co., G. Kirk Greiner; Bristol-Mayer, Martin Murphy; Chet-Leg- body (Arrow shirts, etc.); George Hoffman; (Sanford ace Div.), Lorraine Ruggero: Duffy Mott, Russell A. Young; General Cigar Co., Vance Hickle.

General Electric Co. (major appliance div.), Thomas Lynch, (small appliance div.); Vance Hickle; General Foods Co. (All Products Corp.), Joseph Lincoln, (Baker’s coconut); Ed- win J. Byrne, (Birds Eye Div.); Mr. Lincoln, (cereals), Martin Murphy, (Kellogg’s Paste), William P. Dollard, (Minute products), A. B. Pratt, (Sanke Coffee), Lorraine Ruggero: Goodyear Tire & Rubber Co., G. Kirk Greiner; Gulf Oil Co., Thomas Lynch.


NARTB’s Hardy Talks
RALPH W. HARDY, director of government relations for NARTB, spoke Friday at the banquet concluding the 11th annual NBC-Northwestern U. Summer Radio and TV Institute in Chicago. Judith Walier, NBC Chicago director of public affairs and education, and Donley Peddersen, chairman of the department of radio and television at N. U.’s speech school, who are co-chairmen of the institute, awarded RT certificates to students completing the six-week course.

NATIONAL Safety Council has presented WHBC Canton, Ohio, with an award for outstanding public service in the interests of safety for 1951, and citation to Robert C. Fehlman, manager.
"Should I chop a hole
in the ceiling, boss?"

WAVE's national radio sales in the first five months of 1952 are up 41.68% over 1951—and 1951 itself was an excellent year for WAVE radio!

It's cause and effect, gentlemen. WAVE radio delivers an extremely high percentage of the 698,148 radio sets within 60 miles of Louisville—can deliver 1,000 impressions for only 37¢!

Get all the facts from Free & Peters!

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
WAVE STUDY

Points Up Local Baseball

SURVEY of nine stations carrying American Assn. baseball games, conducted by Program Director Jim Caldwell of WAVE Louisville, indicates radio audiences generally favor home town baseball, especially if the home team is winning.

Sponsors, too, like baseball, according to the study which reports seven stations quoted sponsors as saying baseball broadcasts had increased their business.

Breweries are among sponsors of games at seven stations, with exclusive sponsorship on five stations, the survey shows. Stations pay $10,000 to $32,500, or an average of $17,000 annually for broadcast rights.

Exclusive of Toledo and Charleston, W. Va., which on June 23 were involved in a franchise transfer, and which brought the number of association cities where games are broadcast to 100%, the average number of years that stations have carried games is 19.

Seven stations carry all games live and complete, with one delay games on AM and one running only recapitulations on Sunday. Two carry home games only, with one of these carrying games only three days a week. Three stations use FM, with two of these carrying all games complete and one carrying only the first game of doubleheaders.

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Honors for Henry

INTERNATIONAL Olympic Committee last week awarded its Olympic diploma to radio TV newscaster Bill Henry for his official history of the Olympic games.

Mr. Henry is the first American to be presented with the award which is given once every four years. NBC spokesmen said, Mr. Henry, named as NBC-TV chief commentator at both Republican and Democratic National Conventions in Chicago.

JAPANESE RADIO

Three Commercial Outlets Now in Operation

EVEN the quiet, self-effacing Japanese are no longer immune to that long-standing American institution—the radio commercial.

And, fortunately for Japan—which launched commercial broadcasting for the first time in its history early last month—it has the advantage of American experience and know-how on call during this "swallowing clothes" period. Ed Hochhauser, sales manager for the Associated Program Service, told Broadcasting • Teletcasting last week in an exclusive interview on Japan's commercial radio operations.

APS, Mr. Hochhauser said, has sold its library service to two of three commercial radio stations now in operation in Japan and has signed a contract with the third, with only credit clearance holding up delivery to JOKR Tokyo. The service to JOQR Tokyo and JOHR Hokkaido has been approved and the libraries are en route to Japan, with initial APS programs to start within a month, Mr. Hochhauser added.

Japan, for many years, had minor radio operations that were government controlled, Mr. Hochhauser explained. It was only after World War II that several Japanese businesses toyed with the idea of commercial broadcasting. The time lag between conception and fruition lasted almost seven years, Mr. Hochhauser said, because the project involved the unearthing of a lot of red tape, including clearance from the Japanese government and the occupation forces.

Even when Japan was unburdened from the occupation, the task of satisfying the various Japanese agencies was a formidable one, Mr. Hochhauser said. Last July, permission for commercial operation was granted to 16 stations and up to the present time, three have begun operations.

"The stations we have contracted with are JOQR in Tokyo, which is operated by the Society of St. Paul in Japan for the Nippon Cultural Broadcasting Corp., and JOHR Hokkaido, operated by the Hokkaido Broadcasting Co.,” Mr. Hochhauser remarked.

One of the thorny problems that APS faced in dealing with Japanese broadcasters, Mr. Hochhauser pointed out, was in the transfer of money, for which specific permission had to be granted by both the U.S. and Japan.

To expedite business transactions APS has a full-time representative in Tokyo, Y. Tokara, who will also represent the firm in TV activities.

The library service is the same as the one sent to other stations in the U. S. and foreign countries, Mr. Hochhauser said. It includes musical transcriptions, such as The Merv Griffin Show, The Vic Damone Show and Candlelight and Silver; a large cabinet, two sets of index cards, catalogues, program scripts and the APS transcribed sales meeting series, produced by and featuring Maurice B. Mitchell, APS vice president and general manager.

"The program scripts will be translated into Japanese by the station,” Mr. Hochhauser explained. "And we feel certain that by following the scripts, the Japanese will soon learn enough about radio production and programming that they will be able to develop programs on their own initiative."

Mr. Mitchell’s sales messages will be particularly helpful because they will keep the Japanese right up to the minute on the latest sales techniques in the U. S., Mr. Hochhauser declared. He noted that the series includes tips on selling "everything from a single spot announcement to a complete program.

Mr. Mitchell himself chimes in with a parting shot that could be construed as a sales message to American broadcasters. "Things are happening in Japan and the funny thing about it is that American broadcasters are hardly aware of it."

Page 42 • August 4, 1952

BROADCASTING • Teletcasting


This paper-bound booklet, purpose of which is to guide the business man in making TV commercials or persons who contemplate making training, educational, informational, explanatory or entertainment films, is written to "take some of the mystery and hocus-pocus out of motion picture production.

Dealing mainly with live-action, live-sound motion pictures, the book describes the three most-used methods of making films for the purpose defined, and advises when to use color. Costs, basic processes and techniques of film-making are described in some detail, followed by a "do's and don'ts" list and a library.

A sample of a film specification form recommended by the American Television Society is reproduced and advertising and TV business journals are listed.

THE WORLD’S RADIO TUBES (VADE-MECUM) involves Franklin Brans Ltd., Anwerpt, Belgium; 416 pp.

This latest edition of the Vade-Mecum, printed in eight languages, lists every type and classification of receiving and transmitting tube manufactured in the world. Complete a food canning firm, building and loan firm, auto dealer, auto accessory firm, radio TV set distributor and gas and oil distributor.

BOOK REVIEWS . . .

in ARKANSAS

KARK

Arkansas' Preferred Station

T. K. Burton, Vice-Pres. & General Manager
Julian F. Hana, Commercial Manager
National Representatives, Ed. Petry & Co.

KRWV

Arkansas' Preferred Station

T. K. Burton, Vice-Pres. & General Manager
Julian F. Hana, Commercial Manager
National Representatives, Ed. Petry & Co.

KSDK

Arkansas' Preferred Station

T. K. Burton, Vice-Pres. & General Manager
Julian F. Hana, Commercial Manager
National Representatives, Ed. Petry & Co.

KPGY

Arkansas' Preferred Station

T. K. Burton, Vice-Pres. & General Manager
Julian F. Hana, Commercial Manager
National Representatives, Ed. Petry & Co.

KCRK

Arkansas' Preferred Station

T. K. Burton, Vice-Pres. & General Manager
Julian F. Hana, Commercial Manager
National Representatives, Ed. Petry & Co.

KAGV

Arkansas' Preferred Station

T. K. Burton, Vice-Pres. & General Manager
Julian F. Hana, Commercial Manager
National Representatives, Ed. Petry & Co.
Will you leave these to your children?

Men have died to leave you these 4 symbols of freedom:

A Holy Bible—symbol of your right to worship as you wish.
(First Amendment, U. S. Constitution)

A door key—your right to lock your door against illegal government force and prying.
(Fourth Amendment, U. S. Constitution)

A pencil—freedom to speak or write what you think, whether you agree with the government or not.
(First Amendment, U. S. Constitution)

And a free ballot—your right to choose the people who represent you in government—your protection against government tyranny.
(Article 1, U. S. Constitution)

Half the world is trying to destroy these symbols—and what they stand for.

Even in this country, there are people who attack our freedoms, by trying to give the government more and more control over American life.

"The government should take over the doctors," they say, "and run the railroads, and the electric companies." But what they mean is, "Let's have socialized medicine, socialized railroads, socialized electricity."

Even though socialism is one thing most Americans don't want!

It is wise for us always to question and weigh all the forces that influence our government. It's up to us all whether we'll leave our children freedom—or socialism.


Socialized electric light and power is one of the first goals of the people who will want to push America down the hill to socialism. They've made headway, and are working for more. Each step they gain is a serious threat to every home and farm and business—and everybody's freedom. That's why this message is brought to you by America's Electric Light and Power Companies*.

*Names on request from this magazine.
BUSINESS emphasis will be given the Aug. 16-17 meeting of the West Virginia Broadcasters Assn. at White Sulphur Springs in the Greenbrier.

CBS film, "More Than Meets the Eye," will be shown and speeches will be heard. Among the speakers are Elaine Stoegbauer & Bowies; Elliott Lovel of Charleston, an advertising manager for a large West Virginia automobile dealer; James M. Caldwell, WAVC Louisville radio director, and a BAB representative, as yet not named. Stephen Douglas, director of sales promotion and advertising, The Kroger Co., will be luncheon speaker.

John T. Gelder, WCHS Charleston, is association president; William E. Rine, WWVA Wheeling, is vice president and Alice Shein, WBTH Williamson, is secretary-treasurer.

Standard Football
KOAs Denver will air all 10 of the U. of Colorado football games this fall, Charles C. Bevis Jr., KOA general manager, announced last week. Sponsor is Standard Oil Co. of Indiana for the sixth consecutive season. Starr Yeall, KOA sports announcer, will handle play-by-play. Bill Day, news and special events manager, will be in charge of production.

Mr. G. M. Philpot, Checkerboard Veep, Rainier-Purina Co., St. Louis, Mo.
Dear Phil:

Eben you here cash registers bonged away, her reburred a 21.3% increase in sales over a year ago according to the Federal Reserve Bank. All of the newsular boughs her abouts must be gettin' th' usual pros- buflies results cause they got money to send in town. In addition to hearing of Phizzy Arnold every Fri night we got a new show last a head of Mr. Arnold who has th' W. Va. Commissioner of Agriculture and his staff that makes a whole hour for good listening. all listen to WCHS with 5,000 or 6,000 Yrs, Appy.

WCHS Charleston, W. Va.

POLITICAL RATES
Hardy Advises Stations

RECOMMENDATION that broadcasters charge political candidates the local rate when they are running for local office, but the higher national rate, if they are running for state or national office has been made by NARTB Government Relations Director Ralph W. Hardy.

The interpretation of the McFarland Act, which forbids a radio or TV station from charging a political candidate more than the "comparable" commercial rate (58, 23, 23) was made necessary by the flood of inquiries regarding the meaning of the provision.

Although the safest thing to do is to charge all candidates the retail rate, Mr. Hardy observed there would be justifiication for charging state and national candidates a higher rate. He warned, however, that station owners should be prepared to vindicate the higher charge should a complaint be made.

Mr. Hardy also called attention to the fact that the FCC would probably propose a rule covering this provision of the McFarland Act and that broadcasters would have a chance to comment on it.

The rate provision does not apply to spokesmen for a candidate, Mr. Hardy pointed out, nor does it apply to spot announcements—where it is not the voice of the candidate himself which is used.

RADIO LISTENING
High in TV Homes, CBS Says

TWO points are made in "Radio in TV-Land," a spiral-bound brochure released last week by CBS Radio: "Radio is used more and more in television homes," demonstrated with Pulse data for 10 major TV cities showing increased radio sets-in-use figures for evening hours between October 1951 and April 1952.

"Television markets account for a substantial low-cost portion of the network radio audience," shown by comparing audiences and costs to a CBS evening mystery program for two different station line-ups, one including eight big TV cities, the other excluding them. This comparison showed that elimination of the TV markets costs the sponsor 18% of his audience but at a saving of only 8.7% in his time and talent cost, raising the cost-per-thousand homes reached from $3.97 if the TV cities are included, to $4.32 if they are not.

CLAYTON H. LANGE has been appointed manager of press information for the Sherwin-Williams Co. He directs the firm's national publicity in newspapers and in radio-TV.

BROADCASTING • Televsion
"Willie wants to be President!"

"Of our Student Council, that is.

"That's him over there, passing out his campaign handbills like an alderman passing out cigars.

"Our school elections used to be pretty dull. You know, a couple of funny posters put up in the halls, and that was about it.

"But our new Civics teacher, Mr. Leszczynski, has a theory that we'll learn a heck of a lot more about government and Americanism if we have less reading and more doing.

"He started out last year by making two school parties ... conventions, platforms and all that. And, while we had a lot of fun with our elections, we learned a lot about government at the same time. We've even got a regular Congress ... with teachers in our Senate and us pupils in our House of Representatives. All elected by us, too.

"One of the things Mr. Leszczynski keeps drumming into us is the Bill of Rights of the Constitution. He's pretty hot on the subject of our Freedoms ... religion, press, speech and the rest. He practically begs us to appreciate those Freedoms every day of our lives, not just on the Fourth of July and on Thanksgiving Day.

"He's not so dumb, either. He must've figured we'd sort of take our lessons home and pass them along to our families. Cause since he came to our school, our Parent-Teacher's meetings have been standing-room-only.

"And last regular Election Day in town, more'n 80% of our parents voted. I know both of mine did ... and so did my big brothers and sisters.

"The funny part about it is ... Mr. Leszczynski wasn't even born an American! But he never misses a chance to vote or take an active part in civic affairs. And he keeps reminding us he had to come to this country to find out what Freedom really means.

"To show you what we kids think about him ... he's the only teacher we don't have a nickname for behind his back."

**Republic Steel**

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose people enjoy the many fine products of a modern Beverage Industry. And, through the Beverage Industry, Republic serves America. Many, many tons of its iron, alloy, and, especially, stainless steels are formed into vats, tanks, mixers, bottling machines, vending machines, cans, shipping containers and dispensing equipment. Steel equipment like this makes it possible for Americans to enjoy their favorite tasty and refreshing beverages the year round.

**Republic Building • Cleveland 1, Ohio**

<sup>This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or televise, write Dept. M, Republic Steel, Cleveland 1, Ohio.</sup>
<table>
<thead>
<tr>
<th>DIFFERENT STATIONS</th>
<th>WSPD TOLEDO</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWVA WHEELING</td>
<td>Toledo's most powerful radio station, WSPD is the voice of authority on the radios owned by 98% of Toledo's 300,000 retail buyers. Advertisers who want more than their share of the Toledo market, get on WSPD.</td>
</tr>
<tr>
<td>WGBS MIAMI</td>
<td>The &quot;spendingest&quot; market in Florida is blanketed by WGBS, Miami's only 50,000 watt outlet. With popular CBS programming for a whopping city and retail trading area of over 427,000, this dominating voice is tops in sound selling.</td>
</tr>
<tr>
<td>WJBK DETROIT</td>
<td>Detroit's popular sports, news, and music station where folks who like better entertainment set their dials. For a better buy, better try WJBK.</td>
</tr>
<tr>
<td>WSAI CINCINNATI</td>
<td>Progressive Cincinnati buys by WSAI, basic ABC station. Broadcasting better programs on a full-time regional channel, WSAI fans out through a sound, substantial market where the business index climbs steadily up. Let WSAI put your product into this growing Ohio market.</td>
</tr>
<tr>
<td>WMMN FAIRMONT</td>
<td>The most powerful radio station in eastern West Virginia, WMMN sells families in a thriving industrial area as well as a fertile agricultural region. A natural for farm or urban products, WMMN will carry your sales message to the people who buy.</td>
</tr>
<tr>
<td>WAGA ATLANTA</td>
<td>WAGA is a habit for Atlanta radio listeners. The CBS radio outlet, WAGA puts programs and products in the 83,750 radio homes in this million dollar market.</td>
</tr>
</tbody>
</table>
KEYL-TV
SAN ANTONIO
THREE networks, ONE station... KEYL-TV offers the high Hooper programs of CBS and ABC and DuMont to San Antonio's 119,380 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV
DETROIT
Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 102 million dollar Detroit retail market.

WAGA-TV
ATLANTA
Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over 6 times their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV
TOLEDO
Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 438,000,000 retail dollars.

Does your product need a climate that's hot... or cold? Should the market be urban or rural... large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully!

In broadcasting—and telecasting too—wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS... stations where wise buyers hear what wise sellers have to say.
The Listeners

FOR a long time this publication has been pointing out that in too many cases not reason but emotion governs the buying of radio time.

The sophisticated New York advertising man finds it difficult to extract his personal habits and his own way of how to appropriate his budget. If he does not happen to be an avid radio listener, he is apt to feel that no one else is either.

A letter recently sent out by Edward F. Lethen Jr., director of sales extension for CBS Radio, contained some statistics that ought to make any advertising man stop to consider just how typical of the rest of the population he is. Mr. Lethen cited U.S. Census Bureau figures showing that 60 million Americans had not gone beyond the tenth grade.

Now the point of this, of course, is that many of the 60 million of that educational level do not read easily, do not find amusement in things which are sophisticated. They do, however, make money. As a group they constitute a rich market—which can be reached by radio as by no printed media.

There are about 100 million other people in the country who have never been in the radio, even if some sophisticates don’t. The 1960 census, it is worth remembering, found 95.6% of all homes were radio equipped.

Altogether, the facts show that America is radio saturated. The advertiser who forgets this is losing a bet.

Pandora’s Box

THE FCC, which in recent years has managed to avoid partisan politics, is veering that way as it begins its most important and vexatious task—allocation of television assignments.

That there would be maneuvering for those coveted grants was to be expected. A construction permit in a good market is the equivalent of a million in the noncommercial field. It was apparent that politicians were eyeing TV as the new patronage bonanza, with the FCC as the dispenser.

But the initial manifestations of politics, strangely, are not in the noncommercial educational grants, rather than commercial. A fortnight ago the FCC issued four construction permits for educational stations by a 3-2 split. Three Democrats—Chairman Walker and Comrs. Henneock and Bartley—voted for, and Vice Chairman Hyde and Comr. Jones, Republicans, against.

This was a vote strictly along party lines. The grants—three to the New York Board of Regents for Albany, Buffalo and Rochester, and the fourth to Kansas State College—were made on the recommendation of the radio scientific advisory committee, and there were not even the minimum legal or financial showings. Commercial applicants, under similar circumstances, unceremoniously would have been tossed out on their ears. (Chances are the grants would have been voted down if Comr. Sterling, Republican, or Comr. Webster, Independent, had been at the meeting.)

This wasn’t chicanery. It was politics. But it brought to light what sort of corruption of the licensing processes which even Chairman Walker might not now envisage. He and Comr. Henneock have been goading educators to grab up the 242 "reserved" assignments. Obviously, in order to exploit the educational applications no matter how incompletely their presentations. This at the expense of hundreds of qualified applicants for commercial authorizations who spent months in preparing applications and arranging financings to enable them to bring TV service to their communities.

What happens when these educational institutions find that the FCC makes a go of noncommercial educational operation—a finding which to us is inevitable? The pitch obviously will be for "non-profit" operation. This would permit the sale of time, but the money would have to be plowed back into the institutions. So they would build new libraries, or stadia and complete with commercial stations which would get no "reserved" assignments.

We haven’t seen anything yet on the political tugging and hauling directly ahead. But it’s evident that the FCC’s Democratic majority already has blundered badly on the educational grants. The future is going to be the up coming session of Congress.

Hollywood...

THE government’s suit to force the indiscriminate release of 16mm movie feature films is of far greater importance to the motion picture industry than TV, though clearly television is intended as the principal beneficiary of the government action.

For television, it is not a life or death issue whether 16mm films which have been produced primarily for theatrical presentation are made available in quantity or not. For movie exhibitors, however, the question is vital. The exhibitors, already having lost some of their box-office volume to TV, are not anxious to imperil their position further by enabling TV to present, for no admission fee, the same attractions they charge for.

Selling solely for the television business, we can’t get too excited over this suit. Though undeniably feature films constitute an important "filler" in television programming, the future of television does not depend upon the enlargement of their supply.

Television’s chief interest in film must be directed toward the creation of films made for television, and there is a big difference between that kind of film and the full-length feature productions made for theatrical use.

Government suit or no, in the long run the distribution of Hollywood theatrical film to television in bound to be decided by economics. The question that producers must settle for themselves is how to get the most return from their pictures, whether by releasing them to theatres, or to television, or to both.

... Or Madison Avenue?

WILLIAM LOWE, executive editor of Look, thinks television does need the movies, in fact needs them so desperately that eventually the motion picture industry will take over TV.

In a special article in last week’s Look, Mr. Lowe predicted: "Commercial industry must be expected over the long run to take the television business away from the radio industry which now controls it."

Whether Mr. Lowe will be proved right remains to be seen. There would seem, however, to be at least a small support for what the transition he anticipates. Would it not violate the consent decree which separated movie production and exhibition companies?

If it is illegal for a movie producer to operate a chain of theatres in which to exhibit his film, is it not also illegal for him to operate a television station?

In terms of audience reached, one TV station can equate opening a Pandora’s box for itself at the upcoming session of Congress.

RAYMOND FREDERICK GUY

IF YOU’RE interested in how to deliver programs to people, the man to see is Raymond Frederick Guy. As manager of NBC’s Department of Radio and Allocations Engineering he has planned and built transmitting facilities which daily reach areas containing over a billion people in Europe, our own hemisphere, and the Far East.

Others in NBC conceive and produce programs. It is the job of Raymond Guy and his associates to provide the coverage and insure that they are delivered crisp and clear to the ultimate consumer, be he in Brooklyn, Ankara, Marseilles, Santiago, Guatemala, or Melbourne. This involves the design, location, construction, and engineering of all NBC’s transmitter plants for AM, FM, TV, short-wave broadcasting, studio transmitter links and auxiliaries.

Since the earliest days of broadcasting Mr. Guy has been in the thick of the creation and development of these services. He had a heavy hand in the development of shortwave broadcasting, through the period starting 27 years ago—when he built RCA’s station in Europe—radio’s long-distance characteristics were becoming known, beam antennas and multilanguage patterns were adopted and the service grew and became commercial. The pattern culminated with the great expansion as an instrument of national defense in World War II.

Since 1927, when television was a laboratory child, he has participated in the creation of the world’s first TV station (1928), the long period of field testing and experimentation, and since 1941 the planning and building of the great industry.

In the late 30’s he directed RCA-NBC’s elaborate field tests of FM and his published findings were of great value to the industry.

His latest monument has been the RCA-NBC UHF television field tests in Bridgeport, Conn., which have provided a pattern for the hundreds of UHF stations which will cover the country.

Mr. Guy has probably built more broadcasting plants than any other individual, the total for his company being nearly 80. He has lost count of scores of others in which he was an active participant.

"UHF, with all its problems," he says, "was not half as tough as the short-wave operations which each station changes its direction of fire, its frequency, and its antennas at intervals daily, other changes are required seasonally, and still others to follow the 11-year (Continued on page 51)
Beats all how fast WSM makes them grow!

On September 3, 1951, Royal-Barry-Carter Mills, manufacturers of Martha White Flour, launched a new product, Martha White Coffee.

Since WSM and WSM folk music talent have played such a phenomenal role in the success of Martha White Flour, 95% of the radio budget (which was the lion's share of the total budget) was allocated to the Central South's boss salesmaker.

Wise decision? Well — Martha White Coffee — "a man's coffee" — already has distribution in four states, and the upward sales curve keeps getting steeper all the time.

If you have a new product you want started right, or an old one that needs building up, better see what folk music salesmanship WSM-style can do. Irving Waugh or any Petry Man can supply case histories that will make even a cost accountant look happy.
CANADA CENSUS
Radio Homes Top 3 Million

THERE WERE 3,146,530 radio homes in Canada out of a total of 3,407,605 households, according to figures just released by the Canadian government on the 1951 Canadian decennial census taken in June 1951. Last year was the first that Canadian census takers surveyed appliances in homes, sampling every fifth home.

It is believed that the Canadian broadcasting industry's Bureau of Broadcast Measurement, Toronto, will show when it is ready early in August a total of 3,440,000 radio homes in Canada as of Jan. 1, 1952.

The 1951 Canadian census data, broken down by provinces and cities of 30,000 population and up, shows most radio homes in Ontario (1,088,755) followed by Quebec province (803,215), British Columbia (307,965), Alberta (230,245), Saskatchewan (204,745), Manitoba (187,685), Nova Scotia (136,485), New Brunswick (101,315), Newfoundland (56,830) and Prince Edward Island (20,170).

Most urban radio homes are located in Montreal (328,706), Toronto (149,055), Vancouver (96,965), Winnipeg (82,845), Hamilton (52,645), Ottawa (46,560), Edmonton (41,210), Calgary (30,640), Quebec (34,210), and Windsor (30,000).

S. WALKER elected president of Martinsville (Va.) Broadcasting Co. licensee of WMVA-AM-FM there, replacing WILLIAM C. BARNES who died June 21.

DAVID TAFT, managing director, Radio Cincinnati Inc., elected a vice president.

JOHN PATRICK SMITH, national radio-TV sales manager, WCPG Cincinnati, promoted to assistant general manager in charge of sales, succeeded by GLENN CLARK MILLER, station director in charge of WCPG-AM. Mr. Miller has been replaced by EARL CORBETT, program director of AM outlet.

ROBERT C. LAY, program director, WACL Waycross, Ga., promoted to station manager.

GILL, KEFE & PERNIA, N. Y., appointed national representative for KWBE Beatrice, Neb.

NICK BOLTON, William G. Rambou Co., N. Y., named head of company's Chicago office.

ROY W. HALL, assistant general manager and sales manager, WCCO Minneapolis, appointed account executive on CBS-TV sales staff, New York.

HERBERT E. EVANS resigns as vice president in charge of personnel, Farm Bureau Insurance Co., to devote full time to managing firm's subsidiary, Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington.

FREDERICK E. BAUMAN, sales staff, WAAF Chicago, to Chicago sales staff, WLTV (TV) Cincinnati.

JESS M. LAUGHLIN, Los Angeles manager, The Bolling Co., station representative, has resigned.

CHARLES BEINTKE to sales staff, WIL St. Louis.

MEL S. BURKA, sales staff, WTIP Charleston, W. Va., promoted to sales manager. BERNARD BURKA, station's program department, transfers to sales.

PERSONALS . . .


HENRY B. CLAY, executive vice president and general manager of KWKH Shreveport, La., elected commander of Louisiana department of American Legion.


WILLIAM DOTY EDOUARDE, manager of spot sales, NBC-TV Hollywood, father of boy, Dean, July 26.

HENRY A. CURTH, WSB-TV Atlanta, sales staff, appointed chairman of radio-TV committee for 1952 Community Chest drive there.

THOMAS M. CARRUTHERS, president-general manager, WINA Charlotteville, Va., to serve as director of department of public service of third annual Apple Harvest Festival Oct. 8-11.

LES JOHNSON, general manager-vice president, WHBF-AM-TV Rock Island, Ill., re-elected chairman of Metropolitan Airport Authority of Rock Island County.

NON-WHITE COUNT
25% Live in 14 Cities

TWENTY-five percent of the nation's non-white population live in 14 cities, the Census Bureau reported last week.

The 14 cities have 3.7 million non-white inhabitants, out of the total of 15.8 million in the U. S. counted in the 1950 census, the Bureau said.

Largest non-white population is in New York, which has 775,529, or 9.6% of its population. Chicago is next with 509,437, or 14.1%; then Philadelphia, 378,968, 18.3%; Detroit, 303,721, or 16.4%; Washington, 284,031, or 35.4%; Baltimore, 226,063, or 23.8%; Los Angeles, 211,585, or 10.7%; New Orleans, 182,582, or 32%; St. Louis, 154,448, or 18%; Cleveland, 148,547, or 16.3%; Houston, 125,660, or 21.1%; Atlanta, 121,416 or 36.6%.

Jones Suit Arguments

ARGUMENTS on a motion to dismiss the $5,160,000 slander suit against Duane Jones, president of Duane Jones & Co., will be heard tomorrow (Tuesday) in the U. S. District Court for the Southern District of New York. The suit was filed June 4 by nine of Mr. Jones' former employees. Most of them are now with Scheideler, Beck & Werner [B*T, July 14].

WPQ Jacksonville Merchandising Director Gordon Pierce (1) outlines plans with Lorimer Blitch, grocery purchasing director of Winn & Lovett Grocery Co., for promotion as part of station's Food Parade program in which grocery firm's 17 supermarkets participate.
Our Respects to
(Continued from page 18)
sunspot cycle. It was an engineer's nightmare, requiring a fine mixture of information and guesswork and, for each day, isolation from the rest of the world, with paper, pencil and charts. Because of the vagaries of short waves, coverage never could be fully reliable.

Ray Guy is understandably proud of his uninterrupted record of more than 31 years in broadcasting dating from September 1921 when he joined WJZ in Newark, just licensed as the world's second broadcasting station. Even then he was already a radio veteran. A 1911 grade-school assignment to construct a wireless set at 12 led to an amateur license, increasingly big and noisy spark transmitters, a career in 1916 as a ship's radio operator with the Marconi Wireless Telegraph Company, the Shipowners Radio Service, The Independent Wireless Telegraph Co. and the U. S. Repeal during the duration in the World War I AEF. From the Army he entered Pratt Institute, graduating in Electrical Engineering in 1921.

Early Days at WJZ

Then came WJZ where he displayed his versatility as announcer, engineer, talent scout and bedtime story-teller, piano mover and diplomat, as required, and has known the air as "OGN." The transmitter was housed in a shack atop the Newark Westinghouse factory and involved at times sprinting down four flights of stairs and through the plant to the studio, one end of a woman's cloakroom, to introduce some distinguished guest, and then back to the roof top transmitter. In those days a "distinguished guest" was anyone who would travel to Newark to go on the air without pay. From the rooftop, Mr. Guy also spun the records which made up most of WJZ's programming.

At WJZ Ray Guy participated in many radio "firsts," including establishment of the first "re-mote" studio in the old Waiddorf-Astoria (where the Empire State Bldg. now stands) and the first mobile transmitters, used to cover boat races on the Harlem and Hudson Rivers. He also handled the New York end of the first trans-Atlantic broadcast — a program from L.O. London picked up at Belfast, Maine, and relayed to WJZ and thence on to WRC Washington. In the early days before NBC existed, he did laboratory and field work to create one of the world's first networks utilizing the lines of the Postal Telegraph and Western Union Co. to link stations from Schenectady to Washington.

By this time RCA had acquired WJZ from Westinghouse and had moved it to New York. Mr. Guy, feeling that station operation had become too routine, shortly thereafter got himself transferred to RCA's Research labs in charge of engineering the RCA stations. One of his first assignments was to build a 50 kw transmitter (real large in those days) at WJZ at Bound Brook, New Jersey. In 1926 his responsibilities were broadened to include supervision of all products developed and sold or used by RCA for broadcasting, from microphones to transmitters and towers.

To New Engineering Post

Three years later, when NBC's facilities engineering group was formed, Mr. Guy was made its head and has continued to direct the creation of the network's transmitting facilities ever since. This post has placed him in the forefront of all new technical developments in broadcasting, and his pioneer role in AM has continued into shortwave, FM and TV, both UHF and VHF.

During World War II, Mr. Guy augmented his NBC duties by serving as consultant to the Coordinator of Inter American Affairs, the Office of Strategic Services and the Office of War Information, including some close assignments in foreign countries. He was also a member of the Radio Planning Board, government-industry group whose deliberations laid the groundwork for the postwar allocations of frequencies throughout the whole length of the radio spectrum. In recent years, Mr. Guy has participated in international radio conferences in Mexico, Cuba, Canada, and the U.K.

Always active in professional and trade organizations, Mr. Guy has long been a Fellow of the Institute of Radio Engineers. In 1950 the Institute's 30,000 members elected him president for that year, highest professional recognition his fellow engineers could award for his accomplishments. He also is a fellow of the Royal Academy of America, national vice president of the Radio Pioneers, chairman of the Engineering Advisory Committee of NARTE, life member of the Veteran Wireless Operators Assn., member of the Executive Club of New York and of the Society of Professional Engineers, and is written up in Who's Who in America. He is licensed to practice as a professional engineer in New York and New Jersey but doesn't intend to build any bridges. His by-line has appeared on scores of papers in the technical press, and he is the author of the article on network broadcasting in Nelson's Encyclopedia.

As to international TV, Mr. Guy is willing to stake his professional reputation that it will become a reality in the not too distant future. There seems to be no limit, he points out, to the distance that video images of good quality will be sent. Radio relay circuits could easily (from a technical standpoint) be created to carry TV pictures over the Bering Strait to Siberia and thence across Asia and Europe to the British Isles. It also is technically feasible, he declares, to cross the Atlantic via Newfoundland, Greenland and Iceland, although weather conditions present insurmountable problems.

But, to Ray Guy's present thinking, an easily soluble solution to the problem of global TV transmission will come through the tiny trans-
Fellows in Iowa

NARTB PRESIDENT Harold E. Fellows was scheduled to give his famous "Saying a Prayer for Sam McGinty" speech before the luncheon meeting of the Iowa Broadcasters Assn. and the Des Moines Chamber of Commerce Aug. 1 in Des Moines. The speech is a call for union among broadcasters and an epitaph for those who walk alone [B+T, March 24]. The Iowa association held its annual meeting the same day.

...And Still Champion

NBC commentator H. V. Kaltenborn, last week received proof people still listened to the radio after a full week of convention broadcasts. Before starting his vacation last Monday, Mr. Kaltenborn offered listeners copies of his Sunday afternoon program (July 27, 3:45 p.m. EDT) of the Republican and Democratic meeting in Chicago. More than a thousand persons have phoned, wired or written, NBC said last Tuesday. While Mr. Kaltenborn vacations through Sept. 12, Richard Harkness will replace him on "Pure Old Time" (NBC radio except WNBC New York, Mon.-Fri., 7-7:15 p.m. EDT).

Mr. Warner

W. DOEBLER, promotion manager at KMOX St. Louis, to WHRM Chicago, in same capacity, replacing R. DAVID KIMBLE who resigned to join BAB. Mr. Doebler will be succeeded at KMOX by JACK CURRY, assistant promotion manager.

WARREN F. WARNER, program department manager, WKRC Cincinnati to WTYN (TV) Columbus, Ohio, as program director.

VICE-PRESIDENT FELLows was scheduled to give statements for the testimonial type.

JOHN FACENDA, staff announcer, WIP Philadelphia, has resigned to begin freelance work.

DICK HOLT, Northwest Broadcasting School graduate, to KONO Alburque, Calif. as announcer-operator. Other students and stations where they are now located are: KEN BROOKS, EKAY Yakima, Wash.; JOHN NEUSCHWANDER, Koos Cosa Bay, Ore.; JIM RUPUS, KQLX Roanoke, Mont.; JACK HAMILTON, KWJJ Portland, Ore.; DAVE RIGGS, KNPT Newport, Ore.

ROBERT K. WILLIAMS, merchandising staff, WLW Cincinnati, appointed merchandising director succeeding the late J ACK ZINSELMEIER.

JUNE WHITLEY, who portrayed Margaret Anderson on NBC radio "P a t h e tic,- " will succeed Mr. Williams as director of production and art director, KTVV (TV) Hollywood, to KECA-TV Los Angeles as art director, succeeding HERBERT D. PHILLIPS, who resigned to head CBS New York art department.

LLOYD G. CHAPMAN resigns from sales promotion staff, KDEA Pittsburgh, Pa., to become sales promotion manager of General Paper Corp., that city.

Mr. Birmingham

James W. Evank, advertising and promotion department, General Electric Co., Bridgeport, to WNH-TV New Haven, as director of advertising and publicity.

HUGO BIRMINGHAM, production department, WTM-J TV Milwaukee, promoted to production supervisor.

JOHN R. DAVID, WDOK Cleveland, to KEXG Richmond, Va., to W J E L Springfield, Ohio, as program direc tor. D EE MARLEN and BETTY LUDWICK WICK to latter station in traffic and continuity, respectively.

BARRABAR WHITMYRE, music librarian, WSYR Syracuse, and CHARLIE FEATHERSTONE, TV director WSYR, have announced their engagement.

BUNNY LEWBEI, featured on DANNY THOMAS segment of NBC-TV Colgate Comedy Hour, assigned role in Paramount Pictures feature film, "Road to Bali."

A. E. FOWLEY, news feature editor, Canadian Broadcasting Corp., Toronto, named supervisor of special events.

BOB DuPUIS, WWYO Pineville, Va., promoted to assistant news director.

OPERATOR COURSES

BROADCASTERS in the San Francisco Bay area will be able to get first-hand reports on the operation of the United States' Point IV program from foreign delegates to the International Conference on Agricultural and Cooperative Credit. The conference opens Aug. 4 at the U. of California, Berkeley, and will continue for about six weeks. The interviews may be arranged through William F. Calkins, public relations officer, U. of California, Berkeley.
HOW TO MAKE A MARKET SWITCH

FOOD BRANDS

1. Take well-known local home economist.
2. Add unique but sound cooking show format.
3. Mix with right time on leading TV station.
4. Feature product you want to put at top.

Fortunately, the first three steps have already been taken for you in these eleven markets. Outstanding hard-selling cooking programs are well-established features on all the TV stations listed here.

Each one is increasing distribution and sales for a select list of sponsoring brands. Yet there is room for one or two more food products on most of them.

Try this easy successful recipe on YOUR brand and watch markets switch to it.
in Florida

This is only half the picture.

The complete south Florida scene shows 825,000 permanent year 'round residents spending $1,003,250,000.

Now 34th among the nation's major markets, and it's growing... growing... growing...!

It's an amazing South Florida TV sales story. Call your free & Peters Colonel, today!

Florida's First TV Station

WTVJ

Channel 4 • Miami
THREE TV GRANTS MADE

By LARRY CHRISTOPHER

THREE MORE commercial TV stations were authorized by FCC last week—one for El Paso, Tex., and two for Fort Lauderdale, Fla.—as the Commission continued processing applications under its temporary freeze and city priority lists [B&T, May 26]. Post-thaw grants now total 26, including four for noncommercial educational stations issued a fortnight ago [B&T, July 25]. In other actions, the Commission proposed to add VHF Channel 10 to Lafayette, La., and VHF Channel 18 to Temple, Tex. The Lafayette action in effect stems the court appeal of KVNL Lafayette [B&T, June 18], considered in the Washington radio circles as a prime challenge to the legality of the Sixth Report and Order which finalized the reallocation of TV channels following the 3½-year freeze [B&T, April 14].

FCC also announced proposed channel changes for San Angelo, Tex., Baton Rouge, La., New Orleans and Mobile, Ala., in connection with the two proposed channel additions.

Notifies 16 Applicants

With the new grants, FCC also notified 16 applicants that their station bids are mutually exclusive and hence comparative hearings will be necessary. The cities involved are Mobile, Evanston, Ind., Chattanooga, Tenn., and Spokane, Wash. A total of 85 applications have now been designated for hearing or slated for hearing.

New station grants were:


Fort Lauderdale, Fla.—Gore Pub. Co. (WFTL). Granted CP for UHF Channel 23, ERP of 100 kw visual and 56 kw aural and antenna 270 ft.

Fort Lauderdale, Fla.—Gerico Investment Co. (WBBD). Granted CP for UHF Channel 17, ERP of 18.5 kw visual and 10.4 kw aural and antenna 420 ft.

Notifications of necessity for comparative hearing were sent to the following:

Mobile, Ala.—Giddens & Rester (WRKR) and Mobile Television Corp., both applicants for VHF Channel 6.

Evanston, Ind.—Trans American Television Corp. and Premier Television Inc., both seeking UHF Channel 62.

Evanston, Ind.—South Central 28½% of the network's gross income in television Inc. and On the Air Inc. (WGBF), all three seeking VHF Channel 24.

Henderson, Ky., and Evanston, Ind.—Tel-A-Ray Enterprises Inc. and Osol Valley Television Co. (WS01), both Henderson, and W. R. Talty, Evanston, all three seeking UHF Channel 56.

Chattanooga, Tenn.—WDDO Broadcasting Corp. (WDOD) and Mountain City Television Inc. (WAPG), both seeking VHF Channel 3.

Chattanooga, Tenn.—Tri-State Telecasting Corp., WDEF Broadcasting Co. (WDEF) and Southern Television Inc., all three seeking VHF Channel 12.

Spokane, Wash.—Louis Wasmer (KSP0) and Television Spokane Inc., not being sold on its merits.

Other television and allocation developments last week included:

Three more existing stations—WSYR-TV Syracuse, WATR-TV Norfolk and WNBG (TV) Cleveland—were granted changes, to conform with the final allocation of the Sixth Report. Of the 80 existing stations required to change frequency, a total of 17 now has been approved.

Chattanooga TV Inc. (WMPS), UHF Channel 49 applicant at Chattanooga, was advised by the Commission that a hearing will be required upon its bid unless "financial questions are resolved." FCC questioned the applicant's "financial qualification to undertake the construction that is proposed." Another applicant, WKST Inc. (WKST), New Castle, Pa., seeking UHF Channel 45, was requested by FCC to furnish "additional financial information.

U. S. State Dept. announced revision of its agreement with Mexico on border TV allocations, changing the power limitation on Channels T-13 from 200 kw to 525 kw. This brings the agreement into conformity with the U. S. standard of 110 kw for those channels. Since Mexico does not use

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BROADCASTING • Telecasting

NBC OPTION TIME

Affiliates to Submit Plan

In this sense, some affiliates feel that the formula could be described as a "volume discount plan in reverse." Compensation to the station would continue at 33⅓% of the gross amount collected by the network from the advertiser.

The plan was worked out in detail by Raymond Welpott, WRGB (TV) Schenectady. His work won the praise of those attending the Cleveland meeting.

Only Drawback Cited

Only drawback found in the plan, according to some spokesmen who have discussed its effect, was that it did not offer any increase in existing revenues from the network for stations in small markets. It was felt that they might never be bought by sufficient advertisers to gain benefits from the sliding scale reducing the free time.

Former FCC Chairman Wayne Coy, KOB-TV Albuquerque, made this point, it was reported.

Although it had been planned to form a new committee to meet with NBC officials, a number of representatives at the Cleveland meeting explained that they were not authorized to take further steps until they conferred with their management. It was decided subsequently that the meeting with NBC executives would be open to all who wished to join Walter Damm, WMJ-TV Milwaukee, chairman of the affiliates association; Clair McCollough, Wاقل -TV Lancaster and WDEL-TV-Wilmingt, vice chairman, and Mr. Welpott. Mr. Welpott was scheduled to make the presentation at the Aug. 27 meeting.

The feeling among those who considered the plan was that it was the most equitable method to overcome the dissatisfaction of TV affiliates with the network's present financial arrangements. These date back to 1949.

NBC-TV affiliates first publicly expressed their disappointment with the present payment plan at a meeting called by Mr. Damm in Chicago last year [B&T, Oct. 2, 1967]. The subject was further discussed at the Boca Raton, Fla., NBC affiliates convention later that year [B&T, Dec. 2, 1961].

Consensus among affiliates was that a readjustment in payments should take place because (1) there is now a larger number of interconnected stations on the network, (2) network rates have quadrupled since 1949, and (3) commercial pro-

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television grants and applications

Digest of Those Filed With FCC July 25 through July 31

Applications filed since April 14

<table>
<thead>
<tr>
<th>New</th>
<th>Amended</th>
<th>VHF</th>
<th>UHF</th>
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<td>438</td>
<td>282</td>
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</tbody>
</table>

† Indicates pre-law application re-filed. † One applicant did not specify channel number.

MEREDITH PUB.

Files Three TV Bids

Hoping for approval of NBC's petition to allow a single licensee to operate UHF stations over and above the limit of five TV outlets now allowed by the FCC, Meredith Corp. (Minneapolis, Minn.) filed for three additional UHF licenses this week in St. Louis, Missouri. The company is currently in the process of acquiring Stations KPST, KPOK, and KZYK in Kansas City, Mo., a move which will give the company a total of six stations.

The applications, tendered through Meredith Engineering Co., subsidiary of the publishing firm, request VHF Channel 11 at Minneapolis and UHF Channel 15 at Rochester. The St. Louis application will request VHF Channel 4.

The proposed St. Louis station, Channel 15, sees effective radiated power of 316 kilowatts and antenna height above average terrain of 470 feet. Estimated construction cost is $732,000 and first year operating cost is $611,000.

Meredith's proposed St. Louis outlet will cost somewhat more than the Minneapolis station, according to Andrew G. Haley, Washington counsel for Meredith.

NBC's petition, filed earlier this year in FCC's long-pending proposed rule-making proceeding, seeks multichannel operation of UHF stations without maximum limitation on UHF station holdings. NFC argued that the problem of concentration of control, should it arise, could be handled on a case-to-case basis.

FCC's proposal to amend its multiple ownership rules to set limits of holdings for AM and FM as well as TV was first issued in August 1948. Oral argument was held in January 1949. No further action has been taken by the Commission since that time.

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CALL ASSIGNMENTS

FCC assigned the following call letters to TV stations permit- ting additional UHF TV stations (Empire Coll Co., UHF Ch. 26); ABC, KGTV-Riverside, Calif. (Springfield FRC, Ch. 2); WABC-N.Y. City (Springfield FRC, Ch. 11); WANN-Rochester, N.Y. (Springfield FRC, Ch. 7); KTVN-Covington, Ind. (Springfield FRC, Ch. 2); KTVK-Portland, Ore. (Springfield FRC, Ch. 2); KHJ-Los Angeles, Calif. (Springfield FRC, Ch. 2).
NEARLY a year before Baltimore had its first television station, National Brewing Co. decided to embrace the new medium. That was in 1947.

Now, five years later, this large brewery is still faithful to the eye-and-ear appeal of television, having an uninterrupted and expanding record of selective video buying. Obviously this loyalty is due to one factor—television's ability to influence a large audience.

In the case of National Brewing Co., headquartered in Baltimore, television is influencing many audiences in the eastern portion of the country plus major groups in Chicago and on the West Coast. Does television pay? Norman S. Almony, National's manager of advertising and sales promotion, is firmly convinced it pays. He summarizes National's convictions in this manner: "Sales of National Bohemian and National Premium beers have steadily increased as our television coverage has increased, and television has been very instrumental in opening new markets. It must be remembered that the period of our greatest growth and expansion has coincided with the period in which our company has been using television as a selling medium. Our experience in television has left no doubt as to its effectiveness."

Inherent in National's TV campaigns are the little animated men, Mr. Boh and Mr. Pilsener. They are symbolic of the two National brews—Bohemian and Premium (Pilsener). The story of their origin is told by David Hale Halpern, vice president of Owen & Chappell, New York, National's advertising agency.

"For many years prior to the advent of television," said Mr. Halpern, "there had appeared on all the labels of National Bohemian Beer a face with a mustache and one eye. Gradually, through the years, this face was used in other media. "However, it was not until television was used that the figure became as real and as live as a human being. It became known as Mr. Boh (a contraction of the word Bohemian). He was given a voice and became an animated figure known to young and old in all territories where National Bohemian Beer was sold.

"About a year-and-a-half ago, it was felt that National Premium Beer should also have a trade mark character of its own. Owen & Chappell created the figure of Mr. Pilsener. Today both Mr. Pilsener and Mr. Boh have captured the imaginations of the public in newspapers, magazines, outdoor, radio and television."

That emphasizes a trick only television can perform in the field of major advertising media. It's a helpful trick, too—the ability to humanize a product by creating tie-in characters that can be both seen and heard.

Perched atop a fast-rising sales peak, National is able to look back smugly to that day in early 1947 when it decided to pioneer in television advertising. As National's advertising and sales promotion manager, Mr. Almony recalls the company's entrance into TV this way: "We entered the television field in October 1947, on the opening day of Baltimore's first television station, WMAR-TV, undeterred by limited audiences and with a firm conviction that the new, untried medium would grow rapidly. Initial telemcasts were confined to such varied sporting events as football, basketball, wrestling, tennis, polo matches and the rodeo."

Was National justified in expecting quick results? Mr. Almony answers that one with emphasis: "The effectiveness of television as a selling force became apparent almost at once. Realizing that we wished to reach a wider audience than those who followed sports, however, we decided to explore other entertainment fields. The show selected was National Amateur Time, a Saturday night feature on WMAR-TV (7 p.m.), and it became an overnight success."

National naturally didn't propose to lose its standing with sports lovers. This audience was served with Tuesday evening wrestling on WMAR-TV. The bouts are also carried by WMAL-TV Washington, which picks them off the air.

Television was working out nicely for National, as one experiment after another proved successful. "Next," according to Mr. Almony, "National decided to pioneer in the field of afternoon television, desiring to reach and appeal to a different audience. The result was the origin of National Sports Parade starring Bailey Goss. This was predominantly a sports show, with variety flavor."

Up to last January the program was carried also by WMAL-TV, picked off the air. "In the evolutionary process," Mr. Almony explained, "the variety motif grew in importance. The title was changed to The National Revue, with Bailey Goss continuing as m.c. This Revue is telecast Monday through Friday on WMAR-TV 5-8 p.m. and 4-6 p.m. on Saturdays. A segment is devoted to sports."

While working out program formats to develop a broader appeal, National also bought announcements around its territory with emphasis on adjacencies to high-rated programs. Latest program venture is a high-rating drama, Front Page Detective with Edmund Lowe.

What sort of an audience is reached by National's TV advertising? Here is Mr. Almony's version: "In the Baltimore area, with about 1,000,000 population, National's television programs are seen by approximately 956,000 viewers weekly (American Research Bureau, March ratings), with 320,000 viewers The National Revue, 255,000 viewing wrestling, 150,000 viewing Front Page Detective and 170,000 viewing National Amateur Time. In addition to the above, National's sales story is seen and heard by thousands of additional televiewers through spot announcements on all three Baltimore

(Continued on page 58)
Television Grants and Applications

(Continued from page 56)


INDIANAPOLIS, Ind.—Crane Broadcasting Co., Inc., CRBF, UHF Ch. 64 (556-616 mc); ERP 9 kw visual, 15 kw audio; antenna height above average terrain 526 ft.; antenna height above ground 537 ft.; estimated construction cost 337,500. First year operating cost 160,000. Post Office address: Box 290, Indianapolis, Ind. Transmitter location: one mile SE of Indianapolis. Legal counsel: Alton A. Sander, Indianapolis, Ind. Secretary - treasurer Charles J. Sander. Applicant is Continental Radio, Portland, Maine (r). President Harvey E. Cooper, Jr., Indianapolis, Ind.


BATTLE CREEK, Mich.—Battle Creek Radio & Television Station Inc., UHF Ch. 64 (444-450 mc); ERP 12 kw visual, 15 kw audio; antenna height above average terrain 830 ft.; antenna height above ground 845 ft.; estimated construction cost 315,000. First year operating cost 180,000. Post Office address: Box 26, Battle Creek, Mich. Transmitter location: one mile NE of Battle Creek. Legal counsel: Mr. & Mrs. James J. Sander, Battle Creek, Mich. Secretary - treasurer Francis A. Acosta.

BATTLE CREEK, Mich.—Michigan Broadcasting Co. (WBC), UHF Ch. 64 (444-450 mc); ERP 12 kw visual, 15 kw audio; antenna height above average terrain 830 ft.; antenna height above ground 845 ft.; estimated construction cost 315,000. First year operating cost 180,000. Post Office address: Box 26, Battle Creek, Mich. Transmitter location: one mile NE of Battle Creek. Legal counsel: Mr. & Mrs. James J. Sander, Battle Creek, Mich. Secretary - treasurer Francis A. Acosta.

BATTLE CREEK, Mich.—Michigan Broadcasting Co. (WBC), UHF Ch. 64 (444-450 mc); ERP 12 kw visual, 15 kw audio; antenna height above average terrain 830 ft.; antenna height above ground 845 ft.; estimated construction cost 315,000. First year operating cost 180,000. Post Office address: Box 26, Battle Creek, Mich. Transmitter location: one mile NE of Battle Creek. Legal counsel: Mr. & Mrs. James J. Sander, Battle Creek, Mich. Secretary - treasurer Francis A. Acosta.

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ANTI-TRUST SUIT

NARTB, Hollywood Silent

DESPITE an undercurrent of feverish activity, most parties affected by the Dept. of Justice suit to force release of 16mm feature films to 16mmers, had adopted a "no comment" policy last week.

The suit, filed July 22 in Los Angeles, charges 12 motion picture producing and exhibiting firms with conspiracy to restrain interstate commerce in 16mm feature films in violation of the Sherman Act (B&T, July 28).

The suit is the first to go to court to direct each defendant to grant unreserved licenses for the exhibition, including telecasting, of such feature films.

Would Open New Vistas

If the Dept. of Justice is successful, new vistas of film programming would be opened to telecasters throughout the nation.

It is believed there is a backlog of some 5,000 feature films of 16mm width, of which as many as 2,000 would be suitable for video, the remaining 3,000 being out-dated.

In New York, television stations and network executives weren't talking. Many felt any comment forthcoming should be issued by NARTB. In Washington, NARTB politely said no comment.

In Chicago, Zenith Radio Corp., whose pay-as-you-see Phonervision would be affected, was noncommittal.

In Hollywood and New York, picture producers and exhibitors maintained a stern "no comment" policy. Disappearing behind closed doors to map out strategy, film executives said they would do their talking in court.

Arthur Levey, president of Skiatron Electronics & Television Corp., producers of a subscription video system, however, recognized an ally in the initiator of the government suit and was willing to talk about it.

"If the government succeeds in forcing major motion picture companies to sell their films to television, subscription TV will be the only practical method of bridging the inevitable economic gap," Mr. Levey said.

"Justice Dept. efforts to compel film distributors to make 16mm versions of their feature pictures creates the prospect for both invidiously will strengthen the position of subscriber-vision and may hasten its introduction to the public," Mr. Levey added.

"Even if the government wins its initial and the movie firms offer their pictures for sale," he said "the question still remains: Who can afford this celluloid bounty? The average people will undoubtedly put a stiff price on their product, and justly so. Neither the sponsors, nor the networks, nor the individual stations will be able to meet it.

Levey Notes Subscription TV

"Only through subscription TV, which transfers the box office directly and effectively to the living room, will television be able to afford Hollywood's better films and at the same time create a new era of prosperity for both industries," Mr. Levey concluded.

Spokesmen for two large independent TV film production companies in New York advanced the inclusive theory that the major movie studios welcomed, perhaps even instigated the suit.

"The picture people are looking for a way out to placate their stockholders," one producer commented. "Here's a ready-made solution. They know that they have to work with television, despite all the protests they've been making in the past few years. They know they can't make money with theatre re-issues but they can clear a lot of money with release to TV.

"After all," he continued, "they see the British companies cleaning up and if they were forced to issue this film to TV, they could save face and please all the stockholders who are breathing down their necks."

The second spokesman remarked that he has discussed the suit with other independent TV film producers and that some are inclined to agree the major film companies "forced the suit."

These major companies are aware, the spokesmen added, that they are facing a constantly dwindling market and the government action will enable them to recoup some of their losses without an admission they they have "surrendered to television."

Meanwhile, in Washington, the Dept. of Justice indicated that since it had initiated the action, the next move was up to the defendants.

Appear in Court Aug. 11

The defendants are to appear in court Aug. 11 to answer the complaint. At that time, they are expected to request additional time to prepare their answers. Or, as one attorney suggested, they may ask the Justice Dept. for a bill of particulars since the complaint is couched in very general terms.

In any event, all hands agreed it may be as long as five or six years before final disposition of the suit.

It was understood the government, while not compromising its legal position, had met the angry protests of film producers and exhibitors with a soft word.

A representative of the exhibitors, who requested his identity not be revealed, disclosed he had received a letter from the Dept. of Justice which said, in part:

"We are cognizant of the problems confronting exhibitors as a result of the development of television. If the defendants are found to have violated the Sherman Act, we shall give solicitous attention to those problems in considering what action is to be taken to prevent and restrain a continuation of defendants' activities.

"Please be assured that the objective of this suit is to deprive theatres of a right to exhibit motion pictures at a profit or do we think that the relief we ask for in the suit is reasonably subject to such an interpretation."

In the letter, the Justice Dept. called attention to language in the suit which recognized the desirability of continuing "reasonable clearance periods between runs of a particular feature motion picture in a theatre and exhibitions (including telecasts) of the same motion picture on 16mm film."

"The suit did not specify what would be considered a "reasonable time."

Defendants Named

Defendants named in the suit were 20th Century-Fox Film Corp.; Warner Bros. Pictures Inc.; WARNER Bros. Pictures Distribution Co.; RKO Radio Pictures Inc.; Republic Pictures Corp.; Republic Productions Inc.; Columbia Pictures Corp.; Screen Gems Inc; United Artists Pictures Co. Inc; United World Films Inc.; Films Inc., and Pictorial Films Inc.

WASHINGTON WATCHES MOVIES

WASHINGTON SECLECTELLER

Washington Metaphorized

Effective buying income in the Washington metropolitan area has increased 18 percent since 1950—and the average family income in the District of Columbia is 35 percent higher than the national average. Are you getting your share of this rich market?
REPRESENTING LEADING TELEVISION STATIONS:

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

Fort Worth-Dallas  
(WBAP-TV*)  
(Star Telegram)

Louisville  
(WAVE-TV*)  
(WAVE, Inc.)

Miami  
(WTVJ)  
(Wometco Theatres)

Minneapolis-St. Paul  
(WTCN-TV)  
(Dispatch-Pioneer Press)

New York  
(WPIX)  
(The News)

St. Louis  
(KSD-TV*)  
(Post-Dispatch)

San Francisco  
(KRON-TV*)  
(The Chronicle)

*Primary NBC Affiliates
"HE'LL BE DEMONSTRATING THAT
FOR MILLIONS OF OWNERS, TONIGHT!"

If you have anything to sell to the great mass market — most especially, anything whose beauty, utility, efficiency or economy can be demonstrated visually — television is your medium. Compared with printed advertising of any sort, television is so dramatic, so persuasive, so personal as to dwarf the potentials of the graphic arts.

Free & Peters represent stations that serve 27% of all the television homes in America. We can offer available time and programs on one station serving 110,000 homes, or on all eight stations serving nearly 5,000,000 homes, or on anything in between. If you're interested in testing your program, we can submit a typical city in almost any population range, up to and including the vast New York market. Let us give you the costs — on both the per-station basis and the cost-per-thousand-viewers reached.

PETERS, INC.
Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
Canadian TV-less Taverns

WHEN CBFT Montreal began preliminary telecasts of Montreal baseball July 25, taverns which had installed TV sets found they had to keep them turned off because the Quebec Liquor Control Board ruled taverns could not attract trade with special inducements such as shows of any kind. Television was banned in the classification, and bars and taverns which had spent considerable money on large-screen sets found their investments of no value in bringing in trade.

ROSS REPORTS SOLD TO TELEVISION INDEX INC.

SALE of Ross Reports on Television to Television Index Inc., a newly-formed corporation, was announced today (Monday) by Wallace Ross, publisher of the programming reports since 1949.

Mr. Ross will announce his future plans after his return from a European vacation trip in mid-September.

Jerry Leichter has been named executive director and editor of Ross Reports. Mr. Leichter, who is editor and publisher of Publicity Records, a weekly newspaper for publicists, will retain that post during his association with Ross Reports. The two organizations remain corporately separate.

THREE UTP SHOWS

SOLD in 9 TV MARKETS

UNITED Television Programs has announced sale of the musical TV film series, Old American Barn Dance, to the Falls City Brewing Co., Louisville, Ky., for showing on WAVY-TV and WSAZ-TV Huntington, W. Va.

UTP Sales Director Aaron Beckwith also announced that the Bing Crosby Enterprises' package, Royal Playhouse, re-runs of Fireside Theatre, was renewed on KTV (TV) Charlotte for the Streitman Biscuit Co. and on WDVE-TV New Orleans for local sponsorship. Mr. Beckwith disclosed that UTP's new 13-week football package, Collegiate Highlights of '62, has been pre-sold in five markets (see story this issue).

DuMont Shifts Scott

ROBERT G. SCOTT, formerly head of the commercial engineering section of the Cathode-Ray Tube Div. of Allen B. DuMont Labs., Clifton, N. J., has been appointed manager of sales engineering of same firm.

ADMIRAL EXPECTS POST-CONVENTIONS SALES RISE

ADMIRAL Corp., Chicago, expects to reap benefits from its convention sponsorship on ABC-AM-TV for several months, according to Wallace C. Johnson, vice president in charge of sales. Sales response has been tagged on all lines advertised by the firm during the national Republican and Democratic conventions in Chicago last month.

Mr. Johnson termed the impact from the network radio and TV convention sponsorship "tremendous." Admiral used a total of 105 hours of TV coverage and 100 hours of radio during the two convention weeks, of which 910 minutes, 42 seconds of commercials were used in video and 215 minutes in radio.

Greatest increase in sales thus far has been recorded in the refrigerator line, priced from $199.95 to $219.95, with the fastest moving the 11-ft. models ranging between $339 and $399. The company sold more refrigerators during the week of the Democratic convention (July 21) than in any week this year, Mr. Johnson said.

Sales in smaller cities seemed to be greater than in large metropolitan areas, where TV sets, for example, have been sold to the nearest saturation point. Dealer and distributor inventories on TV sets and refrigerators are lower than at anytime this year, the company spokesman said.

CTS-FAIRBANKS

.combine sales forces

CONSOLIDATED TELEVISION SALES, a subsidiary of Los Angeles Times, and distribution division of Jerry Fairbanks Inc., under an agreement concluded Friday have joined in creation of an enlarged national sales and distribution organization, Mr. Fairbanks and Peter M. Robeck, general manager of CTS, jointly announced.

To be fully staffed with offices in seven major cities under the new setup, Consolidated TV Sales will offer TV film producers national coverage for spot and regional sales and distribution.

MR. BOH & PILSENER (Continued from page 57)

"TV stations (WMAR-TV WBAL-TV and WAAAM (TV))."

Tailoring TV purchases to its special needs in each area, National's basic schedule, aside from spot announcements, includes these additional weekly spots:


Front Page Detective (film) — WJAC-TV Johnstown, Pa.; WMAR-TV Baltimore; WMAL-TV Washington.

MCA half-hour film series — WGN-TV Chicago.

Baltimore wrestling — WMAR-TV Baltimore; WMAL-TV Washington.

Jack Wheeler Show— KTV (TV) Los Angeles participating program, thrice-weekly.

Spots on KRON-TV San Francisco.

On top of that, National buys telecasts of such special events as harness racing from Baltimore Raceway, Eastern Open Golf Tournament and finals of the Baltimore Evening Sun bowling tournament.

Adaptability Factor

That custom-built type of telecasting is flexible and gives National a chance to adapt its advertising to special market needs. For example, the company sells only Premium beer outside the eastern area. Both Premium and Bohemian are sold, and of course promoted, in the basic eastern markets. The TV advertising is easily tailored to the individual market and the special local audience. Extensive tie-in promotions are carried out in cooperation with distributors and dealers.

After nearly five years of telecasting, what does National Brewing Co. think of this spoken-viewed type of sales stimulation?

Mr. Almony: "Our faith in this new advertising medium has been more than justified, and television has undoubtedly been a primary factor in National's rapid growth."
MODEL 105-507
AUTO-DRYAIRE* DEHYDRATOR
SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below — 40° F.
- Floor model—26" W x 22" D x 66 7/8" H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  40,000 ft. 1 1/8"
  Transmission Line.
  10,000 ft. 3 1/2"
  Transmission Line.
  3,500 ft. 6 1/8"
  Transmission Line.

MODEL 105-507 is fully automatic—this particular unit delivers 3 CFM. There are many others in the complete family of Auto-Drinaire® Dehydrators having characteristics to meet all requirements—standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.

For performance plus, specify the following products of our manufacture:
SEAL-O-FLANGE® TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE,
LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.

Communication Products Company, Inc.
MARLBORO, NEW JERSEY — Telephone: FReehold 8-1880
### Comparative Network Shows

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*Note: Times and shows are approximate and subject to change.*

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*Source: Broadcasting Publications, Inc.*
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### Notes

- **CBS** and **NBC** listings are for network shows, while **Dumont** listings are for local shows.
- The **CBS** logo is red and green, while the **NBC** logo is yellow and blue.
- The **Dumont** logo is blue and white.
- **Time** listings are in 15-minute intervals.
- **Saturday** listings are for Network Television Telecasting.
In Hennepin and Ramsey Counties—
49.7% of Minnesota's Retail Food Sales
Don't confuse market conditions in the Twin Cities with those in eastern and southern areas. If you don't sell in Minneapolis and St. Paul, you can't sell profitably in our other towns.

In Hennepin and Ramsey Counties—
54.3% of Minnesota's Retail Drug Sales
In the Channel 4 (WTCN) primary is where your cash crop is located. Drug stores in the 20 county primary do 61.4% of Minnesota's Drug business.

In Channel 4 Land—The Gray Area On The Map—
55.5% of All Retail Sales
Concentrated Buying Power around the Twin City Area! Concentrated T-V selling on WTCN-TV (Channel 4) And—as Minneapolis-St. Paul buys...so buys Minnesota! Let our representatives prove it!

The Men Who Buy What Minnesotans Try Can Be Reached On Channel 4
For example...T. G. Harrison, President of Winston and Newell Co., guides the policy and the buying. His firm sells over $60,000,000.00 in foods each year. Super Valu and U-Save Food Stores—606 top fine independent grocers—operate in Minnesota, North and South Dakota, Iowa, and Wisconsin.

Mr. Harrison lives in Minneapolis—and says "I consistently watch fights, news and many other excellent shows on Channel 4—WTCN-TV."
**Weekly Television Summary—August 4, 1952—TELECASTING Survey**

### City

**City** | **Outlets On Air** | **Sets in Area** | **City** | **Outlets On Air** | **Sets in Area**
--- | --- | --- | --- | --- | ---
Albuquerque | KOB-TV | 16,500 | Memphis | XEIL-TV | 22,000 |
Atlanta | WSB-TV, WSF-TV, WLTV | 185,000 | Miami | WTVT | 140,924 |
Baltimore | WJZ-TV, WABC-TV, WMAR-TV | 395,888 | Milwaukee | WTMJ | 126,300 |
Boston | WGBS-TV, WJMC-TV | 59,000 | Minneapolis | KMSP | 241,784 |
Buffalo | WKBW, WGR-TV | 49,000 | Muncie, Ind. | KSKP-TV, WVTX, WCTY | 324,200 |
Chicago | WBBM-TV, WFLD | 160,000 | New Haven | WTNH | 73,721 |
Cleveland | WEWS, WOIO, WJW | 63,540 | New Orleans | WDSU | 299,000 |
Cincinnati | WCPO-TV, WCKT, WLVN | 357,000 | New York | WABC, WPIX, WJZ, WJTV, WNBC, | 3,059,400 |
Denver | KUSA-TV, WCCO | 227,000 | Norfolk | WTVR | 132,313 |
Des Moines | KMSP-TV | 176,861 | Portland | KPTV | 134,875 |
**St. Louis** | KTVI, KMOV | 123,000 | Providence | WJAR | 1,063,249 |
**Grand Rapids** | WWOM-TV, WWJTV, WTVX | 1,150,000 | Phoenix | KPHO | 59,230 |
**Green Bay** | WGBA-TV, WLAB-TV | 357,000 | Pittsburgh | WPGW | 465,000 |
**Greensboro** | WCNC-TV, WRAL, WTVD | 233,760 | Providence | WJAR | 252,000 |
**Hartford** | WTNH, WFSB | 47,200 | Richmond | WTVS | 101,520 |
**Hickory** | WTV | 145,100 | Rochester | WROC | 151,000 |
**Richmond** | WRVA, WHBF | 174,000 | Rock Island | WHBF-TV | 123,000 |
**St. Paul** | WBME, WCCO | 176,861 | Sacramento | KTXL | 240,140 |
**Salt Lake** | KSL | 121,300 | San Diego | KNBC | 142,292 |
**San Antonio** | KABB, KXTV | 118,439 | San Francisco | KGO-TV, KPIX, KBON-TV | 452,500 |
**San Francisco** | KOVR, KRON | 160,000 | Seattle | KING TV | 159,100 |
**San Francisco** | KRON, KCST | 159,100 | St. Louis | KSDK | 465,800 |
**Seattle** | KOMO, KSSW | 159,000 | Syracuse | WHEN, WSYM-TV | 182,659 |
**Springfield** | WODZ | 114,733 | Toledo | WSPD, WTV | 193,236 |
**Syracuse** | WCNY, WSYR | 121,340 | Tulsa | KOIF | 125,386 |
**Toledo** | WTOL | 114,733 | Utica-Rome | WUTT | 73,500 |
**Trenton** | WRGB | 114,733 | Washington | WJLA | 70,830 |
**Tulsa** | KOTV | 114,733 | West Palm Beach | WPBF, WTSP-TV | 1,063,249 |
**Utica-Rome** | WUTT | 73,500 | Charleston | WCHS | 116,153 |
**Wilmington** | WDEL-TV, WIL | 116,153 |

**Total Markets on Air 66** | **Stations on Air 110** | **Estimated Sets in Use: 18,043,000**
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*sets in use in WFBM-TV's coverage area*

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—**COMPLETELY COVERED** by WFBM-TV.

Represented nationally by The Katz Agency Inc.

**YESTERDAY and TODAY in Central Indiana at WFBM-TV**

"First in Indiana"

**Yesterdays...**

On May 30, 1949 there were 2,500 Sets in WFBM-TV's coverage area.

**Today...**

There are 251,000

---

**Latest Rorabaugh Report**

**Lists TV Advertisers**

(Report 227)

**Advertist Finds Quiz Program Popular Type**

SOME 91% of families watch "quiz" programs and 89% watch "panel-quiz" programs, according to a study released today (Monday) by Advertist Research.

The study, made as part of Advertist's series, "The Television Audience of Today," was conducted July 5-14. It is based on 762 personal interviews in the New York video area.

Average viewers per family for quiz programs was found to be 2.44, and for panel-quiz shows, 2.36. In both cases, women made up nearly half the viewers.

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**SCHOOLS URGED TO STUDY TV NEWS TRAINING**

BASIC TRAINING in television news should be seriously considered by schools of journalism with sound radio news departments; if they can find competent instructors, they can set up TV news training courses on small investment.

This is the import of a study conducted last spring by the Council on Radio-Television Journalism under direction of Prof. Mitchell V. Charnely of the U. of Minnesota School of Journalism.

TV is going to select its new workers only after careful screening, according to the council, which sees no immediate expansion of demand for TV-trained newsmen, but expects "eventual opportunities" to be "fairly heavy."

The council's 12 industry and teacher members sparked the study, aided by the counsel of TV newsmen Spencer Allen, WGN Chicago, who has conducted a TV news course at Northwestern U., several years, and James Bryan, WBAP Port Worth, whose work last year won him his station the top TV award of the National Assn. of Radio News Directors.

The report's conclusions:

1. Journalism schools with good radio news departments ought to offer at least introductory work in TV news. Most schools need not teach studio camera operation, production direction and the like, but should teach fundamentals of TV news writing and editing, news film editing, use of the news camera, and other such instruction.

2. There is no adequate supply of well-trained teachers. The council's six-year-old internship plan is sound, but TV stations with good news operations are not numerous enough to give an internship program broad effectiveness.

3. Extensive equipment is not needed.

(Continued on page 88)
FCC Grants Three More TV
(Continued from page 55)
disk relationship used in the U. S., the agreement rounded out the equivalent power to 75 kw.
- Two major TV station sales—KOTV (TV) Tulsa and WTCN-TV Minneapolis—were approved by FCC (see story, page 30).
- WMCT (TV) Memphis and WGAL-TV Lancaster, Pa., were granted renewals of license subject to final determinations in proceedings to change their frequencies in conformity with the Sixth Report. Comrs. Jones and Hennock dissented.
- WLAM Lancaster petitioned the U. S. Court of Appeals for the District of Columbia to dismiss its appeal of the Commission's WGLA-TV case. WLAM indicated the move was precipitated by FCC's brief to the court a fortnight ago [B&T, July 28] in which the Commission stated Channel 8 has not been finally assigned to WGLA-TV (although a show case order to change from Channel 4 was issued in conjunction with the Sixth Report) and WLAM has lost no right to compete for Channel 8 there. WLAM seeks comparative hearing with WGLA-TV's bid.
- WSTV Steubenville, Ohio, petitioned FCC to require Storer Broadcasting Co., already operator of four TV stations, to choose which of three pending TV applications it wishes to prosecute since total ownership limitation set by FCC is five. WSTV asked FCC to dismis Storer's applications in Steubenville and Minneapolis bids if no choice is made since these two applications were filed after Storer's bid for Miami where it operates WGBS [B&T, July 28]. Storer operates WBK-TV Detroit, WSPD-TV Toledo and WAGA-TV Atlanta and has chief interest in KEYL (TV) San Antonio. Firm seeks Channel 10 at Miami, Channel 9 at Minneapolis and Channel 9 at Wheeling-Steu-
- Balaban & Katz, licensee of WBKB (TV) Chicago, and CBS, prospective purchaser of WBKB if and when the Commission approves merger of ABC and United Paramount Theatres (see story page 31), filed oppositions at FCC to Zenith Radio Corp.'s newest plea for comparative hearing with WBKB's request to change from Channel 2 to 4 [B&T, June 9].
- Troy Broadcasting Co., licensee of WTRY Troy and Channel 25 applicant there, petitioned FCC for modification of the temporary processing procedure to move Troy from priority Group B-3 to Group B-1, changing its Group B processing position from number 141 to 10. WTRY said its bid is unopposed and thus would be available for immediate grant, stating this would stimulate the sale of UHF sets and converters in that area and thus benefit all applicants.
- FCC Chairman Paul A. Walker took the stump again Tuesday for educational TV before the Education Committee of the Oklahoma State Legislative Council. He repeated his warning that educators must act now since their 254 reserved channels will be open to requests for changes to commercial use by next June 2.
- FCC announced a final order to grant 76-88 mc band (Channels 5 and 6) and 98-108 mc of FM band to common carrier inter-island telephone use in Hawaii on the basis of the need for such facilities and the lack of a showing that there is any present or foreseeable demand for television service in the Territory of Hawaii which cannot be satisfied by the VHF and UHF channels already assigned.
- WSAT-TV Huntington, W. Va., earlier granted change of frequency from Channel 5 to 3 and boost in ERP from 16.8 kw to 84 kw visual [B&T, July 21], was granted special temporary authority to commence commercial operation with its new facilities.

Following approval of Channel 4 to KROD El Paso, Val Lawrence,
BROADCASTING

vice president and general manager of the station, told BROADCASTING • TELECASTING he hoped to get the new TV outlet on the air as rapidly as possible but no date has been set. Equipment was ordered from RCA in 1950 and early delivery is expected, he said. The CAA has approved the KROD-TV tower site and construction is to get under way at once, Mr. Lawrence said.

FCC passed over, without explanation, three other applications pending at El Paso. They are Franklin Broadcasting Co. for Channel 20, Tri-State Broadcasting Co. (KTSM) for Channel 9 and KEPO Inc. (KEPO) for Channel 13. No bids are pending for Channel 26 or reserved Channel 5, also allocated there.

At Fort Lauderdale, the two applications granted by the Commission were the only bids pending there. No other channels have been allocated in that city.

At Mobile, where Channels 5, 6, 8, 42 (reserved) and 48 are allocated, FCC took no action on the pending applications of WKAB for Channel 48 or WALA for Channel 8. The WALA bid conflicts with the proposed channel changes (see below).

All the pending Evansville area applications were indicated for hearing in the Commission's action. Similarly, action was taken on all pending Chattanooga applications except that of Tom Potter for Channel 43.

In last week's actions, the Commission moved down its Group A-2 priority list to number 17 (Evansville) and down the Group B-1 list to number 20 (Fort Lauderdale). Both lists are being handled concurrently under the temporary processing procedure.

In its notices of proposed rule-making to add VHF channels at both Lafayette, La., and Temple, Tex., the Commission proposed to make the following channel switches:

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<td>Temple, Tex.</td>
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<td>Baton Rouge, La.</td>
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<td>New Orleans, La.</td>
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<td>Mobile, Ala.</td>
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<td>Lafayette, La.</td>
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To effect the changes, the Commission proposed the following changes to the table of assignments now contained in its rules, as set forth by the Sixth Report:

State and City

Channels

Texas

Houston

Fort Worth 4-12, 14-16, 21-22

Corpus Christi 4-14-16, 22-23

San Angelo 5-16-17, 23-24

Temple 6-16-22

Mobile 5-16, 17-22

Louisiana

Baton Rouge 5-16, 17-22

Lafayette 10-16-22

New Orleans 4-16, 17-22

The Commission determined no applications would be processed, pending final determination of the proposals, for Channel 6 at San Angelo, Channel 10 at Baton Rouge, Channel 2 at New Orleans, Channel 8 at Mobile and Channel 6 at Alexandria. September 5 was set as deadline for filing of comments on the proposals, with replies due 10 days thereafter.

Comr. Jones Dissents

Comr. Jones dissented from the proposed channel changes for the same reasons he protested the adoption of the Sixth Report—he questions the basic legality of a fixed allocation plan.

Comr. Hemmick dissented in the actions because the channels to be added at Lafayette and Temple would be third channels there and she believes they should have been reserved for noncommercial, educational use.

In its notice respecting the proposal to add Channel 10 at Lafayette, the Commission took note of KVOL's petition for reconsideration of the Sixth Report and recited the allocation history of the case. KVOL asked FCC to remove Channel 5 from Alexandria and return it to Lafayette on grounds KVOL was not given fair notice of FCC's intention to re- (Continued on page 70)
FCC Grants Three More TV
(Continued from page 69)

wise the Third Notice proposal to assign Channel 5 at Lafayette.

The Commission, however, said, "When we next find it necessary to
rule on the legal argument in- volved—basis of KVOL's court ap- peal—since on reconsideration of the matter we have determined that we were in error in contending in the Sixth Report that it was necessary to leave Lafayette without any VHF assignment in order to leave one available to Alex- andria."

Similarly, in the Temple case, based on a petition for recon- sideration of the Sixth Report filed by KTEM Temple, FCC said it was not necessary to rule on the legal issue of whether notice was given respecting the change in minimum spacing requirements. The Commission admitted the Sixth Report was in error in deny- ing Temple a VHF channel in favor of San Angelo since Channel 3 was used at San Angelo, permitting the use of Channel 6 at Temple.

Financial questions posed by the Commission concerning the application of the Chattaon TV Inc. and WKST New Castle are ac- cord with the FCC's announce- ment a fortnight ago it would not relax or change "our established policies with respect to the filing showing required in connection with applications other than those for reserved noncommercial educati- onal channels."

3-2 Approval Vote

The pronouncement came with the four educational grants ap- proved by a 3-to-2 majority, over the dissents of Comr. Hyde and Jones [15 T. July 28]. The grants went to Kansas State College at Manhattan, Kan., and to the New York State Regents at Albany, Buffalo and Rochester.

The Commission majority, in a memorandum opinion and order, stated in the Kansas State grant-

... It appears that the applicant is a land grant college controlled by the State Board of Regents; that the Board has authorized the filing of the application; but that funds for con- struction of the station will require legislative action. In granting this application, the Commission has taken cognizance of the fact that the State educati- onal institutions and governing board and all the regents approved the proposed new educational stations. In these circumstances, the Board has not made a grant in this case despite the fact that adequate legislative action remains to be required. This action in no way affects or changes our established policies in respect of the financial showing required in connection with applications for reserved noncommercial educational channels."

Comr. Jones said, respecting the Kansas State grant, that the financial qualifications of the applicant to build and operate the station should be shown before a grant is issued.

In his dissent, Comr. Hyde said:

"In my opinion, applicants for permits to establish non-commercial educational stations are entitled to reasonable consideration possible looking toward construction. How- ever, rather than granting the applicant's request, the Commission should notify the applicant of certain basic defects and give opportunity for reply at tumulted by Section 309 of the Act as recently amended."

The Commission of the present applica- tion indicates that the applicant's own good standing with the Board of Regents, has not approved construction of the proposed station, although it did authorize the applicant to apply to the Commission for the assignment of Channel 8 to Manhattan, Kan., to Kansas State College for an educa- tional television broadcasting station and to file an application. In the same meeting, it authorized the appointment of a committee to discuss with the 1st and 2nd Kansas State College the proposal to establish a tele- vision station or stations. (Exhibit II of the application.) No information has been made available to the Commission as to the results of the committee discussions or as to any further action by the board. The application gives the estimated cost of construction as $322,240, and the cost of operation the following year $320,800. But it does not appear from the application that any steps whatever have been taken toward estab- lishment of a budget for the purpose of construction. On the contrary, it appears that the Board, when the application is filed, will require further board approval even before the application comes before the legislature."

Section 309 of Commission Regulation requires a showing that an applicant is legally, technically, and financially qualified as a condition precedent to a grant without hearing. A question whether granting applications under the conditions presented in this case would be consistent with the Commission's own responsibilities. I doubt whether granting application without a showing of authority; without a firm showing of action to con- struct within the foreseeable future; and without at least some showing as to a financial plan, will encourage actual construction.

Balaban & Katz contended in its petition that Zenith is not entitled to comparative hearing with WBKB's application to change from Channel 4 to Channel 2 since the WBKB bid is responsive to a show cause proceeding of the final allocation set forth in the Sixth Report.

"There is no requirement for comparative hearings between applicants and existing stations affected by show cause proceedings instituted by the Commission as a part of this allocation proceeding," WBKB stated. "Neither Sec. 309(a) of the Communications Act nor the Ashbacker case requires such a procedure."

"Nor is there any merit to Zenith's argument that the status quo should be maintained because of the pending applications relating to the renewal of WBKB's license and the assignment of that license" to CBS, WBKB contended, pointing out that Zenith has no application pending which is competing with WBKB's renewal and does not "have any rights with respect to the WBKB assignment of license application."

The WBKB petition noted Zenith was granted a permit for Channel 2 in Chicago in 1948 which was re- linquished the following year. In 1948, Zenith filed anew for Channel 2 and filed an amended application for the frequency May 29 of this year, the WBKB petition re- cted.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guayed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE:
J. M. McDonald, Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio
PAY-AS-YOU-SEE TV
New 'Previewer' Acclaimed

A HALF-MILLION DOLLAR research program to gauge the mark-
et value of coin-operated television has elicited "overwhelming
double response," it was announced
last Wednesday by American
Institute of Television Mfrs., sponsor
of the program.

AITM is installing in motel
rooms throughout the country some
10,000 TV sets equipped with its
new invention, the Electronic Pre-
viewer. The device, according
to the institute, will revolutionize the
coin-operated TV industry. AITM
predicted that at least 90% of the
nation's motel rooms will be so
equipped by the end of 1953.

Initial results of placements in
over 150 motels thus far indicate
that TV sets are a great attraction
wherever installed, motel occupancy
has jumped 200% and the sets pay
for themselves in one-eighth the
time normally required, it was
claimed.

The Previewer can be attached
to any standard TV receiver and,
when activated by a centrally-loca-
ted control station, automatically
turns on all sets for a four-minute
"free" preview of programs.

WHAT FILM COMMERCIALS
DO YOU WATCH, DOCTOR?

*Frankly, we didn't survey a single surgeon! ... It's just common sense:
More people of every size, shape and description watch film commercials
by Alexander ... the world's largest producer of advertising films.
And it's just common sense to rely on Alexander for the finest in television
film commercials. ... With 17¼ acres of modern film production
facilities, Alexander Film Co. offers the advertiser and agency the
world's most complete film commercial service. From scenario preparation
through film production, processing and distribution, Alexander is
geared to serve ... a single source for every film commercial need!

FREE BOOKLET ON SCENARIO WRITING: Write on comp-
pany letterhead for complimentary copy of "SCENARIOS,"
a helpful guide for writing film commercials.

EYES ON TEXAS

AN ALLENTOWN, Pa., man
who picked up WBAP-TV
Fort Worth's program, Let's
Go Shopping, sponsored by
Leonard Bros. department
store, on his TV set and who
expressed via letter his in-
terest in a $1 pair of shears
being advertised on the show,
received the shears free and
the Fort Worth station re-
ceived more than that in pub-
licity, according to WBAP.

MEETING ON TVA MERGER

MASS meeting of the five unions
comprising TVA—AFTRA, AGVA,
AGMA, Actors and Chorus Equity
Asnns.—will be held Thursday at
the Park Sheraton Hotel, New
York, to discuss the "University
Blueprint for Five-Branch Merger." Plan for uniting the five organiza-
tions into a single talent union was
formulated by professors at Cornell
U. and U.C.L.A. Meetings have
been scheduled in Chicago and Los
Angeles.

BROADCASTING * Telecasting

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film report

Sales

Paramount Television Productions has announced the sale of Bob Clampett’s “Time for Beasty” to WJBK-TV Detroit and WEWS (TV) Cleveland, bringing up to 11 the number of stations using the puppet-animation picture program. WJ BK-TV is presented on a participating basis and at WEWS (TV) it is sponsored by the Amster Beverage Co.

Film People

Edward Arnold, film actor and star of ABC radio. Mr. President, has been signed by Screen Gems Inc., Hollywood, for leading role in “Jr.,” first half-hour film in NBC-TV Ford Theatre series, Jules Bricken, its star, wrote script, Aug. 8. The script was written by Cyril Hume.

Mary McCall, president of Screen Writers Guild, has signed by Screen Gems Inc., Hollywood, to adapt “Life, Liberty and Orin Dooley,” by William Fuller, for inclusion in NBC-TV Ford Theatre, half-hour TV film series.

Barney Gerard, producer with Monogram Pictures, Hollywood, is developing a half-hour TV series, The Beloved Judge. Pending conclusion of negotiations with a TV firm, he will produce series which concerns a benign man and the decisions he must make.


Karl Freund, cameraman on CBS-TV I Love Lucy and Our Miss Brooks, has been made a member of the National Academy of Sciences after his development of special photographic equipment lighting system used on the two film series.

Jerry Wald, producer of new RKO feature film, “The Lusty Men,” is preparing a television film trailer made up of rodeo action and scenes.

Herman Webber, vice president of Television Varieties Inc., Hollywood, is abroad to supervise the shooting of background footage to be converted to TV film program around first of the year. Library, consisting of acts, circuses and Local shows, is being built up to accommodate proposed series of 52 TV films.

Stuart Reynolds, head of Reynolds Productions, Beverly Hills, will speak to the Society of Motion Picture Comptrollers on “Three Formulas for TV Sales,” Aug. 13.

F. H. Fodor, executive in charge of production, Filmcraft Productions, Hollywood, will be a principal speaker at 72nd semi-annual convention of Society of Motion Picture and Television Engineers, to be held in Washington, Oct. 8-10.

Henry A. Lube, owner of Cuanhtoc Studios, Mexico City, in Hollywood for conferences with TV producers.

Jerome Lawrence, co-writer with Robert Lee on The Unexpected, film series for Ziv TV Programs Inc., and NBC-TV, is touring South America for TV story material. Mr. Lee, meanwhile, is at the U. of Alberta, Canada, as guest lecturer on radio writing.

Les Hafner and Stanley Halperin, executive producer and director of sales, respectively, for Hafner-Halperin Inc., Culver City, in New York writing screening script, for Drake, half-hour TV series, for ad agency executives.

Negotiations have been concluded between Bing Crosby Enterprises, Culver City, and Radio Audizioni Italia, the international Italian television network, for the telecasting of 13 half-hour films in Royal Playhouse TV series. Films will be shown in Milan and Terrino, starting in January.

Production

Abner J. Greshler, NBC-TV program consultant and motion picture producer, plans a series of 26 half-hour TV films titled Peck’s Bad Boy based on the book of the same name by George W. Peck. Shooting is scheduled to start at the end of September by Abner J. Greshler Productions Inc., Beverly Hills. Jimmy Boyd, 12-year-old Columbia Records artist, will portray the title role. William Demarest will play the part of the father. Hal Walker, director of Paramount Pictures “Road to Ball,” will direct from scripts by Ed Helwicz, radio writer.

Larry Cotton Presentations, Hollywood, is preparing a quarter-hour TV live or film package for fall distribution. Starring Elroy Hirsch, Los Angeles Rams end, What Would You Do is a sports program built around a telephone quiz.

ATS Unit Prepares Standard Form

STANDARD form that can be used by advertising agencies in ordering filmed commercials and by TV producers in bidding and by TV producers in bidding and the orders has been prepared by a special TV film producer, Inc., of American Television Society.

It has been published by ATS together with the committee’s findings and recommendations. Copies of the 16-page report have been sent to members of the American Assn. of Advertising Agencies, to the ATS membership and to the film companies who provided pertinent data to the committee.

Project stemmed from an ATS meeting on filmed commercials held in 1950. It was apparent then that the failure of buyers and film producers to reach an understanding was responsible for many of the troubles then experienced in getting filmed commercials for telecasting. A committee was named to investigate the problem. After many interviews with both buyers and sellers of filmed commercials, an exhaustive questionnaire was sent to 237 agencies and 160 film producers, more than a third of the recipients giving detailed answers to the multi-paged forms.

Gene Reichert, manager of radio and TV for G. M. Baaford Co., was chairman of the producers committee. Other members were: Thomas J. Dunford, executive vice president, DePietro Film; E. John Frease, manager of radio-commercial production, Young & Rubicam; G. David Gudebrod, manager of film production for N. W. Ayer & Son; Leslie Rooshe, president, Leslie Rooshe Productions, and C. E. Hooper, president, C. E. Hooper Film Co. The committee, included questions on all items. Script, story board, set design, props, cast selection, costumes, narrator, name talent, music, music fees, art and insurance.

Bernard Girard, producer-writer-director for Bing Crosby Enterprises, Culver City, owner of a boy, Peter, born July 11.

Random Shots

William F. Brodley Productions Inc., our current producer, The Phantom Pirate, half-hour TV film series in color starring Robert Stack, has selected Portuguese Bend, a Pacific Coast bay, for location headquarters. The firm, which purchased an ocean barge, The Brodo, to serve as a floating studio. It will be rented to other companies when not in use. The facility is 1,500 ft. Facilities under the barge top, 79 x 43 feet, consists of prop, maintenance and carpentry departments, four cabins and a galley.

With the signing of a 12-year lease on an option to purchase the Filmarte Theatre, Hollywood, Filmcraft Productions begins its expansion of TV film production. The stage will be rebuilt into a 56 x 68-foot platform. A grid, signed as by F. H. Fodor, firm’s executive in charge of production, will

(Continued on page 81)
**FOOD PROMOTION**

**DuMont, SFMA Team Up**

DuMONT Television Network and the New York State Food Merchants' Assn. plan to jointly promote sale of food products advertised over WABD (TV) New York, DuMont outlet.

Edward Kletter, DuMont merchandising director, and A. F. Guckenberger, executive secretary of the association, said DuMont's daily disc program, Take the Break, will be supported by point-of-sale merchandising activities in some 3,500 association stores in the area.

Stores will contribute feature displays, point-of-sales promotions, newspaper ad tie-ins and special promotions. Take the Break (Mon.-Fri., 12:30-1 p.m., EDT) stars Don Russell and will feature a studio audience musical contest. Warren Raymond, association director of public relations, will handle merchandising and sales promotion.

**Filmcraft Theft**

TV FILMS, known as house prints and valued at $4,800, were stolen from Filmcraft Productions, Hollywood, July 28. F. H. Podor, executive in charge of production, discovered and reported the theft which included pilot films in NBC-TV You Bet Your Life, Two For the Money and Out of the Red series.

**DuMont Grants License**

**GRANTING** of an exclusive license to the Canadian Aviation Electronics Ltd., Montreal, for manufacture of DuMont television receivers in Canada was announced last Wednesday by Ernest A. Marx, vice president of DuMont Television & Electronics Ltd., newly-formed Canadian subsidiary of Allen B. DuMont Labs. [B•T, July 28].

**SNADER SUIT**

**Settlement Likelihood Seen**

ALTHOUGH suit was filed July 28 in Los Angeles Superior Court for removal of President Louis D. Snader and his two daughters from the board of directors of Snader Teleproductions Corp., the long standing differences between the firm's six directors may be settled without court action.

With negotiations for settlement between the two groups this past week reported as "progressing satisfactorily" the complaining faction consisting of Samuel Markovitch, Alexander and Henry Biano are said to have decided against pressing their suit at this time. Mr. Snader was not served with papers.

The suit asks the court to appoint a provisional director to break any existing deadlock.

Claim is made that Mr. Snader's daughters—Mrs. Suzanne Reinicke and Mrs. Jayne Corallo—are under their father's domination to the point where they do no independent thinking. Consistent alignment of three against three has stymied the corporation's business, it is charged. The complaint states that at the last board meeting no resolutions were passed because the vote stood three-to-three.

Besides Mr. Snader and daughters, named as defendants are his son-in-law Jesse Corallo and a nephew Robert M. Snader.

**WSAZ-TV**

**HOME TOWN TV STATION**

HUNTINGTON & CHARLESTON
and 2,000,000 people
in 67 counties.

FOR COUNTY BREAKDOWN OF TV SETS
IN THIS AREA CONSULT
OR THE KATZ AGENCY, INC.

**BROADCASTING • Telecating**  
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IATSE BOYCOTT
Sought at Convention

DELEGATES to the five-day IATSE international convention starting in Minneapolis today (Monday) will be asked to pass

two major resolutions aimed at

closing theatre and TV screens to

films made abroad.

Motion Picture Studio Photographers Local 650, through Herbert

Aller, business manager and chair-

man of that group's Hollywood

convention delegates, will ask the

convention to (1) authorize inter-

national president Richard F.

Walsh to order projectionists

throughout the country, whether

in theatres or TV, not to run any

film minus the IATSE label and

(2) to work for a national boycott

on products of sponsors who utilize

TV films made outside the United

States under nonunion conditions.

Seeking intra-union harmony, Local 650 will also propose a resolu-

tion which would eliminate jurisdic-

tional requirements of the vari-

ous locals in the production of TV

film. This would enable Hollywood

camera and sound crews to work in

the jurisdiction of the New York

and other locals and vice versa.

COPYRIGHT SUIT
$100,000 Damages Asked

CHARGING copyright infringement, Merit Productions, Holly-

wood, has filed a $100,000 damage

suit in U. S. District Court at Los

Angeles against NBC-TV and Nor-

ture Productions, co-partnered by

Robert Montgomery and John E.

Gibbs. S. C. Johnson & Son and

American Tobacco Co. also are

listed as defendants.

Claiming all film rights as well

as first run refusal rights to any

live performances of Somerset Maugham's play "Shop and Shop," Pro-

duction's complaint filed in late

July, charges that a recent live TV

version on NBC-TV "Robert Mont-

gomery Presents" was kinesteped

and distributed to stations without

permission. Johnson's Wax and

Lucky Strike cigarettes alternately

sponsor the program, now on a

summer hiatus. Mr. Maugham is

listed as an involuntary co-plaintiff

inasmuch as the play is copyrighted

in his name and he is living outside

the court's jurisdiction.

'OMNIBUS' POSTS
Go to Thordike, Jensen

JOSEPH J. THORNDIKE Jr.,

former managing editor, and Oliver

Jensen, a former senior editor of

Life magazine, have been appointed

editorial executives of the forth-

coming television series, Omnibus.

Robert Saudek, director of the

Ford Foundation's TV-Radio Work-

shop, announced last week.

They will supervise the planning

and editorial content of picture-

essay features which will appear in

Omnibus starting Nov. 9 on

CBS-TV, 4:30-6 p.m. [B = T, July

7].

TELECASTER-EDUCATOR COOPERATION
KLZ and U. of Denver Exemplify Teamwork

Typical workshop scene shows (1 to r) Meser, Jordan, Roper and Terry 

and Mann Reed, a radio student, scanning monitors.  

ANOTHER example of how broad- 

casters can work hand-in-hand 

with educators for their mutual 

benefit, comes from KLZ Denver. 

The station is cooperating with 

the U. of Denver's radio department 

in presenting a "full-baked tele-

vision workshop," which already 

tried its wings for the first time. 

The plan had undergone initial ex-

perimentation last spring.

Workshop resembles a fully 

equipped TV studio. KLZ has 

loaned some $50,000 worth of equip-

ment to the university. Station 

is an applicant for a TV license in 

Denver. Program is supervised by 

a university instructor and by 

KLZ engineers. Students will use 

the equipment to produce experi-

mental shows for closed circuit 

study.

Hugh Terry, vice president and 

general manager of KLZ, com-

mented that the station was getting 

a double-barreled value in that the 

engineers will obtain valuable ex-

perience, and "we expect [they] 

will be our key TV personnel eventu-

ally," and that the workshop will 

provide training for persons who 

can be expected to move into TV 

production at Denver.

The summer workshop was 

scheduled six hours a day during 

July. In last spring's experimenta-

tion, faculty members worked on 

adapting TV to special fields of 

interest, emphasizing the use of 

the medium for maximum educa-

tional benefits.

Under direct charge of Noel Jor-

dan, former NBC-TV New York 

specialist, and now head of TV in-

struction at the university, the 

workshop has concentrated on 

drama, interpretative news shows,

weather shows, panel discussions 

and how-to-do-it features.

Training films and actual TV 

show films are shown to germinate 

ideas among the students who in 

turn tackle projects of their own. 

Lectures and demonstrations are 

given by Mr. Jordan and the sta-

tion staff. Students assist in pro-

duction, even helping out the en-

gineers.

KLZ personnel assisting include 

Clayton Brace, television research 

director; Harvey Wehrman, chief 

engineer and engineers Al Raper 

and Gil Mueller.

HAVANA OUTLET
Sought By Cadena Azul

BEN MARDEN, New York show-

man who moved to Havana three 

months ago when he acquired the 

11-station Cuban radio network, 

Cadena Azul, is planning to apply 

for a TV license in Havana, Mr. 

Marden reported from Havana. 

Studios of CMGV Havana, key 

station of the network, are already 

being remodeled to accommodate 

visual programs, he said.

Owner of New York's Playhouse 

Theatre, Mr. Marden said he has 

put the network into the black in 

the last 90 days by effecting econ-

omies in the network's operations 

and by programming improvements 

which have attracted new adver-

tisers. Luis Ortega, Cuban jour- 

nalist, has been engaged as head 

of the network's news department; 

amateur and audience participation 

programs have been introduced 

and the network has also begun 

sportscasts in the American man-

ner.
HE SETS

DEALERS Will begin to receive UHF receiver deliveries as soon as UHF stations begin operations, according to a spot check of leading manufacturers made last week by BROADCASTING • TELECASTING at the 31st annual convention of the National Assn. of Music Merchants in New Orleans.

Representatives of the receiver manufacturers believe that no serious shortages will develop to hinder production of UHF sets, and they agreed that a certain amount of caution has been adopted by manufacturers because they cannot estimate accurately the extent of the UHF market.

Cost Would Be Small

Talks with spokesmen for leading manufacturers revealed that they have approached the problem of converting VHF receivers to UHF by different methods but all believed the cost to the consumer would be "small."

For instance, RCA Victor has a line of three UHF "selectors." One can pick up a single UHF station, the second accepts stations and the third, all 70 UHF channels.

Magnavox, on the other hand, will offer a single UHF "tuner" that can be used for all UHF channels. A spokesman at the firm's booth said that present plans call for the "tuner" to be built into the set at the factory.

Westinghouse is offering a plug-in attachment that can bring in two UHF channels at the present time but a spokesman said that production has been made for an adapter for additional channels.

General Electric is making available two types of "translators" — one that can add three channels to the VHF receiver and another designed to receive all UHF channels.

Other companies, such as Philco, CBS-Continent and DuMont, have already disclosed UHF plans [B•T, July 21].

Some 260 exhibitors maintained booths at the convention displaying television and radio sets, wire and tape recorders, musical instruments and records.

Sounds Warning

A warning was sounded to television manufacturers by Ray S. Erlandsen, NAMM president and head of the San Antonio, Tex. Music Co. He asserted that music dealers might drop television receivers as stock items if their profit margins were not increased.

Mr. Erlandsen claimed that music dealers "get about 80 percent less on television sales than normal margins in the music industry."

Three merchandising moves to help retailers sell television receivers on a profitable basis were announced by Stromberg-Carlson at a dinner meeting in New York last week.

C. J. Hunt, general manager of the Radio-Television Div., said the

"FLYING SAUCERS'

WTVN Reports Coverage

WTVN (TV) Columbus made what is probably the second successful attempt of what may well have been "flying saucers," the station reported last week.

When the glowing objects appeared above the Ohio city July 23, the Air Force sent jets aloft in an unsuccessful attempt to intercept them. Ohio State U. trained its observation telescopes on the bright discs.

WTVN interrupted its convention footage for five minutes to make a pickup with telephoto lenses.

Thousands of persons saw the bright objects spin across their TV screens, station reported. Trails of the pursuing jets also were clearly visible through the WTVN cameras. Dave Nichols, WTVN news director, gave a running eyewitness account of the objects while the cameras tracked them.

A new merchandising approach included the featuring of only one line throughout the entire year to prevent dealers against obsolescence; the inclusion of only eight models in the line; and the lengthening of dealer discounts "by as much as 5% over what is now considered a 'standard discount' in the television industry."

KLYSTRON TUBE

Announced by GE

AVALIABILITY of a 15 kw Klystron tube for UHF television transmitters was announced July 30 by General Electric Tube Dept., Schenectady. E. F. Peterson, manager of marketing for the department, said it is the most powerful amplifying tube yet developed for UHF telecasting.

The tube in operation at the GE Syracuse plant provides sync output of 12 kw operating at 750 mc.

The new Klystron does not require insulating material in the Intense RF fields where it would become a limiting factor in high power operation, Mr. Peterson said.

PICTURE TUBES

RTMA Reports Decrease

DECREASE in the number of TV picture tubes sold by tube manufacturers during the first half of this year from the number sold during the same period in 1951 was reported by RTMA last week.

For the first six months of this year, 2,395,980 TV picture tubes were sold, of which 1,845,309 went to TV set manufacturers. This compares with 2,888,206, of which 2,552,757 went to manufacturers, for the same months of 1951.

June picture tube sales totaled 376,845, valued at $8,029,864.84. Of this, 295,975, valued at $5,871,483, went to set makers.

A dip in the sale of receiving tubes for the first half of 1952 was also reported. First half of 1952, 160,126,228 were sold. Same period in 1951, 215,902,325 were sold.

In June, 24,365,462 receiving tubes, valued at $18,279,016, were sold. This was more than the 23,658,454, valued at $17,027,274, sold in May, but below the 27,067,099 sold in June 1951.

Of June's receiving tube sales, 21,572,686 went into radio and TV sets. Of the 24 million plus June sales, 15,770,335 were sold for use in new sets, 5,187,557 as replacements, 990,001 for export and 2,477,569 to government agencies.

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Your Super TV Time Salesman!

The versatile, new Gray Telop II is one of the best time salesmen your store ever had. With the Telop II you can make TV commercials exciting and interesting, even for retail sponsors. You give them the professional studio effect of superimposition, lap dissolve, fade-outs—and at a big saving of cost, time and trouble. Gray Telop II handles slides, photographs, art work or cards . . . takes up little space . . . is easy to move around . . . needs only one operator. Write for Circular RD-8.

Div. of The Gray Manufacturing Co.—Originators of the Gray Telephones Pay Station and the Gray Academy
THE VOICE OF Southwestern AMERICA sells half a million people in 27 counties

HAS GREATER COVERAGE than any other El Paso radio station

REGARDLESS OF POWER

KROD, CBS Radio's Voice of the Southwest, covers the vast 27 County El Paso market area, more than a half-million people spend OVER FIVE HUNDRED MILLION DOLLARS on RETAIL SALES. No matter what you're selling in this area, you can sell it more successfully and economically over...
RTMA PROPOSES
OPS Ceilings Removal On Radio-TV Sets

The government last week was asked to remove the radio-TV set industry from price controls at all levels, but there were indications it would move slowly in taking any decontrol action.

Formal petition for immediate decontrol was filed with OPS Wednesday by Radio-Television Mfrs. Assn., which claimed "resulting savings might well be reflected in still further reductions in prices of the sets to the consuming public."

The association offered five reasons for price ceilings removal and on radio-TV sets or components; (3) no serious shortage of materials exists which may retard future set output.

Percentages among manufacturers selling below ceiling prices showed 12% to 20% on TV receivers, 20% on TV picture tubes and 10% on receiving tubes.

With respect to the freeze lift RTMA explained:

POINT V

While the radio-television manufacturing industry anticipates a steady expansion of the television set market as the FCC authorizes construction of additional television stations, it is apparent the increase in set sales will be gradual and will be very moderate during the next nine months.

Even when new television markets are opened, there will be little strain on the industry's productive capacity. Set production today is 10% under that of 1956, despite expansion in plant facilities, and could be stepped up with no shift in labor or materials from defense contracts.

The opening of new television areas will not reduce present inventories substantially if at all. With one or two exceptions, these new areas will not constitute primary markets

and will serve at a maximum 20% of the population.

Meanwhile, OPS announced that radio-TV and other consumer goods manufacturers must use a different regulation to compute ceiling prices on new models after Sept. 24. The regulation (CPR 161) is designed to simplify price control procedures. Ceilings on new commodities can be established by reference to those introduced after the pre-Korean base period rather than by referring to prices of commodities made during the base period. The effect to radio-TV set makers is expected to be "minimal," according to one OPS authority. It is expected to benefit small manufacturers.

SPLATTER PARTY
DJs Stage Poolside Show

A couple of WPBR Baltimore disc jockeys have turned their Melody Ballroom program into an outdoor affair by staging the five-days-a-week show at a dance pavilion at the city's Meadowbrook swimming pool.

The inspired jockeys, Ralph Philip and Bill LeFevre, decided to follow their sizable teen-age audience to the poolside when hot weather set in and now don swimming trunks and spin their records at the pool with the aid of portable turntables and portable "control room."

Only trouble they've had was when a bolt of lightning struck a nearby tree during a summer thunderstorm and the tree fell across telephone lines putting them off the air for the rest of the afternoon's program. The station was ready for emergencies, however, and a standby announcer took a duplicate format and carried on from there.

In the swim are Messrs. LeFevre (1) and Phillips as they interview Melody Ballroom fans.

VOTE DRIVE
More Committees Set

With the naming of Register and Vote committees in seven additional states, total of 36 states have been organized for the good citizenship campaign, scheduled to kick off Aug. 15 [B*T, July 28].

Additional committees appointed to focus broadcasters' activities during the campaign are as follows:

TENNESSEE—Wayne Hudson, WROL Knoxville; chairman; Earl Winger, WDDI Chattanooga; Paul O'Phant, WLAC Nashville; John Cleghorn, WIBH Memphis; Lang Linger, WJZv Lewsburg; Party Shetland, WZSM Clarksville.

VERMONT—John D. Swan, WCAX Burlington; chairman; E. Dean Finley, WTVN TV, Johnson; Spokes, WJOY Burlington; T. G. Terbume, WKRA Brattleboro; Vena M. Bates, WHVB Rutland; Charles W. Grinwill, WBEK Montpelier.

OREGON—H. J. Chandler, KFLW Klamath Falls; chairman; S. W. McCreedy, KUGN Eugene; Joe Schelldor, KEX Portland; C. P. Wheeler, KWL, Albany; Harold Tanu, WHDI Ontario; Tom Becker, KNPT Newport; Ted Cooke, KGN Fort Portland; Dick Brown, KPOJ Portland.

IOWA—Barb Plambeck, WHO Des Moines; chairman; William B. Quarton, WMY Cedar Rapids; W. W. Woods, WHq Webster City.

ARIZONA—Albert Johnson, KOTV Phoenix; chairman; Kay Smucker, KYUM Yuma; Paul Merritt, KOLU Salt Lake; Dwight Barkins, KYTV Mesa; Wayne Sparks, KDNA Tucson; Frank Redfield, KIFN Phoenix; Carl Morris, KABT Douglas.

NEW MEXICO—Al Cadwell, KOAT Albuquerque; chairman; Ivan R. Head, KVFB Santa Fe; R. H. Beenstreet, KGGM Albuquerque.

BROADCASTING • Telecasting

FARM STATION?
Yes! For over a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBB The Voice of Kansas in Topeka

JULY 28

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Globe-Democrat Tower Bldg.
Saint Louis

August 4, 1952
Jingles, which have sold a lot of tangible merchandise over the air, are being used to sell U. S. citizens on the idea of registering and voting in a World Broadcasting System "Get Out the Vote" campaign. Vocal group The Jess- ters, singing the rhymed admonitions to get out and vote on the recorded feature, now being shipped to WDB salespeople to tie in with the NARTB "Register and Vote" drive.

MARINE SHOW

MARINES have landed at WTIV (TV) Miami. Meet Your Marines, show featuring boys stationed at Opa-locka, Fla., is being telecast each Tuesday. Capt. Edward McMahan, who starred as the clown on The Big Top before his recall to active duty last spring, is serving as m.c. Program is a variety show using talent from the Marine base.

TV DEMONSTRATION

SIX-DAY closed circuit TV demonstration was conducted by television transmitter division, Allen B. DuMont Labs, in cooperation with WEAU Eau Claire, Wis., at Northern Wisconsin District Fair, Chippewa Falls, Wis., July 23-Aug. 2. More than 5,000,000 worth of electronic equipment was used by DuMont and WEAU engineers in staging demonstration, spokesmen said. Musical-variety entertainment was telecast for the benefit of visitors in WEAU's "Radio Television Hall," one of fair's exhibits.

TV SELLS HOMES

SALE of homes is being "merchandised" on WOR-TV New York on House Detective, presented each Tuesday evening. Telecast gives prospective buyers interior and exterior views of homes on sale from builders, developers and real estate firms. Station reports that four one-minute participations have been sold to the First Federal Savings and Loan Assn., Harrisburg, Pa.; First National Bank, Harris- stead, Nassau-Suffolk Realty Co., Island Metal Mfg. Co., and Jay Dee Juvenile Co., all Long Island firms.

WILK AT CONVENTIONS

ONLY station in northeastern Pennsylvania which provided listeners with direct coverage of both political conventions was WILK Wilkes-Barre, Pa., according to Roy E. Morgan, president of the outlet. Republican conclaves was covered by John Heffernan, former newswriter editor. Democratic Convention. Both men sent reports to the station by regular telephone over a beeper phone.

Wide Farm Coverage

FARM broadcasters from all over the world are participating in WGAN Cleveland's Sunday Farm Roundup show. Radio farm directors from four continents sent agricultural reports on tape to Bob Smith, WGAN farm director. Program also features brief telephone interviews with prominent northern Ohio farmers.

Track Promotion

RACE track scene dominates a promotion piece sent out by WTAO Boston announcing that WTAO offers the best odds in the race! Cartoon sketches of Ed Fenney, Perry Brown, Billy Dale and Bob Mehrman, all station personalities, are accompanied by the phrase, "Ride with a winning 'die' jockey."

Successful Contest

FINALS in the WCKY Cincinnati Talent Opportunity Tournament involved 16 contestants from the Ohio-Kentucky-Indiana coverage area of the station. Promotion of the contest drew some 1,500 applicants. Winners in all regional contests were determined by an audience mail vote. First prize went to Jane Beckner whose soprano voice won her $500 and a contract with King Records Inc.

Radio sells cars

TOTAL of 108 8-minute spot announcements on KLAC Hollywood paid off with the sale of 22 automobiles for Eddie Nelson, Dodge-Plymouth dealer, Huntington Park, Calif. The announcements started June 14 on station's Big Five Radio Jubilee and at the end of two weeks was climax of a two-hour remote show from dealer's showroom.

Canadians test tv

TEST PROGRAMS are now being aired daily on CBC-TV Montreal, with live baseball games being telecast to aid in the sale of sets in the Montreal area. Silent films are shown with music background, and the station's test pattern is aired from 2 to 8 p.m. With waf sets in the Montreal area as well, CBC-TV Montreal is aiding dealers in selling sets with these long test programs and patterns proving beneficial to the station. Test programs will start about mid-August from the temporary antenna at CBC-TV Toronto, and air on various times of the day during the Canadian National Exhibition, Aug. 22-Sept. 6.

Students perform

PLAY written, produced and staged completely by graduating members of New York U.'s 1955 summer Radio & Television Workshop will be presented by WPX (TV) New York today (Monday). Of the 38 students involved in "Witch Hunt" many are preparing for producing and directing positions with new TV stations where grants are still pending with the FCC, station spokesmen reported.

Howdy for President

HOWDY DOODY's campaign for re-election as "President of the Kids" began in Buffalo, N. Y., last Saturday, designated as "Buffalo Bob Smith's Day" in honor of Howdy's creator, who also serves as the show's executive. Howdy Doody was originally elected "President of the Kids" in 1948. Program is heard on NBC-TV Mondays through Fridays and on NBC radio on Saturday.

"Radio stations throughout the world are now bringing the UNESCO story to their listening audiences," according to the July 15 issue of the UNESCO newsletter. The U. S. National Commission reported that the UNESCO World Review radio series is carried by 102 stations in 57 other countries and territories, in addition to the 15 outlets in the U. S. Of last year produced 500 radio programs in 24 languages, and distributed them to 74 countries, according to the UNESCO newsletter.

University forum

LISTENERS are being invited to send in their best essays in discussions by members of the U. of South Carolina faculty on WNOK Columbia's University Forum. Program, aired each Sunday at 10:30 p.m., has been extended beyond original 13-week series because of audience interest, WNOK reports. Political, industrial and other subjects are discussed.

Eastside campaign

CONTESTS to determine sports champions have been started by local Angel baseball team. (E. coast side beer) on KLAM-AM-TV Hollywood. Pacific Coast wrestling champion will be selected during eight to twelve weekly matches, telecast from Ocean Park Arena, Santa Monica. He will meet Lou Thesz, recently named world champion in a similar campaign conducted by Mack-Browning Co., L. A., and receive a $5,000 jewel-studded gold belt. Series started July 18.

Pro-football

AMOCO will sponsor 14 Washington Redskins pro-football games this season over the 12 FM stations of the Rural Radio Network which embraces New York State and northern Pennsylvania. H. Stillwell Brown, RRN sales manager, negotiated the deal with the Joseph Katz Co. at Baltimore for Amoco, Gill, Keefe & Fenner's RRN New York City sales representative.

Local news stressed

RECOGNIZING the importance of local news coverage, WPTF Alb- any, N. Y., has arranged for a series of telephone recordings between National Guardmen at Camp Drum, N. Y., and the studios in Albany. During two weeks of bivouac, the military post telephones the station each morning. Two guardmen are interviewed by news editor Roger Stevens. Their experiences are recorded and broadcast on a noon newscast.

Industry on radio

SERIES written to give local people a picture of their neighbors at work is being aired on WSTC St. Paul, Minn., in Your Local Industry features interviews conducted by Pamela Cole with representatives of industry in the city. The show is also another in the station's schedule to give college students an opportunity to carry out interests in radio. Miss Cole is a junior at Smith College.

New rate card

COMBINATION plastic calendar-rate card has been released by WWRL New York. On one side are the station's rates and the reverse side is a calendar from July 1955 through June 1956.

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STEEL PINCH

MILITARY and defense-supporting programs will get first crack at the nation's steel output in the next few months, with perhaps a temporary critical shortage of steel for radio-

TV sets and station construction.

This was the outlook last week at the National Production Authority, which moved an emergency program to counter a speculated failure in the flow of steel to vital defense efforts after settlement of the industry dispute. Both NPA Administrator Henry Fowler and military authorities concurred.

Despite the slowdown occasioned by the steel strike, manufacturers of radio and TV receivers remained confident they will obtain sufficient material and Eastern steel demands, particularly during the fourth quarter. They will be less affected than building-minded station opera-

tors.

Broadcasters may experience some difficulty in getting certain types of steel for remodeling or alteration projects—that is, self-

authorizing quantities of the pinch should be over by Sept. 1. It was indicated. Applications already have been approved for allotments in the present quarter. Turnout of steel and meeting of military needs will set the pattern for the quarter beginning Oct. 1.

NPA is expected to act shortly on four building applications for which approval was withheld during the steel dispute. These involve two from NBC New York for radio-TV studios and one each from Desert Television Co., Las Vegas, and B. F. Goodrich Co., (WHUM Reading, Pa.), both TV station applicants.

Set-makers are apt to find no apparent shortage of copper and aluminum for power grids, lead, what with suspension of inventory controls and other evidences of eased restrictions [CLOSED CIRCUIT, July 21]. The present steel shortage “will have little effect on the radio and television industry be-

cause it uses such a small amount of this basic metal,” according to Radio-Television Mfrs. Assn. It's estimated that only 11/1000 of 1% of U. S.-produced steel is used in radio-TV sets.

NPA Administrator Fowler said his agency would invoke the controlled Materials Plan to channel steel to military contracts “with a minimum dislocation on non-mili-

tary production.” With certain ex-

ceptions, NPA will see that all other orders will remain good and will be filled in turn as they would have had there been no strike,” he explained.

While it is anticipated that seri-

ous difficulties will be experienced by certain segments of industry during the months ahead, these problems should gradually diminish as new steel begins to flow in rea-

sonably adequate qualities,” Mr. Fowler stated.

CBS Radio Assist

CBS RADIO has been credited with assisting the Trinidadian student orchestra to obtain a $30,000 ap-

propriation from the North Carolina legislature last year and make possible its appearance at the Brevard Music Festival in North Carolina this summer. James Chris-

tian Foshee, conductor of the orchestra, said CBS has been a factor in obtaining the $30,000 funds.

The gathering was approved by the state legislature in June, and the orchestra will perform its programs in the fall.

AD SALES LEADERS

PIB Cities Broadcast Share

RADIO AND TV network media firms comprised seven of the top 12 recipients of advertising sales volume for January radio, television and magazines for the third quarter of 1952, according to Publishers Information Bureau figures.

Numbering five among the top seven were NBC-TV with a total advertising volume of $18,077,480, CBS Radio and Tele-

vision, $32,461,094; CBS Radio, $29,601,496; NBC radio, $24,183,-

34; and ABC radio, $19,403,716. Life magazine was first with $48,-

575,615 and Saturday Evening Post was third with $39,055,584. Others topping $10 million were: Time, $16,986,195; Better Homes & Gar-

dens, $11,861,533; This Week, $10,-

950,044; ABC-TV, $10,714,033, and Mutual radio, $10,262,880.

Russell E. Thrun

RUSSELL E. THRUN, 37, chief engineer of Port Huron Broadcast-

ing, died July 27. Funeral services were held last Wednesday.

Mr. Thrun, who had been with the stations since April 1942 and who was made chief engineer in 1950, died unexpectedly of heart disease. He is survived by his wife, Mrs. Marjorie Bell Thrun; his mother, and a brother.

Samuel John Ellis

SAMLUJOHNEll1s, 61, supervisor of radio inspection for Ontario in the Canadian Dept. of Transport, died at Toronto July 26 after being struck by an auto-

mobile July 17. A native of Ireland, he came to Canada as a boy, was a ship radio operator during World War I and has been radio inspector with headquarters at Toronto for over 30 years. He operated his own amateur station. He is sur-

vived by his wife and a son.

RECRUITING

18 Agencies Briefed

OBJECTIVES of the recruitment advertising program for the U.S. Army and Air Force were outlined in a briefing session held in Wash-

ington last Wednesday for adver-

tising agencies interested in obtaining the $1 million contract starting next Oct. 1.

Eleven agencies were repre-

sented at the meeting, presided over by officials of the Military Personnel Procurement Division, which handles recruiting, and other Pentagon authorities.

The agencies were among the 90 listed by the Dept. of Defense as eligible to compete for the adver-

tising contract—with annual domestic billings of $5 million or more. They will file answers to questionnaires from the department respecting their qualifications by Aug. 15.

Grant Advertising, recruiting agency since January 1950, was represented along with N. W. Ayer & Son, which handled the account in the late '40s. Also represented were Robert W. Orr & Assoc., which supervises National Guard recruiting, and the Joseph Katz Co., which has the Democratic Party political account.

Other agencies: Abbott & Kimball, Anderson & Co., ABD, Bomox,

Joesph, Buchanan & Co., Calkins-Hol-

den, Calico, McClintock & Smith, Dan-

ner-Fitzgerald-Sample, Doherty, Clif-

fer, Dew, Redfield & Johnstone, Kilflin & Co., Hirschon-

Schurfield, McCann-Erickson, J. M. Mathes, and Rathbun & Ryan.

AFA Aids 'Vote' Drive

ADVERTISING Federation of America has sent telegrams, let-\nters and campaign kits to 120 ad-

vertising clubs throughout the country, urging support of the American Heritage Foundation's "get-out-the-vote" drive. Thomas D. Smell, chairman of Kenyon & Eckhardt and president of the foundation, said the AFA was chosen for this "grass roots" pro-

motion because of its ability to perform the task without "arous-

ing professional jealousy among civic groups."?

BROADCASTERS are asked to sup-

port mobilization-public interest proj-

ects during August through the Advertising Council's allocation plan.

BASEBALL OVERSEAS

Lt. Decker Airs Games

FIRST LT. TOM DECKER, former sports director at WNEB, Worcester, Mass., is the voice be-

hind the microphone when serv-

ice duty takes him to various cities in the European Command to hear the Major Leagues.

Lt. Decker will broadcast three baseball games weekly over the combined facilities of the Ameri-

can Forces Network serving all of Germany, the Blue Danube Net-

work in Austria and the Armed Forces Radio Station in Trieste.

Lt. Decker joined the American Forces Network last January after being recalled to active duty last July. He maintains headquarters in Frankfurt. He is to air service football games for servicemen this fall and expects to be released from active duty in December.

A veteran of 11 years in the broadcasting field, Lt. Decker airs service baseball games each week in addition to his major league assignment. This past summer he sounded most of Germany broadcasting major regional baseball championships.

In addition Lt. Decker writes and produces a "Service Star Time," a 30-minute weekly variety program featuring talented GIs.

Blanche P. Stewart

FUNERAL services were con-

ducted in Erie, Pa., last week, for Mrs. Blanche P. Stewart, 49, known as Brenda of the Brenda and Cobina radio comedy team. Mrs. Stewart died July 24 at her Hollywood home following a lung-

ing illness. Surviving are two brothers, Leo J. O'Melian, presi-

dent of WLET Erie, Anthony O'Melian and a sister, Mrs. Ann Miller.
TWO more stations have added their names to those which are celebrating 30th birthday anniversaries this year. Latest outlets to be dancing the anniversary waltz are WMT Cedar Rapids, Iowa, and WACO Waco, Tex.

WACO's Start
WACO went on the air in 1922 with the call letters WJAD. It operated with 15 kw for about three hours a day. Power of the station was increased to 150 kw the following year, and the station was moved to larger quarters.

Continued growth necessitated additional operating space and in 1928, WJAD moved into the Amicable Life Insurance Bldg., the present home of WACO. An increase in power to 1 kw was authorized, and a transmitting tower was erected near Waco city limits.

The following year brought a change in ownership, and the call letters were changed to WACO. Simultaneously, the station shifted to its present frequency of 1520 kc.

In 1934, permission was granted for WACO to operate fulltime. In April, 1952, the broadcasting time was increased to 18 hours daily.

The Southwest Bstg. Co. purchased WACO in 1936 and operated the station until 1958. At that time, a group of Waco and Ft. Worth businessmen bought the company and changed its name to the Frontier Bstg. Co.

R. E. Lee Glasgow, who had come to WACO in 1935 as an advertising salesman, was made general manager. WACO operates today under the same ownership and management. Gene L. Cagle is president; Charles B. Jordan, vice president.

WMT's Debut
On July 30, 1922, WJAM, forerunner of WMT, went on the air with two microphones, a wave length of 360 meters, a "powerful" 20 kw transmitter and high hopes. By Nov. 5, WJAM had established two reliable sponsors—each of whom had contracted for 2½ hours of daily broadcasting for the whopping sum of $100 per month. Incidentally, WMT reports, terms of this $100 contract specified that "$50 will be in cash." If either sponsor wanted more than the 2½ hours daily, the station was to receive $1.50 per hour thereafter.

WJAM was the project of Douglas M. (Tex) Perham, who reportedly designed and built the first five wireless telephone stations in the U. S. The broadcasting equipment was housed in three rooms of Mr. Perham's house, with an aerial and 115-foot tower on the roof.

In 1928, the station was sold to the late Harry Shaw, who changed the call letters to WMT after his newspaper, the Waterloo Morning Tribune.

In 1934, the Cowles brothers of Des Moines, who had been operating KWCR Cedar Rapids under the management of S. D. Quar ton, purchased WMT. KWCR was then dropped for the more favorable 600 kc and within a few months WMT's power was increased from 2.5 kw to 5 kw.

Today, WMT is a strong station, operating with a staff of 68 persons. Mrs. Helen S. Mark is listed as co-owner; William B. Dolph, as co-owner and executive vice president, and William B. Quarton, as general manager.

On A-Day, July 30, WMT offered special features. The celebration will continue through Aug. 16, when observance will be climaxed by WMT's 30th Anniversary Show at the All-Iowa Fair.

Dr. Mail Ads Up

DIRECT Mail Advertising Assn. Inc., New York, last week reported that dollar volume of direct mail advertising during first six months of 1952 was $576,940,582, representing 9½% gain over corresponding period in 1951, according to figures released by Frank Frazier, DMAA executive director. Dollar volume in June 1952 was reported as $89,120,702, a 4½% increase over June 1951.

Mr. Quirt (s) examines WJAM-WMT log with Herbert Killian (l), president, Killian Co., the station's oldest continuous sponsor, and Sutherland Dows (r), president, Iowa Electric Light & Power Co., which in 1928 bought 2½ hours of air time daily for $100 per month.

FREEDOM CRUSADE

Appeal Campaign Readied

HEWITT, Ogilvy, Benson & Mather Inc., N. Y., has volunteered for the third consecutive year to prepare the Advertising Council's 1952 campaign for the Crusade for Freedom.

The Crusade for Freedom campaign, in addition to seeking the moral support of all Americans, this year will ask for $4 million in contributions for the construction of additional transmitters for Radio Free Europe and the expansion of facilities of Radio Free Asia.

In the last two years, Crusade appeals for $3.5 million made possible Radio Free Europe's present equipment of 13 transmitters in Germany and Portugal, and helped finance Radio Free Asia's broadcasts to China in four languages.

McDonough Resigns

JAMES C. McDONOUGH has resigned as vice president and general manager of W. E. Broad- casting Co., Inc., Chicago, to join the creative staff of Russel M. Seeds, same city.

WOR-MUTUAL's Reporters Roundup series (Thurs., 9:30-10 p.m., EDT) has been awarded an honorable mention as "the best public service series" in radio in a survey by 69 California newspapers.

WWRL Woodside, N. Y., has been awarded commendation for "outstanding public service" by New York Federation of Re- form Synagogues for The Temple Hour, presented on WWRL since September, 1930.
They will become who songs published by EMI and radio engineering Professional Engineers.

Broadcast men—game ceremonies were 11 VA competition Institutes, and will telecast programs for patients.

Ann Starry, a song woman to a member technicians, as graduates, as technicians, and will handle series' production. Mr. Godfrey vacated, and released by Mr. Godfrey's Talent Scouts simulcast on CBS Radio and TV networks, Monday, 8:30-9 p.m., and as star of the Wednesday, 8-9 p.m. CBS-TV program, Arthur Godfrey & His Friends, he will be replaced Aug. 6 by Jerry Colonna, Aug. 13 by Victor Borge and Aug. 20 and 27 by Celeste Holm.

Godfrey Replacements

WHILE Arthur Godfrey vacations—Aug. 4 through Aug. 31—Robert Q. Lewis will serve as host on Arthur Godfrey Time on CBS Radio, Monday- Friday, 10-11:30 a.m., and on CBS-TV, Monday-Thursday, 10-11 a.m.; Joe E. Brown will be m.c. on Arthur Godfrey's Talent Scouts simulcast on CBS Radio and TV networks, Monday, 8:30-9 p.m., and as star of the Wednesday, 8-9 p.m. CBS-TV program, Arthur Godfrey & His Friends, he will be replaced Aug. 6 by Jerry Colonna, Aug. 13 by Victor Borge and Aug. 20 and 27 by Celeste Holm.

Film Report

(Continued from page 72)

Flying A Television Pictures, Hollywood, has completed the first four-half-hour films in Death Valley Days TV series for Pacific Borax Co., New York (20 Mule Team Borax). They are "Death Valley: How It Got Its Name," "She Burns Green" (dramatized discovery of Borax), "Lost Pegleg Mine" and "The Death Valley Kid." Stuart and Darrell McGowan are producing and directing from scripts by Ruth Woodman.

New department for TV film commercial services has been set up by William F. Brodley Productions Inc., Hollywood. Edward Kay, aide to Mr. Brodley, is in charge of commercial film production negotiated by ad agencies. Committee, composed of A. R. Milton, Wesley Barry and Jack Jungmeyer, handles the leasing of studio stage space, location sites and newly acquired floating studio.

Screen Telediary Productions, Beverly Hills, has purchased three more half-hour scripts for inclusion in Your Jeweler's Showcase, TV film series being made for Hamilton Watch Co. and International Silver Co. The original stories are "Sunday at Four" by Robert Patterson, "Furlough" by Milton Lazarus and "Field of Honor" by Donald Barr.

Flying A Television Pictures, Hollywood, has purchased "The Old Prospector" by Milton Raison and "Gypsy Wagon" by Virginia M. Cooke for inclusion in Gene Autry, TV film series. George Archibaud is director and Larry, producer.

Herbert Moulton, executive producer of Dick Tracy, TV film series now being released by Snader Tele- scripts Corp. Beverly Hills, Calif., plans a half-hour TV film series of crimes of vengeance, Revenge. The releasing organization will handle series' distribution upon its completion.

Looking for Radio & Television Technicians?

RCA, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio Telephone License. Call on us for your technical personal needs.

RCA INSTITUTES, INC.

17 West 40th Street, New York 18, N. Y.

When It's BMIM it's Yours

TAKE MY HEART

On Records: Al Martino—Cap.; Toni Arden—
Col.; Vic Damone—Merc.; Mel Torme—Cap.;
Dennis Day—Vic.; Buddy DiVito—Tower.

Non-exclusively licensed by

BROADCASTING • Telecasting

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RULE WAIVER

Firm Petitions FCC

WAIVER of FCC's incidental radiation rule Sec. 15.2(c) to permit operation of wireless micro- phone on TV and film sets has been asked of FCC in a petition by Rothfeder, Yuhi & Baxter, Beverly Hills, Calif., exclusive national distributor.

Firm claims that under the rule, range of microphone is limited to only 3 ft. even though it radiates but one third as much energy as an average TV set.

Petitioner asks measurement be made from outside building rather than from the mike itself.

KRUX INTEREST

Montanans Purchase 75% SALE of 75% interest in KRUX Phoenix, Ariz., for $75,000 to a group of Montanans has been announced. Buying controlling interest in the station are Franz Robischon, one-time manager of KRXY Billings, Dr. M. F. Keller, Great Falls and Margaret Robertson, Butte.

Disposing of his interest in the station is Rene Cushman. The other 25% will still be owned by Gene Burke Brophy. KRUX is on 1340 kc with 250 w fulltime. The sale, handled through Blackburn-Hamilton Co., is subject to FCC approval.

JULY 25 THROUGH JULY 31

JULY 25 Applications ...

ACCEPTED FOR FILING

AM—1250 kc
WSRH New Smyrna Beach, Fla.—License to increase power from 100 to 250 w.

Change Antenna Type
WKEE-FM Cleveland, Mod. CP, as modified, which authorized new FM to change type of antenna and specify new studio location.

Renewal of License
Following stations request renewal of license:
KPPC, Pasadena, Calif.; WKOH, Deardorff, Mich.; WMC, Memphis, Tenn.

TENDERED FOR FILING

AM—110 kc
WTIA San Juan, Puerto Rico—CP to change frequency from 1400 kc 250 w to 1140 kc 500 w—N 1 kw—D install new trans. and change trans. location from Sanituce to Catano, Puerto Rico.

HOSPITAL DRIVE
WIEL Helps Supply Funds

WIEL, Elizabethtown, Ky., has helped supply needed donations to spark a hospital building fund drive to success.

Last fall, WIEL encouraged listeners to vote for a hospital bond issue. The bond issue, which was voted for by a 75% majority, was needed to match funds supplied by the federal government.

Not long ago, it was learned that $75,000 additionally was needed. WIEL went into action. From school children, it raised $5,000 through a "buy a brick for the hospital" campaign. From adult listeners, it raised more than $30,000 by plugging a "hospital room" drive.

The hospital project was fostered by the Elizabethtown Lion's Club, which honored Wait Gaines, WIEL engineer, at its annual banquet, July 24.

DECCA RECORDS Inc., N. Y., is offering to stockholders the right to purchase one share of capital stock at $7.62% per share, 50 cents per value, for each three shares held. Offer good until Aug. 8 to stockholders of record July 22.

CP-construction permit
DA-directional antenna
D-day
ant.-antenna

FCC actions

ant.-antenna
cond.-conditional
D-day
LS-local sunset
aur.-aural
trans.-transmitter

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

July 29 Applications ...

ACCEPTED FOR FILING

AM—490 kc
KECC Phoenix, Calif.—CP to increase power from 1 kw to 5 kw—N 10 kw—D; change from DA-W to DA-DN.

Extension of Completion Date
KABI Ketchikan, Ala.—Mod. CP, as modified, which authorized installation of new FM, as modified, which authorized change in DA for extension of completion date.

KWTO Springfield, Mo.—Mod. CP, as modified, which authorized power increase for extension of completion date.

KGEZ Kingman, Ariz.—CP, as modified, which authorized change in frequency and power for extension of completion date.

WJSN-FM Milwaukee—Mod. CP, as modified, which authorized installation of new FM for extension of completion date to 7-2-45.

Change Transmitter Type
WNCA Silver City, N. Mex.—Mod. CP to change of transmitter type from 1 to 10 kw; Mod. CP to change type of transmitter.

Change ERP
WCRS-FM Greenwood, S. C.—Mod. license to change ERP from 8.5 kw to 9 kw; ant. height above average terrain from 435 ft. to 403 ft.; change trans. from Winchager, Type T-5, 2 sec., to Collins Type No. 37-M4, 4 sec.

WTMD-FM Orangeburg, S. C.—Mod. CP which authorized new FM to change ERP from 4.1 kw to 1.6 kw; change trans. from RCA No. 37-B2 to GE 37-B2; move, from Meldum, No. 37-M2 3 sec., to GE BY-8-B, 8 bay.

WJKP-FM Detroit—Mod. CP to change ERP from 3 kw vis. 1.5 kw aur. to 100 kw vis. 50.1 kw aur.

Renewal of License
Following stations request renewal of license:
WFGP Kalamazoo, Mich.; WADC Akron, Ohio; WTRF Bellevue, Ohio; WHHP Bestofield, Ohio; WBDR Cleveland Heights, Ohio; WHHI War- res, Ohio; WFMW-FM Madisonville, Ky.

Extension of Completion Date
KEFV-FM Cape Girardeau, Mo.—Mod. CP to change ERP from 8.5 kw to 10 kw; as modified, which authorized new FM for extension of completion date.

APPLICATION RETURNED

WMUS Muckeegon, Mich.—RETURNED application for renewal of license.

July 29 Decisions ...

BY BROADCAST BUREAU

Change DA
KGDJ Stockton, Calif.—Granted license covering changes in DA.

Change Transmitter Location
WJXN Jackson, Miss.—Granted CP to change trans. location, and make changes in ant. system.

Change Corporate Name
WNAC Boston, Mass., WONS Hartford, Conn., WEAN Providence, R. I., KJH Hollywood, Calif., KFRC San Francisco, Calif.,—Granted mod. licenses to change corporate name to General Teleradio Inc.

WNAC-TV Boston, Mass.—Granted license renaming change general corporate name to General Teleradio Inc.

WKJH-Co. Los Angeles—Granted mod. CP and license to change corporate name to General Teleradio Inc.

WOR-FM New York—Granted mod. license to change corporate name to General Teleradio Inc.

WOW-FM Scranton, Pa.—Granted mod. license to change license to The Scranton Times (Co-Partner) Joseph L. R. and Edward J. Lynett.

Install New Transmitter
KRAI Clear, Col.—Granted license covering installation of new trans.

Change ERP
WGNW-AM Chicago.—Granted CP to make changes in existing FM: ERP from 9 kw to 10 kw; ant. height from 560 ft. to 450 ft.

WPCO-FM Cinncinati, Ohio—Granted CP to make changes in existing FM: ERP from 3 kw to 2 kw; ant. height from 650 ft. to 500 ft.

Extension of Completion Dates
Following were granted mod. CP's for extension of completion dates as shown: KPOL Los Angeles, to 10-7-45; WDBR Richmond, Va., to 12-18-45; WARM Scranton, Pa., to 9-15-45; WPTV Pompano, Fla., to 8-19-45; WRSW Wash, Ind., to 9-30-45.

Delete FM
KGMO-FM Omaha, Nebr.—Granted request to cancel authorization.

WRAP Norfolk, Va.—Granted mod. license to change tower (same address as approved site).

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley
WEOR Kansas City, Mo.—Granted petition for dismissal of application for transfer of license.

KTRM Beaumont, Tex.—Granted petition for dismissal without prejudice

SERVICE DIRECTORY

CUSTOM BUILT EQUIPMENT

CUSTOM BUILT EQUIPMENT

U. S. RECORDING CO.

1121 Vanderbilt Ave., Wash., D. C.

Sterling 3626

TOWERS

AM * FM * TV

Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 302

P. O. Box 7037

Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

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Executive Offices
National Press Building
Offices and Laboratories
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Adams 2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
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Appointment arranged for
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Member AFCCE *

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of application.
Sacramento Bldg., Inc., Sacramento, Calif.—Granted petition to amend application to specify UHF Ch. 40 in lieu of VHF Ch. 12 as amended sec.
V-C and V-G, and submit new exhibit 15, and as amended removed from hearing docket.

By Hearing Examiner
Hugh B. Hutchinson
Atlantic City Bldg., Co., Atlantic City

BROADCASTING • Telecasting

August 4, 1952 • Page 83
Help Wanted

WPAZ, Pottstown, Pennsylvania seeks sales manager to handle expanded network sales, anxious to advance into mid-Atlantic market. Write Box 880P, BROADCASTING TELECASTING.

Managerial

Wanted: Commercial manager for one of growing group of stations. Aggressive salesman who wants opportunity to become general manager. Write Box 805P, BROADCASTING TELECASTING.

General manager wanted. Energetic man with background in small market sales, anxious to advance into metropolitan market. Write Box 804P, BROADCASTING TELECASTING.

General manager. Must have aggressive sales record. Can earn from $400-$1,200. Normal opportunity. Write Box 785P, BROADCASTING TELECASTING.

Expanding organization. Present sales staff promoted to station manager. We are looking for two sales managers. Want men who are experienced, aggressive, good character and who can introduce big time immediately, based on a sound basis. High income, job security, opportunity to advance. All replies are the rewards to the men who qualify. Please send photo and complete letter stating income required. Strictly confidential. Box 807P, BROADCASTING TELECASTING.

WANTED

Salesmen

Progressive salesman wanted immediately by $5000 north non-directional daytime 1000 watt directional nighttime station with network affiliation in large southern city. Exceptional opportunity for aggressive man with good record background and a proven sales record. State full particulars and submit photo with reply. Box 806P, BROADCASTING TELECASTING.

WANTED:

Radio station seeks experienced. Salary plus commission. Good market, progressive opportunity. Write Box 808P, BROADCASTING TELECASTING.

NATIONAL TELECASTING

NBC station, western market seeking experienced and experienced and experienced for man who earned better than $10,000 in salary and commission. Send photograph and complete background letter first. Do not apply unless available for full time. Contact Gene DeYoung. KERO, Bakersfield, California.

Help Wanted

Florida coast station, Hard-hitting daily morning show. No desk pilots wanted. Send photo, references, Box 789P, BROADCASTING TELECASTING.

WANTED: Salesman-newman. Experience secondary, will train. More interested in aggressive young salesman, college degree, sales experience and capabilities. Southwest. Write Box 820P, BROADCASTING TELECASTING.

Successful time salesman. Are you a money-making salesman in a small market, looking for a chance to locate in a larger city? Aggressive Ohio indig wants a young salesman (25-30), capable of assuming managerial responsibilities as organization expands. If you have not had at least 5 years experience, with present earnings in excess of $5000 annually, don't apply. Tell all first letter. Box 825P, BROADCASTING TELECASTING.

Growing organization, second AM station on TV application filed. Third AM application planned. Need second AM manager for Michigan city in close to $5000 population. Want man who is experienced, aggressive, good character and who can produce immediate results. High income, job security, opportunity to advance. All replies are the rewards to the men who qualify. Please send photo and complete letter stating salary required. Strictly confidential. Box 827P, BROADCASTING TELECASTING.

Salaman wanted immediately. Must be well spoken, good natured. Fireplace, no money. Salaman, you can't sell, don't reply. $75.00 per week, all expenses paid. Qualifications: KKBX, Coalinga, California, Phone 136.

Experienced energetic salesman with sound ideas and ability to impressed presentations to local advertisers. Excellent salary guarantee. Good records. Box 829P, KCCM AM-FM (TV) application. Please apply with resume for advancement, KCCM AM-FM (TV) application. Good records. Box 829P, KCCM AM-FM (TV) application.


Announce:

Announcer with well-rounded experience, deep voice, to run live wire morning hillbilly and pop DJ show for Pennsylvania station. Must send complete and complete information and disc. Box 830P, BROADCASTING TELECASTING.

Experienced announcer-engineer, strong voice, 25 years experience, 250 watt broadcast, 15 in., TV operator. Local home. Box 831P, BROADCASTING TELECASTING.

Morning man for 5 kw NBC New England coast. We need experience, friendship, reliability, good station man, etc. Expect openings for WPAZ, Norfolk, Virginia. Write Box 833P, BROADCASTING TELECASTING.

$80.00 per week for good announcer, at choice of daytime play-disc spots. Box 834P, BROADCASTING TELECASTING.

WANTED: Announcer, first phone, experienced in morning market for TV station, 2 years. Local job. Box 835P, BROADCASTING TELECASTING.

WANTED: Urgently needed, experienced engineer-mobile for Norfolk, Virginia. Temporary, not round the clock. Box 836P, BROADCASTING TELECASTING.

WANTED: Experienced announcer, heavy voice, good records, 5000 w power, with PA, independent. Box 837P, BROADCASTING TELECASTING.

WANTED: Experienced. First phone, experienced, very good records. 

WANTED: TV station in Southern California seeks experienced announcer-engineer. Must have disc, photo, 

WANTED: 250 watt network affiliate, deep south, wants experienced announcer capable of handling all TV family. Box 839P, BROADCASTING TELECASTING.

WANTED: Experienced announcer capable of news writing, newscasting, editing and script writing. Must have proven TV commercials. Starting salary $75 per week. Box 840P, BROADCASTING TELECASTING.

Established Michigan 1 kw (TV) applicant. DJ announcer strong on music, with no experience. Must be approved. Send disc and references. Box 841P, BROADCASTING TELECASTING.

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references first letter. Box 900P, BROADCASTING TELECASTING.

Announcers:

Announcers: Need two crackerjack men with quality voices and well trained experience who can do a good job. Fine voice and good sense of programming a "must." Salary commiserate with ability. Central Kentucky 1,600 watt station. Send full information, resume, disc and photo letter. Box 887P, BROADCASTING TELECASTING.


Announcers with first class licenses. Experienced but also open to new ideas. Good records. Send experience by air mail to KMVI, Waukau, Iowa.

Announcer, with first phone for Texas kilowatt independent. Eighty dollars per week. Owner presently assuming management. Write Mike Barrett, KTFY, Brownfield, Texas.

Help Wanted (Cont'd)

Experienced announcer. Send disc, photo, complete background. Disc experience, preferably. Send 10% of salary as first year. Good salary plus talent. Write Box 800P, Grand Forks, North Dakota.

We are expanding, Second AM station on TV application filed. Third AM application planned. Experienced announcer-engineer sought for all-round show work. Basic 4-5 kw ratings. Salary only. Beginners considered. Write giving experience if any. Photos, disc and tape or disc. State minimum salary required. If interested, send complete and develop with growing organization. Send data to Larry Payne, WABJ, Genesee Falls, Michigan.

Experienced announcer—morning shift. Football play-play desirable. Must have college education. All replies, 930P, WHRI, Cartersville, Ga.

Experienced announcer in stable city. Excellent opportunity. Personal interview necessary. Contact Box 810P, BROADCASTING TELECASTING.

WANTED: Announcer. First license operator on or before September 1st. $1500.00 per month. WCTA, Andalusia, Alabama.


WANTED: Staff announcer. No experience necessary. $50.00 per month. Write Bob Triolet, 1462 West 11th Street, Chicago, Ill.

WMTI, Manistee, Michigan needs combination announcer-engineer with first class ticket. $250 month. Call or write.

Experienced announcer with ability to handle engineering and sales intelligence needed immediately. Send disc and photo, travel. Box 814P, WHER, Hagerstown, WPTP, Charleston, W. Va.

Combination announcer-engineer: $70.00 per week. Disc, letter, photo, WVOT, Wilson, N. C.

Technical

WANTED: Engineer with first class ticket. Immediate opening—upstate New York. Box 821P, BROADCASTING TELECASTING.

Transmitter position open. No experience necessary. Good 16 season. Send resume, disc and phonograph, if not available. Box 822P, BROADCASTING TELECASTING.

Experience first class ticket engineer, non-disc, unlimited. Box 823P, WABC, New York available five weeks for 45 hours. Virginia station. Salary, expenses. Contact Box 824P, BROADCASTING TELECASTING.

Minnesota station wants chief engineer. Includes unlimited. Good salary. Box 720P, BROADCASTING TELECASTING.

Immediate opening for engineer, $65.00 for 40 hours. Opportunity to advance. WCLI, Cortland, New York. Box 872P, BROADCASTING TELECASTING.

First class engineer: for 250 watt small town network station. Good chance to start at the bottom. Box 874P, BROADCASTING TELECASTING.

Wonderful opportunity for young aggressive recording engineer in Midwest, excellent working conditions. Must be experienced in recording, editing and maintenance of equipment. State qualifications. Apply Box 875P, BROADCASTING TELECASTING.

Engineer position open, possibility of becoming chief. Excellent opportunity, BROADCASTING TELECASTING.

Engineer-anouncer for small market station near downtown, 40 hour week. Write J. H. Fleet, KAGH, Columbia, Columbia, South Carolina.

Experienced announcer-engineer, Hospital, vacations, good working conditions. Salary, $3500. Send references, Box 880P, $19,000. Apply at once. KAYS, Hays, Kansas.

First phone engineer wanted immediately for fast growing Southern California station. Salaries vary $3500 per month. Living quarters for single man. Contact WECX, Odessa, Texas.
Help Wanted (Cont'd)

Wanted: AM and TV studio and transmission technicians. Give details of technical experience. Applicant must include recent snapshot. KFEL, Albany Hotel, Denver, Colorado.

Uncle Sam has taken two of our men. Need a good chief at $100.60 per week and No. 1 engineer at $82.60. To operate new RCA-5 kw. KGVO, Missoula, Montana.

Wanted: First class engineer for transmission duty. Experience not necessary. Contact chief engineer, Radio Station MCQJ, Johnstown, Colorado.

Have opening for first class transmitter engineer. Car necessary. Contact Chief Engineer, WCSS, Columbus, Indiana.

Engineer-announcer. Starting salary $70.60 per week, WIRB, Enterprise, Alabama.

Need first class engineer at once. Offer $97.50 for 48 hours. Permanent, not to be signed. Ref to WJRM. New York affiliate.

Continuity writer. WMLT, Chief Engineer, Chicago.

Production-Programming, Others

Wanted to buy. Wanted:
- Production-Programming, Others
- Technical
- Managerial

Situations Wanted (Cont'd)

Experienced network and independent announcer. PD, expert veteran, board- man, capable of any ability. Phone Buchanan 1-1388 Broadcasting, 20-09, WOR, NYC, Immediate. BROADCASTING • TELECASTING.

Capable announcer. College graduate, 25, single, well trained. Experienced in news, sports, TV. Hard worker, eager to start. Will fill any position available. Box 885P, BROADCASTING • TELECASTING.

Announcer, first phone. Single, 32, desires combo job Cali. Location first consideration. Call SH 228, Box 886P, BROADCASTING • TELECASTING.

Voice, with accompanying DJ. Veteran, 26, single, professional schooling, some experience. Must be very versatile. Good news, sports, DJ. Hard worker, eager to start. Will fill any position available. Box 885P, BROADCASTING • TELECASTING.

Here's a 4-way stretch to snap up! Announcement writer-control, b.o.r operator. Serious and ambitious. Young, personable. Free immediately. Box 890P, BROADCASTING • TELECASTING.

Wants work today. Young, energetic announcer-operator, available immediately for station offering good future. Excellent opportunity. Box 887P, BROADCASTING • TELECASTING.


Top musical director or arranger, color-ful Colorado, needed September 1st. Must be experienced and capable of solving practical broadcasting problems with great speed and imagination. Box 891P, BROADCASTING • TELECASTING.

Are you looking for an engineer? I'm the man you want. Three years experience as radio engineer in both east and west. For position, call GE. 803P, Brooklyn, New York.

Are you looking for an engineer? I'm the man you want. Three years experience as ENG for WJAZ, New York. BROADCASTING • TELECASTING.

Chief with over two decades experience in TV and FM. Experience and knowledge of installation and maintenance from microphone to antenna, would like position with progressive station that believes in serving the listener, first. Box 893P, BROADCASTING • TELECASTING.

Broadcast-television engineer, thourough knowledge of both TV and FM, twenty years experience in both, technical and administrative ability. Desires position of significance. Experienced engineer-projection supervisor WBBF-TV, Rochester, N.Y., chief engineer-project planner and supervised all installation work. Contact George Smith, Box 895, Brookhaven, Ga.

Production-Programming, Others

Texas: Sound proposition. Ten years experience, AM and FM, direct for NBC. Minimum 250 watt transmitter. Box 897P, BROADCASTING • TELECASTING.

WANTED TO BUY

GG-11Y or GG-1819 V-200. Also need Photocell control unit. Full details from 1540P, BROADCASTING • TELECASTING.

250 watt transmitter, modulation monitor, audio and visual amplifiers, 50,000 sounder, etc., 150 foot tower. WMAM, Martinette, Wisconsin.

Miscellaneous


WREX, Chillicothe, Ohio, now accepting bids to paint tower. Winchinger, model 78, also check and repair guy wires.

Help Wanted

Announcers

Outstanding Independent Needs Two Men

1. DISCO JOCKEY

2. ANNOUNCER/ENGINEER

Send audition to W W W R

Norfolk, Virginia

I want a young radio promotion-happy guy who is prolific with ideas, but they gotta be good. Here’s an opportunity to use your ideas in things with a great midwestern station — Adrian Ink 909, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

Experienced football, basketball and baseball broadcaster will be available right after close of major league baseball season. All-round staff announcer, excellent commercial reputation, top DJ, top references. Box 899P, BROADCASTING • TELECASTING.

Highly Qualified Engineer

Seeks position with progressive station or group of stations as engineering head. Familiar with construction, installation, operation and maintenance. Top salary required. Send all particulars first letter. Box 895P, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

UN DAY UNIT
Named for Radio-TV

RADIO-TV committee of the National Citizens' Committee for United Nations Day will meet at UN headquarters in New York Aug. 15 to map plans for broadcasters' participation in the observance of UN Day, Oct. 24.

Following members of the radio-TV committee were named by NARTB President Harold E. Fellows, who is chairman: Ralph Hardy, NARTB government relations director, vice chairman; Charles Vanda, WCAU Philadelphia; Arnold Hartley, WOV New York; Harry Feist, WINS New York; Les Arries Jr., DuMont; Edward Madden, NBC; Wells Church and Sig Mickelson, CBS; John W. Pacey, ABC; Dorothy Lewis, coordinator of U. S. station relations, UN Radio. An MBS representative will be named.

Hanna Heads FM Group


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Top Network Station

Southern
Top Network Station

$100,000.00

One of the very good single station market operations in the south. This property is located in a premium and growing market. Profits are good and 1952 business is showing healthy increase. Net quick assets in excess of $10,000.00 included. Liberal financing arranged.

Appraisals • Negotiations • Financing

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FCC Actions
(Continued from page 88)

July 31 Decisions... BY COMMISSION EN BANC

WGRA Calhoun, Ga.—Granted CP to change frequency from 1380 to 1480 kc, and to change the ant. and ground system.


WLOU Lexington, Ky.—Granted to increase authorized power from 1 kw. (under CP) to 5 kw., which authorized power is to be used at the discretion of the licensor.

WHB Huntington, W. Va.—Granted to increase authorized power from 1 kw. to 7 kw., from Jan. 1, 1950, to Dec. 31, 1951.

WAE Portland, Ore.—Granted to increase authorized power from 2 kw. (under CP) to 5 kw., which authorized power is to be used at the discretion of the licensor.

WAMX Brooklyn, N. Y.—Granted CP to increase authorized power from 1 kw. (under CP) to 5 kw., which authorized power is to be used at the discretion of the licensor.

WBCD Cleveland, Ohio.—Granted CP to increase authorized power from 7 kw. (under CP) to 50 kw., which authorized power is to be used at the discretion of the licensor.

WKCO Chaska, Minn.—Granted CP to increase authorized power from 1 kw. untl. on 1560 kc, 250 w., N.-A. 5.

AM-1550 kc

KDKI Decatur, Ill.—Granted CP to increase frequency from 1460 to 1460.5 kc, and to change the antenna conditions.

AM-1470 kc

WNYC New York—Granted extension of license to operate on 830 kc, 1 kw., unlimited except d. of c. (pre-existing condition), from March 28, 1952, to Mar. 31, 1953.

Renewal of License

WMCN (TV) Memphis, Tenn.—WGNL-TV Louisville, Ky.—WNTX-TV Nashville, Tenn.—Granted license for TV station WMCN, Memphis, Tenn., WGNL-TV, Louisville, Ky., and WNTX-TV, Nashville, Tenn., subject to final determination of matters of record in Docket 9268 et al., which matters of record would order which would require WMCN to change from 1460 to 1460.5 kc, and WGNL-TV to change from Ch. 4 to Ch. 5.

Following station granted renewal of license for following terms:


Reinstatement of CP

WLAB Lebanon, Pa.—Granted reinstatement of expired CP for FM station with expiration date of 6 months from date, to replace expired permit.

ABC Radio-TV Show

THE PROGRAM, Adventures of Ozzie and Harriet, to be carried by ABC affiliates and non-commercial educational FM stations as a half-hour program, beginning the first week in October.

KHU-TV Hollywood’s Navy Newsreel, new live and filmed quarter-hour program, is produced by the Navy’s unit’s radio-TV section of Armed Forces Public Information Office, Los Angeles.
Outdoor Studio

Now Used by WTMJ-TV

Finishings touches have been applied to a year-round outdoor studio at WTMJ-TV Milwaukee. First program will be held Thursday, July 15. An area about half the size of a city block is available for the outdoor TV broadcasts.

An attractive shelter of modern design is the focal point of the new studio. Shelter also will provide a backdrop for local telecasts which will be increased in number because of the additional facilities, station explains.

One section of the outdoor studio is a vegetable garden used for a gardening feature on WTMJ-TV's Time Out With Thomas program. What's New in the Kitchen, with Berta Griem, has arranged for a series of outdoor cooking shows during the summer while still other outdoor features for women are planned on other telecasts.

Nbc Option

(Continued from page 85)

grams on the network have increased as greatly.

Feeling is that the proposed formula of new stations on the network and to its affiliates in that although the network may get less and less free time, it would get more and more dollars as business increased...it would get more and more revenue from the network as business climbed, yet at the same time recapture more and more option time for station sales.

More Acceptance

Also, it is observed that stations would be inclined to accept more and more business from the network if the formula plan was put into practice.

According to the current NBC-TV affiliation contract, the option time given to NBC stations (10 a.m.-1 p.m., 3-6 p.m., 7:30-10:30 p.m.) is compensation for line charges, which the network underwrites, and for sustaining programs.

Since all affiliates are now interconnected (KOB-TV Albuquerque is the only non-interconnected station in the country), the line charge to an affiliate in another city should be less now than a year or more before—as far as NBC's books are concerned, according to the affiliates' way of thinking.

And, as the network gets more and more business, there should be fewer sustaining programs, they point out.

Although affiliates hope that NBC will accept the formula, it will still be necessary for each affiliate to negotiate its own contract. It is understood that at the present time, some 15 of NBC-TV's 44 primary TV affiliates do not have standard contracts.
**ROCHESTER, N. Y.—Meredith Engineering Company, UHF Ch. 15 (474-482 mc); ERP 196 kw visual, 190 kw audio; antenna height above average terrain 275 ft., above ground 547 ft. Estimated construction cost $571,000. President and Treasurer, Kenneth R. Sabes; Vice President and General Manager, William B. H. Gilman; Secretary-Treasurer, John E. Smiley; legal counsel, Radiant and Stowe; engineers include Wm. F. Cady, A. C. Raskin, B. R. Stodola, and B. E. T. Weems.

**BUENA PARK, Calif.—KFWV Ch. 2 (300-306 mc); ERP 2,150 kw visual, 80 kw audio; antenna height above average terrain 550 ft., above ground 814 ft. Estimated construction cost $4,000,000. President, Peter H. Reis; Secretary-Treasurer, William W. S. O’Neel; legal counsel, James W. Shaw; engineers include E. S. Frost, W. H. Terry, L. C. V. Bell, and C. A. Duvall.

**UPPER DARBY, Pa.—WTMD Ch. 51 (346-352 mc); ERP 10 kw visual, 4 kw audio; antenna height above average terrain 31 ft., above ground 54 ft. Estimated construction cost $29,000. President, John H. Miller; Secretary-Treasurer, H. W. H. Betts; legal counsel, James E. Slattery; engineers include W. R. B. Martin, J. F. O. Miller, and J. H. W. Betts.

**HONORING Larry Storch (center) as new star of DuMont’s Cavalcade of Stars, sponsored by Drugkuts of America, are (l to r) Donald H. McGunn, administrative assistant, DuMont TV Network; I. C. Kepford, merchandise manager, Liggett Drug Co.; Mr. Storch; Milton Douglas, Cavalcade producer and vice president of Products Adv. Corp., agency, and David Karels, president, Products Adv. Corp.

**DENVER TIEF Rages on TV Antenna Fee DENVER’S new TV channel granted by KFEL-TV has a $250 yearly license fee and a $1 permit fee if an antenna is over 18 ft. high. The city bases its proposal on grounds it needs a record of all antennas and needs authority to inspect all antennas for safety purposes.

**CROSLEY TV SETS Sales Up 370% — Brees SALE of Crosley television sets in June surpassed the previous June record by 370% and brings on a “real upswing” of business during the next few months, William A. Brees, vice president of Avco Mfg. Corp. in charge of Crosley sales, said in New York Thursday.

He expressed belief after a nationwide business tour the uptrend would continue until March and said it reflects a “return to normalcy.” He attributes it in part to “higher demand, stimulated by relaxation of controls, which has cleared away excess inventories,” noting that all Crosley applications have had “record-breaking sales.”
GODFREY TOPS IN N. Y.,\nNIELSEN RATINGS

ARTHUR Godfrey & His Friends was top TV network program for four weeks ended July 12, with 30.9 rating in 229,900 TV homes, according to Nielsen ratings for top television programs in New York area released last week.


Others in top 10 were: Big Town, 29.6; My Little Margie, 28.9; Pabst Blue Ribbon Bouts, 28.0; Strike It Rich, 20.2; My Friend Irma, 26.2, and Rocket Squad, 24.5.

MULTIPLE FILING NOT AGAINST RULES

NOTHING in FCC rules prohibits applicant who owns four TV stations from filing more than one application for new stations, Storer Broadcasting Co. declared Friday in filing answer to petition of WSTV Steubenville, Ohio, two weeks ago [At Deadline, July 28]. However, Storer reported it had asked that its Minneapolis and Cincinnati TV applications be dismissed.

WSTV claimed that where single entity owned four TV stations, applications for more than one additional station should be prohibited. Storer owns WBJK-TV Detroit, WAGA-TV Atlanta, KEYL (TV) San Antonio, and an applicant for Minneapolis, Wheeling-Stebenville (where it owns WWVA-AM-FM Wheeling), Miami (WGBS-AM-FM) and Cincinnati (WWAI-AM-FM).

Not only is there nothing in rules prohibiting filing of as many applications as desired, said Storer reply, but also fact that Commission has under consideration possible changes in multiple ownership rule (which now TV owners could file for five to same company) makes it necessary that Storer protect its position in case rule is changed.

WRJN ANSWERS

WRJN Racine, Wis., charging WRAC there to be "disgruntled competitor," asked FCC Friday to dismiss latter's protest of proposed WRJN transfer of control on grounds WRAC "has no legal interest whatsoever in this proceeding" [At Deadline, July 28]. WRJN held latter's petition is "untimely" and "replete with arguments and conclusions and is completely devoid of facts."

WRJN has filed for transfer of control from First National Bank & Trust Co., executor under will of Frank R. Starbuck, deceased, and Larry R. Abelson to Journal Times Co. for $157,600 [B+T, June 23]. WRAC's protest alleged monopoly and discrimination in newspaper log listings.

DuMONT SALES MEET

DuMONT Labs transmitter division district sales managers, sales engineers and sales representatives holding ten-day meeting at company headquarters in Clifton, N. J., starting today (Monday).

SEEK SAUCERS

GULF OIL Co., sponsor of We The People NBC-TV, Friday, 8:30-9 p.m., sent airplane aloft from Washington's National Airport to search for "flying saucers" which have been reported frequently over nation's capital. Radio and newspaper newsmen and photographers were invited. Group of "saucer" experts were to be present.

Business Briefly

(Continued from page 5)

to buy Ted Husing commentary following fight telecasts, Monday nights on DuMONT TV network. Starting date expected to be Aug. 26 or Sept. 8. Agency, Eillington & Co.


SEABROOK ON MUTUAL • Seabrook Farms, Bridgeton, N. J., will sponsor Private File of Matthew Bell, featuring Joseph Cotten, Sundays, 4:30-5 p.m. on Mutual network effective Sept. 7. Agency, Hilton & Riggs, N. Y.

PROMOTE STATE STREET • Chicago's State Street Council, via J. R. Pershall agency there, is using 35 radio and 8 TV spots weekly for indefinite period to promote consumer shopping on city's State St. Schedule has been placed on WBBM, WIND and WMAQ (radio) and WBB and WNEQ (TV). Mr. Pershall is account executive.

CITRUS SPONSORS • Florida Citrus Commission, Lakeland, Fla., to sponsor Happy's Party on DuMONT TV Network for 17 weeks starting Sept. 6. Agency, J. Walter Thompson Co., N. Y.

TRY RADIO FIRST TIME • Nebraska Consolidated Mills, Omaha, for its Duncan Hines Cake Mix, uses radio programming for first time when it enters six markets Aug. 11 with Bob McLaughlin's transcribed Club Time music show. Ten markets will be added Sept. 1 and 16 more in October. Agency, Gardner Adv., St. Louis. Oscar Norling, account executive.

SEVEN ABC AFFILIATES

ANNOUNCEMENT of seven more stations affiliating with ABC Radio, bringing total to 345, was made today (Monday) by William Wylie, ABC director of radio stations. They are WAUD Auburn, Ala.; WWFP Palatka, Fla.; WDUN Gainesville, Ga.; WSKB McComb, Miss.; WMRY Marion, Va.; WFRP Savannah, Ga., and WMGA Moultrie, Ga.

PEOPLE...

CBS-TV announced today (Monday) appointment of HERBERT O. PHILLIPS, former motion picture and television art director on West Coast, as executive art director in scenic division of CBS-TV network operations department.

ARTHUR E. McELFRESH, sales and management consultant, has been elected to board of directors of C. E. Hooper Inc.

FUNERAL services were conducted in Los Angeles Friday for GEORGE E. HUSSEY, 54, personal West Coast representative for Comr. E. F. McDonald Jr., president of Zenith Radio Corp. Mr. Hussey died July 30 of cerebral hemorrhage. He was organizer and secretary of Hollywood Executives Club. Surviving are his wife, Elizabeth; son, Edward; and daughter, Mrs. Dorothy Dunckelman.

JACK CHERBO joins account staff of Arthur Meyerhoff agency, Chicago, after working in same capacity at O'Neil, Larson & McManus, same city.

HARRY FRIEDMAN, assistant to director of industrial relations and in charge of personnel relations at TV network division of Allen B. DuMont Labs., will resign Aug. 15. He will resume law practice in New York but continue to act as consultant on labor matters for DuMont.

LEWIS H. HAPF, contact executive with BBDO, N. Y., has joined Peck Adv., that city, in similar capacity.

HAROLD D. COHEN, associate chief counsel, Office of Price Stabilization, has resigned to join William J. Davis & Sons, of Boston & Dallas, and Mr. Cohen was special counsel with FCC before World War II.

LOWELL THOMAS, CBS radio newscaster, will receive an award of merit from National Safety Council when he returns from vacation Aug. 25. Award is for his transcribed commentary in connection with Fight for Life series of safety appeals being aired throughout country.

WADE SUES FRENCH CO.

WARREN WADE, producer of WOR-TV New York's Broadway TV Theatre, filed suit against Samuel French Co., New York, dramatic rights licensing organization, for breach of contract over rights to Lillian Hellman's Another Part of the Forest which was to have been presented on station week of Aug. 4-8. Miss Hellman's attorneys on Thursday served notice to Mr. Wade that French company had no right to represent her in handling any contracts for play and threatened injunction if play was presented. Gertrude Tonkonogy's Three Cornered Moon will be substituted for Hellman drama.

FORD CRUSADE HEAD

HENRY FORD II, president, Ford Motor Co., has been named national chairman of Crusade for Freedom, it was to be announced today (Monday) by Rear Admiral H. B. Miller, USN (ret.), Crusade president. Mr. Ford succeeds Gen. Lucius D. Clay, who has headed Crusade since its inception in 1950. American contributions of $3.5 million to Crusade in past two years have financed Radio Free Europe's 13 transmitters in Germany and Portugal and Radio Free Asia, broadcasting to Far East.

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The State of Kansas has just harvested one of the greatest wheat crops in its entire history. Literally this is a harvest of gold. The grain elevators in the Heart of America are filled to overflowing—and purses are bulging with cash—cash that will largely be spent within the great Kansas City Primary Trade Area for products and services that the people recognize.

For years The KMBC-KFRM Team has been "audience-wise." The Team has learned to know the people of the Heart of America and their wishes. It is this complete understanding which maintains KMBC-KFRM audience superiority and which long since gained the confidence and loyalty of the radio listeners. They recognize KMBC-KFRM as their "top" selection in radio. Likewise their top recognition goes to KMBC-KFRM advertisers. Thus KMBC-KFRM "audience-understanding" becomes recognition—recognition to Team advertisers in the form of great big fat Heart of America dollars!

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