Like lettuce goes with tomatoes

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

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

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.
Go where there's GROWTH...

Furniture and Farming

ONE of "rural" Kentucky's leading money-making "crops" is... furniture! Even in the famed Bluegrass section, furniture is important. For example, the big plant of Karpen Furniture, at Lexington, and the Winchester Leggett & Platt plant. Owensboro boasts the expanding plants of Spring Air Mattresses and Murphy Chairs, at Henderson, the growing plant of Delker Brothers, bedroom furniture. The sales volume of Kentucky-made furniture jumped from $13 million in 1939 to $85 million in 1951! In the same period the number of furniture manufacturers increased from 46 to 1,000!

All this in highly-rated "agricultural" Kentucky... the state that leads the nation in farm income gains! Cash income from crops and livestock reached an all-time high of $632,632,000 in 1951! Kentucky's increase in land value is the highest in the nation; and crops last year were up 24%.

Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)
When you use WKMH...

YOU GET RESULTS!

Here's the PROOF:

WESTERN UNION

1000 WATTS

Nights

WKHM

5000 WATTS

Daytime

Represented by

HEADLEY-REED

Affiliated with

WKHM

Jackson, Michigan
It's Consistency that Counts

THE CONSISTENT HOOPER PICTURE SHOWS

KRLD-TV WITH DOUBLE THE AUDIENCE

Of the Second Dallas Station in the great twin market of DALLAS and FORT WORTH.

6:00 P.M. to 11:00 P.M. SUNDAY THRU SATURDAY
KRLD-TV EXCEEDS THE SECOND DALLAS STATION WITH BETTER THAN 100% MORE AUDIENCE IN DALLAS AND FORT WORTH.

THE ONLY STATION WITH EXCLUSIVE NETWORK PROGRAMMING IN THE SOUTHWEST'S LARGEST TV MARKET . . . NORTH TEXAS!

Here is the Record:

SHARE OF AUDIENCE
KRLD-TV     Second Dallas Sta.
39.1 %     19.5 %

Source: May, June Hooper, 1952

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

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

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS
WITH CBS rate adjustment now fait accompli with overwhelming affiliate ratification (88.5% at deadline Friday) eyes now are focused upon NBC’s move. That NBC will meet competitive rate through revised structure of its own is taken for granted. Concern is over formula it will use and whether it will forever close further jockeying. There’s general view among CBS affiliates that this is it and that off-rate-card dealings are over in radio network selling.

AFFILIATES wondering whether CBS might follow NBC’s lead and restructure its radio and television divisions are being told flatly that for foreseeable future CBS plans to continue to operate radio and TV separately.

USE OF radio in television-equipped homes more than twice as much as national research data indicate, is startling disclosure of intensive midwest research project about to be released.

DELAY in final approval of joint AAAA-NARTB standard TV advertising contract ascribed to historic insistence of agency group upon 2% cash discount feature, to which only relatively few stations have agreed.

WHILE present FCC plan is to conduct all hearings on TV in Washington rather than in field, it’s expected that where sufficient cause is given, proceedings will occur in city in which competitive applicants are domiciled. With its limited appropriations, FCC apparently feels that proceedings can be handled more expeditiously in Washington, even though examiners might get better “feel” when proceedings are on home grounds.

WITH PRIVATE commercial TV operation foreclosed for foreseeable future, Canada’s radio broadcasters are eyeing wired TV (through community antennas) as solution to dilemma. So far Canadian Broadcasting Corp., which is both licensor and operator, has reserved unto itself all TV allocations, and plans debut of stations in Montreal and Toronto next month, operating few hours daily. Awaited is public reaction when CBC begins limited schedules but slips $15 license fee on each set owner who now gets full fare from U. S. stations across border.

VIRGINIA BUTLER, former business manager, Lennen & Mitchell, N. Y., and in charge of timebuying for Republican National Committee in 1944, understood to be joining Kudner Agency, N. Y., to handle radio-TV timebuying for GOP National Committee in this year’s campaign.

FOUR additional names submitted by FCC to Civil Service for certification as examiners to meet TV workload, augmenting William G. Butts and Herbert Sharfman, appointed Friday (story page 106). They are: H. Gifford Irion, Aural Facilities Div., Broadcast Bureau; Herbert Sharfman, which is both

WORKSHOP PANELS SELECTED FOR FIRST NARTB MEETING

PANELS for NARTB District 7 (Ohio, Ky.) two-day meeting, kicking off annual convention series, announced Friday by Robert T. Mason, WMRN Marion, Ohio, district director. Workshop sessions will be features of meeting, opening this morning (Monday) at Hotel Statler, Cleveland (see story page 23).

Agenda provides call-to-order at 9:30 a.m., with NARTB President Harold E. Fellows speaking at 10. He will lead floor discussion of top industry problems. Ken D. Given, WLBJ Bowling Green, Ky., will head news panel. Other members will be Harold Heminger, WFN Findlay; R. Sanford Geyer, WMOA Marietta. Richard G. Lewis, director and publisher of Canadian Broadcaster, will address Monday luncheon.

In afternoon Richard P. Doherty, NARTB employee-employer relations director, will conduct management clinic. F. F. Lacey, WHOP Hopkinsville, will conduct 4 p.m. program clinic. He will be supported by Hugh O. Potter, WOMI Owensboro; Vernon A. Nolte, WHZ Kaneville; Gene Trace, WBED Youngstown; Robert Ferguson, WTRF Bellaire; Mike Layman, WSFC Somerset. John W. Betts, WFTM Maysville, Ky., and Robert C. Flemian, WHBC Canton, Ohio, will give state legislative reports.

TV panel opens Tuesday program. William Fay, WHAM Rochester, NARTB TV director, will be supported by Thad Brown, Howard H. Bell and Edward H. Bronson, of headquarters staff; Allen L. Haid, WSFD-TV Toledo, and James Hamrahan, WEWS (TV) Cleveland. President Fellows will speak at Tuesday luncheon on topic: “I Can Get It for You Retail.”


YEAST SMALL MARKET PLANS ● Standard Brands (Fleischmann’s Yeast) considering radio campaign in number of small, widely scattered markets early in September, using woman’s participation shows. Agency, J. Walter Thompson Co., N. Y.

AGENCY APPOINTED ● Blue Cross Commission of American Hospital Assn. and Blue Shield Medical Care Plans, Chicago, name J. Walter Thompson Co., same city, to handle national advertising. Alexander Gunn, agency vice president, is account executive. Media plans will be completed in about two months.


CKLW GRIDCASTS ● CKLW Windsor-Detroit will air Michigan State football games during upcoming season under sponsorship of Sun Oil Co.


NBC Revamps Radio, TV Program Staffs

REINTEGRATION of NBC radio and television network program departments, in line with company’s radio-TV unification policy, announced Friday by Radio-TV Program Vice President Charles C. Barry.

Thomas A. McAvity, former TV talent and program procurement manager, was named national program director, while Davidson Taylor, former general production executive in television network, was appointed director of public affairs, both men reporting to Mr. Barry.

Abe Schechter, general program executive, continues on special assignments, also reporting to Mr. Barry. Program organizations headed by Max Liebman, Worthington Miner, and Robert Montgomery not changed.

Reporting to National Program Director McAvity: Merritt Barnum, appointed manager of new program development; Fred Cox, Doug Coulter, Dee Engelbach, Sam Fuller, George McGarrett, Roger Muir and Barry Wood, all executive producers and whose unit staffs will continue to work with them; Carl Stanton, appointed television network program manager, to whom television producers, associate producers and directors will report, as will Lenny L. Passman, who was named assistant television network program manager, and Ludwig Simmel, manager of co-op programs, who will report to Mr. Stanton on TV co-op matters.

Others reporting to Mr. McAvity: John Cleary, appointed radio network program manager, to whom radio staff directors will report along with Arch Robb, named manager of music services. Also under Mr. Cleary are Van Woodward, supervisor of script department; Ross Donaldson, supervisor of literary rights and script readers; Robert Wogan, supervisor of network program operations, who assumes supervision of radio associate directors, and Mr. Simmel, on radio co-op matters.

Hal Kemp, named manager of talent office, will report to Mr. McAvity; talent office executives who formerly reported to Mr. McAvity now report to Mr. Kemp, as does Mitchell Benson, manager of radio contract administration, and John Rayel, appointed talent and program coordinator. Ben Parks was named network TV program manager, Chicago, and Homer Heck continues as network radio program manager, Chicago, both reporting to Mr. McAvity; program executives at other owned-and-operated stations who formerly reported to Messrs. Barry or Fred Will are (Continued on page 106)
In this Issue—

CBS Radio adds new discounts to reduce evening time charges by 25%. Affiliates agree to take 15% cut in compensation from network, but they'll recover some of that next Feb. 25 when the network restores Monday-Friday daytime rates to levels existing before the rate cuts of July, 1951. Other networks expected to follow suit, either with new rate cuts or new discount structures. Page 83.

SHOULD NARTB issue a "guaranteed rate card seal" to stations which do their dealing above the counter? It's a question that will come up at the annual sessions of the district meetings which begin today. Page 83.

SOME 27,425,000 U. S. automobiles are equipped with radios, and auto listening is higher than home listening. This Pulse survey, underwritten by BAB, is the first important national measurement of the audience on wheels. Page 85.

A DOZEN major advertisers are buying heavily in radio and television—all of it spot. Page 85.

RADIO beats all other media, including television, in rounding up customers for Federal Savings & Loan Assn. of San Diego. Page 46.

GORDON McLendon, president of the suspended Liberty Broadcasting System, wants the FCC to help him breathe life into the network again. Page 86.

HERE'S another radio vs. newspaper "result" test by Advertising Research Bureau Inc. In this one radio brought more money into Rochester stores than newspapers. Page 26.

SCREEN Writers Guild orders members to cut off all material from the 13 Hollywood telecasts, TV programs against which the Guild is striking. Page 73.

NEW grants bring to 36 the total of TV stations authorized since the thaw. Page 72.

OFFICIAL U. S. Census figures on Idaho radio homes. Page 54.

NARTB has a new pamphlet which will help broadcasters keep out of political pitfalls. Page 57.

IT'S up to the FCC hearing examiner to decide whether to prolong or conclude the already lengthy hearings on the proposed merger of ABC and United Paramount Theaters Inc. Page 89.

Upcoming

Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 18-19: NAB District 7, Hotel Statler, Cleveland.

(Other Upcoming, page 38)
All It Took was Impact...

... A twin-barrel salute, to remove outlaw-leader "Curley Bill" from circulation. Western myths to the contrary, Curly's death in an Iron Springs, Arizona shotgun duel with Wyatt Earp was confirmed by eyewitness reports from both outlaws and possemen present.

Eyewitness reports are important to KOWH too. On-the-spot news coverage by a mobile unit, coupled with a news department whose three major wire services make it the only Independent in the nation so served, means real impact on Omaha-Council Bluffs news audiences!

Sight-in on that Hooper (averaged for the nine months from October, 1951, to June, 1952), podner! If'n it don't prove impact... that ain't no such critter!

36.2% 25 20 15 10 5 0
KOWH Sta. "A" Sta. "B" OTHER STATION RATINGS

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

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

Kowh
OMAHA

"America's Most Listened-to Independent Station"
General Manager, Todd Stors; Represented Nationally By The ROLLING CO.
How to Build Up Repair Business Via Radio

Mr. Thos. F. Abbott, Jr., President of Frontier Pontiac of Fort Worth, Texas, has used the Fulton Lewis, Jr. program as the chief means of advertising a budget plan for major repairs. His ad agency, the Rowland Broiles Company, states to Radio Station KFJZ, Fort Worth's Mutual outlet, "There has been immediate response in the form of new budget accounts. Also, during the recent showing of the 1952 Pontiac, we pushed 'open house on Saturday and Sunday' on the show and the response was very gratifying."

The Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 122 automotive sales and service organizations) Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Put Your Brand On Wyoming
Northern Colorado and
Western Nebraska

BY USING

WYOMING COWBOY NETWORK

— ALL STATIONS ABC AFFILIATED —

This is a genuine full-time line-connected
network, keyed and fed out of Cheyenne

COVERAGE BASED
ON .1 MILLIVOLT
CONTOUR

COVERAGE AND MARKET
DATA

population (1950 census) 406,817
radio homes (Broadcasting) 101,704
retail sales (Sales Management) $669,274,000

FOR FURTHER DETAILS

see any Joseph Hershey McGillivra men, or phone
Frank Flynn, Commercial Manager, or Wm. C.
Grove, General Manager, WYOMING COW-
BOY NETWORK, 4-4661, Cheyenne, Wyoming.

*KVOC, Casper, available and market data and
rates on request.

SPOT ANNOUNCEMENT RATES

*8 stations. DAY $19.00 NIGHT $26.00
less 25%
group discount $14.25 $21.00
frequency 13 times 2.5% 52 times 7.5%
discounts 26 times 5% 104 times 10%

BROADCASTING • Telecasting
August 18, 1952 • Page 9
SOME SPOTS ARE BETTER

For the best spot, at the right time, at the
Now, for the first time anywhere in television, requirements for 10-second station breaks have been standardized on stations represented by NBC Spot Sales — saving time and cutting production costs.

No longer do you have to go through the costly procedure of producing completely different films or slides for each station.

You need reserve only the upper right hand quarter of the screen for station identification. This leaves you a standard shape, covering seventy-five percent of the space for your commercial.

Thus, today, you can reach 50% of all U. S. TV families through our eight stations without changing your basic artwork or sound track.

Choice 10-second Shared Identification Station Breaks are now available for your Fall Campaign. So spot your product on TV — at minimum effort and expense. Yes, some spots are better than others... and you can buy them through NBC Spot Sales.
CLIFFORD DILLON, copy chief, Dancer-Fitzgerald-Sample, N. Y., to Ward Wheelock Co., Phila., as vice president and director of copy.

THOMAS M. McDONNELL, director of radio-TV production, Foote, Cone & Belding, N. Y., appointed director of program development.

GEORGE WOLF, manager of radio-TV programs, succeeds Mr. McDonnell.

THOMAS GAYLE, vice president, copy chief, and member of plans board, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, same city, as associate copy director.

JOHN W. FRASER Jr., account executive, KABC San Antonio, to Bob Holleron Adv., that city.

THEODORE CARTER GLAYSTEEN, account executive, Ward-Wheelock Co., Phila., to J. Walter Thompson Co., N. Y., as copy group head.

GEORGE DOND, advertising manager, Schwinn Bicycle Co., to Bosell & Jacobs Inc., Chicago, as associate account executive.

CHARLES A. CHURAN Jr. to creative staff of Earle Ludgin agency, Chicago.

OPEN-MINDED in her appraisal of all media, Jane Ridley, media director and timebuyer of Irwin Co. Inc., Beverly Hills agency, feels that radio, suffering from a self-imposed inferiority complex, has for some time been underselling and apologizing for itself. She maintains this dates back before TV and that now the new advertising medium is getting much of the blame for radio’s problems.

Believing radio will continue at its present level as an advertising medium while TV will become a direct selling one, she advocates that each be used to complement the other by an advertiser.

Miss Ridley tried her hand in a variety of business and professional fields before that 1946 summer day when she walked into the Los Angeles offices of the Southern California Broadcasters Assn. to explore radio’s possibilities.

She previously had been a dental hygienist, secretary, model, publicist, booker of animals for a state fair and had held various other assignments of responsibility, such as working for a construction company and an airplane factory.

After a year at SCBA handling spot announcements and working with diverse social welfare, civic, state and federal organizations and agencies in coordinating their Southern California radio through the trade association, she moved to ABC in September 1947. Her assignment was as secretary to KECA Los Angeles sales department, under the late Clyde Scott, then general manager.

Joining C. E. Hooper Inc. Hollywood office in the spring of 1948, she became manager some eight months later when Kay Lancaster resigned to be married. She returned to ABC in June the following year as a member of the network’s Hollywood publicity-promotion staff.

About a year later Miss Ridley decided to get into the advertising agency business. She talked it over with George Irwin Co., and shortly afterward joined that agency’s general staff, working with account executives in all media.

Becoming media director and timebuyer was a gradual process. She accumulated these duties within two years.

Among accounts that agency currently places in radio and TV are Ice Capades, Westinghouse (Continued on page 58)

on all accounts
ROBERT P. AMES appointed research-media director, W. D. Lyon Co., Cedar Rapids, Iowa. JOHN E. FISHER, advertising staff, Montgomery Ward & Co., Chicago, to agency as assistant account executive.

KENNETH F. BROWNING, Tatham-Laird agency, Chicago, to Grant Adv., same city, as account executive on Folger coffee. WILLIAM D. AYRES named public relations director in Grant’s Chicago office.

GEORGE SVESTA, Foote, Cone & Belding, Chicago, to Campbell-Mithun, same city, as art director.

W. ARTHUR FIELDEN, Campbell-Ewald Co., Detroit, to Media Inc., Miami, as vice president and general manager. PHIL GROH, president of Southern Television Productions, to Media as contact group head and producer of TV package programs, and WILLIAM L. ROHDE, copy chief for Houch & Co., Miami, to Media in same capacity.

MICHAEL P. RYAN, Hazard Adv., N. Y., to Gardner Adv., St. Louis, as copy-contact man on Monsanto Chemical account.


Mr. Fielden

ARTHUR E. SMITH, partner in Simon & Smith, Portland, Ore., to Airport & O’Rourke, that city, as vice president.


JAMES SIMMONS, freelance Hollywood TV film producer, to Yambert-Prochnow Inc., Beverly Hills, as vice president in charge of radio-TV and member of board of directors.


JONES HAWLEY, national advertising department, Valley Times, North Hollywood, Calif., to BBDO, L. A., as account executive on Rexall Drug Co. account.

GRANT THUEMMEL, account executive, Simon & Smith, Portland, Ore., opens own agency, THE GRANT THUEMMEL AGENCY, located in Portland Trust Bldg., that city.

ROBERTS, MacAVINCHE & SENNE, Chicago, will move to new quarters at 75 E. Wacker Dr., Aug. 25.

SORENSEN & Co., Chicago, has moved to new quarters at 430 N. Michigan Ave.

MARSTELLER, GEBHARDT & REED, Chicago, has moved offices to 185 N. Wabash Ave.

TATHAM-LAIRD agency, Chicago, has moved to 64 E. Jackson Blvd. Telephone Harrison 7-3700.

HAL DAVIS, vice president of merchandising and promotion and director of Kenyon & Eckhardt, N. Y., father of girl, Marcy Ellen, Aug. 11.

BROADCASTING • Telecasting
tale of two

Observe the rooftop on the left.

It marks a television home, of which the U.S. now contains some 17,100,000—each one located somewhere within range of a television station.

Represents quite an advertising market, doesn't it?

Look now at the rooftop on the right.

This marks a radio-only home, of which "Non-TV America" alone contains over 17,800,000—each one located beyond range of any TV.

Represents quite an advertising market, doesn't it?

Yes, the plain fact is this: for every TV home in America, there's a radio-only home in the 45-state area of "Non-TV America"!

Mutual's Mister PLUS is perched on
rooftops...

the righthand rooftop for a very simple reason. An independent, 1,000,000-interview research into actual listening throughout “Non-TV America” (Feb.-Mar., ’52) proves that Mutual dominates this entire market by 2 to 1 over any other network.

What’s more, Mister PLUS earns this rooftop perch for his clients by another simple fact: Mutual serves “Non-TV America” with more stations than the three other networks combined.

No wonder Mutual offers the Number One route to “Non-TV America”... as well as the lowest-cost route to all America.

Compare audiences... compare networks... and consult Mister PLUS...

1440 Broadway, New York 18
one low rate "corners" this
great West Virginia Market

Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION | 992,994
TOTAL FAMILIES | 250,337
RETAIL SALES | $543,571,000
FOOD SALES | $111,735,000
GENERAL MERCHANDISE SALES | $80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES | $29,969,000
EFFECTIVE BUYING INCOME | $965,894,000

Source - U.S. Census and BMB Survey, 1950

Two power-packed stations to provide a double "knockout" punch... with FM for good measure.

The best in ABC and CBS network radio, plus a local flavoring of programming and news.

Publishing monthly audience-building consumer magazines to help promote your program and product.

Operated jointly and staffed by competent, capable personnel who live... and love... radio.

it costs less when you use "Personality"

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New Business

Spot . . .


J-A Corp., Chicago, which is introducing Lemon Quick with saturation radio-TV spot campaigns in Illinois, Indiana and Ohio, moves into Cleveland, Youngstown and Canton after Aug. 28. Next area in market-by-market national introduction is expected to be in South. Agency: Buchanan & Co., Chicago.


Network . . .

GENERAL FOODS Corp., N. Y. (Log Cabin syrup), will sponsor Kenneth Banghart in five minute news report Thurs., 8:25-30 p.m. effective Aug. 28, on NBC radio. Program titled Log Cabin Neues will follow Roy Rogers and precede Father Knows Best, both shows sponsored by General Foods. Agency: Benton & Bowles, N. Y.

O-CEAR Corp., Chicago (O-Cedar mops and Dri-Glo polish), will sponsor first quarter hour of Don McNeill's Breakfast Club Mon. through Fri., 9-10 a.m. on ABC radio for 52 weeks, effective Sept. 8. Agency: Turner Adv., Chicago.

GENERAL ELECTRIC Co., Bridgeport, will sponsor Joan Davis with Jim Backus in comedy situation film show called I Married Joanie starting Wed., Oct. 8, 8-8:30 p.m., NBC-TV. Agency: Young & Rubicam, N. Y. Cavalcade of America, originally scheduled to start at that time on alternate weeks, will move up to 8:30-9 p.m. through BBDO, N. Y.

PROCTOR & GAMBLE, Cincinnati (Ivory Flakes), will sponsor One Man's Family alternate weeks on NBC-TV, Sat., 7:30-8 p.m., effective Sept. 13. Agency: Compton Adv., N. Y.

Agency Appointments . . .

RESORT AIRLINES Inc., N. Y., appoints Robert W. Orr & Assoc., that city.

ICE CAPADES (skating troupe) appoints Irwin Co., Beverly Hills, to handle advertising for New York appearance. Radio-TV is being used.

CHALLENGE CREAM & BUTTER Assn., L. A. (dairy products), appoints Davis & Co., that city. Radio-TV will be used. ROSS SAWYER is account executive.

AUSTIN MOTORS Co., appoints Hewitt, Ogilvy, Benson & Mather, N. Y., for advertising in U. S. effective Sept. 1.

ADOLPH'S FOOD PRODUCTS, Burbank, Calif. (seasoned & non-seasoned meat tenderizers, salt substitute), appoints Ervin, Wasey & Co., L. A.

BISHOP, McCORMICK & BISHOP, N. Y. (Dodge car and truck dealer), names Grant Adv., that city. WILLIAM E. JOHN Jr., supervisor on Dodge national account, will be account executive.

Adpeople . . .


LEROY SPENCER, executive vice-president, Packard Motor Car Co., Detroit, resigned office to become West Coast manager, with headquarters in Los Angeles.

GRANT BUTLER, Boston radio-TV producer, to Richfield Oil Corp., L. A., as assistant to merchandising manager.

We're proud of WOAI and its vast audience. We know Cleveland is one of America's greatest cities. Folks around here buy products advertised on WOAI. They buy more food than is sold in Cleveland, Ohio.

OUR POINT IS —
WOAI serves one of the nation's LEADING MARKETS

AND —
WOAI is its MOST POWERFUL advertising influence!

BUY WOAI!

Represented Nationally by

Edward Petry & Company, Inc.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

(Cop. 1951 Sales Management Survey of Buying Power; further reproduction not licensed.)
feature of the week

RADIO is playing an important part in the public relations program of northwest Wisconsin.

The Wisconsin Indian Head Country Inc., a non-profit tourist association boasting 3,000 members, has used a summer series of programs for the past five years.

"One of the basic requirements in building more support for the recreation industry," explained Fred Kluhsman, executive secretary of the association, "is the education of the residents of the area in the work of tourist promotion and the value of tourist trade to the economy of the area."

Mr. Kluhsman contacted five radio stations in northwest Wisconsin five years ago in a move to obtain public service time to supplement news releases carried in 56 area newspapers.

The stations offered 15 minutes weekly. The association has used this time to publicize fishing news, points of interest and commentary on the value of the tourist trade to Indian Head Country.

Summer series of 20 programs is taped in Eau Claire, Wis., then mailed to the five stations which blanket northwest Wisconsin and cover several Minnesota counties.

What is the cost of reaching 16,000 listeners weekly during the summer? Mr. Kluhsman is happy to report the coverage costs only "about 25 hours of office time and less than $100 for postage and tapes."

Stations carrying the series of Indian Head Reports were listed as WEAU - AM-FM Eau Claire, WJMC-AM-FM Rice Lake, WLDY Ladysmith and WATW Ashland, all Wisconsin, and WEB-C-AM-FM Duluth, Minn.

strictly business

A STRONG stand against negative salesmanship and for the positive future of radio is espoused by Robert M. Flanigan, manager of National Radio Spot Sales at NBC Chicago. Mr. Flanigan, who decries the "negative knocking" by radio's competitors for the advertising dollar, believes in "standing on what we have to offer."

As for radio generally, "It is in a state of flux, but will work out its problems. Continually undersold, it's still the greatest mass medium. It's future will be interesting—and positive." He sees many changes for the better, in all phases of the industry.

Mr. Flanigan's faith is supreme, despite his rugged competition. He competes not only in the nation's strongest TV markets, but also with hard-hitting radio operations in the six cities where NBC has O & O outlets. Two plusses he favors, however, are the swing of many advertisers who do not require product demonstration from TV to radio, and the emphasis stations are giving increasingly to merchandising, particularly in food and drug lines, to spot clients.

Many of his thinking processes as applied to broadcasting stem from his legal training. After graduation from the U. of Iowa, he began work there on a law degree before returning to Chicago, his family home most of the time since his boyhood days in Aberdeen, S. D. Back in Chicago, Bob

Gulliver was a great legendary figure who knew the power of coverage. Here he is shown in the Land of Lilliput. He is the giant who covers the land, just as WBRE is the Gulliver of the "earway" here in this Pennsylvania manufacturing-mining area on the beautiful Susquehanna River. You don't need Seven League Boots to reach this 400,000 populated market. All you need is to call us and WBRE will deliver your message . . . promptly . . . profitably.

Headley-Reed, Representative

Mr. FLANIGAN

Flanigan planned to complete his legal studies at Northwestern U., where he worked for his fraternity, Delta Tau Delta, as a freshman tutor for $25 a month and room and board. He instructed at N. U. on the fine points of torts for two years until getting his jurisprudence degree in 1935.

After graduation, he was disgruntled to learn spanking—new attorneys were getting only $8 per week, whereas a strangely foreign field—radio—offered a princely $18. He argued and won the case for radio, going to work for World

(Continued on page 44)
YOU MIGHT WALK A MILE IN 6½ MINUTES—

BUT...

YOU NEED THE FETZER STATIONS TO SET RECORDS IN WESTERN MICHIGAN!

If you want to "hike" your sales in Western Michigan, sign up now with the Fetzer Stations—WKZO-WJEF in radio, WKZO-TV in television.

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, a CBS combination, deliver about 57% more city listeners than the next-best two-station choice in these cities. The 1949 BMB Report shows tremendous rural circulation, too—a 46.7% increase over 1946 in unduplicated daytime audience...a 52.9% increase at night! In the Grand Rapids area alone, this amounts to an unduplicated coverage of 60,000 homes, day and night. Best of all, WKZO-WJEF cost 20% less than the two next-best stations in Kalamazoo and Grand Rapids!

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. The 28-county Videodex Diary Study for April, 1952, using BMB techniques, proves that WKZO-TV delivers 91.7% more Western Michigan and Northern Indiana television homes than Station "B"!

Ask your Avery-Knodel man for all the facts—or write direct.

*Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.
Reunions
EDITOR:
Many thanks for the excellent story of yours truly... I want you to know that I have received many, many calls from friends whom I haven't seen in a long time. The story was also responsible for a very pleasant reunion with an old Army buddy I haven't seen in six years....
Robert Brenner
Radio-Television Director
Lewin, William & Baylor
New York

Joseph P. Ernst
EDITOR:
Because of the seriousness of the situation, we will come directly to the reason for our writing. We have discovered what we fear may be the cause of final disaster to the radio industry. We are not speaking of any other advertising or entertainment medium, but of a starting danger that exists within the industry itself....
Motivated by mere curiosity, we were scanning the Yearbook for 1962 when we, by chance, opened it to the section listing the stations of the state of Wyoming. This page reveals the jeopardy. It is found in the person of one Joseph P. Ernst. Under Riverton, KWRL, 1450, 250 we find "... Joseph P. Ernst, p, g&cm, pd, pm, ce, n, f, a, and wd." We shudder to think of our positions if the secret of Joseph P. Ernst is ever unleashed. To what avail the talent and training of a writer, announcer, salesman, engineer or any other. "I'm sorry; we have no openings at present. You know we have a Joseph P. Ernst on our staff."...
Gentlemen, the secret of Joseph P. Ernst must never be allowed to filter into the ranks. Our very security is at stake. And yours. For with Joseph P. Ernst at the helm, what need for a magazine telling of the industry's activities? We must formulate a forward looking program to overcome this threatening disaster.
The Staff
WJON St. Cloud, Minn.

All's Wells
EDITOR:
On page 10 of your Aug. 4 issue there was this item, "Albert A. Sommer, vice president and manager of McCann - Erickson, Cleveland, appointed head of Chicago office." That's not true. Mr. Sommer has been transferred to the Chicago office as a member of the Advisory Committee. Sidney A. Wells, vice president, is still manager of the Chicago office....
Frank LaClave
McCann-Erickson
New York

Simulcast Revival?
EDITOR:
The future of simulcasts between radio and television is brighter than we think. It will help each medium—it will popularize the dragging radio shows and is one answer to the problem of decreased radio use in use. It is sound economy.
Harold Hough
Director
WBAP-AM-FM-TV
Fort Worth, Tex.

Old Subscriber
EDITOR:
[I was] thinking about how long I have been a subscriber to your wonderful magazine, and durned if I don't find out it's been 25 years as of last April.
You can check this if you want to go to the trouble, but I think I'm entitled to a 25-year medal. Make it gold and send it immediately....
R. A. Dunlea
President
WMPD Wilmington, N. C.
[EDITOR'S NOTE: Faithful subscriber Dunlea will have to wait for his medal. It's been publishing not quite 21 years.]

Invaluable
EDITOR:
I would like you to know that BROADCASTING & TELECASTING has been invaluable to us in keeping up with the fast-moving development of the industry. Your issue [April 14] carrying the final allocation plan was a monumental job and a great service to the industry.
Daniel W. Kops
V. P. & Gen. Mgr.
WAVZ New Haven

King Kong Rings Gong
EDITOR:
As an experiment similar to that outlined in your July 28 article [in which Terry Turner, exploitation director of RKO Radio Pictures, described success of broadcast advertising for "King Kong"], theaters in this area showing "King Kong" bought an extensive 157-spot-in-nine-days schedule on KGO and KGO-TV....
"The results have been wonderful," writes Bill Blake, RKO Golden

(Continued on page 70)
Visitors know Milwaukee as a nice place to live... a city of parks, and a city where one radio station stands out from all others—WTMJ. For example:

LISTENERSHIP—Year in, year out, more people in Milwaukee and Wisconsin listen to WTMJ than any other station.

COVERAGE—Primary coverage alone blankets 628,916 of Wisconsin's total of 968,253 radio homes.

ADVERTISING—More national, regional and local advertisers spend more radio dollars on WTMJ than any other local station.

SERVICE—30 years of intense local programming, radio news reporting, NBC shows and public service.

FACTS—Your Henry I. Christal representative has all the facts and figures you need. Call him.

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

Represented by
THE HENRY I. CHRISTAL CO.
New York • Chicago
even the president makes daily sales presentations...

Yessir, the president of H-R Representatives is out pounding the pavements everyday for the stations on the H-R List. And so are the vice-presidents, the secretary and the treasurer.

H-R Representatives was founded on the premise that you must send a MAN to do a MAN'S work if you want to give the very best in AM and TV representation.

That policy is not only true of every working-owner of the company, but it is projected in every sales employee on the staff. Every H-R man on the street is a mature, sales-seasoned veteran who has the savvy and the know-how to present the sales story of its member stations most effectively and most resultfully . . . a man who does a man's work!
RIVAL NETWORKS' CUTS

By RUFUS CRATER

THE SHAPE of radio network time costs for the future was molded last week, with the other networks expected to devise new structures matching the approximately 25% nighttime cut—via additional discounts—approved by CBS Radio and its affiliates.

Evolved by a committee of affiliates after extensive sessions with network officials, and given an "overwhelming" vote of approval at the meeting of approximately 110 affiliates in Chicago on Tuesday, the plan is slated to become effective Aug. 25.

The adoption of the plan hinged on its formal acceptance by 85% of the CBS Radio affiliates in the continental U.S. that receive network compensation.

At mid-afternoon Friday Frank Stanton, CBS president, told Broadcasting Telecasting that 85.2% had signed. The overwhelming acceptance, he said, was a "remarkable demonstration" of network-affiliate unity.

The alternative, station officials said after the meeting, would be a straight 56% cut in nighttime rates by the network.

Instead of that, leaders of the affiliates committee estimated that they had accomplished "80 or 90%" of the mandate handed them when the stations first convened to study the rate crisis in July [B&T, July 7].

'Deals' Out for Good

Apart from the increased discounts to nighttime advertisers, they yielded to a 15% cut in compensation from the network, but won (effective Feb. 25, assuming the plan is effectuated Aug. 25) a restoration of last year's 10% rate cut, so far as Monday-through-Friday daytime programs are concerned, accompanied by a 5.5% increase in what they themselves are paid for carrying programs in these periods; were assured that the network's card rates won't be cut for at least a year and that "deals" are out for good, and won network agreement to de-emphasize ratings as a principal selling tool and to Underwrite a qualitative study of radio listening and radio's sales effectiveness.

There appeared no doubt that the other networks would follow suit with comparable plans of their own devising.

Others Watching

An NBC official, referring obviously to NBC's abortive prior attempts to reduce rates, noted, "that we have been studying our own rates for a year and a half" and, in the face of the CBS Radio move, probably will have an announcement to make about them soon.

An ABC spokesman described the network's position in words that seemed applicable to all:

"We regret that CBS has seen fit to lower rates. ABC will re-examine its rates in the light of that action. Advertisers on ABC will not be at a competitive disadvantage."

Mutual had no immediate comment, but it was recalled that like the other networks it, too, "met the competition" when CBS Radio led the way with its 1951 reduction of approximately 10%. Mutual and ABC did it that time by a procedure comparable to CBS Radio's approach to this one—by revising discount structures.

John Fetzer of WJE 3 Grand Rapids and WKZO Kalamazoo, who presided over the Chicago meeting in the absence of Chairman George Storer of Storer Broadcasting Co., who was struck by passage of a motion at the meeting, described the plan and its expected results as follows:

"These changes re-balance the night and day values of the radio medium. They also simplify the cost structure for network advertisers.

"Under the proposed plan, revised discounts will permit most nighttime advertisers to enjoy cost reductions averaging about 25%. Daytime charges for Monday-Through-Friday advertisers will be increased in most cases by about 5%.

"Mr. Fetzer's reference to an approximately 5% increase in advertisers' costs on daytime programs Monday through Friday, as against an 11.1% increase in the card rate for these hours, presumably means the network will absorb, via discounts, the difference between the 5.5% increase in station compensation and the 11.1% increase in rates.

"The majority of the commit-

(Continued on page 28)

RATe 'SEAL' URGED

By J. FRANK BEATTY

ADOPTION of an "NARTB Guaranteed Rate Card Seal" was proposed last week by Todd Storz, general manager of KOWH Omaha, to curb the "widespread practice of rate cutting."

On the eve of the annual series of NARTB district meetings, starting today (Monday) in Cleveland [B&T, Aug. 11], the association was offered this chance to attack special deals and deviation from published rates.

If NARTB feels it isn't practicable to undertake the seal project, Mr. Storz said he would undertake to form an industry group outside the association to initiate and administer the plan.

The plan was submitted at the same time CBS was agreeing with its affiliates to cease rate-cutting for a year.

Though rate-cutting doesn't have a formal place on the agendas of the 17 NARTB district meetings, it was obvious that the subject will join television's impact in dominating the panel discussions.

No NARTB Comment

NARTB headquarters would not comment officially on the Stors plan for an NARTB seal other than to explain that President Harold E. Fellows was in touch with Mr. Storz.

President Fellows will find himself in the middle of a rate-cutting discussion at today's opening session in Cleveland. Robert T. Mason, WMRN Marion, Ohio, director for District 7 (Ohio, Ky.), will preside at the inaugural meeting and will introduce Mr. Fellows at 10 a.m.

That's where the rate-cutting problem is expected to draw broadcast fire. Mr. Fellows will follow his 1951 district meeting policy by tackling industry problems and then inviting floor discussion. He has long been a staunch advocate of adherence to rate cards.


NARTB itself, it was explained (Continued on page 65)
MBS RADIO

Strips Other Networks In Non-TV Areas—WARD

MUTUAL, with more stations serving the country's non-TV area than the three other major networks combined, also leads in share of audience among the 17 million radio homes located outside the reach of TV stations, according to a special survey conducted by J. A. Ward Inc. for MBS early this year.

Substantiating this finding, a repeat study of the 1956 "Hometown America" survey, covering those 329 markets in which MBS had the only network outlet, was made in February-March 1952 concurrently with the Ward survey, shows an 11% increase in MBS audiences in the two-year period.

Results of the two surveys, soon to be published in a 75-page statistical report, "Radio Listening Throughout Non-TV America," were outlined by Richard J. Puff, MBS director of research, at a Thursday morning news conference at the network's New York headquarters. He pointed out the number of radio homes in the non-TV areas of the country just about matches the number of TV homes in communities where video program service is available.

Covering 86% of the nation's land area and including 60 million people and 38.6% of the U. S. radio homes, the non-TV area has 795 network stations in 531 communities, Mr. Puff reported. Mutual, he said, has local outlets in 416 of these cities, "more outlets than the other three major outlets put together."

The Ward survey, a coincidental telephone job including more than a million interviews in 151 markets outside the reach of TV stations at a cost of $125,000, was undertaken jointly by the Mutual network and more than 100 of its affiliated stations, who will receive individual reports of their own coverage areas, Mr. Puff said. Made over a four-week span, the survey generally measured listening between 9 a.m. and 10 p.m. weekdays, and noon and 11 p.m. Saturdays and Sundays, he said.

SUMMER RADIO

Gottlieb Cites Value

CBS Radio's summer programming is designed to reach "mobile" audiences, Lester Gottlieb, vice president in charge of network programs, declared Friday in an interview on the network's You and the World program.

"People are on the move in the summer," he said. "They are in cars, they are on beaches, they are in picnic grounds, they are out relaxing. And we have a hunch that radio should more or less serve them as an entertainment guide while they are on the move, and we know that radio is the one mobile entertainment operation."

Unlike TV, he continued, many people take portable radio sets with them when they travel: "We know for a fact that there are more portable radio sets this year than ever in the history of the radio business. We know that there are some 25 million car radios—and they are in use—and we feel that we should bring them the type of program and service in radio appropriate for this type of radio communication."

Music is the nucleus of this type of programming, he said, with added features that are not strictly entertainment but provide listeners with information and service. He cited reports on traffic conditions, weather information, national news and baseball scores as features of the network's On a Sunday Afternoon program which tie in with the theory of programming a network as if it were one big local station.

KOIN, KJR SALES

Seven Others Also Approved

SALE of Marshall Field's KOIN-AM-FM Portland, Ore., and KJR Seattle for new ownership for $1.5 million [B.T., July 14] was approved by the FCC last week. The Commission also approved seven other transfers of ownership or of control, including the protested sale of WRJN-AM-FM Racine, Wis., from Harry R. Le-Poildevin and the estate of the late Frank R. Starck to the Jordon Trust Co., that city radio launching July 31, 1955 at 157,600 [B.T., June 23]. For details of other approvals, see FCC ROUNDUP, page 103.

New owners of KOIN and KJR stations are Ralph E. Stolkin, Chicago oilman and principal in National Video Corp., cathode ray tube manufacturer; Edward G. Burse, Jr., San Antonio oilman; C. Howard Lane, vice president of Field Enterprises; Ted R. Gamble, Portland theatre operator, and Sherrill G. Corwin, Los Angeles theatre owner.

Mr. Gamble has financial interests in KLZ Denver and KCMJ Palm Springs, Calif. Messrs. Stolkin and Burse purchased the stations associated with Clem Randau in the operation of KXOB Stockton, Calif., which they bought recently from Lincoln Dollar for $200,000 [The Mercury, Los Angeles].

Mr. Lane also holds an interest in KFBI Wichita. He will make his headquarters in Portland.

KOIN was held by Mount Hood Radio & Television Broadcasting Corp.; KJR's by Mount Rainier Radio & Television Broadcasting Corp. Minor interests in KOIN will be held by Harry H. Buckendahl, vice president and general manager, and Ted Cooke, program director. Minor ownership in KJIR will be held by J. Archuleta, program director and general manager. All continue in their present positions.

KOIN is a CBS affiliate on 970 kw in Portland, Portland is an ABC outlet on 960 kc with 5 kw.

Sales will be consummated Aug. 22 for KOIN and Aug. 23 for KJR.

Protest against the sale of WRJN Racine to newspaper ownership was made by WRAC of the same city. WRAC charged FCC approval would conduce to monopoly in TV and radio. For reply, WRJN asked FCC to dismiss the protest as coming from a "disgruntled competitor" [At DEADLINE, Aug. 4].

Berg to West Coast

TRANSFER of Lee Berg, staff writer for the Frederic W. Ziv Co., to the Hollywood headquarters of the company from its New York offices was announced Wednesday by Herbert Gordon, Ziv vice president in charge of production. Mr. Berg will begin work immediately on the coast in the new Ziv radio program, Freedom, U.S.A. [B.T., July 4].

KORDOL Names Rader

KORDOL Corp. of America, New York, has named Kenneth Rader Co., that city, to handle advertising for its Kordolin proprietary medicine. Spot radio will be used in major Eastern markets, with definite schedules to be announced later.
SPOT BUYS

By FLORENCE SMALL

SPOT radio and TV looms potentially larger than ever with disclosure last week that a least a dozen more major advertisers are currently known to be planning or are actually beginning TV schedules in radio and television. This was pointed out in a check by Broadcasting • Telecasting which revealed the following activity:

Electrolux Corp. of Old Greenwich, Conn. (Electrolux vacuum cleaners), which has never advertised before, will use 10 radio spot announcements per week in about 102 radio markets starting Oct. 1. BBD, New York, is placing the eight-week contracts.

Craftsman Billfolds, New York, will counter with what probably is a television "first" by taking a series of station identification spots on television stations from coast-to-coast. It is believed that this will be the first time that a sponsor has used TV station identifications on a one-night coast-to-coast basis as a tie-up with special events programming. Lewin, Williams & Saylor, New York, is the agency.


B. T. Babbitt Co., New York (Glim, detergent), will begin a radio spot campaign for 13 weeks in 20 markets effective Aug. 29. Harry B. Cohen, New York, is the agency.

Nabisco Schedule Readied

National Biscuit Co. (Nabisco) is preparing a 22nd 3-week TV spot campaign for all its products in all TV markets, effective Sept. 1 for 52 weeks. In addition, the company plans to use the same schedule of programming but in a shorter form, as an extension of its radio newspaper advertising, with each program being a 5-minute spot. Five newspapers participating in the campaign will be The New York Times, the Chicago Tribune, The Pittsburgh Press, The Cleveland Plain Dealer and The Chicago Daily News.

Lydia Finkham launches its spot schedule in 150 radio markets today (Monday) to run through November and to resume again in January. Harry B. Cohen is the agency.

A. S. Harrison Co., South Norwalk, Conn., for its Freon floor wax, will inaugurate on Sept. 8 a TV series of announcements in 20 major cities. Contracts vary from 13 to 39 weeks. Calkins & Holden, Carlock, McClinton & Smith, New York, is the agency.

 Chattanooga Medicine Co., Chattanooga, Tenn. (Black Draught), will be purchasing the largest list of radio availability in its advertising history, 140 markets, effective Sept. 8 for 28 weeks. Harry B. Cohen is the agency.


Pittsburgh Cor. New York (wristwatch bands), through Ben Sackheim, also New York, is planning to use station identification spots of eight and 20 seconds in about 11 markets, effective Sept. 22. This marks the third year in TV spot advertising for the client but a tremendous increase in coverage this year over the previous campaign.

Seeman Brothers, for its new product Nylast, a detergent and nylon strengthenere, is considering a TV spot schedule to introduce the product. William H. Weintraub Co., New York, is the agency.

In commenting on the rosetone of the spot picture, Mr. T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives, told Broadcasting • Telecasting that "when you look for the causes of this healthy, continuing, growing trend in spot radio you will probably find that the best reason for its continuous growth is that advertising appropriations are growing, the market is getting more than its share of the added billings," he said.

Mr. Flanagan continued: "When it is examined upon agency planners that you could get more saturation by the use of national spot advertising than from any other combination, and that saturation has become necessary to meet the great production volume of industry, it is not surprising that national spot is growing."

The television business," he said, "is marked by a decided movement toward placing programs on a spot basis. The trend is made possible by putting programs on film, and the result is lower cost for the same and a better time schedule, with consequent larger audiences.

"It is not beyond the bounds of possibility," Mr. Flanagan concluded, "that this trend in spot programs on television will be matched with a similar trend in spot radio made possible by taped programs."

AUTO RADIOS

SOME 27,425,000 automobiles in the U. S. presently are equipped with radios and this figure can jump as high as 35 million within the next few years.

Those are two of the major conclusions to be derived from the first study of national automobile radio ownership and listening made by the Broadcast Advertising Bureau and Radio Broadcasters, Inc., under the title, "listeners on Wheels—First National Survey" (B+T, Aug. 4).

Significance of radio ownership and listening also was pointed out by the discovery that radio listeners in cars is approximately one-third to a half again what it is in the home and that car radios are in use all hours of the day and every day of the week.

The 13-page booklet, illustrated with photographs, maps and charts, is a follow-up to an "Infomation Report" on the subject issued by BAB in June (B+T, July 7). It was financed by BAB and conducted by The Pulse Inc. in more than 260 locations in 66 areas throughout the country. To collect data on radio listening habits, Pulse interviewed some 105,450 automobile drivers — 74,362 in radio-equipped cars and 31,088 in "radio-less" cars.

The report noted that all previous reports were "fragmentary" and did not present an accurate picture. The findings of the survey, BAB said, reflect interviews by Pulse during the March 10-23 period.

The 27,425,000 automobiles equipped with radios represent 70.5% of all cars in the U. S., the survey showed. But in the post-war years, some 92.4% of new automobiles have radios and it is reasonable to believe approximately 90% of automobiles in the next few years will be so equipped, the report continued.

Northwest Auto-Radio Leader

Pulse learned that automobile radio ownership is highest in the Northwest (75.1%) and in the central sections of the country (72.2%). But the West Coast and Rocky Mountain section did not lag far behind (70.6%), according to the report. The Middle Atlantic, Southern and South Central states, although trailing the others, chalked up a respectable 63.9%.

Automobile radio ownership was found to be highest in large cities and lowest in rural areas. For instance, in metropolitan districts the figure was 85.1% while in metropolitan districts with 150,000 to 200,000 the number stood at 74.1%. Figure for "other urban markets" was 70.4% and for "rural areas, 59.8%.

Of special interest to advertisers are figures compiled for sets-in-use information for various hours of the day, both during the week and on the weekend. In the Monday-through-Friday tabulation, the survey showed listening in automobile reached a peak of 41.5% at 7 a.m. and tapered down gradually to 28.8% at 10 a.m. From in-car to occasional dips, to 37.9% by 8 p.m., the latest hour for which the survey was made.

Saturday auto listening was at its highest at 7:30 a.m. (45.0%) and reached a low of 28.5% at 11 a.m., with the figure slowly rising to 32.7% by 7:30 p.m. Figures for Sunday showed peak listening at 7:30 a.m., with the figure declining in late morning and early afternoon to a low of 23.5% at 1:30 p.m. and rising slowly to 41.0% by 8 p.m.

In a further exploration of the sets-in-use angle, Pulse found all sections of the country about equal with a uniformly high percentage of sets being equipped. West and South-Central had 35.8%, followed in order by the South-Central, South and Middle Atlantic (33.1%); the Northeast (32.5%), and the Middle West (30%).

Further data on the survey can be obtained from the Research Department, Broadcast Advertising Bureau Inc., 270 Park Ave., New York 17, N. Y.

LEIBMANN SETS

'Miss Rheingold' Spot Drive

LEIBMANN Breweries, New York, maker of Rheingold beer, will launch its annual radio and TV campaign with "Miss Rheingold of 1953" during the last week in August.

In radio the firm will use 184 spots a week on seven New York stations. The spots—minute—will be the half-minute—tell the Rheingold story in a variety of ways, mostly featuring the jingle, "My Beer is Rheingold, the Dry Beer... ."

In addition, spot radio schedules are slated on Connecticut, New Hampshire, New Jersey and New York stations. Supplementing the spot schedule, the firm continues to sponsor Jinx Falkenburg twice a week on WNBC New York; Guy Lombardo, Monday through Friday on WNBC during the summer, and the Ralph Cooper Show, Monday through Saturday on WVO New York.

In television the beer firm sponsors a mystery-adventure on WNBT (TV) New York, (Wed., 10:30-11 p.m.) and continues in September where it is to be a heavy radio and spot schedule on leading New York TV stations. In addition, special five-minute television films on the Miss Rheingold election are planned. Foote, Cone & Belding, New York, is agency.

Pulse Study Sees 35 Million
ROCHESTER TEST

LISTENERS OUTBUY READERS

CD MATCHING FUNDS

MATCHING funds of $15 million have been allocated by the Federal Civil Defense Administration to the states for fiscal 1963, it was announced last week. States and territories can match the funds with another $15 million to buy attack warning and other communications equipment, medical supplies and other items, as well as for training and public education through use of all media at the local level. FCDA Administrator Milard Caldwell said matching funds "are one of the best means of increasing local civil defense operational readiness."

GORDON MCLENDON, president of Liberty Broadcasting System, which suspended operations several months ago, has called upon the FCC to aid revival of the network by requiring Western Union to relax restrictions on play-by-play accounts of baseball games and by preventing networks and stations from accepting any exclusive contracts for sports events.

Mr. McLendon made his requests in response to an invitation from the FCC to explain the reasons for Liberty's suspension.

Whether the Commission or its staff intends to pursue the matter could not be learned. Curtis B. Plummer, chief of the FCC's Broadcast Bureau, which normally would handle such matters, refused to say what, if any, action was contemplated.

On July 22 the FCC wrote a letter to Mr. McLendon saying, in part, "... Your cooperation would be appreciated in informing the Commission as to the reason for the suspension of Liberty's operation and as to any other factual data that you would care to furnish in connection with this matter."

On Aug. 9, Mr. McLendon replied. He said Liberty was "forced out of business by a conspiracy to restrict rebroadcasting within organized baseball." Some elements of the alleged conspiracy, he said, "may fall without the Commission's jurisdiction." But, he added, "it would seem to me that two points are squarely within the province of the FCC."

ELABORATES ON POINTS

First, he said, is "the tariff by which the FCC permits Western Union to contract with organized baseball, restricting its transmission of play-by-play accounts to those radio networks and/or stations complying with baseball's illegal restrictions upon broadcasting of games.

This tariff by which Western Union is permitted to restrict its service puts Western Union in a conspiracy with organized baseball and is against all principles of unrestricted service traditionally applying to common carriers."

Second, he said, "the exclusive contracts for the broadcast of sporting events and special events now made and being made by many networks involve the illegal practices of network operators and so-called 'owners of the news.'"

Such contracts, he said, "operate in opposition to the Commission's announced policy of permitting no exclusive contract relating to dissemination of the news."

Mr. McLendon admitted the FCC had no jurisdiction over sports promoters or networks, though it could "regulate networks through its jurisdiction over the networks'
By JOHN OSBON

THE ACCENT was on the positive in rival political campaigns last week as the Democrats and Republicans cleared their organizational decks and concentrated on the strategy of pre-election campaigning.

All sights were set on Labor Day 1962, generally accepted as the kickoff date for the political drives that will wind up the radio-TV band toward the White House. A series of top-level discussions marked a week of activity in both parties, with strategists bearing down hard on actual campaign planning and the role of radio and television.

Most of the preparation was sub rosa, however, with both camps keeping their plans under wraps and preferring not to tip their hands—especially on broadcast time commitments. TV real spade work was continuing in agency circles—at the Joseph Katz Co. for the Democrats and Kuder for the GOP. There was some activity, too, at senatorial and Congressional levels.

Actual Figure Not Set

One fact became significantly clear last week. Neither party is speaking in terms of a specific radio-TV advertising budget. Both are noncommittal on the matter. TV studio time buys are continuing. In the real spade work was continuing in agency circles—at the Joseph Katz Co. for the Democrats and Kuder for the GOP. There was some activity, too, at senatorial and Congressional levels.

Weekend conferences on campaign planning were held with Gov. Adlai Stevenson, Democratic Presidential nominee at the Springfield, Ill., headquarters. Specifics on radio-TV were to be aired, with Ken Fry, radio-TV director of the national committee, participating actively, in discussions. Clifton Fritchey and David Bell, two Presidential assistants, flew back to Springfield with the Governor.

Stephen A. Mitchell took over as new national committee chairman, succeeding Frank E. McKinney (minority stockholder in WISH Indianapolis), who returns to private broadcasting. Mitchell, who was conferred with President Truman last week, said details of radio-TV buying were being worked out in Springfield. The Campaign Advisory Board will meet this weekend at the Mitchell residence.

Mitchell's response was in answer to a newsmen's query whether the national committee had sought time for a Southern tour. Mitchell declined comment.

Another source said: "We are not overlooking the needs of the Southern states, but we are concentrating on the states in which we have the greatest resources at our disposal."

The committee had had a session with the President last week during which the President asked Mitchell's opinion on the situation. Mitchell reported that he had been pleased with the President's handling of the situation.

BROADCASTING  Telecasting

Parties Weigh Strategy

PROGRESSIVE PARTY

NBC to Air Speeches Sept. 6

PROGRESSIVE Party headquarters announced last week NBC has agreed to carry the party's acceptance speeches from Chicago by Vincent Hallinan and Mrs. Charlotte A. Bass, the party's candidates for President and Vice President, respectively, on Sept. 6. Their speeches will be heard on a simultaneous NBC radio and TV hookup.

NBC did not carry acceptance speeches at the time of the party's national convention in Chicago, July 4-6, when speakers were Mrs. Bass and Mr. Vincent Hallinan, who was substituting for her husband. It was believed that NBC was serving a term in McNeill Island federal penitentiary for contempt of court, but was scheduled to be released from prison yesterday (Sunday).

NBC agreed to carry nationwide network time after the Progressive Party had consented to the FCC (B^T, Aug. 11).

A spokesman at the party's New York headquarters told BROADCASTING  TELECASTING that ABC, CBS and Mutual have agreed to pipe in over a closed circuit the original speeches made by Mrs. Hallinan and Mrs. Bass to those radio station listeners that did not carry them last month.

The spokesman added that ABC-TV was scheduled to carry a telecast of the original talks Friday (Aug. 31) over KCNA-TV Los Angeles, from which kinescopes would be made for other ABC-TV stations. He said CBS-TV is considering covering of the Sept. 6 speeches as is DuMont, but no definite arrangements have been made.

CAMPAIGN CATECHISM

By HENRY W. MILLER

WANT to keep out of political bear traps? Tips to radio and TV stations in working with enthusiastic supporters, are given in "A Political Broad- cast Catechism," new booklet just completed and released to members by the NARTB Legal Dept.

Designed as a guide to radio and TV station managers during campaigns, the catechism's question-answer content covers frequently recurring problems and what to do about them.

An astute and sometimes cautionary advisor, NARTB describes some of its solutions as speculative, and leaves decisions up to the judgment and discretion of broadcasters themselves.

Some problems are tackled head-on, such as the Communist Party situation:

Q—"Do I have to make time available to the Communist Party if they demand it?"

The answer is "yes" provided the Communist Party is a legal party in the broadcaster's state and provided time has been allotted to candidates of other parties for the same office. Thereupon, this booklet says: "... The law requires the candidates of many splinter and lunatic fringe parties who put forth legally stipulated candidates for the Presidency to be given 'equal opportunities' with the candidates of major political parties.

NARTB's catechism explains that the Communications Act and FCC rules require equal opportunities for legally qualified candidates with well-organized effort on the air. "The law ... requires that procedures be followed in the manner prescribed by the Federal Communications Act and the FCC."

Broadcasters and telecasters may legally refuse time to all candidates, the booklet reminds. Reference is made to Section 315 of the Act, the only statutory provision covering political broadcasts, and FCC rules covering the section.

There is no clear-cut answer to be given to the problem of requiring advance scripts, according to the manual, with legal ban against cen-
Rival Networks' Cuts Seen
(Continued from page 28)

Mr. Petzer, who issued the statement at a joint news conference with CBS President Stanton on Tuesday afternoon, said he thought "a few" affiliates might not go along with the plan, though he was confident that a great majority would. He said a "unanimous" motion of approval was carried after the group had voted approval by a majority, which was said to be "overwhelming."

Mr. Stanton expressed confidence that the realigned discount structure would attract new business as well as renewals to the extent that sales would justify it.

He said Thursday that only two stations had refused to sign—Goodwill Stations' WJAR Cleveland and WJZ Detroit. Negotiations with those two, it was understood, are complicated by a package arrangement which the stations have in previous affiliation contracts but which the network thus far has refused to extend above the standard compensation rate.

Commenting on the Chicago developments, Paul W. Morency of WTIC Hartford, chairman of the all-industry Affiliates Committee, voiced hope that the move will last bring stability to the radio sales field. To the extent that it does stabilize the industry, he said he felt it is "okay."

He commended the move to de-emphasize ratings as a sales tool, and called upon broadcasters generally to stop talking radio down, to stay on the card, and to promote the medium's power as a salesman.

One of the major arguments of those who supported the plan was that it guarantees that the network's card rates will not be cut for at least a year. Thus, they felt, the move's effects on local and national spot rates should be minimized. Additionally, it was pointed out that last year's network rate cut was carried over into local and spot rates, and observers were hopeful that this much more substantial reduction, via increased discounts, also will have little material effect on other radio rates.

Members of the CBS Affiliates Committee also drew some comfort from the fact that the network requested that the committee, or a similar group, be continued in office in order to advise with the CBS officials on matters of common interest.

This inspired an affiliate of another network, referring to NBC's past attempts to reduce rates, to say he hoped all networks would take a lesson on the importance and value of not acting unilaterally.

Only Temporary Expedient

Two of the stalwarts against the plan in the opening session Tuesday morning were Victor A. Sholis of WHAS Louisville, who had delivered the keynote address at the July session, and John Patt of the Goodwill Stations. Both are members of the Affiliates Committee, headed by Mr. Storer. Their contention, it was reported afterward, was that the plan was a temporary expedient that would not solve radio's basic problems.

The official announcement said the Affiliates Committee had previously recommended adoption of the plan by a 60 vote, with three members abstaining. These three were understood to have been Messrs. Sholis and Patt, and I. R. Lounsbury of WGR Buffalo, who also is chairman of the Columbia Affiliates Advisory Board. When that vote was taken the committee's tenth member, Hubert Taft Jr. of WKRC Cincinnati, was absent.

The one-day session was not so protracted as some members had expected. It opened shortly after 10 a.m., broke for luncheon about 1:30 p.m. and resumed around 3 p.m., continuing for approximately one hour. CBS President Stanton and three of his associates—CBS Radio President Adrian Murphy, Station Relations Vice President Herbert V. Akerberg, and CBS Vice President Richard S. Salant—entered the closed session shortly before noon.

Mr. Stanton denied afterward that CBS Radio officials in their own deliberations had ever talked of a rate cut as high as 50%.

Participants in the session said there was no threat, among the affiliates, to resign from the network in protest against the cost reduction.

CBS officials, in their efforts to convince the stations that changes were necessary, were quoted as indicating that network operation under existing economic conditions...
not only has not been profitable but that, unless changes were made, CBS would go out of a syndicated program business of some sort, with the affiliates doing all the selling.

Text of the "alternative rate plans" upon which the CBS board voted was as follows, with the second representing the one which will be effectuated when 85% or more of the stations have signed for an appropriate amendment of their affiliation contracts:

"Alternative Rate Plans"

I. CBS Proposal—36% cut in nighttime rates.

II. CBS Radio Affiliates Committee's plan:

1. No cut in card rates for at least one year.

2. Reduction of 10% cut by 11.1% in first three rates, with affiliate receiving a 5.5% increase in compensation for daytime programs.

3. Maximum discount to be earned only upon 52 weeks basis.

4. Restoration of 10% cut by 11.1% in first three rates, with affiliate receiving a 5.5% increase in compensation for daytime programs.

5. De-emphasis of ratings as a principal selling tool of network radio and active participation in, and under-writing of, a study of the present system of rates to be used when the network is

6. No MORE RATE CUT DEALS.

The rates and compensation portions of this plan were spelled out by CBS in an amendment which its affiliates were called upon to sign. Text of the amendment in the form of a letter to stations, is as follows:

Dear Sir:

We refer to the affiliation agreement with CBS Radio dated ... relating to station ... Such agreement, including all the provisions of the rate reduction, is hereinafter referred to as the subject agreement. It is hereby agreed that the subject agreement between us shall be amended effective August 25, 1952 as follows:

1. The gross hourly card rates at which CBS Radio currently sells broadcasting time over the station for network sponsored programs as specified in the subject agreement (and as amended on the July 1, 1951 rate reduction), shall not be reduced by CBS Radio for a period of 12 months from and after August 25, 1952.

2. The gross hourly network card rate of the station for daytime broadcast, Monday through Friday, shall be increased effective February 25, 1953, by an amount equal to 11.1 per cent of the current gross hourly card rate now charged for such time (i.e., thereby restoring for those periods the 10 percent daytime rate reduction previously effectuated July 1, 1951), provided, however, that the current rate charged in computing computing payments under the subject agreement, the increase in such gross hourly network card rate shall be disregarded and the rate payable by CBS Radio for each "converted hour" in any week under the subject agreement (which is equal to 5.5 per cent thereof, with respect to each "converted hour" of the station's current gross hourly network card rates) shall be increased by an amount equal to 5.5 per cent thereof, with respect to each "converted hour" of Monday through Friday daytime programs broadcast on or after February 25, 1953.

3. Effective August 25, 1952 the payments to be made by CBS Radio to the station for the subject agreement shall be reduced by an amount equal to 15 per cent of the amount otherwise payable, in accordance with the provisions of said agreement, and of paragraph number 2 of said agreement, with respect to programs broadcast on and after February 25, 1953.

The foregoing amendment to the subject agreement, which is hereinafter referred to as the new agreement, and shall be of no force or effect with respect to programs broadcast by the committee following this letter thereafter.

Very truly yours,

CBS Radio, a division of Columbia Broadcasting System, Inc.

By

Vice President

Accepted and agreed to:

Date:

Discussions which culminated in the new plan were inaugurated at Storer's headquarters in New York in July, after report of impending rate cuts by CBS Radio had become rampant.

Storer Incapacitation

Ironically, Mr. Storer, who had taken the lead in calling both that session and last week's, was not able to take part in either of the conventions, although he figured prominently in between sessions negotiations and planning.

He became suddenly deaf following his arrival in Chicago Monday night, and doctors recommended that he be forced to forego participation in the meetings. The deafness, expected to be temporary, was attributed to Storer's heavy schedule of business activities, and partly to his flight to Chicago at a relatively high altitude.

Mr. Storer had to miss the convention because of the death of a sister.

The plan was evolved by Mr. Storer's committee following lengthy negotiations with network officials. The committee, which was first continued in office at the network's request, consists of Chairman Storer and Messrs. Fetter, Pett, Shollis, Taft, and Lounsbery.

On hand for CBS at the Chicago meeting were Messrs. Stanton, Murphy, Sallant, and Akerberg; Julius F. Brauner, secretary and general attorney of CBS; William Shudt, national director of station relations for CBS Radio; E. E. Hall, CBS Radio's publicity manager; Ole Morby, western division station relations manager for the network; Ed DeGray and Ed Scovil, CBS Radio station relations representatives, and George Gandall, CBS Radio director of press information.

ONE-TIME OPPORTUNITIES in the fight to break down clear channel stations—E. B. Coney (1), president, Ed Coney station group, and Victor Sholis, vice president and director, WHAS Louisville and former director of Clear Channel Broadcasting Service—discuss a common cause at the meeting of CBS Radio affiliates in Chicago.

RegISTRATION at CBS Radio Affiliates Meeting

REGISTRANTS at the meeting of CBS Radio affiliates in Chicago last Tuesday, when a plan was approved which would give most network advertisers a "converted hour" in time costs, included the following (listed alphabetically by call letters):

Frank Reardon, KBOW Butte, Mont.;
Bob Barkley, KCRB Missoula, Mont.;
J. P. Wilkins, KFBS Great Falls, Mont.;
T. F. Webber, KFIL Wichita, Kragg.;
E. W. Gilmore, KGVO Mason City, Iowa; A. J. Mosby, KGVO Minneora, Mont.;
K. L. Black, KIMA Yakima, Wash.;
H. A. Rollins, KOIN Portland, Ore.;
A. L. Bernard, KROA Oklahoma City.

William V. Hilt, KLRA Little Rock, Ark.;
C. E. Brown, KIAL St. Louis, Mo.;
R. L. Dunbar, WMBD Chicago, Ill.;
D. R. Gerken, WISH Evansville, Ind.;
D. F. Lethen, WDCS Cincinnati, Ohio.

Charles H. Garland, KOOL Phoenix; Robert J. Hoover, KOYA Grand City, S. D.;
Clyde W. Bembe, KBLD Dallas;
R. L. Milton, KFAL Des Moines;
J. L. Littell, KLQM Providence, R. I.;
J. H. Hunter, KOKI Oklahoma City.

Charles H. Garland, KQVL Phoenix; Robert J. Green, KQVI Rainier, Tenn.;
R. E. G. Reeds, KLNA Birmingham, Ala.;
C. E. Johnson, KCOY Kansas City, Mo.;
J. F. Bachman, KOKI Oklahoma City.

William J. Hahn, KLGA Little Rock, Ark.;
C. E. Brown, KIAL St. Louis, Mo.;
B. H. Terry, KLZ Denver; George Rhyne, KHMU Kansas City, Mo.;
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WTOP INC. PLANS
$2 Million Radio-TV Structure

PLANS for construction of a $2 million radio-TV structure-a combined radio-TV facilities under one roof were announced last Thursday by WTOP Inc. (WTO-P-AM-FM-TV Washington, D. C.)

The new structure is a $2 million radio-TV complex whose roof will mark the long-heralded WTOP building break ground momentarily, is slated for completion in the summer of 1953. It will house all facilities and personnel of WTOP radio and television operations, save a 50 kw AM radio transmitter at Wheaton, Md.

The building will be erected at 40th & Brandywine Sts., NW, in Washington, site of present TV studios and WTOP-TV transmitter. The announcement points out a remedy for a situation dating back to the time when WTOP facilities were spread out in four different locations. Radio studios and executive offices of WTOP Inc. and CBS radio stations are now scattered about the nation's capital, including a network of 10 AM and 18 FM stations.

This move by WTOP Inc., owned 55% by the Washington Post Co. and 45% by CBS, is part of the network's broad expansion program involving new building construction in New York, Los Angeles and Chicago.

In announcing plans for the new structure, John S. Hayes, WTOP Inc. president, noted that the Nation's Capital and its surrounding areas are perhaps the most important in the world for radio and television broadcasters. He promised that the new air-conditioned building would be the "most modern center of broadcast communications in the world." The CBS Washington radio-TV outlets plan to use the studios for originating a number of key programs (panel and forum discussions, etc.) to CBS Radio and Television.

MEMBERSHIP COMMITTEE
Set for NARTB Dist. 6

MEMBERSHIP committee representing NARTB District 6 (Ark., La., Miss., Tenn.) was announced last week by William T. Atchison, committee chairman, NARTB station relations director. Chairman is Ray Herndon, KTHU Houston.

Members of the committee, named by Henry B. Clay, KWKH Shreveport, La., district director, are:

Arkansas—Storm Whaley, KUOIA Siloam Springs; John Brandjes, Jonesboro; Emil Pouzar, KXXR Little Rock; Weldon Stamps, KFRA Fort Smith.

Louisiana—Tom Gibbons, WABF Baton Rouge; James E. Gordon, WNOJ New Orleans; George Thomas, KVOV Lafayette.

Mississippi—Hugh O. Jones, WGCW Gulfport; Joseph Carson, WFOX Meridian; Paul Schilling, WNAT Natchez; Robert Evans, WHLO Tupelo.

Texas—Parry Sheffall, WJZM Carthage; Frank Presto, WTVJ Jackson; John Hart, WHIR Knoxville; J. B. Thomas, WHLM Gatlinburg.

BLUEPRINT of proposed new $2 million building to house combined facilities of WTOP-AM-FM-TV Washington is shown in this architect's sketch.

Announced at the same time were plans for a new AM-FM-TV Airport Tower, with offices to be located in the Washington Bldg., 13th & E Sts., NW, in downtown Washington.

The new tower will be 30 stories high and will accommodate facilities of four AM and eight FM radio stations, and facilities of subscribing TV stations.

An AM-FM site on the tower was to be announced later.

Radio Time Magazine

Radio Time magazine has ordered a new radio structure-a combined radio-TV facilities under one roof were announced last Thursday by WTOP Inc. (WTO-P-AM-FM-TV Washington, D. C.)

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The Greatest TV Buy Of the Year... Collegiate FOOTBALL

"All American Game of the Week"

FILMED ON SATURDAY READY TO BUILD SALES IN ANY TV MARKET AS EARLY AS TUESDAY

A huge audience for any product in any TV market at low cost

Here's the hard hitting, fast selling package—All American Collegiate Game of the Week brings you this season’s 11 top football games PLUS the Season’s Highlights in Review, PLUS a Rose Bowl Preview. All American Game of the Week is television’s finest, fastest selling sports program—produced by Sportsvision, Inc.—featuring such outstanding teams as Texas, Notre Dame, Stanford, Michigan, Penn State, UCLA, Maryland, Alabama, USC, Tennessee, Northwestern, Duke, Minnesota, Nebraska, Michigan State, etc.

WIRE COLLECT For information and preview print

FIRST GAME: SEPTEMBER 20

Consolidated Television Sales
DISTRIBUTORS OF FILM FOR TELEVISION
25 VANDERBILT AVENUE, NEW YORK CITY 17, NEW YORK
SUNSET AT VAN NESS, HOLLYWOOD 28, CALIFORNIA
520 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS
Now there's
Now WCCO has a sister station. On August 16 WTCN-TV became WCCO-TV under common ownership* with WCCO radio.

So WCCO-TV with new maximum antenna facilities under construction and maximum 100,000 watts power applied for is the logical broadcasting companion of WCCO's clear channel 50,000 watt voice in the Northwest.

Separate station management and sales have been set up for Radio and Television. CBS Radio Spot Sales continue as National Representatives for WCCO Radio with Phil Lewis as station Salesmanager. Robert Ekstrum is Salesmanager for Television with Free and Peters as National Representatives for WCCO-TV.

Rate cards now in effect make these stations the top buys in the Twin City and Northwest market.

*Midwest Radio-Television, Inc.
W. J. McNally, Chairman of the Board
Robert Ridder, President
F. Van Konyenenburg, Executive Vice President and General Manager
IDAHO RADIO HOMES

RADIO SET ownership in 96.5% of Idaho homes is shown in the decennial U. S. Census, according to figures compiled from the housing census and just made available by the Census Bureau. Census data were collected in April 1950.

Among cities, the highest rate of set ownership was found in Moscow, amounting to 98.9% of all homes in the city. Two other cities had rates of 98% or better—Pocatello with 98.2% and Twin Falls with 98.1%.

Practically every home in Franklin County was radio-equipped, the Census Bureau finding an ownership rate of 98.5%—2,436 of 2,446 homes. Not far behind was Madison County with a rate of 98.2%, followed closely by Oneida County with 98.8%.

With no TV stations in Idaho, the state showed a 1950 TV homes percentage of 0.5%. This figure was compiled at a time when there were fewer than five million sets in the nation compared to the present 18-million set circulation.

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housing, Series H-A, No 12, for Idaho, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 35¢ per copy.

Statistics on distribution of the population in Idaho are presented in a final report of the 1950 Census of Population, Series P-A, No. 12, now available from the Superintendent of Documents, at 40¢ a copy. Descriptions and maps of “urbanized areas” are presented in this report.

Statistics on characteristics of the population in Idaho are presented in a final report of the 1950 Census of Population, Series P-B, No. 12, available from the Superintendent of Documents, at 40¢ a copy. Descriptions of Standard Metropolitan Areas, if any, are presented in this report.

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

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

The state of Idaho was partitioned into 118 counties, 57 cities, and 148 areas.

In Idaho, radio set ownership was found to be 96.5%. This figure is derived from the 1950 U.S. Census of Housing.

Radio and Television—1950 U.S. Census of Housing—Idaho

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Total Set Ownership</th>
<th>Set Ownership %</th>
<th>Number of Sets</th>
<th>% Change</th>
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<td>The State</td>
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<td>169,110</td>
<td>96.5</td>
<td>166,824</td>
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**Counties**

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<tr>
<th>County</th>
<th>Population</th>
<th>Sets</th>
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<td>5,219</td>
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<td>2,730</td>
<td>2,478</td>
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<td>Washington</td>
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**Statistics**

- The state of Idaho was partitioned into 118 counties, 57 cities, and 148 areas.
- In Idaho, radio set ownership was found to be 96.5%.

**New Standards**

New standards covering sound reproduction on disc and tape, with worldwide adoption envisioned, were reviewed Wednesday and Thursday at meetings of two industry-government committees at NARTB headquarters, Washington.

Group Z-57 of the American Standards Asso., of which Neal McNaughten, NARTB engineering director, is chairman, met Wednesday to examine sound recommendations to be taken up later this month at Geneva by Study Group 10 of International Radio Consultative Committee (CCIR). Represented on the group are NARTB, Institute of Radio Engineers, Radio-Television Mrs. Assn., Navy and Audio Engineering Society.

U. S. Preparatory Group 10 on broadcasting, a CCIR unit, met Thursday night. Mr. McNaughten is chairman of this group as well as the international CCIR group. Reports and comments submitted by the ASA group were adopted. No proposed standards came out of the ASA meeting.

The CCIR group finalised reports on high-frequency broadcast directive antenna systems and use of more than one frequency per program in high-frequency broadcasting. Single-side band sound broadcasts were studied along with reception of high-frequency broadcasts with synchronised transmitters.

The two meetings provide the basis of the U.S. position when the CCIR Study Group 10 meets in Geneva Aug. 25. Mr. McNaughten will leave shortly for Geneva.

Seymour H. Rothschild

FUNERAL services were conducted Tuesday for Seymour H. Rothschild, 44, executive vice president of Edwin I. Guthman & Co., Chicago radio, TV and electronics parts manufacturing firm. He died Aug. 10 in his Highland Park, Ill., home.
THANKS . . .

to KANS—Public Service

FIRST TELECAST
in WICHITA

OVER 25,000 VIEWED POLITICAL
CONVENTIONS ON 40 TV
RECEIVERS

They came, they saw, they appreciated. The citizens of the Wichita trade area were privileged to view both political conventions on 40 well-spaced TV sets. People from all walks were most grateful for this gesture of public service from Station KANS.

ELEVEN DAYS AND TEN NIGHTS
OF NEAR PERFECT RECEPTION

Skilled engineers were right on the beam. The reception was perfect.

KANS is first in Public Service and that's another reason why your message on KANS will get results. You reach that segment of audience with money and inclination to respond. Ask for proof.

KANS
IN WICHITA
NBC SINCE 1936

CALL YOUR TAYLOR CO. MAN
MR. LOCAL
MR. REGIONAL] TV ADVERTISER!

ABBOTT & COST

SELL FOR YOU IN YOUR INDIVIDUAL TV MARKETS!

But only if you act fast! For here's a brand-new series of half-hour programs, all expressly filmed for television...starring the unequalled antics of Abbott & Costello...and ready for immediate sponsorship by national, regional, and local advertisers on a market-by-market basis.

You'll find "The Abbott & Costello Show" is the kind of high-rating entertainment that viewers will look forward to every week. It combines the unrepressed, wholesome comedy of these two favorite funnymen with the able directing of Jean Yarbrough, acknowledged master in his field, and the top TV scripting of Sidney Fields and Eddie Forman.

For all the facts—including costs and a preview of "The Abbott & Costello Show"—phone or wire the nearest of these nine conveniently-located MCA-TV offices.
ELLO ARE READY TO

HOW SUCCESSFUL CAN YOU GET?

Well, if you know Abbott & Costello (and who doesn’t?), these phenomenal achievements won’t surprise you —

... their ever-increasing popularity on the stage, screen, radio ... now reaffirmed more conclusively than ever over the perfect medium for their inimitable zaniness — television!

... their Hollywood record of 29 consecutive box office hits, grossing almost $60,000,000 in the last ten years — and soon to be topped by their latest and greatest film, “Abbott & Costello Meet Captain Kidd” (for December release, incidentally).

... their four solid years of nationwide sponsorship on radio by the R. J. Reynolds Company, one of America’s largest and most successful advertisers.

... and — their repeated smash appearances during 1951-52 on the Colgate Comedy Hour ... with an average TV Nielsen-rating of 45.2 and a spectacular share of audience that has zoomed as high as 73.2%!

WHAT A PAIR TO HAVE SELLING FOR YOU!!
CONSUMERS continued to buy automobiles and other durable goods "at very high rates" in 1951 and are purchasing new model TV sets this year to replace postwar acquisitions, according to the Federal Reserve System's board of governors.

In a "1952 Survey of Consumer Finances," released Friday, the board studied purchases of durable goods in 1951 and "planned purchases" for the current year.

Ownership of television receivers "is still far from general, despite substantial purchases," the survey noted. Purchases of radio-TV sets in 1951 remained equal to those the previous year, it reported.

For prospective purchases, the survey predicted 1952 would find 33 of every 100 spending units buying new TV sets in the $5,000-a-year-and-over bracket; 28 percent under $1,000; TV purchase prospects of 23 per 100 buyers in the $4,000-4,999 bracket; 20 in the $3,000-3,999; 13 in the $2,000-2,999; 6 in the $1,000-1,999, and 5 in the below-$1,000-year group.

For 1951 the survey found 43 of every 100 buyers in the $5,000-a-year bracket and 40 buyers in the $3,000 bracket. Only notable departure was in the $4,000-4,999 and $3,000-3,999 brackets. Ratio was 17 per 100 to 21 per 100, respectively, buying TV sets in these income groupings.

The same apparent paradox was noted for 1949 and 1950.

Planned purchases for 1952 were estimated for radio receivers at 1.3 million ($40 or less); TV, 1.1 million ($3,000 or less). Only notable departure was in the $4,000-4,999 and 3,000-3,999 brackets. Ratio was 17 per 100 to 21 per 100, respectively, buying TV sets in these income groupings.

The level of consumer income also affects television set ownership. At the beginning of this year [the board gave no figures for 1963] course] about 1 in 10 spending units with incomes of less than $2,000 owning TV sets, 1 in 20 in the $2,000-$4,999 bracket, and 1 in 5 in the $5,000-

6.4 million in 1951, 6.1 million in 1950 and 2.1 million in 1949, the board reported, accounting for 12%, 11.8% and 5.6% of buying units, respectively.

Actual median outlays for radio-TV sets in 1951, $46 in 1950 and $55 in 1949, compared to planned purchases medians of $40 for 1953.

"Ownership of television sets increased rapidly after volume production was first attained in 1949 and by early 1952 about one-third of the spending units had acquired sets," the board explained. The report continued.

Since most television stations are located in large cities, ownership of receiving sets is more frequent in urban areas. About half of all spending units in metropolitan areas owned television sets early in 1952 as compared to one-fourth of those in smaller cities and less than one-tenth of those in the open country.

The survey also estimated the percentage of purchasers of radio-TV receivers who bought on installment credit each of the last five years. Percentages included 48% on televisions in 1951, 32 on radio and 44 on TV in 1950, 42 and 47 in 1949; 42 on radio (none available for TV) in 1948 and 34 (none available for TV) in 1947.

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THE POLITICAN'S Talkathon made its debut in Wisconsin's state capital, Madison, last week, and will take over the airwaves in Appleton and Green Bay today (Monday). The star political in the Badger State Talkathon is Len Schmitt, an attorney on the campaign trail for Wisconsin, who is opposing Sen. Joseph McCarthy for the Republican nomination for U. S. Senator.

Schmitt talked himself and 4,000 questions out with listeners throughout the southern part of the state in a 25-hour sleeping stint on the four Madison stations, WIBQ WMFM WSSC and WIBU Poynette, which has studios in Madison.

The Talkathon, a copyrighted system for political advertising produced by Hock & Co., Milwaukee advertising agency [B4T, Aug. 11].

The attorney took the air Tuesday at 8 p.m., continuing to 9 p.m. Wednesday. Although 4,000 questions asked, no one answered all the questions totaled 4,000, there was no score on the number of calls placed to a battery of seven telephone operators.

The Talkathon, which was conducted in Madison and southern Wisconsin audiences reached a low point, as expected, between midnight and 5 a.m., although there were few complaints from listeners to keep the candidate busy. The venture was termed "highly successful" by Kenneth Schmitt, WIBA manager, who said interest built up so that in the closing hours the Talkathon "scored a smashing success." His station and the other four rotated time for the attorney, who will use the same techniques today at WHBY Appleton and WBAJ WDJU and WJPG Green Bay.

The candidate also is understood to have scheduled Talkathon dates on stations in Fond du Lac, Oshkosh and Milwaukee before the Sept. 7 Senate election.

The Talkathon has been conducted in Florida and, most recently, in Arkansas, where Judge Francis Cherry, a horse candidate, won, the nomination for governor with an 80,000 plurality. Michael V. DiSalle, former price stabilization chief, plans to use the vote-getting system in Ohio, where he is seeking the senate seat held by John Bricker (R).

Lewis Sued
SUIT charging Fulton Lewis jr., MBS commentator, with libel was filed Thursday in U. S. District Court in Richmond, Va., by Blood Bank Foundation, Nashville.

Plaintiff asks $500,000 damages, charging Mr. Lewis last Dec. 3 branded it as non-profit front for a profit corporation. The foundation describes itself as a charitable, non-profit organization operating a blood bank and carrying on research in uses of blood plasma.
Why Average when you can have WAZL with the TOP rating
Why Have the Ordinary when you can have WHOL with the TOP rating
Why Have the WAZL with the WAZL rating
Why Have the WHOL with the WHOL rating
Why Have the WHLM with the WHLM rating
Why Have the WIDE with the WIDE rating

WAZL
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).

WHOL
ALLENTOWN, PA. CBS

WHLM
BLOOMSBURG, PA.
(Owned and Operated by Harry L. Magee).

WIDE
BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Edward Devney).
LBS' McLendon Asks FCC Aid
(Continued from page 26)

owned and operated stations.
"... The Commission can act to correct this deplorable thwarting of the public interest in only one way; through its power to prevent any network and/or radio station from accepting an exclusive contract for any sporting event or special event," he wrote.

"A simple, expeditious plan for handling such situations could easily be evolved. This rule would operate to prohibit any radio network and/or station from operating against the public interest by presenting inferior work. It would operate to prohibit any radio network and/or station from operating against the public interest by presenting inferior coverage of any sporting event or special event, as is the case today."

"This ignorance of the public interest by networks and stations is of no real fault of the stations which can never govern the situation for themselves because of the competitive necessity of getting an exclusive before the next station gets one. The situation can only be handled ... by the FCC.

"A vast majority of networks and radio stations have for years been incensed by the arrogance of many sports promoters, price-fixing tactics, exorbitant and even prohibitive broadcast rights fees, making it difficult if not impossible, for the station to perform sports broadcasts in the public interest, discrimination against radio in favor of newspapers, territorial limitations, exclusives granted by tax-supported institutions, censorship of announcers and practically every other practice repugnant to the idea that radio should be as free as the press."

Mr. McLendon urged the FCC to "give most serious consideration to the two issues presented in this letter."

The president of the suspended LBS also has been urging the U. S. Dept. of Justice to prosecute an anti-trust action against organized baseball. In his letter to the FCC, Mr. McLendon said Liberty itself had been obliged to file a civil anti-trust suit against baseball because "the Justice Dept. continues to discriminate in its duty despite entreaties from embattled broadcasters and continues its old policy of collaboration with baseball."

A few days before he dispatched his letter to the FCC, it was learned, Mr. McLendon renewed his efforts to get the Justice Dept. to intercede in the case.

In a letter dated Aug. 5 to Victor Kramer, chief of the litigation section of the Anti-Trust Div. of the Dept. of Justice, Mr. McLendon said Liberty could "provide you with fully documented proof of the conspiracy not to compete among the [baseball] club networks."

He said the arrangements within organized baseball constituted "the same situation as when the major producers - distributors - exhibitors [of movies] years ago divided up the country into zones, each taking a zone and agreeing not to try to compete by invading the other fellow's area."

"Such was held to be a violation of the anti-trust laws by the United States Supreme Court, and baseball's club conspiracy not to compete is on all fours with the theatre agreement, which the Supreme Court held illegal," Mr. McLendon said.

"... There is no club in the major leagues which will sell you the rights to broadcast against a local baseball club."

Mr. McLendon claimed that although baseball had claimed to have eliminated its Rule 1-D, governing relations between major and minor leagues, in the fall of 1961, the effects of the rule still continue to be recognized.

"After the fictitious abolition of Rule 1-D in the fall of 1961," he wrote, "the major league clubs sent letters to all of its stations telling them that, due to the abolition of this rule, those stations no longer had to worry about local restrictions and that Liberty was contemplating carrying a night schedule and that if we did so, the stations would be able to broadcast regardless of their local club's restrictions."

Station Reaction Cited
"Stations were delighted. We can produce their answers."

"Then in New York Ford Frick (Commissioner of Baseball) told the general manager of the Liberty network, James Foster, that he was extremely angry at us for sending out the letters and getting the clubs in an uproar."

"Frick told Foster that the clubs may have abolished Rule 1-D but that Liberty certainly was not going to broadcast any night baseball, against or not against any local club, and that if we didn't send out an immediate retraction of the letter, satisfactory to him (Frick), he'd see that we broadcast no baseball games at all in 1962."

"We were forced to send out a correction and tell our stations that, although the rule had been abolished, we had no rights to broadcast night games in 1962 (we had never told them we did have rights but simply that we were contemplating such a schedule)."

Mr. McLendon also charged there had been attempts to "price us out of the business."

"In 1961," he wrote, "we paid a basic price of around $10,000 per club for 77 home games per club. In 1962, the Dodgers charged us $80,000 for 38 home games."

"In no case were we able to get games for any less than seven times as much per game as we had paid in 1961. In short, for the few poor games we had in 1962, the clubs kicked the price up astronomically."

A spokesman at the Dept. of Justice told Broadcasting & Telecasting that Mr. McLendon's letter was under consideration.
"This new 7-inch Professional reel gives big reel results!"

Norman O. Bell
Chief Engineer, WEBC,
Duluth, Minn.

It's the new large-hub 7-inch professional reel of "SCOTCH" Magnetic Tape!

- **Cuts Timing Errors!** New larger hub reduces tension changes, cuts timing errors 50%.
- **Reduces Pitch Changes!** Lower hub-to-outside-diameter ratio means a marked reduction in pitch changes between spliced portions of broadcasts.
- **Less Vibration, Faster Rewind!** Bigger hub produces 10% faster rewind speed, yet rotational speed is lower than that of the standard reel. Operation is so smooth that wear on equipment is cut, with resulting maintenance savings.

New improved tape matches reel improvements!

Supplied on the new 7" professional reel is a new type of magnetic tape that offers many technical advantages:

- New "Dry Lubricating" process eliminates tape and head squeal, produces a tape that turns in a faultless performance in extreme heat and humidity.
- New thinner construction allows more than 1200 feet of tape to be wound on the new 7" reel despite larger hub. Magnetic properties of this new tape are identical in every respect to the older "Scotch" Brand #111-A tape, the industry's standard of quality.
- Tape supplied on the new reel is 100% splice-free.
- Output variation is guaranteed to be less than plus or minus $\frac{1}{4}$ db at 1,000 cps within the reel; and less than plus or minus $\frac{1}{4}$ db from reel to reel.

SALES SEMINAR
WSAB Hears Mitchell

FACTS provide the best tool for radio salesmen and should be used to direct businessmen to the audience they are attempting to reach, a three-day Washington State Assn. of Broadcasters sales seminar in Seattle was told Aug. 4-6 by Maurice B. Mitchell, vice president and general manager of Associated Program Service.

Mr. Mitchell conducted the seminar, which was open to Washington, Oregon and British Columbia broadcasters. Active in arrangements were Chairman Bill Thompson, KRSC Seattle; WSAB President Leo Beckley, KBRC Mt. Vernon, and Joe Chytl, KELA Centralia, WSAB Sales Committee chairman.

Radio salesmen must grasp the tools at their disposal and apply them for the best use of the time buyer, Mr. Mitchell told the broadcasters at the sales seminar. He reminded that salesmen are now dealing with a second or third generation of a business family owner of radio and they must be supplied with the latest information on the true value of radio advertising.

Mr. Mitchell's topics ranged from discussion of newspaper competitive tactics to successful merchandising tie-in techniques adapted to radio. He called for a united selling campaign on behalf of radio as opposed to cut-rate station tactics which cut the value of the advertising dollar.

The original BMB measurement approach will emerge as one of the most accurate audience analyzes yet developed, he predicted, pointing to its success in Canada. He praised work of Advertising Research Bureau Inc., which measures point-of-sale value of radio vs. newspaper advertising. "There is still no substitute for the actual merchandise being sold by radio as compared to that which satisfies the retailer and station owner and manager—and ARBI studies show that radio more than carries its end of the bargain in this regard," he said.

Mr. Simpson presented an engraved pocket watch to Mr. Mitchell for his services.

Safety Council Awards

NATIONAL Safety Council's "Award of Merit" has been presented to Gabriel Heatter, Cedric Pounder and Bill Henry, MBS salesmen, for their activities on behalf of the 1962 safety campaign. Citation was awarded to the three newsmen for their participation in NSC's The Fight for Life series, special transcribed programs carried by 1,136 radio stations across the U.S., according to Dan Thompson, NSC director of radio and television.

FM FORMULA
Designed To Promote Sales

FORMULA designed to promote sale of FM sets as an "extra" in a radio set-selling campaign is presented by NARTB and Radio-Television Mfrs. Assn. in an 8-page booklet titled "F-M-phasis."

Developed during the series of FM promotion test campaigns conducted in North Carolina, Wisconsin and District of Columbia under NARTB-RTMA auspices, the booklet gives detailed instructions. Included are available promotion devices, brochures, press releases, dealer broadsides, radio announcements and form letters.

The formula calls for four-week campaigns. Roles to be taken by broadcasters, manufacturers, distributors and dealers are outlined in detail. Coordinating for the two trade associations are John H. Smith Jr., NARTB FM Dept. director, and James D. Serrett, RTMA general manager. In addition, NARTB's FM Committee will participate under direction of Michael R. Hanna, WHGU Rhamo, N.Y., member of the association board of directors for FM and committee chairman. A special FM promotion group functions for RTMA.

COMES ON DOWN
Little Asks 'Saucermen'

TOP scientists and military authorities may not be at a loss for words to describe the current flying saucer phenomena, but few have agreed on the most plausible explanation.

In all the shouting from the labs to the Pentagon, nobody apparently thought to ask the "saucermen" themselves—that is, until a broadaster got the idea. It remained for Lee Little, enterprising manager of KTUC Tucson, to go on the air with actual broadcast, Mr. Little extended this personal invitation to the "gentlemen" in the saucers:

This is Lee Little, Manager of Radio Station KTUC Tucson, Ariz.: United States of America; North American Continent; Planet Earth. I wish to inform you "gentlemen" in the saucers that we of Planet Earth are friendly and have no intention of harming you in any way. The open area to the south of our building and to the east of our transmitting tower, though usually used for parking our antiquated means of terrestrial propulsion, is adequate for your craft. We would only be like to meet you and find out all about you. We are not your enemies. Rather, we are merely curious about you and your extra-terrestrial objects that have been cluttering up our skies for some years. Come on down. Here are the conditions at the Earth's surface at present. Our atmosphere is composed of 78.03% Nitrogen, 20.96% Oxygen, 0.98% Argon, and 0.01% Hydrogen with much smaller proportions of Neon, Helium, Ozone and Xenon. The weight of this layer of atmosphere at the surface in Tucson is 27.39 inches of mercury. There is no wind or shifting of this atmospheric layer at the moment. The surface temperature based on a scale where water solidifies at 32 degrees and where it vaporizes at 212 degrees ... that temperature is now 85. If these conditions will support your ability to exist, come on down and visit us.

AM SET SALES
Bright Future Seen by Brandt

DESPITE television, radio will continue as big business with retail set sales around $250 million annually, Arthur A. Brandt, general sales manager for General Electric Co.'s Receiver Dept., predicted last week.

Speaking from Syracuse after completing a regional tour, Mr. Brandt said the crux of the sales problem today hinges not upon the ability of the consumer to buy, but rather upon the ability of the salesman to sell a public able to buy. He added that new features, like the clock-radio and a large replacement market plus the continued trend toward multiple ownership of radios, assure a substantial annual volume.

ALL-DAY annual outing of NBC Chicago employees took place Aug. 5 at Medinah Country Club. Affair was sponsored by the company's Athletic Assn., and included a golf tournament, dining, dancing and entertainment.

DEFENSE DRIVE
Wyoming Stations Aid

THOUGH Wyoming is not considered an obvious target for an atomic attack, broadcasters of the state are carrying on a modile of civil defense programs and announcements during the Aug. 18 week at the request of Gov. Frank A. Barrett.

William H. Grove, KBFC Cheyenne, said the object of the drive is to bring home to people of the state, slow to react to importance of civil defense, the fact that "it can happen here." Each station is broadcasting a minimum of six spots per day, using both civil defense transcriptions and locally written spots. Messages are being carried with sports, sports, man-on-street interviews and similar features.

Stations taking part, Mr. Grove said, are KONW Laramie; KRAJ Rawlins; KVOC Casper; KWOR Worland; KBRC Rawlins; KBLE Cheyenne; KGQ Torrington; KVYO Cheyenne; KPOM Powell; ESPN Casper; KEWW Riverton, and KYRS Rock Springs.

WJR Honored

SECOND public service award within a week was made to WJR-AM-FM Detroit Aug. 9 when the Michigan American Legion Auxiliary presented a citation to Sergeant Mark Kramer, WJR vice-president-general manager, in recognition of the station's quarter century of patriotic public service. Mr. Kramer accepted the award on behalf of the station before the assembly of Michigan delegates at the Legion State Convention in Grand Rapids.

A week previously, Mr. Kramer was presented a "Certificate of Achievement" from the Dept. of the Army for WJR's outstanding cooperation with the Michigan Military District.

KBIG Avalon, Calif., and its operations was the subject of a 1,500-foot documentary film, produced last week by a 12-man camera crew from the United States Air Force. Dealing with the theme of two airmen on a weekend visit to a modern station, the film is intended primarily as a training mission.

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BROADCASTING • Telecasting
Wherever you go there’s PRESTO ... out in front in disc preference. To users of PRESTO discs the reason is obvious ... these discs perform better. PRESTO performance is a result of careful craftsmanship and quality control from the meticulous preparation of the aluminum base right through to the final inspection and packaging of each individual disc in the world’s most modern disc plant.

That’s why the name PRESTO is your assurance of better disc quality, proven every day by PRESTO users in studios, stations and schools around the world.
Strictly Business
(Continued from page 18)

Broadcasting, where he remained until 1939.

In that time, the company's column went from "about 15 shows to 499," operating one large studio 24 hours daily to accommodate transcription—hungry agencies. He was working as a junior salesman when he resigned to join International Radio Sales, the Hearst radio subsidiary which acted as sales representative for Hearst's dozen stations.

In 1942, two weeks before he was married, he learned from BROADCASTING Magazine that he was about to be de-jobbed. The major Hearst properties were to be sold, and IKS to be disbanded. Undeterred by the prospect of unemployment and a call to the Army, Ruch was married on schedule to the former Ranelda Ruch. They live in suburban Evanston with their youngstars, Bobby Jr., S. and Kathryn, 5.

**Army Service**

For eight months before going into the Army, Mr. Flanigan worked in spot sales for the Red Network (later NBC), billing $1 million among his accounts in that time. His demands, past or present, neverthelesss replaced by Texas' dresy plains as he attended Coast Artillery OCS, switched to the Quartermaster Corps and convoyed trucks into China. His 18 months in the C-B-I Theatre ended in 1946, with Mr. Flanigan a first lieutenant.

He returned to Chicago and NBC and, shortly after the split between radio and TV sales efforts, was named manager of Radio Spot Sales in 1951. His staff now includes four salesmen, with whom he works on local and area business.

Mr. Flanigan is a member of the Chicago Radio Management Club, and has taught radio sales at several NBC-Northwestern U. summer radio-TV institutes.

**UNIFORM TUBES**

**Aim of Sept. 3 Meet**

AN International Electrotechnical Commission session starting at Scheveningen, the Netherlands, on Sept. 3 will act upon a plan to promote the standardization of electron and radio tube sizes by manufacturers throughout most countries of the world.

Declarining that the eight-day meeting will clear the way for standardizing the base dimensions of tubes, Virgil M. Graham, director of technical relations of Sylvania Electric Products Inc., who will represent the Joint Electron Tube Engineering Council (JETEC) at the session, said standardization — interchangeability—is "of utmost importance from the viewpoint of both military application and international commerce."

Mr. Graham left last Tuesday for the Netherlands meeting.

W. VA. SESSION

**Gets Miss Sloat's Tips**

SIX-POINT program by which broadcasters can help timebuyers, with renewals and new business as a reward, was offered West Virginia stations Saturday at the West Virginia Broadcasters Assn. semi-annual meeting, held at the Greenbrier, White Sulphur Springs. The two-day session opened Friday.

Elaine Sloat, radio-TV timebuyer for Procter & Gamble at Benton & Bowles, New York, told the association that "in a sense all advertising is conceived on a local level so that the message will reach the maximum number of people by means of advertising, the great appeal to them."

"Adding these locals together is what gives the client national coverage with a broad scope in mind to select the most effective combination of media in relation to national and local markets."

Miss Sloat listed her six points as follows: Maintain a clean operation; truthful and informative presentation and promotion pieces; good sales representation; cooperation in industry evaluation studies; cooperation in merchandising; active part in broadcasting industry associations.

"We are looking most critically at radio because of the appalling rise of TV in the advertising world," Miss Sloat said. "Radio has two extra plusses: Out-of-home listening, and in-home (other than the living room) listening. As long as radio continues to maintain its high standards we as advertisers will be interested."

Stephen Douglas, director of sales promotion, Kroger Co., Cincinnati, gave an illustrated talk on salesmanship at the luncheon session. A. Lowell Elliott, Charleston advertiser, spoke on the topic, "On the Other Side of the Dotted Line." TV appeared on the agenda with a talk by James Caldwell, WAVE Louisville, on selling radio in a television market. Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, explained work of the industry sales organization. CBS showed its film presentation, "More Than Meets the Eye."

Offiers of the association are John T. Gelder, WCRS Charleston, president; William K. Rhine, WWVA Wheeling, vice president; Alice Hiner, WBTW Williamson, secretary-treasurer. Board members are: Les Callaway, WEPN Martinsburg; Fred Zimmerman, WBLK Clarkburg; Charles High, WGRV Charleston; Virginia Ceppet, WJLB Beckley; Flem Evans, WPLH Huntington; Pat Flehaan, WHJS Bridgefield; Lawrence H. Rogers, WSAZ-TV Huntington; John Phillips, WBTN Huntington; J. Smith Jr., WJLB Beckley.

MAGNAVOX Co., Fort Wayne, Ind., has declared dividends on common and Class A stock. Dividend on common stock is 37 1/2 cents a share, payable Sept. 15 to stockholders of record on Aug. 29. Dividend on Class A stock is 25 cents a share, payable Sept. 1 to stockholders of record on Aug. 15.
Advertisers... even New England advertisers... are “amazed at the wide range” of WBZ BOSTON 50,000 WATTS NBC AFFILIATE

CUTICURA PREPARATIONS, made in Massachusetts since 1878, have long been advertised on the “WBZ Home Forum” with Mildred Carlson. Results get better and better! Writes Cuticura’s Francis M. Putnam: “We are very happy with the results of your 25-cent offer, and we are amazed at the wide range you are obtaining. This promotion has been very successful in forcing distribution, and we know that a high percentage of those trying Cuticura Shampoo for the first time will become regular users.” Not only in geographical coverage but in measurable sales influence, this is typical of the job being done regularly by WBZ. Want more data on performance or availabilities? Apply to Tom Meehan at WBZ, or to any Free & Peters office.

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

RADIO — AMERICA’S GREAT ADVERTISING MEDIUM
RADIO BEST FOR SAVINGS & LOAN FIRM

Hausmann Agency Finds in San Diego Survey

TO HOME Federal Savings & Loan Assn. of San Diego, radio is the "best business getter" and the medium that pays big dividends in new customers for advertising dollars spent.

In this way, Jack Hausmann, head of his own advertising agency in San Diego, described results of a survey the agency made for the savings association, when speaking to members of the San Diego Advertising & Sales Club.

Combined spending of only 38% of its advertising budget on radio, TV and newspapers brought in 52.8% of the firm’s new business, Mr. Hausmann said. Survey showed that of 62% spent for all other media only 41.8% returns in new customers were realized.

Home Federal has sponsored a five-week period morning newscast on KSDO and only of late a similar afternoon program by KCBQ. An average of four spot announcements also is used weekly on KFMB-TV. Additionally, spots are used on other San Diego outlets, by the firm’s monthly consolidated period. Mr. Hausmann personally handles newscasts for his client.

With Home Federal asked for detailed analyses on how its advertising money was being spent and which medium was giving the best results, Mr. Hausmann employed a three-section survey plan. Each section contained a set of questions which were mailed to the 538 newest clients. A brief letter from the firm’s president, Charles K. Fletcher, asked the client’s cooperation. A self-addressed stamped return envelope was enclosed.

Medium Credits

Cards were keyed to give the dollar bracket in which the interviewee could be placed. Question was “How did you hear about Home Federal?” and listed these media: Radio, street poster, television, buses, cards, billboards, a friend, newspapers, direct mail and others.

Section two asked whether the client listened to radio or viewed TV, while the third section asked for a check on the reason the client finally selected Home Federal. Some 275 cards were returned. Home Federal handled all the mechanics of mailing and even analyzed the results.

Some of the results: In the $1 to $499 group, 71.8% listened to radio and 29.2% viewed television; $500-999 bracket, 63.1% radio and 36.9% TV; $1,000-5,000 group, 69.6% radio and 30.4% TV. In the highest bracket, over $5,000, 76.9% radio and 24.1% TV. Overall picture in the four groups gave radio, 71.8%, and TV, 28.2%.

As Mr. Hausmann explained, radio in all four income brackets was strongest in the lowest and highest, while TV made the best showing in the two middle income groups.

"The lesson we deduced," he said, "was that while TV is a rapidly growing medium and a very healthy one for its age, radio is still a mighty factor in the advertising program of our type of financial institution."

Although not revealing budget figures, he noted that "while radio brought more of our business and 71.8% of Home Federal’s clients said they listened to radio and only 28% viewed television, my client spent substantially more on radio than on television."

Responses to the question, "How did you hear about Home Federal?" showed that substantially more people in each bracket listed radio as the media, he declared.

In the $1 to $499 and $500 to $999 groups, the survey placed newspapers advertising in second place. The $1,000 to $5,000 bracket had TV second and in the over $5,000 video and newspapers tied for second place.

Television was third in the $1 to $499 group, direct mail third in the $500 to $999 and newspapers third in the $1,000 to $5,000 category. Video and newspapers tied for second place in the over $5,000 bracket.

Giving a breakdown, Mr. Hausmann revealed the following total percentages by groups:

<table>
<thead>
<tr>
<th>Category</th>
<th>Radio</th>
<th>Newspaper</th>
<th>TV</th>
<th>Other</th>
<th>All Other</th>
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</thead>
<tbody>
<tr>
<td>$1 to $499</td>
<td>36.5</td>
<td>12.6</td>
<td>8.7</td>
<td>42.2</td>
<td>500 to $999</td>
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<tr>
<td>$500 to $999</td>
<td>28.2</td>
<td>15.2</td>
<td>8.7</td>
<td>47.9</td>
<td>$1,000 to $5,000</td>
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<tr>
<td>$1,000 to $5,000</td>
<td>41.5</td>
<td>12.9</td>
<td>10.8</td>
<td>34.8</td>
<td>Over $5,000</td>
</tr>
<tr>
<td>$5,000 and over</td>
<td>33.8</td>
<td>9.5</td>
<td>9.5</td>
<td>47.7</td>
<td></td>
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</tbody>
</table>

The overall percentages in all groups combined were listed as radio 36.5%; newspaper 12.6%; TV 9.3; and all other 41.8.

"Analyzing the survey report from the angle of income brackets, radio scores an across-the-board victory in the lower-middle and upper brackets," Mr. Hausmann said.

WEBSTER-CHICAGO sold and produced 44.1% of all tape recorders manufactured during the first four months of this year, according to Howard McClosky, vice president in charge of manufacturing. Claim is based on records of the Armour Research Foundation, Chicago.

NARND AWARDS

Entries Being Accepted

ENTRIES for the National Assn. of Radio News Directors 1962 radio and TV competition now are being accepted, NARND Awards Committee Chairman Frank Moss announced last week.

Mr. Moss, who is chairman of the radio and TV division of the Medill School of Journalism, Northwestern University, Evanston, Ill., said deadline for this year’s entries is Oct. 15. The NARND awards committee chairman said all radio and television stations in the U.S. and its territories are eligible.

Nominations may be made by stations, networks or any other party including advertising agencies and universities which have radio and television courses.

Classifications, all of which may be entered by any station, are (1) To the radio station providing the most complete and most enterprising general news service of the year in its community, (2) to the television station providing the most complete and most visual news service in its community and contributing most to the general progress of television news and (3) to the radio or television station which did the best in announcing the complete job or displayed the most enterprise and/or courage in reporting one news story or feature during the year.

Mr. Moss said his committee’s policy is that the board of judges use as its yardstick the facilities available to each station, weighing each entry in accordance with the size of its staff and the available facilities in the newsroom.

Winners of the gold trophies, who also will receive distinguished achievement certificates, will be announced at the annual NARND convention banquet. Last year’s winners were WHO Des Moines, WBBR-TV Fort Worth and WTC Hartford, Conn.

Income Data

WAGES and salaries in private industry rose $500 million in June over the previous month, reaching an annual rate of $146 billion, according to the Office of Business Economics, U. S. Dept. of Commerce. OBE also reported that slightly higher employment and average weekly earnings in non-durable goods industries offset a wage loss in durable goods (radio-TV receivers, etc.) industries. Overall personal income during June was up $1½ billion over May, with an annual rate of $266 billion, as was employment in manufacturing.

Capitol relies on AMPEX to capture the natural color and true perspective of original live performances for Full Dimensional Sound.

...in its superb recording techniques, especially created for its Classical FDS Releases, Capitol Records, Inc. utilize to the highest degree the dynamic fidelity and dependability of Ampex Model 300 Recorders.

AMPEX
Magnetic Tape Recorders
AMPEX ELECTRIC CORPORATION Redwood City, California
Only ONE Station DOMINATES

This 15-County Market with HOME FURNISHINGS SALES of $38,324,000*

* Sales Management, 1952 Survey of Buying Power.

Pulse Adds 5 Markets

THE PULSE INC., New York, last Monday announced the addition of five new markets to its Pulse Reports, according to Dr. Sydney Roslow, director. New areas to be measured include Pittsburgh, Columbus, and Portland, Ore., for radio, plus Dallas and Fort Worth for both radio and television.

The firm now is supplying TV ratings in Pittsburgh and Columbus.

BUS DISASTER

WACO, WAVZ Claim Scoops

Scoop is being claimed by WACO, Tex., in coverage of the worst bus tragedy in National Safety Council records. Two buses carrying 57 persons collided near Waco on Aug. 4. Over a score of persons were killed. First to break the story was Goodson McKee of WACO when the station went on the air at 6:30 a.m.

Lee Glasgow, manager of the station, and Jessie Dove, chief engineer, went immediately to the emergency room of Providence Hospital where on-the-spot tape interviews with survivors were obtained.

WACO fed telephone interviews to KITSA and KITE, both San Antonio, KNUZ and KTRH Houston and WFAA Dallas. An interview also was fed to ABC's Headline Edition program by WACO.

WFVE New Haven, Conn., independent station, claimed a scoop over network rivals in coverage of the Texas disaster.

Station newsmen George Phillips and George LeZotte placed a telephone call to the Waco Times-Herald and taped a telephoned interview with the newspaper's executive editor, Sam Wood, one of the first to reach the scene. Cuts of the tape recording were used on five newscasts.

NBC CHICAGO

Announces Five Renewals

NBC Chicago last week chalked up five radio network renewals totalling $2,345,000 in billing, according to Gordon Mills, network radio sales manager there.

Armour & Co., Chicago, through Foote, Cone & Belding, same city, re-ordered Dial Dave Garrovay for 52 weeks from Sept. 1. The quarter-hour daytime strip is aired on the full AM network for Dial soap. Allis-Chalmers Mfg. Co., Milwaukee, renewed for the eighth consecutive year The National Farm and Home Hour on Saturdays from Sept. 5 through Bert S. Gittins agency, also Milwaukee.

Henri, Hurt & McDonald, Chicago, for Skelly Oil Co., Kansas City, ordered renewal of a five-week-quarter-hour newscast with Alex Drier and the 15-minute Saturday feature, This Farming Business, both on a 30-station network for 52 weeks from Sept. 1.

Weason Oil and Snowdrift Sales Co., New Orleans, through Fitzgerald Adv. agency, same city, renewed the quarter-hour daytime strip, Dr. Paul, on 62 stations for 52 weeks from Sept. 1. Fifth renewal was from Faultless Starch Co., Kansas City, for 52-week renewal of Faultless Starch Time on 60 stations from Oct. 1 for 52 weeks through Bruce B. Brewer agency, same city.

PI OFFERS

MERRY CHRISTMAS!

With more than four months to go, broadcast promotions already are being greeted by a per inquiry offer covering Christmas cards. The offer comes from Radio Adv. Corp. of America, Jersey City, N.J., which received certain allocations for the current quarter will be eligible for the new system, announced last Monday by the National Production Authority. The procedure was devised partly because of slashes in NPA personnel dictated by appropriate cuts. It assumes that set manufacturers will continue to receive enough materials to meet receiver demand.

Self-authorization technique, under which producers of receivers may certify their own orders for steel, copper and aluminum, will be continued, NPA said. This enables manufacturers to order up to 10 tons of 10,000 pounds of copper and 20,000 pounds of aluminum.

Under the new allotment procedure, set makers may calculate their own requirements and obtain materials without NPA approval providing their third-quarter allotments do not exceed 500 tons of carbon steel, 40,000 pounds of copper and 60,000 pounds of aluminum. System goes into effect with first-quarter 1955 quotas, reducing the need for filing with the agency.

In effect, "the automatic method kicks off where the self-certifying technique leaves off," according to NPA Administrator Henry H. Fowler. It will apply to those firms who use more materials than permitted under self-authorization but who were allotted in this quarter less than the above-mentioned quotas.

Spelled out in the method goes a bonus for those companies eligible for the physical procedure—a bonus not accorded those who still must file CMP-48 applications. They will receive 100% of the first 60 tons of carbon steel, plus 60% of the excess between 60 and 500 tons—or the ceiling on third-quarter usage.

A new priority system also has been set for radio-TV broadcasters intent on constructing new buildings or making major project alterations. The system applies criteria for potential new construction, restricting broadcasters on requests for steel until the first of the year [B*T, Aug. 11].

WFDF EXPANSION

Leases 3-Story Building

EXTENSIVE expansion program to make its physical plant "one of the most modern radio stations in the country" will be launched by WFDF Flint, Mich., Lester W. Lindow, station manager, announced Thursday.

WFDF, now in its 31st year of broadcasting, has leased a three-story downtown building at Gar- land and First Ave. in Flint, and plans to start alterations and remodeling shortly. The station, an affiliate of Channel 12 [B*T, July 7], plans to leave room for further expansion in anticipation of FCC grant of the VHF channel.

Mr. Lindow said the AM station will be located on the second floor of the building, with the remainder of space available for rental. The facility will have four major radio studios and a master control room for radio, he said. New technical equipment also will be installed in many instances, he added.

Mr. Lindow said no data has been set for completion of remodeling, when WFDF will move into its new quarters.
Radio's only space adventure series available for local and regional sponsorship!

Your "Request" Show!
Hundreds of broadcasters were surveyed as to the most-wanted, easiest-to-sell show their audiences and advertisers wanted — and here's the answer — a science fiction series with a big "plus" — exclusiveness! The only show "custom" transcribed for sponsorship in your community! This program is available to only one station in each area!

It's The Hottest Thing In The Air!
Authentic scientific flavor and exciting imaginative treatment put it in the forefront of the mass-audience science fiction appeal. Documented by John W. Campbell, Jr., Editor of Astounding Science Fiction Magazine!

It's A Natural!
...for beverages, dairies, bakeries, food, clothing and drug items, specialty shops, department stores and hosts of other products and services. This program will be a leader in any market, and its power will be outstanding in the highly competitive markets.

It's A Prize Package!
Can be sold as 15 minute strips or half-hour segments.

PLANET MAN GETS AUDIENCES...SPONSORS...RESULTS!
Write, wire or phone for a free copy of audition platter.

Contact: PALLADIUM RADIO PRODUCTIONS, INC., 445 PARK AVE., NEW YORK-22, N.Y. • PLAZA 9-8644

August 18, 1952 • Page 49
STAFF SHIFTS
Made for Clearfield Outlets
W. K. ULERICH, president, Clearfield Broadcasters Inc., Clearfield, Pa., last week announced personnel shifts and promotions among the three corporation stations, WCPS Clearfield, WAKU Latrobe, Pa., and WJCM Sebring, Fla.

William J. Thomas, WCPS manager, has been named general manager of the trio of company-owned stations. Mr. Thomas formerly was Main Street Editor on KDKA Pittsburgh.

Joe Milsep, a WCPS staffer since it went on the air in 1947, has been promoted to be manager of WCPS. Miss Margaret Nemeth was made assistant manager.

LeRoy W. Stauffer, formerly assistant manager at WCPS, continues as manager of WAKU Latrobe. Mr. Stauffer also at one time was manager of WNCC Barnesboro, Pa.

Jonas Termin, who has been serving as commercial manager at WCPS, will become station manager at WJCM, later this month. Al Frank, announcer-engineer at WJCM, has been named assistant manager of the Sebring station.

BLOOD CAMPAIGN
More Radio-TV Aid Asked

ALL MAJOR media, including radio and television, and the Advertising Council are being asked to continue their operation on behalf of the long-range blood donor campaign.

The call was sounded anew last Monday for the National Blood Program by Dr. John R. Steelman, acting director of the Office of Defense Mobilization. He requested an all-out public information drive utilizing all media to obtain donors.

President Truman has assigned responsibility to ODM for coordinating the joint efforts of the American National Red Cross, the Dept. of Defense and the Federal Civil Defense Administration.

The Red Cross is serving as collecting agency for the drive. Blood collections have dropped off in successive weeks of the Armed Forces Donor Program, now in its 47th week. Military pitch is one phase of the overall national program to meet military, civilian and civil defense needs.

TELEPHONE number for WPIX (TV)
New York has been changed to Murray Hill 2-6800.

MISS OKLAHOMA
KVOO Star Wins Title

KVOO Tulsa, Okla., will have more than passing interest in the Miss America contest this year. This year's Miss Oklahoma is Shirley Barbour, 19-year-old moderator of For Feminine Sake, 15-minute KVOO variety program.

A Tulsa U. sophomore, Miss Oklahoma carries a fulltime school workload. She joined the KVOO staff as receptionist a year ago and was rapidly to her present position at the station.

The Oklahoma beauty, who won the Miss Tulsa title on her way to the state beauty title, says she wants to win one of the scholarships at the Atlantic City beauty pageant Sept. 1-7.

KVOO listeners found it hard to believe that Miss Barbour, who was 19 on July 23, was so young. On her program she advises her radio audience on planning showers, meals and household decorations.

WMT Special Feature

EIGHT radio farm directors from drought-ridden areas in the South, East and Southeast sections of the country have cooperated with WMT Cedar Rapids in producing Operation Drought, a half-hour documentary for Iowa's rural listeners.

Cooperating on this special feature were the following farm directors: John Holmes, KLRA Little Rock, Ark.; Duke Brohee, WISH Fort Wayne, Ind.; John McDonald, WSM Nashville; Frank Atwood, WTIC Hartford; Malcolm McCormick, WBZ Boston; Frank Raymond WVOA Danville, Va.; Jack Timmons, KTBS Shreveport, La., and Bob Crom, radio-TV service, Dept. of Agriculture. The WMT series was written by Doug Grant, with commentary by Chuck Worchester and John Combs, of the WMT farm department.

'FORCED LISTENING' Candidates' Stand Demanded

DEMAND that the Democratic and Republican Presidential candidates make known their stands on "forced listening" by "captive audiences" was made to Gov. Adlai Stevenson and Gen. Dwight Eisenhower last Monday by the National Citizens Committee Against Forced Listening.

The committee, which said it was organized in 1949 to campaign against "infliction of forced listening," demanded of the candidates that they "make known to voters without undue delay where you stand on the question of eradicating the totalitarian evil known as forced listening by means of a federal statute."

"Forced listening" and "captive audiences" are the general terms used to refer to listeners of functional music broadcasts over FM systems in buses and street cars.

Referring to the U. S. Supreme Court decision in favor of WWDC-FM Washington [B&T, June 2], which operates an FM functional music system over city buses and street cars, the NCCAFL said the Supreme Court did not decide that "forced listening" was either desirable or "in keeping with the individual liberty," but merely that it could not find it to be "unconstitutional."

"It is clear," the NCCAFL added, "that the growing evil of forced listening, which we now find in public transportation vehicles in a number of cities, including Washington, can and should be halted through the enactment of an effective federal statute."

Philco Sales Report

SALES of Philco Corp. for the second quarter of 1952 were the largest for that three-month period in the corporation's history and totaled $80,917,000 as compared with $71,498,000 last year. William Baderenst, president, added that earnings from operations before taxes in the second quarter of 1952 increased to $4,604,000 from $4,952,000 last year. In the first six months of 1952, sales of Philco Corp. totaled $165,156,000 as compared with $171,092,000 in the same period a year ago. Earnings in the first six months of 1952 reached $4,289,000, as against a revised net income of $5,741,000 in the same period last year.

BREWING Corp. of America, through Lang, Fisher & Blackshear, has commissioned Phil Davis Musical Enterprises, N. Y., to 'create a spot campaign for radio-TV. Potosi Brewing Co. of Wisconsin is negotiating with the firm for purchase of the musical trademark "Oh, a Wonderful Beer is Potosi."
They fly a space ship-New York to Los Angeles!

Every Tuesday, the mighty space ship of Tom Corbett—Space Cadet leaves from New York for Los Angeles and seventeen cities in between—on film!

This popular TV program must arrive on time, and it always does. The films are shipped via the world’s fastest method—Air Express!

And each 5-lb. shipment to Los Angeles costs only $3.94—12% to 30% lower than the other commercial air services!

Air Express is a nationwide carrier, giving shipping room to receiving room service—and at lower rates in many weights and distances than any other commercial air service!

Next time you ship, express yourself clearly. Say Air Express! Division of Railway Express Agency.

1952—OUR 25TH YEAR.

Air Express
GETS THERE FIRST
Add Kimbrough in Bolstering

THIS afternoon (Monday) Emily Kimbrough launches a new week-day afternoon program on WCBS Radio in New York. Miss Kimbrough, it means an entry into commercial radio in search of new laurels to add to those already won as an author and lecturer. For WCBS it means the latest in a series of programs or events designed to increase the station's sales and profits.

How well this new plan has succeeded was revealed last week by Carl Ward, WCBS general manager. "Sales for the last three months of this year have been ahead of the same months of 1951," he told BROADCASTING • TELECASTING, "with increases for two months exceeding 25%. The outlook for fall is good, with a lot of new business already signed. In two days last week, for instance, our salesmen brought in $169,000 worth of new business."

As key station of the CBS Radio Network, required to carry a full network schedule, WCBS has only a limited amount of time available for local programming and local sales. There is the morning period from sign-on time at 5:30 until 10, and late afternoon stretch from 4 to 6, and a late evening period, 11 to 11:30.

Shortly after Mr. Ward became WCBS manager (in August 1951) he and Sam Slate, who was named director of WCBS about two months later, agreed on a fundamental theory of operation: That the local programming should be built around personalities, scheduled so as to compete most effectively with programs of other New York stations.

Tried Faulk Show

"Of our chief problems," Mr. Slate noted, "was that we had too expensive shows in the afternoon. John Reed King's A-Shopping and Hits and Misses, a quiz show—which the station was losing money. We decided to try a different kind of show. Here was Henry Faulk, a Texas humorist and authority on folk songs, in an informal, homey kind of program which we scheduled five afternoons a week from 5:05 to 5:55 p.m., starting last December.

"It's an inexpensive show, but it was still a calculated risk in view of the opposition," Mr. Slate said, "as for King's A-Shopping and Hits and Misses, a quiz show—which the station was losing money. We decided to try a different kind of show. Here was Henry Faulk, a Texas humorist and authority on folk songs, in an informal, homey kind of program which we scheduled five afternoons a week from 5:05 to 5:55 p.m., starting last December.

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JOSEPH E. BAUDINO (I), vice president and general manager of Westinghouse Radio Stations Inc., receives congratulations and a 25-year-service emblem from Gwilym A. Price, Westinghouse Electric Corp. president, at a special ceremony in Pittsburgh.

Perfect Host

RAYMOND MORIN, WTAG-AM-FM Worcester, Mass., was touring Puerto Rico, Jamaica and Haiti gathering special recordings of voodoo and native drum music for use on his weekly World's Greatest Music series. Frank Magloire, who operates station MBC in Port-Au-Prince, Haiti, gladly dubbed some discs for Mr. Morin, and altogether was much more cooperative than a fellow broadcaster would have a right to expect. When Mr. Magloire discovered that he needed the use of a turntable which was then on the air, it created no insurmountable problem to him. He simply picked off the broadcast disc, thereby taking the station completely off the air. An hour later, MBC went back on the air—but only after Mr. Magloire had finished helping Mr. Morin.

WMRO PETITIONS

For Immediate Renewal

PETITION for reconsideration and grant without hearing of its license renewal application was submitted last week to FCC by WMRO Aurora, Ill. The renewal hearing, now indefinitely postponed, had been ordered to determine whether WMRO has filed timely applications and reports with the Commission and whether it has operated in compliance with FCC's rules and engineering standards.

WMRO acknowledged certain reports unintentionally had been filed late with the Commission in the past, but said that its license procedure had been adopted which assures prompt attention to such matters in future. The petition also said that as of Aug. 5 an examination of FCC's engineering and monitoring files showed no outstanding citations against the station. WMRO contended it can "unequivocally state" it is operating in complete compliance with the rules and standards.

The petition acknowledged that on two occasions last winter the 500 watt day-time outlet (1550 kilowatt) operated past regular sign-off time in contravention of the rules, but the FCC was so advised. WMRO in December, at the request of the Aurora mayor, broadcast overtime as an emergency public service during a blizzard, the petition stated, and similarly in January operated overtime because of an impending transportation strike.

WMRO is owned by Martin R. O'Brien. The petition was filed by A. Harry Becker, Washington radio attorney.
Today's time selling techniques call for a re-evaluation of All selling tools

Some thoughts on time selling inspired by the Spot Radio Promotion Handbook which consolidates many years of research into time buying practices.

In the old days the general philosophy of selling was charm, glamor, glad-handing the prospect. Radio station managers were no exception.

But today, judging from our continuing studies, radio managers and their representatives are making a highly successful transition to modern service-Selling. Here the emphasis is on discovering and serving the needs of each prospect.

So how do you line up your sales tools today?

The basic tools of selling time break naturally into two groups:

1. Tools of SERVICE-Selling —
   a. Station salesmen and representatives
   b. Service information for media files
   c. Service-Ads in buyers' service publications

2. Tools of PROMOTIONAL-Selling —
   a. Direct mail promotion
   b. Advertising in the trade publications

PROMOTIONAL-Selling Tools are used to stress one or more features of the station; seek to impress all who may ever become interested; and to direct those who are currently interested to available service information.

SERVICE-Selling Tools are used to supply the advertiser with needed buying information; make this information available to the men who use it, at the time they need it.

Here are good examples of SERVICE-Selling Tools at work

When Service-Ads in Radio Rates and Data contain useful information like the ones reproduced here they become a preliminary to promotional selling... and serve a double purpose: (1) they give buyers the kind of information needed, right where they are looking for it; (2) they "file" up-to-date expanded information in the logical place for quick reference when promotional selling creates interest in your station.

The handbook that your customers 'talked'

That's right, talked. Agency men and advertisers—hundreds of them—sat at their own desks and told our interviewers how they selected stations, when they made their selection, who besides themselves participated in decisions, what kind of information is most helpful. They told it all—straight from their busy offices. Standard Rate has assembled their comments into the Spot Radio Promotion Handbook, organized into three basic sections: 1. Who Participates in Time Buying. 2. What These Buyers Say They want to Know about Radio Stations. 3. How to Reach the People Who Influence Time Buying. Those interested in adapting their selling methods to the needs revealed by these men can obtain a copy of the Spot Radio Promotion Handbook for the nominal charge of $1.00.
ALL AMERICA IS VOTING FOR
ZIV'S NEW RADIO SHOW

Starring
Tyrone Power
America's Favorite!

Featuring
Edwin C. Hill
Humanizing the WHY and HOW of Government!
Audience on Wheels

IN THE ambitious Pulse survey of the automobile radio audience which BAB underwrote and is distributing, the number of radio-equipped passenger cars in the U.S. was put at 27.5 million.

Not one of these 27.5 million sets is included in the computation of rates for any radio station. It has not been a mark of extraordinary business acumen that radio consistently has given away its traveling circulation for free. Other media have not acted with such selflessness generously.

Does anyone know of a newspaper which fails to count the copies which are read on trains? Is there a magazine which refuses to include in its circulation guarantees the copies that are sold at air terminals?

It has been an appalling fault of radio management that until now no important study of out-of-home listening has been made. Happily, though only because new competition is requiring radio to make more serious efforts to measure itself, corrective research is being conducted even now. The Talkathon has had similar studies were not conducted long ago, for if they had been, the growth of television would not have affected radio so severely.

Just because an audience happens to be on wheels does not mean it is not an audience.

Radio Sells Everything

IN WINNING the Democratic primary election for governor of Arkansas, a little-known country judge last week had two measurable advantages over his opponent, the incumbent Gov. Sidney McMath. For one thing, his rival was burdened with the endorsement of Harry S. Truman. For another, the judge used the radio "talkathon".

It is hard to say which of these was the more important to Judge Francis Cherry's victory in the run-off election last Tuesday against Mr. McMath. Certainly, he would not have emerged from the pack in the preferential primary July 23 if he had not been able to elevate himself from his former obscurity and introduce himself to the electorate.

Radio made that possible.

Voters were bound to find an appeal in a candidate who was willing—on one occasion for a 24 1/2 hour stretch—to expose himself to random questioning by the audience as explained in an article in this publication a week ago. It does not take a political soothsayer to predict that the Talkathon will be used more and more as a political weapon.

Indeed last week it had already been taken up by Leonard Schmitt, who is running for the Republican nomination as U.S. Senator from Wisconsin. He set out to beat Judge Cherry's record in Arkansas. He went on the air in a 24-hour Talkathon.

Whether Mr. Schmitt wins or loses against the formidable opposition of Sen. Joseph McCarthy, the Talkathon obviously has become standard ammunition in certain political campaigns. Assuming financial backing were available, it could be translated to television. On either radio or television, however, the Talkathon presents another illustration of the great power of broadcasting to enlighten and inform.

The Net Dollar

NETWORK radio is now a new kind of business. As a medium, radio has always been the best buy, dollar for dollar. Network radio now becomes the biggest bargain in the history of advertising.

The CBS rate realignment, sweated out after weeks of negotiations, inevitably establishes the new base for all network radio. The forces of competition so dictate. Actually, it recognizes what has been a going condition in network selling for many months. It gets the network back on the rate card. And the affiliates agree to share the burden.

NBC, which has been waiting since its Boca Raton convention, anyway, to meet the CBS move with rate realignments of its own. But don't expect this overnight. ABC and MBS also will modify to meet the new competitive pattern.

Recriminations, at this stage, benefit no one except the competitive media. The issue is no longer debatable. There's a bed-rock job to be done by the business men in broadcasting. It is a job the big boys did not do when radio was just rolling along, content to sell itself short.

Television isn't mentioned in the CBS affiliate plan. But its influence was there. The real tragedy is that non-TV markets, which are now thrive, nevertheless are forced to bear their portion of the across-the-board cuts.

The CBS compromise isn't all bad. It could have been much worse. There will be no rate hikes for at least a year. (2) The advertiser must buy 52-weeks to earn maximum discounts, knocking out the demoralizing 13-week summer hiatus. (3) Monday-through-Friday daytime charges go up about 5%. (4) Ratings go out the window as a principal selling tool. (5) There will be no more rate deals.

If point No. 5 doesn't stick, then no gains whatever will accrue. The under-the-table deal must go. The bulk of network business sold during the last two years has been concession-dealing in time and talent or both. The networks have absorbed these deals. Now, in the CBS plan, the affiliates propose to help underwrite the average, 25% non-discount by taking a 15% cut in network compensation.

This cut-back is at the network level. There's a fine differentiation between network and spot. Thus, that which has been done at the network level should not be transmitted to the station level. The station sets its own rates for its time. The advertiser can buy it or not. If it's over-priced he won't buy. More spot is being bought than ever before. They're buying more spot than network.

Call it strategic retreat, or charge it to blunders of the past. But it's done. Now all radio lines must hold fast. The advertisers have served notice on other media that they want an accounting. Television has affected newspaper and magazine readership. But that's their fight.

The resourceful broadcaster won't use the new network scale as an excuse for downgrading of his operation. The advertiser isn't going to change. He prefers the rate that he gets by doing, cuts-backs in personnel and programming will result. That can only make his use of the medium less productive. The advertising manager after all has to make an accounting, too. Many businesses have been "made" by radio—spot and network alike—to risk bleeding the medium dry.

For the moment, the profit dollar may be harder to come by in radio. But the broadcaster willing to work will find the way.

Page 56 • August 18, 1952

BROADCASTING • Telecasting

DONALD AIMERS NORMAN

WHEN Donald Aimers Norman joined NBC in 1943 he looked forward for the first time to a permanent base of operations where he could enjoy home and family. Now, nine years later, as general manager of KNBH (TV), the network's Hollywood television station, he finally has succeeded.

Steady advancement, which always seemed to involve moving from one city to another, has combined with housing shortages to keep Mr. Norman away from the hearth which he so much looked forward to. It wasn't until the move to Los Angeles for the word to move north.

After that the fates were kinder for awhile. He was transferred to Los Angeles as manager of National Spot Sales for NBC's Western Div. For nine months he and his family basked in the sunshine of each other's smiles. Then came word of transfer to New York. It took another eight months to find a place to live.

The long road which brought Donald A. Norman to Hollywood and a home in suburban Glendale began in Chicago where he was born May 27, 1907. He attended public and high schools in Oak Park and in 1930 enrolled in the U. of Illinois.

He majored in history and journalism. On the extracurricular side he played intramural baseball and golf—"I was too small for varsity." He was business manager for campus Little Theatre productions and active in Phi Kappa Tau fraternity.

His college career ended in 1933 for economic reasons. He had supported himself waiting on tables, but the combined academic and financial burden became too much. He went job hunting.

That was the first year of the Chicago World's Fair. Mr. Norman probably had one of the shortest records in the history of show business as a performer at the exposition. The famed "Greeter" Gaw had written a song celebrating the glories of the Century of Progress. He hired the ex-college man to bark it along the midway. He lasted but one day.

He went to work for Standard Brands in the summer of 1933 as a junior salesman, a euphemistic title coined to give dignity to the drivers of route trucks who contacted stores selling Fleischmann's yeast. The salary was $65 per month. It later skyrocketed to $90 (Continued on page 70)
WREC strength and stability are based on a long chain of events that have gained listener confidence through the years. Service to the Community — Responsibility to the listener—and Mechanical perfection are a few of the reasons why WREC continues to pull the greatest audience.

Closely linked are the important facts that WREC has the highest Hooper rating of any Memphis radio station and rates are actually 10.1% lower per thousand listeners than in 1946! The advertising pull is greater because you get top coverage in this market of over $2,000,000,000—in addition WREC prestige adds weight to your message to bring in MORE sales at LESS cost.
On All Accounts
(Continued from page 18)


Claiming Stockton, Calif., as her birthplace, Miss Ridley marks Dec. 14, 1920, as the eventful day. The family moved to Oakland and then to Sacramento before settling permanently in Los Angeles in 1931 when she was 11. Completing her grade schooling, she continued to Los Angeles High, and was graduated in 1938. Then 1 1/2 yrs. at Los Angeles City College with a major in dental hygiene ended her formal education.

She was a dental hygienist for the next two years and a receptionist for a similar period. She then became a private secretary for two years.

Wanting to see the rest of the U. S. and Canada, she resigned the secretarial post in 1942 and worked at various jobs in her travels to meet expenses. She rejoined her family in Los Angeles in late 1945.

Miss Ridley shares an apartment in suburban Sherman Oaks with Tenney, her black-and-white cocker spaniel. An outdoor enthusiast, she also claims cooking as a hobby, and admits to "sewing a mean seam" which accounts for her always smart appearance.

TENN. PRIMARIES

Sponsor Bids for WMPS in '54

WMPS Memphis did such an outstanding job of covering the Aug. 7 Tennessee primaries that already a sponsor has put in a bid for primaries two years hence, station reported last week.

"This is unprecedented in the history of our business, but I certainly want you to come to us with this when elections are two years from now," said E. C. Krausnick Jr., sales and advertising manager of the Tennessee Broadcasting Co., Memphis.

WMPS had reporters spotted at candidates' headquarters, at the Courthouse when the ballot boxes were brought in, and at other key spots throughout the city. Station used tape recordings and "beeper" reports in addition to regular news services which flowed into the studios.

Mrs. Adelaide Brewster

MRS. ADELAIDE LANCY BREWSTER, 51, assistant chief of Domestic Productions, International Motion Picture Div., Dept. of State, died Aug. 11 of cancer in Memorial Hospital, New York. Mrs. Brewster was active in radio as the original Betty Crocker for General Mills, 1925-1934. At that time she also was associated with the National Assn. of Broadcasters.

Morgan Suit

GF, BB & Seek New Trial

GENERAL FOODS Corp. (Maxwell House coffee) and its agency, Benton & Bowles Inc., New York, will ask a new trial or "if necessary appeal" the Los Angeles Superior Court verdict which awarded Raymond R. Morgan Co., Hollywood agency, $375,000 compensatory damages for the appropriation of a promotion idea involving radio. Al Kaye, vice president and Hollywood manager of Benton & Bowles, also was a defendant in the suit.

The jury in Superior Judge William B. McKay's court, after three weeks of testimony, brought in the verdict Aug. 8 for the plaintiff after an hour's deliberation.

Charging unfair competition and breach of an implied contract in the appropriation of a copyrighted "doorbell ringing plan," Raymond R. Morgan Co., originally had sued for $1.5 million damages [B+T, June 25, 1951].

During the hearing, this figure was scaled down to $500,000. The jury, not advised of the change, first awarded the plaintiff $750,000.

Sent back by Judge McKay for further deliberation with instructions to lower the figure, the jury then made a judgment of $375,000.

The Morgan firm in its suit charged Benton & Bowles had requested a presentation and detailed work on a comprehensive merchandising plan used by the former agency for four years in increasing Folger coffee sales. Cost for its use was quoted, with a royalty price set at $300 per week in each key city and $100 weekly in smaller communities. It is licensed to other agencies and firms in areas where it does not conflict with Folger coffee promotion.

General Foods Corp., according to testimony, appropriated the merchandising plan to promote Maxwell House coffee in Folger coffee territory and without agreement or compensation to the plaintiff.

Both General Foods and Benton & Bowles had contended the promotion idea was in public domain.

That contention was reiterated Tuesday in a formal joint statement when General Foods and its agency revealed intentions to "move for a new trial and if necessary appeal the verdict."

The statement was a combination of radio broadcasting, couponing, house-to-house selling and sampling. Under license arrangement, it has been used by Los Angeles Soap Co. (White King Soap), a client of Raymond R. Morgan Co., and by other agencies for various national accounts.
DAVE BROADCASTING around radio advertising manager, father to during of duty with Air Force.

BOB manager KENNETH for JOSEPH HERSHEY San Antonio, in same L. Ore., replaced transfers to NBC -TV film Holyoke, Mass. BRANHAM Bcstrs. DAVID has resigned. He has not announced service staff, named account executive.

TED O'CONNELL, salesman at WBBM Chicago, to CBS Radio Spot Sales staff, same city. He replaces BERT WEST, who has transferred to New York as eastern sales representative for CBS' Pacific network and KNX Los Angeles.

JACK MOHLER returns to WOR New York as account executive after 17 months service in U. S. Army. BOLLIN BOYNTON, WOR sales service staff, named account executive.

DAVE HOSS, public relations and special events director, KSLM Salem, Ore., promoted to station manager.

GRAE ZIMMER, for past 15 months manager of WCAV Norfolk, has resigned. He has not announced future plans.

SAM K. MAXWELL Jr., CBS Radio Spot Sales, to CBS Television sales staff as account executive.

DAVID J. BENNETT, manager, WBBO Harrisburg, Pa., to Harrisburg Bestrs. Aasm., that city, applicant for TV Channel 71 there.

HOBBY MYERS named manager of KFMB San Diego.

T. C. MAGUIRE, manager, Omer Renaud & Co., Toronto, station representative firm, named manager of Montreal office of Horace N. Stovin & Co.

JOHN CROSIER, time salesman at KMBC Kansas City, to The Katz Agency, Chicago, as space salesman.


BRANHAM Co., N. Y., appointed national representative for WHYN Holyoke, Mass.

CHARLES A. DUNBAR, sales staff, Bride magazine, to radio sales staff, Avery-Knodel, N. Y., station representative. JOHN R. MARKEY, NBC-TV film program sales, to representative firm as manager of Los Angeles office.

STANLEY J. REULMAN, Pacific Coast manager for The Katz Agency, transfers from Los Angeles to San Francisco in charge of Katz office there, replaced by RICHARD I. HASBROOK, manager, Avery-Knodel, L. A.

JOSEPH K. HARRY, commercial manager, KTXN Austin, Tex., to KCOR San Antonio, in same capacity.

JOSEPH HERSHEY McGILLVRA Inc. appointed national representative for WELL Battle Creek, Mich.


CARL HAUG, sales staff, WABB Mobile, Ala., appointed commercial manager there.

BOB GERSON returns to sales staff, WSB-TV Atlanta, after 16 months duty with Air Force.

From where I sit
by Joe Marsh

If They're Wild, They Belong To Tik!

Saw Tik Anderson last week and was reminded of the first time I ever spoke to him. The missus had sent me out one Saturday afternoon to hunt for some blackberries.

I took a long hike and couldn’t find any. Finally, I came to Tik’s house along that low stretch east of the fork on River Road. “Hi there,” I says, “any blackberries around here?”

Tik says, “There used to be—but I don’t know much about things that grow wild.” Later, I found how Tik supports his family by picking berries. Ever since that time I’ve been like the rest of folks in town—respectful of his right not to tell where “his” berries grow.

From where I sit, respecting other folks’ rights comes natural in our town . . . in America for that matter! Whether it’s a person’s right to enjoy a temperate glass of beer or ale if he wants, or whether it’s Tik Anderson’s right to keep secret where his berries are, it’s all a big part of a real democracy!

Copyright, 1949, United States Brewers Foundation
CONELRAD Plan Nears NSRB Approval; FCC Declassifies Parts

OPERATION Conelrad moved two steps closer to reality last week in an attempt to meet emergency conditions, particularly with twin developments of the FCC and the National Security Resources Board. The broadcast alert plan designed for the nation's defense, was reported being close to approval by the security board. Its chairman, Jack S. Gorrie, was preparing to give the agency's assent and make it official, in line with revisions in the President's Executive Order of last December.

In the meantime, FCC has notified stations they may declassify certain documents in their possession dealing with various phases of the plan.

The project already has approval of the Secretary of Defense. Once NSRB tenders its okay, the FCC will be able to issue appropriate orders to put it into effect. Rules and regulations will be adopted by the Commission to set the wheels in motion.

It was understood some 600 AM radio stations are interested and actually participating in the interim phase pending approval; others are expected to participate at a later date. As the plan proceeds, declassification of certain documents will be necessary.

Two Specific Frequencies
Under Conelrad all but participating stations would be silenced in a threatened air attack or similar emergency. Subscribing stations would notify listeners to tune their receivers to two specified frequencies. Use of FM and TV outlets is contemplated.

Under the plan the existing AM system of 60-kw stations throughout the country have been operating 24 hours daily over a specified period. This is called the "skywave" aspect, tailored to provide fulltime alert about Conelrad becomes a reality. Local civil defense organizations have been cooperating.

In the FCC memorandum to stations, broadcasters were advised they could declassify certain documents relating to the operating system, alerting system, emergency control and operations, as part of the plan of operation relating to control of electromagnetic radiations (Conelrad) in the continental U. S. and North American region.

Campaign Suggestions
SUGGESTIONS for planning an anniversary campaign have been published in outline form by Castle Island Press, Chicago. "How To Plan an Anniversary Campaign," written by Jay J. Broderick, public relations director at Castle Island Press, is available free of charge. Outline is preceded by an introduction on the function of a public relations man.

This is a newspaper success story in which radio and TV played major roles. For the first time in the five years broadcaster Edward Lamb has owned the Erie (Pa.) Dispatch, it is leading the opposition, Erie Times, in food advertising lineage.

Latest figures from Advertising Lineage Service for the first half of 1952 show the daily Dispatch carried 664,680 lines of food advertising compared to the rival Times' 621,043, Mr. Lamb reports.

In great part this success is due to the use of the Lamb-owned WIKK and WICU (TV) as a service in the merchandising help given food and kitchen product advertisers in the newspaper, according to Mr. Lamb.

Selected advertisers of food products in the Dispatch get their products mentioned on both the AM station and on TV. The way it works is this:

The newspaper buys time on WIKK for a group of participating announcements.

Food Products Tie-In
Similarly, it has bought the whole Wednesday half-hour of the weekly TV participating Kitchen Arts Show on WICU. Food products using the Dispatch's merchandising service are mentioned and shown on the show.

So successful have the combinations been in selling products to consumers, that the use of radio and TV is now considered the backbone of the newspaper's merchandising plan.

Other forms of selling aids continue, of course, Mr. Lamb explains. The two-man newspaper merchandising staff continues the usual forms of such activity—surveys, mailings, guaranteed outlets, retail tie-ins, posters, etc.

The Erie Dispatch has a circulation of 45,000, up 15,000 from its readership when Mr. Lamb bought the newspaper in 1947. Its opposition has a circulation of 22,000, up 2,000 from its dominant position five years ago, Mr. Lamb says.

The use of his radio and TV to help his newspaper is not entirely one-sided, Mr. Lamb points out. The success of his TV operation can be lauded in significant measure to the assistance given WICU by the newspaper. The newspaper not only runs regular features on the station and on TV in general, but it also cooperates in merchandising broadcast advertisers—through news items on shows, talent and advertisers' products.

In addition, the Sunday Dispatch carries a regular TV section. The merchandising staff of WICU numbers five men. They also engage in the usual array of sales aids for advertisers.

The fact the Dispatch is part of one newspaper-radio-TV property has helped "enormously" in building its circulation, Mr. Lamb says.

The paper is promoted heavily on the air. Not only do newspaper-byliners have regular programs on WIKK and WICU (the sports editor has a sportscast, the society editor a social "column," etc.), but both stations carry references to Dispatch feature stories, news beats, etc.

Although all three properties are owned by Mr. Lamb, the sales staffs are competitive, Mr. Lamb emphasizes.

Is there a trend toward a joint advertising rate—one charge for newspaper space, radio and TV time?

"Not yet," Mr. Lamb replied. "But it is not a far-fetched idea. It is coming sooner than we think it will."
EDWARD'S

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PER CENT OF TRAFFIC BY MEDIUM, BY DAY

Tuesday: 36.6% | 36.6% | 13.4% | 13.4% | 100.0%
Wednesday: 32.5 | 41.4 | 9.1 | 16.8 | 100.0%

In City: 77.3% | 72.6% | 89.9% | 75.7% |
Outside City: 21.2 | 26.0 | 36.4 | 7.3 | 22.8 |

Unregistered: 11.8 | 6.3 | 7.8 | 5.4 |
Total: 100.0% | 100.0% | 100.0% | 100.0% | 100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.

McFARLIN'S

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PER CENT OF TRAFFIC BY MEDIUM, BY DAY

Friday: 41.7% | 33.5% | 8.3% | 17.5% | 100.0%
Saturday: 27.8 | 25.0 | 11.3 | 36.1 | 100.0%

In City: 45.0% | 56.7% | 66.7% | 50.0% | 53.3%
Outside City: 55.0 | 33.3 | 33.3 | 50.0 | 46.7
Total: 100.0% | 100.0% | 100.0% | 100.0% | 100.0%

* These figures include all purchases made in the survey area by customers showing an interest in the test merchandise.

SEARS

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PER CENT OF TRAFFIC BY MEDIUM, BY DAY

Friday: 35.1% | 39.6% | 30.8% | 7.3% | 100.0%
Saturday: 26.1 | 27.9 | 11.5 | 24.5 | 100.0%

In City: 61.5% | 52.6% | 72.2% | 57.9% | 59.6%
Outside City: 38.5 | 47.4 | 27.8 | 42.1 | 40.4
Unregistered: 11.3 | 5.5 | 5.5 | 6.9 |
Total: 100.0% | 100.0% | 100.0% | 100.0% | 100.0%

* These figures include all purchases made in the survey area by customers showing an interest in the test merchandise.

The Continental Type 314-2 1000 Watt AM TRANSMITTER combines excellent performance with streamlined simplification.

Simplified circuit design... fewer controls... ease of adjustment... frameless, unified cabinet... automatic voltage control... extreme accessibility of all components... easy cut-back to 500 watts... electric door locks... these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.

Campaign Catechism Issued by NARTB

(Continued from page 27)

orship of a candidate’s talk cited. A broadcaster, of course, should try to persuade a candidate to delete such matter but the FCC’s interpretation of Sec. 315 requires that the material go on the air uncensored. NARTB notes that this FCC position is of questionable validity.

In case of defamation, the speaker is liable in every state, the booklet explains, with 21 states having laws or court decisions lessening the liability.

Speeches of political speakers who actually candidates may be edited to remove defamatory or poor-taste passages, it is stated. Stations may “editorialize” on public issues, though FCC expects them to give the other side a chance to reply.

Premium rates for political broadcasts are forbidden by a 1952 amendment to Sec. 315. Stations are advised they must give candidates the right to purchase comparable time at an equal rate. If a station confines political programs to sustaining time it must cancel programs, if necessary, to provide equal opportunity.

Stations are not required to keep a script or recording of political speeches, the bulletin concludes, but must keep a record of requests for time and what was done about them. Scripts and recordings are a safety factor in case of libel suits or other objections.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

August 18, 1952 • Page 61
WOR PRODUCT POLL
Pulse Survey Shows Market
GROWING popularity of chlorophyll dentifrices at the expense of
"ammoniated-only" and regular-type toothpastes in the New York
market was highlighted in a special WOR New York product poll
released last week by Robert M. Hoffman, research director for
WOR and WOR-TV.

The survey, conducted for WOR by Pulse Inc., shows the market
situation in January 1962, just prior to the debut of chlorophyll
dentifrices, and in July 1962, in interviews of 1,600 families. Some
26.8% of families surveyed stocked chlorophyll dentifrices in July,
while ammoniated toothpastes de-
clined from 20.4% in January to 16% in July. So-called regular
dentifrices dipped from 87.1% in January to 70.4% in July.

WORHC Bldg. Dedication
WORHC New Haven, Conn., will
dedicate its new four-story build-
ing about the first of September,
Patrick J. Goode, station president,
announced last week. It will be
equipped with four radio studios,
offices, news bureau, record library and publicity and promotion de-
partments.

GLOBE-Democrat Tower Bldg. St. Louis

KWK GETS RESULTS!
KWK GETS RESULTS!
KWK GETS RESULTS!
KWK IS THE RADIO BUY!
KWK GETS RESULTS!
KWK GETS RESULTS!
KWK GETS RESULTS!
KWK GETS RESULTS!
KWK GETS RESULTS!
KWK GETS RESULTS!

A new development in the "product poll" field is the recent
release of a survey conducted for WOR New York, one of the
leading commercial stations in the metropolitan market.

The poll, conducted by Pulse Inc., the research arm of Broadcast-
ing magazine, surveyed 1,600 families in New York City to determine
the market share of chlorophyll dentifrices and ammoniated tooth-
pastes. The results, released last week by WOR's research director,
Robert M. Hoffman, indicate a growing preference for chlorophyll
products.

According to the poll, 26.8% of families in New York City were
using chlorophyll dentifrices in January 1962, prior to the market
introduction of these products. By July 1962, the market share of
chlorophyll products had increased to 31.2%, while ammoniated
products had declined to 16.0%.

In contrast, regular-type toothpastes, which accounted for 87.1% of
the market in January, had declined to 70.4% by July.

The survey also revealed that the market share of chlorophyll
dentifrices in New York City was higher than in any other major
market surveyed by Pulse Inc. The company also noted a significant
decline in the popularity of ammoniated products, which had
accounted for 20.4% of the market in January.

The WOR poll is the first of its kind to be conducted in New York
City, and it is expected to be followed by similar studies in other
major markets. The results are expected to provide valuable
information for advertisers and media planners.

The survey was conducted by Pulse Inc., the research arm of
Broadcasting magazine, and involved interviews of 1,600 families in
New York City. The findings indicate a growing preference for
chlorophyll products, with 31.2% of families using these products in
July 1962, compared to 26.8% in January. Ammoniated products,
which accounted for 16.0% of the market in July, declined from
20.4% in January.

In contrast, regular-type toothpastes, which had a market share of
87.1% in January, declined to 70.4% in July.

The survey also revealed that the market share of chlorophyll
dentifrices in New York City was higher than in any other major
market surveyed by Pulse Inc. The company also noted a significant
decline in the popularity of ammoniated products, which had
accounted for 20.4% of the market in January.

The WOR poll is the first of its kind to be conducted in New York
City, and it is expected to be followed by similar studies in other
major markets. The results are expected to provide valuable
information for advertisers and media planners.
DAMAGE SUIT
Filed by Roche-Eckhoff

SUIT, asking $121,000 in damages has been filed by Roche-Eckhoff & Assoc., Hollywood advertising agency, against a Los Angeles County, charges that Mr. Patton took with him three accounts he had been handling when he severed relations with the plaintiffs, Nov. 1, 1961. Urich's American News Corp., gasoline stations and James J. Kerwin Co., Los Angeles distributor of Raytheon TV, joined in the complaint immediately filed with Dr. L. A. Brinkley, chiropractor, following three months later.

Frank Roche and Irving Eckhoff, through their attorney, Austin Clapp, ask damages of $21,000 for gross commissions lost by Mr. Patton and the three accounts left the agency and $100,000 future damages accruing from continued loss of clients since he took them.

Claiming the defendant is guilty of unfair competition, Roche-Eckhoff charges him with violation of the law of contractual relations by taking away his clients after leaving firm, for violation of the California law giving an employer rights to whatever an employee acquires during the period of employment if it be solicited the accounts while with the firm. In filing an answer, Aug. 15, Mr. Patton through his attorneys, Ryan & Burlington, issued a general denial.

RTL PRESIDENCY

Holden Succeeds Buttnner
VICE ADMIRAL Carl F. Holden, USN (Ret.), has been elected president of Federal Telecommunication Labs Inc., Nutley, N. J., an IT&T research unit, it was announced last week.

He succeeds Harold H. Buttnner, who will assume duties as vice president of IT&T in New York, coordinating the research and development program of the parent company. Admiral Holden was director of the Naval Research Laboratory from 1942 and 1943. He was graduated from the U. S. Naval Academy in 1917 and received an M.A. degree in electrical engineering from Harvard U. in 1924.

Ziv's 'I Like America'

SLOGAN SERIES, 'I Like American', has been recorded by Tyrone Power for radio stations carrying Frederick W. Ziv's Freedom U.S.A., according to John L. Sinn, Ziv executive vice president. Campaign is intended as a public service and as an "audience-creating tool" for Ziv series. Individual recordings by Mr. Power, will be adapted to each station.

BROADCASTING • Telecasting

RADIO BARRED

REFUSAL of a U. S. Dept. of Labor official to permit recording of a series on "Nothing but the Truth" with department officials later explaining the incident was due to a misunderstanding.

Garland (Cotton John) Smith, KGK farm reporter attended the session with a tape recorder but was not allowed to record the proceedings, designed to acquire factual material for the next labor program of the Labor Dept.

Tom Kritzer, general manager of KGK, sent a protest to Sen. Lyndon Johnson (D-Tex.), terming the action of the "heads eventually to a totalitarian government." He asked Sen. Johnson to find out "what reason, if any, they had for this treatment and if this is the type of thing we can expect in the future in dealing with the Dept. of Labor."

Mr. Smith described the meeting as a routine session of the automakers. Principal speakers were two Labor Dept. officials—Michael J. Galvin, Undersecretary of Labor, and William S. Tyson, solicitor. In speaking to Smith, a man in the back of the room who described himself as John Leslie, a department information director, refused to let him operate his tape recorder despite the fact that he was allowed to take notes and photographers took photos. With about 100 people present, only a fraction of 1% of those interested could hear the proceedings compared to the audience available by radio, Mr. Smith pointed out.

Herbert Little, Labor Dept. information director in Washington, gave this explanation of the incident to BROADCASTING • TELECASTING:

"The incident resulted from a series of honest errors. The trip was for the purpose of giving the Texas people the facts about the Mexican labor program of the Department, and we hoped and expected these facts would be distributed fully by press and radio. This meeting, like the other meetings in Texas, lasted several hours, some of it speech and some of it general discussion, and Under Secretary Galvin felt that a direct recording and live direct broadcast from the hall would be unduly long and bad radio technique.

"Fortunately, before the Littlefield meeting he suggested that a radio program be arranged separately wherever possible to summarize the discussion and get the message on the air and help the radio men in their work. Unfortunately, this arrangement was not made. Mr. Galvin was in the midst of the meeting and did not learn of the request of the KGK reporter for a tape recording until after he left, when it was too late to catch him and make a separate recording for him.

"Mr. Galvin stated that the error grew solely out of the desire to help radio men.

"After learning of the error, Mr. Galvin offered to make a recording explaining the farm labor program for KGK. This, of course, would also be available to other stations that might request it."

UN PROMOTION

Council Outlines Plans

ADVERTISING Council and the National Citizens’ Committee for UN Day outlined advertising and promotion plans for the celebration of UN Day (Oct. 24) at a breakfast for newsmen in New York Tuesday.

The 1962 program will attempt to set up UN Day as a world-wide, traditional "holiday" for sending greetings and gifts to people in other UN countries.

Allan M. Wilson, vice president of the Council for radio and television will be asked to implement the council's "allocation plan" used in other campaigns. He said he expected the radio and television drive to begin about mid-September.

Volunteer advertising agency for the campaign is BBDO New York, under direction of Willard Pleuthner, vice president, advertising director.

'Planet Man' Series

PALLADIUM Radio Productions Inc., 445 Park Ave., N. Y., last week announced the offering of "Planet Man," a program for general release Sept. 15. The series consists of open end transcription designed for three 15-minute programs a week. It is to be sold on an exclusive basis in each market.

WSYR's Local Radio Sales UP 39% for the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to appreciate 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-FM 570 KC
WSYR AM-FM-TV
The Only Complete Broadcast Institution in Central New York

August 18, 1952 • Page 63
KIRK APPOINTED

Heads Strategy Board

APPOINTMENT of Alan C. Kirk as director of the Psychological Strategy Board, effective Sept. 15, was announced by the White House last Thursday.

President Truman named Admiral Kirk, ex-U. S. ambassador to Moscow, to succeed Dr. Raymond B. Allen, who will be retained as a senior consultant for a month. Dr. Allen, ex-president of the U. of Washington State, becomes chancellor of the U. of California at Los Angeles.

PSB is charged with coordinating the foreign information activities and psychological warfare policy of the U. S. The board deals with the Defense Dept., State Dept., and Mutual Security Agency, with membership comprising the Undersecretary of State, Deputy Secretary of Defense and director of the Central Intelligence Agency.

Gordon Gray, president of WSJS-AM-FM Winston-Salem, N. C., and another radio personality, was the first director of the board.

Admiral Kirk has served as chairman of the American Committee for the Liberation of the Peoples of Russia.

ATS-REC Conference

NOMINATING committees of American Television and Radio Executives Club of New York will met Wednesday afternoon to nominate candidates for officers of the new organization as yet unnamed, resulting from an ATS-REC merger which becomes effective this fall.

NEWS on

KMBC-KFRM is TOPS...

...because KMBC-KFRM stays on 'top of the NEWS!...

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM name.

Here is tremendous sales potential in one of the nation's richest markets... the great Kansas City-Prarie area trade area.

Call KMBC-KFRM or ask your nearest Free Press for complete details on the mighty voice of the KMBC-KFRM team and for newest availability.

CREDIT UNION ASSN.

Radio Sells Ideas As Well As Services

CREDIT UNION National Assn. is selling the concept of regular saving and intelligent borrowing to working people in Canada and the U.S. by radio. For the first time, the company's first full-fledged advertising promotion, a 15-minute spot by Walter Thompson Co., Chicago, has chosen radio as the strong base from which ideas as well as services could be sold.

Believing in the convincing salesmanship of two leading broadcasting personalities, agency officials selected Gabriel Heater in the U. S. and Lorne Green, "Mr. Radio" of Canada. Mr. Green, who selected a variety of interest features, appears weekly on 21 Canadian stations.

In this country, hard-selling bought a program. Gabriel Heater, who sponsored each Tuesday night on his regular Mutual newscast, aired on 530 stations. Mr. Heater has been on the air for CUNA since January on a 52-week contract, with results that are "more than satisfactory" to the client.

Credit Union National Assn., which headquarters in Madison, Wis., and employs 200 persons, chose radio as its first advertising medium last fall after appointing J. Walter Thompson Co., as agency.

Needed Mass Medium

It wanted a mass medium to tell its story nationally. This was a story of its service of helping to organize credit unions with membership in the business and religious and club groups. Encouraging workers to establish and operate their own credit groups, W. W. Wadsworth, in charge of outside loan company or bank, CUNA supplies the plans and physical equipment (pass, books, ledger forms, etc.) necessary in each shop.

Mr. Heater, chosen for what the client terms his "believability," espouses the virtues of company credit unions, frequently citing specifics of successful cases. His first "sale" was completed only four days after the program went on the air for CUNA. In that time, a listener in the Northwest sent for a booklet outlining the group's objectives, a CUNA representative contacted management where the listener worked, and the entire credit union operation was installed and put into effect.

On the first four shows, more than 10,000 questionnaires were returned by interested listeners who had requested the free booklet. Their answers, providing credit union data for field representatives, gave CUNA leads for prospective credit unions.

CUNA, and credit unions generally, follow a plan originated in Europe 100 years ago, and which passed through Canada to the States in the early 1900s. The plan is to aid the worker in meeting his obligations for the future and cutting his borrowing costs. The credit union idea is based on the fact that a common bond exists among workers and individual companies and within each group of religious and club organizations. This provides the means for CUNA members to help each other as they help themselves. Other objectives combine with that of organizing new credit unions to urge greater participation by non-members in companies where credit unions now exist, and to broaden the insurance coverage on both savings and loans.

The national association is supported by assessments paid by the 56 Credit Union Leagues operated in the U. S., Canada, Puerto Rico and British West Indies. The leagues, in turn, are comprised of chapters consisting of groups of individual credit unions. The Credit Union National Assn. is the parent organization for CUNA Mutual Insurance Society.

MILTON BLAIR

Former Ellis Official Dies

MILTON J. BLAIR, 64, former vice president and secretary of Sherman K. Ellis & Co., New York agency, and one time member of the Advertising Council, died in Edgartown, Mass., Aug. 12.

Mr. Blair was with the Ellis agency from 1938 to 1948 when he retired because of illness. Later he joined the staff of the Advertising Council. Prior to 1938 he had been a vice president in the Chicago office of J. Walter Thompson Co. for 14 years.

Surviving are his wife, Mrs. Cora Blair; a daughter, Mrs. Aleneey C. Howell; and three sons, Charles J., John A. and F. Roberts Blair.

RECRUITING PACT

Agencies File Bids

REPLIES have been received from 64 of the 90-plus agencies invited by the Defense Dept. to bid for the $1 million recruitment advertising contract, it was revealed last week.

Questionnaires listing qualifications were sent by the Army and Air Force recruiting services to all advertising agencies with annual domestic billings of $6 million or more. Of the 64 replies received as of Thursday (Friday was the deadline) 28 said they would be interested in competing for the contract; 36 expressed no interest.

After all replies were received, Military Personnel Procurement Division authorities will sift out a group of finalists who will make their presentations. Finalists may be chosen in the next fortnight.

The new contract is effective Oct. 1 at which time the present one with Grant Advertising Inc. expires (B+T, Aug. 4).

'PIONEER' SALES

30 Buy Thesaurus Show

RCA Recorded Program Services announced last week that RCA Thesaurus' Sons of the Pioneers show has been sold to 30 sponsors by subscriber mail. Ten sales were for 62 weeks and 12 for 26 weeks, the announcement said.

High sponsor response was attributed by RCA Recorded Program Services to the sales-aid package that was mailed to the stations as early as Aug. 1. The promotion package on the program—a quartet four, five-day-a-week western program featuring cowboy and prairie music and songs—includes a sponsor-selling brochure, an audience-building promotion kit and a sales audition disc.

RADIO and TV scholarships worth $1,000 each have been awarded fortnight ago to the two top students enrolled at the annual NBC-Northwestern U. Summer Radio and Television Institute in Chicago. Harry Kopf, NBC vice president, awarded the scholarships to Ulysses Vanli, instructor in speech and radio at DePaul U., Chicago, in radio, and to Albert M. Cohn, assistant professor of dramatic at Emerson College, Boston, in television.
Rate 'Seal' Urged

(Continued from page 23)

at headquarters, cannot adopt any idea of the sort Mr. Storz proposes without careful study followed by action by the board and membership.

At many past district meetings and NARTB conventions, the members have adopted resolutions condemning rate-cutting practices. The NAB Broadcast Advertising Dept., abandoned in 1960 when Broadcast Advertising Bureau was set up in New York as a non-association activity, supported the association's oft-repeated opposition to rate-cutting.

"The rate-cutting problem is the greatest problem in broadcasting today," Mr. Storz told BROADCASTING • TELECASTING. "It is a much more serious threat to the future of the industry than television. Some stations probably should reduce their rates. Most stations should publish more rates on their cards. But all this will change automatically when and if the majority of stations decide to publish all rates available and to stick by the rates as published."

In submitting the seal plan to NARTB President Fellows, Mr. Storz pointed out that while many stations have held the line by selling card rates, "a greater number of stations are virtually forced into 'special deals' to meet the competition and keep in business."

"The problem has become particularly acute in the last few months, and many advertisers are beginning to feel that a radio station's rate card means nothing," said Mr. Storz continued. "I believe that the association is a natural source to take steps to curtail all the rate-cutting practices currently obtaining."

"You will note that the proposals in this letter have nothing to do with 'rate fixing' or any monopolistic price agreements. I certainly believe that each station should have the right to complete and full control over its rates."

Mr. Storz described his idea as a plan by which stations voluntarily signify that they will sell time only at their published rates. Stations joining the group will still have the complete and full right to revise their rates in whatever manner, and whenever they desire.

NARTB itself would draw up the requirements for membership, Mr. Storz feels, adding that "there should be real teeth in it and the seal should have real meaning."

Looking at the effect on time-buyers, Mr. Storz said, "A station using the seal would be immediately recognized by time-buyers as selling only on their established rates, and if the plan was functioning properly, buyers would soon realize that it was fruitless to proposition stations using the seal for special deals."

In order to get the seal, Mr. Storz said, a station should do the following:

1. Furnish NARTB with a complete schedule of rates, and agree that all rates will be published on a rate card and that all sales will be in accordance with the published rates. This includes both local and national, and a regional rate if one is used.

2. Each station asking for the seal would agree to mail to NARTB a copy of each and every contract made for sale of time.

If sales were made at less than published rates, or if a station neglected to send a copy of any contract to NARTB, permission to use the seal would be revoked, after the station was given a fair hearing.

The plan is simple from an administrative standpoint, Mr. Storz explained. At the station level it would only be necessary to make an extra carbon copy of each contract. At NARTB it would be necessary to file rates, and an employee on a part-time basis would spot check incoming contracts against rate data on file.

NARTB should adopt the plan immediately, in Mr. Storz's opinion, but he emphasized the need for "teeth," recalling that "many stations subscribed to the NARTB Standards of Practice, dutifully published the commercial content for programs of various length and then proceeded to completely ignore their own standards. That certainly should not be the case in this rate matter. The seal should positively identify stations as selling time only on their published rates.

"A great service to the industry will be rendered if NARTB will take steps toward an elimination of the present wholesale rate-cutting practices. A plan similar to this would be effective and very economical in operation for stations and NARTB alike from an administrative viewpoint."

WOW-TV Omaha recently auditioned its new live camera facilities which enable the station to stage "live" announcements 20 seconds or greater in length at any time from sign-on to sign-off. Agency people attended the audition.

Paramount Hearing Length

(Continued from page 30)

remain an issue, even though the evidence is deleted under the three-year limitation decision. DuMont also asked that the FCC reconsider its denial of (NAB) conventions seeking severance of the control issue from the remainder of the Paramount case.

If the Commission does not rule favorably on the above, DuMont asked that the entire Aug. 1 order be rescinded as "vague, indefinite and contradictory" and as "an unreasonable and late modification of the issues raised in the proceeding."

The Aug. 1 order, DuMont said, was an "undue and arbitrary interference" with the examiner.

The Aug. 12 hearing was mainly concerned with corrections to the record and the tying up of loose ends. However, it was marked by a spirited argument by FCC Counsel Max Paglin that the Commission's three-year cutoff date did not apply to UPT and the new merged company because they were not licensees. He also argued that contradictory testimony should be resolved even though it concerned evidence stricken from the record.

Mr. Resnick ruled against Commission counsel on both points. He said that agreement with Mr. Paglin's viewpoint would nullify the intent of the Commission's Aug. 1 order—which was to expedite the proceedings.

The Commission's opinion last week found Comr. Hennoch dissenting, and Comrs. Jones and Sterling not participating.

Miss Hennoch does not believe there should have been a limitation put on the anti-trust evidence in the case, she explained, but was absent when the Aug. 1 order was voted on. That is why she dissented from last week's opinion, she said.

In clarifying the Scophony question, the Commission in last week's opinion said in part:

We intended by this ruling to include as directly involving radio communications services those activities which involved the conduct of radio communications services or directly affected the conduct of such services. Thus, a conspiracy to restrain radio broadcast ing, or any other radio service, by restraining the flow of advertising or programs to broadcast stations would be directly involving radio communications; and on the other hand, a conspiracy to restrain the manufacture of radio apparatus, while it might have some indirect effect upon radio communications services, would not, within the meaning of our opinion, be considered an activity directly involving radio communications.

As to continuing the hearing, the Commission said:

With respect to the question of continuance, we note at the outset that the questions of the granting of continuances or the holding of the record open to give parties opportunity to produce additional evidence primarily call for the exercise of informed discretion by hearing examiners in the light of all the circumstances presented. We do not wish to hamper that discretion, even at the hands of an experienced examiner. At the same time, however, it is proper to make certain general observations. We note in our Memorandum Opinion and Order that "We are convinced that every possible effort should be made, consistent with a full and fair hearing to all parties concerned, that these proceedings should be expedited." A further extensive investigation and the continuances which that investigation would involve, would scarify the record consistent with the objective of a speedy determination of the proceeding. Consistent with such speedy determination, however, we believe that if any party desired to present any evidence which at this time has not been submitted, but which is now believed to be of importance in light of our Memorandum Opinion and Order, such participant should have reasonable opportunity to present that evidence and other participants should have appropriate opportunity to rebut it.
WFUV-CY0 PLAN

N. Y. Youth Radio Workshop

WFUV (FM), Fordham U. station in New York, with Catholic Youth Organization, will co-sponsor a radio workshop for teen-agers from the eighth grade through high school, beginning Sept. 28 at the Fordham radio station, to give young people opportunity to participate in radio production, including announcing, directing and sportscasting.

After instruction by professionals, students will participate in a weekly series of CYO Radio Workshop programs lasting from mid-October through December. Certificates will be awarded.

Members of CYO Radio Workshop committee are: Don Dunphy, WOR New York sportscaster, Chairman; Maggy Fisher, Fisher Productions; Nancy Craig, WIZ-TV New York; Elaine O'Connell, WMGM New York; Ray Chambers, radio-TV producer; Don Kearny, ABC-TV; Jerry Cotter, radio editor of Sign magazine; John O'Connor, Catholic News, and Ralph Bourke, Ed Turner and Frank Filipi, WFUV. Advisory members are the Rev. Louis L. McLaughlin, WFUV director, and Gregory L. Mooney, CYO. Ursula Mannie is CYO staff co-ordinator.

N.Y. Ad Club Course

ADVERTISING CLUB of New York will conduct its 29th annual advertising and selling course from Oct. 9, 1952, to March 5, 1953. Classes will be held Mondays and Thursdays 6:15-7:45 p.m. Registration will begin on Sept. 1.

Key to a $6 Billion Market

The Philadelphia Inquirer Station

An ABC Affiliate

First on the Dial

In America's Third Market

Represented by The Katz Agency

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N. PRATT SMITH, free lance pro-
gram sales representative in Salt Lake City, to Broadcast Merchandis-
ers Inc., Hollywood (radio-TV mer-
chandising plans), as sales director.

EARL T. CHAMPION appointed rep-
resentative for Merit Coil & Trans-
former Corp., Chicago, in Wisconsin and In-
ilinois.

P. BERNARD FLEIMING, public re-
lations staff, Westinghouse Electric Corp., appointed public relations manager, Westinghouse Electric Ap-
ppliance Div., Mansfield, Ohio.

TED KENT, Universal-International Pictures, elected treasurer of Amer-
ican Cinema Editors, Hollywood. He
succeeds RICHARD BERNAK, Monogram Pictures, who has re-
signed.

ORVILLE LAWSON and RALPH PRYCE appointed sales representa-
tives for United Artists Television in
Minneapolis and Omaha, respect-
ively.

ASHBY, BURRUS & GREER, market research firm, opens offices in Fort Worth, Tex., in Neil P. Anderson Bldg. JAMES B. ASHBY, DONALD R. BURRUS and JAMES W. GREER are partners in firm.

RICHARD I. SANDEFUR, New En-
land representative for Westinghouse Electric Corp., Sunbury, Pa., trans-
fers to Chicago to represent firm in
Illinois, Iowa, Minnesota, Wisconsin, North and South Dakota and Northern Michigan.

LEWIS D. STEARNS, account execu-
tive, RCA, Los Angeles, to Hoffman Radio Corp., that city, as director of technical and engineering personnel.

UNITED PRESS TELEVISION NEWS-
REEL has taken over film laboratory
at 1417 N. Western Ave., Hollywood, to service stories emanating from Pa-
cific Coast. GEORGE MILLER is in
charge of bureau.

PAUL FISH, advertising director, "Hunting & Fishing," to Universal
Recorders, L. A. (disc, tape, film re-
cordings for radio-TV), as sales man-
ger.

COBB SALES Co., Louisville, Ky., ap-
pointed by National Electric Products Corp., Pittsburgh, to handle products in Indiana, Kentucky, Tennessee and Illinois. CLYDE H. SCHRYVER SALES Co., Kansas City, assumes sim-
ilar duties in Missouri, Kansas, Iowa and Nebraska and L. A. NOTT Co., San Francisco, in northern California and northern Nevada. R. A. STANG SALES Co., N. Y., will cover metropo-
litan New York and New Jersey north of Trenton.

EMANUEL WEINTRAUB appointed purchasing agent for CBS Columbia Inc., N. Y. Mr. Weintraub has been chief buyer of CBS-Columbia's military program.

TRIMM Inc., Libertyville, Ill., an-
nounces publication of two bulletins, R-15a and R-23, describing complete lines of patch cords and jack panels used in radio stations and recording studios.


FRANK J. LEECKING to Sprague Elec-
tric Co., North Adams, Mass., on ap-
lication engineering staff.

DR. HENRY F. IVY appointed direc-
tor of research and development, Sla-
ton Electronics & Television Corp., N. Y., to coordinate firm's activities in subscription TV.

MAGNECORD Inc. moves Chicago
sales and administrative offices to 225 W. Ohio St., Phone is Whitehall 4-
1889.

INSULINE Corp., of America, Long Island City, N. Y., announces pub-
cation of new eight page brochure
describing firm's facilities for pro-
duction of electronic parts and equip-
ment.

GALVANIC PRODUCTS Corp., Val-
ley Steam, N. Y., announces manu-
facture of Selectester, Model 100A, for testing selenium rectifiers in radio-TV receivers.

SYLVANIA ELECTRIC PRODUCTS Inc. announces production of mini-
ature 9-pin medium-mu triode and sharp cutoff pentode in one envelope, designated 6X8 developed as combi-
inated mixer and oscillator in TV re-
ceivers using intermodulate frequency of approximately 40 mc.

DAVEN Corp., Newark, N. J., announces availability of new series 690, "T" or balanced "H" attenuation net-
works designed for use in general laboratory and production testing. Series has frequency range from zero to 50,000 cps.

PLASTOID Corp., N. Y., announces production of new Synkote 300 ohm twin-lead featuring high tensile strength, resistance to heat, sun-
light and salt air and production of clear steady pictures in fringe areas.

I. D. E. A. Inc., Indianapolis, has de-
signed new voltage booster termed
Regency VB-1, which maintains 117 volt power supply regardless of line
voltage variations from 90 to 130 volts. Booster can also be used to obtain peak performance from electrical de-
esigns drawing 350 w or less.

PENTRON Corp., Chicago, announces production of new multispeed tape transport mechanism which can be used in high fidelity systems mounted in radio-TV sets or joined to existing amplifier and P.A. systems. Unit features two recording and playing speeds—3¾" and 7¾" and push-button operation for speed changes.

HARRY DENNIS, WERE Cleveland
engineer, promoted to chief engineer.

Oh What a Beautiful Morning!

Morning Advertisers 7 to 9 AM on
WCKY are getting the lowest cost
per thousand buy in Cincinnati.

First in Listeners . . .

WCKY...ON THE AIR EVERYWHERE—24 HOURS
A DAY—7 DAYS A WEEK

BROADCASTING • Telecasting

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HANG BERGER, production man-
age, Kaye-Halbert Corp., L. A.
(TV sets), named vice-president in
charge of operations and produc-
tion. JOHN L. LYONS, general sales
manager for firm, promoted to na-
tional director of sales.

JACK N. SMITH, JEROME B. HIG-
gins and FREDDIEC A. LYMAN
-elected president, vice president and
sales manager-secretary-treasurer re-
spectively of Quality Television Corp.,
L. A., distributor of DuMont TV re-
ceivers.

HOWARD B. MONCOT, assistant to
manager, Physics Lab., Sylvana Elec-
tric Products Inc. named adminis-
trative engineer of firm's Radio-TV
Division, J. Y., succeeded by IRWIN
GOLDMAN.

Mr. Goldman & Mr. Moncoton

RICHARD ASHBY, BURRUS &
GOLDMAN, market research firm, has
been appointed by PLASTOID Corp.
for its new office in southern Cali-
nifornia.

ASHBY, BURRUS & GREER, market research firm, opens offices in Fort Worth, Tex., in Neil P. Anderson Bldg. JAMES B. ASHBY, DONALD R. BURRUS and JAMES W. GREER are partners in firm.

RICHARD I. SANDEFUR, New En-
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Illinois, Iowa, Minnesota, Wisconsin, North and South Dakota and Northern Michigan.

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Equipment . . .

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A DAY—7 DAYS A WEEK

BROADCASTING • Telecasting
MINORITIES

"IF WE seek to deny the right of any minority in freedom of expression, then we are jeopardizing the sacred principle of American democracy that guarantees freedom for all of us," FCC Chairman Paul A. Walker declared Monday in a talk on radio-TV and religion at a Symposium addressing religious leaders. "If we hold a broadcasting station fair to the members of the various faiths in his community, for the frequency he uses is a publicly-owned frequency and he is not an owner but a steward."

"The Commission has always regarded the broadcasting of religious programs as being in the public interest," the FCC chairman stated. "I am happy to say that despite the numerous and delicate problems facing the licensees of 8,000 aural stations and more than 100 television stations in making time available for religious broadcasting in a land of 265 different denominations, they have achieved a remarkable record of service and fairness."

Religious Applicants on File

Pointing out that religious organizations "may apply for commercial channel assignments in AM, FM and TV" and "operate them either commercially or non-commercially," Chairman Walker noted that "three religious institutions have applied for commercial TV stations. He cited Loyola U. (WWL), New Orleans; Lutheran Church, Missouri Synod (KFUO), Clayton, Mo., and Baptist General Convention of Texas, Corpus Christi."

"Like other licensees of commercial stations," the FCC chairman continued, "they may not operate these stations merely to propagate their own views and beliefs, but are expected to offer a well-balanced program service." Although acknowledging television to be the most powerful medium of mass communication yet devised, Chairman Walker stated that AM radio is America's "universal, instantaneous medium of mass communication." He said:

"While there have been some melodramatic predictions as to the ultimate impact of television competition on radio, there is still a brisk demand for new stations. As of today, there are 300 applications for new stations on file with the Commission. More communities already have a radio station than have a daily newspaper of their own. Virtually every American home has at least one receiving set. In addition, 27,500,000 autos are equipped with radio sets. For all practical purposes, radio is America's universal, instantaneous medium of mass communication."

Noting that the "technological marvel of broadcasting" has been used elsewhere in the world not to enlighten people but to "stifle freedom," Chairman Walker concluded, "we have a solemn responsibility—of all of us, broadcasters, religious leaders and the government licensing authority—to exert all our intelligence, our good will and our tolerance to insure that this instrument shall promote freedom, not injure it."

Custom Record Sales

SALES by the RCA Victor Custom Record Div. have reached a new high for the summer months, James P. Davis, manager of the division, announced Wednesday. He prophesied that August will be as active a selling month as June and July. "We attribute the increase in sales activity to a more efficient, streamlined service, an improved production set-up and an effective summer selling campaign," Mr. Davis declared.

SPONSOR USES RADIO'S 'CISCO KID'

Cowboy Theme Introduces Hawaiian Bakery Product

A HONOLULU bakery which was looking for an effective way to introduce a new loaf of bread to the public hit upon a novel idea by its sponsorship of the Cisco Kid radio cowboy series there, using as a wrapper trademark the figure of "Paniola, the Hawaiian Cowboy," and distributing among dealers a promotional gimmick with the cowboy motif.

When Lorrin W. Dolim, president-general manager of Snowflake Bakeries, Honolulu, saw the response to the Cisco Kid series on KULA Honolulu, ABC radio affiliate in that city, he decided to tie in his new Butter Crust white bread loaf with the American West theme.

Six-Shooter Promotion

On the day before Snowflake's inaugural ads, Jack Miller, Lund & Heitman adv. commercial manager, handled the accounts, forwarded to certain dealers a life-like "six-shooter" to which was attached, by a Cisco Kid saddle ring, a proof of the introductory ad. When the dealer pulled off the proof, a red streamer shot out, lettered with the words, "Hey pardner—pull the trigger on a fast sales-ringer!"

Snowflake reported an excellent response to the campaign, which included roping demonstrations at various markets by a real cowboy named Pedro, billed as "The Cisco Kid's Friend."

WHDH JULY SALES

Highest In Its History

INDEPENDENT WHDH Boston reported it had the "hottest" July in its history in billings, with national and local business up 14.5% over July 1951, previous high for that period. The 50 kw station also entered August with the largest amount of signed business in its history for that month, according to William McGrath, WHDH managing director.

"New national accounts are entering the spot radio field and others who left for a total fling at TV are putting some of their money back into the medium that still is the only one reaching all the people," Mr. McGrath said.

Citing the July 1952 Pulse which reported 22% of WHDH's total audience was located outside the home, Mr. McGrath said AM stations concerned about the coming of TV to their towns have "little to worry about if they stay continually aggressive, and stick to their guns, their facts—and their rate cards."

This Clock gives you correct time

STYLE 37-15 S. S. Sweep Seconds Self-winding

♦ Can be Synchronized Hourly
♦ Unaffected by AC Power Failures (Self-Powered)
♦ Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping, Western Union synchronization optional.* Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

BUILD YOUR OWN

MANUFACTURERS OF STANDARD AND SPECIAL DESIGNED CLOCKS AND CLOCK SYSTEMS FOR MORE THAN 65 YEARS

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BROADCASTING • Teletcasting
YWNC Aids Search
YWNC Asheville, N. C., staffers remained on the job throughout a 24-hour search for a 22-month-old son of a local physician. The boy had strayed from his home into nearby mountainous terrain. YWNC reported progress of the search through on-the-scene taped recordings. When the boy finally was found, dirty and scratched from the underbrush but otherwise unharmed, YWNC was the first to announce his safe return.

Cerebral Palsy Fund
FIGHT against cerebral palsy is receiving a boost through cartoons over WTVJ (TV) Miami, Joelle Villella for the past two years has been drawing cartoons to music on the Alice Gibson Show. Most of the cartoons have been humorous. Thousands of requests were received for the original sketches. Now the cartoons have been put up for auction. Highest bidder will receive the drawing and money collected will be turned over to the Cerebral Palsy Fund. Proceeds from the first week’s auction amounted to $112, WTVJ reported.

Making Hay
You can't make hay when the sun shines too much—that's what farmers have discovered in the rain-starved Ozark region. Faced with a crisis, they turned to radio—and the Missouri Farmers Assn.—for relief. MFA sponsors daily programs throughout the state, featuring local farmers’ problems. The local call came in through Evand 0. Evans, farm director of KWTO Springfield, Mo., and MFA commentator, who requested listeners to send hay. Other stations joined in the appeal with the result, according to MFA in Columbia, Mo., that “the highways are full of hay rolling south.”

Cited as ‘Guidepost’
PUBLIC service programming of WBAI-AM-TV Baltimore has been cited as a “guidepost” for similar cooperation between the American Red Cross and other radio-TV stations throughout the country. Mrs. Jean Nowak, radio-TV director for the Red Cross’ eastern area, expressed appreciation to the Hearst-owned station for donating public service time on a continuing basis. WBAL-TV was awarded for giving a live presentation of all Red Cross activities and services and for interest shown by Arnold Wilkes, public service director, and A. Holland, his assistant, who is commentator for a weekly TV program.

Future Farmers
W. A. RUHMANN, farm editor, WBAP Fort Worth, was one of 11 men honored for contributions to the farm youth of Texas by the Future Farmer Assn. at its 24th annual convention in Dallas. The men received the Honorary Lone Star Farmer Farmer degree, and A. Holland, his assistant, who is commentator for a weekly TV program.

KSEM Wins Award
KSEM Moses Lake, Wash., has been honored by the local chamber of commerce “for the outstanding performance of public service broadcasting during the Columbia Basin Water Festival.” In accepting the recognition, Alan Miller, KSEM general manager, reviewed the more than 50 hours of coverage given the festival. This included 17 live and direct remotes, which necessitated 250 miles of phone lines to reach widely scattered origination points. During the festival, KSEM hired two extra engineers, two additional announcers and at one time had four special event crews in the field.

Keep Parks Clean
WAAM (TV) Baltimore has embarked on a campaign to keep the parks free from unnecessary litter. Campaign includes 20-second spots which are to be aired Thursday through Sunday during the summer. Station urges viewers to use available trash baskets for litter. Slides are used.

Relays Message
WSPD Toledo, Ohio, says it was responsible for locating a man in Detroit and relaying a message that his father in Toledo was about to undergo a serious operation. A friend in Detroit heard the message on a news program and notified the son shortly afterward, upon which he immediately contacted his family.

Charlotte Simulcast
FOUR Charlotte, N. C., radio stations and one TV station joined faculties in an explanation on the city’s United Fund adoption. Stations were listed as WAYS-AM-FM, WIST-FM, WSO AM-FM, WBT-FM and WBTV (TV). The simulcast originated at WBTV with Lee Kirby of that station serving as moderator.

WJW Honored
WJW-AM-FM Cleveland was honored July 24 at a luncheon given by the Cleveland Paint, Varnish & Lacquer Association. WJW was presented an Achievement Award in conjunction with the Greater Cleveland Clean Up Committee in recognition of WJW’s contribution to the city’s annual “Clean Up, Paint Up, Light Up Campaign.” Bruce MacDonald, WJW program director, accepted the award.

Station Shutdown
WGNO Mayfield, Ky., went off the air for a half-hour nighttime ago while the entire staff donated to the Nashville Regional Red Cross Blood Center. This dramatic move climax- ed the station’s efforts to aid the blood drive, which had gotten off to a slow start.

Book Drive
INTEREST and time devoted by WGST Atlanta, Ga., to a book collection drive for migrant children drew commendation from the National Council of the Churches of Christ and the Broadcasting and Film Commission, New York. RGST staff cooperated with the Jamaica Hospital collection drive, collecting 3,500 books, placing Atlanta at top of the list during the test campaign, with Orlando, Fla., ranking second. (Two groups harnessed $456,000 for the campaign, and asked him for a critical analysis of the campaign and possibility of closer contact with local church people and book companies who transported over 7,000 books.

WPPA Push
EXAMPLES of radio’s pulling power—and its use in the public interest—was reported by WPPA Pottsville, Pa., in connection with the city’s drive to raise $450,000 for new emergency stations. WPPA pledged for the campaign, it appeared that the saturation point had been reached, Station’s staff combined with management and sales to drive a series of marathons, including one all-night program. As a result, WPPA raised over half the sum needed. (Two groups harnessed $456,000 for the campaign, and asked him for a critical analysis of the campaign and possibility of closer contact with local church people and book companies who transported over 7,000 books.

World’s Best Picnic
WNOE New Orleans was host Aug. 5 to 500 area orphans at what the station described as “the world’s best picnic.” A leading restaurateur furnished meat balls and spaghetti. A Dixieland band and station personalities led a score of entertainers. WNOE’s James A. Noe, who owns WNOE, distributed $1,500 worth of baseball equipment. Many civic officials and organizations helped, said WNOE, “to make it a perfect day.”

Aids Child Invalid
WCGB Baltimore morning personality, Color, who got heartwarming evidence of the wide coverage area his program reaches. One of his most loyal listeners is a nine-year-old Baltimore girl, suffering from a brain tumor. The parents wrote, asking Mr. Warner if any of his listeners could find time to write their invalid daughter letters, for letters came from Canada, Connecticut, New Jersey, Pennsylvania, Maryland, Virginia and the District of Columbia.

CBS Series on WHAS
PUBLIC service program series, The People Act, originally broadcast over CBS is being presented by WHAS Louisville. Station airs the programs in Class A time, one show each night for 26 consecutive nights. Series deals with real-life stories about contemporary problems, together to solve their local problems. Scheduling was decided on.
Political Drives Strategy Weighed
(Continued from page 27)

TELECASTING he probably will maintain a heavy commuting schedule while on leave of absence from the station. It was not known whether Humphreys would attend upcoming NARTB District 8 meeting of which he is director.

Sizeable time chunks have been reserved through blanket contracts for a year, according to Mr. Humphreys. Television's limited originating points in certain key cities may limit use of video, he said, adding that the national committee will "probably use more radio time but spend more for television." No budget figures are available, he said, although the GOP target is $4.8 million for overall campaigning.

Mr. Humphreys intimated that the GOP is just as far along on lining up radio-TV time as the Democrats. Late evening segments on the major radio-TV networks are earmarked for contract because there's less of a problem of pre-emptions involved here, he feels. Mr. Humphreys is maintaining close contact with the Kudner Agency. Time purchases imply use of segments not only for major speeches, but for special programs utilizing visual aids and other material.

Local Commitments Underway

Local commitments by diverse GOP groups also are underway. The Committee for Eisenhower, as an example, has bought a series of Sunday night programs on KTTV (TV) Los Angeles, running Aug. 17 (yesterday) through Nov. 2. Series is titled What's the Line?

The Eisenhower and Stevenson speeches before the American Legion in New York Aug. 25 and Aug. 27, respectively, were not set up through the GOP national committee machinery, indicating that it will carry them to public service sponsors on an equal basis to each candidate. Gen. Eisenhower may elect to open his frankly political campaign in Philadelphia Aug. 25.

All campaign planning of the national committee and the Republican Congressional and Senatorial committees are being coordinated at the GOP Campaign Committee level. A definite program is taking shape for the House campaigns.

The Congressional Committee is supplying House candidates with recordings of 30-second and 60-second break radio spot announcements. Each candidate will receive, without charge, at least one recording with record containing a wide variety of spots using effective sound effects and covering basic issues.

The one-minute spots will utilize the services of two professional announcers dissecting a political issue to get the listeners' attention. Accompanying each record will be a suggested script to be read by the local announcer.

Material is slated for delivery Oct. 5, but candidates are urged to purchase spot time as soon as possible. Three segments, breakfast and dinner hours were recommended.

A series of five-minute radio shows are being prepared as scripts covering vital campaign issues and utilizing "live voices" of Democratic leaders. "A dramatic and listener-captivating effect which would be difficult to achieve in a straight radio speech" was promised. Delivery date is Sept. 20.

Candidates with TV facilities in their districts also will benefit through the Congressional Committee's preparation of station break spots on 16mm film. Basic format is the tie-in method used for radio announcements.

"TV time is difficult to purchase," the committee points out, calling on candidates again to purchase TV spot time early, preferably about 10 weeks to end-of-the-day newscasts or early evening. Delivery is promised Oct. 5.

With respect to programs, the committee points out that "television shows must move" and that "speech-making, common to radio, is not good TV." Panel or-question-and-answer type formats have been used though not too successfully, the committee felt.

Cost-Cut Preparation

In a move to hold down costs, the committee has prepared 5-minute and 15-minute TV scripts, together with charts, photographs and slides. Use of the 16mm film, "The Case for a Republican Congress," telecast on NBC-TV May 2, also was suggested. Production of 5-, 10- or 15-minute TV film spots is underway. Candidates are invited to submit their reactions to committee headquarters.

"Cost and other factors." Delivery of packet material is set for Sept. 30.

Only inking of activity on the Senatorial level was evidenced by Michael V. DiSalle, former price stabilizer and now a candidate for the seat of Sen. John Bricker (R-Ohio) in the November elections. He announced plans for a series of radio and TV programs during which he would answer questions telephoned to him by the listening-viewing audience. He may open the series in Columbus next month, though his limited funds and availability of air time posed two problems.

Meanwhile, Sen. A. S. (Mike) Monroney (D-Oklahoma) expressed hope last week that Congress would revise election laws on campaign expenditures. Under the present law, Senators are limited to a $25,000 ceiling and House members $10,000. A Senate Election subcommittee study at one point was intended to remedy this failing, but during the last session but took no concrete action.
Open Mike
(Continued from page 80)
Gate Theatre publicity director. "... Here at the Golden Gate our box office business on 'King Kong' is more than tripled for the week. Reports from other theaters showing the film indicate they too are experiencing two- and three-fold their normal business."

In Northern California, movies do better than ever... when sold via KGO and KGO-TV.

Gordon Garfinn
Mr. of Advertising, Promotion & Publicity
KGO-AM-TV San Francisco

First-Class Fuss
EDITOR:
It is with interest that I note your stand in favor of the proposal now pending before the FCC to lower licensing standards for broadcast station operators. This proposal should be studied from an engineering point of view also.

Why do you print letters from management and articles by NARTB criticizing engineering personnel—including chief engineers—without giving them any recourse to answer the accusations through the medium of your publication? Is this fair play?...

Albert A. Miller
Lake Worth, Fla.

[EDITOR'S NOTE: Though Broadcasting & Telecasting has taken an editorial position in favor of revising the operator rules, its news column and Open Mixx have given impropriety play to both sides of the controversy. If Mr. Miller feels his side has been shortchanged, he must have missed a full-length article in the July 28 issue citing opposition comments filed with the FCC.]

EDITOR:
... I am employed as chief [engineer] of a 1 kW station. I have three full-time first-class men on my staff. If the time should come when I have to use restricted men, it is very doubtful that I would ever get any sleep, let alone a chance to take a little vacation now and then...

It wasn't too many months ago that it became necessary for every radio station to make a complete run on frequency response, distortion, noise, hum and frequency shift every four months. We were to have this technical information on hand for the inspector to see on his visits. Now it is suggested that every radio station of 10 kw or less not using directional facilities need not even have on its staff a man who can even read the curves, let alone make one...

L. H. Beckwith
Middleton, Ohio

EDITOR:
... I say let the station owners who are pulling for a third class holder be allowed to operate without supervision look at the files of stations who are offering a livable wage and see just how many good, competent first class tickets are on the waiting list as prospective employees. Just last week I was talking to the owner of a 5 kw station that is paying $90 a week for first class engineers, and he said that they have a waiting list of applicants all the time, and any time he has need of a man he has at least 20 to choose from.

Does this look like a shortage? The only shortage at the present time is the shortage of enough stations that are willing to pay a man enough to live on. If these stations would up their offers about $20 a week, I'll bet they'd get plenty of applicants.

Dean Clayton
KDKD Clinton, Mo.

"GOOD NEWS"
Sends 2,000 Sweaters to the Cleaners
Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "GOOD News" on WOC since February, 1930. Original announce was weekly, with Mary Louise Marshall handling woman-slated commentary.

Firm's only media advertising, "GOOD News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions...e.g.: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellulose bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

But "GOOD NEWS" Turned The Trick. Helped deliver the necessary customers in less than 3 weeks, and there were 2000 freshly cleaned in the Quint-Cities. Take your cue from Yerbury—Is... buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives
Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1429 K

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Our Respects To
(Continued from page 58)
monly when the NRA came into being.

Standard Brands hired Mr. Norman as one of a group of college men on an experimental basis. When he left that company in 1937, he was the only one left of the original group. By that time he was assistant manager of the Standard Brands branch office on Chicago's West Side.

When he joined A. C. Nielsen Co. in 1938, his traveling began. Completing a training course in Chicago, he was sent to Los Angeles, and with that base, traveled the Western United States, laying out the Nielsen samples.

Eventually he got a roving assignment, relieving vacationing Nielsen field men. It was on this job he traveled 50 weeks of the year in 44 states.

It was also during these travels, while in New Orleans, he met Virginia Carolan, a striking brunette from Booneville, Ark. She became Mrs. Norman in 1941. The Norman family today also includes Donald Jr., 10, and Doug, 8.

Now married, he was ready to settle down. A. C. Nielsen cooperated by sending assignments to the West Coast making him a field supervisor. But this still meant traveling. Mr. Norman resigned in Sept. 1943, to become an NBC spot salesman.

In May 1944 he moved from San Francisco to Hollywood; in February the following year he went to New York, eventually to become manager of WRAP, soon to become WNBC.

During his WNBC days Mr. Norman and Thomas B. McFadden began an association which made them one of NBC's most effective teams. When Mr. McFadden was manager of WNBC and WNYE, he appointed Don Norman his assistant.

Upon Mr. McFadden's shift to Hollywood in 1950 as manager of KNBH, it was natural his assistant should join him as sales manager.

Upon Mr. McFadden's return to New York last April to become director of NBC national spot sales, Mr. Norman succeeded him as KNBH general manager.

Although willing to go wherever NBC might lead him, energetic Don Norman is happy with his home in Glendale and hopes his long Odysseys are over. As an executive he goes from crisis to crisis, quietly and in a business-like fashion, solving problems. He rarely works late, and if forced to, feels he has failed as an organizer.

Pleased and excited to be part of a great new medium, the young executive believes TV barely has scratched the surface of its ultimate potentialities.

Neither a joiner nor a hobbyist, he admits playing golf in the 80s and low 90s at the Lakeside Country Club.
Next-most familiar sight in Birmingham

It's Vulcan, god of the forge, looming 179 feet from the top of Red Mountain.

The most familiar sight? With 13 of the top 15 weekly TV shows in town and 9 of the top 10 multi-weekly shows—and with 147% more quarter-hour wins than the second station—it's... WAFM-TV

Television Alabama

Represented by CBS Television Spot Sales

Source: Birmingham Telepulse, July 1952
Monday through Friday, at 12:00 noon, the latest developments in the field of agriculture unfold before the eyes of farm viewers, on WGAL-TV's popular show, "Television Farmer." Recently, an unusually interesting show on contour farming was presented. To bring viewers the new and dramatic story of contour farming, a WGAL-TV cameraman was flown over southeastern Pennsylvania, where this technique is used with outstanding results.

"Television Farmer," a program designed specifically to keep WGAL-TV's wide farm audience in touch with the latest farming information, is another of this station's many significant public-service programs.

Represented by

ROBERT MEEKER ASSOCIATES

New York  Chicago  San Francisco  Los Angeles
GRANTS TOTAL 36

Pittsburgh Channel 4 Solution Posed

For complete status of all grants and applications as of Aug. 7, according to city priority lists, see B&T issue of Aug. 11.

Scranton, Pa. (Group A-2, No. 20) Electric City Telecasting Co. (WQAM) and Union Broadcasting Co. (WARM) each seeking UHF Channel 16, are being notified comparative hearing is required.

With 30 post-thaw commercial grants include 9 VHF and 21 UHF authorizations, one of which, KFEL-TV Denver, is already on the air with interim operation on VHF Channel 2. With KFEL-TV, the number of operating TV stations in the U.S. now totals 109. Since April 14, when FCC issued its Sixth Report and Order finalizing the VHF allocation [B&T, April 14], a total of 785 new and amended applications have been filed with the Commission, including those already granted and set for hearing.

Other TV developments last week included:

Proposal for solving the VHF Channel 4 bottleneck at Pittsburgh, contained in a petition filed with FCC by Pittsburgh Mayor David L. Lawrence to allocate Channel 4 to Irwin, Pa., 17 miles from that city and 170 miles from Buffalo (WBEN-TV), 171 miles from Columbus, Ohio (WLW) and 171 miles from Washington (WNBW).

Prompt subsequent announcement by KQV Pittsburgh (CBS) is 46% owner) that it will seek Channel 4 at Irwin.

New protest by a third member of FCC, Comr. E. M. Webster, to granting of new educational stations prior to appropriation of construction and operating funds. Earlier dissenters were Comra. Rosel H. Hyde and Robert F. Jones [B&T, July 28].

Deen of plea by WHYU Milwaukee, Wistat Vla., reconsideration of Sixth Report to assign UHF Channel 33 to Newport News, rather than to Norfolk-Portsmouth-Newport News as a whole [B&T, June 30].

Petition by newly authorized WPJF-TV Youngstown, Ohio [B&T, July 14], asking FCC to change its assignment from UHF Channel 33 to Channel 21, since correction of a frequency spicing error in the Sixth Report now

(Continued on page 80)

SWG STRIKE

Strict Writer Cut-off Ordered

Radio Writers Guild members will meet late last week to determine whether to support or ignore the SWG strike and to discuss possibilities of the long threatened withdrawal from Authors League of America.

Screen Writers Guild reported some 19 TV filmed program series are affected by the walkout. SWG lists them as follows:


August 18, 1952
CALL ASSIGNMENTS
FCC assigned the following call letters to TV station permittees:

- KMCM-TV, McCall; Operator, Rabon City, Idaho (12.5); C. C. Bernard (12.9)

- KYCM-TV, Fayetteville; Operator, A. J. Herman (12.9)

- KXCM-TV, Cedar Rapids; Operator, Edmond F., Lyon (12.9)

- WCMR-TV, Muskogee; Operator, R. E. and M. B. Johnson (12.9)

- WDMR-TV, Dodge City; Operator, R. E. and M. B. Johnson (12.9)

- WCMR-TV, Muskogee; Operator, Edmond F., Lyon (12.9)

- WMOR-TV, Altus; Operator, R. E. and M. B. Johnson (12.9)

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Believes TV May Bring New Anti-Trust Laws

Remote possibility that continuing growth of television might some day influence Congress to alter present anti-trust laws was foreseen last week by Atty. Gen. James P. McGranery.

This was the most spectacular anti-trust suit to be brought in 16mm feature films to television last week, a week characterized by much talk but little action.

"It may be," Mr. McGranery observed, "that the law or laws should be revised in order to encourage the full development of television without at the same time affecting these other things." Mr. McGranery further said, "This has introduced many new factors into our way of living. In many ways, it has affected sports as well as the motion picture industry."

I "might point out," the Attorney General commented, "that the motion picture people have every right to request that Congress consider amending these laws."

"But if such laws are made, we must enforce the law as it now exists. With us it is a cold, legal proposition," he concluded.

Mr. McGranery further said that any reforming of anti-trust laws to accommodate the factor of television is only a possibility, and a far distant one at that.

Elsewhere film producers and exhibitors continue strategy and criticism of the "unjustness" of the suit, filed by the Justice Dept. July 22 [B&T, Aug. 11, 4, July 28].

Wolfsen Leads Delegation

Mitchell Wolfsen, president, Theatre Owners of America, led a delegation of exhibitor representatives in an exploratory conference with Justice officials in Washington last Wednesday. Mr. Wolfsen owns a Florida theatre and also is owner of WTVJ (TV) Miami.

An exhibitor spokesman disclosed that during the conference, "There was considerable airing of the views on the injustice of the suit and on the impracticability of the relief sought. Further, there was presented to the Dept. of Justice the serious potential consequences involved if the Department persisted in its effort."

The spokesman added that further meetings would be held "as development of the situation report has been made back to the boards of directors of the respective exhibitor associations."

With Mr. Wolfsen at the conference was S. H. Fiege, TOA executive committee chairman; Herman Levy, TOA general counsel; Harry Brandt, president, Independent Theatres Owners of America; and Emanuel Fischer, Metropolitan Motion Picture Theatre Assn., New York.

Meanwhile, Spyros Skouras, president, 20th Century-Fox Film Corp., meeting a number of defendants, warned that every industry and business in the country is menaced by the suit.

In a statement upon his arrival in Hollywood from New York, Mr. Skouras said: "With all the emphasis that I can make of, I wish to condemn action of the Dept. of Justice in force release of "Columbia.""

Mr. Skouras then said: "This has introduced new factors into our way of living. In many ways, it has affected sports as well as the motion picture industry."

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BELIEVES TV MAY BEHELD NEW ANTI-TRUST LAWS

COLUMBIA U. ADDS

Three New TV Courses

COLUMBIA U. will offer radio and television courses leading to a major in these subjects for the first time in the 1952-53 academic year, Eric Barnouw, supervisor of broadcasting courses at the university, announced Thursday.

The program of studies will include 14 courses regularly given by Columbia in its school of general education in cooperation with NBC. Most of the classes are held at NBC studios in Radio City, New York, and are taught by NBC executives.

Three new courses added to the program this year are: "Television Program Techniques," William Hodapp, NBC producer, instructor; "Television, Radio and Films as Information Media," Mr. Barnouw, instructor; and "Special Video Effects," James A. Glenn, NBC-TV special effects department manager, instructor. The special effects course is believed to be the only one of its kind offered in any school.


Other instructors this year will include: Robert E. Button, NBC, sales executive; George H. Caples, ABC, librarian, communication materials center, Columbia U. Press; Sydney H. Elges, vice president in charge of public relations, NBC; James Harvey, radio director, NBC; Patrick J. Kelly, manager of announcers, NBC; Edward King, production director, NBC; Frederick K. Kuppler, manager of special effects division, NBC; James Nelson, general manager, NBC; Ralph Howard Peterson, director, NBC; Barry Stern, manager of technical operations, NBC; Ferdinand A. Wankel, manager of technical operations, program department, NBC, and William R. Weinstein, editor and supervisor, news department, NBC.

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BROADCASTING • Telecasting

STUDIO LIGHTING

Klieg Manual Available

MANUAL for "TV Studio Lighting and Associated Facilities Planning" has been made available by Universal Bros. Universal Electric Stage Lighting Co., Inc., New York, for distribution to television engineers, architects, consulting engineers, production personnel and others.

In folder form, the manual contains tests sample studio plans and pictures of actual studios, as well as lighting facilities plans, according to George Gill of Klieg Bros. Manual is available from broadcast equipment sales departments of DuMont Labs., General Electric Co., Teledyne, RCA, Universal Bros., and Klieg Bros., 251 W. 50th St., New York.

SIGNING contract are (1 to r) Charlie Johnston Jr., president, Cadillac Employees; John Hei- man, manager, Pepsi-Cola Bottling Co. of Jacksonville, and Les Combs, account executive, WMBR-TV.

WMBR-TV Forum

Sold to Pepsi-Cola Co.

WMBR-TV Jacksonville, Fla., announced last week that its public discussion feature, The Jacksonville Forum, has been purchased by the company for 26 weeks beginning Oct. 6.

The Forum is produced in cooperation with the Jacksonville Chamber of Commerce for its sponsorship of this public interest feature. The Forum ran 39 weeks.

Outstanding state and national dignitaries have been invited on the Forum.

AT&T DATA

Again Asked for Movie, TV THEATRE TV proponent last week repeated their request to AT&T to give its information calling attention to the scheduled Oct. 20 date for the hearings set by the FCC [B&T, July 28].

The request is in the light of the AT&T response to the submission of requirements last April [B&T, April 28] which declared that telephone company did not consider it practical to furnish the requested data since hearings at that time were scheduled for Jan. 12, 1963.

In answer to several points raised in the AT&T letter, theatre TV parties said that the requirements submitted were specific and technically finalized, and asked for details wherein the specifications were not firm enough.

Specifications submitted to AT&T last April covered performance standards, pricing basis and type of system requirements.

Somewhat vague information, but not in the same detailed fashion, was requested of AT&T by the FCC last April [AT&T DEADLINE].

Last week's letter was signed by former FCC chairman James Lawrence Fly (Fly, Shuebruk & Blume) and Vincent B. Welch (Welch, Mott & Morgan) for the Motion Picture Assn. of America, and Marcus Cohn (Cohn & Marks) for the National Exhibitors Theatre Television Committee.

Bernice Coe Elected VP

APPOINTMENT of Bernice Coe as vice president in charge of TV station sales for Sterling Television Co., Inc., New York, has been announced by the company's board of directors. Miss Coe joined Sterling in March 1949 to organize a station TV sales department at a time when the company's business was primarily in the 16mm educational field. Since that time, the company said, the station TV sales department accounts for the major portion of Sterling's annual income.

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Sells Test Pattern

It has been said that salesmen for KFMB-TV San Diego have sold just about everything except the test pattern. The station now announces that even the test pattern has been sold. Doug Weaver, Weaver Adv. Agency, was talking with Bill Edholm, KFMB-TV sales manager, about an agency client, the newly-formed San Diego County Electronic Assn. Inc., a non-profit organization composed of TV technicians. Mr. Weaver wanted a means of reaching all San Diego TV technicians. Mr. Edholm mentioned, "Well, there's always the test pattern." Mr. Weaver quickly made arrangements for three one-minute spots of the association's emblem during the test pattern period and a series of announcements of association meetings. KFMB-TV reports that there has been a noticeable increase in association membership.

PRODUCERS SELECT FPA To Seek SAG Pact

COMMITTEE to negotiate with the Screen Actors Guild on a contract covering production of television film commercials was appointed at a meeting in New York Tuesday of leading film producers and representatives of advertising agencies and station representative companies in the New York area.

Appointed to the committee were Peter Mooney, president of the Film Producers Assn. of New York (FPA); Edward Pincus, Caravel Films Inc.; Ed Lamm, Pathescope Co. of America Inc.; Walter Lowndahl, TransFilm Inc.; Leslie Roush, Roush Productions Inc.; Mel Gold, president of the National TV Film Council, and Ralph Cohn, president of Screen Gems Inc.

Negotiations for a new pact with SAG are expected to begin early in September. The union had suggested that FPA form the basis for a negotiating group and this recommendation was accepted by agencies and station representatives.

SAG already has forwarded its minimum proposals for a new contract regarding TV filmed commercials. They are said to include an increase in pay for actors plus extra payment above initial use of the filmed commercial.

Advertising agency and station representatives present will serve as observers and as advisers to the FPA group at the negotiating sessions.


HEROLD TO KVOD TV Outlet to Start Sept. 29

COLORADO Television Corp., licensee of KVOD Denver which was granted VHF Channel 9 there July 11 [B&T, July 14], made a dual announcement Thursday that the new TV station would go on the air Sept. 29 and that Joe Herold has been named general manager.

Mr. Herold leaves RCA where he has been television station planning consultant. A pioneer of 21 years in broadcasting, Mr. Herold, as television manager and technical director for WOW Inc., Omaha, planned and supervised construction of WOW-TV and trained the staff for the Omaha TV station.

He was associated 21 years at Omaha with the late John J. Gillin Jr., president of WOW Inc. and general manager of WOW's AM facility, leaving after Mr. Gillin's death in 1950 to complete installation and train the staff for Cuba's first television station, CMUR-TV Havana.

Upon completion of the Cuban station, he went to Sao Paulo, Brazil, where he performed a similar service for Radio Televisao Paulista. He joined RCA upon his return to the U. S.

President of Colorado Television Corp. is W. D. Fyle, and vice president T. D. Winter. Among its stockholders are 14 prominent Denver business men.

INCREASE ANNOUNCED
On New KTTV(TV) Card

Announcing an increase of a standard 20% for hours and announcement charges, KTTV (TV) Hollywood on its new rate card No. 5 also reports a change in Class B time from 5:30-6:30 p.m. to 5:30-7 p.m.

Class A time goes from $1,000 to $1,200 per hour and Class A announcements from $210 to $240 per minute, effective Sept. 1.

Class B is up from $600 to $800 with corresponding announcements from $120 to $144.

Class D increases from $400 to $500 and announcements from $80 to $96.

Washington Watches

Women's Shows

“NANCY'S NOTEBOOK” 9:30 a.m.
Tuesday through Friday

Nancy Osgood's half-hour show, with emphasis on food, fashion, news and entertainment, is the perfect spot for your product with women's appeal.

PARTICIPATIONS $65

Watch Washington

Where do annual drug store sales amount to $276 per family, Thursday sales to $1,246 per family and general merchandise sales to $931 per family? Yes, the place is Washington, D. C. Who is largely responsible for ringing up these high purchases? You're right again . . . it's the women . . . who watch WNBW.
KNBH Launches Finest TV News Telecast in Los Angeles...

"11th Hour News"

Hot news! Latest happenings the world over are filmed and microwaved to Los Angeles 24 hours in advance of any competitive news services. That's what millions of people in the teeming Los Angeles area now view every week night on "11th Hour News."

NBC's vast local, national and international camera coverage is relayed almost instantly to KNBH by microwave. In addition, 3 full-time NBC cameramen cover Southern California.

Never before has Los Angeles experienced such up-to-the-minute news coverage via TV. The hundreds of thousands of TV set owners in this booming market can now see today's news today!

"11th Hour News" is produced by Roy Neal, nationally known news editor. It is narrated by famed news commentator, Paul Pierce.

FOR IMMEDIATE SALE! This exciting, newsworthy TV show is open for sponsorship: 11 to 11:15 p.m., Monday thru Friday, at very reasonable rates. For complete details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN AMERICA'S 2ND LARGEST TV MARKET

NBC Hollywood Channel 4

Broadcasting • Telecasting

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Nothing like it in the industry!

30 ADVANCED FEATURES

Conventional Camera

G-E Camera

Closer écus for GREATER MANIFACTUR

FIG. 1 - TWICE THE BACK FOCAL TRAVEL

With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification - up to 25 times.

✓ Vibration-isolated blower provides full length cooling of I.O. tube for long tube life and top picture quality.


SEND FOR THIS NEW BULLETIN - Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. General Electric Company, Section 81-5. Electronics Park, Syracuse, New York.
Already in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- **Twice the back focal travel of conventional cameras!** Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- **Silent blower** permits close-up operation without microphone pick-up.
- **Special shielding** around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- **Faster lenses supplied at no extra cost!**
  - 50 mm — f/2.3
  - 100 mm — f/2.3
  - 152 mm — f/2.7
- **Lenses are positively indexed.**
- **Circuits provide sweep failure protection** for your $1200 I.O. tube. **Quick change sweep expansion switch** prevents underscanning effects on the face of the tube.
- **Lens versatility.** More than 15 different TV lenses can be mounted without special adaptation.
- **Stabilized and friction-damped turret** prevents oscillation or sagging when shifting lenses or tilting camera.
- **Automatic engagement of focus control** when side door of camera is closed.
- **Low center of gravity in camera** and Fearless pan and tilt head assure stability and smooth operation.
- **Focus handle clutch** protects against damage and misalignment.
- **Removable I.O. yoke** with ball-bearing slide assembly and plug-in electrical connections.
- **Microphonics minimized.** No signal circuits included in control console.
- **Average brightness measurements** of channel picture can be made at the channel amplifier.
- **14 kv independent power supply** for monitor picture tube. **Calibration input terminals supplied.**
- **Change-over switch** for composite or non-composite signals.
- **Waveform monitor** includes IRE calibration scale.
- **Simultaneous vertical and horizontal waveform presentation.**
- **Large quiet blower** provides ample monitor cooling.
- **Entire channel is factory-wired, with all plug-in interconnections.**

You can put your confidence in—

**GENERAL ELECTRIC**
Grants Now Total 36

(Continued from page 73)

The TV outlet will use the WGBI-FM transmitter site on Bald Mt. with added studio space to be leased at WGBI's present downtown location.

Mr. Coleman reported the new TV station will use the present WGBI staff members and executives, but with AM and TV salesmen to be separate. WGBI is a CBS affiliate and it is reported the TV station will conclude negotiations with the same network.

Dahl Mack, partner in Appalachian Broadcasting, granted for Channel 78 at Scranton, hopes to commence operation by Christmas, depending on equipment delivery. A GE transmitter has been ordered. Tower delivery is expected "shortly," he said.

An elevated transmitter site has been under lease "four or five years" just southeast of Scranton. Mr. Mack said, and a paved road is already available to the site.

It has not been decided whether the studios will be located there or in town, he reported. Network affiliation also is unsettled, he indicated.

El Paso, No. 15 on the A-2 list, received its second VHF grant with authorization of Channel 9 to KTSM there. Earlier, Channel 4 was given KROD El Paso [B*T, Aug. 4]. Still pending are KEPO El Paso's bid for Channel 13 and Frandling Broadcasting Co.'s request for UHF Channel 30.

Kari O. Wyler, chief owner of KTSM, said he hopes to commence full-power operation "shortly after the first of the year." He didn't know at this time what delay the recent steel strike may have on tower delivery.

Five years ago, when KTSM built its new studio building, "ample provision" for TV was included, Mr. Wyler said, but that provision "alterations" can be completed in about three weeks. KTSM's 34-man staff will be used in the TV operation, with the engineering help, he reported. Network affiliation with NBC is hoped for, he said since KTSM is an NBC outlet.

KROD, a CBS outlet, hopes to commence full power operation of its new TV outlet by late February of next year, according to Val Lawrence, general manager.

Several other earlier grantees have reported their commencement date estimates.

WKAB Mobile, Ala., would like to be on the air by Christmas on its newly authorized UHF Channel 49 [B*T, Aug. 11], according to President Louise P. Pursley. Interim operation is under consideration, depending on equipment delivery.

Mrs. Pursley reported an AT&T representative a fortnight ago held out little hope for early extension of the coaxial cable to Mobile, possibly not for four or five years.

Network affiliation for the station is not set, the WBK executive stated.

WFTL Fort Lauderdale, Fla., is planning to commence interim operation on its newly granted UHF Channel 28 by Jan. 1, according to R. L. Bowles, general manager [B*T, Aug. 4]. Full power operation is estimated for next May. WFTL will use its AM tower for the new TV antenna, Bowles said, and plans for a new TV studio-transmitter building are ready, with construction to be completed by November.

Mr. Bowles reported the present WFTL staff and executives will also be used for TV and combination rates for AM and TV are planned. Since heavy emphasis will be placed on new simulcast programming is proposed.

Take Year To Complete

Robert W. Standart, general manager of WBBD Fort Lauderdale, recipient of a permit for UHF Channel 17 concurrent with the WFTL grant, is telling local dishes it will take a year to complete construction in view of "vague" delivery estimates by transmitter suppliers. Mr. Standart reported he would prefer to "sure" them later with an earlier commencement date rather than be over-optimistic now and cause dealers to build up inventories too soon, as has happened in other areas.

One transmitter supplier gives a March delivery estimate, Mr. Standart said, while others merely state "after the first of the year."

WBBD plans a new transmitter-studio building which can be completed within three months once construction begins. It will be located on an 18-acre site three miles west of the city, he said. WBBD's present staff will form the nucleus for the TV staff.

KVOD Denver now plans to begin interim operation on Channel 9 Sept. 29 (see story page 76). Third Denver grantee, Empire Coil Co.'s KDEN(TV) on Channel 26, hopes to begin in October.

KGBM Honolulu, Channel 9 grantee, estimates mid-1953 commencement.

Pittsburgh's Mayor Lawrence, outspoken critic of FCC's failure to add Channel 4 there because minimum spacing from Columbus would be violated by a fraction of a mile, has expressed satisfaction of the law as an individual citizen.

His statement, based upon an engineering presentation by Everett M. Williams, head of the Electrical Engineering Dept. of Carnegie Institute of Technology, pointed out the proposal to assign Channel 4 at Irwin would meet all minimum separation requirements.

Theapplicants have argued 3,000 of FCC's rules provides that a petition to amend the table of assignments would be eligible for consideration at this time where the petitioner seeks assignment of a channel to an unlisted community which is not located within 16 miles of a listed city. Although the population of

(Continued on page 82)
Channel 4 will sell more in San Francisco Bay Area

Now in "First 10" group of U.S. markets in TV set ownership... San Francisco Bay Area is ideal for TV test campaigns!

LEADER by every yardstick of San Francisco's three established TV stations, KRON-TV...

- has the market's highest antenna, providing clearest signal and unparalleled "Clear Sweep" coverage of the San Francisco Bay Area, Northern and Central California
- serves the largest number of advertisers (Rorabaugh)
- offers the greatest percentage of audience...both day and night, and throughout the week* (Pulse)
- presents the largest number of top-rated shows—more than the other two stations combined (Pulse)

*except Saturday

The San Francisco TV Station that puts more eyes on SPOTS

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4

Check with FREE & PETERS for availabilities!
Offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco
Grants Now Total 36

(Continued from page 80)

Irwin is 4,228, FCC has allocated channels to many smaller communities, Mayor Lawrence stated.

The petition said FCC's failure to make the assignment in the Pittsburgh area results in "a serious inefficiency in the use of spectrum space" since "in a wide area on Channel 4 . . . no television station will be permitted to be constructed and to operate."

"This resulting inefficiency in use of spectrum space is . . . of serious consequence to the residents of the Pittsburgh metropolitan area who are highly desirous of receiving as many television signals as can be made available to them consistent with the Commission's rules and regulations," the petition continued.

"It is to be noted that if the request of petitioner is granted, not only would a television station, intended to serve primarily the city of Irwin, be able to be constructed, but also under the Commission's rules other communities such as McKeesport, Braddock and Duquesne would be afforded an additional opportunity to secure a local television service from a local television station. Most important of all, however, is the fact that Channel 4 cannot be assigned consistently with the Commission's rules, to any community in Pennsylvania larger than Irwin and to very few other communities at all," the petition concluded.

The Sixth Report and Order assigned VHF Channels 2, 11 and 13 (reserved) and UHF Channels 16, 47 and 53 to Pittsburgh, requiring that WD4TV (TV) there must switch from Channel 3 to Channel 2. Failure to include Channel 4 in the assignment has been appealed to the courts by WWSW Pittsburgh and WLOA Braddock (B•T, June 16, 9).

In granting the educational channels at Binghamton and New York to the New York State U. Regents, FCC raised the total authorizations to the regents to five and indicated it may authorize three more such outlets, even though commercial broadcasters under the Commission's rules can own no more than five TV stations. Grants earlier were made for Albany, Buffalo and Rochester.

"Action on its (Board of Regents) other three applications, for Scranton, Ithaca and Utica, awaits the resolving of engineering questions," FCC's notice stated. The actions were taken by Chairman Paul A. Walker and Comrs. Hyde, Webster, Frieda B. Hennock and Robert Bartley.

As Comrs. Hyde and Jones had earlier raised questions as to financial qualifications, Comr. Webster in his dissent stated:

In my opinion, the granting of edu-

A LOCAL ADVERTISER PROVES OUR POINT

... During this summer, a local advertiser on WGN-TV tripled his sponsorship of programs.

This advertiser knows WGN-TV delivers results . . . no matter what season of the year.

Just to illustrate . . . for an expenditure of approximately $2,500, his sales in one week amounted to an estimated $38,000.

Remember . . . no matter the season, if you want results, it's WGN-TV in Chicago.

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Remember . . . no matter the season, if you want results, it's WGN-TV in Chicago.

Technical Course

COURSE of 45 lessons for TV technicians has been instituted by the International Correspondence Schools, Scranton, Pa., and is designed to acquaint manufacturers of broadcast engi-

ners and students with all components of transmitting and receiving equipment in monochrome and color TV. The five-week course is designed to serve students whose previous training in high school or college indicates an aptitude for technical training and meets TV industry requirements for TV technicians. It is designed to be available to employers desiring to have key personnel trained, according to John C. Villain, acting dean of the facility at ICS. Estimated average study time required for completion of course is 850 hours.

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COURSE of 45 lessons for TV technicians has been instituted by the International Correspondence Schools, Scranton, Pa., and is designed to acquaint manufacturers of broadcast engi-

ners and students with all components of transmitting and receiving equipment in monochrome and color TV. The five-week course is designed to serve students whose previous training in high school or college indicates an aptitude for technical training and meets TV industry requirements for TV technicians. It is designed to be available to employers desiring to have key personnel trained, according to John C. Villain, acting dean of the facility at ICS. Estimated average study time required for completion of course is 850 hours.
earlier had amended its original 1947 application to specify Channel 33, then later re-amended to Channel 78 when FCC found the Channel 33 assignment was in error. In order to bring TV to Youngstown at the very earliest date, the station asked FCC to shift it to the newly assigned Channel 21. WFMJ-TV also noted that the station would consider the higher UHF channels and the lower channel would provide better coverage.

Owned by Vindicator Printing Co., WFMJ-TV said its TV investment will total a million dollars, including a $500,000 studio-transmitter building. "The company wants to give the community the best in television," the petition said, "and it is financially prepared to render first class program service in the difficult initial period when business support for UHF may be slow in developing."

Asking for a change in their respective hearing issues to permit the presentation of a more complete competitive case are WKY Oklahoma City, seeking Channel 10 at Wichita in competition with KAKE Wichita; KFH Wichita, seeking Channel 3 there in competition with KANS, Sunflower Television Co., Wichita Television Corp. and Mid-Continent Television Inc.; WBBC and WDFF Flint, Mich., each seeking Channel 12 and also in competition with the Flint bid of WJR Detroit; WEBC Duluth, Minn., seeking Channel 3 in competition with KDAL there.

Meanwhile, FCC announced that Storer Broadcasting Co. has withdrawn its pre-thaw application for Channel 9 at Minneapolis; WADC Akron, Ohio, has dropped its pre-thaw bid for Channel 11, and WSAI Cincinnati (another Storer outlet), has given up its pre-thaw bid for Channel 2.

Storer Broadcasting, now operator of four TV stations, has bids pending at Miami for Channel 10 and Wheeling-Steubenville for Channel 13. WTVT Steubenville has asked FCC to dismiss the Storer bid there on grounds one interest can own only five outlets and Storer's Miami application was prior to its others. WSTV claims Storer must make a choice of which it will prosecute [B&T, Aug. 4].

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**TV FILM CATALOG**

**Unity Television Issues**

UNITY Television Corp., New York, has announced it is distributing a 50-page catalog of films in the TV field as a service for stations, agencies and sponsors. It contains complete cast and story information on more than 1,000 titles of TV features.

Archie Mayers, company president, indicated the catalog would be of particular assistance to new stations. He expressed belief that in the first few months of operations, new stations would depend on film packages for as much as 50% to 70% of total air time.

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**WOR-TV AMPLIFIER**

**To Greatly Increase ERP**

PURCHASE by WOR-TV New York of what was described as the world's most powerful high band TV amplifier, recently developed by Standard Electronics Corp., Newark, N. J., was announced Thursday by J. R. Poppele, vice president in charge of engineering for Mutual and WOR-AM-FM-TV.

Mr. Poppele said that application has been made by WOR-TV to the FCC to increase its power in accordance with the proposed engineering standards.

Addition of the new amplifier will make WOR-TV's radiated power of 100 kw stronger than that of the other high band VHF stations in the country, Mr. Poppele noted.

The new amplifier was manufactured after two years of research and experimentation by the Standard Electronics Corp., a Claude Neon Inc. subsidiary. It is rated at 20 kw, four times more powerful than the highest rated equipment now in use in high-band TV transmission. Mr. Poppele said that the amplifier, suitable for color transmission, will be installed soon at the station's North Bergen (N. J.) transmitter.

Mr. Poppele pointed out that WOR had used Western Electric standard broadcasting equipment since 1922 and in 1951 Standard Electronics acquired inventory of transmitters, parts, designs, patterns and certain other assets of Western Electric.

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**Dumont Predicts**

**900 TV Stations by '56**

DR. ALLEN B. DumONT, president of Allen B. DumONT Labs., predicted Thursday that more than 900 stations would cover the 1956 Presidential political conventions and that the number of television receivers could be expected to increase from 18 million to upwards of 50 million in the next four years.

Dr. DumONT made these remarks at a dinner in Denver given by the B. K. Sweeney Co., Denver, distributor for DumONT television receivers in that area. He lauded Denver as the outstanding television market in the country today and a prime example of the expansion in receiver sales to be expected as new stations go on the air.

He also prophesied a continuing expansion of television network relay facilities and of international television, and predicted a greater use of TV in industry and for national defense.

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**RADIO CORPORATION OF AMERICA**

**ELECTRON TUBES**

**HARRISON, N. J.**

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August 18, 1952 • Page 83
New Television Applications
(Continued from page 74)

Borne, N. Y., Studio location to be determined. Transmitter location: 2.9 mi.
NE of Baldwinsville. Geographic coordinates: 43° 39' 31" N., 76° 21' 28" W.

TOLEDO, Ohio—Crosby Bestg. Corp. (calls letter WTVL-TV [request]), VHF Ch. 11 (12980 kHz), ERP 1,000 kw visual, 20.9 kw aural; antenna height above average terrain 455 ft., above ground 500 ft. Estimated construction cost $575,675, first year operating cost $100,000, revenue $80,000. Post Office address: 140 West 9th St., Crosby Square (Ottawa) 2, transmi er and studio location: 2100 Sylvania Ave., 5 kw visual, 16 kw aural; antenna height above average terrain 374 ft., above ground 410 ft. Estimated construction cost $325,000, first year operating cost $60,000, revenue $40,000 not estimated. Post Office address: 40 Fifth Ave., Charlotte, S. C., and studio address: at Third and Fourth Avenues. Geographic coordinates: 35° 37' 19" W., 23° 5' 43" W. Long. Transmitter, antenna and studio equipment furnished by Capital Television. Principal is Mr. W. J. W. Emery, Lebanon, Ohio. Proposed applications include stations WTVL-TV and WTVL AM.

PORTLAND, Ore.—North Pacific Television Inc., VHF Ch. 9 (180-180.85 mhz), ERP 45 kw visual, 4.5 kw aural; antenna height above average terrain 604 ft., above ground 664 ft. Estimated construction cost $635,715, first year operating cost $151,195, revenue $115,700. Post Office address: 904 SW 6th Ave., Portland, OR. 97204. Location: 7 mi. SE of Portland, OR. Proposed applications include stations KPTV (FM-AM) and KPTV-TV (VHF). Legal counsel McKenna & Wilkenson.

WENATCHEE, Wash.—Central Washington Broadcasting Co. (WENB), VHF Ch. 12 (700-706.1 mhz), ERP 65 kw visual, 6.5 kw aural; antenna height above average terrain 3,546 ft., above ground 3,682 ft. Estimated construction cost $575,000, first year operating cost $90,000, revenue $66,000. Post Office address: c/o KSEM Moses Lake, Washington, Studio address: at transmitter. Transmitter location on Burch Mountain, 10 mi. NNE of Wenatchee, Geographic coordinates: 47° 42' 56" W., 45° 23' 10" S. Long. Transmitter and antenna equipment furnished by Capital Television. Legal counsel McKenna & Wilkenson.

HONOLULU, Hawaii—Advertiser Publishing Co. (Ad-Pub), VHF Ch. 4 (69-72 mhz), ERP 54.5 kw visual, 27.1 kw aural; antenna height above average terrain 1,025 ft., above ground 92 ft. Estimated construction cost $275,000, first year operating cost $40,000, revenue $25,000. Post Office address: 3 West Market St., Honolulu, HI. Proposed applications include stations KPUF, Equality (VHF), and KBIQ TV (VHF). Legal counsel McKenna & Wilkenson.

(Continued on page 108)
The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.
W HILE the political conventions were unquestionably the prime attraction during July, Arthur Godfrey had top rating among regularly-scheduled video programs, according to the American Research Bureau. Mr. Godfrey's Talent Scouts program, with a rating of 35.0%, attracted more than 13 million Americans; more than 12 million people saw his show, Godfrey & Friends. ARB took its samplings during the second week of July, during which time the Republican convention was telecast. The ratings follow:

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey &amp; Friends (Toni-The Gillette Co.) (CBS)</td>
<td>9,588</td>
<td>33.5</td>
</tr>
<tr>
<td>2</td>
<td>Pabst Blue Ribbon (CBS)</td>
<td>7,668</td>
<td>27.2</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey &amp; Friends (Lupger &amp; Mores Tobacco) (CBS)</td>
<td>6,753</td>
<td>23.9</td>
</tr>
<tr>
<td>4</td>
<td>My Little Margie (CBS)</td>
<td>4,769</td>
<td>16.7</td>
</tr>
<tr>
<td>5</td>
<td>Rocket Squad (CBS)</td>
<td>4,266</td>
<td>14.6</td>
</tr>
<tr>
<td>6</td>
<td>Philco TV Playhouse (NBC)</td>
<td>3,776</td>
<td>13.6</td>
</tr>
<tr>
<td>7</td>
<td>What's My Line (CBS)</td>
<td>3,743</td>
<td>13.3</td>
</tr>
<tr>
<td>8</td>
<td>Big Town (CBS)</td>
<td>3,740</td>
<td>13.2</td>
</tr>
<tr>
<td>9</td>
<td>Summer Theatre (CBS)</td>
<td>3,728</td>
<td>13.2</td>
</tr>
<tr>
<td>10</td>
<td>Godfrey &amp; Friends (Pillsbury Mills Inc.) (CBS)</td>
<td>3,212</td>
<td>11.3</td>
</tr>
</tbody>
</table>

**PER CENT OF TV HOMES REACHED IN PROGRAM AREA STATIONS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes(000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey &amp; Friends (Toni-The Gillette Co.) (CBS)</td>
<td>11,500</td>
<td>40.9</td>
</tr>
<tr>
<td>2</td>
<td>Pabst Blue Ribbon (CBS)</td>
<td>8,560</td>
<td>29.4</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey &amp; Friends (Lupger &amp; Mores Tobacco) (CBS)</td>
<td>6,753</td>
<td>23.2</td>
</tr>
<tr>
<td>4</td>
<td>My Little Margie (CBS)</td>
<td>4,769</td>
<td>16.5</td>
</tr>
<tr>
<td>5</td>
<td>Rocket Squad (CBS)</td>
<td>3,776</td>
<td>13.1</td>
</tr>
<tr>
<td>6</td>
<td>Philco TV Playhouse (NBC)</td>
<td>3,743</td>
<td>13.1</td>
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<tr>
<td>7</td>
<td>What's My Line (CBS)</td>
<td>3,740</td>
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<td>Big Town (CBS)</td>
<td>3,728</td>
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<td>3,728</td>
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</tr>
<tr>
<td>10</td>
<td>Godfrey &amp; Friends (Pillsbury Mills Inc.) (CBS)</td>
<td>3,212</td>
<td>10.9</td>
</tr>
</tbody>
</table>

**LEADING the C. Nielsen Inc. video ratings for the two weeks ending July 12 was Arthur Godfrey & Friends, sponsored by Toni and the Gillette Co., which led the Nielsen list both in total number of TV homes reached and in precentages of TV homes reached in program area stations. Ratings follow:**

**Mac Tops Ike on TV — Nielsen GOP Ratings**

TELECAST of the 1952 Republican National Convention reached a peak of 13,000,000 homes at one time or another on July 10, according to the Nielsen Television Report released Wednesday.

The special NTR analysis shows that Gen. MacArthur's keynote speech was viewed by 8,286,000 homes and Gen. Eisenhower's acceptance speech, in 7,668,000 homes.

The report is based on a measurement of the audience during every minute of the convention and shows the number of different TV homes reached for each half hour and for each day by the sponsored TV coverage of the ABC, CBS, DuMont and NBC networks combined.

**Summer Show Pattern Shifts to Quiz Types**

INCREASE in quiz-audience participation and forum programs and decline in comedy-variety programs are marking this year's summer television network programming, Pulse Inc. announced last week in its survey for July. The multi-pulse TV program trends for top program types for July 1952 follow:

**Weekly Television Summary** — August 18, 1952—Televiastion Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>16,500</td>
</tr>
<tr>
<td>Austin</td>
<td>KXAS-TV</td>
<td>11,200</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WBTV, WLTW</td>
<td>79,000</td>
</tr>
<tr>
<td>Washington</td>
<td>WSFV-TV, WMBA-TV</td>
<td>34,500</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WAVE-TV</td>
<td>30,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBOI-TV, WCRC-TV, WTVN</td>
<td>30,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCKO-TV, WCKG-TV, WAKT</td>
<td>27,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WBEL-TV, WIBV, WFIL-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ-TV, WITI-TV, WITW</td>
<td>27,000</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO-TV, WLIB</td>
<td>27,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-TV, KRON</td>
<td>27,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBEN</td>
<td>27,000</td>
</tr>
<tr>
<td>Rochester</td>
<td>WROC-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>Milwaukee</td>
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<td>Minneapolis</td>
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<td>27,000</td>
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<tr>
<td>Rochester</td>
<td>WROC-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA-TV, KHJ-TV, KLAC-TV, KNBH</td>
<td>27,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
<td>27,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM, WLS</td>
<td>27,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK, WWJ-TV, WXYZ,</td>
<td>27,000</td>
</tr>
<tr>
<td>Chicago</td>
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<td>27,000</td>
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<td>Los Angeles</td>
<td>KECA-TV, KHJ-TV, KLAC-TV, KNBH</td>
<td>27,000</td>
</tr>
</tbody>
</table>

**Godfrey Tops in ARB — Nielsen Mid-July Ratings**

(Report 229)
Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBTV, the station that got caught with its estimates down.* Arthur's TV debut provides a special opportunity for advertisers to reach 233,760 Carolina television families through the entertainers they demanded on television.

*July 1, 1952 WBTV estimate of sets-in-area, 157,270; new estimate based on ARB survey, 233,760.
SERVICE GAMES

CBS Television will carry football games every Saturday from Sept. 20 through Dec. 6 between championship teams from the Army, Navy, Marines and Air Force, Sig Mickelson, CBS-TV director of news and public affairs, announced last week.

Provisions have been made to telescast these games from Washington, Chicago, Los Angeles, San Diego and other cities, depending on where the most important game of the week is scheduled, Mr. Mickelson said. Tentative plans also include a post-season All-Service championship game.

Teams that will be seen on the telecasts include Marine teams from Camp Le Jeune, S. C., and Quantico, Va.; Air Force teams from Randolph Field, Texas, and Bolling Field, Washington; Army teams from Fort Benning, Ga., and Port Bragg, N. C., and Navy teams from the Bainbridge, Md., and Great Lakes Naval Training Stations.

CBS television has been assured of complete cooperation by each of the services in making the games a colorful spectacle as well as an outstanding sports contest, Mr. Mickelson said. Between-halves demonstrations will include such military techniques as the landing of troops by helicopter as well as exhibitions by drill squads and military bands.

Last fall, CBS-TV broadcast five armed services games from the Washington, D. C., area over WTOP-TV, the network's Washington affiliate. These games proved so popular and earned such a high level of national acceptance, Mr. Mickelson noted, that this year CBS-TV decided to present a full schedule of service games from coast to coast as a public service.

NBC-TV, meanwhile, will telescast college football games under NCAA authorization, while DuMont has scheduled professional football games on Sundays.

Saturday Football Slated by CBS-TV

D. C. BOXING

Report Scores TV's Effect

DISTRICT of Columbia Boxing Commission has released its annual report in which it states that television has had "a very disastrous" effect on local boxing.

Often, the report says, the commission's 10% from gate receipts was not sufficient to cover the cost of fees for officials. The commission says that it is looking to the recently enacted D. C. law which provides for taxation of TV revenue to alleviate financial stress.

Lone Star Schedule

LONE STAR BREWING CO., through its agency, Thomas F. Conroy Inc., San Antonio, was the first Texas company to purchase a schedule on KTBC-TV Austin, the station announced last week. KTBC-TV hopes to be on the air by Christmas. The agency bought the 9 p.m. chainbreak, Mon.-Sat., for the brewing firm. J. C. Keliam, general manager of the firm that the Terminix Co. in Austin gave the first firm local order.

RE-RUN PAYMENT

Provided Actors by SAG

SCREEN Actors Guild membership by vote of 3167 to 87 last week ratified a collective bargaining contract covering minimum salaries and working conditions for actors in TV films recently negotiated with 13 members of the Alliance of Television Film Producers and some 35 other unaffiliated production companies [BT, July 14].

The three year contract, effective July 21, provides additional payments to actors for re-runs of TV films and also sets higher salary minimums for those who work in more than one video picture in a week. A separate contract is being negotiated for filmed commercial spots.


ADAPTS 2% DISCOUNT

KFEL-TV Wins Praise

ANOTHER station to adopt the 2% discount in its rate card, KFEL-TV Denver, was commended by Edgar P. Small, of Ted Bates & Co., New York, chairman of the AAAA Committee on Cash discount, last week. WHIO-TV Dayton recently announced its 2% discount.

"We need to see that television gets off on a sound financial foot-
ing," Mr. Small said. "The 2% cash discount is what enables agencies to collect promptly from their clients. If television stations want to be paid promptly by agencies, they simply good business judgment to make allowance for it in their rate cards."

TV FALL MEET

Called for Merger Study

TELEVISION AUTHORITY (TVA) will hold a special convention in New York Sept. 25-27 to decide whether TVA will merge with one or more members of the Associated Artists of America (AAAA) or organize itself as a separate union, George Heller, TVA executive secretary, announced Tuesday.

The convention has been called, Mr. Heller said, under instructions of last December's TVA meet which noted that if the five east-coast branches of AAAA-AGMA (American Guild of Musical Artists), AFRA, Actors and Chorus Equity—did not merge by July 1, AFRA and TVA should consolidate into AFTRA. Mr. Heller added that the convention also prescribed that if neither of these developments occurred by July 15, another TVA convention should be called by Sept. 1.

Mr. Heller said calling of the second convention was "forced" upon TVA by the refusal of AAAA to merge with AFRA. He added that the AAAA membership meeting Aug. 7 [BT, Aug. 11] indicated performers favor a five-branch merger and declared, "there would be no problems." "Three branches—AGVA, AGMA and AFRA—approved the professions' blueprint," Mr. Heller explained. "The issue is now up to Actors Equity and Chorus Equity. They seem to want to talk merger rather than merge."

Deadline for nominating petitions for delegates to the convention is Aug. 26. Ballots must be filed by Sept. 9.

As matters now stand with respect to the merger plan devised by UCLA-Cornell U. professors, three courses are open to the unions: They may submit the plan to their memberships in a referendum, they may submit the plan with the understanding that unions will not be bound to certain points to which they object, and they may reject the plan outright—the position of Actors Equity and Chorus Equity Asns., which seek additional discussion of a merger formula.

Hickman TV Show

GENÈRAL CIGAR Co., New York (Robert Burns cigars), will sponsor Herman Hickman, who resigned last week as head football coach of Yale U., to star in his own program on CBS-TV. The show will be a quarter-hour format of interviews, anecdotes, sports and other subjects discussed by Mr. Hickman. The exact time is still in negotiation but a starting date is expected to be sometime in September. Donahue & Coe, New York, is the agency. Mr. Hickman had appeared as a regular panel member of the Sunday night Good (ick) Cele-

Page 88 • August 18, 1952

broadcasting • telemcasting
WITH THE DUMONT UNIVERSAL CAMERA CHAIN

More of everything you want—and need in a camera chain...greater versatility, dependability and finer performance—the DuMont Universal Camera Chain.

The DuMont Camera Chain is designed for triple duty and is equally qualified for use in the field, studio, or for film pickup. This is the proven equipment, now finer than ever.

For the full story write for your copy of the new Du Mont Camera Booklet. Learn how you can utilize this equipment in doing more work, in cutting maintenance costs, in reducing obsolescence to the minimum, and in effecting a drastic saving on spare parts. Read about the revolutionary new Du Mont development in film pickup. Find out how you can get triple-duty from the Du Mont Camera Chain.

write for your copy today...

DUMONT
TELEVISION TRANSMITTER DIVISION
ALLEN B. DUMONT LABORATORIES, INC.
Clifton, N. J.
Sales . . .
United Broadcasting Co., Chicago, has completed television film commercials for Quaker Space Heaters and Bake-Rite (shortening). Ewell & Thurlow, Chicago, is the agency.

KTTV (TV) Hollywood has leased 30 feature films from Motion Pictures for Television Inc. to be telecast on Jackson's Theatre, thrice daily. The contract was negotiated by Dale Sheets, station's film director; Sy Weintraub, vice president in charge of sales for MPFT's New York office, and David Wolber, vice president in charge of MPFT's West Coast operations. Films star Glenn Ford, Barbara Stanwyck, Gary Cooper and Marie Wilson, among others.

Harris & Frank, Los Angeles (Southern California clothing stores), will sponsor Family Theatre on KLAC-TV Hollywood, half-hour weekly, for 13 weeks starting Sept. 3. The programs, filmed by Frank Wiabar Productions, were originally shown on NBC-TV Fireside Theatre series. Agency is Walter McCreary Inc., Beverly Hills, Calif.

KNXT (TV) Hollywood has acquired 50 feature films from M. & A. Alexander Productions Inc., that city, for showing on The Late Shot, six times weekly. The acquisition, involving $60,000, was negotiated by Don Hine, station's production administrator, and Arthur Alexander. Included is The Young in Heart! in addition to British and French features.

Production . . .
NBC-TV Joan Davis Show, sponsored by General Electric, Wed., 8:30 p.m. (EST), for 39 weeks from Oct. 15, goes into production in Hollywood, Sept. 1. Miss Davis will star in the situation comedy series, written by Artie Stander, and featuring radio actor Jim Backus. Phil Rapp will direct and Dick Mack produce, probably at General Service Studios. The series will be filmed with a live audience.

Howco Productions Inc., Hollywood, will film The Little People, half-hour TV series, on a contractual basis for an undisclosed Eastern syndicate. The cast features midget with the exception of star Allan Nixon, 6'5" movie actor. Richard Carr is writing scripts, first of which in modern version of Jonathan Swift's Gulliver's Travels. Ron Ormond is producer-director.

Bernard Girard and Dick Dorso, associates in Lancer Productions, subsidiary of Bing Crosby Enterprises, Culver City, are completing plans to produce a feature length film, "The Early Grave," in Italy. Co-authors of the outdoor action drama, Mr. Girard will produce and Mr. Dorso direct under the banner of The Lancers. Duo has completed the pilot films for BEC in four half-hour TV film series: Coryn Johnson, Rose Colored Glasses, Those Were the Days and Bromfield Series. Motion picture plans hinge on production schedules of TV series.

Random Shots . . .
Hafner-Halperin Inc., Culver City, has signed a five-year contract for TV film rights to Rex Morgan, M.D., comic strip, with Publishers Syndicate, Chicago. Louis Hayward is set to play the title role in 52 half-hour films per year on a three-year basis. Production starts at Hal Roach Studios, Sept. 15, with Les Hafner as producer. Willis Goldbeck, writer-director on MGM "Doctor Klildare" motion picture series, has been requested to serve in similar capacities on Rex Morgan, M.D. Stanley Halperin, headquartered in New York, handles sales for Hafner-Halperin. Production will be in production on Kerry Drake, half-hour TV series, starring Sterling Hayden.

American Medical Assn. is considering the possibility of permitting its members to part in Your Doctor, half-hour TV film series packaged by Jack Mulcahy and Henry Eichner. Permanent medical moderator would lead a rotating panel of specialists in order to discuss medical problems, illustrated by Mr. Eichner's drawings. No remuneration would be forthcoming other than the doctors' traveling expenses. The format, approved by Los Angeles chapter, is now being studied by Chicago group.

Bing Crosby Enterprises has opened New York offices at 600 Fifth Ave., telephone Plaza 7-2277. Everett Crosby, president of BCS, will headquarter there. Home office of the station is at Culver City, Calif.

CBS-TV is considering a half-hour film series to be produced by Impel Productions Inc., in Paris under the supervision of The International Criminal Police Commission. Plans call for the budget of $398,000, covering 28 films, and are being negotiated through Commercial & Industrial Bank of France upon conclusion of arrangements with CBS. To be titled either Interpol or Police Interception, the series would star Hugh Marlowe and producer-director Herb Strock would utilize a wholly French crew.

Alan Valentine president of TV committee for Lutheran Synod, reported last week that 81 U. S. television stations have requested prints of "Truth Shall Make Man Free," a 13-minute film produced by the committee.

Mr. Valentine said the film is "rapidly establishing new records in television station usage." He said since distribution began last February 15, the film has been shown by 66 TV outlets in 45 cities a total of 118 times to an audience estimated by the stations at nearly 45,000 viewers.

Mr. Valentine said an indication of the film's popularity was that it has been televised six times by KMTV (TV) Omaha and five times by WHIO-TV Dayton and KHJ-TV Los Angeles. A number of stations have shown the film three to four times. NBC television network has shown it three times and ABC-TV once, he said.

William L. Klein, president of United Broadcasting Co., Chicago, has completed the establishment of a separate film division. The video staff, which films commercials and programs, includes Bernard Saber, musical director; Arthur E. Haug, photography director, and Bryan A. Wright, chief engineer.

Screen Gems Inc., Hollywood, has bought "Edge of the Law," an original story by Richard Deming, and has assigned screenwriter Charles Bennett to develop a television adaptation. It will be one of 36 half-hour television contracts by the Ford Motor Co. for Ford Theatre.

Aspen Pictures feature film, "Return to Paradise," now shooting in Samoa and starring Gary Cooper, will be advertised on TV with six sets of newsreel clips, now in preparation.

Talent Assoc., Hollywood, TV film casting agency headed by Jack Morton and Fred Messenger, has moved to 5746 Sunset Blvd.

Religious & Related . . .
The Lutheran Church-Missouri Synod has set week of Oct. 5 as starting date for its television series This Is the Life.

Melvin F. Schlaeke, executive secretary of Lutheran Television Productions, said that This Is the Life is a dramatic program built around the experiences of a typical Christian family. It is not a preaching service . . . Instead, (Continued on page 97)
50° BELOW—but the MAURER 16MM. Performs Perfectly!

Whether the going's rough or smooth MAURER is your best buy for 16mm. work!

Director Douglas Wilkinson and Cameraman Jean Roy are seen working in the Canadian Arctic on a production for Canada's National Film Board. Their Maurer camera operated satisfactorily on this assignment at temperatures varying from 60° F. to -50° a range of 110°!

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

maur er means finer motion pictures!

J. A. MAURER, INC.
37 01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California
FOR SALE

605 FOOT RADIO-TV TOWER

galvanized, guyed Blaw-Knox Radio Tower.

Used, but in perfect condition.

Uniform cross-sectioned for 400 feet, then tapering to top. Complete with guys, insulators, and regulation lighting equipment.

Will support 3 bay television antenna for total overall height of 575 feet above ground on low TV channels, or 6 bay with lower overall height.

Less than one-half present market price.

Write, wire or phone

E. C. Frase

WMCT

Memphis, Tenn.

Phone 8-7464

NBC-TV PLANS SERIAL BLOCK

Use of Same Set, Talent To Save Sponsor 80%

A NEW TV programming concept—a morning block of four quarter-hour serials with a single second sponsor, which officials said will give the sponsors a major saving—was described by NBC-TV last week.

To house the programs, known as Hometown and slated to start this fall in the 10:30-11:30 a.m. period, Monday through Friday, the network is constructing sets representing an entire village in its Brooklyn studios. This village will be the setting for all four of the serials, and some of the supporting characters will appear in all four stories.

Present plans are to launch the series about October, the exact date dependent upon signing of "enough" sponsors. Authorities said present thinking is that the sale of two-quarter-hours will be sufficient to get the series under way. Talent costs were estimated at less than $8,000 per quarter-hour.

NBC-TV officials said an advertiser would have to spend almost $45,000 a week to use a setting comparable to Hometown for his own 15-minute daytime strip. Under the Hometown concept, they reported, this cost is cut as much as 80%.

Sylvester L. Weaver Jr., NBC vice president in charge of radio and television, told a news conference that programs would replace soap opera "on a more interesting level, and more informative," and said it was hoped the new pattern would stimulate writers to move into "new dimensions" which, while providing entertainment, would do more than entertain.

With the action of all four plots taking place in a single town, he said, the effects of real-world events can be shown in the actions and reactions of the characters in the stories. He said the programs will have the quality of nighttime shows.

Outlines of Hometown's four stories were presented in a kinescope with Dave Garroway as m.c.

One centers around the life and problems of the hometown surgeon. Another features an elderly couple who run the grocery store.

Heroine of the third is a lady personnel manager of a local plant, while the fourth is the story of a kindly old maid who is the confidante of most of the town's characters.

A&P PROMOTION

TIE-UP between WJZ-TV New York and A&P Stores in the eastern district makes available in-store displays to food product advertisers on the stations.

Four advertisers of non-competitive products stocked by A&P—advertisers are giving one or more per week for time on WJZ-TV—may participate in the plan, which is set up in contract periods of 12, 24, 36 and 52 weeks. These advertisers will receive point-of-purchase displays once every four weeks, three times every 12 weeks, in all 710 A&P super markets in the metropolitan New York market.

Each participating sponsor, WJZ-TV said, will be given a window display where possible, plus an end or a dump display, depending on which is most advantageous in a particular store.

Plan was announced in an attractive brochure, "Mass Merchandising Menagerie," which illustrates each point with an amusing animal drawing.

McMAHON NAMED Is DTN Sports Director

THOMAS J. McMAHON has been named sports director for DuMont Television Network, Chris J. Wit-ting, network director, announced today (Monday).

Mr. McMahon is a veteran sports caster, recently resigned from WOR, New York, and will join other employees that have been transferred to the new executive seven years. His duties were to negotiate rights for sports events sponsored in both radio and television by agency's client, Atlantic Refining Co. He began his radio career in 1935 as a play-by-play announcer of the first broadcast of Eastern League baseball heard over WNBF, Binghamton, his native city.

CBS Television City

CBS Television City in Los Angeles moved closer to completion last Friday as 80 engineers and technicians started installation of new made TV technical equipment. Four large studios and an administration building form the core of the 15-acre development. Telecasting from there is slated to begin in October.
7 keys
to a brand-new world

HERE, before your eyes, are keys that open wide the doors of human perception to a brand-new world... great towers that challenge belief with the vastness of their scope.

To the potential of amazing new equipment has been added the power of imaginative programming... with wider and wider use of film. Thus, directors are permitted to go far beyond studio confines in their search for material... are allowed to present shows unhampere by time zone limits.

Complete technical information concerning the use of film and its selection and processing is available... together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division, 342 Madison Avenue, New York 17, New York... Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois... West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
EDUCATIONAL TV
Steele Cites Progress

AUDIO - VISUAL personnel "should feel a real stake in television and take an active part in assisting it in its development," said Ralph Steele, executive director of the National Educational Television Association. Steele said that the recent "Progress in the Development of Educational Television in America" conference has shown a "tremendous energy" for the future of television education.

CLOSED CIRCUIT TV
Wisconsin U. Votes Funds

APPROPRIATION of $105,750 for a closed-circuit TV "station" at the University of Wisconsin in Madison has been granted by the state's regents. The station will be used for teaching and research.

COMMUNITY TV
Vermont Area Receiving

GREEN MOUNTAIN area of Vermont is now receiving TV signals through facilities of the Green Mountain Television Corporation. The service covers Burlington and communities in the county.

CMBF-TV DEBUT

SIXTH TV outlet of Circuito CMQ in Havana has been feeding kinescopes of its programs to CMQ-owned stations at Santa Clara, Camaguey and Santiago. Another CMQ outlet at Matanzas rebroadcasts CMQ-TV directly. About 20,000 ft. of film is kinescoped daily in the network operation.

COMMUNITY TV

COMMUNITY TV

COMMUNITY TV

COMMUNITY TV

COMMUNITY TV

COMMUNITY TV

COMMUNITY TV
More Meetings Advocated By Committee

Declaring that "one week a year is not too much to devote to the most important element of the broadcasting profession—programming," 100 broadcasters attending the [BET, Aug. 11] reported that the meetings they had attended, have developed greater audiences, rendered better public service, and in so doing have enjoyed greater financial returns.

"We have acknowledged with equal frankness to our programming strength and weaknesses. We have found a striking similarity in programming from the many stations represented at this seminar, regardless of their size or geographical location. From this ground of common interest, we have benefited immeasurably while enjoying the privilege of helping one another. This seminar has reaffirmed the long-held conviction of many broadcasters that all people, wherever they may live—In cities or on farms—are basically alike in their programming preferences and that there is a nationwide appreciation of concert music, fine books, stimulating discussion and all other program ingredients that make for a richer and fuller life."

"We find that programs can improve and that it is the intent of radio stations to achieve that improvement. We find programs are the very foundation on which radio depends. We believe any program appearing on any station should fulfill a definite purpose.

"Even in the face of their notable accomplishments, broadcasters are not willing to rest on their laurels. They are deeply concerned in making use of every opportunity to enhance the value of radio as the greatest force for service in the fields of entertainment, information, advertising, education and in the cultural stimulus of the American people. To achieve these goals, broadcasters cheerfully accept the responsibility of approaching the challenge with enthusiasm and constructive intent.

"Your committee fully endorses the findings and opinions toward this end that have been stated by our speakers."

"It is our considered judgment that in sheer self-interest, the management of every station should regularly evaluate its entire program structure through actual listening by qualified personnel and later by analysis of what has been heard."

KXA Appointment

Smith Named Gen. Manager

Hugh A. Smith, education director, KPIX (TV), San Francisco, has been appointed general manager of KXA Seattle, general effective Sept. 1.

Mr. Smith is a graduate of Wesley J. Dumm Enterprises. Other stations include KSFO San Francisco and KWID San Francisco. KWID is an international station.

The appointment will mark a return to the Northwest for Mr. Smith, who, prior to his joining KPIX in July 1951, was in charge of KPOJ-AM-FM Portland, Ore. Mr. Smith also has served with KGW Portland and WBIR-AM-FM Knoxville, Tenn.

Early this year he was selected as a traveling speaker for BMI radio clinics throughout the nation. Mr. Smith will take his wife and two children to Seattle in September.

Westinghouse Fellowship

Fellowship Fund to aid promising young engineers and scientists of the Westinghouse Electric Corp. to continue their studies at a graduate level has been established in honor of the late Leon R. Ludwig, outstanding inventor and Westinghouse engineer. Engineering schools are invited to be eligible for a fellowship; a candidate must have shown marked ability in engineering or scientific fields and must have been a Westinghouse employee for at least two years.

The People's Choice

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of southwestern Washington. Represented nationally by Edward Petry & Co., Inc.

Broadcasting • Telecasting

Columbia Records

Mulls 'Fair Trade' Policy

COLUMBIA RECORDS Inc. will not announce its decision on establishing fair trade prices for its records under the new "Fair Trade" law until it can also reveal its plans for enforcing its policy, James B. Conkling, president of the record manufacturing subsidiary of CBS, stated last week.

When Columbia Records attempted to establish fair trade prices for records some years ago, Mr. Conkling said, "in litigation that resulted, Columbia succeeded in establishing in the courts, over vigorous opposition, that records are a product which can be fair traded. . . . Columbia now wishes to be certain that if it attempts to fair trade again, it will be able to enforce its fair trade practices. There are many collateral problems which must be considered, such as interstate mailing of records, the effect of fair trading on various dealers subject to different O.P.S. ceiling prices, etc."

Border Privileges

UNDER terms of a new treaty with Canada, certain mobile and amateur radio stations licensed in either Canada or the U.S. may be authorized to operate across the border in each other's territory, FCC announced last week. Advance permit for such operation is required, except for aircraft radio.
TV WEDDING BELLS

Wedding protocol is being telecast on Whata Cookin’ on KSTP-TV Minnesota-St. Paul. Bernice Hudlin was hostess to a wedding shower party on the program last week. The actual wedding reception for the bride and groom will be telecast today (Monday).

CKNW STATISTICS

CKNW New Westminster, B.C., cites survey statistics which show that from CKNW, “you get one-third more audience...in all wage earner areas of Vancouver, Burnaby and New Westminster.” Bill Redfearn, CKNW owner-manager, says that surveys show that his station is “Top Dog” in area auto-radio listening.

RAIN-MAKING REPORTS

Rain-making efforts to end the drought in the Connecticutt Valley were given full coverage by WTIC Hartford’s Farm Program Director Frank Atwood, according to the station. Daily reports and interviews kept the public informed on operations of the rain-making crews in various parts of the state. When nature stepped in to help with a total of 2 1/4 inches of rain in two days, Mr. Atwood reported the end of the month long drought on NBC’s World News Roundup.

POWER STORY

Twice weekly broadcast, dealing with the construction of the new KXL Oakland, Calif. new 5 kw transmitter, is being aired by the station. More Power to You has as its format, interviews with engineers, job foremen and pile drivers who tell listener about the construction job. Mark Gerstle, production manager of the station and host of the show, stated that the aim of the show is to make KXL audiences sidewalk superintendents on the spot.

’STAGE DOOR’ DISPLAY

DISPLAY window at WBTV (TV) Charlotte features a 6x7 ft. stage door setting as a backdrop for a new promotional display. Made of beaver board, the display has changeable panels to feature various products and programs.

GET-AQUAINTED SESSION

Driver-salesmen of the American Brewery, Baltimore, assembled in studios of WAAM (TV) Baltimore for the purpose of becoming acquainted with WIP promotions prepared by the station, brewery and the Kuff & Feldstein and Elmer Free ad agencies. Also on hand were drivers of the “Saturday Night TV” contest. Baltimoreans may vote for the finalists “wherever American Beer is sold.” The contest, conducted in six half-hour TV spots, was sponsored by WAAM, drew more than 1,500,000 votes last year. A new high final total vote is predicted this year.

MORE FLYING SAUCERS

Flying saucer’s timeliness has been worked into a novel promotion by KJIO Des Moines. Four thousand cardboard flying saucers were printed with the message “Out of This World—the new Dick Mills show over KIOA.” One letter of the station’s call letters appears on each piece. Saucers are dispensed from an airplane. The first five who found a complete set of saucers—one each with the letters “K” “I” “O” and “A” were awarded $10.

’HOME MAKER’ NEWS SHOW

NEWS SHOW “for the busy homemaker” began on WTCH Minneapolis Aug. 6. Titled Datelines with Grace Lindley, the show stars Mrs. Lindley in a quarter-hour commentary on world, national and local affairs.

WCHS

Charleston, W. Va.

Page 96 • August 18, 1952
the truths of the Christian Gospel will become alive as they are ex-
emplified in the lives of Grampa Fisher, his 50-year-old son and
daughter-in-law, Carl and Anna, and their three children.

"In each of the 26 episodes of the
first year's series one or more of the Fishers will be involved in a
dramatic situation, the solution of which will call for the applica-
tion of a particular Christian truth," Mr. Schlake said.

Mr. Schlake said the films will be made available to television sta-
tions throughout the country. He noted that a public appeal for
funds will not be made in connection with the telecasting of the
series.

The series was produced by

Film People . . .
Bette Hutton, no longer under con-
tract to Paramount Pictures, is making plans to enter television.
Her husband, Charles O'Curran, former director with Paramount,
will direct a series of programs when the format is selected. It
is reported that the pair will sign with a major network shortly and
Miss Hutton's video activity will start with a series of guest shots.

John English directs the next 26
half-hour films in The Adventures of Kit Carson TV series for Revue
Productions, now shooting at Rep-
public Studios, North Hollywood.
Series stars Bill Williams.

John Glavin, general manager of
Five Star Productions, Hollywood, has assumed additional execu-
tive responsibilities. Norman McCabe, assistant animation direc-
tor with firm, has been promoted to animation director. He succeeds
Howard Swift who resigned.

Rosemary DeCamp, who portrays
Judy Price on CBS Radio Dr. Christian, will be featured in the
TV film commercials for Pacific

Bernard Hendel will represent
Loui Weiss & Co., Los Angeles,
TV film distributor, in Erie, Hunt-
ington, Johnstown and Pittsburgh,
and, Harold C. Burke will rep-

Borax Co., New York (20 Mule
Team Borax), on Death Valley
Days, half-hour TV series being
filmed by Flying A Television Pic-
tures, Hollywood. Stanley Andrews,
radio-TV actor has been signed to
portray the Old Ranger in the
series. Agency is McCann-Erick-
son Inc., that city.

Samuel Goldwyn Jr. plans to enter
TV film production following his se-
paration from the Army. He
was formerly a member of Gen.
Eisenhower's staff in Paris.

Capt. Jack Lewis, USMC, former
Monogram Pictures writer, has com-
pleted four in a series of eight
half-hour films, geared for release

to TV and theatres, which the U.
S. Navy and Marine Corps are
producing in Korea under combat
conditions.

Edgar Buchanan has been signed by
William Boyd Productions, Hol-
llywood, to co-star in NBC-TV
Haplopang Cassidy, half-hour film
series now in production for fall
release. Programs will be filmed in
two series of 26 and budgeted at
$25,000 per film.

Harry Cohen, vice-president and
general manager of Apex Film
Corp., Hollywood, joins Paul F.
Heard Inc., that city, as production
coordinator.

AMERICAN Public Relations
Assn. announced last week appli-
cations for entries for enti-
tries in the 1992 Awards Compe-
tition. Entries should be mailed to
the association, 1010 Vermont Ave.,
N.W., Washington 6, D. C., not
later than Sept. 9.

The coveted silver anvil awards
will be made in 14 classifications.
Eligible to participate is any per-
son, firm, corporation, association
or other organization engaged in
public relations, or maintaining
fulltime operational functions of a
public relations nature, or whose
principal endeavor involves specific
activities of a direct public rela-
tions character during 1951-52,
with particular emphasis on media
and procedures.

WBS Sales
OP World Broadcasting System's
new sales in recent months, 68%
were to network affiliated stations
which apparently plan to meet
local advertiser budgets with low-
cost library-produced shows, WBS
General Manager Robert W. Fried-
heim reported last week. Through
a typographical error, B.T.'s Aug.
11 report on World's peak-level
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at 1% instead of 68%.

ANVIL AWARDS
Entries Close Sept. 9

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There's More
SELL on . . .

WBS
RICHMOND
VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.
EDWARD PETRY
& CO., INC.
Marquette Course
MARQUETTE U. last week announced that its first course in television will be offered this fall. Colby Lewis, assistant program manager of WTMJ-TV Milwaukee, will be the instructor. Students will receive two college credits. The course will emphasize video programming and administrative coordination of writing, staging, directing and acting. Dr. Lewis, holder of a Ph.D from Cornell U., joined WTMJ-TV in 1948.
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Offices and Laboratories
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Engineering
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Member AFCCE*

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CONSULTING RADIO ENGINEER
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Member AFCCE*

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WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4219 S. Buckner Blvd. 4762 W. Ruffner
Member AFCCE*

Russell P. May
John A. Moffet, Associate
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

GUAY EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6106
Member AFCCE*

William L. Foss, Inc.
Formerly Colton & Foss Inc.
927 13th St., N. W.
Republic 3883
WASHINGTON, D. C.

William L. Foss, Inc.
Formerly Colton & Foss Inc.
927 13th St., N. W.
Republic 3883
WASHINGTON, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
WASHINGTON 5, D. C.

Walter F. Kean
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

William E. Benns, Jr.
Consulting Radio Engineer
3738 Kenwood St., N. W.
Washington, D. C.
Phone 6-1021
Box 2460
Phone 6-2052
Member AFCCE*

Robert L. Hammitt
CONSULTING RADIO ENGINEER
250 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

Raymond M. Wilmotte
1469 Church Street, N. W. Decatur 1221
Washington 5, D. C.
Member AFCCE*

Robert M. Hammitt
CONSULTING RADIO ENGINEER
250 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JAMES R. BIRD
Consulting Radio Engineer
Fairways Motel, KYA.
32 Elm Ave.
San Francisco 8, Calif.
Mill Valley, Calif.
Douglas 5-2150
DUnlop 0-8711
Member AFCCE*

Robert M. Hammitt
CONSULTING RADIO ENGINEER
250 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

August 18 Applications...
ACCEPTED FOR FILING
Extension of Completion Date
WCAR Pontiac, Mich.—Mod. CP, as
modified, which authorized installation of new antenna.
 antioxidants, as was specified in the initial broadcast.
August 18, 1952 • Page 99

BROADCASTING • Telecasting
Help Wanted
Managerial

Commercial manager for new radio station. Opportunity to work with thoroughly experienced, aggressive and capable staff. Must have first rate written and spoken communication ability. Excellent salary guarantee and opportunity for right man. KFMA Broadcasting Co., 415 Perry St., Davenport, Iowa.

Salesmen
Florida coast station. Hard-hitting salesman needed to do competitive selling. No experience necessary. Excellent rate. Box 9SF, BROADCASTING TELECASTING.

Experience salesman wanted by Illi- nois independent. Supervise sales department and sell on commission basis. $100 weekly & living base to go-getter in a small lucrative market. You must be able to produce. Box 49R, BROADCASTING TELECASTING.

Experience salesman wanted. Good potential market. 70 mile commission and draw. KNBR, North State, Nebraska.

Opportunities for several young men who want to be with a fast growing organization. You will work with proven, aggressive men who are proven successful radio managers. Salary $900; commis- sion to be expanded to include salesmen for our 5000 watt station in Lake Charles, Louisiana, and we will support you in getting into that city. We are also applicants for TV in New Orleans and expect to be the next sta- tion on the air. Team aggressive young men who want to be selling, like people, and are anxious to grow with an expanding organization can get in on the ground floor now and make from $600 and upwards per month provided they are willing to work steadily toward success. We pay a living wage plus sales commission. Wire or write for complete details. All replies will be held in confidence.


Saleman-announcer. Fine opportunity for experienced salesman who is good at selling. $75 per week starting. Seventy-five dollars weekly to start. Write immediately to Ray, Radio Station WSSV, Petersburg, Virginia.

Classifieds

Classifieds
Situations Wanted

WANTED: Broadcast Engineer. Young, ambitious for advancement. Write direct to: Ed Woodmansee, 380 E. Lincoln Ave., Chicago, Ill.

Announcers

Announcer, single, draft exempt. Excellent experience. South preferred. Write Box 353, BROADCASTING TELECASTING.

Announcer with ticket, four years experience, married, seeking position with good opportunity and location, available in September. Box 180, BROADCASTING TELECASTING.

Disc jockey, good, steady experience, just entering studio. Send resume, please. Box 490B, BROADCASTING TELECASTING.

Technician

Help Wanted

Help Wanted

Technical

Top a.i.s. sports-play-by-play man, staff, or carry. Radio or TV. Prefer news or sports. Write or wire to Box 529, BROADCASTING TELECASTING.

Top a.i.s. copywriter, 6 years experience in all phases, including program writing and production. Progressively managed seeking thoroughly experienced copy writer, position in major market. Box 127, BROADCASTING TELECASTING.

WANTED: General manager for general manager for broadcasting and operation. 27R. Box 244, BROADCASTING TELECASTING.

A western stations: Announcer, first class license. Three years experience, married. Box 38R, BROADCASTING TELECASTING.

Manager or assistant-manager position, radio or television, sought by attorney with three years experience in photography and production, good public address, costumer. Box 404, BROADCASTING TELECASTING.

Announcer-operator. Veteran, draft exempt, single. Disc or details, write Box 126, BROADCASTING TELECASTING.

Minimum 750 watts. Radio engineer wants position in progressive station with top contacts and references. Excellent experience. Desires job with future six months experience. Box 412, BROADCASTING TELECASTING.

Operator, first class, ten years experience, desires West coast position or studio or transmitter. Box 428, BROADCASTING TELECASTING.

Announcer, five years experience, married, seeks similar position. Box 143, BROADCASTING TELECASTING.

Program director, five years overall experience, to work with an experienced programmer. Box 216, BROADCASTING TELECASTING.

I want permanent association with top management of TV station. Progressive management seeking thorough, ambitious man of good character. Box 160, BROADCASTING TELECASTING.

Announcer-operator, first phone. 21 U. S. Army discharge. Wire full particulars. P. O. Box 150, Sabing, Fla.

Three years experience, married, wishes to return to the east coast. Box 70, BROADCASTING TELECASTING.

Musician. Tenor. No experience, desirous of getting experience. Box 214, BROADCASTING TELECASTING.
N.Y. Film Plan

 Stations, Theatres Link

WNBC and WNBTV (TV) New York and the Motion Picture Industry Committee of Greater New York, representing some 30 chains and theatres in the metropolitan New York area, are working out first details of a tie-up whereby each will promote the attractions of the other. The plan is scheduled to start early in September.

The stations will offer listings of movie attractions in the New York area on such programs as the Skitch Henderson, Morey Amsterdam and Herb Sheldon shows. In return the exhibitors will promote WNBC-WNBTV programs and stars via movie trailers, lobby displays and in mailings to movie patrons.

Another WNBC contribution will be a weekly "Hollywood, U. S. A." variety show, to start Sept. 15, featuring recorded movie music, taped interviews with stars and local movie listings. WNBC is also planning a series on the men behind the movie industry.

The promotion was conceived by Ted Cott, WNBC-WNBTV manager, and is reported to be the first in the stations' overall plan to support certain major industries in the New York area with special programming and exploitation tie-ins. Other promotions are reported for the tobacco, drugs, men's clothing, travel agency and automotive industries.

Duane Jones Suit

ORAL ARGUMENTS were presented Tuesday in the U. S. District Court for the Southern District of New York on a motion to dismiss the $3,150,000 slander suit against Duane Jones, president of Duane Jones & Co. Judge Sidney Sugarman will study the arguments from opposing attorneys and issue a decision within the next few weeks. Nine of Mr. Jones' former employees, most of them now with Scheideler, Beck & Werner, filed the suit on June 4 [B&Y, July 14].

FCC Reinstates

Calif. Proposed Grant

AN AUGUST 1950 initial decision looking toward grant of a new AM station on 1450 kc at Escondido, Calif., and to deny a competitive bid at Oceanside, Calif., later set aside by the FCC, was reinstated by the Commission last week in a memorandum opinion and order which also called for oral argument of the case at a date yet to be specified.

The prospective grantee is Balboa Radio Corp., which was awarded the 250-watt fulltime assignment by Hearing Examiner Elizabeth C. Smith on the basis of Sec. 307(b) of the Communications Act (fair distribution of services among various communities). Proposed to be denied is the competitive application of Oceanside Broadcasting Co., Oceanside. The examiner also concluded the latter had "failed to demonstrate sufficient fitness to justify a grant," the memorandum opinion stated.

The original initial decision for the granted and proposed grant of the application of Centinela Valley Broadcasting Co. for 250-watt full-time on 1450 kc at Inglewood, Calif., and denial of the bid of Crescent Bay Broadcasting Co. for 250-watt daytime on 1660 kc at Santa Monica, Calif., in October 1951, FCC issued a memorandum opinion making final the August 1950 initial decision's denial of the Crescent Bay application, but set aside the initial ruling in all other respects. The case was remanded to the examiner to determine whether the proposed Inglewood outlet would constitute an air navigation hazard and more particularly, cause interference to KALI Pasadena, Calif.

The Inglewood application, however, was dismissed by Centinela Valley Broadcasting in June, thus leaving open the way to reinstatement of the original initial decision relating to the Escondido and Oceanside applications.

ADAM Hat Stores Inc. N. Y., has presented its Adam Gold Hat award to Stan Lomax, veteran WOR-AM-TV New York sportscaster, in honor of his 29 years as a sports commentator.

Job Wanted

Announcers

Two Exuberant

ANNOUNCER-ENGINEERS

First trick, $75 a week, hospitalization paid, good working conditions, start September 1. KGAR Garden City, Kansas.

Production-Programming, Others

I want a young radio promotion-happy guy who is prolific with ideas, but they don't have to be good. Here is an opportunity for a big thrill doing big things with a great midwest station. Apply Box 999P, BROADCASTING TELECASTING.

Television

Managerial

TV Sales Manager

Rare opportunity as sales manager for one of the country's outstanding television stations, basic network affiliates and a good market. Will be responsible for overall sales and national business. BOX 37/1, BROADCASTING TELECASTING.

Situation Wanted

Announcer

ANNOUNCER

Excellent background of many years in all phases of radio, currently in top market, desires position within major market. Box 376, BROADCASTING TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
706 Bond Bldg., Washington 5, D. C.

Southwest Growing Independent

$100,000.00

A fulltime independent located in one of the fastest growing Southwestern major markets. Gross and net are steadily increasing. A 75% controlling interest is available in this property for $75,000.00. Liberal financing can be arranged.

Appraisals Negotiations Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Sterling 4341-2

CHICAGO
Roy V. Hamilton
B & H 2-7838

SAN FRANCISCO
Lester M. Smith
Eckbrooke 2-5672

STATIONS

Although we are slow in meeting the heavy demand for combination men, we are now more able to meet your needs in such fields as:—Management, Sales, Production, Announcing, and Straight Engineering.

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in broadcasting. Our fee—ONLY one week's salary. NO OTHER CHARGES.

Broadcast Management Services Co.

17 East 48th Street, New York 17, New York

PL. 5-1127

E. C. Lobell, Licensee

Page 102 August 18, 1952
FCC Actions

(Continued from page 98)

date originally specified.

WOOW New Bern, N. C.—Mod. CP, which authorizes new directional mod. CP to trans. and main studio location to Glen Burnie Park, New Bern, N. C.

Change Transmission Location

WBAI Cleveland, Tenn.—CP to change transmission from Chattanooga Highway, approx. 0.0 mi. from city limits, Tenn. to 6.18 mi. north of 17th St., N. W. and also 2.3 mi. north from Cincinnati, Cleveland, Tenn.

purchase of License

WCHO Washington Court House, Ohio—Request renewal of license.

License for CP

WFUM Flint, Mich.—License for CP which authorized new non-commercial.

TENDERED FOR FILING

Replace Expired CP

WHYF Wauwatosa, Wis.—CP to replace expired CP on 1230 kc 256 w uni.

August 13 Decisions

BY COMMISSION EN BANC

Advised of Hearing

LaVeta Bevans, LaVeta, Pa.—CP den. to appear on 1460 kc 500 w. ED and engineering condition which indicate necessity of hearing.

William O. Barry, Lebanon, Tenn.—CP to appear on 2180 kc 120 w uni to 1952, Tenn., and indicates necessity of hearing.

WDAR Philadelphia—Advised that application for renewal of license from 1600 kc to 1400 kc 1000 w w, raises engineering condition which indicate necessity of consolidating license.

Modification of CP

KGNO Dodge City, Kan.—Granted mod. CP for full-time daytime non-directional ant.; engineering conditions.

Change Studio Location

WCMB Rossmoyne Corp., Lemoine, Pa.—Granted mod. license to change station location from Lemoine to Harrisburg-Lemoyne. Involves no change in trans. location.

Request Denied

WMAM Martin County, W. Va.—Denied request to reconsider assignment of call letters WMBM from Green Bank to Co., Menominie, Mich., since Commission service requirement for non-commercial is met by use of call letters WMAM and WMW in same places.

To Remain Silent

WGNR New Rochelle, N. Y.—Granted request to remain silent for 86 days from Aug. 11, pending financial reorganization.

Extension of Authority

NBC New York—Granted extension of authority, pursuant to see. 1227 of the Act, to extend recording of program recordings from network stations to Canadian stations. Application for current authorization, which expires Sept. 15, concerns recording of program from New York City: it will now add Camden, Chicago, Miami and several other network points; NBC domestic program and recorded and sent by mail, air and express to Canadian stations.

Change DA System

WARM Scranton, Pa.—Granted mod. CP to make changes in DA.

Extend STA

WSAI-FM Muncie, Ind.—Extended STA for remote control operation from trans. site.

WPAM-FM Porterville, Calif.—Extended STA for remote control operation from trans. site of WPAM-AM until March 1, 1953, under original conditions.

August 14 Applications

ACCEPTED FOR FILING

Change Antenna System

WVOK Birmingham, Ala. — CP to BROADCASTING • Telecasting

FCC roundup

New Grants, Transfers, Changes, Applications

box score

On Air Pending Hearing

AM Stations 2,333 120 322 211

TV Stations 169 97 47 755* 102

* Filed since April 14.

(Also see Actions of the FCC, Page 98)

For Television Grants and Applications, See Page 74.

Non-Docket Actions

AM GRANTS

Hot Springs, Ark.—Hot Springs Bestg. Co. Granted 176 kc, 1 kc daytime, antenna 200 ft.; engineering condition. Estimated construction cost $18,956, first year operating cost $36,900, revenue $48,000. Principals include President R. H. Magill (51%), chief engineer and assistant manager of WBBW-AM-FM West Point, Ga.; Vice President Dr. Wallace L. Brazeemore (36%), physician, Macon, Ga.; Treasurer Duncan Brazeemore (10%), student at Stanford U. and 50% owner of gasoline service station, and Secretary Jewell D. Magill (5%), housewife. Filed July 21, 1952; granted Aug. 13, 1952.


Calhoun, Ga.—Gordon County Bestg. Co. Granted 990 kc, 1 kc daytime, antenna 250 ft.; engineering condition. Estimated construction cost $13,806, first year operating cost $36,900, revenue $48,000. Principals include President R. H. Magill (51%), chief engineer and assistant manager of WBBW-AM-FM West Point, Ga.; Vice President Dr. Wallace L. Brazeemore (36%), physician, Macon, Ga.; Treasurer Duncan Brazeemore (10%), student at Stanford U. and 50% owner of gasoline service station, and Secretary Jewell D. Magill (5%), housewife. Filed July 21, 1952; granted Aug. 13, 1952.

Summary Through Aug. 14

license granted

AM Stations 2,993 120 322 211

TV Stations 169 97 47 755* 102

* Filed since April 14.

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 nationwide expansion.

To qualify, you must be fully capable of planning programming policy. You must be able to create shows that stand on their own—ingenious, warm-hearted and honest 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 9735, BROADCASTING • TELECASTING.

August 18, 1952 • Page 103
antenna 20 ft.; engineering condition. Estimated construction cost $12,305, first year operating cost $1,500, revenue $25,600. Principals include General Manager D. J. Mailloch and Sales Manager R. J. Maillot.

Bishopville, S. C.—Lee County Bestco. Co. 1360 kc, 1 kw daytime, and 1 kw nighttime, antenna 30 ft., estimated construction cost $8,175, first year operating cost $1,500, revenue $25,600. Principals include President R. G. McEwen, Jr., and vice president R. G. McEwen, Sr.

Bristolville, 0.—A. E. Royster, 325 Market St., owner. See Bee-Man, 1065 Broadway, New York, N. Y.

FCC ROUNDUP

(Continued from page 108)

JUNE-JULY FCC BOXSCORE

STATUS OF broadcast station authorizations at the FCC:

[Table with columns for AM, FM, TV, and their respective statuses: total authorized, licensed, and applications.]

JUNE-JULY 1952

AM
FM
TV

Total authorized
2,429
649
108
2,451
654
143

Licensed (all on air)
2,733
597
96
2,738
594
46

Applications pending
777
163
85
936
154
91

Requests for new stations
223
9
710
300
12
838

Deletion of licensed stations
1
0
0
1
0

For further information, see FCC Roundup, page 108.

TRANFER REQUESTS

KCBF, Trinidad, Col.—Assignment of license from Mel-Bert Bestco. Co. to KCBF, Trinidad, Col. $50,000, the station with 50% interest, will have 60% interest upon approval of transfer; new stockholders will be Cal Perley (30%), Walter L. Smith (20%), Donald G. Sibley (15%), Edward C. Houston, Tex., and Alva B. Adams (35%). New officers and directors will be R. R. Smith, manager; and R. R. Smith, president. New station will be located in Denver, Colo.

KCBF, Trinidad, Col.—Assignment of license from R. R. Smith, formerly manager of KCBF, Trinidad, Col., to R. R. Smith, presently manager of KCBF, Trinidad, Col. $50,000, for his interest. Filed August 3.

WDRW Augusta, Ga.—Transfer of license from WDRW Augusta, Ga., to GC, Inc. $15,000, 50% interest, and $50,000, 50% interest, will have 50% interest, will have 60% interest upon approval of transfer; new stockholders will be Cal Perley (30%), Walter L. Smith (20%), Donald G. Sibley (15%), Edward C. Houston, Tex., and Alva B. Adams (35%). New officers and directors will be R. R. Smith, manager; and R. R. Smith, president. New station will be located in Denver, Colo.

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AMERICAL ALUMNI COUNCIL has chosen Barnard (College) Alumni Association as holder of its "Alumni Association of the Year in the West" contest. The Barnard Alumni Association is associated with Barnard (College) Alumni Association, New York, N. Y.

AMERICAN ALUMNI COUNCIL has chosen Barnard (College) Alumni Association as holder of its "Alumni Association of the Year in the West" contest. The Barnard Alumni Association is associated with Barnard (College) Alumni Association, New York, N. Y.

STANLEY F. NEISON, production manager at KITE San Antonio, and Charlie W. Buhler, president and general manager of KITE, have announced plans for new AM station in Corpus Christi, Tex.

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Mr. Deane obtains leonine opinion on current events.

milestones...


- **WILTON E. COBB**, general manager, WMAZ-AM-Macon, observed his 25th anniversary with the station Aug. 12.

- **BOB HORN**, WFIL Philadelphia disc jockey, was honored by RCA Victor and members of the “Bob Horn Fan Club” Aug. 2, which marked completion of 18 years in radio. RCA Victor presented Mr. Horn with the latest phonograph radio combination with a gold inscription paying tribute to the anniversary.

- **MARIAN YOUNG**, known to WOR New York listeners as Martha Deane, today celebrates 11 years as a radio commentator. She is a three-time winner of Ohio State U.’s Institute for Education by Radio award.

- **TENTH year of Polly Daffron Reports on WRNL Richmond, Va., morning woman’s program, was observed Friday, and its success has been such that a new afternoon series, Polly Daffron Interviews, has been inaugurated by WRNL.

- **DINNER for staff members and their families and friends was held Aug. 1 to celebrate the sixth anniversary of Henderson Adv. Agency, Greenville, S. C. The agency, started Aug. 1, 1946, as a one-man operation, has grown to become a leading agency in the South.

HOFFMAN Radio Corp., L. A., in its mid-year report to stockholders announced that sales set an all-time record for the first half of this year, totaling $18,166,683 as compared with $7,069,642 for the same period in 1951.

NAEB TOUR
Will Seek European Exchange

A DELEGATION of members of the National Assn. of Educational Broadcasters, headed by NAEB President Seymour N. Siegel, director of WNYC-AM-FM, municipally-owned New York outlet, will embark Aug. 20 on a four-week tour of London, Paris, Rome, and Geneva to encourage the international exchange of cultural and informative radio and TV programs. In Mr. Siegel’s opinion, the trip “is likely to result in the greatest interchange of cultural and informational shows across national frontiers that has ever been seen.”

Accompanying the three-man NAEB group will be Neil Morrison, head of production for Canadian Broadcasting Corp. Remaining two delegation members in addition to Mr. Siegel are George Probst, director of U. of Chicago Roundtable and chairman of NAEB Adult Education Committee, and Parker Wheatley of WGBH Boston and the Lowell Institute Broadcast Council.

According to NAEB spokesmen, the tour will also provide a new international exchange of TV film producers. The two countries would trade educational programs on a “round robin” basis.

The group was invited to Great Britain by Harman Grisewood, BBC director of the spoken word. There they will meet Lord Simon, outgoing BBC board chairman, and Sir Alexander Cadogan, successor to Lord Simon. In Paris they will be interpreted by Sir Crescenze, North American head of Radio Diffusion Francaise, and in Rome they will confer with officials of RAI, Italian radio network, and various TV film producers. The delegation expects to return Sept. 23.

Additionally, NAEB last week announced the appointment of Kioren & Carter Inc., New York, who will handle all advertising and promotion. Agency has already begun to promote distribution of first series in five NAEB radio programs titled Jeffersonian Heritage, 13 half-hour dramas.

TV Applications

(Continued from page 84)

183 ft., above ground 450 ft. Estimated construction cost $275,000, revenue $275,000, net $112,000. VHF channel 17, 1610-1650 kw. Transmitter, antenna and studio equipment RCA. Local council (Kansas City, Kansas, Augusta, Lawrence) 26.5%. [Earlier application deferred in construction operations and revenue estimate, and in Visual Service license.

MODIFICATION OF CP

WFMI-TV YOUNGSTOWN, Ohio—The FCC approved a petition of CP to change from UHF Ch. 33 to Ch. 32 to overlap KTGT. Original license expired July 31. Studio and transmitter location: at intersection of Waterloo Blvd. and South St. Geographic coordinates: 41° 26' 23.5" N. Lat., 81° 37' 24.3" W. Long. Transmitter, antennas and studio equipment RCA. Local council (Kent, Akron, Canton, Alliance, Youngstown) 26.5%. [Earlier application differed in construction operations and revenue estimate, and in Visual Service license.

Registration at Chicago

(Continued from page 28)

Frank King, WMBR Jacksonville, Fla.; William Quarton, WNT Cedar Rapids; Cecil M. Headingham, N. Y.; V. W. Seeberger, WNOX Knoxville; Richard Link, WEA Parkersburg, W. Va.; William J. Howard, WPGD Oak Park, Ill.; Richard Stober, WBYT Decatur, Ill.

Laverne Flambo, WQQA Moline, Ill.; John Ferrell, WING Davenport, Ia.; Ray Wooten, WREC Memphis; Barcomb, Chicago; Robert Swintz, WSBT South Bend, Ind.; Merrill Lindsey, WOBY Decatur, Ill.


August 18, 1952 — Page 105
**ARKANSAS PATS**

ARKANSAS broadcasters were figuratively putting themselves on back Friday and at same time congratulating Judge Francis Cherry in winning Democratic gubernatorial nomination — which in Arkansas is tantamount to election.


In statement last week Arkansas Broadcasters Assn. took note that Judge Cherry had "employed radio as a principal means of addressing himself to the electorate of the state. Judge Cherry's decision to campaign via the facilities of radio broadcasting reflects not only the esteem in which he holds the medium and his own sound judgment in modern political affairs, but also demonstrates the magnetic power of the world's greatest medium of mass communication."

Resolution signed by Storm Whaley, KUGA Siloam Springs, ABA president, and W. N. McKinney, KELD Eldorado, ABA secretary.

**SNADER, UNGER READY TO FORM NEW SYNDICATE**

WITH initial $1 million available to buy out other stockholders, Louis D. Snader, president, and A. Unger, vice president in charge of sales, are expected to be in New York today (Monday) to complete organization of syndicate to take over Snader Telesscoping Corp. and its subsidiaries.

Syndicate over weekend was to negotiate purchase of stock held by Henry and Alexander Bismo, Beverly Hills real estate investors, who recently started, then dropped, court action to oust Mr. Snader from corporation [B*T, Aug. 4].

Syndicate plans additional $1 million to complete 800 scheduled telecasts and other TV films and expand sales organization. In addition Annenberg-owned stock in Snader Telesscoping Productions Inc. and Snader Telesscoping Sales is involved in deal.

**PRESTONE IN 47 TV MARKETS**

PRESTONE anti-freeze, through William Esty Co., N.Y., will sponsor quarter-hour weekly football film "Papa Bear" on film in 47 markets, effective Sept. 28. Package represented nationally by Station Distributors, N.Y., is being syndicated in 18 open markets.

Firm also using radio spot campaign [B*T, Aug. 11].

**TV FOR BLIND**

WPIX (TV) New York, in cooperation with New York Guild for Jewish Blind, will demonstrate newly-developed television set adapted especially for blind at news conference today (Monday).

Screenless set, said to have been tested already in several parts of country, is highly sensitive, equipped with small Braille disc for users' convenience.

**PEOPLE...**

JOSEPH G. CONNOLLY, member of law firm of Kaye, Scholer, Fierman & Hays, N. Y., appointed general counsel and secretary of Audio & Video Products Corp., N. Y.

JERGEN NASH leaves KDHL Faribault, Minn., to join WLLO Minneapolis, effective Sept. 1.

HARRY W. BURKE has been appointed special merchandising representative for Zenith Radio Corp. He will work out of Zenith general office, recently moved to Denver, Colo. Burke was associated with Altorfer Bros. Co. for two years.

HENRY F. HULL Jr., N. W. Ayer & Son, N. Y., to Calkins & Holden,Carlack, McClintock & Smith, same city, as director of program production.

MORTON A. BARRETT, service manager of WCBS-TV New York, named to newly created post of operations and sales service manager.

**NEW TV APPLICATIONS**

TOTAL requests for new TV stations rose to 760 on Aug. 9 in FCC. Applications for VHF outlets now total 464; UHF station requests number 305. All of Friday's applications were new (also see TV APPLICATIONS, page 74). New applications are:

San Jose, Calif.—San Jose Television Bragg Co., VHF Ch. 11, ERP 195 visual, 97.5 kW audio; antenna height above ground 281 ft.

**BROADCASTING** • Telecasting

**SHELDON CLARK**

SHELDON CLARK, 75, board chairman of Sinclair Refining Co., died Friday morning in Chicago, where he had been ill five weeks from heart ailment. Clark was to be conducted there this morning (Monday). The Clark family has long interested in Illinois civic, sports and business affairs, and was member of Union League Club, Knights of Columbus, Chicago Plan Commission, Navy League, Art Institute of Chicago and Illinois Athletic Commission.
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2 1/4 times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".
southern california's one-station network*

*KMPC, with 50,000 watts (days), and 10,000 watts (nights), gives you PRIMARY COVERAGE in 205 Southern California communities. Represented nationally by H.R. REPRESENTATIVES, INC.

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM