NOW...

you too can profit by amortizing TV costs in N. Y.

Last week, WOR-tv opened another of its unique amortization opportunities for TV clients... another Warren Wade repeat-performance program presented live, five nights a week:

"TV DINNER DATE"

More than 1,668,000 New Yorkers (and suburbanites) now "attend" WOR-tv's "Broadway TV Theatre" in a typical week. This vast audience can now enjoy a full "night out"—starting with dinner entertainment before the theatre... 6:30-7:30 p.m., Monday through Friday:

"TV DINNER DATE"

And now advertisers can enjoy new advantages of amortized TV costs on New York's pioneering station.

WOR-tv channel 9 for New York
WLS OPERATION GROCER best merchandising plan in its field

.... INCREASED CREAMETTES SALES
10% first eleven weeks

.... So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS...the business-building WLS program that influences the buying habits of millions of housewives... already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself. 
"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success... radio advertising, newspaper advertising, point of purchase displays and display material... complete in one result-getting package, at very nominal cost. Better see your John Blair man... or contact us... and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.
WSAZ-TV, Huntington, West Virginia, with the acquisition of the FIRST high-powered Transmitter-Amplifier produced, has become the world's MOST POWERFUL commercial television station — serving a 67-County Market Area of over 2,000,000 people with 84,000 watts radiated power on Channel 3.

For full details on rates and availabilities to stake out your claim in this rich new market, write, call, or wire Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency.

Every Tuesday evening at 7:15, a panel of five juvenile baseball experts takes over on WDEL-TV. The result—a lively, provocative quarter-hour show on which local baseball celebrities are interviewed and the fine points of baseball are discussed.

Started as a feature of the station's regular sports program, "The Batboys" were an overnight sensation and quickly earned a show of their own. The five boys, whose ages range from 10 to 13 years, are given a specific topic for discussion each week and a guest appears for an interview. Comments and questions are highly original, highly entertaining and delivered with all the authority of true experts.

"The Batboys" exemplifies the breadth and versatility of WDEL-TV's local programming plan—dedicated to serve, inform and entertain all age groups in its large viewing audience.
CLOSED CIRCUIT

NBC HAS half-dozen prospects for sponsorship of NCAA football schedule [B&T, August 4]. NCAA has retained right to approve sponsor and presumably some of its members look askance upon cigarette and beer, but not to degree of operators of TV or radio stations. Several of them are considering best bets to pick up tab, which will run $2,633,050 gross.

WHILE NCAA schedule of 11 games is regarded as firm, some question has arisen concerning Thanksgiving Day contest between Pennsylvania and Cornell. Pennsylvania, consistently recalcitrant on tele-facts, reportedly has raised possibility of anti-trust suit in view of pending litigation involving National Professional Football League, but is expected to fall in line. Mr. Fadyen, who will supervise conversion of network from NTSC to AMOS, also is considering his situation as regards basis for premature label given exclusive copyrighted story published in B&T Aug. 4.

WITH IMMINENCE of FCC decision, probably by this fall, on ABC-United Paramount merger, other networks are viewing project with concern since TV stations in most TV cities or areas will be exposed to full-scale advent of motion picture exhibitors in broadcast field. It wouldn’t be surprising to see both NBC and CBS step up station relations activity to protect affiliations, notably in TV. This year may well be preparation device against possible raiding.

HALF-DOZEN advertisers are expected to order time on NBC-TV for sponsorship of new program, “Parade of Champions,” featuring foreign champions in boxing matches in New York studio at 11 p.m. Saturday nights. Contract contingent on approval and use of stations. Program to be co-produced by NBC and Mastersen-Reddy & Nelson, N. Y. Tentative starting date: Oct. 4. Each advertiser will sponsor bouts in one or more markets.

IS FCC getting itself into box on temporary processing procedure to “expedite” new TV stations to areas in possession of Group A-2 (no service) and Group B (one or more services) will bring action on latter group down to multiple-station cities long before many non-TV cities throughout country even get near hope for action. Even Comrs. Robert Bartley and Frieda B. Henisch note practicality of system, particularly as hearing guide (see story and status of city priority list, page 67).

STILL UP for grab is paid presidency of Radio-Television Mrs. Assn., which will be vacated Oct. 1 by Glen R. McDaniel, who returns to New York to re-enter law practice. Committee of three former ex-presidents hasn’t decided on successor for $50,000 Washington, headquarters post. Mr. McDaniel may be retained as special legal counsel, and headquarters operations will continue under direction of General Manager James D. Sechrist.

JOSEPH KATZ Co., N. Y. and Baltimore, agency for Democratic national party, has sub-

BROADCASTING • Telecasting

NBC REPORTED CLOSER TO L. A. PURCHASE

ALTHOUGH status of negotiations is closely guarded, NBC was reported Friday moving closer to acquiring either KFI or KMPC as its key Los Angeles station.

Joseph H. McConnell, new president, calling off his fishing trip to High Sierras arrived in Hollywood last week and with John K. West, Western Div. vice president, had closed door conferences with Earl C. Anthony, owner of KFI. Further discussions scheduled for this week before Mr. McConnell returns to New York. NBC would like to buy its longtime affiliate, but Mr. Anthony has repeatedly refused to negotiate and has told his staff that KFI is not for sale.

Several years ago he set “scare-off” price of $5 million on KFI. NBC is reportedly offering “around $2 million.”

Network’s second choice would be KMPC. Recent offer of network is $1.14 million, but compromise offer of $1 million would be acceptable, it is said. Price, “outside the network,” reported to $800,000.

ABC SALES

ABC’S GROSS SALES for fiscal quarter ended June 30 totaled $4,602,903 after discounts, returns, and allowances, New York Stock Exchange records showed Friday. Comparable figure for quarter ended June 30 year ago was $14,609,465.

FurtherConsolidationatNBC

CONSOLIDATION of NBC’s radio and TV network departments for advertising, promotion, research and planning—part of NBC’s re-integration of radio and TV operations (also see story, page 29) being announced today (Monday) by Ruddick C. Lawrence, director of promotion, planning and development.

Jacob A. Evans, formerly manager of radio advertising and promotion, was appointed director of advertising and promotion for both networks; Hugh M. Beville Jr., formerly director of economic studies, named director of research and planning; and Robert W. McFadyen, formerly manager of television sales planning and research, named director of development. Messrs. Evans, Beville, and McFadyen will report to Mr. Lawrence.

Reporting to Advertising and Promotion Director Evans: James Nelson, formerly manager of TV advertising and promotion, who was named advertising manager; John G. Fuller, formerly supervisor of television program sales development, now sales promotion manager; Fred Velt, formerly TV art director, now manager of art, promotion and graphics; and Gerald Pat Steele and Frank McMahon, named advertising and copy coordinators.

Reporting to Advertising Manager Nelson: Clyde Clem, supervisor of radio audience promotion; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on-air promotion.

Reporting to Sales Promotion Manager Fuller: John Porter, formerly supervisor of TV sales promotion; Robert Hitchens, supervisor of radio sales promotion; Edward Vane, appointed supervisor of program promotion, and

Enid Beaufre, sales librarian. Messrs. Porter and Hitchens will supervise staff of sales presentation writers.

Reporting to Art, Production and Graphics Manager Veit: Walter Van Bellen, art director; Edward Antonioli, named production supervisor; and Philip Hirsch, appointed graphics supervisor.

Reporting to Research and Planning Director Beville: Thomas Coffin, formerly supervisor of program research, who was named manager of research and to whom Jack Landis, supervisor of program research, and Ruth Lytle, statistical analyst, will report; James Cornell, formerly manager of radio research, who was named manager of audience measurement and to whom Richard Paige, appointed supervisor of ratings, Kenneth Greene, supervisor of circulation, and Miriam Hoffmeir, supervisor of program analysis, will report (organization under Mr. Paige consists of Robert Dabney, assistant supervisor of ratings; Raymond Eichman, TV ratings analyst, and Billie Huber, radio ratings analyst); Barry Rumple, formerly plans specialist, who was named manager of plans and will supervise work of Mildred Schmidt, planning assistant, and Ethel Cardi, statistician; Allen Cooper, formerly rate specialist, who was appointed manager of markets and will supervise work of Whitney Rhodes, media analyst, and Pierre Marquis, market analyst.

Reporting to Development Director McFadyen: Lewis Marcy, formerly supervisor of TV sales planning, now project manager.

For more AT DEADLINE turn page

August 11, 1952 • Page 5
HEARINGS SCHEDULED TO START OCT. 1

FIRST HEARINGS on post-thaw TV applications scheduled to commence Oct. 1 in Washington D.C., FCC announced Friday (see early story page 67). Cases scheduled include those for Denver; Canton, Ohio; Portland, Ore., and Waterbury, Conn. (For competitive applications involved and channels sought, see city priority list beginning page 57). Ex-parte “for the time being” to use city priority list to determine order in which hearings will be held drew dissent from Comrs. Frieda B. Hennock and Robert T. Bartley. FCC said examiners have not yet been designated but single examiner will be assigned to hear all pending cases in particular city. In dissent, Comr. Bartley said:

The use of the temporary processing procedure as a guide for hearings is apart from the policy which the Commission established of making grants first where the greatest need exists.

For example, Denver, having received the three grants stands to end up with possibly six grants before we can schedule hearings looking toward a second grant for St. Louis, a city twice the size of Denver, and eight other single station cities larger than Denver.

I believe it would be more in line with our responsibilities if we employed our extremely limited resources on the basis of the facts existing at the time examiners become available.

ASK RULE AMENDMENT

WOAY OAK HILL, W. Va., petitioned FCC Friday to amend rules finalized by Sixth Report to make slight change in boundary line dividing Zone 1 (170-mile channel spacing) from Zone 2 (150 miles) in order that VHF Channel 4 can be allocated there first facility. WOAY petition, noting population density is governing factor for choice between first two zones, is similar in part to earlier plea on zoning by WSAL Logansport, Ind. (see story, page 57).

OLD GOLD SPONSORS

P. LORILLARD CO. (Old Gold cigarettes) to sponsor half of WPIX (TV), New York’s winter sport series from Madison Square Garden again this year, through Lennen & Mitchell, N. Y. Renewal of WPIX-Garden agreement and plans for telecasting 38-event spot programs from arena between Oct. 22 and April were announced Friday. Events to be carried nightly except Fridays, will include three telecasts of 55th annual National Horse Show, two of 77th annual Westminster Kennel Club dog show, 23 college basketball games, 28 professional basketball games, 37 professional hockey games.

TAYLOR TO RESIGN

GEN. TELFORD TAYLOR, ex-FCC general counsel, expected to resign soon as administrator of Small Defense Plants Administration. In 1942, Gen. Taylor would not be reached Friday; it was learned he believes he has completed original objective of getting federal agency established. At time he took post, he indicated it was not permanent. After World War II, Gen. Taylor was chief American prosecutor at Nuremberg trials.

In this Issue—

ADVANCE sales for fall on the four radio networks are 15.4% lower than they were a year ago at this time. This fact staves CBS Radio affiliates in the face as they meet this week in Chicago to discuss the network’s rate schedule of 1954. Page 57.

B* PUBLISHES a tabulation of the FCC’s city priority list, showing who stands where. It’s the up-to-the-minute and complete status report on processing. Page 57.

A MAJOR survey of radio sales effectiveness by NBC shows that listeners buy more of the products advertised on radio than non-listeners do. In some cases buying by listeners in television homes exceeds that in non-TV homes. NBC sums it up by saying that radio sells goods as well now as it did before TV—and at the lowest cost of any medium. Page 57.

A VIRTUALLY UNKNOWN country judge is giving the incumbent a hot time in the campaign for run-off elections for governor in Arkansas. It’s all because the judge resorted to marathons use of radio.

PROGRESSIVE Party is putting the heat on networks and stations to get equal time with Republicans and Democrats. Progressives threaten wholesale filing of complaints with FCC if broadcasters don’t come around to their terms. Page 46.

A LANSING, Mich., furniture store today is three times as big as it was a year ago, and the only advertising medium it uses is radio. Page 50.

HERE’S the rundown on radio and television network gross sales in the first half of 1952. Page 28.

RADIO is the “last best hope” of carrying on the government’s “campaign of truth” to overseas. Page 45.

TWO major political parties ask a question that more seasoned broadcast sponsors, especially those using TV, have been lately asking: Where’s the money coming from to finance their huge air advertising campaigns? Page 53.


FCC grants UHF station in Mobile, Ala., and VHF in Honolulu. Page 57.

Upcoming

Aug. 12: NARTB’s convention committee meets, NARTB Hqtrs., Washington.
Aug. 13: As NARTB’s “Register and Vote” Campaign begins.
Aug. 15: B&H Sales Clinic, Dallas.

(Other Upcoming, page 38)

Closed Circuit

(Continued from page 3)

mitted extensive spot radio campaign plan to party’s national committee for approval.

IT’S NOT on production line yet but major equipment firm is developing radically different low-cost TV gear (transmitter not included) in effort to reduce community video station costs below six-figure category.

APPOINTMENT of successor to Ward Quaal as director of Clear Channel Broadcasting Service, for the balance of his term, will be deferred until end of year. Mr. Quaal, as assistant general manager of Crosley Broadcasting Corp., presumably will continue to keep weather-eye on CCBS operations pending appointment of successor.

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol), planning radio spot campaign to start Sept. 15, to advertise to 150 to 150 markets. Benton & Bowles, N. Y., is agency handling 13-week schedule.

INTERFERENCE HAZARD IN 540 KC USE DENIED

OPENING of 540 kc channel to broadcast use as proposed by FCC, will not lead to interference with auto-alarm transmissions, NARTB claimed in statement filed with FCC Friday. Statement replies to opposition filed by National Federation of American Shipping.

NARTB pointed out 529 kc channel is used in Europe, with no record of interference with auto-alarm signals. NARTB explained that advance in equipment design within last decade precludes danger of interference with distress signals.

SAG-COLUMBIA ACCORD

SIGNING of new basic contract expected soon as Columbia Pictures Corp. and Screen Actors Guild agree in principle on formula covering actors in TV films. Pact will include film revenue payment clause for talent. Universal-International, also participating in talks, is expected to sign a film producing TV films through subsidiaries—Screen Gems Inc. (Columbia) and United World Films Inc. (U-I). RKO Radio Pictures and Republic Pictures withdrew from negotiations, saying they planned no immediate TV production. Their action came after it became apparent James C. Petrillo, APM president, would not modify union’s 5% royalty formula for films on TV.

WISN APPOINTS TWO

GERALD S. COHEN, formerly of WDGY Minneapolis, named as sales promotion manager of WISN-AM-FM Milwaukee. Harry D. Peck, station manager, said he will be in charge of merchandising, promotion, publicity and research. Mr. Peck announced George A. DeGrace, former promotion manager, has been named director of new public service and education department. Moves are first step in expansion program looking toward TV operation. Recently Mr. Peck named Dick Shireman sales manager and Jack Raymond program director.

for more AT DEADLINE see page 94
The KTUL-KFPW Trade Areas

- **POPULATION**
  - KTUL: 892,400
  - KFPW: 199,700

- **RETAIL SALES**
  - KTUL: $687,420,000
  - KFPW: $131,334,000

- **NET EFFECTIVE BUYING INCOME**
  - KTUL: $943,653,000
  - KFPW: $150,072,000

- **ONE OPERATION**
- **ONE NETWORK—CBS**
- **ONE REPRESENTATIVE**
  (Avery-Knodel, Inc.)

**KTUL**

**FORT SMITH**

AFFILIATED WITH KOMA, OKLAHOMA CITY
"The Prestige Station of the Carolinas
GREENSBORO, NORTH CAROLINA

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

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

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

Sources:
* RTMA
* SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 Watts

CBS Affiliate

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

TELECASTING Starts on page 55

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Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.
Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $1.50 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING or TELECASTING, National Press Bldg., Washington 4, D.C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title Broadcasting—the News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office
Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING  Telecasting
What law sends pork prices up in summer ... down again in winter?

The well known law of supply and demand. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the law of nature. They spend a good six months growing to pork-chop size.

As a result, fewer pigs are ready for market during the summer months. And meat packers have to pay higher prices in order to get enough pork to fill customers' orders.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. Less pork—higher prices through the summer followed by more pork, lower prices during the winter.

Remember, summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
WHEN IS A DOT A STOPPER?

That round black dot is called a period—sometimes known as a full-stop. It is perhaps the commonest of a host of visual devices with a single purpose: to convert a sequence of printed words into an intelligible message.

When you talk to someone, you don’t need visual devices. The warmth, emphasis, cadence of your voice carries your message with a clarity and conviction no printed page can match. That’s just one reason for radio’s extra selling power.

And it’s so easy to convert the inert print of your advertising into vivid, living spot radio commercials. Your customers are ready to listen—over any or all of these great stations.
JOSEPH P. HARDIE, vice president in charge of sales, Bristol-Myers Co., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as vice president and account executive.

JOHN SCOTT (SCOTTY) KECK, radio-television director of Henri, Hurst & McDonald, Chicago, elected a vice president.

ROBERT B. SELBY, vice president and manager, Walter McCrery Inc., San Francisco, has purchased agency’s interests in that city. Office will continue under name ROBERT B. SELBY & Assoc.

A. E. BOTTENFIELD elected a vice president of Waldie & Beigge, Chicago.

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IN A PERIOD when politics clamor for attention over the airways, Ken Fleming, chief timebuyer at Leo Burnett Co., Chicago, occupies a preferred position by reason of natural talents and special training.

He started learning politics the easy way—from the top down—majoring in political science at Indiana U. There he came into intimate contact with the forces that make politicians tick, during his tenure on the staff of the university’s Institute of Politics, which was then under the direction of Dr. Roy V. Peet, now head of the U.S. Census Bureau.

This was real pioneering in research, a scientific effort to build patterns in the field of politics analogous to those used in marketing. As Mr. Fleming puts it: “We were analyzing voting trends and using about the same basics as those employed in the study of marketing trends. We had in mind selling a politician or a political concept in the same way that Mr. Heinz sells a can of beans.”

Perhaps without fully realizing it, young Mr. Fleming was setting accurate guide posts for his business career by becoming firmly grounded in the methods and principles of research.

Having acquired the research techniques and rubbed noses with the proletariat in some fancy offshoots of the academic grind, Ken Fleming decided it was time to line up the practical side of his life’s work. He landed his first industry job as salesman in the Chicago office of George P. Hollinger Co., station representative, which he joined in February 1950.

His next move placed him in the offices of Leo Burnett Co., where he heads a staff of six timebuyers. In that capacity, he supervises for the agency’s clients. Pluses in his favor, according to one of the agency executives, is his “youth, ability to think clearly and well-rounded development.”

He is a member of a fast-moving outfit, fortified with knowledge of techniques, immediate awareness of what is currently going on in broadcasting, and ability to make the fine coordinations needed to best serve the clients’ interests. The success of these methods is shown in the impressive growth of the agency’s broadcast business, and the stature of its clients.

Mr. Fleming’s wife is the former Jane Sibley of Peru, Ind. With their daughters, Cathy, 2½ and Sherry, 3 months, they live in suburban Oak Park, from which they make regular treks (business permitting) to Lake Cicott, Ind., a resort town where Mr. Fleming was born and his parents still live.

He attended school there and in Logansport, Ind., before enrolling at Indiana U., where he became a member of Delta Upsilon fraternity. His college work was interrupted by two calls to the colors, first as an enlisted man in the Army Signal Corps, and later on a reserve recall.

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on all accounts
R. C. PEITSCHER, vice president in charge of the Chicago office for MacDonald-Cook, South Bend, Ind., elected vice president in charge of marketing and research at Fulton, Morrissey & Co., Chicago.


ESTY STOWELL, CHARLES POOLER and WALTER CRAIG, vice presidents, Benton & Bowles Inc., N. Y. elected to board of directors.

W. P. BOOTH elected vice president of Sullivan, Stanfield, Colwell & Bayles, N. Y.

DAVE E. LARSEN, merchandising executive, Bon Marche Department Store, Seattle, to Walter McCready Inc., Beverly Hills, as account executive and director of new business department.

STORRS HAYNES, Dancer-Fitzgerald-Sample, N. Y., and BROOKS ELMS, Blow Co., same city, to McCann-Erickson, N. Y., as account supervisors in radio-television department.

JIM BISHOP, president of Bishop & Assoc., L. A., named member of Municipal Traffic Commission by Mayor Fletcher Bowron.

CARLTON W. HART, advertising manager of Procter & Gamble Co. of Canada Ltd., Toronto, to plans-merchandising staff, N. W. Ayer & Son, Philadelphia. PETER GODFREY added to copy staff. CARL SCHMIDT Jr. returns to copy department after 16 months on active duty with Air Force. DANIEL E. TOMLINSON returns to media staff after service with Air Force. RALPH N. THAYER to agency's New York branch in radio-television research bureau.

JOHN J. QUINN, production manager, Peldar & Ryan, N. Y., to Anderson & Cains, same city, as head of production department.


JACK KIRWAN, sales staff, WHAS-TV Louisville, to Bruce B. Brewer & Co., Kansas City, as radio-television director.

HARRY WALSTRUM, program director, KECA Los Angeles, to Charles Ross Adv., Hollywood, as vice president.

ARTHUR A. PELTZ, Co-ordinated Adv., N. Y., appointed director of radio and television.

KENT RODENBERGER, Vaughan & Spencer, Chicago, to Hicks & Greist Inc., N. Y., as account executive assistant.

H. P. KELLEY elected president of Russell T. Kelley Ltd., Hamilton, Ont., succeeding his father who died recently. H. E. DENNISON elected executive vice-president. Directors are R. C. GORDON, T. H. DEAR, H. G. SCAIFE, J. E. BRITTAIN, and MRS. N. M. ROBERTS.

DR. J. ROBERT MILLER, professor of marketing and advertising at Texas A & M, to Gardner Adv., St. Louis, as director of research.

GEORGE KERN, media director of Benton & Bowles, N. Y., has resigned [CLOSED CIRCUIT, July 28]. He will announce future plans shortly.

MAHOOl Adv., Baltimore Md., relocates at 914 N. Charles St., effective Sept. 1.


FRANK-GOLD AGENCY, L. A., has been formed to handle advertising and public relations at 1139 S. Beverly Dr. DON FRANK, advertising-director, United Jewish Welfare Fund, L. A., and MIKE GOLD, account executive, The Mayers Co., that city, are partners. Telephone is Crestriv 6-4941.

RADIO has distinct MARKET of its own...

In 4 consecutive ARBI surveys of sales impact of radio versus newspaper advertising, it was proved that radio is necessary to cover the complete Rochester, N. Y. market.

Four Rochester radio stations participated* in each 2 or 3 day test. ARBI tests showed:

- RADIO outpulled newspapers in 3 out of 4 tests in dollar value of purchases.
- RADIO brought largest percent of shoppers who purchased merchandise in 3 out of 4 tests.
- RADIO produced the largest percentage of store traffic in 3 out of 4 tests.
- RADIO produced a large gain in business in all tests.
- RADIO definitely proved it reaches an audience of its own—not duplicated by newspapers in the Rochester market.

Ask your nearest Hollingbery man for the details of this test; and also the complete factual story of WHAM's position as the No. 1 radio buy in the 16 county Rochester area.

* Stations participating in 4 joint ARBI surveys in Rochester, N. Y., were WHAM, WABC, WNYT, WVEF.
Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and still unquestionably radio dominated.

The lion's share of Southern listeners—built up over a period of 25 years through excellent programming, featuring nationally known CBS stars and outstanding personalities of the South. Verified by highest ratings.

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. No other station South gives advertisers such all-out support.

LET WWL, the South's Greatest Salesman, SELL THE SOUTH FOR YOU!

WWL
NEW ORLEANS
50,000 WATTS CBS RADIO AFFILIATE CLEAR CHANNEL
A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY
WIBC, Indiana's First and Only 50,000 Watt Station

WILBUR S. YOUNG
Superintendent of Public Instruction
State of Indiana

"WIBC has made a notable contribution to all Hoosiers in the field of public instruction"

- WIBC's outstanding coverage of educational activities, its marked emphasis on forum discussions of events vital to the people of Indiana, plus its leading news, religious and farm service coverage, have won the praise of many prominent Hoosiers like Mr. Young.

Thousands of letters every week testify that this high level of public service programming has also helped build the state's largest following of loyal and regular listeners.

WIBC, Inc.—30 West Washington Street • Indianapolis 6, Indiana

WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & CO., National Representatives

Spot

KELLOGG Co., Battle Creek, Mich., for full line of cereals, will spot the half-hour weekly feature "Superman" in 16 markets during Sept. and Oct. Additional cities will be added in Nov. and Dec. Schedule calls for entry into Chicago, Milwaukee and St. Louis Sept. 15; Binghamton, Buffalo, Rochester and Schenectady, Syracuse and Utica, Sept. 29; Minneapolis, Ames, Davenport, Rock Island and Omaha Oct. 13; Kansas City, Oklahoma City and Tulsa, Oct. 20. Client is accepting availabilities now and seeks premium Class A time periods. Agency: Leo Burnett, Chicago.


Network

KRAFT FOODS, Co., Chicago, renews "The Great Gildersleeve" on NBC from July 23 for 82 weeks, Wed., 7:30 p.m. CDT. Agency: Needham, Louis & Broby, Chicago.

BENDIX HOME APPLIANCES, Div. of Avco Mfg. Corp., South Bend, Ind., renews alternate weekly sponsorship of "The Name's the Same" for 82 weeks starting Sept. 10 on ABC-TV, Wed., 7:30-8 p.m. EDT. Agency: Tatham-Laird Inc., Chicago.

B. F. GOODRICH Co. signs for alternate-week sponsorship of "George Burns and Gracie Allen Show" on CBS-TV, Thurs., 8-8:30 p.m. EDT, effective Oct. 16. Goodrich will alternate with Carnation Co., which currently presents program every other week. Agency for Goodrich: BBDO, N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, has bought three 1/2 hours on NBC-TV's "Your Show of Shows." Time periods are 9 to 9:30 p.m. CT on Oct 4, Nov. 1 and Dec. 15, covering full video network. Agency: Russeil M. Seeds, Chicago.


KELLOGG Co., Battle Creek, dropping "Space Cadet," ABC-TV, Mon.-Wed.-Fri., 6:30-48 p.m. EDT, and is buying first half-hour of "Super Circus," Sun., 5-6 p.m. EDT. Starting date of Super Circus sponsorship not definitely set, but expected to be about mid-September. Mars Inc. sponsors 5:30-6 p.m. portion of show. Kellogg agency: Leo Burnett Co., Chicago.

Agency Appointments

CREAM WIPT PRODUCTS Inc., Phila. (salad dressing), appoints Weightman Inc., that city.

LOS ANGELES NUT HOUSE (Tom Sawyer potato chips, peanut butter), appoints Davis & Co. that city.


PECK & PECK, women's retail clothing chain, appoints C. J. LaRoche & Co., N. Y.

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.


CAMPBELL SOUP Co. Ltd., New Toronto, appoints Dancer-Fitzgerald-

(Continued on page 47)
This 9 game, play-by-play package is the best football buy of 1952!
Available for single or dual sponsorship.
Telephone now for details!

In New England, Harvard football broadcasts are required listening. And here's the package that gives you everything required to turn these millions of football fans into customers!

The plan includes radio time on WBZ-WBZA (approximately 2 1/2 hours each Saturday featuring the team that won Boston's top Pulse rating last season). Plus 15 minutes of color before each game. Plus a complete array of promotional aids: newspaper ads, window streamers, spot announcements, airplane tow banners, dealer letters and football schedules.

As we go to press, the package is still available. It is sure to be sold, and soon, to a single sponsor or to two noncompeting sponsors. It is sure to produce results, for it will reach WBZ's vast area, populated by more than 7 million people. Better get the full story now from WBZ or from any Free & Peters office!

September 27...Springfield at Harvard
October 4...Columbia at Harvard
October 11...Washington University of St. Louis at Harvard
October 18...Colgate at Harvard
October 25...Dartmouth at Harvard
November 1...Davidson at Harvard
November 8...Harvard at Princeton
November 15...Dartmouth at Cornell
November 22...Yale at Harvard

Exclusive radio coverage in New England (except for November 8)
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

IN THE NATION'S CAPITAL

YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM

Represented by NBC Spot Sales

Page 28 • August 11, 1952

OVER $3 1/2 million payroll dollars are expected to begin pouring into Tacoma, Wash., next year as the result of an intensive four-month radio campaign conducted by two KTAC Tacoma newsmen.

The campaign was the initial public service venture of KTAC's morning commentary program, For Your Information, launched last March by Murray Morgan and Jim Faber.

Masters, Morgan and Faber, KTAC's three editors, combine talents on For Your Information, and in addition have their own five-a-week news strips, Tacoma Beat and Tacoma Report, both devoted to local news.

The news veterans decided to tackle a project which for two decades had met with failure after failure. They decided to try establishing a modern fishing boat terminal in Tacoma's harbor to replace the outmoded and overcrowded boat haven.

Such a project had been urged for 20 years by the city's Chamber of Commerce and other organizations.

Several times weekly for four months the pair wove facts and figures about the project into their news programs. In all, 47 programs were used.

They took a tape recorder on fishing boats and interviewed fishermen on deplorable conditions of the old boat haven. The fire chief was taken on a tour of the dock with the immediate result that new fire protection facilities were installed.

On one occasion, the newsmen hustled Tacoma's mayor off to Seattle where they had arranged to have Seattle's Port Head conduct a tour of that city's boat haven which reportedly is bringing in $75 million a year to Seattle.

The campaign caught on slowly. Undaunted, Masters, Morgan and Faber kept digging for facts and figures. They looked into the port's finances and found that there was ample cash, and that the new facility could be operated at no cost to the city.

Finally, they obtained a breakdown on how much the city's present fishing fleet brought in—$1,750,000 for 45 boats. Their survey showed that at least twice as much as this amount could be gained if enlarged facilities were provided.

This last set of statistics was the clincher. One by one, other groups got behind the project. Tacoma's mayor appointed a committee to work on the project; the Chamber of Commerce revived its committee.

Last week their faithful industriousness bore fruit: The Port Commission announced that it would start work within 90 days on a $200,000 boat haven—one which would almost triple present facilities and bring a yearly payroll estimated at $3 1/2 million.

All this, despite the fact that Tacoma's only newspaper has been strikebound since April 12!

SY WEINTRAUB, 20-year-old vice president and sales manager of Motion Pictures for Television Inc., has not completely wiped away the Stardust from his eyes though his career has lifted him from humble beginnings in New York's lower East Side to a plush Madison Ave. office and a swank Central Park South apartment.

"I've been so busy the past five years," Mr. Weintraub recounted, "that I often can't believe it's true. And I still get a thrill out of clinching a deal that may amount to just a few thousand dollars."

Five years ago Mr. Weintraub accepted his first job in the television field as a salesman with Film Highlights. In 1949, together with Joseph Harris; Mr. Harris' selling is his forte (Continued on page 90)
To sell Razor Blades to inland Californians (and western Nevadans)

...Be on the Beeline

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

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

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

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

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative

KFBK  Sacramento (ABC)  50,000 watts 1330 kc.
KOH  Reno (NBC)  5000 watts, day; 1000 watts, night 610 kc.
KERN  Bakersfield (CBS)  1000 watts 1410 kc.
KWG  Stockton (ABC)  250 watts 1230 kc.
KMJ  Fresno (NBC)  5000 watts 580 kc.

A million people listen to the Beeline every day
Fancy Fringes

EDITOR:
I appreciated your note in Closed Circuit [July 28] relative to Jim Seller's [of American Research Bureau] finding TV sets all over the place. Our current tabulations are revealing the same sort of thing and I think it is probably well that the industry realize the extent to which this sort of thing is happening.

The other day, for instance, I was checking a South Dakota battalion 200 miles northwest of Omaha and was amazed to see both Omaha TV stations listed on a fairly frequent basis. A note on the bottom of the ballot, however, stated "our antenna is 85 feet high—on top of the silo!"

Another thing: we run into frequently in these fringe areas is that the respondent will list two or three TV stations for the same channel and then state something like: "I wish that some time I could see the end of a show." Apparently these people tune in a channel and then just take whatever happens to come through—even when, half-way during the show, the picture will change to another program and another network.

Apparently this sort of thing has been going on for a longer time and to a wider extent than previous guesses have assumed. I am glad that Jim Seller has had the confidence in his data that would enable him to take these occurrences seriously and incorporate them into his findings.

Kenneth H. Baker
President
Standard Audit & Measurement Service Inc.
New York

In Unity, Weakness?

EDITOR:
I read with interest your article entitled, "Both Media Into One," in the July 21 issue of your publication. I have a very high regard for the judgment and ability of the people in RCA and NBC. I'm sure that, before the change was made back to an integrated operation, these men with their background and experience studied the matter with great care.

However, I too have studied the matter for a number of years... I have a deep feeling that this move will hurt radio. I hope it doesn't. I am rather cold to any close working between program departments and sales departments as well as station relations in the operation of two networks—radio and TV.

I feel that network and station operation should be completely separated and each should go out and fight for audience, clients and stations.

I might add that once there was a Red and a Blue network. Many people felt that they should not be operated by the same group. Finally a separation was agreed upon and history records that both networks moved forward in service and strength and financial stability after each was put on its own.

Edgar Kobak
President
WTWA Thomson, Ga.

[EDITOR'S NOTE: Mr. Kobak, now president of Advertising Research Foundation, is chairman of the executive committee of Broadcast Advertising Bureau, and business consultant, in addition to being president of WTWA, was executive vice president of the Blue network before and after it was sold by NBC.]

Princeton Fumbled

EDITOR:
...In your July 28 issue you kindly referred to the picture we just completed for the American Telephone & Telegraph Co. and unfortunately our release was in error. The film, featuring Dr. Strieby, is not on television but rather on the subjects of coaxial cable and micro-wave installations.

Jack S. Barlass
Executive Vice President
Princeton Film Center
New York

Line of March

EDITOR:
...Broadcasting • Telecast- ing continues to lead the ever-growing parade of trade publications in the radio and television fields. It's the one I read most carefully...

Gerald L. Seaman
Radio-TV Director
Bert S. Gittine Adv.
Milwaukee

Hart's Desire

EDITOR:
Radio and TV did a great job with the recent convention coverage, but their press departments fell flat on their antennas with their service to radio-TV editors, literally starved for news.

It may come as a shock to those press departments that we have daily, not weekly, west of the Hudson.

Had they realized that, we're (Continued on page 54)
OIL SCIENTIST, using laboratory model, shows how water flooding revives oil fields which have lost natural "push." By pumping water into oil-bearing sands, trapped oil is forced toward outlet wells which bring it to the surface, where it is separated from water. This technique, now used in 800 water flooding projects in the U. S., is producing millions of barrels of oil which once seemed beyond reach.

Water Flooding Puts New Life in Old Oil Wells
Remarkable Recovery Method Helps Boost U. S. Oil Supplies to Record High

An ingenious method of oil recovery, in which actual water transfusions are used to put new life into worn-out wells, will add extra millions of barrels to the nation's record oil supplies this year.

By pumping water deep underground into oil-bearing formations which have lost their natural pressure, oilmen now coax more oil out of the ground than nature alone would yield. This "water flooding" method is typical of the many special conservation devices developed by oil scientists of scores of companies in their efforts to squeeze every last barrel of oil from existing fields.

In their vigorous struggle to outproduce their rivals U. S. oil companies use the latest scientific developments to set new production records year after year. Equally important, they have constantly improved the oil products America uses. For instance, 2 gallons of the high quality gasoline you buy today do the work that 3 gallons did in 1925. Yet today's gasoline is priced about the same as 25 years ago—only taxes are higher.

In peace or war, you benefit from the competition among America's privately-managed oil companies with the finest oil products at the world's lowest prices.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.
Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It’s a natural combination!

Baltimore retailers know all about this. That’s why W-I-T-H carries the advertising of twice as many of them as any station in town!

These more-listeners-per-dollar that W-I-T-H delivers mean low cost results!
That’s what you want from radio, isn’t it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjos man will give you the whole story.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
FALL SLUMP CONFRONTS CBS RATE MEETING

Will Rates Be Cut? Decision in Chicago

TOMORROW (Tuesday) will be the day of decision for the CBS Radio network affiliates, whose deliberations will be spurred and perhaps influenced by an 18% lag in fall business signed by the network now in comparison with that on the books at this time last year.

Meeting at Chicago's Conrad Hilton Hotel, top executives of the CBS Radio outlets will receive a report from the committee they appointed early last month to meet with CBS officials in an attempt to find a satisfactory solution to the perplexing problem of radio network rates [B&T, July 7].

Guiding principle of that committee was the resolution, unanimously adopted by the 145 affiliate station executives attending the July meeting, urging CBS not only to "abandon and reject" any plans for further reductions in its radio network rates, but to rescind the rate cuts made a year ago, restoring evening rates to their former level and, in addition, increase daytime rates by not less than 20%.

Storer Report

It is anticipated the committee chairman, George Storer, Storer Broadcasting Co., will report the findings of his meetings with the CBS management. It is generally regarded that the network officials of the soundness of the stations' position or alter their decision that the only way to attract more advertisers to CBS Radio is by offering better bargains. Mr. Storer, furthermore, is expected to tell the CBS affiliates that the network intends to pass along to them a share of the cost involved in continuing network service with a reduced scale of revenue.

The committee's labors have not been entirely in vain, however. In place of an overall slash of network rates by 60% or more which reportedly had been contemplated, the CBS management is now understood to be thinking in terms of a 25% decrease, and for nighttime only, with the change directly attributable to the determined stand of the affiliates.

Another accomplishment of the committee's efforts is said to be the willingness of CBS to explore the feasibility of making the reduction in terms of increased discounts, rather than as another direct cut in card rates. Still to be worked out in complete detail, this discount plan would involve a number of factors such as dollar volume, frequency of broadcast, and number of stations used.

CBS also is said to be giving serious attention to the petition of the affiliates for a boost in daytime rates. With its daytime hours—10 a.m. to 4:15 p.m.—entirely sold out [B&T, July 28], the situation here is quite different than that which obtains in the evening hours when TV competition is strongest. Although CBS has made no definite commitment on this point it is believed if the affiliates will agree to accept the network's decision to reduce nighttime costs to its advertisers, the network will go along with the stations in the matter of a daytime increase.

The CBS Radio affiliates, then, are confronted with the adamant position of the network that a reduction in nighttime charges, to be borne equally by the network and the affiliate stations, is essential to continuing the present quality of network service. If they agree to that, they are promised the reduction will be effected in a way that will not reduce base rates and so will not subject them to pressure for similar reductions in their spot and local rates. Also, they are given hope of an increase in network daytime charges which might enable them to raise their daytime spot and local rates accordingly.

When they met in July, the affiliates minced no words in demanding rate cutting as a means of stimulating sales. Their resolution and the arguments of their committee since that time have failed to change the network's determination that rates must be reduced. They must now either accept the CBS stand, tempted by the considerable concessions their committee has been able to secure, or—barring the unlikely miracle of a new plan, as yet unborn, that would win approval of both sides—give up their CBS affiliations and go it alone as independents.

That the station managers appreciate the seriousness of the decision with which they are faced is attested to by the fact that as of Wednesday evening, nearly a week in advance of the Chicago meeting, 120 of the 165 CBS Radio affiliates who receive payment from the network for carrying its commercial programs had notified the committee of their intention to be represented. With the bonus stations, who also were invited, CBS has some 200 radio affiliates.

CBS, on its part, is understood (Continued on page 21).

Advance Sales Lag; Off 16% from 1951

CERTAINLY, the decision as to CBS Radio rates must be made shortly, if it is to have any effect on the network's fall business. A check of major advertisers in New York last week showed at least seven companies who are contemplating the use of network radio and TV during the coming fall-winter months but who have not arrived at definite decisions. It is a logical presumption that a desire on the part of these advertisers to learn what kind of a deal CBS will offer—and how the other networks will meet the CBS proposals—is at least a partial explanation for their delay in placing definite orders.

Orders Needed

And orders are what the radio networks need. As of last week the four national networks reported a total of 157 hours and 25 minutes of business on their books for fall, a drop of 16.4% from the 188 hours and 12 minutes of fall business reported in August 1951. CBS, with 59 hours and 35 minutes reported sold this year in comparison to 72 hours and four minutes sold at this time last year, shows a drop of 18.0%. NBC, with 47 hours this year against 59 hours a year ago, is down 20.7%. ABC is off 37.4% in advance fall sales, reporting 29 hours and five minutes this August against 46 hours and 25 minutes booked last year at this time. Mutual, with 21 hours and 45 minutes of fall business signed up to date, is 8.0% ahead of the 20 hours and seven minutes sold at this time a year ago.

Among the companies which have delayed decisions on their network plans for fall is Manhattan Soap Co. which, through Scheidecker, Beck & Werner, New York, is contemplating both radio and television and most likely will underwrite a network show shortly.

Gulf Oil Co., which currently sponsors Center Stage on NBC radio and We, the People on NBC-TV, is reconsidering both programs but will remain in network radio and TV. The programs, however, (Continued on page 24).

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Advance Sales Lag for Networks
(Continued from page 28)

may not be the same. Although there, again, the decision is still
up in the air, it is known that Gull
will not. For negotiations with
Life magazine on the We, the Peo-
ple program after the present cycle
runs out. Young & Rubicam, New-
york, is the agency.

Vick, Chemical Co., through Morse
International, New York, currently is looking for a commen-
tator to place in a five-minute news
program on Mutual, scheduled to
start late in September, Sundays,
4:55-5 p.m. This marks the first
time Vick has bought a national
network show in about four years.
The firm will continue, however,
with its tremendous spot radio
coverage.

Bristol-Myers, New York, through Young & Rubicam, that the
crux, crucial, result is continuing its
radio and TV plans. Under con-
sideration is one plan which will
start in September: Sponsorship of
regional shows, following the pat-
term, pattern. The tent cities, in both
Borden Co. The network show would
be in addition to the regional plan
and will be decided upon by Aug. 25.

General Foods, for its Birdseye
and Jell-O, also is considering a
radio network show, possibly day-
time, with a top comedian, but
nothing definite yet has been formu-
lated.

Lever Brothers Co. and Libby,
Meck & Libby are two other ma-
jor advertisers known to be con-
templating radio network shows.

Wildroot Co., Buffalo, extending
its campaign through the week, has
signed for a five-minute news pro-
gram across the board on Mutual
(Mon. through Fri., 7:55-8 p.m.),
and additionally is picking up half
sponsorship of Mutual's 20 Quest-
tatives (15, 5:50 p.m.) from its
current half sponsorship of The
Shadow, also on MBS (Sun., 5-5:30
p.m.). Wildroot agency is BBDO,
New York.

While the total of network hours
booked to date by CBS is below the
total at this date a year ago, this
does not mean necessarily a diminu-
tion in dollar volume, which de-
PENDS on the number of stations
used by the advertisers and the
amount of network time. Such
data are not yet available for fall
but the Publishers Information Bu-
reau reports for the first six months
of this year [Bet., 1959 and story,
page 28, this issue] show the CBS
radio network gross time sales
to have fallen 24.4% below the level
for the same period of 1951. For the
same period NBC's radio network
showed a decline of 19.4% in gross
billings. These are comparable
figures and directly reflect results
that weren't really sold network radio,
effects occasioned by both CBS and
NBC in July 1951.

Not comparable are the 11.6%
increase in ABC's gross time sales
and the 15.8% increase for MBS for
the first half of this year com-
pared with the first half of last.
These networks did not change
their base rates but effected their
price reductions to advertisers
through added discounts, the tech-
nique proposed for adoption by
CBS this year.

Merge Sales Forces

TWO major companies with non-
competitive products, Daggett &
Ramsdell, Newark (cosmetics), and
Zonite Products Corp. (feminine
hygiene and toothpaste products),
have merged their sales forces.
The combined sales force will sell
products of both companies. Erwin,
New York, is agency for both
accounts. Daggett & Rams-
dell is a spot radio advertiser.

AUTHOR meets news service executive and
broadcasters in executive and
copy of his latest book, Faith Is a
Weapon. Author is Tom Morgan (c),
foreign affairs expert and special
events chief for WOV New York, who
writes book to his former colleague,
Seymour Berkson (b), general
manager of International News Service.
Ralph N. Weil, WOV executive vice
president, is the broadcaster. Messrs.
Morgan and Berkson had covered
Europe as newsmen 15 years ago.
Mr. Morgan gathered material for
book while abroad on year-long as-
signment with WOV offices in Italy.

Will Rates Be Cut?
(Continued from page 33)

to have told the committee that
while it has no intention of sum-
marily dropping affiliates who re-
fuse to accept whatever rate ad-
justments it may make, neither
will it hold such adjustments in
abeyance in an effort to secure
100% compliance from its radio
affiliates.

Based on its experience with the
recent change in the CBS radio
affiliation contract which gave the
network the right to change the
stations' network rates at will
and without previous notice to
individual stations, CBS is
hoping the great majority of its
affiliates will agree to bow to its
judgment on rates. That contract
revision, said to be necessary to
close CBS to "meet competition"
in the event of a sudden rate cut
by another network, was accepted
by all but a very few of the net-
work, major affiliates. Holdouts
were reported by both radio of-
cials, including WJR Detroit,
WGAR Cleveland, WHAS Louisville
and KIRO Seattle.

All four of those stations are
represented on the affiliates com-
mittee which has been negotiating
with the CBS management. They
are: John F. Patt, WGAR and
WJR; Victor A. Sholts, WHAS, and
Saul Haas, KIRO. Other commit-
tee members are: Chairman Storer,
William B. Quarton, WMT Cedar
Rapids; John E. Petzer, WZKO
Kalamazoo; Hubert Taft WRKC
Cincinnati; Kenyon Brown, KWFT
Wichita Falls, Tex.; Ray Herndon,
KTRH Houston, and I. R. Louns-
berry, WGR Buffalo, who also is
chairman of the Columbus Affiliates
Advisory Board.

Tomorrow's affiliate meeting will
begin at 10 a.m. with a closed ses-
sion at which the Storer committee
will deliver its report. CBS Presi-
dent Frank Stanton, together with
Adrian Murphy, president of the CBS
Radio Network; Herbert V.
Akerberg, CBS Radio station rela-
tions representative, and Richard
Salant, CBS vice president and
general executive, who have repre-
sented the network in negotiations
with the affiliates' committee, all
will be in Chicago on assignment
with the station group if called
upon.

Taylor to Motorola
EDWARD R. TAYLOR has been
elected a vice president of Motorola
Inc., Chicago, with charge of sales
and merchandising programs. He
recently resigned as vice president
in charge of markets for Hotpoint
Inc., same city.

Where Do We Go From Here? . . .

IN CHICAGO tomorrow (Tuesday) a moment-
ous decision will be made. Will the CBS Radio
affiliates (or a substantial majority of them)
accede to a CBS Radio proposal which will have
the effect of cutting all the big affiliates still
further the cost of network time to the advertiser,
thus drastically reducing the affiliates' 'take'
from the network?

The lines appear to be clearly drawn after
five weeks of negotiation by a 10-man affiliates
committee with CBS officials. The committee's
inspiration is unanimous. Nonetheless, a report
will be made and the resultant action, according to
the committee's own statement "will influence
greatly (the affiliates) further radio op-

That is understood. From what we are
able to glean the result will seriously influence
the status of all affiliates of all networks.
It will influence the status of the independents
too. It will change the overall economic
structure of the medium. It will mean cut-
backs in station personnel and programming.

For months we've said that the orthodox
method of network operation is past. Both
sides agree that changes are necessary. The
affiliates, however they may vote under dead-
line pressure, generally feel that the networks
will have the advantage. They want to
retain the status quo on nighttime rates,
and increase daytime rates. The networks say
this is sheer folly—and economic suicide.

It is clear that all of the CBS affiliates are
not showing their hands now. There is being
talked up the creation of a "quality network"
of stations, to sell time cooperatively. This
group—said to number more than 50—is ex-
ploring the prospect that if CBS invokes a cut, a
lot of the CBS stations will change their for-
card, NBC will follow suit. NBC officials have
candidly stated they are awaiting CBS's move,
having withheld their own revised rate struc-
ture last year. Would there be NBC recruits
in basic markets for such a "quality net-
work" venture?

Such cooperative network plans have been
proposed—but never adopted—some time in the

course of every major network-affiliate crisis in
the past dozen years.

The proponents of the independent network
project understandably are loath to get out in
front. They are contending there is no plente-
ous" of statistical support for their plan. They
point out that while network business hasn't
been sold—even at the 10-15% discount invoked
last year—national spot and local business is
substantially up. They cite the network transit-
ion as to their-owned-and-operated stations,
which are stressing national spot and local,
and are trending more and more toward the
independent-station programming format.

What the seeds of the CBS affiliate crisis
depends upon the outcome of the sessions in
Chicago tomorrow. Plans reportedly are made for
a meeting call—if the Chicago events in-
dicate that course—not necessarily confined
to affiliates of CBS.

Thus, more than one decision is destined to
be reached in Chicago tomorrow. It's the first
one that really counts.
IN WHAT was termed "the first attempt to measure radio's sales effectiveness in 12 years," NBC last Thursday released results of a survey showing that people who listened to commercial programs bought from 11 to 111% more of the advertised products than did non-listeners.

The programs were cited as evidence that radio not only sells goods but does so just as effectively as in pre-television days, and at the lowest cost of any advertising medium. In some cases radio's effectiveness was shown to be greater in TV homes than in those without TV.

The study was conducted in Davenport, Iowa (a TV, CBS and Fort Wayne, Ind. (non-TV market) and the total area covered was described as "remarkably similar" in TV penetration—45% to that forecast for the entire nation by next Jan. 1.

Out of the field work, which involved the asking of a total of 1,234,000 questions in personal interview in more than 60 towns in the two cities, came findings which NBC called radio's "E.S.P," defined as the ratio of (1) Purchases of radio-advertised products by listeners to the program, to (2) Purchases of these products by non-listeners.

Groups Carefully Matched

In the case of each program studied, NBC researchers said, listeners and non-listeners were divided into two groups which were matched carefully so as to be nearly equal as possible in size of group and in age, sex, income, education, family size of family, magazine and newspaper reading habits and TV ownership.

The "E.S.P.'s" of six NBC programs were reported as shown in the "Relative Difference" column of the table below, according to the "Difference" column, representing the percentage by which listeners, product purchases exceeded those of non-listeners.

Voice of Firestone radio program, which was reported to have had an "E.S.P." of 111% for all homes, it was also found that:

"Gain in favorable attitude runs highest in TV homes of the sample where it reaches 16%. (The matching group, with great care to eliminate any influence from the TV version of this program.)

"Researchers also queried for attitudes toward a closely competing brand. Although Firestone's lead over this competition was only 5% among non-listeners, it jumped to 16% among Voice of Firestone listeners as radio-created advantage of 3-to-1."
CBS NET RISES

Reaches $2.8 Million In First Half of '52

NET INCOME of CBS Inc. and its domestic subsidiaries for the first half of 1952 (after provision for federal income taxes) totaled $5,851,415 as compared to $2,471,317 for the same period of 1951, a consolidated income statement showed last week.

Gross income for the first 26 weeks of this year was placed at $80,715,895 after deduction of discounts, commissions and returns, while the comparable figure for the first half of last year was $55,129,306. Net income before federal taxes was $71,151,415 this year against $6,346,317 last. It was pointed out that the 1952 figures include the operations of Hytron Radio & Electronics Co. and CBS-Columbia Inc., manufacturing properties acquired by CBS June 15, 1951.

The CBS board (also see story page 53) meanwhile last week declared a dividend of 40 cents per share on its Class A and Class B stock, payable Sept. 15, to stockholders of record at the close of business Aug. 22. The CBS statement follows:

COLUMBIA BROADCASTING SYSTEM INC.
AND DOMESTIC SUBSIDIARIES

Consolidated Income Statement

<table>
<thead>
<tr>
<th>Six Months Ending</th>
<th>June 26, 1952</th>
<th>June 30, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Income</td>
<td>$105,394,498</td>
<td>$71,151,415</td>
</tr>
<tr>
<td>Less—Discounts &amp; returns</td>
<td>24,878,603</td>
<td>7,151,415</td>
</tr>
<tr>
<td>Deductions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating expenses &amp; cost of goods sold</td>
<td>$53,546,917</td>
<td>$30,926,024</td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
<td>14,286,093</td>
<td>11,944,286</td>
</tr>
<tr>
<td>Provision for depreciation and amortization of leasehold improvements</td>
<td>2,337,896</td>
<td>1,217,632</td>
</tr>
<tr>
<td>Income before federal taxes on income</td>
<td>$2,831,415</td>
<td>2,307,217</td>
</tr>
<tr>
<td>Provision for federal taxes on income</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Excess profits tax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Income for Period</td>
<td>$2,801,415</td>
<td>2,277,217</td>
</tr>
</tbody>
</table>
| Earnings per Share (Note 3) | $1.22 | $.44

Notes:
1. The 1952 figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) which was acquired June 15, 1951.
2. The provision for federal taxes on income for the first six months of 1951 as originally reported was calculated in accordance with the 1950 Revenue Act which was in effect at that time; this provision has been adjusted in this report to reflect the changes resulting from the subsequent enactment of the 1951 Revenue Act as applicable to the full year 1951.
3. The 1952 per share earnings are calculated upon the $3,327,986 shares outstanding as of June 26, 1952 and the 1951 per share earnings upon the 1,717,381 shares outstanding as of June 30, 1951; prior to the issuance of 550,546 shares as of that date for the acquisition of the Hytron group.
4. The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

COLUMBIA BROADCASTING TELECASTING

WASHINGTON, June 26—CBS-COLUMBIA Inc., CBS' television receiver manufacturing subsidiary, will back its 1953 line of TV receivers with a $1 million advertising budget to include radio and TV spot campaigns, according to Gerald Light, director of advertising and public relations for the firm. Ted Bates & Co., New York, is the agency.

FTC Cites 847 Ads

TOTAL of 847 radio and periodical advertisements were listed by the Federal Trade Commission during June as possibly false or misleading, with 452 referred to the Bureau of Antideceptive Practices, 206 to the Bureau of Industry Cooperation, and 189 to the General Counsel's Office.

MORE LOCAL RADIO

FORESEEN BY WBS

STATIONS this fall will aim for increased local business to offset losses from national sources in the opinion of World Broadcasting System, which last Wednesday reported its renewal and new subscriber business was not experiencing a drop-off this summer.

These points were made in a report by Robert W. Friedheim, general manager, who noted that the past four months have been the best in the company's history with an upsurge in new clients and a large list of renewals.

Mr. Friedheim stressed that 1% of new sales in recent months were to network-affiliated stations which apparently plan to meet local advertiser budgets with low-cost library-produced shows.

The report noted that increasing emphasis on local level sales this fall was further indicated by the fact that 41 new World subscribers are also using another library service, news and other local origination and network co-op offerings.

SCHLITZ ACCOUNT

JOS. SCHLITZ Brewing Co., Milwaukee, which four months ago had named Lennen & Mitchell (soon to be Lennen & Newell), N. Y., to handle its radio and television advertising, announced last week the agency also will handle its newspaper, magazine, trade paper and outdoor advertising, effective in October. Thus, the agency will handle the entire account, said to be about $6 million. Philip W. Lennen, board chairman of the agency, will be the account administrator.

Page 26 • August 11, 1952
Nobody figured this country judge had even an outside chance in the preferential primary for governor. But he took to the air in an amazing campaign that included one broadcast lasting a solid 24½ hours. The result was...

UPSET IN ARKANSAS WON BY 'TALKATHON'

By OLIVER R. SMITH

RADIO'S POTENCY as a medium for political campaigning is being given a dramatic demonstration in the South. On the strength of the newly-developed radio "Talkathon" a little-known country judge staged a startling upset in the Democratic preferential primary for the governorship of Arkansas. With the same weapon he is making a strong bid to defeat Gov. Sid McMath in the runoff election Aug. 12.

This would presumably win him the governor's chair. In Arkansas the Democratic nomination is tantamount to election.

The Talkathon is a trademarked question-and-answer radio show of a type largely unexploited until now by the politicians. It's a kind of audience-participation quiz show in which the people ask, instead of answer, the questions. The candidate for office is supposed to answer the questions, and if his answers please or impress enough of the people he presumably will get the prize he seeks.

The only previous application of the political Talkathon, in its now-trade-marked format, was in Florida's Democratic primary for governor six months ago. There it was used with carrying a complete newcomer through the preferential primary and to within 5% of the runoff ballot total polled by the incumbent. A somewhat similar technique, though on a smaller scale, was used by Gov. Thomas E. Dewey, of New York, in successfully seeking reelection in 1950. Dewey's question answering was done on both radio and television.

The surprise showing of the country judge in the Arkansas race was a political miracle in which a novice with only a shoestring campaign fund whipped a combination of veteran politicians. The striking element is his method. He takes his story to the people by radio. And that's where the new Talkathon comes in.

Eight weeks ago, when he announced his candidacy for nomination as governor, Francis Cherry was known by few people outside of northeast Arkansas where he had served two terms as district judge. Opposing him for the nomination were four well-known and experienced candidates: the incumbent who had been in office four years, the state's attorney general, a former attorney general, and a congressman. With that kind of competition few observers believed Judge Cherry could run ahead of last place, and virtually none believed he could reach the runoff as one of the two highest in the preferential balloting on July 29.

Filmy Funds

Against his opponents' well-heeled and well-financed organizations candidate Cherry had little more than a toothpick for a lance. His campaign funds consisted chiefly of $8,000 of his own money augmented by gifts from some personal friends. His rivals, by contrast, had bulging war-chests whose contents were demonstrated by a large volume of campaign advertising.

Taking cognizance of these facts, the state's largest newspaper termed the 43-year-old judge as "naive" in politics. Newsmen who covered his activities would say privately: "He's a sincere and honest man; it's too bad he hasn't the slightest chance of getting anywhere."

These impressions were confirmed by results of an opinion poll conducted by a usually-accurate market research agency. It showed that after four weeks of the campaign Judge Cherry stood far back in last place.

Then midway in the campaign the soft-spoken jurist unleashed the new secret weapon of politics. He and his campaign manager, Leffel Gentry, signed agreements with Houck & Co., Miami advertising and public relations agency, for use of the radio campaign formula it was offering as Talkathon. As manager for the Arkansas operation the firm sent Reggie

(Continued on page 44)
Leading Radio Network Advertisers in Each Product Class During June 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>June 1952</th>
<th>June 1951</th>
<th>June 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$44,963</td>
<td>$40,025</td>
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<tr>
<td>Apparel &amp; Footwear</td>
<td>$2,012</td>
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<td>$2,067</td>
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<td>Automotive, Auto. Equip.</td>
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<td>$29,934</td>
<td>$32,031</td>
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<tr>
<td>Building Materials</td>
<td>$1,659</td>
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<td>$1,642</td>
</tr>
<tr>
<td>Chemical &amp; Allied Products</td>
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<td>$425,413</td>
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<tr>
<td>Electric Lighting</td>
<td>$327,186</td>
<td>$326,503</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>$2,860,969</td>
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<td>$2,641,231</td>
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<td>Gasoline &amp; Lubricants</td>
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<tr>
<td>Industrial Materials</td>
<td>$30,816</td>
<td>$29,461</td>
<td>$30,816</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>$45,540</td>
<td>$35,046</td>
<td>$45,540</td>
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Gross Radio Network Time Sales by Product Groups for June and First Half of 1952 Compared to Same Period 1951

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Leading TV Network Advertisers for Each Product Group During June 1952

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<th>June 1952</th>
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<td>$110,384</td>
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<td>Apparel &amp; Footwear</td>
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<td>$1,865</td>
<td>$2,070</td>
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Gross TV Network Time Sales by Product Groups for June and First Six Months 1951-1952

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Source: Publishers Information Bureau
NARTB MEETINGS

By J. FRANK BEATTY

ANNUAL NARTB district meetings begin Aug. 18 at Cleveland when District 7 (Ky., Ohio) broadcasters and telecasters assemble at the Hotel Statler in that city. Robert T. Mason, WMEN Marion, Ohio, is District 7 director.

The Cleveland opener starts a schedule of 17 regional sessions that will wind up Oct. 21 at District 1 (New England) convention in Boston.

Second meeting next week is that of District 8 (Ind., Mich.), to be held Aug. 21-22 at the Grand Hotel, Mackinac Island, Mich. Jack Shulman will host the WPXG-TV Detroit City, Mich., is District 8 director.

Through the next three months the meeting schedule will roughly follow a Monday-Tuesday and Thursday-Friday pattern with a Labor Day interruption.

Harold E. Fellows, NARTB president, will make his second tour around the district circuit since assuming the presidency in June 1951. He will head a headquarters crew that will include Richard P. Dehoyte, employ-employ relations director, and William F. Roberts, station relations director.

Other staff officers will be spotted at meetings throughout the schedule. Robert K. Richards, assistant to the NARTB president, W. W. Hardy, government relations director, will divide the government affairs assignment. Mr. Richards is expected to take the first three meetings—Cleveland, Mackinac Island and then the District 11 (Minn., N. D., S. D.) meeting Aug. 26-28 at the Hotel Duluth, in Duluth. Mr. Richards will pick up the assignment for the West Coast and Southwestern swing.

Board Members to Attend

For the first time, a member of the NARTB TV board will attend each meeting. William Fay, WHAM-AM-TV Rochester, N. Y., will be at the Cleveland opener. He will take part in a panel discussion of network affairs, and the board's policy toward execution of the national network's plans and programs.

The TV workshop sessions will be flanked by similar panels dealing with programming and news, though the meeting agenda varies among districts, giving each of them a different flavor with plans of district directors.

A new feature this year will be a packet of practical broadcast material which will be given all members who attend the meetings.

The material includes a presentation of the job of radio station local news; revised data on cost of constructing a TV station, based on current prices and latest technical developments; manual on political broadcasts; government relations handbook covering impartiality and other topics; glossary of terms and the story of how a bill passes Congress; program idea booklet for PM stations; collection of data showing the dimensions of the radio and TV industries, including latest figures on number of receivers, listeners, radio homes, etc.; new bulletins analyzing cost factors and station operations in NARTB services and publications; reprint of key know-how sessions at the spring industry convention, and copies of several speeches delivered by President Fellows.

Director Mason will open the Cleveland convention at 9:30 next Monday. After opening remarks Fellows will outline a major address on industry problems and association activities. A news clinic scheduled at 11:15 a.m. will be moderated by Ken D. Givens, WLW, Cincinnati.

A speaker whose name has not been announced will address the Monday luncheon. Mr. Doherty will conduct a management session from 2:45 p.m., dealing with operating problems in a period of inflationary price rises. He will present new figures covering operating costs at all types of stations, by region and group, and an extensive job of compiling these statistics is nearing completion.

A program clinic will be held at 4 p.m., with F. E. Luckey, WHOP Rockville, Ky., as moderator. As in the news clinic the panel will be staffed by station managers and floor discussion will be a feature.

State legislative reports will be given at 5:30 p.m. by John W. Betts, WFTM Maysville, Ky., for Kentucky, and Robert C. Fehlman, WHBY Canton, for Ohio. A cocktail party, with Cleveland agency officials as guests, will wind up the Monday schedule.

Business Meeting for Opener

A business session will open the Cleveland convention Thursday, including report of the resolutions committee. Taking part in the TV panel that follows will be Mr. Shulman, who is the new TV director; his assistant, Howard H. Bell, and Edward H. Bronson, NARTB director of TV code affairs. The TV session is regarded by President Fellows as one of the top district meeting features.

Included in the panel will be Allen H. Haid, WSDF-TV Toledo, and John Hanrathan, WEWS TV (TV) Cleveland.

Mr. Fellows' Tuesday luncheon subject will be, "Can It Get It for You?"

The main feature of the afternoon meeting will be a report on association membership activities by Mr. Stubbfield, with discussion.

At the District 8 meeting Thursday-Friday of next week the agenda will follow roughly the same pattern, with addition of a dinner meeting on the opening night.

Kenneth L. Carter, WAAAM (TV) Baltimore, will represent the NARTB TV Board at the Mackinac Island meeting, leading the TV convention session on the second morning.

An innovation at Mackinac Island will be a luncheon on the second day at which wives will be present. President Fellows is slated to talk on a co-ed topic—how to cope with TV without the man. Winding up the District 8 meeting will be a business discussion, including resolutions.

A panel of NARTB associate member representatives will make the district meeting circuit, including transcription program, library, TV film and other service and equipment companies.

NBC CHANGES

Brooks Resigns; More Unification

FURTHER changes in executive personnel duties, continuing the reorganization of NBC's radio-TV operations, were consummated by the network last week.

It also was learned that Edward D. Madden, NBC vice president and general manager of the network, has been given the additional responsibility of directing NBC public relations following the resignation of William H. Brooks, effective Oct. 1, as public relations vice president.

Earlier NBC announced another realignment involving the network's production and spot sales functions. It follows a pattern set by NBC the past two months, with merging of radio-TV station relations the most recent development [8B&T, Aug. 4].

A key appointment in NBC's sales structure was that of William N. Davidson, named national sales manager of NBC's Radio Spot Sales Dept. Appointment of Mr. Davidson, formerly with Free & Peters, station representative firm, was announced by Thomas B. McFadden, director of national spot sales. He succeeds Bob Leder, recently named general sales manager of WNBC New York.

The network also issued its reorganization program at the production department level, selecting top executives for its new film division and setting up reporting procedure for a unified radio-TV production department. Mr. Brooks resigned to open his own public relations office in New York and said NBC is one of three clients he already has lined up.

Mr. Madden, vice president in charge of NBC-TV sales and operations before he was named as assistant to the president in the reorganization of NBC radio and TV operations a few weeks ago [8B&T, July 21], will handle public relations in addition to his assignment as assistant to President Donald H. Fellows.

The public relations functions relate not only to the public but also relations with NBC employees, clients, the FCC and government committees, talent, and owned-and-operated stations, and also include continuity acceptance.

Press Dept. Reassigned

NBC's Press Dept. under Vice President Sydney H. Eiges, which formerly was a part of the public relations department, was reassigned to report directly to Frank White, NBC vice president and general manager of the radio and television networks, when the radio-TV reorganization was instituted.

Mr. White was appointed to these posts last June [8B&T, June 12].

Mr. Madden joined NBC Feb. 1, 1949, supervising television sales, film syndication, advertising, promotion and research. He planned, organized and administered the company's national expansion in these fields. Later in 1950 he was elected a vice president and assumed additional responsibility for NBC operations—studios, theatres, staging services and technical operations.

Mr. Brooks has been with NBC since 1942, starting as director of newspaper relations and rising to vice president in 1946. He was named vice president in charge of public relations when that post was created in 1950.

Before joining NBC, he was an executive with Associated Press for 14 years. He also had been associated, in 1941-42, with Forbea Magazine, first as managing editor and later as executive editor.

The reorganization program for the film division and production department involves a number of positions.

Leonard H. Hole, formerly TV network production manager, was named NBC director of production under Frederic W. Wite Jr., vice president in charge of radio and TV production.

In the film division headed by Vice President Robert W. Sarnoff, John B. Cron was named manager of Release Films division and Sanford M. Osgood was appointed manager of television film production. Both will report to Mr. Sarnoff. Mr. Cron has been manager of NBC's film syndication division.

Continued on page 85
Another Proof of Broadcasting's Impact for the Small Retailer

COATS IS WELL SUITED WITH RADIO

Tony Coats and Dick Eedy were busily working on that one-story store out on Highway 16, when WILS' Monte Meyer drove by. He stopped. They chatted. And out of the conversation, they agreed on a spot saturation campaign for the store opening. That was two winters ago. A comparison of the store's record since with WILS' contract folder on Coats tells the story, an ever increasing use of radio time and a corresponding expansion of the store's sales.

Tony Coats had a dream. During his years at Shepherd Field in Texas as a flight officer during the last war, Tony dreamed of having his own business.

When Mr. Coats was honorably discharged in November 1945, he returned to Lansing, his home town, and took a job in a second hand furniture and antique store. In six months he became a full partner and manager of the store.

By 1948 he had formed a three-way partnership and was in business with two second hand stores and a parking lot.

Mr. Coats decided it was time to go into his own business—a complete furniture and appliance store—and in the winter of 1950-51, he began building a one story store on a lot east of East Lansing on U. S. Highway 16. A friend from school days, Dick Eedy, helped him.

One day as they were laboring on the building, Monte Meyer, a WILS Lansing salesman, drove by and stopped. While Tony and Dick poured cement, Monte chatted with them and established a friendship.

Monte also talked about radio advertising—he pitched a saturation spot campaign for the store opening plus a weekly spot campaign for the long term.

Tony and Dick bought the radio package. So it was to the tune of a heavy radio spot campaign that Coats Furniture Store had its grand opening on March 10, 1951. The place was jammed even though the boys had 15,000 square feet of selling space.

Tony had contracted with Monte for a one 30-word spot a day for five days a week on a year's contract. Within three months, Coats Furniture added three 15-minute segments of WILS' afternoon disc jockey show Club 1820 presided over by disc jockey Dave Froh.

One week after Dave started selling for Tony, the contract was upped again to five 15-minute spots a week. Within the next five months—or eight months after opening—the store—Tony and Dick had upped their business 300% and built another 2,500 feet of selling space onto their store.

But Dave had just started, too. In October 1951, Tony and Monte got together and increased the contract to a 25-minute show a day in Club 1820, running 2:05 to 2:30 p.m.

All during the normally slow winter months of 1951-52, Coats Furniture was holding its high business level and Dave was selling for Coats Furniture on WILS.

Meanwhile Tony and Dick leased an additional warehouse and converted their former warehouse to provide more selling space. In March, April and May 1952, Dave still was selling and Tony and Dick still were expanding.

Again Monte and Tony got together to increase the budget outlay. Now on WILS, Coats Furniture is running the regular Club 1820 strip across the board and also a 25-minute strip of the morning music show First Call from 7:05 to 7:30 a.m.

As this story was written, Tony told Monte that June 1952 should be his biggest month. Radio advertising is the only medium Coats Furniture has used and Tony is doing one of the largest volumes of furniture and appliance business in central Michigan with only five men—because he "sells it in the crate." All five men, including Tony and Dick, share in the gross business and also share in the excess over quotas.

Tony and Dick run a friendly, personal contact business where they try to make a friend out of every customer. Dave Froh, with his friendly, personal, informal selling, is a perfect complement to the Coats' policy.

Part of the whole success is the mail Dave gets from his "fans" telling him about shopping at Coats. A typical letter follows:

Thought I'd drop you a line and let you know that last night and bought a beautiful living room suite. You're right when you said "they have such a huge selection of items, and what easy terms." I always thought (pardon my expression) you were just an 'ol blowhard, but I went out there hearing so much out of you and found out how wonderful they are (the merchandise and sales people). Dick waited on us and I want to express my appreciation to a very nice fellow.

How does WILS feel about all this?

"Naturally we think a great deal of Tony, not only for the business he has placed with us, but also because his success is so well known in Lansing that we have realized other important business from it," says Bill Pomeroy, WILS president.

Additionally, a promotion booklet entitled "Measuring Radio's Sales Power" and a research booklet detailing techniques of the study have been prepared for distribution, and on-the-air promotion of the study—citing highlights and inviting businessmen to write in for copies—is being scheduled.

Messages emphasizing that "every type of program in the survey showed definitely more customers among its listeners" were scheduled for broadcast on two NBC programs yesterday (Sunday): "Elmo Rogers Show" (2:30-3:15 p.m. EDT) and American Forum of the Air (10:30-11 p.m. EDT).

Radio Sales Effectiveness Studied

(Continued from page 25)

Radio and television sales, under whose direction the entire project is being executed.

The research activities were supervised by Hugh M. Beville Jr., NBC director of plans and research, and the network's Dr. Thomas E. Coffin, who, when he was chairman of Hofstra College's psychology department, originated the so-called "Hofstra Study" technique which NBC used first in TV research and now, in the "E.S.P." study, has applied to radio. Robert Elder, widely known consultant, was a special advisor on the project, for which the interviews were conducted during March by W. R. Simmons & Assoc., independent research firm.

A 13-minute sound slide-film presentation featuring the voice of NBC star Meredith Willson was prepared by the network's advertising and promotion department under the supervision of Rudder C. Lawrence and Jacob A. Evans in order to depict graphically the high points of the survey results and methods, and will be used in showings to agencies and advertisers. Art work for this slide-film was by Walter Van Bellen.

Additional reading...

BROADCASTING • Telecasting
Leonard's Lament

LEONARD ROSS, a student at Don Martin's radio school in Hollywood, is progressing nicely in his engineering studies. Three weeks ago he obtained his novice radio operator's license at the FCC's Los Angeles office. Last week he passed the third-class commercial license test. He expects soon to qualify for a first-class license which on the record will qualify him for a man-sized job at a station despite his technical accomplishments, however, he may have to look around awhile... Leonard is 7.

LICENSE RULES

FCC Simplifies on Renewals

TEXT of FCC order simplifying license procedures where renewals are involved—permitting licenses to be processed for renewal effect even though new license is not issued. (BPT, Aug. 4) was issued last week. Procedure provides that temporary extensions are not necessary any longer, provided an application for renewal is filed on time. New Section 1.384 of the Commission's Rules and Regulations reads as follows:

(a) Where an unexpired license pending before the Commission at the time of expiration of license any proper and timely application for renewal of the license is filed on or before the date of expiration, the Commission may, for the convenience of the public, authorize the licensee to continue operation in any way affect or limit the action of the Commission with respect to the renewal application. No operation by any licensee under this section shall be construed as a finding that the Commission will serve public interest, convenience, and necessity in the granting of such extension or in any way affect or limit the action of the Commission with respect to the renewal application. (b) Where there is pending before the Commission at the time of expiration of a license any proper and timely application for renewal of the license, the Commission may, for the convenience of the public, authorize the licensee to continue operation in any way affect or limit the action of the Commission with respect to the renewal application. (c) When an unexpired license pending before the Commission at the time of expiration of the license is filed on or before the date of expiration, the Commission may, for the convenience of the public, authorize the licensee to continue operation in any way affect or limit the action of the Commission with respect to the renewal application. (d) Where an unexpired license pending before the Commission at the time of expiration of the license is filed on or before the date of expiration, the Commission may, for the convenience of the public, authorize the licensee to continue operation in any way affect or limit the action of the Commission with respect to the renewal application.

U.S. CCIR GROUP

Plans Pre-Geneva Study

PROBLEMS of setting up improved worldwide standards of sound reproduction on disc and tape will be considered Thursday by U. S. as to Group No. 10 of the International Radio Consultative Committee (CCIR). The international study group convenes Aug. 26 in Geneva.

Neil McNaughten, chairman of both the U.S. and the international groups, will preside at the Thursday meeting, to be held at NARTB Washington headquarters. High-frequency broadcast problems are included in work of the study group, in line with assignments made at Geneva a year ago. Preliminary meetings will be taken up Wednesday at a meeting of Committee Z-57 of the American Standards Assn., also at NARTB headquarters.

RADIO RAID

Harried Harry Pens Plea

RADIO is a powerful advertising medium—too powerful, sometimes—Hotel Bader, Spring Valley, N.Y., has discovered. Located "in the heart of the Ramapa Mountains," Hotel Bader has been using broadcast time on WLIB New York with unexpected success, as described by Harry Bader, hotel manager, in this letter to Abe Lyman of WLIB:

The results obtained from our advertising on your program have been so fantastic that we cannot be unbelievable...

For the month of July we were turning away people every day. For the month of August we can take no more reservations...

Under the circumstances we wish to cancel our August broadcast. Every time you make an announcement we get calls for reservations and have to tell the people that we cannot take them. They get angry at both me and you for advertising when we have no more accommodations...

I assure you that I will make it up to you next year and I hope many years after that.

Lewishon Cancellation

NBC cancelled a special radio broadcast of the Rodgers and Hammerstein concert at Lewishon Stadium in New York Aug. 2 after the American Federation of Radio Artists voted it offered no more than its minimum fee for chorale singers scheduled on the program. An A.F.R.A. spokesman said the union employed a waiver occasionally in the case of highly-paid singers appearing for charity or government agencies but pointed out this incident involved chorale singers whose livelihood was at stake.

KTXC-KFST CASE

Walker Favors Renewal, CP

INITIAL decision favoring renewal of KTXC Big Spring, Tex., and setting aside revocation of a construction permit for KFST, St. Paul, Minn., was issued last week by FCC.

The case involved questions of partnership agreements (ownership and control) and new methods of financing which the licensee of both stations failed to apply promptly to the Commission. As a result, FCC in March 1951 set the renewal application of KTXC for hearing and revoked the CP for KFST. The revocation was reversed and the two applications were consolidated for hearing before Chairman Paul A. Walker.

KTXC is licensed to Big State Broadcasting Corp., on 1400 kc with 100 W fulltime. KFST is assigned 880 kc, 250 W day. Principals in both stations are V.T. and E. Walker. The licensees are Clyde E. Thomas. Leonard R. Lyon, the original licensee of KTXC, no longer has any interest in the two stations.

'Serious Questions' Raised

Chairman Walker held that the licensees failed to number, then fail in disclosing a number of partnership agreements to the Commission. Specifically, he noted that for several months prior to FCC action, renewal of the assignment application, Mr. Lyon was not in complete control of construction and operation, though he was the licensee. He ruled that Walker's "serious questions" had been raised as to the licensee's qualifications by failure to amend its application. But he continued:

In view of the comparatively short time that had elapsed, the new owners had controlled the subject stations and their neighbors...

KFSF, which is now on the air, is authorized to Pt. Stockton Broadcasting Co.
Want to go places in Los Angeles? Radio is your ticket to saturation coverage of this decentralized city. Because 99% of all homes in metropolitan Los Angeles are radio homes.

Only radio (with nearly four times the set-ownership of TV) carries your sales message throughout the multiple suburbs of fast-growing Los Angeles, the nation’s largest city in land area and third largest in sales.

And of all stations, KNX has remained far out front during the first half of 1952, winning 42.7% more quarter-hour firsts than all other Los Angeles radio stations combined. And at night, when TV viewing is at its highest, KNX delivers more families than the average television station... at less than half the cost!*

You’re bound for better-than-ever sales in Southern California when you use KNX. Call us or CBS Radio Spot Sales and we’ll start you on your way today.

SOURCES: Sales Management, June 1952 • SRDS, June 1952 • Radio and TV Pulse of Los Angeles, Jan.-June 1952 • BMB, 1949

* Class A one-minute breaks

In Los Angeles, Radio reaches
CAMPAIGN COSTS

PRE-ELECTION planning moved further afield last week as the two major political parties took a cold calculated look at the high cost of campaigning.

What was new was not precisely encouraging. With the conventions out of the way and the campaigns actually underway, the two parties are confronted with the economics of winning for radio and television time.

But even so, they could be assured by the networks and stations that broadcasters would not wax rich on political time purchased between now and the November elections. The networks sustained cumulative losses ranging between $3 and $5 million for coverage of the two nominating conventions, it will be read.

Actually, the major radio-TV networks will continue to spot some non-political or non-partisan speeches as free public service broadcasts. The frankly political campaigns won't actually get underway until after Labor Day.

But top leaders of both parties, notably the Democratic Presidential nominee Lyndon B. Johnson and Repub- lican Sen. Barry Goldwater, are ready to make an early move into the TV public of Illinois. That decision will probably be his.

Sen. Blair Moody (D-Mich.), a top administration leader and himself a staunch media supporter and ex-newspaperman, reported last Thursday that the Federal Communications Commission had voted to open the TV public outside of Illinois. That decision will probably be his.

The latter will almost surely run close to $2 million in excess of that sum in radio-TV when contracts for time purchases by state and other local factions are taken into consideration. The Hatch Act applies specifically to the national committees, and does not cover these state committees or independent groups.

Local Time Included

Actually, the sum expended should reach its highest level for a Presidential election year. Senatorial, Congressional and gubernatorial campaigns are, for the most part, limited to events of the two major parties.

Few political campaigns are as free of the complications of the Hatch Act as the one being launched by Sen. Goldwater. The Hatch Act applies specifically to the national committees, and does not cover these state committees or independent groups.

Parties Eye Time Outlays

There is still conjecture as to how much time either national committee will contract with the major TV network (either has released a schedule) and how often the General and Governor will appear on television. The TV roles of the Democrats' Vice Presidential nominee (Sen.) John Sparkman and the Republican Richard Nixon are undetermined.

Many TV Appearances

Neither Gen. Eisenhower nor Gov. Stevenson has appeared frequently before the cameras, although the GOP candidate is well known to the American people. Gov. Stevenson is being induced to schedule as many major TV appearances as possible in light of the fact that he has very limited exposure to the voting outside of Illinois.

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NEW G-E DEVICE STEALS SHOW FOR CBS-TV

Startling Split-Screen Technique at Political Conventions Achieved With G-E Electronic Wipe Montage

Wedging an image of the booth commentator onto the same screen with panoramic convention shots was hailed as the technical hit of both conventions at Chicago. Developed and manufactured by General Electric, the electronic wipe enables a TV supervisor to show two different scenes on one screen at the same time. Electronic control permits the operator to vary the size and accurately position either picture shown by simple hand manipulation.

Best for live commercials
The device can be used in conjunction with a slide projector to get a variety of superimposed patterns—heart or diamond shapes, for example. Possibilities for special effects with live commercials are unlimited. This G-E unit is the only commercial amplifier that makes possible for television all the pictorial effects previously available only to motion picture producers.

In quantity production
At Electronics Park, G-E television headquarters, new units are now in quantity production. Early orders from broadcasters are being filled directlyfrom stock.

What They Say About New Device

Newspaper and magazine comment about the wipe montage has been enthusiastic. Samples:

NEWSWEEK: "...technical trick of the week was CBS-TV's insert in the lower right-hand corner of the screen which put both commentators and the floor scene on the screen at once..."

THE NEW YORK TIMES: "...best (technical innovation) was the new split-screen technique employed by the Columbia Broadcasting System...it was very effective..."

"...a most interesting technical development, the split-screen presentation is achieved by electronic rather than optical means..."

DAILY NEWS: "Several of the best touches of the TV coverage (included) the super-imposing of CBS-TV newsmen Walter Cronkite's picture in the lower right-hand corner of the larger picture..."

RADIO-TELEVISION DAILY: "Trade talking about the montage effects obtained by the pool TV producers at convention hall..."

Now Available From Stock
...Costs Less Than $2000

Through G-E offices in all principal cities, the electronic wipe montage, complete with control panel, may be obtained on an immediate delivery basis. Price of the unit is $1880 complete. Call your General Electric television representative for immediate shipment from stock.

Special Tube Application Behind Wedge-Wipe Effect

Taking full advantage of the characteristics of the standard 6BN6 tube, W. L. Hurford, General Electric engineer, designed his special effects circuits to utilize the electronic keying capabilities of the tube. The result is a versatile amplifier that performs many functions with little more equipment than was previously needed to deliver only a horizontal wipe.

Literature available
Station managers and engineers may obtain, at no charge, an explanatory article reprint plus Bulletin X54-124 on this TV montage amplifier and control panel by contacting their nearest General Electric television representative or writing directly to General Electric Company, Section 888-11, Electronics Park, Syracuse, New York.

Photo courtesy of The New York Times

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August 11, 1952

BROADCASTING * Telecasting
Paramount Case
(Continued from page 34)

around the implications for FCC witnesses that Paramount Pictures attempted to stymie the development of the Skiatron system of TV. From 1941 to 1945, Paramount Pictures owned 25% of Skophony Corp. of America. General Equipment Corp. owned another 25% and the British parent company the remaining 50%. The combine was dissolved in 1946 by a consent decree following a government anti-trust complaint.

When the present hearings were halted, cross-examination of Arthur Levey, president of Skiatron Corp. (successor to Skophony), was about to begin.

The question at issue is whether the Skophony situation should be considered exempt from the three-year limitation on anti-trust matters.

Paramount Counsel Paul A. Porter, former FCC chairman, advised that it will take five to seven weeks to complete cross-examination and present rebuttal testimony on the Skophony aspect, Mr. Reznick told the Commission.

Although Paramount is the only anti-trust case against Paramount Pictures (and, by association, United Paramount Theatres) already in the record, FCC Counsel Frederick W. Ford apparently wants to develop them through testimony of witnesses.

To do so would require a month for preliminary work, three or "several months" to put the details into the record, it is understood.

Violations Since 1948

FCC's legal team was working on the theory that by highlighting past anti-trust difficulties of Paramount Pictures it could prove that such violations were habitual.

Now that the Commission has eliminated consideration of such activities in the old Paramount, the FCC lawyers feel it boeves them to introduce testimony regarding violations since 1948.

Among the 59 instances cited in which Paramount Pictures has been involved between 1920 and 1951, some 234 were filed after September 1948.

In addition, there are such recent cases as the government's suit against (a) twelve motion picture producers and distributors for withholding 16mm feature pictures from TV and other non-theatrical exhibitors [B*T, Aug. 4, 1948], (b) Madison Square Garden and the International Boxing Federation for withholding the sale of radio and TV rights [B*T, Mar. 24] and (c) National Screen Service Corp. for monopoly in production and distribution of theatrical motion advertising products [B*T, May 12].

Also referred to was Milgrum v. Loew's Inc., et al, for withholding motion pictures from drive-in theatres.

16mm case does not involve Paramount. However, Theatre Owners of America is named as co-conspirator. UPT director Robert W. Wilby is a member of the TOA executive committee. Leonard Goldenson, president of UPT, is co-chairman of the TOA finance committee and Robert A. O'Brien, UPT secretary-treasurer, is chairman of the TOA theatre-TV committee.

Defendant Madison Square Garden contains on its 16-man board three members of Paramount Pictures: Stanley Shapiro, Edward Weil and John Hertz.

Paramount Pictures is named as one of the defendants in the National Screen Service Corp. case.

Paramount Pictures also was named in the Milgrim case.

ACCENT is on a milestone—the 25th anniversary of a man with a station —as congratulations go out to Harold L. (Hax) Hadden, film projection manager for WOR-AM-TV and MBS, and Charles Singer (pointing), assistant chief engineer, 30 and 25-year radio veterans themselves. Taking part in ceremonies, which included luncheon presentation of gold watch and pin, were these staff members (l to r): Newland Smith, George Riley, Mr. Poppele, John Ruddley, Mr. Hadden, James O'Connor, Mr. Singer and Eric Harud.

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Recognized Radio And TV Appraisals

Blackburn-Hamilton Company has appraised hundreds of radio stations and a large number of TV properties. These appraisals have been made for a variety of purposes such as sales, tax problems, settlement of estates, insurance, financing, etc. In many cases a Blackburn-Hamilton Company appraisal has formed the basis for important testimony in court cases, tax hearings, etc., and other official proceedings.

Our complete in-the-field appraisal compiles and analyzes the data pertaining to the nine key appraisal factors listed in the adjoining column. This information is then compared with many other similar properties to arrive at a fair appraised price—the price at which we could sell the property at today's market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

All work is done on a completely confidential basis. Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB DISTRICT MEETINGS

A Blackburn-Hamilton Company representative will be present at each of the 17 NARTB District meetings this fall. Whether your interest is TV financing, an appraisal, buying or selling, be sure to contact us for a confidential discussion. Check the time and location most convenient for you from the following schedule and contact the nearest Blackburn-Hamilton Company office to set a get-together time.

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- Negotiations
- Appraisals
- Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

BROADCASTING • TELECASTING
August 11, 1952 • Page 37
TEMPORARY crackdown on steel-radio-TV station construction and an otherwise favorable picture for week.

As an aftermath of the paralyzing steel strike—and as an interim measure primarily—the government set up a new priority system under which broadcasters may find it necessary to forestall planned, elaborate construction until early 1953.

The National Production Authority set up three priority categories to determine the allotment of steel for the fourth quarter beginning Oct. 1. The agency also loosened controls on aluminum and copper, enabling applicants to self-authorize greater quantities.

Under the new priority system, radio-TV broadcasters fall in Category 3—lowest set aside—but near the top in that classification. Again, as in the past, considerations of "hardship" and "substantial unemployment" are to be adjudged for the possibility for start of new construction.

These are the prospects facing radio-TV broadcasters:

- Applications for new construction not yet approved and, "to the degree necessary" to meet defense needs, "shall be deferred until after Dec. 31, 1952."

- Applications which received steel for the first three quarters (to Oct. 1) will be held for the fourth-quarter requirements—"within the limits of materials available."

- Applications for steel quotas previously approved for the fourth quarter may be deferred until early next year—again depending on necessity.

There was no immediate indication as to what or how many broadcasters would be affected by the deferment policy after Oct. 1. NFA has not released its allocations list for the final quarter. But prospective TV station owners and grantees probably would find themselves at a temporary impasse on steel for remodeling or erecting new studios or buildings.

Two community TV firms—Lycoming TV Co., Williamsport, Pa., and Vermont TV Inc., Barre, Vt.—face major fourth-quarter allocations for steel in their proposed TV master antenna systems. Vermont's had been approved and Lycoming was awaiting, according to NFA data.

In announcing its new policy, NFA stated the effect of the steel strike impels it to reject now any allotments for carbon, alloy or other steel unless they are projects in the last quarter. Critical and important industrial expansion projects must receive top priority, it explained.

Category I is that marked "necessary for defense," Category II is "critically or highly important" projects. Category II covers "industrial new starts to meet expansion goals." Category III includes all others, with criteria of hardship and unemployment.

It will be recalled that NBC obtained materials earlier this year for Burbank, Calif., studios on grounds it would suffer hardship in competition with other TV networks if refused and because of unemployment in the Hollywood area.

NPA stressed that the system was only an interim measure and that steel would become plentiful enough in time to discard these priorities. Additionally, officials pointed out that raising of self-authorization limits on copper and aluminum would give applicants a free hand in remodeling modification and other construction plans.

Broadcasters now may order 4,000 pounds of aluminum and 5,000 pounds of copper, plus the usual 25 tons of steel, from contractors holding NFA approval.

In other developments last week:

- NPA removed the ban on the decorative use of copper and aluminum for radio and TV receivers and phonograph combinations, as well as record-players. Manufacturers may divert their present quotas from functions to decorative or ornamental uses.

- Manufacturers of sound (wire, tape, disc) recorders reported they had no difficulty in obtaining materials, save nickel alloy. They asked NPA to help collect data on different type tubes needed for use in military products.


FREEDOM AWARDS
To Include Radio, TV

Radio and television shows will again be eligible for awards in the 1952 Freedom Foundation National Awards Program.

Kenneth D. Wells, president, Freedom Foundation, announced that awards will be offered for network programs on the national level and for regional broadcasts or telecasts which help toward a better understanding "of the American Way of Life."

Awards are made in 15 categories including network programs, network music, newspaper, periodicals, editorials, 16mm motion pictures, public addresses, radio and television programs.

Deadline for entering nominations in the 1952 program is Nov. 11. Formal announcements of awards recipients will be made at Valley Forge, Pa., Feb. 22.

BROADCASTING 
August 11, 1952

Upcoming

August 12: NARTB's convention committee meets, NARTB HQs, Washington, D.C.


August 15: NARTB's "Register and Vote" campaign begins.

August 15: BAB Sales Clinic, Detroit.


August 21: BAB Sales Clinic, San Antonio.

August 18-19: NARTB District 7, Hotel Statler, Cleveland.

August 21: BAB Sales Clinic, Houston.


August 22: BAB Sales Clinic, New Orleans.

August 24-25: Arkansas Broadcasters Assn., Convention, Devon Hotel, Little Rock.

August 22: BAB Sales Clinic, Miami.

August 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

August 27: BAB Sales Clinic, Winston-Salem.

August 27-29: Institute of Radio Engineers, Convention, Long Beach, Calif.

August 28: NARTB District 11, Multnomah Hotel, Portland, Ore.

September 4-5: NARTB District 15, Hotel Mc-Hopkins, San Francisco.

September 5: BAB Sales Clinic, Chicago.

September 5-6: NARTB District 8, Sea Cliff Hotel, Palisades, Calif.

September 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

September 16: BAB Sales Clinic, Midvale.

September 11-12: NARTB District 14, Cosmopolitan Hotel, Denver.

September 11: Western Assn. of Broadcasters annual meeting, Basin Springs Hotel, Basalt, Alta.

REMOTE CONTROL
NARTB Urges Change

Changes in FCC requirements covering operators and remote-control operation will implement the Connelrad radio alert program, NARTB noted last week in commenting on the Commission's proposed amendments to its rules (see Table V, June 9, 30; July 28; Aug. 4). Aug. 4 was the last day for filing of comments.

Bernard Koteen, special counsel to NARTB's Committee on Operator Licensing, pointed out that shift of a station's frequency and power and change to an auxiliary or special Connelrad transmitter can be done easily by a restricted operator or can readily be effected by remote control.

Actually, he told the FCC, remote shifts are highly desirable, as against the slow tuning and retuning procedures involved in power and frequency shifts.

Pointing out the FCC has been alert to recognize development of the art for other radio services, NARTB comment suggested this should now be done for broadcasting. Feasibility of more control of broadcast transmitters has been demonstrated in the United States by NARTB, and public policy was told, and such remote control is allowed in other radio services.

Network Time Sales
(Continued from page 28)

Corps. $1,812,543; Gillette Co., $1,735,513.

Overall January-to-June network time sales show a 14.4% increase over last year, with combined gross radio-TV network time sales reaching $96,480,220 for the first half of 1952, against $85,593,358 for the like period in 1951. Radio networks (see Table III) were down 12.6% for the period; TV networks (see Table VI) were up 61.2%.

Table III and VI also give the June-to-June comparisons for each type of network, for network, and for TV—both (see Table VII) were up 15.8% for radio and 32.5% gain for TV in June in comparison with the same month of last year. June also reflected the effects of warm weather, with radio network billings falling 7.6% below May and TV billings 9.4% down, and the combined broadcast media network time sales declining 8.3% from May to June.

Top ten radio network clients are listed in Table I, top ten TV stations are listed in Table II. For example, Greenbrier Valley Construction-Industries, shown as a new class advertiser for radio networks is shown in Table II, TV network class leaders in Table V. Class-by-class expenditures are reported in Tables III (for radio) and VI (for TV), with comparisons between June 1951 and June 1952 and also between the first six months of these years.

DISCOUNT PLAN
Offered by KCBS

DISCOUNT of 50% on "concentrated schedules" of station break and service announcements—24 or more within a two-day period—is being offered advertisers by CBS-owned KCBS San Francisco.

Designed to attract local retailers primarily, but available also to regional advertisers, the plan is contained in Supplement A to KCBS' Rate Card No. 2, Vice President and General Manager A. H. Sull, has explained it as follows in letters to advertisers and agencies:

Details of Plan

"The plan is simple. It involves the use of 24 or more station break and/or service announcements within a two-day period. The advertiser chooses the days and times he desires, i.e., evening (Class A), daytime (Class B), early-morning and late-night (Class C). Any one, or combinations of these day-categories, may be used. KCBS will then select the specific announcement times within each class ordered, choosing from all available time those which we know to have the highest rating."

"There are no further requirements. The 50% discount is earned immediately and is not dependent on any other use of KCBS' facilities."

Network officials said KCBS is the only CBS-owned radio station offering this or any similar plan.
**GATES BC-250GY** is a big, roomy 250 watt broadcast transmitter that satisfies every engineer's requirements for component accessibility—easy servicing. In this “walk-in” transmitter any part can be reached in seconds!

This freedom from cramping means extra dependability, too, because bigger parts—rated conservatively—are used. Air circulation is free, with no pockets or areas of stagnant air.

The popularity of GATES' roomy, easy-to-service construction is apparent in the fact that, since World War II, more United States broadcasters have bought GATES Transmitters than any other make.

---

**GATES GY-48** Broadcasting's only complete 250 watt radio transmitting plant, ready to connect to antenna and studios. Consists of transmitter, all monitors, limiting amplifier, switching panel, monitor speaker, joiner strip with call letter plate and all interconnecting cables. — Ready to operate 120 minutes after unpacking.

---

**BC-250GY TRANSMITTER**

Stands 78” high, 40” wide and 33” deep. Beautifully finished in hand-rubbed satin gray. Employs time proven 810 tubes in final power amplifier and Class B modulator. Eleven tubes and six tube types in entire transmitter. Operates from 230 volts single phase 1.6KW power consumption at 100% modulation. All transformers fully cased. Single or dual sets of tubes and crystals optional. Availability prompt.

**CONELRAD**

Broadcasters of all powers, participating in Conelrad, will be interested in the modest cost of the BC-250GY Transmitter—in many instances less costly than alterations of existing equipment to meet Conelrad requirements.
Campaign Costs Eyed by Parties

(Continued from page 31)

available rather than any budget in advance."

The Illinois Governor reportedly had planned to ask Gen. Eisen-
hower to agree on a ceiling for campaign expenditures. Whether
he did was not known. But some observers felt this to be impracti-
.cal in view of contributions by dis-

gress groups. Gov. Stevenson said
that at the time he understood the
legal limitation to be $3 million on
the Democratic National Com-
mittee.

The Governor’s expressed fear
that the Democrats “will by no
means be able to match the Repub-
lican campaign dollar for dollar"
drew snickers in some GOP
quarters where a comparable
claim—and perhaps with better
reason—has been made. The Re-
publincs point to expenditures by
labor and other groups in support
of the administration party.

Moreover, the Democratic Na-
tional Committee has received a
Radio-TV Chest fund on which
considerable progress already has
been reported. The GOP had set up
no such fund, according to latest
reporting.

It has always been difficult to
obtain any figures on appropriations
of local political groups in selec-
ted localities. Admittedly, handling
these accounts will service cam-
paigns of local candidates through
groups cooperating with the na-
.tional committees and their
.agencies.

With respect to local time pur-
ches, a number of agencies have
been identified with political or-
.KWJJ’S ‘ABE SNAKE’

Mocks Party Conventions

FERTILE imagination of a KWJJ
Portland, Ore. disc jockey resulted in the
writing of a song, a parade in
downtown Portland and the burlesqueing of the 1952 Presi-
dential nominating希望自己. Mr. Gen.

Mr. Summerfield is serving as campaign manager for the
General. The Republicans last
week moved into new head-
quarters in the Washington Hotel in
Washington.

Groups Acting on Own

Activity of subsidiary political
groups in buying time on their
radio stations has been simplified last week
with the Stevenson-Sparkman clubs of
California. They bought time on ABC radio and television to re-
broadcast Gov. Stevenson’s con-
vention acceptance speech. Re-
broadcasts were carried Thursday
on 334 ABC radio stations and
Friday on over a score of ABC
TV outlets. The original address
was delivered in the early morn-
hing hours of the Democratic Na-
tional Convention July 26.

There was a thorough round-
during the Denver discussions with Gen.
Eisenhower. The National
Citizens for Eisenhower organiza-
tion was seeking a top level role
alongside the national committee,
and a say in purchase of radio
and TV time.

Gen. Eisenhower and Gov.
Stevenson have accepted major
speaking engagements, though
neither has divulged a date for
opening their avowed political
drives. Both will address the Amer-
ican Legion convention in New
York a fortnight before the Gen-
eral on Aug. 25 and the Governor

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on CBS Radio and Television and DuMont
TV convention coverage, opened
the second phase of its campaign
programming.

Pick the Winner, features debates by
top political speakers on lead-
ing issues and is aimed at getting
out the vote.

Radio debates started on CBS
Radio yesterday (Sunday) and will
continue through Nov. 2, 4:30-5 p.m.
EDT. TV schedule goes under-
hway this week. Legion con-
ferences are to appear on CBS
TV, 9-9:30 p.m. EDT. Dwight
Cook and Walter Cronkite will
preside over the radio and TV ses-
sions, respectively.

Radio-Press Join

In N. Y. Defense Project

RADIO and newspapers in cities and counties in the U. S. and
Canada along the vital Niagara fron-
tier have entered into an interna-
tional conferences agreement, Lt.
Gen. C. R. Huebner, New York
State director of civil defense, an-
nounced Thursday.

Owners of radio stations and
ewspapers in Lockport, Niagara
Falls, North Tonawanda, N. Y.,
and Niagara Falls, Ontario, have
signed a “contract” to last until
Dec. 31, 1964, or the end of the
emergencies this tissue and their
complete plans and staffs to become
working parts of the civil defense
organization in Niagara Falls, N. Y.
in time of attack, Gen. Huebner
declared.

The radio stations include:
WHLD-AM-FM Niagara Falls,
WUSJ-FM Lockport, and
WJLJ Niagara Falls. No Canadian
radio station in the area is in-
cluded in the operation at this
time.

Gen. Huebner said that in an
emergency, the stations and news-
papers will function as units to
disseminate news and vital statis-
tics. The stations will operate from
the control center and other installa-
tions for swift dis-
tribution to the general public,
both in and outside of the stricken
areas. During emergency periods
radio and newspaper personnel will
be made active civil defense work-
ers, Gen. Huebner added.

Testing of various phases of the
agreement was carried out under the
Niagara Falls international test
exercises Aug. 22-23.

EASTERN division sales offices
of the Western Script Service have
new quarters at International Bldg.,
630 Fifth Ave., N. Y. Office handles
sales for WLW and WLWT (Cincinnati).
each 643 feet high
serving WFAA, Dallas and WBAP, Fort Worth

WFAA and WBAP divide time on two channels, 570 kc. regional with a three tower directional antenna array, and 820 kc. clear with an omnidirectional single antenna. With four Truscon Guyed Towers, each 643 feet high and situated equidistant from Dallas and Fort Worth, a great metropolitan and rural market is reached.

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

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

TRUSCON® STEEL COMPANY
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON a name you can build on
RADIO HOMES

Canada Has 94% Saturation

Canadian homes were 94% radio homes, as of Jan. 1, 1952, according to the 1952 survey of the Bureau of Broadcast Measurement, Toronto, which will release figures for all member stations later this month. This is an increase of 16% over 1950.

Greatest percentage is in Quebec province, where 95% of homes have one or more radio receivers. Ontario has 95% radio homes, the western provinces, 94%, the Atlantic Coast provinces, 91% and Newfoundland, 80%.

Total number of radio homes by the BBM survey is 3,454,000, compared to 2,900,712 in 1941. Greatest number of radio homes in Ontario province, 1,220,000 radio homes of 1,285,000 households. Quebec province follows with 819,000 radio homes of 805,000 households.

Other provinces, with household totals in brackets follow: Newfoundland 81,000 (76,000); Prince Edward Island 82,000 (22,000); Nova Scotia 128,000 (118,000); New Brunswick 100,000 (95,000); Ontario 1,220,000 (1,285,000); Manitoba 198,000 (211,000); Saskatchewan 225,000 (238,000); Alberta 352,000 (267,000); and British Columbia 149,000 (171,000).

These figures are slightly higher than those of the Dominion Bureau of Statistics, Ottawa, taken during the same period. The figures were released in June 1951, when every fifth home was polled for radio ownership data.

Hyde to Vacation

FCC Comm. Rosel H. Hyde starts his vacation Aug. 15 and joins about 30 other members of his family in honoring his 80-year-old father at his home in Downey, Tda. Comm. Hyde will address the Aug. 29 luncheon of Western Electronics Show and Convention in Long Beach, Calif. He also will participate in an Aug. 28 panel on “What the End of the TV Freeze Means to the West,” with A. Earl Cullum Jr., consulting engineer; Fred W. Albertson, Dow, Lohnes & Albertson, Washington attorneys; J. W. Kingsbury, AT&T; H. L. Hoffman, president, Hoffman Radio Corp., and Otto Brandt, general manager, KING-TV Seattle.

L-W PROGRAMS

Two Additions Announced

C. O. Langlois, president, Lang-Worth Feature Programs Inc., last week announced the addition of two new shows, available to Lang-Worth subscribers. The new shows are The Step Fields Show, to begin in the fall, and The Henry Jerome Show, to be added Aug. 22.

Mr. Langlois commented that “the impact of nighttime television has created an ever-increasing demand for musical programs across-the-board that accommodate commercial spots, and so fit naturally in the disc jockey pattern. To fulfill this need, we are now servicing all member stations with five distinct ‘across-the-board’ series of popular music programs.”

U. OF GA. PLAN

Aids Students, Stations

A “CO-OP” plan whereby journalism students may earn-and-learn by working for radio and TV stations, newspapers and advertising departments is to be put in operation this fall.

Dean John E. Drewry, of U. of Georgia’s Henry W. Grady School of Journalism, commented that the plan would solve a personnel problem for the cooperating agency and would make it possible for the students to afford a university education who otherwise might not be able to do so.

An example of how the plan would work: Any interested radio or television station would select two students to attend the Grady School alternate quarters; while one was in class, the other would be working at the station.

The plan would involve no extra expense for the cooperating agency. Through these internships, better students are placed for additional practical experience during summer vacations. At present, it was added, 21 such students are working for Georgia newspapers, radio and TV stations. Dean Drewry noted:

“We anticipate that through the ‘co-op’ plan, many young people seeking a university education and employees with personnel problems will be aided, and that indirectly the standards of the profession will be raised.”

NCCJ Campaign

TRANSCRIBED quarter-hour radio programs are being completed by the Hollywood coordinating committee on behalf of the National Conference of Christians & Jews. The committee includes Eve Arden, star of CBS Radio TV Our Miss Brooks; Audrey Trotter, CBS Radio Meet Millie; Edward Arnold, ABC radio Mr. President; and Meredith McCardle, ABC radio Defense Attorney.

CANADA BILLINGS

Agencies at $18.5 Million

RADIO billings through Canadian advertising agencies increased from $15,389,225 in 1950 to $18,500,883 in 1951, according to a report by the Dominion Bureau of Statistics.

The total advertising billings by Canadian agencies increased for radio from 16.1% to 17.3%, greatest percentage increase of any medium listed by the government’s statistical service. Total billings for all media through agencies increased from $95,566,600 in 1950 to $107,401,752, in 1951.

The report shows that there were 83 Canadian advertising agencies reporting in 1951 as against 76 in 1950. Of these in 1951, there were 21 with billings under $100,000; of the total of $405,190 for these agencies radio had 17.4% (12.7% in 1950). In the group $100,000 to $500,000 billings there were 23 agencies with total billings of $6,211,200, and of this amount radio had 14.7% (11.4% in 1950). The group $500,000-$1,000,000, had 14 agencies with total billings of $5,888,789 of which radio share was 15.3% (11.5% in 1950). The group between $1,000,000 and $2,000,000 had 10 agencies with total billings of $14,314,906 of which radio comprised 17.3% (17.5% in 1950). In the $2,500,000 to $5,000,000 group 11 agencies had billings of $37,422,509 with radio having 19.3% (17.5% in 1950). In the over $5,000,000 group 20 agencies with billings of $98,678,161 with radio having 15.1% share (15.1% in 1950).

CHICAGO SAFETY

Adpeople Conduct Drive

BIGGEST public service campaign for Chicago, a “crusade for traffic safety,” is being carried out by leading agencies and adpeople there. The drive to reduce deaths and injuries in traffic accidents is sponsored by the Chicago Traffic Safety Board.

Radio and television spots and other advertising have been prepared by Needham, Louis & Brown; McCann-Erickson; J. Walter Thompson Co.; Foote, Cone & Belding, and Leo Burnett. Among men working on the campaign are Wesley I. Nunn, advertising manager of Standard Oil of Indiana; Ray Weber of the advertising department of Swift & Co.; and Gilbert J. McEwen, manager of the business development department at Harris Trust and Savings Bank.

Dana Clark

FUNERAL services were conducted in Los Angeles followed by interment at Holy Cross Cemetery, July 30, for Dana Clark, head of guest relations for ABC Hollywood. Mr. Clark died July 26 of cerebral hemorrhage. Surviving are his wife, Ann, and two daugh-

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IIA ‘TRUTH CAMPAIGN’

THE STATE Dept. is re-evaluating its whole international information program, with an eye on the relative importance of radio broadcasting to other media.

At the same time, Congress has set in motion machinery for a far-reaching inquiry into the effectiveness of all foreign information operations, with the accent on need for a “psychological offensive” on behalf of democracy.

Under leadership of Dr. Wilson Compton, International Information Administrator, the State Dept. is looking more critically into radio in a new light—“the last best hope” of carrying on the American “campaign of truth.” Commercial radio also plays a vital role in the plan. As a result, the department is evolving a two-pronged policy embodying these considerations: (1) appointment of a broadcast industry executive to head the Voice of America program [Director of Security, Aug. 4]; (2) strengthening of its field services to decentralize some radio programming from International Broadcasting Services headquarters in New York.

Explicit in the latter proposal is the creation of program centers in various friendly countries as an arrangement whereby U. S. VOA programs would be used on local stations.

State Dept. authorities also are hopeful American radio stations will participate more fully in domestic VOA activities, envisioning a more comprehensive report to the American people on U. S. overseas information activities.

Industry Assistance

The aid of commercial broadcasters who have explained VOA functions is freely acknowledged in State Dept. circles. Aside from individual stations, including Associated Broadcasters Inc. (KSFO San Francisco Cali.), industry executives have lent their aid and advice to the department’s Radio Advisory Committee.

Newest member is Charles H. Crutchfield, general manager of WBT, WBTV (TV) Charlotte, N. C.. His appointment was announced last Wednesday by Theodore C. Streibert, president of WOR-AM-TV New York and acting chairman of the advisory group. Mr. Crutchfield has been active the past year on State Dept. assignments involving the foreign information service in Greece, Rome, Paris and London.

Department officials are enthusiastic over the success of a recently-completed proposal of VOA programs aired locally and prepared under leadership of Wesley I. Dumm, KSFO president. In the light of Congressional fund cuts and general public awareness of VOA problems, the program has been particularly valuable they say. Mr. Dumm has been actively sympa-

thetic to the department’s domestic problems.

Additionally, Associated Broadcasters’ shortwave outlet, KWID, is leased to the State Dept. for use of its two trans-

mitters.

The advisory unit is part of the U. S. Advisory Commission on Information (from which member Justin Miller, NARTB board chairman, is now on leave), and includes Charles R. Denny, NBC; John F. Pott, WQAR Cleveland, and Donley F. Fedder, Northwestern U., among others.

Mr. Crutchfield consulted with radio technicians and officials in Greece, helping them reconstruct their broadcast industry. This country is expected to play an important part in the plan to relocate U. S. programming locally and decentralize some of the Voice of America.

Significance of Decision

The decision of the State Dept.—perhaps most critically Dr. Compton’s—turn to industry for a top-level executive to administer the Voice is regarded as significant. Whether a selection would be made in the near future, however, was adjudged moot.

The appointment—from a list of four or five possibilities—is hedged with obstacles.

Initially, it was the idea in some department quarters last week whether an industry executive might be prevailed upon to assume such a post in this current lame-

duck period of politics. Secondly, the position would call for an annual salary of only $10,800. The State Dept. has asked Congress to certify this situation (the salary for Grade 15) but to no avail. It will renew its request early during the 83rd Congress.

The industry executive would become assistant administrator for International Broadcasting Services, which functions under the International Information Administration. He would replace Foy Kehler, who is returning to foreign service.

There reportedly is some ques-
tion as to what degree the new assistant administrator will be con-
cerned with policy in that post.

IIA has been under realignment since last May when broadcasting services were split into (1) facilities operation and (2) research, development and building. A new tack was indicated by one IIA official: “Media shall be a means, not the end in itself, for spreading the truth campaign.”

As a result, Dr. Compton called for transfer of “more of our radio programming overseas near to the populations which we are trying to reach” and “greater use of local radio networks in important countries.”

Implicit in the realignment, which provides for use of respec-
tive media on the basis of the coun-

try’s needs, is the use of local radio time. IIA officials deny that purchases of time are contemplated, but such a system was proposed by Japanese Broadcasting Corp. with plans for local on-the-spot programming of VOA.

One such program center has been set up in Munich; others are contemplated throughout the proposal runs the thought that foreign personnel are perhaps best suited to convince their own countrymen on democracy.

State Dept. authorities, faced with curtailment of the “ring network plan” for new transmitter stations overseas because of money cuts, are thus turning to local radio as well as to ocean-going U. S. Coast Guard Courier relay station to get America’s story across to the Russian people. The ship sailed last month for a Mediterranean port (Rhodes) where it will relay VOA programs [B*7, July 21].

The department is keeping an alert eye on reaction of the Soviet Union to this new medium—par
ticularly as may be manifested in any increased jamming or other re
taliatory measures. Authorities privately, too, are looking to the day when international television networks may become a reality and eliminate much field activity in Europe.

While it is true the State Dept.

frowned on immediate erection of television stations in Europe over a year ago, it’s known that the department is viewing with continued interest the blueprint being developed for global TV. The basis is a proposal by Sen. Karl Mundt (R-S.D.) on which some progress already has been made, notably in Japan [B*7, April 7]. Envisioned as a potential “Vision of America” by Brig. Gen. David Sarnoff, RCA board chairman and others, the plan implicitly presumes acceptance by foreign countries of U. S. video standards—525 lines, 60 fields and 6 mc band.

Congress wants to look into any TV activity by the State Dept. too. It struck out language which would have placed video on a par with radio in 1953 budget appropriations apparently thus recognizing TV’s future role.

Congress’ plan to re-examine the international information program is based on a resolution (S. Res. 74) sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.).

While aimed largely at VOA operations, the resolution calls for the Senate Foreign Relations Committee or a selected subcommittee to look into all foreign information programs. It is more far-reaching than at first supposed, bridging not only operations of the State Dept. but the Defense Dept., Mutual Se-

(Continued on page 47)
Martin, veteran of 15 years' radio and television management in Florida.

For Judge Cherry it was a case of putting all his eggs in one basket. He had concluded to concentrate his limited funds on radio and television and so employed the Talkathon device to get his message across to the voters. In addition to making him known to the voters, there was also the hope that the radio appeal would help bring in more financial support and keep his campaign rolling.

His first Talkathon program was hurriedly arranged for July 2 in Little Rock. For a location, Mr. Martin found a vacant building which had previously housed a grocery store, and rushed around to line up the needed availabilities on AM stations. It was announced in advance spots and in the press that the candidate would answer any question phoned in by listeners at home or voiced by members of the studio audience. The judge and his announcers took their places at the microphone table at 8 o'clock that evening, and the program remained on the air around the clock until 8:30 the following evening. Participating stations included all five in Little Rock — KARK KGHI KLRA KVLC and KXLR—and a score of others outside the Arkansas capital. The show was aired in segments so that listeners could follow it on one or more stations throughout the 24½ hour period.

The endurance angle of the initial Talkathon as well as the novelty of the whole idea proved a successful audience-getter. Numbers of people at the grocery building were few at first, but grew as the evening went on and interested persons dropped in to watch the rugged-looking judge at work in front of the microphones.

Listener Response

Responses from listeners at home were more surprising. Apparently waiting to hear the judge tripped up by some question, they would follow the show on one station and another as it shifted in succeeding periods. And their calls with questions soon had six telephones busy up until 2 a.m. and three phones from then until traffic picked up again later in the morning. The phones were manned by members of the judge's volunteer campaign group who recorded the questions along with the sex, occupation and name of the questioner, if given. The question slips were then handed to an announcer who fed them cold and unscreened to the candidate. Judge Cherry tossed back impromptu but thoughtful answers in an informal and conversational style.

The interest in terms of both live audience and radio audience size was intense; it climbed rapidly toward the end of the show, and reached a climax as the candidate ended the ordeal. Many calls came in from persons who had no questions to ask but who merely praised the candidate for stating his position on issues frankly even when he risked losing votes by doing so.

In addition to putting across Judge Cherry's program to the Arkansas voters, the Talkathon also dived-tailed readily into his plan for seeking small donations from many people. At the outset on his candidacy the judge had said: "I would rather this campaign receive 50 cents each from a hundred thousand people than a single gift of $50,000." Now the Talkathon began to make that wish materialize. A new campaign slogan was featured —"Dollars for Decency"—drama tically and temporarily enabling which the candidate was running and his appeal for small donations to finance the campaign.

During the remaining four weeks of the campaign, Judge Cherry appeared on 10 additional Talkathons originating from various points throughout Arkansas. This was during the 10- or 12-hour stint, starting about noon and running until about 10 p.m. Each was carried over a combination of outlets serving the radio market which he was directing his appeal. Most of the time, his staff acknowledged, they did not know from one appearance to the next whether sufficient donations would come in to pay for the Talkathon planned next.

Money Rolls In

But the dollars started rolling in, beginning with that first Talkathon, and continued at a pace sufficient to buy time for the succeeding weeks. In size the donations ranged from 10 cents to $340. One group of supporters in eastern Arkansas counties collected $5,000 in fifty-cent pieces and sent it to the judge in 22 quart boxes.

Time for the Talkathons was bought on a total of 40 AM stations—all of the 39 in Arkansas plus WGVY at Greenville, Miss., which agreed to give needed coverage in the southeast corner of Arkansas.

Although the state has no television station the Cherry Talkathon was beamed to wide audience in the eastern half of Arkansas in one quarter-hour show over WMCT (TV) Memphis. The judge also appeared in two additional quarter-hour telecasts of the fireside chat type.

The Talkathon series was wound up with a repeat presentation at Little Rock—this time for a 12-hour period—and a special action-morning appeal from the judge's home town of Jonesboro, Ark. In it Judge Cherry went on the air from 6 to 9 a.m., urging housewives to hang up their aprons and go with their husbands to the polls and vote.

After deducting duplications, the total number of persons reached by means of the 11 Talkathons was estimated by the Cherry staff at nearly 900,000, or about half of the state's adult population.

Approximately 13,000 questions were asked and answered in the Talkathon sessions. They covered topics ranging from the candidate's views on world trade to his attitude on alcoholic beverages. (He replied that he is a teetotaler, but not a prohibitionist.) Judge Cherry showed an ability to respond to them all with appropriate earnestness, good nature or ready wit.

In one of the Talkathons a young man called in to say he had donated $5 to the campaign and wanted to know whether Judge Cherry was being supported by a certain local official. When the judge replied affirmatively and said he had a high opinion of the official mentioned, the donor called back to say he differed sharply with that opinion and asked to have his $5 refunded. Judges held him on the air that the refund would be made "cheerfully." Immediately afterward calls began coming in from several dozen listeners who said they wanted to make a donation to replace the sum the judge was returning to his questioner.

While Judge Cherry and his staff were focusing their efforts on the radio Talkathons, the four veteran politicians who opposed him in the race appeared little concerned with the gimmick, as they called it. In fact, each one had some special campaign feature of his own. One of them made hops around the state in a hired helicopter, giving 330 tank-town speeches in 60 days. Another opened a spacious drive-in headquarters in the capital city, where visitors were invited to drive in to the building and were glad-handed by a staff of greeters. Two candidates hired hill-billy troupes and opera stars to attract attendance at major political rallies.

Judge Cherry's opponents did not neglect the use of radio and television in the conventional sense. Each of the four made several
statewide radio talks and two used TV as well. In the next-to-last week of the primary campaign, radio took the spotlight through a special series of half-hour interviews with the candidates aired nightly over KLRA Little Rock.

In a public service feature the candidates were given opportunities to state their views in a set of questions relating to the campaign.

Unlike Judge Cherry, his four opponents made extensive use of other media in campaigning: newspaper advertising, billboards, posters, pamphlets, bumper cards and lapel buttons. The volume of newspaper lineage bought by each of them was five or more times greater than Judge Cherry's, which was centered about announcing the schedules of his Talkathons.

Only Judge Cherry's "poor boy" campaign had no plush headquaters, no billboards, no full-page ads.

Pros Indifferent

Throughout the primary campaign, the political professionals showed indifference toward the Cherry candidacy as well as the Talkathon specifically. Three of the candidates focused their attacks on alleged corruption in the state administration, and the incumbent struck back at each of these three. None had much to say about Judge Cherry.

When the ballot count started on election night it was soon realized that the long shot the experts had overlooked was turning the form chart upside down.

In the final unofficial tabulations released Aug. 1, Gov. McMath finished in top place with 53% of the 324,000 votes cast, Judge Cherry was second with 28%, and the other three candidates had 18, 14 and 8%, respectively.

On the day after the primary, aides of the three eliminated candidates acknowledged that it was the Talkathon which had enabled Judge Cherry to pull the "leapfrog" on them. This was the more ironic because two of them had been offered the chance to buy the formula and had turned it down. At the same time, Judge Cherry's remaining opponent gave tacit acknowledgment of the Talkathon's potency by launching a series of daily radio talks over a state network to try to "reach more people with my program."

Credit to Talkathon

Judge Cherry himself gave generous credit to the Talkathon, stating: "It's the best means of campaigning I've found yet." Implementing that belief he is intensifying his Talkathoning schedule with daily appearances scheduled in the two-week period of the runoff campaign.

The manager of the judge's campaign echoed this esteem of the Talkathon, and added an opinion about its value for the voters as well as the candidates: "It was the key to our successful campaign because through the Talkathon we were able to let the people find out completely about

Judge Cherry," said Mr. Gentry. "They found out not only how he stood on a program for the state, but also how he thought on national matters, moral issues and every conceivable question. They were able to get acquainted with his whole philosophy and to feel that they knew him as well as though they had met him and talked to him personally."

"I'm also convinced that the Talkathon is the greatest means yet discovered for enabling the people to screen a candidate. We'd have much better government if all candidates were required to present themselves to the public through such a medium, so that the people could find out more about the type of men running for office."

As promoter in charge of the Talkathon operations in the Arkansas campaign, Mr. Martin put his finger on another significant element in its use. "The candidate for whom it is used," he says, "should be able to think on his feet and ad-lib his answers smoothly. With an inept person it could be actually damaging instead of helpful to his candidacy."

If Judge Cherry, the country judge, can whip the seasoned McMath in the runoff election Aug. 12, Talkathon will have compiled a significant success story. A lot of political observers, as well as the radio-television industry, will be watching to see if it happens.

Korean Interviews

Radio Branch, Army Home Town News Center, Kansas City, Mo., last week announced that at the end of six months of operation it had tape-recorded 1,900 interviews with Army personnel in Korea. Of these 1,900 taped interviews, the Army said that it had received answers from U. S. radio stations indicating 80% usage.
PROGRESSIVES

THE Progressive Party reported last week that some 60 radio stations, out of 439 to which the party had addressed a demand for time, had agreed to carry transcriptions of an acceptance speech made on behalf of Vincent Hallinan, the party's candidate for President.

Mr. Hallinan was to deliver the speech himself when nominated at the party's Chicago convention July 4-6. He was then, and still is, serving a term in McNeill Island federal prison. Mr. Hallinan was convicted of contempt of court in connection with his defense of Harry Bridges.

In a letter dated July 30, C. B. Baldwin, secretary and campsman manager of the Progressive Party, demanded that stations which broadcast the acceptance speeches of Democratic and Republican Presidential and Vice Presidential candidates also carry the acceptance speeches of the Progressive candidates.

Further, Mr. Baldwin advised the stations that in future acceptance speeches "by or on behalf of candidates for the Republican or Democratic Party for the offices of President and/or Vice President, under the regulations of the FCC and under the ruling in our favor of July 3, be expected to offer the same facilities and comparable time to the candidates of the Progressive Party."

The July 3 "FCC ruling" to which he referred was a letter written by the FCC to the party commenting on the Progressive complaint of June 13. In that letter the FCC said it had no power to insure that networks would cover the forthcoming Progressive Convention in a manner that had been requested by the party.

Refers to Sec. 315

The Commission did point out, however, that Section 315 of the Communications Act applied to acceptance speeches "by the candidates themselves" and that any licensee that carried one would be obligated to carry "any equal opportunity opportunities available to all other legally qualified candidates for that office."

In its letter of July 30, sent to the 439 radio stations and 94 television stations the Progressive Party did not discriminate between candidates and people speaking on their behalf.

Mr. Baldwin, the Progressive secretary, said in a news release issued coincidentally with the dispatch of the letters to stations that there had been a "general refusal of stations to comply with the [FCC] order."

He said few had carried the acceptance speech broadcast by the wife of candidate Hallinan on his behalf.

Party's Planned Approach

Mr. Baldwin frankly outlined the tactics which the party intended to use in obtaining air time.

Phase One of the tactical plan, he said, was "forcing them to carry our candidates."

"Phase Two," he said, "is policing. Phase Three, action to revoke license, will follow, unless the public interest and the Commission's ruling are carried out.

At the party's New York headquarters last week it was reported that NBC-TV which did carry the acceptance speech by Mrs. Hallinan had agreed to telecast a special address to be made by Mr. Hallinan after his release from prison Aug. 17. ABC-TV and CBS-TV also were said to have agreed to carry this telecast in areas where their outlets did not carry Mrs. Hallinan's speech.

In his letter to stations, Mr. Baldwin put the onus on them to tell whether they planned to broadcast the Progressive speeches and if not to offer time. He wrote:

We have been informed that your station broadcast the acceptance speeches of the Republican and Democratic candidates for President and Vice President. You will please, therefore, inform this office of the time and date on which you broadcast the acceptance speeches of the candidates of the Progressive party; if not, this letter will serve as notice to you that you are required to inform the FCC of your refusal. Will you, therefore, inform us immediately of the date and time when you will comply by broadcasting the acceptance speeches of the Progressive Party candidates for President and Vice President.

WJAG CELEBRATES

Marks 30th Anniversary

SPECIAL programming, along with live talent shows for direct audience participation, is planned for the 30th anniversary of WJAG Norfolk, Neb., owned by the Norfolk Daily News.

Quizzes during the celebration featured more than 300 prize giveaways, the introduction of Miss WJAG and congratulatory recordings by former station staff members. The public was invited to shows aired from the City Auditorium.

Among the special programs was a tribute by Bob Thomas, WJAG announcer, to his father, the late Art Thomas, who also managed the station; to the late Rep. Karl Stefan (R-Nebr.), who was an announcer there, and to Gene Huse, WJAG owner. WJAG presented scrolls of appreciation to 12 Norfolk businessmen who have advertised on the station many years. Another feature was It Started in the Year, the list of the year in which the station took the air.

Spot Radio Perfect For Short Selling Season

"The local, regional or national advertiser can move in quickly and get results."

National Spot Radio was really taken apart in the July 11 issue of Printers' Ink (which was a sellout.) Several thousand reprints of our report (that covered what spot is, when to use it, and how advertisers are using it successfully today), are now in the hands of busy radio salesmen, time buyers and advertising executives in every state.

Ten specific ways to use national spot were reported. The last of these was: "To promote a product that has a short selling season." The idea is simple. You just buy all the spots available during a short selling season, up to the limit of your budget, and as a result you can reach the early risers, your housewife in the morning hours, the ones who lose during the afternoon, and the male members of the family during the early or late evening hours.

A suggestion: Order right now for each member of your staff a copy of this important article, of which John R. Sheehan of Cunningham & Walsh said: "Every radio time buyer should read this—truly a masterpiece." It sells for 50c, next, start telling the story of your market and your station every week in Printers' Ink.

These two suggestions are based on what we know to be true right now. Hundreds of local, regional and national advertisers are going to release national during the next few months emergencies in addition to their regular schedules.

Time is important. Your own staff can't possibly reach all of your prospects. But in Printers' Ink you can reach even more buyers of advertising than in any other publication. Of our nine nationwide publications and the over three hundred local publications we publish, we have more than two thirds buyers of advertising: agency officials, time buyers, advertising managers, sales managers, district managers, and the top level of management who give the final O.K. to a regular or emergency schedule.

Rearrange your own budget if necessary so that you can, each week, in 1/6 of a page, or a full page, tell in Printers' Ink why your station and market is worth more than any other on an emergency schedule now in the making.

Any of our offices are ready to assist you. Write, phone, or ask us to call.

The buyers of advertising you want as customers, thousands of them, are regular readers of Printers' Ink, the Voice of Authority.

ROBERT E. KENYON, JR., Advertising Director

60 Stations to Take Hallinan Acceptance

WCCC Hartford is airing recordings of Ukrainian displaced persons as part of its "Get Out the Vote" campaign. The DPs, who had suffered at the hands of Communists, demanded strict anonymity. They would not come to the studio or identify themselves to WCCC officials. It took a trusted intermediary, and a portable tape recorder to obtain the announcements. The DPs, who had to speak secretly and had to write out English syllables phonetically, created their own alphabet for one DP who could not speak English. All the spots begin: "I cannot give you my name. If I did, my life in the Ukraine would be shot."
New Business
(Continued from page 16)
Sample, Toronto, for Franco-American products and Compton Adv., N. Y., for Campbell pork and beans.

CRAFTSMAN INSURANCE AGENCY, S. F. appoints Theodore H. Segall Adv., that city. TV is being used.

OWEN NURSERY, Bloomington, Ill., names MacFarland, Aveyard & Co., Chicago, for Bob Richard Enterprises Div. Plans call for spot radio-TV.

MEAD JOHNSON & Co., Evansville, Ind., names McCann-Erickson, Chicago, for pablum cereal. Radio is used. FRANK STULL is account executive.


G. A. GOODRICH Co., Chicago (cake mix), appoints Buchanan & Co., that city. Fall spot radio-TV is being planned.

OGDEN WATER PURIFIER Co., L. A. (faucet attachments), appoints Ross Roy Inc., Hollywood. TV is being used.

CLUB DEL MAR, Santa Monica, Calif. (beach club), appoints Charles Ross Adv., Hollywood. TV is being used.

Adpeople ...

KENNETH C. GUNThER, sales promotion and direct advertising consultant to TWA, appointed director of advertising, Resort Airlines Inc., N. Y.

H. E. DAVIS assistant sales manager, Polaroid Corp., Cambridge, Mass., to special sales representative post in Southern Calif. He is succeeded by EUGENE C. ROBERTS, formerly with Standard Oil of Calif.

TED MATERN A appointed advertising and sales promotion manager, Arteso Color Corp., N. Y. Firm will enter network radio in fall. TV will be used in localized market areas.

ROBERT STRONG, sales manager, Slick Airways, Dallas, transfers to Burbank, Calif., headquarters as advertising and public relations manager.

EDWARD E. PALMER named sales manager, Freewax Corp., Tallahassee, Fla. (insecticidal wax).

CHARLES J. LICK, president, Los Angeles Brewing Co. (Eastside beer), elected honorary director for life by United States Brewers Foundation, with whom he served 16 years as director.

STEPHEN C. SCOTT, assistant to VICK KNIGHT, president of Hollywood agency bearing his name, to Hydro-Aire Inc., Burbank (aviation equipment), as advertising-public relations staff assistant.

IIA Truth Campaign
(Continued from page 48)

Security Agency and other departments.

Action is expected sometime after September when a subcommittee may be appointed. Hearings and overseas junkets by Congressional members are indicated— at least the State Dept. has been advised to that effect—and a report will be submitted this winter. Text of the resolution, introduced in February 1951 and favorably reported upon by the committee this past June, stressed the importance of U. S. psychological warfare and international propagation of the democratic creed (as) an instrument of supreme national policy.

It calls for a study of means of assuring "maximum utilization of radio broadcasting, by medium wave and short wave."

BROADCASTING • Telecasting

ILLEGAL OUTLET

Had Used WCBS Frequency

SOUTHERN California's seven months' enjoyment of jazz, minus commercials and illegally broadcast during the night and early morning hours, came to an abrupt halt last Monday (Aug. 4). Philip E. Peterson, 28-year-old Long Beach radio parts employe, was arrested by FCC agent Robert J. Stratton for violating the Federal Communications Act. His radio station, identified as XERD Sonora, Mexico, was found to be a complete unit within a garage. It was closed and his collection of more than 2,000 records, many of them collectors' items, was confiscated.

The broadcaster, free on $250 bail, explained his purpose was to broadcast to Mexico and that he was only testing the equipment pending the arrival of his Mexican permit.

The Perfect Companion Unit to your Continental Transmitter

The sleek, stylish Phasing Control and Power Division Unit shown above was designed and manufactured especially for Radio Station KWTO, Springfield, Mo. It is typical of Continental's high calibre engineering of electronics equipment geared to meet exact station requirements. Whatever the nature of the directional array involved, consult Continental for production of all types of antenna phasing equipment, custom-designed to meet your specific requirements.
WHAT A BEAUTIFUL MORNING
FOR ADVERTISERS ON WCKY

Breakfast Time with Leo Underhill 7:00-9:00 AM is the morning show in Cincinnati that is giving advertisers a big sales lift at a low cost.

Good Ratings and Low Rates make this by far the lowest cost per 1000 early morning buy in Cincinnati.

JUST COMPARE . . .

| Station  | Power     | Average Cost Per *
|----------|-----------|-------------------
| WCKY     | 50,000 Watts | $2.76
| Station A| 5,000 Watts  | $6.95
| Station B| 5,000 Watts  | $3.60
| Station C| 250 Watts    | $4.25

WCKY IS THE BEST MORNING BUY IN CINCINNATI

*Calculated from May-June Pulse ratings. Radio Homes in 2.0 millivolt area, open ¾ hour rate.
FOR A BEAUTIFUL SALES RECORD
IN CINCINNATI

You can buy Breakfast Time on a low, low budget and join this
list of smart morning advertisers on WCKY:

Lipton Iced Tea
Pennington Bread
Cincinnati Street Railway
Silver Star Blades
Bayer Aspirin
Colgate Toothpaste
Seaboard Finance
Albert's Clothing Store

Rockwood Candy
Life Savers
Hull Dobbs Motors
New York Central Railway
Farr Brothers Appliances
Allis Chalmers
Kroger
River Downs

BUY BREAKFAST TIME
INVEST YOUR AD DOLLAR
WCKY'sly

L.B. Wilson
WCKY
CINCINNATI

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK
THOUGH it would be clearly within its rights to request broadcast opportunities for its candidates equal to those granted the Democratic and Republican nominees, the Progressive Party is abusing those rights and indeed resorting to undelivered blackmail in the tactics it has adopted.

It has sent letters to stations accusing them of violating FCC rules in failing to carry an acceptance speech on behalf of the Progressive candidate for president. The letter neglects to mention the awkward circumstance that preventing the candidate from speaking for himself. In the time of his nomination as Progressive standard bearer, Vincent Hallinan was a resident of McNeill Island, a federal penitentiary off the Washington coast.

There is a serious question that a station must carry political broadcasts on behalf of any candidate. The law applies only to candidates themselves and has been so interpreted by the U.S. Circuit Court of Appeals. Apparently this discrepancy was unnoticed by those networks and stations which reportedly have agreed now to carry either transcriptions of the acceptance speech made last July by Mr. Hallinan in the course of her husband, or a new speech to be delivered by Mr. Hallinan himself after he is sprung from the federal pokey Aug. 17.

We doubt that broadcasters must broadcast either the original speech made on behalf of the candidate or the delayed performance by the candidate himself. Neither of these addresses is comparable to the acceptance speeches of the Democratic and Republican candidates.

In defense of those who have yielded, however, it must be said that the tone of the Progressive Party's letter was of such unrestrained belligerency as to make almost anyone flinch, and further it quoted (out of context) an FCC letter seemingly assuring the Progressives that the FCC would kick off the air any station that didn't give the party anything it wanted.

So far, unfortunately, the FCC has done nothing to disavow the purposes ascribed to it by the Progressive Party. That, more unfortunately, is the condition of the FCC which seems to have taken a perverse joy in recent years in making politics an intolerable problem for broadcasters.

In this case the Commission could at least partly redeem itself by telling the Progressives to behave with more propriety and quote the Commission correctly. Continued silence from the FCC will only encourage more malicious methods of bullying by a party which has already demonstrated a contemptuous disregard for ethics or law.

Bread-Boarditis

SOONER or later—preferably sooner—the FCC will be compelled to recognize the march of electronic progress by putting into effect its proposed rules to ease operator ticket regulations and permit remote control of transmissions.

Organized opposition to the Commission's proposed rule changes is reminiscent of the stubborn battles to forbid use of electrical machinery in concrete makers in building construction. It is based on a fallacious job-eliminating premise in an era of acute technical shortage.

In the station bracket of 10 kw and under can be found the backbone of American broadcasting. In this same bracket there is a dearth of available first-class ticket holders available for work at wage levels for comparable technical help in thousands of communities. It is a serious shortage that harrasses managers compelled to staff transmitters under provisions of antiquated regulations.

These requirements were set up in an era of bread-board equipment—an era when a sol-dering iron and roll of wire were a station's best friend. They were adopted in an effort to keep equipment operating without frequent breakdowns.

Check the log of any small broadcast station, preferably several dozen stations, and the inevitable conclusion will be that a very few hours a week maintenance will be adequate. That's what chief engineers are for, and in case of rare mechanical crisis most stations summon outside technical service.

In the case of radio, technical progress has produced equipment that can be operated more efficiently by unattended means than by personal attention, as successfully demonstrated in the air.

It's unpleasant to see featherbedding artificialy stimulated. People are not being thrown out of work. No shortage of jobs is planned for technicians. On the other hand, there are more. More than ever are the offering—thousands and thousands of jobs—as TV starts its promised expansion. Video operation entails use of larger and more known technical staffs both because audio and video are involved.

The facts must be faced—hard facts of broadcast life outside the glamour of big-city boundaries and the public relations of electronic technology. There is a burgeoning field. There will be more and better jobs—for those that have the initiative to keep abreast of developments.

SENIOR ERNEST W. McFARLAND

IT was the closing sessions of the 82nd Congress. Finally, after a year of inaction, the House was scheduled to take up the McFarland Bill (S 658) for revising the Communications Act of 1934, which the Senate already had passed. House leaders had scheduled the debate for a Tuesday.

Late the week preceding, the White House told its cohorts in the lower house to yank the bill. It had several provisions the President's aides didn't like, notably an anti-discrimination section, separation of FCC staff from commissioners proviso, and others.

So, off the House schedule it came.

It was then that the soft-spoken, junior Senator from Arizona, whose name the bill bore and who had shepherded it through three Senate passages, exploded.

No one knows the complete story, but the upshot was the resheduling of the bill for the next week's calendar, its passage by the House, and finally the President's signature—putting into effect the first substantive changes in radio's basic law since the Radio Act of 1927.

If there's one attribute Ernest William McFarland has—it's doggedness.

That, and a reputation as a man whose word is his bond.

There's one other characteristic the stocky, white-haired one-time Arizona judge has. That is his ability to conciliate the diverse temperaments and views of the 56 other Senators who sit in the "greatest deliberative body in the world." It is this facet of his character that has made him a successful leader of the Democratic majority in the Senate.

The need for changes in the Communications Act became apparent as early as 1929. Radio's statutes (basically those of the Radio Act of 1927) were already 12 years old and the art of communications had zoomed forward in the interval—to the point where many of the provisions of the law were antiquated.


A man with less persistence would not even have tried to amend the Communications Act after the unsuccessful history of past attempts. But, Sen. McFarland is nothing if not pertinacious. In 1949 he got his bill through the Senate. It failed to get anywhere in the
In Northern California...

KNBC reaches more people, more often, than any other radio or TV station. This wide circle coverage plus program popularity make KNBC, San Francisco, Northern California's No. 1 Advertising Medium.

- 50,000 WATTS • NON-DIRECTIONAL • 680 KC • REPRESENTED BY NBC SPOT SALES
BILL O’DONNELL, sales staff, KXKJ-FM St. Louis, transfers to AM outlet in same capacity.

KSJO San Jose Calif., appoints Adam J. Young Jr. Inc. as national representative.

Personals . . .

WAYNE W. CRBB, general manager, KHMO Hannibal, Mo., recuperating from operation performed last month . . . JAMES D. SHOUSE, Croeley Best Corp. and Acoy Mfg. Corp. executive, named to personal staff of Gov. wandering Wetherby of Kentucky with honorary rank of colonel for “his contributions to his native state of Kentucky . . .”

LT. COL. GEORGE O. GILLINGHAM, FCC director of information, goes on two weeks active duty Aug. 16 with Chemical Corps at Fort Meade, Md.

Our Respects To

(Continued from page 50)

House. Again in 1951, Sen. McFarland reintroduced the bill. But for 15 months it virtually stagnated in the House. Then, finally, the big push was on and in June of this year it was ready for floor debate.

And then came the word from the Executive Mansion. For a while it looked as if the fate of SS was going to duplicate that of all the previous communications measures.

But, Sen. McFarland got his dander up. As majority leader he was not only able to buck the White House, he actually had enough influence to force it to back down.

Ernest William McFarland—“Mac” to his colleagues on Capitol Hill—is the son of pioneer parents who were among the early settlers of the Portawatome strip in Oklahoma. He was born in Earlaboro, Okla., in 1894, and attended the Earlabora and Seminole County public schools. For a while he thought he was going to be a teacher and he attended the Oklahoma East Central State Teachers College at Ada. In 1917 he got an A.B. degree from the U. of Oklahoma.

Taught in Rural School

During this time he taught rural school in Seminole County. While studying for his A.B., he was law librarian at the university. In between times, he clerked in a grocery store and sold life insurance.

After a hitch in the Navy during World War I, the young McFarland went to Stanford U., where in 1921 he received his Master of Arts degree and also the right to sign “Jur. D.” (Doctor of Laws) after his name. In 1930, Sen. McFarland was honored by his own state university with an honorary L.L. D. (Doctor of Law and Letters).

After three years of law practice in Casa Grande, Ariz., the young barrister was named assistant attorney general for the state of Arizona.

After two years in that position, he was elected attorney for Pinal County, a position he held for six years until his election in 1938 as judge of the Superior Court of Pinal County. (He is still “The Judge” back home in Florence.)

To all who live in Arizona, the most important question in their livelihoods is water. And the man who knows more about Arizona’s water laws is—Sen. McFarland.

Without water for irrigation, flowering Arizona would return to the mesquite and sand of the desert. As a young attorney, the assistant attorney general was a county attorney and as a judge, Sen. McFarland handled much water litigation. In fact, until he became county judge, he represented San Carlos Irrigation and Drainage District of Arizona. And, as a judge he handled many such cases.

Colorado River Project

If there is one thing Sen. McFarland would like to have, to cap his Washington career, it is the passage of legislation approving the diversion of Colorado River water to the great Central Valley of Arizona. Since 1949 he and his fellow Arizonans, Democratic Sen. Carl Hayden, have pressed for, and gotten through the Senate twice, a bill which would authorize this. But, time after time, House passage has been stymied by the bitter opposition of California representatives.

When Sen. McFarland was elected to the Senate in 1940—he took Sen. Henry F. Ashurst’s seat—he came under the influence of a fellow westerner, former Sen. Wheeler, who was chairman of the Senate Committee on Interstate & Foreign Commerce. This is the committee which oversees broadcasting and communications among other things.

Sen. Wheeler took the 46-year-old freshman Senator and made him a member of the subcommittee on communications, of which Wheeler himself was chairman.

Thus, right from the commencement of his Senatorial life Sen. McFarland has been closely identified with communications.

In the 81st Congress, Sen. McFarland was made chairman of the communications subcommittee of the Interstate & Foreign Commerce Committee. His good friend, fellow westerner and fellow baseball root-
er, Sen. Edwin C. Johnson (D-Col.), became chairman of the whole group.

As chairman of the communications subcommittee, therefore, he came to know intimately the problems created by the activities of the FCC. Small wonder then that his interest in radio law led him to foster the changes he felt had to be brought to the law.

Sen. McFarland also is a member of the Senate Committee on Interior & Insular Affairs.

Sen. McFarland is married to the former Edna Eveland. They have one daughter, Mrs. Jewell Lewis. When he's home, the Senator likes his field of soil—he owns a small cotton farm near Florence. He's a member of the American Legion, the Masons, Elks, Lions, Moose, Knights of Pythias and attends the Methodist Church.

Right now he's engaged in a tough battle for re-election. Victory-smiling Republicans think they have a great chance to unseat the Senate majority leader. His opponent is Phoenix merchant Barry Goldwater.

High spot of his Senatorial career was his election as leader of the Democratic majority in the 82nd Congress. As majority leader it was his job to see that the 49 Democratic Senators toed the line, and that they participated in some of the 46 Republicans to vote with the majority.

To be successful he must be trusted. How well he is trusted was described by Detroit newspaperman Blair Moody shortly after his appointment as Senator from Michigan to succeed the late Sen. Arthur Vandenberg.

Writing in the New York Times Magazine last year, Senator Moody described a conversation with Sen. McFarland on the floor of the Senate just before the vote on whether the hearings on the dismissal of General MacArthur were to be open or closed. Here is what he said:

I was down the aisle to talk with the Majority Leader, Senator Ernest W. McFarland of Oregon—stated front to rear, center-lane-left. One of the sharpest changes of opinion resulting from my move from gallery to floor was in my attitude toward McFarland. As a reporter I rated him quite a good fellow and a pretty fair choice for the leadership from the floor. I was impressed with the way he led both sides. He knew how to handle men. I whispered to him, "Ernest, I hate to leave you on my first vote. But I don't see how I can vote for closed hearings. You know my newspaper background. Why don't we open them up?"

Here was a defect which might reverse the result of the roll-call. McFarland never batted an eye. He whispered, behind the back of his hand: "Bern, I have to think about this. Perhaps I'll have to think about it. Perhaps I'll have to think about it. I'll ask you to vote against your convictions.

Even the opposition has words of high praise for Sen. McFarland. Here is what Minority Leader Sen. Styles Bridges (R-N.H.) said the closing day of the 82nd Congress:

I have found Ernest McFarland to be fair, courteous and impartial. He is a man of words and it is good as his bond. . . . If it (majority leadership) should remain on the other side, appreciate the excellent judgment of the Democrats in selecting Ernest McFarland as their leader.

And the page boys love him. In a Washington Post article several Sundays ago, author Glenn D. Everett said that Sen. McFarland had acquired no nickname among the blue-suited pages who run errands for the Senators (they've nicknamed other senators "Blairy," "Potato Head," "Mumbles," etc.). McFarland is popular among the pages, the article said, "because he is an ex-Senate colleague urging the Senate to get on with its business. There's no happier music to the ears of the Senate employees. They love him."

CBS INC. ELECTS

Adrian Murphy and J. L. Van Volkenburg, presidents of CBS Radio and CBS Television, respectively, were elected to the board of directors of the parent company, CBS Inc., at the board's regular meeting last Wednesday.

The action, announced by CBS President Frank Stanton, brings the board's membership to 16.

In addition to the new members, they are: Prescott S. Bush, Frederick L. Chapman, Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, Ralph F. Colin, James B. Conover, J. W. A. Cogan, Cogan, Richard A. Cogan, Cogan, Leon Levy, Edward R. Morrow, Samuel Paley, William S. Paley, Dorsey Richardson and Mr. Stanton. William S. Paley is board chairman. Mr. Murphy, with CBS since 1936, has been president of CBS Radio since last March 11. Before that, he was president of CBS Labs. It is estimated that when the various CBS broadcasting and manufacturing operations were set up as autonomous units in July 1961. He was executive director of television for CBS before the war and after was a key figure in CBS color TV affairs.

Mr. Van Volkenburg was president of CBS Television since the division was created in the July 1961 reorganization. He joined CBS in 1932 as sales manager of its KMEX St. Louis, and the following year was named president and general manager of the station. He transferred to the CBS Central Div. in Chicago in 1936, and to the New York headquarters in November 1945 as general sales manager of CBS Radio Sales. He subsequently served as director of CBS Television Operations, and vice president in charge of CBS Network Sales.

WAPI ’REPORTER’

Sen. Sparkman To Be Honored

WAPI Birmingham will give a dinner Aug. 21 for its favorite political reporter—Sen. John Sparkman (D-Ala.), Democratic Vice Presidential nominee. The station hosts it is the only radio outlet whose convention reporter wound up as a candidate.

Sen. Sparkman broadcast a daily 5:45-6 p.m. commentary on WAPI during the Democratic convention. WAPI in turn fed a 12-station Alabama hookup. Thad C. Holt, WAPI president, credited the Senator with many beats and exclusives, including an excellent job of covering the Southern walkout and getting both factions on the air. The Senator also covered the 1948 Democratic convention for WAPI.

WAPM-TV, Mr. Holt said, teamed with WDSU-TV New Orleans and WMCT (TV) Memphis in a three-state Report to the South convention program, with Sen. Sparkman hosting the Alabama portion of the feed.

Guests at the Aug. 21 dinner will include all who helped in the Chicago convention coverage. Ed Norton, WAPI board chairman, and Mr. Holt will be hosts, with Mayor Cooper Green of Birmingham, as chairman of the arrangements committee. Proceedings will be broadcast and telecast.

Mr. Richard M. Nixon (R-Calif.), Republican Vice Presidential candidate, has been offered the same radio-TV facilities.

PULTRY POLITICS

Stevenson on Chicken

George Biggar, program executive at WLS Chicago who handles the station's famed National Barn Dance, has a letter he may save for his grandchildren. Written by Illinois’ Gov. Adlai Stevenson, the letter tied in with a fried chicken promotion featured on Raleigh-Turina’s Party Line at the station.

The letter: “It’s no secret to my friends that southern fried chicken is one of my very favorite dishes. Confidentially, my resistance is low also to chicken drop suy. In both these enthusiasms I know I have a lot of company. In fact, I’m sure that if I could count on the drumstick vote in the election this fall I would be sure of re-election.”

The letter was written before the governor was nominated for the Presidency by the Democratic Party.

Mutual Renews Heatter

SIGNING of five-year extension of newscaster Gabriel Heatter’s exclusive radio and TV contract with Mutual was announced last week by Executives Vice President William H. Fineshriber Jr. The renewal runs from Jan. 1, 1964, to Dec. 31, 1968. Mr. Heatter currently is heard on Mutual’s weekday schedule.

Lowest Cost Major Station Buy in the Detroit Area

Advertising that Moves More Merchandise Per Dollar Invested is Bound to be One That Gives You the Most Coverage for the Least Money!

CKLW covers a 17,000,000 population area in five important states.


August 11, 1952 • Page 53
ROBERT J. SULLIVAN, CBS Radio Spot Sales, named promotion manager, WOR New York.

CHARLES STAMPS appointed associate TV director, NBC Chicago.

ERNST SANTELL named TV production facilities assistant there.

CARL F. NEUMANN, farm service director and livestock market reporter at KOMA Oklahoma City, to WLS Chicago as assistant farm program director.

LENNY SHERMAN, New York TV actor, assigned role in Warner Bros. feature film, "Back to Broadway."

LEONARD MOSBY, continuity director, WJIP Jacksonville, Fla., to WMBR-TV same city, as floor manager.

BOB HAMILTON, disc m.c., KNX Honolulu, to KKKW Pasadena, Calif., in a similar capacity.

SHIRLEY HINES appointed music director, WJPS Evansville, Ind., replacing DOROTHY McLEAN.

NADINE HILL, office manager, KCSB San Bernardino, to Hollywood office of KBG Avalon.

BUNNY BOBOTS, Miami, Fla., disc jockey, to WOR New York for Tues. through Sun., disc show.

WILLARD F. HANSON, WPAC Pat- chogue, L. I., appointed farm director.

CECIL L. RICHARDS to WBZ-AM-TV Boston as assistant promotion manager. JOSEPH P. CULLINANE appointed publicity director there.

PHIL ARNOLD, NBC-TV Hollywood comedian, assigned role in Warner Bros. feature film, 'Step, You're Kill- ing Me.'

FRED MAY, WNDR Syracuse, to WPTR Albany, N. Y.

ALICE MALARKEY to KEX Portland, Ore., promotion department as assistant to CHARLES L. BURROW, promotion manager. GEORGE W. STATTON, WXYW Louisville, Ky., to announcing staff, KEX.

JOSEPH WEEKS, news staff, CBS New York, to WIBC Indianapolis, in same capacity.

ROY MAYPOLE, special events an- nouncer-commentator, KTVF (TV) Hollywood, promoted to producer of special events.

P. A. T. MICHAELS, college sports, commentator and for- mer war corre- spondent, to WBZU-AM-TV New Orleans.

P. A. T. MICHAELS, college sports, commentator and former war correspondent, to WBZU-AM-TV New Orleans.

CARL F. NEUMANN, commercial manager, WABC New York.

CARL F. NEUMANN, commercial manager, WABC New York.

Blessings on Blatt's

EDITOR:

The Blatt's Department store story in the Aug. 4 issue was great stuff.

This is my order for 50 reprints of same. It is stuff like this that makes each issue of BROADCASTING 

TELECASTING one of the greatest sales tools in broadcasting.

Walt Dennis

Commercial Manager

WILS Lansing, Mich.

[EDITOR'S NOTE: Mr. Dennis speaks with authority when it comes to advertising by department stores. He used to be television director of Allied Stores Inc.]

Stronger Sex

EDITOR:

This bit of information might be of interest to you. As far as I could ascertain, I was the only woman reporter covering the convention both (the) Minita- Tape Recorder strapped on my shoulder. There were lots of Minita- pases, but they were all borne by masculine Shoulders.

Alice Roosevelt Longworth ... and I had quite a chat, she talk- ing into the little mike in my hand. When it was all over, she was amazed to find herself on the radio. She never speaks for the radio, so she said, but she thought I was carrying a newfangled hearing aid and she was just trying to be cooperative.

Drue Smith

WAPN Chattanooga, Tenn.

Source Work

EDITOR:

One of my projects this summer has been a research paper on edu- cational television. BROADCASTING 

TELECASTING was the most valu- able source of both objectively re- ported news and editorial comment.

Bob Raiford

U. of South Carolina

Columbia, S. C.

Testimonial

EDITOR:

You are to be congratulated for the splendid manner in which you cover TV. Keep up the good work.

Louis C. Simmel

President

Simmel-Massey Inc.

(Station producers & distributors)

Beverly Hills, Calif.
IN THIS ISSUE

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Page 57

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Page 58

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Latest Set Count By Markets
Page 70

in our 7th year

HOW DO **YOU** MAKE BOTH ENDS MEET?

IF YOU DON'T, because high TV costs are burning up your budget, it's time you looked at television in the proper light.

TV COSTS should be judged in the hard light of advertising value—not in the candlelight of glamour. If you don't get a dollar value for a dollar spent—if you pay more, just for the glitter—then you're burning your candle at both ends. You're wasting away your budget.

THERE'S NO WASTE at DuMont because DuMont's only concern is sound value for advertisers. In programs, rates and facilities, DuMont keeps down costs because it knows that only practical TV is profitable TV.

WHEN YOU PLAN your television budget, remember, at DuMont you always get dollar for dollar advertising value—and good television. Look around and compare. You'll see why Dollars Do More on DuMont.
**KTLA** creates its own top-rated TV programs—shows that win and hold large and loyal audiences. Sponsored on a participating basis these KTLA programs produce highly satisfying results—more sales per advertising dollar!

Typical of KTLA-developed programs is “Bandstand Revue”—Sunday night 9-10 P.M., a sparkling music and variety hour featuring the nation’s top bands and musical personalities...

... Popular singing star Harry Babbitt emcees’ “Bandstand Revue” which originates weekly in KTLA’s Hollywood “studio theatre.” Participating sponsorship in 20-minute segments are now available.

For an audition print, wire, write or telephone . . .

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLlywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BYrant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
New York • Detroit • Chicago • Boston • Memphis • Hollywood • San Francisco
FURTHER TV GRANTS

By LARRY CHRISTOPHER

INCHING farther down its city priority lists, FCC last week granted two more post-thaw commercial TV stations—one at Mobile, Ala., and another at Honolulu—and notified 10 applicants that their station bids must be designated for hearing.

The new station authorizations, bringing the total to 28 (including four non-commercial educational stations), went to:

Mobile, Ala.—Pursley Broadcasting Corp., WMobile 48, effective radiated power 22.5 kw visual and 12 kw audio, antenna height above average terrain 250.

Honolulu, Hawaii—Hawaiian Broadcast System Ltd. (KGBM), VHF Channel 3, ERP 35 kw visual and 17.5 kw audio, antenna height above average terrain 1,375.

The Honolulu grant, while the first here, is the second made to territories of the U.S., which are not subject to the priority system. The earlier territorial grant went to WKAQ San Juan, Puerto Rico (B&T, July 28). Four of the five other pending Honolulu applications are now slated for hearing. Radio Honolulu Ltd. remains unopposed for Channel 11.

The Mobile grant leaves three applications pending there, WKRG and Mobile Telecasting Corp., competing for Channel 5 and WALA unopposed for Channel 8. Proposed channel change delays action on latter (B&T, Aug. 4).

Ten New Actions

Total applications designated or slated for hearing now total 95 with the addition of the following 10 new actions:

Portland, Ore. (Priority Group A-2, No. 2)—Mount Hood Radio and Television Broadcasting Corp., applicant to buy KOIN there (B&T, July 21), was advised its Channel 6 application is mutually exclusive with competitive bids of Pioneer Broadcasters (KGB), KOIN Inc. (KOIN) and KXL Broadcasters (KXL), hence consolidated hearing will be required.

Beaumont-Port Arthur, Tex. (Group A-2, No. 9)—Smith Radio Co., Channel 4 applicant at Port Arthur, notified it is mutually exclusive with bids of Lufkin Amusement Co., Beaumont, and Port Arthur College (kpac Port Arthur) for television broadcasting and Tom Potter, both Channel 31 applicants at Beaumont, notified their bids are mutually exclusive and hearing is necessary.

Chatanooga, Tenn. (Group A-2, No. 14)—Tom Potter, applicant for Channel 43, advised his bid involves financial and past operation questions which indicate the necessity of a hearing. Mr. Potter, independent oil producer, also is applicant at Beaumont (see above) and Austin, Tex., and Baton Rouge, La. At one time he was president of the former KBTY (TV) Dallas.

Shreveport, La. (Group A-2, No. 18)—KTRK Inc. (KTRK) and International Broadcasting Corp. (KWWK), each seeking Channel 3, advised of need for comparative hearing. Similar action was sent to Southland Television Co. (KJLJ), Radio Station KRMD (KRMD) and Shreveport Television Co., all seeking Channel 12.

Other television developments last week included:

• Refusal by the U. S. Court of Appeals for the District of Columbia to grant FCC's motions for dismissal of appeals of the Sixth Report and Order filed by KVOI Lafayette, La.; WLOA Braddock, Pa., and WISC Madison, Wis. (B&T, June 15).

The action was interpreted to mean (1) an aggrieved party can appeal to the court from a final order of the Commission even while a petition for reconsideration is before the FCC and unacted upon, and (2) FCC is not compelled to act upon such a petition even though a corollary appeal may be pending in court.

• Filing of another court appeal challenging provisions of the Sixth Report and Order by KWT, Grover Cleveland, Calif., in U. S. Court of Appeals, 9th Circuit, San Francisco.

Petition for reconsideration also is before FCC. (Continued on page 28)

CURRENT STATUS OF FCC'S CITY PRIORITY LIST

This is a complete tabulation of FCC's city priority list with final channel allocations, all new station grants and all pending applications up to late last Thursday. The city priority list shows the order in which new TV applications are being handled by the Commission under its temporary processing procedure (B&T, May 26) as set forth in the Sixth Report and Order which finalized the TV reallocation (B&T, April 14).

 FCC is processing concurrently the applications in Group A-2 and Group B, with processing in each group being handled according to respective city priority number. Processing to date has extended to Shreveport, La., No. 19 in Group A-2, and Fort Lauderdale, Fla., No. 20 in Group B-1.

What is the following list includes:

1. All 24 new commercial station grants since lifting of the freeze, plus all additional stations and channel changes granted or proposed for the 30 pre-freeze operating stations required to switch frequency by the Sixth Report.

2. All 146 pending commercial station applications, new and amended, filed since April 14 up to late last Thursday with channels requested and reference dates noted. A special TCasting (Continued on page 22)

GROUP A-2

1. DENVER, Colo. (Ch. 2, 4, 6, 7, 9, 10, 11)—Grants: (B&T, July 14): Eugene P. O'Fallon Inc. (KKEF), Ch. 2; Colorado Television Corp. (KVOD), Ch. 8; Empire Coil Co., Ch. 26. In hearing: KMYR Bysteg. (KMYW), Ch. 4 (B&T, July 14); KBCO and KTVK Television Co., applicant to buy KOA Denver. Ch. 4 (B&T, July 7); Aladdin Radio & Television Inc. (KCLX), Ch. 7 (B&T, June 23, April 21). Denver Television Corp.,
television grants and applications

Digest of Those Filed With FCC Aug. 1 through Aug. 7

Applications filed since April 14

<table>
<thead>
<tr>
<th>Category</th>
<th>New</th>
<th>Amended</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>435</td>
<td>305</td>
<td>443</td>
<td>296</td>
<td>740</td>
</tr>
</tbody>
</table>

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

NEW STATION GRANTS

MABLE, Ala.—Furlan Beste, Service (WKAR), UHF Ch. 48 (674-680 mc); ERP 25 kw visual, 45 kw aural; antenna height above average terrain 174 ft.; estimated construction cost $245,000; first year operating cost $25,000. Post Office address: 116 1/2, 124 1/2 N. Lat., 86° 00' 20" W. Long. Transmitter: antenna, Legal: Paul Carter, UHF Ch. 48, consulting engineer. Principals include: President and General Manager, Mr. and Mrs. Jackman; and President, Robert J. Tedesco

HONOLULU, T. H.—Hawaiian Bestco System Ltd. (WCOW), UHF Ch. 57. Legal: G. H. Baker, UHF Ch. 57, consulting engineer. Principals include: President and General Manager, Jackman; and President, Robert J. Tedesco

PITTSFIELD, Mass.—Western Mass. Bestco. (WREC), UHF Ch. 64 (770-776 mc); ERP 1.5 kw visual, 750 kw aural; antenna height above average terrain 177 ft.; estimated construction cost $185,000; first year operating cost $27,000. Post Office address: 30 Eagle St. Transmitter location: Peru Ave., 72 1/2 ft. above average terrain. N. Lat., 73° 00' 20" W. Long. Transmitter and antenna: Legal: Paul Carter, UHF Ch. 64, consulting engineer. Principals include: President and General Manager, Jackman; and President, Robert J. Tedesco

HEARINGS

FCC on August 6 noticed nine applicants for TV stations that their applications involve financial and operating conditions which indicate the necessity for special hearing. For details, see story, page 5.

APPLICATIONS

(Listed by States)

+ SAN BERNARDINO, Calif.—Radio & Television Corp. (Kalic), UHF Ch. 41 (198-204 mc); ERP 1 kw visual, 50 kw aural; antenna height above average terrain 171 ft.; estimated construction cost $5,000; first year operating cost $500. Post Office address: 411 N. 1st St., San Bernardino

PUEBLO, Colo.—Star Bestco. Co. (KCTV), UHF Ch. 20. ERP 5 kw visual, 25 kw aural; antenna height above average terrain 497 ft.; average ground 525 ft. Estimated construction cost $280,000. first year operating cost $16,000. revenue $245,000. Post Office address: 411 N. 1st St., Pueblo

ST. PAUL, Minn.—South St. Paul Telecasting Co. (KWOG), UHF Ch. 17. ERP 1 kw visual, 1.5 kw aural; antenna height above average terrain 179 ft.; estimated construction cost $200,000; first year operating cost $25,000. Post Office address: 411 N. 1st St., St. Paul

TOPEKA, Kan.—WENF Bestco. Co. (KJW), UHF Ch. 42 (634-644 mc); ERP 1.5 kw visual, 75 kw aural; antenna height above average terrain 516 ft.; estimated construction cost $1,000,000; first year operating cost $100,000. revenue $650,000. Post Office address: 411 N. 1st St., Topeka

ST. LOUIS, Mo.—Cecil W. Roberts UHF Ch. 36 (602-608 mc); ERP 8.9 kw visual, 40.5 kw aural; antenna height above average terrain 525 ft.; estimated construction cost $300,000. first year operating cost $100,000, revenue $250,000. Post Office address: 411 N. 1st St., St. Louis

WEST PLAIN, Wash.—Robert F. Neathery (KWMF), UHF Ch. 411 (513 mc); ERP 1 kw visual, 7 kw aural; antenna height above average terrain 157 ft.; estimated construction cost $97,000, first year operating cost $5,000. Post Office address: c/o Radio Station KWMF, 411 W. 1st St., West Plains, Mo.

BUFFALO, N. Y.—Chautauqua Bestco. Corp. UHF Ch. 17 (468-474 mc); ERP 166 kw visual, 83 kw aural; antenna height above average terrain 521 ft.; estimated construction cost $300,000, first year operating cost $100,000. Post Office address: 400 Main St., Buffalo

BUTT, Mont.—Television Montana (KKXL and KBOW), UHF Ch. 4 (85-89 mc); ERP 15 kw visual, 5 kw aural; antenna height above average terrain 170 ft.; estimated construction cost $100,000; first year operating cost $5,000. Post Office address: c/o Albertson Hardware, 403 5th St., Butte

NEW BRUNSWICK, N. J.—Chadwell Bestco. Inc. (WLBV), UHF Ch. 5 (568-574 mc); ERP 12.1 kw visual, 6.6 kw aural; antenna height above average terrain 141 ft.; estimated construction cost $105,000, first year operating cost $17,000. Post Office address: 413 2nd St., New Brunswick, N. J.

ALBUQUERQUE, N. M.—Alvarado Bestco. Inc. (KNTV), UHF Ch. 7 [174-180 mc]; ERP 30.6 kw visual, 150 kw aural; antenna height above average terrain 1,912 ft.; estimated construction cost $290,000; first year operating cost $35,000. Post Office address: c/o R. L. Orrell, 413 2nd St., Albuquerque, N. M.

TALBANY, N. Y.—Patron Bestco. Inc. (WPTR), UHF Ch. 23 (524-530 mc) ERP 1.5 kw visual, 7.5 kw aural; antenna height above average terrain 512 ft.; estimated construction cost $145,000, first year operating cost $20,000. Post Office address: c/o R. L. Orrell, 413 2nd St., Albany, N. Y.

BUFFALO, N. Y.—Chautauqua Bestco. Corp. UHF Ch. 17 (468-474 mc); ERP 166 kw visual, 83 kw aural; antenna height above average terrain 521 ft.; estimated construction cost $300,000, first year operating cost $100,000. Post Office address: c/o Albertson Hardware, 403 5th St., Butte

ERIE, Pa.—Comodore Perry Bestco. Service, UHF Ch. 9 (782-788 mc); ERP 15 kw visual, 15 kw aural; antenna height above average terrain 302 ft.; estimated construction cost $93,300; first year operating cost $20,000; revenue $250,000. Post Office address: 800 Park Ave., Erie, Pa.

ELVIYA, Ohio—Elyria-Lorain Bestco. Co. (WELD), UHF Ch. 3 (572-578 mc); ERP 1 kw visual, 7 kw aural; antenna height above average terrain 149 ft.; estimated construction cost $90,000; first year operating cost $15,000. Post Office: c/o WELD, Elyria

CARROLLTON, Ky.—Mrs. George A. Brown,上百 3100 13° 117° 4.7° 78° 198° 42° 45° 5° 78° 11° 11° 8° 10° 78°

KENTUCKY TELECASTING, INC.

144-145

BROADCASTING • Telecasting

Page 58 * August 11, 1952
**MAB Report**

**Claims Network TV Down**

**Although Billings Up**

NETWORK TV time sales have been increasing steadily in dollar volume as figures for the first half of this year (see story page 28) clearly show.

But does this actually mean that network television is on the up-grade?

Question is raised by an analysis of network hours and station hours used by the TV networks' advertisers made by Magazine Advertising Bureau, network hours being the total number of hours used by an advertiser on a TV station in a given month and station hours the total amount of station time in the same period. An advertiser with a half-hourly weekly TV show pays a network of 40 stations would, by this type of mathematics, be credited with two network hours or 60 station hours for a total billing of four hours.

By this unit time measurement, MAB finds network television sloping down rather than up. Comparing the first five months of 1952 with the same period of 1951, MAB reports, "monthly billings increased 63.6%; monthly network hours decreased 10.0%; and monthly station hours decreased 0.0%.

When the first five months of this year are compared with the last quarter of last year, average monthly billings are up 6.2% but average monthly network hours are off 14.4% and average monthly station hours are off 12.5%, MAB figures.

"Because of sharply increasing rates, dollar billings of the TV networks have risen steeply," MAB points out. "But in terms of the actual use of the medium—measured by network or station hours—there has been a substantial decline in 1951's peak."

In presenting these data, **Broadcasting** *Telecasting* does so for their news value in TV research and with full recognition of the competitive motives which led the magazine statisticians to find bad news in increased billings. The MAB table follows:

**MONTHLY NETWORK TV BILLINGS**

<table>
<thead>
<tr>
<th>Gross Network Billings</th>
<th>Network Station</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1951</strong></td>
<td><strong>1950</strong></td>
</tr>
<tr>
<td><strong>In (000's)</strong></td>
<td><strong>In (000's)</strong></td>
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<tr>
<td><strong>Hours</strong></td>
<td><strong>Hours</strong></td>
</tr>
<tr>
<td><strong>1951</strong></td>
<td><strong>1950</strong></td>
</tr>
<tr>
<td><strong>Jan.</strong></td>
<td><strong>452.3</strong></td>
</tr>
<tr>
<td><strong>Feb.</strong></td>
<td><strong>450.0</strong></td>
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<tr>
<td><strong>Mar.</strong></td>
<td><strong>457.6</strong></td>
</tr>
<tr>
<td><strong>Apr.</strong></td>
<td><strong>466.4</strong></td>
</tr>
<tr>
<td><strong>May</strong></td>
<td><strong>476.4</strong></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td><strong>481.7</strong></td>
</tr>
<tr>
<td><strong>July</strong></td>
<td><strong>503.7</strong></td>
</tr>
<tr>
<td><strong>Aug.</strong></td>
<td><strong>517.4</strong></td>
</tr>
<tr>
<td><strong>Sept.</strong></td>
<td><strong>530.3</strong></td>
</tr>
<tr>
<td><strong>Oct.</strong></td>
<td><strong>535.7</strong></td>
</tr>
<tr>
<td><strong>Nov.</strong></td>
<td><strong>537.6</strong></td>
</tr>
<tr>
<td><strong>Dec.</strong></td>
<td><strong>528.3</strong></td>
</tr>
<tr>
<td><strong>1950</strong></td>
<td><strong>1950</strong></td>
</tr>
<tr>
<td><strong>Jan.</strong></td>
<td><strong>399.6</strong></td>
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<tr>
<td><strong>Feb.</strong></td>
<td><strong>400.0</strong></td>
</tr>
<tr>
<td><strong>Mar.</strong></td>
<td><strong>405.3</strong></td>
</tr>
<tr>
<td><strong>Apr.</strong></td>
<td><strong>415.3</strong></td>
</tr>
<tr>
<td><strong>May</strong></td>
<td><strong>427.4</strong></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td><strong>430.1</strong></td>
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<tr>
<td><strong>July</strong></td>
<td><strong>431.8</strong></td>
</tr>
<tr>
<td><strong>Aug.</strong></td>
<td><strong>434.3</strong></td>
</tr>
<tr>
<td><strong>Sept.</strong></td>
<td><strong>437.6</strong></td>
</tr>
<tr>
<td><strong>Oct.</strong></td>
<td><strong>438.2</strong></td>
</tr>
<tr>
<td><strong>Nov.</strong></td>
<td><strong>439.7</strong></td>
</tr>
<tr>
<td><strong>Dec.</strong></td>
<td><strong>441.5</strong></td>
</tr>
</tbody>
</table>

**OPPRESSIVE heat drove this trio from WABD (TV) New York outdoors. Steadied atop the marquee in front of their offices at 513 Madison Ave. are (1 to r) Ralph Baruch, account executive; Lawrence Wynn, sales manager, and Robert Adams, account executive.**

**ANTI-TRUST SUIT**

**Extension Granted**

TIME for filing of answers in the Dept. of Justice civil suit to force release of 16 mm feature films to television has been extended to Oct. 15 because of absence from the country of an attorney representing several defendants.

The request chief of the department's Southern California anti-trust division office, granted the request Wednesday after conferring with attorneys.

Mr. Patterson, 40, of 2260 In Los Angeles (B*T, Aug. 4, July 28), charges 12 motion picture producing and exhibiting firms with conspir-ary to restrain inter-merce in 16mm feature films in violation of the Sherman Act. The suit asks the court to direct each defendant to grant unrestricted li-
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GE TO EQUIP
Big WHUM-TV UHF Unit

NATION'S FIRST high-powered UHF television station will be supplied to WHUM-TV Reading, Pa., by General Electric Co., GE headquarters in Syracuse, N. Y., announced Thursday.

Frank P. Barnes, GE broadcast equipment sales manager, said the new UHF station's effective power of 261 kw will make it the world's most powerful. He said Eastern Radio Corp., licensee of WHUM Reading, expects to have the new station on the air soon after the GE equipment is received in December.

The $450,000-plus contract with WHUM-TV provides for equipment to permit telecasting of live talent studio shows, remote events and film and network programs on UHF Channel 61, Mr. Barnes said. The WHUM-TV transmitter will have a power output of 12 kw, highest power yet developed, and made possible by development of a klystron amplifying tube for GE by Varian Assoc., San Carlos, Calif., Mr. Barnes said.

The GE antenna, to be erected on a 1,056-ft. tower on a 1,650-ft. hill near Reading, will multiply the transmitter power 25 times, providing reception for a 90-mile radius covering most of eastern Pennsylvania and parts of Delaware, New Jersey and Maryland, plus some fringe areas, according to Mr. Barnes.

Mr. Barnes said WHUM-TV would serve an area of about 780,000 families, many now without video service. He said the UHF stations will need its high power to serve the same areas as VHF stations. The contract with GE calls for transmitter, antenna, tower, studio cameras and associated station equipment. All equipment but the tower is being built at GE's Electronics Park plant at Syracuse.

Bridgeport Tests
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Wechsler Ban
Editor Dropped From Panel
JAMES A. WECHSLER, editor of the New York Post, was barred from appearing on Starring the Editors on WABD (TV) New York Wednesday night and was dropped from the list of panelists for the remaining two programs in the current series.

In Wednesday's Post, Mr. Wechsler charged that pressure was applied on the program's sponsor, The Grand Union Co., East Paterson, N. J., to remove him from the program. In published reports that he (Mr. Wechsler) was a member of the Young Communist League from 1934 to 1937. Mr. Wechsler said it was a matter of public record that he was a member of the group but said he had left it in 1937 and has been a "militant anti-communist" since that time.

Spokesmen for Badger & Brownie & Hersey, New York, advertising agency that owns the program, and for the Grand Union Co. declined to make any public comment on the Wechsler ban. Grand Union has decided to end its sponsorship of the program when the present cycle expires on Aug. 20. Agency for Grand Union is French & Preston, New York.

Remote Camera Equipment
GPL Shows to Defense, Broadcast Officials

NEW FIELDS for broadcast, military, government and industry television service are opened by a remote-control camera system demonstrated in Washington last week by General Precision Lab., Pleasantsville, N. Y. The device was shown to broadcast officials as well as government and armed forces representatives.

The remote-control equipment, weighing about 300 pounds, is in production now. The remote box itself weighs around 25 pounds. Complete box and associated pan and tilt equipment is expected to sell for around $5,900, without camera.

The prototype model demonstrated last week operates a full-size four-lens camera remotely from a distance up to 1,000 feet. It has all the scope of a camera run by an operator in a studio, including horizontal and vertical shifts. Any of the four lenses may be swung into action and focused instantaneously for short or long-distance shots and the diaphragm may be adjusted to varying light conditions.

GPL has been working a year and a half on refinement of the device for volume production. The camera is a standard Image Orthicon made by GPL, mounted at tripod height on a combination pedestal and cradle housing controls.

The unit has a mechanical "memory" enabling it to shift instantly to any of six pre-set positions at the push of a button. GPL pointed out the unit can be installed ahead of time for coverage of conventions and other events. It may be hidden behind drapes or other decorations to avoid the distraction caused by normal TV cameras, and can be used for round-table discussions. Numerous other uses are envisioned.

Military officials have shown interest in the equipment for use in danger areas for tests.

GPL also demonstrated its new GPL-Watson Vari-Focal lens, which has a 5-to-1 range of focal length. The lens will be ready for delivery in November. The development model had a range of 4 to 20 inches.

Remote-Control box for operation of TV camera is shown by E. Arthur Hungerford Jr. (r.), commercial manager of TV equipment, General Precision Lab., at Washington unveiling. With him are Blair Foulds (l.), commercial director, and Nathaniel Marshell, associate manager, TV equipment.

'Cameo Curtains' Show
CAMEO CURTAIN Inc., New York, will launch its fall TV campaign Sept. 5 in 17 major markets, using its film package Comedy Cameos. Package was created by Cameo's agency, Product Services Inc., New York, and marks company's fourth year in television. Original version of Comedy Cameos—featuring top-flight comedians in films made in the 30's—was first presented last year.

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As any eye can plainly see, KPIX is now getting out, not only better than ever but better than other Northern California TV transmission.

Thus, the full geographical potential of Northern California's great and swiftly-expanding television market lies only with...

**KPIX**

**TELEVISION**

**CHANNEL 5**

SAN FRANCISCO, CALIFORNIA

...affiliated with CBS and Dumont Television Networks...represented by the Katz Agency
Meet our Mr. L*,

*Might be Mr. Edward A. Larkin of Los Angeles, or J. Richardson Loughlin of Chicago. Or name your man from A to Z.
Whenever television spot is your problem, Mr. L. would like a few words with you. His reasons are far more than academic.

Mr. L. knows you can't ring up top TV spot sales unless you have the best research to start with. And he can give it to you.

For he works hand-in-glove with the biggest research staff in TV spot.

His specialists offer you the most complete and up-to-date file of data on seven of your leading stations and markets (333,669 separate items, by latest count).

And when these specialists need what they haven’t got, they go get it. Whether it’s a figure or a full-scale survey.

When it comes to research, Mr. L. will put you in a class by yourself. He'll be happy to give you more details.

**CBS TELEVISION SPOT SALES**

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.
PROTESTS against commercial operation of WOI-TV Ames, Iowa, by Iowa State College will be made to the Iowa Legislature, FCC, presidents of two state universities and members of Congress by the Iowa Broadcasters Association.

Meeting Aug. 2 in Des Moines, IBA called for "reasonable termination" of WOI-TV as a commercial operation. A resolution of protest pointed out that WOI-TV commercial activity infringes on "unfair competition and an improper use of the taxpayers' money."

The association association Ed Breen, KPFD Fort Dodge, as president, succeeding William B. Quarton, WTM Cedar Rapids. Other officers elected were Ben Sanders, KICD Spencer, vice president; Kenneth Gordon, KDTH Dubuque, secretary-treasurer, and George Vogeler, KWCP Muscatine, board member.

Discussing the problem at the IBA meeting, Mr. Quarton compared it to the position of a clothier with a government-operated store on the same street, competing with the clothier on a non-profit basis.

Quarton Gives Views

"Here's another facet of government gone into business," he said. "I'm against it in principle. The Appropriations Committee of the Iowa Legislature was told when WOI-TV began network broadcasting) that WOI-TV would bring network shows only until Des Moines stations go on the air with television."

"Now, as I understand it, WOI TV has no intention of being anything but a commercial station." He added the college faculty would not relinquish such major sponsors as farm equipment industries that are "interested in the present agricultural situation." He held that a network would mean a loss to the faculty of an agricultural college. He said the station is not carrying enough informative programs to qualify as an educational station. "It seems to me educational nature is on, it is during a test pattern," Mr. Quarton observed.

Mr. Breen quoted a member of the state board of education as saying he believes "WOI-TV will get out of the commercial field as soon as possible."

ABC-TV CHANGE

Morgan, Underhill Shift

CREATION of two separate departments to further streamline operations in ABC's television program department was announced by Harold Morgan Jr., ABC-TV vice president.

Both reporting to Mr. Stronach under the newly-established setup, Harold Morgan Jr. will serve as vice president of the ABC television services department and Charles M. Underhill will be national director of the ABC television department.

The television services department supervises all physical production and financial activities of ABC network TV operation and will be responsible for making physical services available to the TV program department and to outside agencies and packagers.

The television programming department handles current television programming activities, including all bookings. Mr. Underhill will continue as head of creative programming, assisted by Elizabeth Forsling and Charles Mortimer. In the general activities of his office, Mr. Underhill will be assisted by William Mayer, who will be responsible for coordinating with the television services department.

Mr. Morgan joined ABC in 1943 and Mr. Underhill came to the network in August 1951.

Mr. Morgan became director of Westinghouse Broadcasting in 1950 and was elected president of the National Association of Broadcasters in 1957. He has been active in various broadcasting organizations.

Mr. Underhill was formerly vice president and general manager of the ABC network TV operations. He is a member of the National Association of Broadcasters and the Broadcast Executives Club.

BEER & HISTORY

Films Plug Role in Past

HISTORICAL sidelights on the beer industry have played in world history have been worked into 17 television film commercials for brewers by the Alexander Film Co., Croton-on-Hudson, N.Y.

In the making more than a year and a half, the series, called Beer's Place in History, is being licensed to brewers for unlimited use of the film for a one-year period. Television rights are being granted to only one sponsor in any market. Historical events are dramatized with full-animation cartoon sequences. Especially produced scenes in which the leading cartoon character of the playlet introduces the sponsoring brewer's product provide transition from the cartoon story to the brewer's personalized advertising.

Typical commercial is one which explains "a beer shortage prompted by a battle for the front lines in World War I caused the West Virginia University Board of Regents to issue an edict to local brewers for unlimited production..."

DuMONT SIGNS

Two New Programs Slated

SIGNING of two clients for new half-hour programs on DuMont Television Network was announced last week by Ted Bergmann, DuMont's director of sales.

Starting Aug. 14, Westinghouse Electric Corp. will sponsor a 13-week special series of pre-election programs, Pick the Winner, Thursdays, 9-9:30 p.m., EDT (also on CBS-TV). Agency is Ketchum, McLeod & Grove, Pittsburgh.

The other program is Happy's Party, scheduled to start Sept. 6 for the Florida Citrus Commission and sponsored by Happy's Beverages. It will run five nights a week on Saturdays from 11-11:30 a.m. (EDT) and was placed through J. Walter Thompson Co., New York.

COPYRIGHTS

Do Telecasts Constitute Infringement?

WHETHER telecasting of copyrighted works infringes on that copyright is considered in the current issue of the District of Columbia Bar Assn. Journal.

The problem is discussed by Carl L. Shipley of Washington, who says it is "a legal noon, copying that work.

"If a telecast is a 'copy,' such things as the use of a newspaper as a prop, or a painting or object of art being 'on the street' show, or a map or model used in a news cast can all be infringements of a copyright," he opined.

Mr. Shipley wrote that he felt "logic and equity would seem to weight the scale in favor of the copyright owner."

IBA PROTESTS

WOI-TV Operation Attacked

A FEDERAL judge ruled last week in Los Angeles that release to television of movies made originally for theatrical exhibition has not become a "commercial practice."

The ruling, made by U. S. District Court Judge Harry C. Westover, in essence had the effect of upholding court of appeals Judge Benno M. Brink's decision [B•T, Mar. 10] in the lengthy court battle between George and James Nasser and two video release of four feature films to video.

With the Nasser brothers involved in bankruptcy proceedings, Referee Brink had ruled United Artists should return the TV distribution rights. UA appealed the decision.

Judge Westover in his memorandum indicated the films should not be shown in line with UA attorneys until Sept. 2 to file findings of fact and conclusions of law to support their demands.

In his findings, the magistrate agreed that "TV is commercially successful" and conceded that there is a practice of exhibiting certain motion pictures. Up to now, however, he contended, it seems to have been limited either to exhibition of movies made primarily for video programs or old films released by the motion picture industry.

He stated that "the policy at the present time among major studios is to refuse to release for TV any recent films produced for theatrical exhibition."

Y. FIRE RULES

City, TV Cooperative

COOPERATION between New York City's Fire Dept. and that city's television industry last week in efforts to aid the latter in policing of television station was made by putting into execution fire department rules and regulations and to operate unencumbered by fire hazards was announced last week by New York Fire Commissioner Jacob Grunem. Mr. Grumet said that last year TV network and station executives notified Mayor Vincent Impellitteri that outmoded city regulations and ordinances threatened to stifle operations and might force the industry out of New York. Mr. Grumet immediately appointed a committee made up of representatives from the fire department, TV networks and WOR-TV and WPIX (TV) to study the problem.

The fire department offered technical advice and assistance on fire prevention and the committee suggested ordinance and regulation revisions which now pend before the city council, Mr. Grumet said.

William S. Hedges, an NBC vice president, praised the fire department for its part in the move.
2,252 requests...

or one bank run that made the bankers happy!

After sponsoring Movietime on WSM-TV for several months, the First American National Bank of Nashville decided to find out just how much audience this Sunday night feature really had.

On the May 4th program, a small plastic dime savings bank was offered to anyone who would stop by any one of American's 14 branches and ask for it.

By the end of banking hours Monday, May 5, 2252 banks had been given out. Four of the 14 branches had their supply completely exhausted. This, in spite of the fact that they were kept out of sight and given out only when asked for specifically! In addition, mail requests were received from 94 towns in Tennessee and Kentucky.

Irving Waugh, or any Petry Man, has other equally outstanding stories of WSM-TV's ability to produce. Better hear them before you do any advertising in the Nashville Market.

Nashville

WSM-TV

Channel 4
CIVIL DEFENSE CLICKS

With Theatre TV Showings in U. S.

CONGRESS cut federal civil defense funds to the very bone, but government authorities are winning their so-called "losing battle" in training and alerting America—thanks to the virtually unlimited possibilities of theatre TV and widespread industry cooperation.

That's the consensus among television and other Public Affairs Office officials of the Federal Civil Defense Administration as well as state and community CD directors.

As a pioneer in closed circuit theatre telecasts for training purposes this grossly unheralded agency is getting mileage out of its budget dollar that might well be the envy of the large economy-minded advertiser. And FCDA is not resting on its laurels.

In the mill are plans for other special showings that are certain to impel other government departments to sit up and take notice of the possibilities of a medium that also holds vast promise for commercial theatre firms as well—United Paramount Theatres Inc. among others [B*T, May 6].

Three such demonstrations have been held thus far and all have been enthusiastically received. Production and a variety of other details are handled at FCDA by its Audio-Visual Div.—specifically the Television Section under Harold Azine, who operates under the usual government-imposed handicap—lack of money and personnel [B*T, July 14].

It is Mr. Azine's hope, however, that the expense of closed circuit theatre projects can be equalized, with the agency continuing to prepare the programs and the various states matching funds of the federal government. FCDA can only guide state groups; it has no authority to commandeer local participation. But there are indications that local CD groups might be willing to go along.

That's the belief of a survey prepared by Mr. Azine on the basis of reactions to the agency's third program [B*T, June 30, 23]. The results were encouraging, with 98.4% of those polled favoring similar programs.

Policemen were surveyed in 10 cities: Philadelphia, Toledo, Chicago, Cleveland, Milwaukee, Pittsburgh, Baltimore, New York, Detroit and Boston. They were asked: "Would you recommend another program like this to reach police officers who couldn't attend?" Answers ranged affirmatively from 97.1% in New York to 100% in Pittsburgh. Out of 2,500-plus questionnaires mailed out, 2,111 drew replies.

Theatres donated their facilities for the 10-city, 8-state closed circuit network program telecast from WMAL-TV Washington. Total cost of the demonstration was roughly $7,500, covering long lines coaxial cable and microwave hook-ups, production expenses and incidental theatre costs. FCDA has pointed out that it can reach, through two-way communication, some 35,000 people in a one-hour program for a nominal sum of 20 cents per filled seat.

Plans for future shows include programs dealing perhaps with industry, labor, and other facets of the American economy—as related to civil defense.

Theatre interests have lauded FCDA for pioneering the medium, always mindful of the public service nature of the project and the ultimate hope of obtaining special channels from the FCC for theatre TV. Advertisers like Philco Corp. have already seen its value.

Results of the recent study indicate state and local groups are beginning to see the light as well. Typical are these comments:

Charles G. Wilkinson, aide to the New York City civil defense director—"I feel this medium can be developed to be of great use to the civil defense organization."

Maj. Gen. John L. Homer, executive civil defense director, State of Illinois—"It was an outstanding and astonishing exhibit. . . . This is a cracker-jack method of getting the civil defense story over to the right people. . . ."

Arthur Wallander, New York City civil defense director—"The program has great value . . . should be held more often. . . ."

Mayor Frank P. Zeidler, of Milwaukee—"Individuals who may have been cold to civil defense are now hot. This type of presentation is of inestimable value in providing an incentive to civil defense work."

Many comments suggested the medium be aimed at the general public rather than select trainees audiences. Most criticism: The early morning hour at which showings are held in theatres.

EXAMPLE of industry cooperation received by Federal Civil Defense Administration for its closed circuit theatre TV demonstrations was this program aimed at 11,000 policemen in 10 cities. A Paramount camera (not shown) filmed special newscasts originally filmed at CBS Radio in New York, was used to create telecasts for the mayor's food prepared for the mayor's food to United Theatres Inc. is one of major movie firms now putting theatre television to government agencies and prospective commercial advertisers. Taking part in theatre TV panel are FCDA officials (l to r): Arthur E. Kimberling, director, Police Services; John A. DeChent, director, Public Affairs Office; and Philip Buton, Technical Operations Office.

HARRISON, BECKER

Named CBS Executives

APPOINTMENTS of W. Spencer Harrison as vice president in charge of legal and business affairs for CBS Television and I. S. Becker as vice president in charge of business affairs for CBS Radio have been announced respectively by J. L. Van Volkenburg, president of CBS-TV, and Adrian Murphy, president of CBS Radio.

Mr. Harrison, a senior attorney of the CBS television division during the past year, succeeds Mr. Becker in the TV business affairs post as well as assuming supervision of legal affairs for CBS-TV.

Before joining CBS in 1942, Mr. Harrison was law clerk to Judge Frank Richman of the Indiana Supreme Court. He received his A.B. and LL.B degrees from the U. of Indiana and served in the U. S. Army during World War II.

Mr. Becker, who had served as vice president in charge of business affairs for CBS Television since July 1951, joined CBS in 1934 as management engineer of Columbia Artists Inc., then a CBS division.

Mr. Becker was graduated from the College of the City of New York with a BA degree in 1918.

BREWING CORP.

Sets WABD(TV) Campaign

BREWING Corp. of America will spend $200,000 during the next 52 weeks over WABD (TV) New York, DuMont outlet, for a series of spots giving news flashes and weather forecasts starting Aug. 25, Richard E. Jones, general manager of the station, announced Thursday.

The announcements were purchased on behalf of the company's Carling's Red Cap Ale and Carling's Black Label beer. Rep-TV Washington, D.C., office, 4:30 & Bowles, N. Y., is the agency.

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BROADCASTING • Telecasting
The various parts of the video signals that carry a television picture through a coaxial cable travel at different speeds. When they leave the studio, they accurately represent the scene before the camera. But, like sprinters, some are faster than others and pull ahead in the "race" to the receiving point.

Bell System technicians insure a "photo finish" by making intricate adjustments to coaxial cable facilities. Using special equipment, capable of measuring fractions of a millionth of a second, they slow down the faster frequencies so that all arrive at the same time.

This is an interesting example of the great care the Bell System takes to insure high-quality transmission of television signals. It's only a small part of the total investment of money, equipment and personnel that is involved in making network television possible.

Yet the cost of the service is low. The Telephone Company’s total network charges average about 10 cents a mile for a half hour of program time.
Filicraft Productions, Hollywood, headed by Isidore Lindenbaum, has acquired exclusive exploitation and exhibition rights to the Mark Twain Library from the estate of Samuel L. Clemens. Included are 36 major works, 250 articles, 2,500 published letters and several thousand unpublished letters and other material. The firm is concluding negotiations with a top name director and writers for production of a Mark Twain Television Theatre, to be a film series. Deal was set through William Morris Agency, New York.

KNXT (TV) Hollywood has acquired 200 feature films from Motion Pictures for Television Inc., which will be telecast as The Late Show, Sun, through Fri., starting today (Monday). The deal, involving $165,000, was negotiated by Don Hine, station's production administrator; Sy Weintraub, vice-president in charge of sales for Motion Picture News, New York office, and David Welper, vice-president in charge of MPTV's West Coast operations. Films include "Pasianon," "Open City," "Jamaica Inn" and "Meet John Doe."

Round the World TV Film Productions Inc., newly formed with headquarters at 6902 Santa Monica Blvd., Hollywood, California, is directed by mushrooming production, "Rooing Twentyes-U. S. A.," originally scheduled for Maurice Koseff Productions [B.T., June 16]. The new TV film series is based on the experiences of ex-New York detective, Barnie Ruditsky of the Broadway gangster squad.

Robert Gurney has completed the "Hugo Haas Story," the first half-hour film in Hollywood at Work telecasts. The film will be shown on NBC-TV; original scheduling was pre-empted by the national political conventions. Mr. Haas' struggle as an independent motion picture producer-director-writer is dramatized in the film, which features film clips from his current and unreleased motion pictures.

A similar format will be used by Mr. Gurney, his associate Larry DeSoto and writer Herbert Margolis in the "Donald O'Connor Series" and "Haha Haas." The first motion picture to be filmed in the third dimension, "Bwana Devil Story," will illustrate Arch Oboler's transition from radio to the motion picture field. Future films will present the stories behind "The Thief," the first modern feature without dialog, and "Julius Caesar," which was produced independently by a group of Northwestern U. students in Chicago.

The Messrs. Gurney, DeSoto and Margolis are headquartered at the Motion Picture Center, Hollywood.

Sales

United World Films Inc., Universal City, Calif., subsidiy of Universal-International Studios, is completing 12 live action TV film contracts with Jos. P. Sheehan Co.; 19 for Anheuser-Busch, Inc. (Budweiser), and Coca-Cola Co. Spots are 20, 30 and 60 seconds in length. Agency for Bulova in Bow Co., Hollywood, Anheuser-Bush and Coca-Cola are serviced by D'Arcy AdV., Los Angeles.

Volcano Productions, Hollywood, headed by Bob Angas at General Service Studios, will film ABC-TV Adventures of Ozzi and Harriet, to be sponsored on an alternate week basis by Hotpoint Co. and Lambert Co., starting Oct. 3. Starring Harriet Hilliard, Ozzie Nelson, and their two sons, David and Ozzie, the 40 half-hour films will be directed by Mr. Nelson, under the supervision of Cecil Barker, director of programming and production for ABC Western Division.

Distributions

Negotiations have been concluded between Guild Films Inc., Hollywood, and S. W. C. McCall Ltd., Toronto (station representative and radio sales firm), whereby Caldwell has exclusive sales representation in Canada for Guild's TV film series. This marks the first Canadian-U. S. contract of its kind.

Interstate Television Corp., Hollywood, subsidiary of Monogram Pictures, will distribute Hans Christian Andersen half-hour TV film series, which is being produced by Scandinavian-American Television Co. in Denmark. Negotiations were concluded by G. Ralph Branton, Interstate president, and Kem Pictures Inc., Los Angeles, owner of the films. The latter firm was represented by Harold Geffen, counsel, and Walter A. Klinger, head of sales. Producer Karl E. Mosby has returned to Copenhagen to complete the remaining nine films in first group of 13.

Audience Participation

THERE IS nothing like playing to a live audience, as NBC Hollywood executives well know. To encourage sidewalk superspectators at network's new TV center, being erected in Burbank, camcrows are offered by platform, canopy, easy chairs and periodical refreshment. Such audience participation might explain the fact that construction is 10 days ahead of schedule.

Availables

Paul F. Heard, Inc., Hollywood, has completed three 15-quarter-hour TV films, What's Your Trouble?, for distribution to TV stations without charge by Broadcasting & Film Commission of the National Council of Churches of Christ in the U. S. A. Format concerns discussions of the spiritual and psychological approach to people and their problems by Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York.

Consolidated Television Programs, New York, is offering two "budget- rate" television packages for sponsorship. The programs are Father Knows Best, a situation comedy starring Robert Yeung, and The Downlow: Texas Ranger, a western series starring Douglas Kennedy.

Production

Ken Murray, star of CBS-TV Ken Murray Show, is working on pre-production of a half-hour Western TV series to star Laurie Anders, which he will film in Hollywood. Royal Paisley and Eastwood will handle writing scripts in which central figure is a cowboy.

Carl Neubert, Hollywood interior decorator, headquartered at General Service Studios, will produce two half-hour TV film series. He will star in Bachelor's Cookbook, which concerns a romantic bachelor who is a gourmet, and m.c. Take It From There.


Filmarkers Inc., Hollywood motion picture production firm headed by Collier Young, which is contemplating the production of TV films abroad in 1953. The firm's current contract with RKO calls for two more features this year so TV schedule is tentative. Plans are being based on a budget of $15,000 per video film.

Filypeople

Robert Stevenson has been signed by CBS-TV to direct five half-hour films in NBC-TV Ford Theatre series. Mr. Stevenson has just concluded "In This Crisis" in NBC-TV Cavalcade of America series.

Richard Bair will direct NBC-TV Eddie Mayehoff, half-hour film series now in production at Eagle-Lion Studios, Hollywood, for Reynolds Metals Co. Series starts Oct. 6.

Status of Priority List

(Continued from page 57)

Page 68 • August 11, 1952
Success Story with a Southern Accent

Those delicious FFV Cookies that have taken Philadelphia by storm are made by Southern Biscuit Company, of Richmond, Virginia.

To get distribution in this area, Southern Biscuit appointed Walter A. Bonvie distributor; and he did a whale of a job. To move cookies off the shelves fast—Southern Biscuit bought a broad-base TV advertising program for children in this entire section. The program: "Cartoon Party"—a 15-minute drawing-and-story show starring Pauline Comanor at 11 AM each Saturday. The medium: WPTZ, of course—Philadelphia's food station.

The results—well, read from Mr. Bonvie's letter:

"This is the only advertising we are using in this market. It has more than justified our belief that the right show and the right station—Cartoon Party on WPTZ—would do the job for us in Philadelphia.

Sales of FFV Cookies have increased over thirty-three percent during the first month of our sponsoring this program. The second month's figures indicate that this increase will go even higher. WPTZ has really done a job for us!"

To discuss what WPTZ might do for your product, phone us at LOCust 4-5500, or call your nearest NBC Spot Sales representative.

In Philadelphia, people watch WPTZ more than any other TV station*

*Per ARB for entire year 1951.

WPTZ - Philadelphia
1600 Architects Building, Philadelphia 3, Pennsylvania
Parents and youngsters in four Chicago suburbs have increased the number of TV viewing hours in the past year, while the teachers' group reports a slight decline. This was concluded in the third TV study conducted by Dr. Paul Witty of the School of Education at Northwestern U., which released the findings last week in Evanston, Ill.

Results were based on the third series of personal interviews conducted during the past three years with parents, students and teachers in four Chicago suburbs, Evanston, Skokie, Barrington and Calumet City.

Parents this year increased their number of televising hours to 21 from 19, with children upping the same number to 23. Teachers in 1961 watched an average of 12½ hours weekly, which dipped slightly this year to 10.

Increase in set ownership was reported also, with 80% of the families owning sets this year as compared with 45% in 1950 and 68% in 1951. The teachers this year own sets in 50% of the cases, contrasted with only 28% in both previous years.

Milton Berle proved to be unanimously disliked by all groups interviewed. Ranking, in order of the most disliked show, were, for elementary school pupils, Howdy Doody and Milton Berle; high school pupils, Berle, cowboys and Westerns; parents, murder mysteries, Berle, teachers, Berle, cowboys and Westerns.

Favorites with all but the teachers were I Love Lucy, Red Skelton and Arthur Godfrey. Teachers preferred news commentators, with I Love Lucy in fifth place.

Parents, teachers and children agreed on the most disliked programs as well as on the kind of shows they would like to see more of. These included current events, science and historical features, dramatizations of children's books and "a stiffening of puppet shows."

Dr. Witty concluded that children are getting "very little guidance in program selection." Children, who admittedly read one-third less since watching television, should have TV introduced into school, home and community activities. He said.

Planned televising, he said, should be related to good reading, with children being aided in critical reading, discriminating listening and analytical watching.

**Film Center Plan Would Reduce Costs**

**THE PRINCETON Film Center Inc. of New York and Princeton, N.J., said last week that it proposes to do something about the increasing costs of TV film commercials.**

Gordon Knox, film center president, said, "The high cost of live action commercials is due to several governing factors that can be altered to bring costs in line."

Mr. Knox explained: "Inadequate pre-production planning, insufficient or no rehearsal and last-minute changes are causing skyrocketing costs and the net result is that far too many commercials are used over and over again in order to justify the high cost.

"Although we do not claim to have found an infallible formula for the solution of all television's commercial cost problems, we have convinced ourselves through experience that many of these films can be produced effectively at greatly reduced cost without sacrificing quality. From 4 to 10 one-minute commercials can be produced in one day at a cost that many advertisers are now paying for one commercial," Mr. Knox stated.

The film center plans calls for close cooperation between producer and client, with two days of rehearsal and a definite deadline on changes, he explained.
THE TOP LIVE SHOWS
IN ATLANTA FOR
SPOT PARTICIPATION

Get the result story on the job "Come Into the Kitchen" did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta's best-sellers for appliances, household gadgets—as well as for food products!

Anybody who says good corn ain't good selling just ain't heard our "Peachtree Cowboys". Their handling of a multiple dealer tie-in for an electrical manufacturer is a beaut. Watches, beverages, furniture—what's yours?

Out-rates any other puppet show in Atlanta. For anything kids buy or make their parents buy, "Woody Willow" is the South's top salesman. A live audience for this one; sampling, awarding of prizes, etc., welcomed.

WSB-TV telecasts over Channel 2 with 50,000 watts of radiated power from a 1,062-foot tower. This station is an affiliate of The Atlanta Journal and The Atlanta Constitution. National representative is Edward Petry & Co., Inc.

If the sales story on your product can be more effectively told with live action and demonstration, WSB-TV's staff produced shows are made to order for you. For special promotions aimed at the Southeast . . . for products with close-hauled production budgets, they are perfect. No talent charges. In addition to shows described there are others. Minute spots and larger segments are available. Currently, a few are open on news and on weather—if you hurry. Let us give you complete information. Contact WSB-TV direct or ask your Petry man.

Get the result story on the job "Come Into the Kitchen" did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta's best-sellers for appliances, household gadgets—as well as for food products!
Can you see the difference?
Los Angeles television viewers did!

Four Los Angeles channels carried the same picture from Chicago, but the people’s choice was KNXT! During both conventions.

When the big speeches were made and the presidential candidates nominated, the KNXT Hooper count was up to 112% larger than any other station’s!

And throughout the show, KNXT had the biggest share-of-audience by far...12% greater than the second station’s for the Republican Convention, 23% greater for the Democratic!

This convention sweep comes as no surprise. KNXT’s daytime share-of-audience is up 83%, and its nighttime share up 39%, May over November, according to ARB.

If you want to get on the best bandwagon in the nation’s second TV market, get on KNXT.

For details and availabilities, just ask your CBS Television Spot Sales representative, or...

the new Channel 2 KNXT
Los Angeles - CBS Owned
Represented by CBS Television Spot Sales
(Continued from page 8)

33) Co. (KFBK), Ch. 3

34) Pending: Chattanooga TV Inc. (WMCW) Ch. 4 [B.T., July 12]; Metropolitan Broadcasting Co. O (WMCW), Ch. 4 [B.T., July 12].

35) CHATTANOOGA, Tenn. (Ch. 6, 4, 26, 33, 12)-Pending: WSB-TV, Inc. (KBMT), Ch. 4 [B.T., Aug. 4], and Metropolitan Broadcasting Co. O (WMCW), Ch. 4 [B.T., July 12].

36) PEORIA, Ill. (Ch. 10, 29, 34)-Pending: WPLR-TV, Inc. (KMTR), Ch. 7 [B.T., July 12]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12]; and Metropolitan Broadcasting Co. O (WMCW), Ch. 4 [B.T., July 12].

37) Corpus Christi, Tex. (Ch. 6, 10, 22)-Pending: Baptist General Convention of Texas (BGC), Ch. 6 [B.T., June 21]; Gulf Coast Bests. Co. (KGO), Ch. 6 [B.T., July 14]; and Multivision Television Co. Inc. (KGMT), Ch. 6 [B.T., July 14].

38) MONTGOMERY, Ala. (Ch. 12, 20, 26, 33)-Pending: Alabama Television Co. Inc. (WABX), Ch. 12 [B.T., June 21]; WVTY-TV Inc. (WVTY), Ch. 12 [B.T., June 21]; and Metropolitan Broadcasting Co. O (WMCW), Ch. 4 [B.T., July 12].

39) LITTLE ROCK, Ark. (Ch. 4, 13, 17, 25)-Pending: Arkansas Television Co. Inc. (KAMC), Ch. 4 [B.T., July 14]; Arkansas Radio & Equipment Co. (KAMA), Ch. 4 [B.T., July 14]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12].

40) MADISON, Wis. (Ch. 5, 21, 27, 30)-Pending: Wisconsin Television Corp. Inc. (WTVI), Ch. 5 [B.T., June 21]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12].

41) WHEALING, W. Va.-STEUBENVILLE, Ohio (Ch. 7, 9, 24, 31)-Pending: Wheeling and Steubenville Bests. Co. (WCMW), Ch. 7 [B.T., July 14]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12].

42) ROCKFORD, III. (Ch. 13, 30, 45)-Pending: Rockford Bests. Co. (KROD), Ch. 13 [B.T., July 14]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12].

43) BROWNSVILLE-HARLINGEN-WESLACO, Tex. (Ch. 4, 5, 22, 36)-Pending: Texas Television Corp. Inc. (KETX), Ch. 4 [B.T., June 21]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21].

44) COLUMBUS, S. C. (Ch. 10, 19, 25, 37, 47)-Pending: Columbia Bests. Corp. (KCSB), Ch. 11 [B.T., July 14]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21].

45) SIoux CITY, Iowa (Ch. 4, 9, 19, 30)-Pending: Siouxland Bests. Co. (KSCI), Ch. 4 [B.T., June 21]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21].

46) COLUMBUS, N. B. (Ch. 9, 46)-Pending: WPEA, Ch. 9 [B.T., June 21]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., June 21].

47) SPRINGFIELD, Ill. (Ch. 2, 18, 20, 21)-Pending: WICS Bests. Corp. (WICS), Ch. 2 [B.T., July 14]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12].

48) TOPEKA, Kan. (Ch. 12, 42, 48)-Pending: Topeka Bests. Inc. (KCTB), Ch. 12 [B.T., July 14]; Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12]; and Metropolitan Broadcasting Corp. O (WMCW), Ch. 4 [B.T., July 12].
Ch. 11, July 1

Amphitheater Inc., Ch. 11 (B.T., July 1)

196. WICHITA FALLS, Texas (Ch. 3, 5, 16, 25)—Pending: KXBO Inc., Ch. 2 (B.T., June 16).

197. SPRINGFIELD, Mo. (Ch. 3, 10, 16, 21)—Pending: Springfield Radio Television Inc., Ch. 3 (B.T., June 16).

198. GALVESTON, Tex. (Ch. 11, 35, 41, 47)—Pending: Gulf Television Co., Ch. 11 (B.T., July 11). Mirador Television Radio Corp., Ch. 11 (B.T., July 7).

199. DECatur, Ill. (Ch. 26)—Pending: None.

200. RALEIGH, N. C. (Ch. 5, 12, 28, 52)—Pending: Capital Broadcasting Co. (WRAL), Ch. 5 (B.T., May 1).

201. WATERLOO, Iowa (Ch. 17, 20, 36) —Pending: KWWL-TV Co., Ch. 5 (B.T., July 17).

202. TERRE HAUTE, Ind. (Ch. 10, 16, 25, 30)—Pending: John R. Fick, Ch. 10 (B.T., July 21). Wabash Valley Broadcasting Co. (WTHI), Ch. 16 (B.T., July 10).

203. PUEBLO, Colo. (Ch. 3, 5, 8, 28, 34)—Pending: Pueblo Broadcasting Co. (KXDA), Ch. 3 (B.T., June 14). Star Broadcasting Co. (KCSJ), Ch. 5 (B.T., this issue).

204. SAN BERNARDINO, Calif. (Ch. 18, 24, 38)—Pending: KITV Inc. (KITO), Ch. 10 (B.T., May 12).

205. CHAMPAIGN-URBANA, III. (Ch. 3, 12)—Pending: Midwest Television Inc. (WDBS Champaign), Ch. 3 (B.T., July 3).

206. ATLANTIC CITY, N. J. (Ch. 46, 52)—Pending: Neptune Besty Corp. (WFGP), Ch. 46 (B.T., May 26).

207. MUNCIE, Ind. (Ch. 49, 50, 71)—Pending: Tri-City Radio Corp. (WLBC), Ch. 49 (B.T., June 16).

208. GREENVILLE, S. C. (Ch. 4, 23, 25)—Pending: Textile Besty Corp. (WMPC), Ch. 4 (B.T., July 1). Carolina TV Inc., Ch. 4 (B.T., July 1). Greenville News-Piedmont Co. (WFRG), Ch. 4 (B.T., July 30).

209. GADSDEN, Ala. (Ch. 15, 21)—Pending: None.

210. LEXINGTON, Ky. (Ch. 27, 33)—Pending: American Besty Corp. (WLAP), Ch. 27 (B.T., July 14). Wellingham Television Co., Ch. 27 (B.T., July 28). Bluegrass Besty Corp. (WVLK), Ch. 27 (B.T., July 21). Central Kentucky Besty Corp. (WLEX), Ch. 33 (B.T., July 26).

211. PITTSFIELD, Mass. (Ch. 26)—Pending: Greylock Broadcasting Co. (WBRK), Ch. 26 (B.T., July 7), Western Mass. Besty Corp. (WBEC), Ch. 64 (B.T., this issue).

212. ASHEVILLE, N. C. (Ch. 13, 26, 62)—Pending: Skyway Besty Corp. (WLGS), Ch. 13 (B.T., July 30). Community TV Co. Ch. 13 (B.T., July 7). Radio Station WISE Inc. (WISE), Ch. 62 (B.T., July 1).

213. GREEN BAY, Wis. (Ch. 2, 6)—Pending: Norbertine Fathers (WABY), Ch. 2 (B.T., July 11). Green Bay Newspapers Co. (WPGF), Ch. 2 (B.T., July 14). Valley Television Corp., Ch. 6 (B.T., July 14).

214. SHOXS FALLS, S. D. (Ch. 11, 13, 18)—Pending: Mid-Continental Besty Corp. (KELO), Ch. 11 (B.T., July 7).

215. BAY CITY, Mich. (Ch. 5, 63, 73)—Pending: James Point Inc. (WVAR), Ch. 5 (B.T., July 28). Bay Besty Corp. (WBRC), Ch. 5 (B.T., July 28). Western Michigan Besty Corp. (WSAW Saginaw), Ch. 5 (B.T., June 30).

216. ORLANDO, Fla. (Ch. 6, 9, 18, 24)—Pending: Orlando Besty Corp. (WDBO), Ch. 6 (B.T., July 15). WORC Inc. (WORC), Ch. 6 (B.T., July 21). WHOO Inc. (WHOQ), Ch. 9 (B.T., June 23).

217. SAN ANGELO, Tex. (Ch. 6, 16, 17, 23)—Pending: None.

218. LAREDO, Tex. (Ch. 8, 13, 15)—Pending: None.

219. LIMA, Ohio (Ch. 35, 41)—Pending: Northwestern Ohio Besty Corp. (WIMA), Ch. 35 (B.T., July 14). WLORK Inc. (WLOR), Ch. 41 (B.T., July 7).

220. POPULATION: 50,000 AND UNDER

221. WARREN, Ohio (Ch. 21)—Pending: Tribune Television Station Inc. (WHTH), Ch. 21 (B.T., July 28).

222. ELMIRA, N. Y. (Ch. 18, 24)—Pending: Corning Leader Inc. (WELM), Ch. 18 (B.T., July 7). Elmira Television Co., Ch. 18 (B.T., June 30). Elmira Star-Journal Inc. (WENV), Ch. 24 (B.T., July 22).

223. DURUQUE, Iowa (Ch. 5, 66, 62)—Pending: None.

224. MUSKEGON, Mich. (Ch. 29, 35)—Pending: Midwest Radio & Television Inc., Ch. 29 (B.T., July 30).


226. LYNCHBURG, Va. (Ch. 13, 16)—Pending: Lynchburg Besty Corp. (WLYA), Ch. 13 (B.T., July 21).

227. LAcross, Wis. (Ch. 6, 22, 30)—Pending: LaCroise Besty Corp. (WATY), Ch. 6 (B.T., June 30). WKBI Televis. (WKBK), Ch. 8 (B.T., July 21).

228. RIVERSIDE, Calif. (Ch. 40, 46)—Pending: California Telecasters, Ch. 40 (B.T., Paper).

229. TUSCALOOSA, Ala. (Ch. 45, 51)—Pending: None.

230. ABILENE, Tex. (Ch. 2, 23)—Pending: Citizens Besty Corp. (KWCK), Ch. 2 (B.T., May 31). Republic Besty Corp. (KRBC), Ch. 9 (B.T., July 21).

231. COLORADO SPRINGS, Colo. (Ch. 16, 27, 29)—Pending: KVOR Colorado Broadcasting Inc. (KVOA), Ch. 16 (B.T., May 31). Pikes Peak Besty Corp. (KKDO), Ch. 9 (B.T., July 28).

232. TUCSON, Ariz. (Ch. 4, 9, 13)—Pending: Arizona Besty Corp. (KVOA), Ch. 4 (B.T., July 7). Catalina Besty Corp. (KVOA), Ch. 9 (B.T., July 7). (Continued on page 76)
OPERATION

They're shouting!

It's the great $50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

And you'll shout too...

When you see what Operation Sunburst can do for those crawling summer sales. Operation Sunburst low cost packages include a smashing barrage of promotion and merchandising that's sure to pay off! Remember... it's not the heat, it's the timidity. Call your WLW-TV-Television sales office today!
TV's Impact Verified

POWERS of television have been greatly underestimated. Pending: Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; Pending; 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NBC-TV Films Showing

FILM prints of seven NBC-TV programs will be shown at the International Cinema Art Exhibition in Venice, Italy, scheduled Aug. 20 through Sept. 6. Programs are: a Toscanini concert, Your Show of Shows, Zoo Parade, Amahl and the Night Visitors, Dangerous Assignment and Concert Highlights from both Republican and Democratic sessions.

67. YUBA CITY, Calif. (Ch. 25) - Pending: John Stevenson. Ch. 52 (B-T, July 31).
68. OLEWEN, Iowa (Ch. 29) - None pending.
69. BROOKHAVEN, Miss. (Ch. 37) - None pending.
70. MINERAL WELLS, Tex. (Ch. 38) - None pending.
71. JACKSONVILLE, Tex. (Ch. 39) - None pending.
72. HOPE, Ark. (Ch. 15) - None pending.
73. MONTPELIER, Vt. (Ch. 33) - None pending.
74. COLDWATER, Mich. (Ch. 26) - Pending: Twin Valley Beac. Inc. (WYTO), Ch. 24 (B-T, July 31).
75. ELKINS, W. Va. (Ch. 41) - None pending.
76. ALBANS, Vt. (Ch. 44) - None pending.
77. ELMUR, Wash. (Ch. 45) - None pending.
78. TUCUMCARI, N. M. (Ch. 25) - None pending.
79. ROSEBURG, Ore. (Ch. 46) - None pending.
80. RUSSELLVILLE, Ark. (Ch. 47) - None pending.
81. ELKHART, Ind. (Ch. 48) - None pending.
82. EUNICE, La. (Ch. 64) - None pending.
83. RUSSELLVILLE, Ark. (Ch. 49) - None pending.
84. ROANOKE Rapids, N. C. (Ch. 50) - None pending.
85. FITZGERALD, Ga. (Ch. 51) - None pending.
86. GRANTS PASS, Ore. (Ch. 52) - None pending.
87. FRONT ROYAL, Va. (Ch. 53) - None pending.
88. PORTALES, N. M. (Ch. 54) - None pending.
89. LONGMONT, Col. (Ch. 55) - None pending.
90. SILVER, Mont. (Ch. 9) - None pending.
91. AMARILLO, Tex. (Ch. 46) - None pending.
92. OROTEC, Tex. (Ch. 16) - None pending.
93. HAMMOND, La. (Ch. 51) - None pending.
94. NEVADA, Mo. (Ch. 18) - None pending.
95. BENNINGTON, Vt. (Ch. 33) - None pending.

POPULATION UNDER 8,000

96. ELK CITY, Okla. (Ch. 12, 15) - None pending.
97. WAYNE STATION, Tex. (Ch. 9, 48) - None pending.
98. STARKVILLE, Miss. (Ch. 22) - None pending.
99. ALLAINCE, Neb. (Ch. 13, 21) - None pending.
100. RUMFORD, Me. (Ch. 35) - None pending.

101. MANISTEE, Mich. (Ch. 15) - None pending.
102. LA GRANDE, Ore. (Ch. 13) - None pending.
103. MAYSVILLE, Ky. (Ch. 24) - Pending: Standard Tobacco Co. (WPTM), Ch. 24 (B-T, June 23).
104. VANVLETT, Ala. (Ch. 17) - None pending.
105. WILLIAMSON, W. Va. (Ch. 17) - None pending.
106. ASHLEY, Tenn. (Ch. 14) - None pending.
107. SOUTHERNVILLE, Mo. (Ch. 27) - None pending.
108. OLNEY, Ill. (Ch. 16) - None pending.
109. CONWAY, Ark. (Ch. 49) - None pending.
110. JACKSONVILLE, Tex. (Ch. 36) - None pending.
111. HOPE, Ark. (Ch. 15) - None pending.
112. MONTPELIER, Vt. (Ch. 33) - None pending.
113. COLDWATER, Mich. (Ch. 26) - Pending: Twin Valley Beac. Inc. (WYTO), Ch. 24 (B-T, July 31).
114. VALE, Ark. (Ch. 38) - None pending.
115. ALBANS, Vt. (Ch. 44) - None pending.
116. ELKTON, Wash. (Ch. 45) - None pending.
117. TUCUMCARI, N. M. (Ch. 25) - None pending.
118. ROCHESTER, N. Y. (Ch. 41) - None pending.
119. RAY, Mich. (Ch. 41) - None pending.
120. CRESTON, Iowa (Ch. 42) - None pending.
121. OLIVELAND, Iowa, (Ch. 38) - None pending.
122. ARTESIA, N. M. (Ch. 21) - None pending.
123. RAYON, N. M. (Ch. 46) - None pending.
124. FAIRMONT, Minn. (Ch. 40) - None pending.
125. EUNICE, La. (Ch. 64) - None pending.
126. RUSSELSVILLE, Ark. (Ch. 15) - None pending.
127. ROANOKE Rapids, N. C. (Ch. 50) - None pending.
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143. RUMFORD, Me. (Ch. 35) - None pending.
JOHN G. BALLARD

KGN Sales Manager Dies

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affiliated with the Amarillo Globe and News, died at his home there July
18 after a heart attack.

Well known in eastern advertising circles, Mr. Ballard was for-
merly national advertising manager of the Nunn Stations, a radio
chain with headquarters in Lexington, Ky. He joined KGN in 1936 after going to
the Amarillo Globe advertising staff in 1925, later becoming KGN manager.
He joined the Nunn Stations in 1944, moving to Lexington, and returned nearly two years ago
to become manager of KFDA, one of the Nunn Stations. When KFDA
was sold several months ago, he returned to KGN last June to become
manager.

Survivors are his wife, the former Sadie Claude Curtis; three children,
Lt. John Jr. of Vance Air Force Base, Enid, Okla.; Mrs. Mary Elizabeth Ward of Topeka,
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(Continued on page 88)
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INDUSTRY LAYOFFS

Level Off During Summer

Layoff rate for consumer goods and other industries leveled off between May and June, reflecting a reversal of the downward employment trend of last summer and fall, the Labor Dept. reported last Tuesday.

Expansion in both defense-related and consumer goods industries boosted factory employment 2,544,000 workers between June 1950 and June 1951, according to the department’s Bureau of Labor Statistics, which compiled the report. Factory layoffs remained at or near postwar seasonal lows last spring as the downward trend in employment abated. Work forces were pared in the last half of 1951.

Meanwhile, the Commerce Dept. reported overall employment dropped slightly between June and July—about 390,000—with 62,254,000 recorded for the week ending July 12. Evidence indicates layoffs for the entire American labor force because of material shortages or other secondary effects of the steel work stoppage were “not great before the middle of July,” the report said.

New figures were based on the latest Census Bureau data released last Monday by Commerce Secretary Charles W. Sawyer. The civilian labor force employed in agricultural and non-agricultural industries makes up the report.

N. Y. AVRT NAMES

Chairmen for Committees

APPOINTMENT of committee chairman for the New York Chapter of American Women in Radio and Television was announced last week by Duncan MacDonald, president of the group and supervisor of women’s programs for the DuMont Television Network.

Appointed were Pauline Frederick (AMC), program and community affairs, Art Pret- lage (Town Hall Meet of the week) in charge of Martha’s Approach (CBS-TV) hospitality; Alma Dettinger (WWXR New York, membership); Lillian Okun (WMCA New York), job counselor; Pauline Bowles (K. L. Bernal Agency Inc.) publicity and Ruth Tretter (ABO, publication).

CARL HIRSCHFELD elected vice president of Radio Reports Inc., N. Y., in charge of Chicago, Detroit and Cleveland offices.

ROBERT G. SMITH appointed regional sales manager for Zenith Radio Corp., in territories: Dallas, Houston, Amarillo, Lubbock, San Antonio and Shreveport. Mr. Smith will be headquartered in Dallas.


JOEL COHEN, stag manager, KLC-ABC-TV, to Mitchell Gertz Agency, Beverly Hills (artists representative), in charge of TV properties.

BENDIX RADIO-TV Div., Bendix Aviation Corp., opens offices at 500 Fifth Ave., N. Y., headed by RALPH MOREL; Room 845 D, Furniture Mart, Chicago, headed by L. G. MINER, and 1155 Market St., San Francisco, with DONALD ROSS in charge.

DOROTHY ARZNER, motion picture director, to Pasadena Playhouse College of Theatre Arts, Pasadena, as head of television and motion picture department.

WILLIAM S. GILBERT, vice president, T. A. B. Engineers Inc., Chicago (technical and business engineers), appointed head of firm’s research program.


ADMIRAL Corp. has opened Los Angeles factory branch, under name of Golden State Appliance Distributing Co., at 242 S. Android St., to handle sales of firm’s radio-TV sets, ranges and refrigerators.

HENRY J. DOSTAL, purchasing agent for Stewart Warner Corp., appointed national contract sales manager for TeleKing Corp., N. Y.

JOSEPH C. MARTIN, staff writer, Billboard, named director of industry promotion for Record Industry Assn. of America.

BRENDAN THOMAS MALIN, former correspondent for NBC in London, chosen by June Globe to work on staff for three months under State Dept.’s Educational Exchange service.

HAROLD T. SAWYER appointed manager of industrial products sales in Engineering Products Dept., RCA Victor, Camden, N. J.

Mr. Sawyer

EDWARD KANTROWITZ appointed advertising manager, Emerson Radio & Phonograph Co., New York. ALBERT LEON named company’s promotion manager.


A. R. TIDY, advertising manager of Mutual Benefit Health & Accident Assn., Toronto, to manager of Laidlaw Productions Ltd., (radio script service).


LOUIS LIVINGSTON, consultant on public relations, Remington Rand, N. Y., elected vice president in charge of sales promotion and public relations.

E. T. BOMLY, Beverly Hills (talent agent), moved to 224 N. Canon Dr.

MORRIS STOLLER, assistant treasurer, William Morris Agency and comptroller of Beverly Hills office, father of girl, Aug. 1.

Equipment

CALIFONE Corp., Hollywood, announces production of new portable transcription player, Model 7400, featuring variable reluctance cartridge for playing all types of recordings including 16 transcription unit. Unit has all steel player base for rigid construction and 6 w AC amplifier.

WARD PRODUCTS Corp., Cleveland, announces manufacture of Lucky-4, new Signaire TV antenna. Crossfolded dipoles are used in new unit to provide better impedance match and higher gain, eliminating nearly 50% of strain on bakelite insulator, company reports.


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Watch that “Follow-thru”

Even Bismarck knows that no matter how much power you put into your swing, it’s the follow-thru that counts. If you’re interested in the rich Midwest market, KFYR, with the nation’s largest area coverage, is “must” on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

August 11, 1952 • Page 83
Current Status of City Priority List

Page 84 • August 11, 1952

HOOPER ELECTS
Three as Vice Presidents

ELECTION of three vice presidents of C. E. Hooper Co.—Nadine E. Miller and W. Bruce McEwen, who were elevated to the presidency and executive committee, and Richard K. Doan, who is resigning as program director of WCBS-TV New York to join the program rating organization—was announced by the company last week.

Miss Miller, director of press and public relations for the Hooper firm for the past five years, will retain her present responsibilities. Miss McEwen’s duties will be additional to those of Miss Miller. Doan is president of the time buying departments of advertisers and agencies. Miss Miller is president of the Advertisers Women’s Club of New York and a member of American Women in Radio and Television and of the Committee on Women in Public Relations.

Mr. McEwen, who has been account executive for advertising and agency subsidiaries for several years, will be in charge of service on radio and television to advertisers and agencies.

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WOXY's Local Radio Sales

UP 39%

For the period ending April 30, WOXY's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are eager to be in position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask
Headley-Reed

WSYR-AM FM TV
The Only Complete Broad- cast Institution in Central New York
Western Union has installed a direct line to WOR, New York studios, following an avalanche of phone calls and telegrams in response to the station's new program, "The All-Night Show." When the show began on July 19, so many fans phoned to congratulate m. c., Fred Robbins that he pleaded with viewers to send telegrams. This, WOR-TV reported, resulted in overwhelming numbers. The station said that the direct line has restored the "all-quick" again.

Little League Baseball permission has been given to WLYC-AM-FM Williamsport, Pa., to promote Little League baseball during station breaks while broadcasting New York Yankee baseball games. During the Pennsylvania Little League playoffs beginning Aug. 6, the station will be allowed to broadcast Little League games even though they conflict with Yankee games.

Big Screen Newsreel in place of the usual motion picture newsreel at the Carib Theatre in Miami Beach, WTVJ (TV) Miami's "Meet the News" is now being shown. The show, telecast Mon.-Fri., 6:00-10 p.m., is picked up by the theatre at the same time it is received by TV viewers. RCA projection equipment magnifies both picture and sound at least 15 times to flash the show on the movie screen.

Warl's "Miss Kissable" Search for the most beautiful lips in the Washington, D. C. area is being conducted by Jack Laurence of Warl, Arlington, Va., in the station's "Miss Kissable" contest. During first 21 days of the contest 19 stories featuring it appeared in Washington's four dailies. Local Jaycees named a member to be one of the judges, a commercial flying service named one of its planes "Miss Kissable," a bandleader appearing locally composed and featured "Miss Kissable Monbo" and merchants donated $2,000 in prizes including an all-expense trip for two people to Bermuda.

In Four Short Years!

WVAM has attained the dominating position in this Altoona-Central Pennsylvania Market

★ With Listeners
★ With Local Advertisers

It's WVAM, more than ever, as we observe our fourth birthday

first with the finest
DAY AND NIGHT

WVAM
Weed & Co., representatives

Broadcasting • Telecasting

Dead or Alive?

Set on proving or disproving the "flying saucer" stories, WCUE Akron, Ohio, has offered $1,000 to the first person who brings in a piece of a bona fide flying saucer to the station. Authenticity of materials submitted will be determined by Dr. R. E. Thackery of the Akron U. physics department, according to the WCUE President-General Manager Tim Elliot.

Klz Talent Hunt

More than 1,000 television hopefuls responded to a TV talent hunt conducted by Klz Denver in what the station claimed was the largest such undertaking ever held in its Rocky Mountain area. The one-day tests were held in cooperation with Hoffman Radio & Television Corp., according to Mark Schreiber, president of Schreiber Advr., who was m.c. for the event.

Birthday Folder

Folder with large "90" stop microphone-bedecked cake serves as illustration on folder distributed by Wfbr Baltimore on the occasion of its 50th anniversary. Wfbr claims to have originated the first live speech by a President of the U.S.

Fair Coverage

Visitors to the Ohio State Fair on Aug. 25 will see WlW Cincinnati originate its Everybody's Farm Hour from the machinery display tent there, with Harry Andrews, assistant director of WlW's farm program department, discussing machinery, and WlW Farm Director John Butler interviewing visitors and machinery experts. The station also expects to cover the Indiana and Kentucky state fairs.

Films on the Navy

Residents in southern Florida will be given a chance to see the Navy at work through the facilities of WTVJ (TV) Miami. Ralph Renick, news director, left last week for two weeks in the Naval Air Reserve training unit at Pensacola. He will travel with the unit on a three day training tour in the Caribbean and take 16mm films for use on WTVJ news shows.

"Save It" for Wbtv (Tv)

Confederate money is legal tender in an auction-type show, MoneyBurg, over WBTv (TV) Charlotte, N. C. Reproductions of Confederate money, required for admission to the show, are distributed with purchases made from the show's sponsor, a regional drug chain. Show features an Old South motif.

Kohn's 'Mrs. Hawaii'

Hawaii will send a contestant to the "Mrs. America" beauty pageant at Asbury Park, N. J., Sept. 7, with the Hawaiian eliminations being conducted by KHOn Honolulu. "Mrs. Hawaii" will be picked to the U. S. for the contest, according to Miss Claire Justice, women's director at KHOn.

Wky-Tv Builds Corral

Cattle Pen has been erected by Wky-Tv Oklahoma City at the rear of its new studio building. Wky-Am-TV farm reporters Sandy Saunders and Harold Dedrick are using the corral and their daily "Oklahoma Farm TV" program, with coverage from a camera at the studio's rear doors and with pencil microphones for interviews.

Kfxd Area Brochure

Brochure showing new day and night coverage of Kfxd Nampa, Idaho, is being offered to any requesting agency or station. Included are market statistics on counties in the Kfxd coverage area, agency contracts and industrial output, lists of dealers in farm supplies, implements and automobiles who use Kfxd, and field strength measurements comparing Kfxd with other stations in southwestern Idaho and eastern Oregon.

Bostonians See 'Tv City'

WEEJ Boston and CBS Television jointly sponsored an exhibit of a two-ton working model of the new "CBS Television City" under construction in Los Angeles, where operations are scheduled to begin Oct. 1. The big model was on exhibit at Jordan Marsh Co. store, Boston.

Kite Twists Slogan

Capitalizing on the outcome of the recent Republican convention, Kite San Antonio is using the "I Like Ike" slogan to its own advantage. Buttons have been distributed by the station proclaiming "I Like Kite!"

'Ballard Corner'

Trend toward folk music has prompted WstC Stamford, Conn., to initiate a new program, "Ballard Corner," with Inki Blasc, a Radcliffe College student, as hostess on the show scheduled for the remainder of the summer. Well known folk and Ballard singers will be featured on the 15-minute weekly broadcast.

Merchandise Prizes

Armour Star Market Basket is being aired twice weekly on Wsd Atlanta with Bob Van Camp as host. Program originates in one of the city's Colonial Stores. Shoppers are questioned and correct answers bring packages of Armour sausage and wiener. A jackpot question is posed to each participant. The person coming closest to the correct answer receives $20 worth of sponsor's products.

Safety Spot Cited

Wgiv Charlotte, N. C., has been cited by the city's police department for its part in aiding traffic safety, especially for schoolchildren. Wgiv aired a 75-word announcement 1,400 times during the past school term.

It's Music! Sweet Music to an Advertiser's Ears!

Yes, Kwk's Low-Low Cost per 1000 Radio Homes Delivered In Music...and Makes Kwk the Radio Buy in St. Louis!

Globe-Democrat Tower Bldg.
Saint Louis

Reproduction
The Katz Agency

Broadcasting August 11, 1952 Page 85
Current Status of City Priority List
(Continued from page 84)

(WSOC), Ch. 9 [B.T., July 30]; Boston, Ch. of the South (WIST), Ch. 8 [B.T., July 7]; Inter-City Adv. Co. of Charlotte Inc. (WAYS), Ch. 9 [B.T., July 7];

390. PHOENIX, Ariz. (Ch. 3, 5, 8, 10)—Operating: KAET, Inc. (KTVK), Ch. 3 [B.T., July 7]; Mariposa Steaks. Inc. (KCOA), Ch. 3 [B.T., July 7]; KVOV-Bot. Co. (KGOV), Ch. 10 [B.T., July 26].

391. ALBUQUERQUE, N. M. (Ch. 4, 9, 11, 12)—Operating: KBTV-T. Inc. (KGT), Ch. 4 [B.T., June 23]; National Broadcasting Co. (KBTV), Ch. 7 [B.T., July 21]; KMPR—& 4; KUPW, Ch. 3 [B.T., this issue and July 7].

392. SAN ANTONIO, Tex. (Ch. 4, 5, 9, 12, 21)—Operating: WOAI-TV, Ch. 4; KENS-TV, Ch. 12; KABB—& 4; KSAW, Ch. 5 [B.T., July 21]; KFWB, Ch. 9 [B.T., July 7]; Alamo Television Co. (KABB), Ch. 5 [B.T., July 7]; Blackwell Broadcasting Co. (KFWB), Ch. 9 [B.T., July 7]; Oscar Television Co. (KSAW), Ch. 5 [B.T., July 7]; Alamo Television Co. (KABB), Ch. 5 [B.T., July 7].

393. OMAHA, Neb. (Ch. 3, 6, 7, 16, 31)—Operating: WOW—TV, Ch. 3, 6; K. B. C. Inc. of Omaha (KMON), Ch. 7; KETV—& 4; KNOP, Ch. 31 [B.T., June 30].

GROUP 33

394. OGDEN, Utah (Ch. 10, 12, 16, 20)—None pending.

395. PROVO, Utah (Ch. 11, 22, 28)—Pending: KOVO-Bot. Co. (KOVO), Ch. 11 [B.T., Aug. 4].

396. FORT WORTH, Tex. (Ch. 5, 10, 16, 20)—Operating: WFAA-TV, Ch. 5; KTVT, Ch. 10; Weather Channel Inc. (KFTP), Ch. 5 [B.T., July 14]; Tarrant Television Co., Ch. 28 [B.T., July 28].

397. PROVIDENCE, R. I. (Ch. 10, 12, 16, 20)—Operating: WJAR—TV, Ch. 10 (now on Ch. 11), Pending: Cherry & Webb Co., Ch. 12 [B.T., July 7]; WJAR—TV, Ch. 28 [B.T., July 28].

398. INDIANAPOLIS—ST. PAUL, Minn. (Ch. 4, 5, 8, 9, 11, 17, 25)—Operating: WTTV-TV, Ch. 4; KFTH-TV, Ch. 5; WPTV, Ch. 9; Pending: Family Best Corp. (KWDB), Ch. 25 (now Ch. 9) [B.T., June 30]; Independent Best Corp. (WLOL), Ch. 9 [B.T., July 14]; WPTV, Ch. 5 [B.T., July 7]; New England Television Network, Ch. 25 (now Ch. 9) [B.T., July 28].

399. MANHATTAN, Kan.—Kansas State College of Agriculture and Applied Science (WSAC), Ch. 3 [B.T., Aug. 4, July 28].

400. ANCHORAGE, N. Y.—Regents of New York State, Ch. 71 [B.T., Aug. 4, July 28].

401. BUFFALO, N. Y.—Regents of State of New York State, Ch. 23 [B.T., Aug. 4, July 28].

402. DENVER, Colo.—Regents of State of New York State, Ch. 21 [B.T., Aug. 4, July 28].

EDUCATIONAL GRANTS

403. MANHATTAN, Kan.—Kansas State College of Agriculture and Applied Science (WSAC), Ch. 3 [B.T., Aug. 4, July 28].

404. SAN FRANCISCO—Bay Area Educational Television Association, Ch. 6 [B.T., July 28].

405. MIAMI, Fla.—Lindsey Hopkins Vocational School, Dade County, Ch. 2, Ch. 26 [B.T., July 28].

406. NEW BRUNSWICK, N. J.—State of New Jersey, Ch. 19 [B.T., July 28].

407. BINGHAMTON, N. Y.—New York University Board of Regents, Ch. 26 [B.T., Aug. 4].

408. DALLAS, Texas—New York State University Board of Regents, Ch. 14 [B.T., Aug. 4].

409. NEW YORK CITY—State University of New York State University Board of Regents, Ch. 20 [B.T., July 28].

410. SYRACUSE, N. Y.—New York State University Board of Regents, Ch. 42 [B.T., July 28].

411. HOUSTON, Tex.—University of Houston and Houston Independent School District, Ch. 12 [B.T., July 28].

412. ELECTRONIC products manufactured by the Insuline Corp. of America, Long Island City, N. Y., will be displayed at the West Coast show and convention of the Institute of Radio Engineers, Long Beach, Calif., Aug. 27-29.
CONSULTING RADIO & TELEVISION ENGINEERS

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(Right-hand page)

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BROADCASTING * Telecasting

LS—DA-N. U.
Change Antenna System
WRF-FM Cleveland, Ohio—Granted Mod. CP to change ant. system.

Extension of Completion Date
Following were granted mod. CP’s for extension of completion dates as shown: WSAI-FM Cincinnati, to 2-13-53; WEEK Peoria, Ill., to 8-15-53;

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33 Elm Ave.
Salt Lake City, Utah
Mill Valley, Calif.
Dunlap 5-6598
Dunlap 5-4871
August 11, 1952 * Page 87
Help Wanted

WPAT, Pottstown, Pennsylvania successful morning drive producer opening for mornings, copy writer. Send resume, If interested. Reply separately please. All transmissions, photos, etc. sent to box numbers are sent at receiver's risk. Broadcasting, Telecasting, Teletypewriter Telegraphy, attachment.

Salesmen

Florida coast station. Hard-hitting salesman to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 785P, BROADCASTING TELECASTING.

Salesman—Wonderful opportunity young, aggressive idea person, opportunity to head commercial department. Newfoundland, Mar. 3rd, market, non-metropolitan. Fine town to make your home, with sound newspaper- affiliated radio station commanding respect. TV applied for. Interested only in high type, clean, aggressive man. Box 150P, BROADCASTING TELECASTING.

Salesman—Wonderful opportunity young, aggressive idea person, opportunity to head commercial department. Newfoundland, Mar. 3rd, market, non-metropolitan. Fine town to make your home, with sound newspaper-affiliated radio station commanding respect. TV applied for. Interested only in high type, clean, aggressive man. Box 150P, BROADCASTING TELECASTING.

WANTED: Man experienced in selling and about all aspects of small town (high type, clean, aggressive). Must be able to handle local accounts, handle regular business. Excellent prospects. Write, giving experience, references, and details. Box 220P.

Help Wanted (Cont'd)

Florida Coast Station. Announcer-engineer now. Needed two combination engineers. Send tape/disc, experience record, references, and details. Box 330P, BROADCASTING TELECASTING.

Announcer—Highly rated southeast station needs aggressive announcer. Experience preferred. Send resume including references. Box 259P, BROADCASTING TELECASTING.

Announcer—Highly rated southeast station needs aggressive announcer. Experience preferred. Send resume including references. Box 259P, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

WANTED: Experienced salesman now. Good opportunity. Send resume and references. Box 900P, BROADCASTING TELECASTING.

Career opportunity. Experienced salesman wanted. Send resume and photo. Box 876P, BROADCASTING TELECASTING.

Sports announcer. Thoroughly experienced college football and basketball play-by-play, team play-by-play. Must have ability essential. Non-Central Kentucky for the man for the air. Send full details to Joseph R. Fife, Station WCWA, Gary, Indiana.

Announcer—Highly rated southeast station needs aggressive announcer. Experience preferred. Send resume including references. Box 259P, BROADCASTING TELECASTING.

WANTED: Two combination engineers, semi-conductor experience preferred. Send tape disc, resume, references, and details. Box 900P, BROADCASTING TELECASTING.

Immediate opening sports director, experienced stations. Box 900P, BROADCASTING TELECASTING.

WANTED: Experienced engineer immediately for AM operation in Midwest. Permits and Station License Now. Box 900P, BROADCASTING TELECASTING.

Hired: Skwy station in city of half million in Midwest requires engineer with first class license. Salary range $85-$100 per week. Applicant for TV in several cities. Give resume of experience and education. Snapshot appreciated.

Help Wanted (Cont'd)

WANTED—First class engineer. No experience required. Virginia network station: Box 254P, BROADCASTING TELECASTING.

Engineer position open, possibility of promotion, equipment in place. Box 900P, BROADCASTING TELECASTING.

Chief engineer wanted immediately for AM operation in Midwest. Permits and Station License Now. Box 900P, BROADCASTING TELECASTING.

WANTED: Two first class ticket holders. Checking, caterers. Small Eastern city, $1.50 per minute, plus commission. Guaranteed 44 hour week. Send complete story, tape or disc and photo. Box 725P, BROADCASTING TELECASTING.

Immediate opening sports director, experienced stations. Box 900P, BROADCASTING TELECASTING.

WANTED: Experienced announcing engineer, hospitalization, vacations, good working conditions. Box 105, City College, 15,000. Apply at once. KAFY, Bay, Kansas.

Two thoroughly experienced men, good voice, first phone—one potential general manager, one familiar installs telephone, data systems. Excellent prospects. Box 105, City College, 15,000. Apply at once. KAFY, Bay, Kansas.

WANTED: Immediate Engineer-announcer, best credentials. Box 105, City College, 15,000. Apply at once. KAFY, Bay, Kansas.


WANTED: For full time engineering position. Call Chief Engineer collect. WDMA, Marietta, Ohio. WLAJ, Surfside, Texas.

Engineer with first class ticket needed immediately. Write, wire or phone collect. Box 900P, WSBV, Petersburg, Virginia.

Help Wanted (Cont'd)

Looking to the future?—We need a good announcer with first phone, and both will be given proper consideration. Write with resume and references.

WANTED: Immediately, two combination engineer-announcers. Florida West coast stations. Send photo, references, complete story, and details. Box 330P, BROADCASTING TELECASTING.

Technical


Wanted: Two first class ticket holders. Checking, caterers. Small Eastern city, $1.50 per minute, plus commission. Guaranteed 44 hour week. Send complete story, tape or disc and photo. Box 725P, BROADCASTING TELECASTING.


WANTED: Experienced engineer immediately for AM operation in Midwest. Permits and Station License Now. Box 900P, BROADCASTING TELECASTING.

Engineer position open, possibility of promotion, equipment in place. Box 900P, BROADCASTING TELECASTING.

Chief engineer wanted immediately for AM operation in Midwest. Permits and Station License Now. Box 900P, BROADCASTING TELECASTING.

WANTED: Experienced announcing engineer, hospitalization, vacations, good working conditions. Box 105, City College, 15,000. Apply at once. KAFY, Bay, Kansas.

Two thoroughly experienced men, good voice, first phone—one potential general manager, one familiar installs telephone, data systems. Excellent prospects. Box 105, City College, 15,000. Apply at once. KAFY, Bay, Kansas.

WANTED: Experienced announcing engineer, hospitalization, vacations, good working conditions. Box 105, City College, 15,000. Apply at once. KAFY, Bay, Kansas.


WANTED: For full time engineering position. Call Chief Engineer collect. WDMA, Marietta, Ohio. WLAJ, Surfside, Texas.

Engineer with first class ticket needed immediately. Write, wire or phone collect. Box 900P, WSBV, Petersburg, Virginia.

Help Wanted (Cont'd)

Looking to the future?—We need a good announcer with first phone, and both will be given proper consideration. Write with resume and references.

WANTED: Immediately, two combination engineer-announcers. Florida West coast stations. Send photo, references, complete story, and details. Box 330P, BROADCASTING TELECASTING.
Help Wanted (Cont'd)

Television

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning September, 1956. Salary, chance for graduate work. Box 895P, BROADCASTING • TELECASTING.

Situations Wanted

Full, experienced staff radio announcers, bookkeeper, continuity writer, studio manager, disk jockey, account executive, program director, producer, and women's director desired for network station. Box 925P, BROADCASTING • TELECASTING.

Managerial

Capable organizer-supervisor, extensive radio and communications background, preferably some college work, position in smaller market in Midwest or East. Box 896P, BROADCASTING • TELECASTING.

Assistant sales manager with proven record of success. Must have experience in manager spot and opportunity to work into major market. Box 897P, BROADCASTING • TELECASTING.

Competent, experienced manager. Strong on sales, open to good-sized facility in New York or West Coast. Box 898P, BROADCASTING • TELECASTING.

Two experienced announcers, six years. College background, musical training. Family man, no leaks. Box 899P, BROADCASTING • TELECASTING.

Cheap announcer ... absolutely not! My "airwaves" projects pleasantly and effectively to listeners and sponsors' ears. Will make change only for bigger opportunity. Good disc—commercial man. Desires medium-size city. Box 900P, BROADCASTING • TELECASTING.

Available August 20th, capable combo man with 2 years experience as morning man. Money important but not primary object. Looking for permanence, a stable job and opportunities. Prefer Washington, Maryland. Box 901P, BROADCASTING • TELECASTING.

Announcer: Strong all phases, draft exempt. New England, New York area. Has been with station since August 10. Box 902P, BROADCASTING • TELECASTING.

Announcer, some experience, strong on news and commercials, unique delivery. Also experienced in Midwest. Disc available. Box 903P, BROADCASTING • TELECASTING.

Attention Florida stations! Experienced staff announcer. Veteran 25, write copy, produce show. Box 904P, BROADCASTING • TELECASTING.

Newscaster-editor. Currently featured regional network. Interested doing house work and small market and independent. Box 891P, BROADCASTING • TELECASTING.

Three years staff announcer, metropolitan market. Seeks position with greater scope. Excellent skills. Box 905P, BROADCASTING • TELECASTING.

Hold it! Available now ... man with 45 years experience. On strong side. Would like position with opportunity. Box 906P, BROADCASTING • TELECASTING.

Box 895P, BROADCASTING • TELECASTING.

Technical

Chief with over two decades experience in design construction installation and maintenance of equipment. Box 896P, BROADCASTING • TELECASTING.

Shirtless engineer with degree and 12 years experience is looking around. Box 897P, BROADCASTING • TELECASTING.

Chief engineer, AM-FM. Northeast only. Box 898P, BROADCASTING • TELECASTING.

Engineer, experienced, draft exempt. Minimum 10 years. No actual position. Present position. Box 899P, BROADCASTING • TELECASTING.

Production-Programming, Others

Punch-packed copy that rings sales bell. News editor with excellent voice, top references. Box 900P, BROADCASTING • TELECASTING.

Program director, chief announcer. Available December 31 from Naval Reserve. Prefer progressive Midwest stations. No references. Box 901P, BROADCASTING • TELECASTING.

Exceptional young engineer—creative continuity writer. Desires position in studio or news. Box 902P, BROADCASTING • TELECASTING.

Want to join you immediately building profitable company. Weakness, large market, larger progressive market. Two university degrees; six years university administrative experience; past two years top women's radio personality on 1 kw. Box 903P, BROADCASTING • TELECASTING.

Radio-TV writer, director, production manager. MC, DJ, national combination affiliation sought. Too NYC industrial writer, female. ZF. Box 904P, BROADCASTING • TELECASTING.

Program-Producer-manager. Completely handlable programming operation positions on territory. Excellent special events, production. Box 905P, BROADCASTING • TELECASTING.

Television

Managerial

Proven record of successful sales, programming and managerial results for AM-TV. Presently with major network operation. Will work on percentage basis. Box 896P, BROADCASTING • TELECASTING.

Technical

TV chief engineer of network affiliate desires comparable position in mild climate. Prefer station in planning or promotion department. Box 900P, BROADCASTING • TELECASTING.

Five years experience in television engineering. Desires similar position. Box 901P, BROADCASTING • TELECASTING.

Excellent special events, production. Box 902P, BROADCASTING • TELECASTING.

Wanted to Buy

Stations

Will pay up to $20,000 down for all or control of small profitable station. Box 893P, BROADCASTING • TELECASTING.

Experienced station owner wants 250 or 1,000 watt, S.W. or West coast AM station. Send full details direct to buyer, first-class, GM. Box 894P, BROADCASTING MAGAZINE, (300 North Michigan Avenue, Chicago, Illinois.) Equipment, etc.

Approximately 500 foot tower, guyed or self-supporting. Please send price and description. Box 895P, BROADCASTING • TELECASTING.

RG-17/U or RG-18/U 25'. Also need Photoelectric control unit. Full details first letter. Box 906P, BROADCASTING • TELECASTING.

250 watt transmitter, modulation monitor, limiter, console, turntables, pickup, 100 foot tower. WMAM, Marinette, Wisconsin.

(Continued on next page)
CASTING.

British short subjects that he now considers “not so hot.” But all firm members pitched in, as much as 18 hours a day, and as the profits crept in, the company expanded and purchased other films.

Initial personnel at Flamingo numbered five but today the payroll is “about a hundred,” Mr. Weintraub noted. But he paid special tribute to the elder Mr. Harris, executive vice president of the firm, who advised him in 1948 to acquire a sales background in television if he eventually expected to go into business for himself. And through the years, Mr. Weintraub added, he has been “like a father to me.”

Today selling is my forte, though curiously enough, at one time, I wanted to be a writer,” Mr. Weintraub reminisced. “I have no inclination to do any writing of any material, now.”

The dream of becoming a successful newspaperman or novelist plagued Mr. Weintraub as a youngster in New York City where he was born on May 26, 1925, and where he eventually attended the public and Seward Park High School. Through avid reading and high school journalism, he prepared himself for a writing career.

Mr. Weintraub had to defer college for a year and a half following his high school graduation at 16 because his father had died when he was a child and he had to work to acquire a college fund. He accomplished this by working part of the time as an assistant to press agent Hy Gardner.

Serves in Air Force

Later at the U. of Missouri he distinguished himself on college magazines, newspapers and in theatricals. In 1943 when Uncle Sam tapped him for service with the Air Force, he found himself without much of a career in television.

After a fling at producing some soldier shows all over Europe, Mr. Weintraub came back to Missouri for his degree in 1947. He then returned to New York and enrolled for production courses with the American Theatre Wing. He had his sights on a radio or TV production job until the sage Mr. Harris steered him to sales.

The above-average sized Mr. Weintraub has abounding faith in the feature films his firm distributes, though he conceded that some segments of the TV industry “turn up their noses” at them. He pointed out that three of the four New York network stations use at least two MPTV features every day and said the figure is larger in Los Angeles.

MPTV features include “Story of G. I. Joe,” “Perry Mason,” “Paizan,” and “Meet John Doe.” They are purchased from independent film producers here and abroad and from such firms as Monogram and Eagle-Lion, as Mr. Weintraub reported. Currently more than a thousand exist in the company film library.

“It is my opinion that feature films are the backbone of the industry,” Mr. Weintraub maintains. “On the average, stations throughout the country use 3% of our films in all markets but two or three.”

Mr. Weintraub, a bachelor, claims no hobbies except his work, which he “lives” from early morning until late at night. He has traveled all over the country and in Europe but confesses television can become tiresome. But pointing to some water colors of Montmartre and Rue Royale on his office wall, he remarked: “Paris is one place that I never tire of and I hope to keep going back there.”

A member of Sigma Delta Chi, honorary Journalism fraternity, Mr. Weintraub has one long-cherished dream: He has always wanted to return to the U. of Missouri, his alma mater, to deliver a commencement address. And this year, he said, university authorities have sounded him out on appearing at a future commencement.

Charity TV ‘Seats’

ALTHOUGH there will be no football game at New York’s Polo Grounds for benefit of the New York Herald-Tribune Fresh Air Fund this year, television will carry the ball for the charity. The Herald-Tribune announced last week it could not complete satisfactory arrangements for staging the game this year and instead has planned a half-hour “flashback game” on previous Fund contests to be telecast Aug. 18 from 9:30-10 p.m., EDT, over W2J-TV. Football fans and others interested in the fund were urged to purchase “seats,” exactly as if they were attending the game itself.

IIA Radio Posts

EXAMINATIONS for radio broadcast technician posts with the Dept. of State’s International Information Administration in New York City were announced last week by the U. S.-Civil Service Commission. Salary range is $4,620-$5,940 annually. Application forms may be secured from any first or second-class post-office; Director, Second U. S. Civil Service Region, Federal Bldg., Christopher St., New York 14, N. Y., or from the Executive Secretary, Board of U. S. Civil Service Examiners, Dept. of State, International Information Administration, 1790 Broadway, New York 19.
FCC Actions
(Continued from page 87)
ence covering change in trans. loca-
tion. Change Antenna System
KIOA Des Moines, la.—Granted li-
cense covering changes in anten-
na. Change Transmitter Type
WNCB Siler City, N. C.—Granted mod.
CP change in transmitter type.
Cancel License
WDHN (FM) New Brunswick, N. J.
—Granted last request to cancel license and
delete station.
August 6 Applications
AUGMENT FOR FILING
License for CP
KILA Hills, Hawaii.—License for CP
which authorized construction of new
AM—750 kc
WVFY Fuguys Springs, N. C.—CP to change
from 1500 to 1500 kc; power from
1 kw to 5 kw.
AM—790 kc
KWIL Allentown, Pa.—to change frequency
from 1420 kc to 910 kc; power
from 250 w to 1 kw; install new
trans. and DA-DM.
Renewal of License
Following stations request renewal of license:
WRAM—Brenham, Tex. (TV)
WPMR—Mount Pleasant, Mich. (TV)
WUGD-TV Grand Rapids, Mich.; KSTV—
Salt Lake City, Utah.
August 7 Decisions
... ACTIONS ON MOTIONS
By Comr. Rosel H. Hyde
KBOE Albuquerque, N. M.—Referred to
Investigator for purpose of submitting current
licensing qualifications.
La Pollette Bestc, Co., LaPollette,
Tenn.—Granted petition to amend
application to change proposed operating
power from 3 kw to 1 kw; include
supplemental engineering data sup-
porting change from 1 kw to
9 kw; add antenna to
substitute corrected balance sheet of
WLM Inc. to proposal of sale regarding to station
and consent to ownership.
WESTINGHOUSE Radio Stations Inc.,
Portland, Ore.—Granted petition to
amend application to change power
from 1 kw to 2 kw.
Jackson Bestc & Television Corp.,
Jackson, Tenn.—Granted petition to amend
application to change power from
1 kw to 2 kw.
KTXC Big Spring, Tex., and
KXPT Fort Stockton, Tex.—Big State Bestc
Council petition to amend petition in
issue initial decision looking toward
change in channel for
KTXC and setting aside Commission
ruling July 15, 1955, which revoked
the CP for KXPT. (See story, page
21.) Initial Decision Aug. 8.
Ralph Rapids, Mich.—Frank D. Deft
Jr. Hearing Examiner Elizabeth C.
Robertson, Cleveland, Tenn.—Granted
petition for KXTC to change power from
1 kw to 1 kw; granted petition to
grant power to
WASM Saginaw, Mich. In addition, ex-
aminer found that applicant’s “limited capital”
was not adequate to safeguard
operation of proposed station if revenue
was not as substantial as applicant
hoped and that limited staff pro-
posed by applicant (four full-time and
one part-time employees) raised doubts as
to whether station licensed full-time
could provide the public with service
to expect. Initial decision Aug. 8.
... NON-DOCKET ACTIONS
AM GRANT
Richtfield, Utah—Scene Bestc Co.,
Grand Junction, Colo.—Application for
amending conditions. Estimated construc-
tion cost $38,000, revenue $38,000.
Principal
operators included: William Franklin Johnson (42.5%), partner in KNEU Provo,
Utah; Secretary Rudi F. Stiehler (25%), partner in KNEU; Treasurer Everett L. Ander-
sen (2.5%), 4/8 owner of Christy’s Groc-
cery Store; Reginald M. Johnson (42.5%)
clerk of radio station KXL, Salt Lake City; Radio Bestc Co.; Reed W. Everett (42.5%)
owner of wallpaper business; and
Mervin C. Anderson (2.5%), 4/8 owner
of business. (See story, page 31.) Filed July
TRANFER GRANTS
KREM Spokane, Wash.—Granted an ac-
ting assignment from CBS, Inc. To.
Walter L. Wamsler for $255,000, sub-
to contract for this assignment which
must be consummated before Mr. Wamsler
dies. (See story, page 31.) Filed B.T. N.
KSPG Spokane, Wash.—Granted an ac-
ting license of license from Louis Wams-
ler and William H. Bethel to Louis Wams-
lcr and William H. Bethol on a
amended application filed June
KREM Spokane, Wash.—Granted an ac-
ting license of license from Louis Wams-
lcr and William H. Bethol on a
amended application filed June
Further TV Grants Made by FCC

(Continued from page 57)

spect to the showing required to locate the main studio outside of the principal community. Comr. Frieda B. Henneck dissented. FCC refused to grant WPVI to WVPI as requested in petition filed by WSIX Nashville.

Proposal by FCC to add UHF Channel 39 to Portland, Ore., without any facility, sought by Wolfe Broadcasting Corp. (WFRO).


Amendment by FCC of its applications for new stations, renewals and transfers, so as to require TV stations to file the same full program details as now required of AM and FM applicants and stations. FCC has requested full details from TV applicants in practice, even though applications haven't spilled out the require-ment. Change is in conformity with the Sixth Report.

Protest to FCC of the State of Wisconsin's petition to switch the construction dates for assignments at Wauau from UHF Ch. 46 to VHF Channel 7. Alvin E. O'Konski, owner of WLIN Merrill, Wis., asks FCC to dismiss the station's petition.

Petition for exclusive assignment of an additional UHF channel each at Troy and Albany, N. Y. WTRY Troy, which legally filed, asked FCC to switch that city from the priority Group B-2 to B-1 [B&T, Aug. 4], last week pointed out to the Commission that, exclusive of channels assigned to Albany-Schen-ectady-Troy area as whole, UHF Channel 35 has been allocated to Schenectady for its sole use. Hence, Troy and Albany should receive the same consideration, WTRY felt.

Plea for reconsideration of the Sixth Report to assign VHF Channel 18 to Logansport, Ind., filed by WHPE, High Point, N. C., which were dissenti-d by not being heard. Channel 35, which has been given to WHPE High Point, is a more efficient installation in the city within the primary six-mile market. WHPE is pointedly challenging the Sixth Report appeals of KVOL Lafayette, WISC Madison and WLOA Braddock was argued in the D. C. Court of Appeals by J. Roger Wollenberg, newly appoint- ed assistant general counsel of FCC in charge of its Litigation Division. He told the court he repre-sented about 1,800 AM and FM applicants and stations in the case as well as FCC since all administrative agencies would be affected by a ruling on the issue of whether petitions for relief from final orders may pend before both agency and the court at the same time.

Mr. Wollenberg charged the court was not to blame for FCC to tamper with

The court, in ruling such petitions may properly pend both before the agency and the court concurrently, also ruled that the alternative motion that the court postpone action until the Commission has had reasonable time to complete its administrative process, indicating it felt sufficient time already has elapsed. The court granted the Commission until Oct. 7 file record of the proceedings.

Following the Sixth Report, the Logansport petition was dismissed in the Sixth Report in moving Channel 5 from Lafayette to Alexandria, La., without proper notice and hearing. The FCC announced a proposed rule-making procedure to add Channel 10 at Lafayette to remedy the situation [B&T, Aug. 4]. KVOL's appeal concern was the court procedure, since no final action has been taken by FCC in the matter.

WISC protests FCC's failure to allocate UHF Channel 21 for commer-cial use at Madison and failure to assign the sole VHF facility there. Channel 3, for noncom- mercial educational use. The State of Wisconsin now supports this proposal and also asks VHF Channel for educational use at Eau Claire,

Green Bay, LaCrosse and Wausau.

WLOA protests FCC's failure to allocate Channel 4 to the Pitts-burgh-Braddock area, also claim- ing the Commission failed to afford proper notice and hearing in its actions.

The appeals of all three stations were filed by Washington attorney Arthur W. Scharf, who argued their cases before the court consid- ering the FCC petitions for dismissal.

The KROW appeal, filed in San Francisco by attorney John Heine, seeks to restore the prior- ity status of those pioneer appli- cants which initially wanted San Francisco-Oakland compar-ative hearing prior to the TV freeze. By the terms of the Sixth Report, they now are reduced to the status of but pending applicants. Since no newcomers and who must again go through hearing, KROW spent some $50,000 on the earlier litiga-tion. WFCX claims there is no addi-tion of the number of available VHF channels is also challenged.

In partially granting the WSIX Nashville petition for relaxation of the freeze, in which the other main stations, FCC clarified a sit- uation which has plagued more than one TV applicant. As amend-ed, the rule now reads as follows:

Sec. 5 of the Sixth Report(a) The main studio of a television broadcast station must be located within the principal community to be served. Where the principal community (as determined by political or other subdivision, the main studio must be located within the city, town, village or other political subdivision of the principal community to be served does not have a TV station, the location of the principal community will be considered.

(b) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(c) In cases where an adequate show- ing is made that there is good cause for locating a main studio outside the principal community served, the court may order that to do so would not be inconsistent with the operation of the station. In the public interest, the Commission will permit the use of the location specified if there is shown by the applicant and the Commission that such location is in the public interest.

(d) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(e) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(f) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(g) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(h) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(i) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(j) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(k) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(l) The court to consider in every case, the light of the particular facts involved in the situation, whether the station is located within the principal com-munity to be served.

(FCC) City, Mo., with same frequency, power and time of operation.

KIKI Honolulu, T. M.—Granted CP to change to Channel 19 to 30; 75 kw and increase power from 250watt- to 500 kw. New station, located in Honolulu, is move- tion of filter system or other equipment, not to be rejected at the proposed station and KGU Honolulu.

(KUHI) Kansas City, Mo.—Granted CP for new station requiring satisfactory degree any problems of cross-modulation which may arise be beyond the control of any two ant-en systems.

Renewal of License

Following noncommercial educa-tional station of Sec. 3(b)(3), renewal of license for regular period.

(KHIF FM) Houston, Tex.: WAJZ (FM) Indianapolis, Ind.; WBWO (FM) Novato, Calif.; WBBF (FM) Detroit, Mich.; WVFC (FM) Fort Wayne, Ind.; WTVT (FM) New York; WHAD (FM) Madis-son, Wis.; WMNR (FM) Columbus, Ohio; WNCN (FM) Kalamazoo, Mich.; WJRE (FM) Columbus, Ohio; WHHI (FM) Minneap-

Following CP granted renewal of licenses for regular period.


KWPM-FM Jackson, Wyo.; Grants- CP to change ERP from 1.5 to 5 kw.

(KXEL-FM) Waterloo, Iowa.—Granted CP to change ERP from 10.5 kw to 15kw.

(WVY-FM) Jacksonville, Fla.—Grants- CP to change ERP from 3.75 kw to 7.5 kw.

(WHM) Mrt, Ohle.—Granted CP to change ERP from 7.6 kw to 25 kw.

(WMCF) Memphis, Tenn.—Granted ERP to change ERP from 330 kw to 350 kw.

(230 kW) Antenna Height

WMCF Memphis, Tenn.—Granted CP to change ERP from 420 ft to 480 ft.

WFBM-TV Indianapolis from Channel 6 to 4, WHAS-TV Louis-ville from Channel 9 to 10 and WTVT (TV) Bloomington from Channel 11, but WSAL points out that FCC has already ordered WHAS-TV make a change (to Channel 11) and WTVT to switch frequency (to Channel 4).

The proposal also involves modification of the Zone I boundary in the Louisville area to place it within Zone I, since WHAS-TV's trans- mitter is 188 miles from Knoxville.

The minimum ex-channel separation in Zone I is 170 miles, Zone II 180.

Respecting the zone system, WSAL contends it is illegal since proper notice and hearing were not afforded. In particular, no com- ments were invited respecting the choice of boundaries, which are arbitrary, WSAL states.

NFL Suit

Trial Date Set Nov. 6

TRIAL DATE for the anti-trust suit against the National Football League was set for Nov. 6 at a pre-trial hearing last week in Philadelphia. A further pre-trial conference is scheduled for Aug. 20.

Government's suit, originally scheduled to be heard last June, charges that the NFL engaged in a conspiracy in restraint of trade by restricting member football teams from freely selling radio and TV rights [B&T, Oct. 5, 1951]. The Justice Department's complaint pointedly referred to Article X of the NFL constitution which provides for radio-TV "blackout" when the home team is playing at home.

A motion to dismiss the suit by the defendants, was dismissed earlier this year by Judge Grime.

In its answer to the complaint, NFL maintained that it is not en- gaged in interstate commerce and therefore is not liable under the Sherman Act. It also declared that its principal activity was staging football games and that radio-TV broadcasts were incidental.
sales and Mr. Osgood has been executive assistant to the director of television operations.

John Lepore, who has been assistant to the director of production units, was appointed assistant manager of television film production. John Wile, joined Osgood, while Benjamin Raub of the NBC legal department and Robert Anderson of the controller's office were assigned to serve the film division on legal and financial matters, respectively.

Mr. Sarnoff, announcing the appointments, said the division has several major projects in the works, to be announced shortly.

In the NBC production department, established last month as part of Mr. Sarnoff's reorganization of its radio and TV networks, Mr. Wile's announcement of the selection of Mr. Hole as director of production was accompanied by a number of other executive appointments. They were as follows, all of whom will report to Mr. Hole:

George McElrath, former director of technical operations for the radio network, was named director of technical operations for both radio and TV.

Fred Shawn, former director of radio station operations, was named director of production services.

Anthony M. Hennig, former manager of television network and studio operations, named director of plant operations.

Earl H. Rettig, director of television network operations, Hollywood, continues in that post.

Frank Lepore continues as manager of film and kinescope operations.

J. Robert Myers continues as television purchasing agent and also will supervise the radio business office.

The production department includes technical services for both radio and TV, and such functions previously handled by the Television Network Operations Dept. and the Program Services Dept. of the Integrated Services. Production Director Hole, who will report to Mr. Wile, joined NBC in January 1950 as production manager in the television program department. He was manager of CBS Television operations for three years before joining the Navy in 1942, and was commissioned to CBS upon release from military service. He became manager of DuMont's WABD (TV) New York in 1948 and subsequently was named operations director of the DuMont Network.

In another move, Dotty Edouard, manager of spot sales for NBC-TV Western Division, will transfer to KNBH (TV) Hollywood as sales manager.

With KFWB Hollywood in a similar capacity for one and a half years, Mr. Edouard was formerly radio-TV director of Badger, Browning & Hersey, New York, for seven years before going to the West Coast. He succeeds Robert De Sousa, who has resigned.

**NBC Changes**

(Continued from page 99)

**RTMA MEET SET**

Educational TV Aid Study

SELECTION of a subcommittee to explore the problems of assistance to educational television by the Radio Television Manufacturers Association, was made at a meeting of a special RTMA committee in New York last Wednesday.

The subcommittee will present its recommendations to the RTMA board meeting in New York Sept. 18.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., was chosen chairman of the subcommittee. Other members of the group are: Max F. Balcom, Sylvania Electric Products Inc.; Larry Hardy, Philco Corp.; Robert C. Tait, Stromberg-Carlson Co.; and Keanon Arnett, assistant to the president of the Allen B. DuMont Labs.


Mr. Abrams recently set up a $100,000 educational TV fund, to be divided equally among the first 10 educational TV stations to get on the air (B-T, June 30).

**NBC-TV'S SCHECHTER**

From 'Today' to 'Shopping'

A. A. (ABE) SCHECHTER, who has been in charge of NBC-TV's early morning "communications" show, Today, Mon. through Fri., 7-9 a.m. EDT and CDT, has been reassigned to another ambitious program project—a woman's Saturday servicing type of program called Shopping—which now is being planned by the network.

The reassignment coincided with transfer of the Today unit to the network's news and special department, with Richard A. R. Pinkham, manager of planning for the TV network, supervising the show.

**WJZ-TV BIRTHDAY**

ABC Outlet Observes Event

WJZ-TV New York, key eastern outlet of ABC television, celebrated its birthday yesterday (Sunday). The station went on the air Aug. 10, 1948, with a premiere originating from New York's Palace Theatre.

General Manager Trevor Adams said in a birthday message that "WJZ-TV in the past four years has become almost a member of the family in the television position, in the New York area. In the years to come we hope to continue to merit that position, to work, to grow and to become an even stronger factor in the lives of the people of this community."

**Dumont Affiliates**

Network Now Totals 64

ADDITON of three new stations to the DuMont Television Network, including two in Canada, was announced on Thursday by E. R. Lyford, director of station relations for the network. Affiliates now number 64. The stations are KFEL-TV Denver which began operations on July 20 on Channel 2 as the first post-freeze station to go on the air; CBFT Montreal, which is to begin commercial operations Sept. 6 on Channel 2 and CBLT Toronto, which will go on the air Sept. 8 on Channel 9.

KFEL-TV, owned and operated by Eugene O'Fallon Inc., is the first TV station in the Denver market. Both Canadian stations are owned and operated by the Canadian Broadcasting Corp.

**PRIVACY SUIT**

Cites NBC's 'Big Story'

DAMAGES of $100,000 for invasion of privacy due to a TV show was claimed in a suit against NBC filed Friday in U. S. District Court in Washington.

The suit, which also names newspaper reporter Martha Strayer as a defendant, was filed by Charles S. Bernstein, a Washington businessman. He alleged that a fictionalized version of his story, telecast Jan. 18 on NBC's The Big Story (at that time Fri., 9:30 p.m., for American Tobacco Co.'s Pall Mall cigarettes), constituted a "willful and malicious invasion" of his right of privacy. He also said that he was held up to public ridicule and contempt, his privacy invaded, and that he was humiliated, annoyed and embarrassed.

Before the broadcast, Mr. Bernstein said, he forbade NBC to use his story.

The program is packaged by Procter Productions Inc. Agency for American Tobacco is Sullivan, Stauffer, Colwell & Bayles Inc.

Miss Strayer, who was a Washington Daily News reporter at the time of the original trial and conviction, sold the story to NBC, the complaint charged, without Mr. Bernstein's consent.

The complaint was filed by Harry P. Warner of Segal, Smith & Hennessey, Washington radio attorneys.

**Do You Qualify**

FOR ONE OF TV'S TOPMOST STATION PROGRAMMING JOBS?

If you do, a key network-owned TV station offers you the kind of opportunity that comes few and far between.

You will be program director, with responsibility for creating and developing the station's local programming . . . and with the chance of having your work seen for possible nation-wide expansion.

To qualify, you must be fully capable of planning programming policy. You must be able to create shows that stand on their ideas, ingenuity, warmth and honesty rather than on high budgets alone or production cliches.

You should now be program director of a TV or radio station or member of an advertising agency production staff . . . or a program packager or successful free-lancer with previous experience in TV or radio station programming.

If you feel you qualify, please write telling us not only what you've done, but what you'd like to do. Good salary for the right man. Replies will be held in strictest confidence.

Box 973P, BROADCASTING • TELECASTING.
PETITION for reconsideration of license renewal of WWDC-FM Washington, transit radio outlet, filed with FCC Friday by Transit Riders Assn. Inc. [B*+, Aug 4].

Group asks FCC to set station for hearing, asserting operation of WWDC-FM is point-to-point communication and not broadcasting to general public. Program is beamed to specially defined group of persons "within confines of transit vehicles wherein the fixed-tuned receivers cannot be turned off or changed to another station."

TRA claims contract between WWDC-FM and Capital Transit Co. impairs station's control over programming. Drawing analogy between FCC regulations defining percentage of time station can devote to network programs, TRA contends that since WWDC-FM offers only one type of service between 7 a.m. and 7 p.m., it denies public of balanced programming. TRA claims that WWDC-FM "captured" weekday programs, instead of "earning" audience. TRA asserts WWDC-FM programming today is more commercial than represented in 1946 when seeking license. Supreme Court earlier this year ruled transit radio does not violate free speech rights of riders [B*+, June 2].

NEW TV APPLICATIONS

TOTAL requests for new TV stations climbed to 746, with five more filed late Friday at FCC. Applications for VHF stations now total 445; UHF station requests number 299. All of Friday's applications were new (also see TV APPLICATIONS, page 58). New applications were:

Des Moines, Iowa—Meredith Engineering Corp., VHF Ch. 4, ERP 100 kw visual, 50.1 kw aural, antenna height above average terrain 632 ft., above ground 774 ft., estimated construction cost $813,500, first year operating cost $57,500, revenue $486,000. Applicant is licensee of WWHO AM-FM-TV Omaha, Neb., EPHO-AM-TV Phoenix, Ariz., and applicant for VHF stations in Rochester, N.Y., and Minneapolis, Minn, [B*T, Aug. 4].

WAFP McCobb, Miss., UHF Ch. 31, ERP 10.12 kw visual, 5.97 kw aural, antenna height above average terrain 405 ft., above ground 599 ft., estimated construction cost $572,875, first year operating cost $8,500, revenue $87,700, Applicant in license of WWHO-AM-FM-TV, Toledo, O., WWHO-AM-FM-TV, Columbus, WINS New York and applicant for TV station in Indianapolis [B-T, Aug. 1].

WLOW Portsmouth, Va., UHF Ch. 27, ERP 18.6 kw visual, 11.7 kw aural, antenna height above average terrain 325 ft., above ground 364 ft., estimated construction cost $135,585, first year operating cost $60,000, revenue $75,000.

Toledo, Ohio—Croesty Bestg., Corp., VHF Ch. 11, ERP 83.7 kw visual, 29.6 kw aural, antenna height above average terrain 455 ft., above ground 580 ft., estimated construction cost $572,875, first year operating cost $8,500, revenue $87,700. Applicant is licensee of WLW and WLWT (TV) Cincinnati, WLW (TV) Dayton, WLWT (TV) Columbus, WINZ New York and applicant for TV station in Indianapolis [B-T, Aug. 4].

WHN Raleigh, N.C., UHF Ch. 30, ERP 18.6 kw visual, 11.7 kw aural, antenna height above average terrain 325 ft., above ground 364 ft., estimated construction cost $135,585, first year operating cost $60,000, revenue $75,000.

WHN Portland, Ore., UHF Ch. 40, ERP 18.6 kw visual, 11.7 kw aural, antenna height above average terrain 325 ft., above ground 364 ft., estimated construction cost $135,585, first year operating cost $60,000, revenue $75,000.

WHN Portland, Ore., UHF Ch. 40, ERP 18.6 kw visual, 11.7 kw aural, antenna height above average terrain 325 ft., above ground 364 ft., estimated construction cost $135,585, first year operating cost $60,000, revenue $75,000.

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KPRC IS FIRST!

DAY 1/4 HOURS
8:00 A.M. to 6:00 P.M. Monday through Friday
KPRC has 26
Network Station B 10
Network Station C 4
Network Station D 0

NIGHT 1/2 HOURS
Monday through Sunday
KPRC has 40
Network Station B 22
Network Station C 4
Network Station D 18

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KPRC is FIRST in the
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NBC and TQN on the Gulf Coast
Jack Harris, General Manager
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