In three weeks, the 1952-53 boxing season starts on New York's Number 1 sports station, WOR-TV.

Boxing on channel 9 packs a sales wallop, delivering...

* the largest local sports audiences

* action-packed bouts, promoted by Joe McKenna and the Monahan Brothers

* blow-by-blow and color by Stan Lomax and Dick Nesbitt

* mass selling at one of the lowest costs-per-thousand on New York TV

serving more than 3,000,000 TV homes in the world's biggest market
Back in 1935...when Oshkosh B'Gosh, Inc., started advertising on WLS...their product consisted chiefly of overalls and their annual sales volume was quoted in six figures.

In 1952...after seventeen consecutive years of WLS advertising...Oshkosh B'Gosh products include more than thirty classes of work clothing such as jeans, matched shirts and pants, coveralls, coats, caps, etc., in addition to overalls...the floor space of their plant has been increased nearly fifty per cent, and the efficiency more than doubled...and their sales volume amounts to millions of dollars annually.

We don't claim that WLS did it all...but the very fact that Oshkosh B'Gosh, Inc., has advertised consistently on WLS for seventeen consecutive years, is convincing evidence of the part WLS has played in this progress.

WLS can get comparable results for you. See your John Blair man...or contact us...today.
1 Delivers the Most Coverage
Four stations are in the combined market.
WSAR is the only 5,000 watt station. All others are 250 watts or less.

2 Delivers the Highest Ratings
WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners
Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

WSAR
Fall River-New Bedford
5000 Watts • ABC Affiliated

Represented Nationally by
Headley-Reed Company
Fourteen-year-old Cynthia Mae Snyder of York, Pennsylvania, recently discovered just how important a name can be. In a contest to choose a new name for York's County Home, Cynthia won a fifty-dollar prize. Her prize-winning suggestion: "Pleasant Acres." A sign bearing the new name was contributed to the County Home by Mrs. Lowell Landis, also of York.

When Cynthia appeared at the York County Court House to receive her prize from York County Commissioners Jennings B. Hartman, Walter L. Trout, and E. J. Fitzgerald, a WGAL-TV cameraman recorded the occasion for the television audience. WGAL-TV consistently demonstrates the thoroughness of its varied news coverage by bringing its viewers newsworthy happenings of interest to the area.

**WGAL-TV**
LANCASTER, PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.

*Represented by*
**ROBERT MEEKER ASSOCIATES**
New York Chicago San Francisco Los Angeles
PETRILLO BANS
VOICE RECORDINGS

JAMES PETRILLO, president of American Federation of Musicians, Thursday took his long-awaited step on cracking down on disc jockey recordings of band leaders on programs. He served notice on booking agents licensed by Federation that all members and band leaders are barred from recording their voices on personal appearance transcriptions. Mr. Petrillo said voices of leaders on disc jockey programs create illusion they are in studio and taking part in broadcast and cast that only disc jockey, and not live musician, benefits financially by practice.

REGISTER-VOTE GROUPS
GET GOVERNORS’ AID

CHAIRMAN of NARTB state Register & Vote Committees obtaining cooperation of governors in all states in campaign to get citizens to take part in November election, according to John F. Patt, WGAN Cleveland, national NARTB chairman.

Special registration week, Sept. 16-23, designated by Gov. Theodore McKeldin, of Maryland, for that state. John E. Surrick, WBFR Baltimore is state chairman. California has just completed similar week, set aside by Gov. Earl Warren. Lloyd E. Yoder, KNBC San Francisco, is state chairman.

NEW SALES, RENEWALS
AMOUNT OF $4,160,000

TWO NEW SALES and six renewals amounting to $4,160,000 in gross billings for NBC radio were announced Friday by John K. Herbert, NBC sales vice president.


RCA DIVIDEND

RCA announces dividend of 97¼ cents per share on outstanding shares of $3.50 cumulative first preferred stock for period from July 1 to Sept. 30, 1952, payable to holders of record at close of business on Sept. 15.

BUSINESS BRIEFLY

DUZ SPOTS • Procter & Gamble Co. (Duz) through Compton Adv., N. Y., buying daytime minute announcements in South and Southeast radio markets starting Oct. 1.

NESTLE BUYING • Nestle Co., White Plains, N. Y. (Nescafe), buying radio spots in three states, starting Sept. 8, to run through end of year. Sherman & Marquette, N. Y., is agency.

BEST IN WISCONSIN • Best Foods, New York, buying radio spot campaign in Wisconsin only, starting Sept. 8 for 13 weeks to promote its mayonnaise. Benton & Bowles, N. Y., is agency.


OAKITE PLACING • Oakite Products, New York, through its agency Calkins & Holden, Carlock, McClinton & Smith, same city, placing radio spots on women’s participation shows, starting end of September for 13 weeks in few selected markets.

COLUMBIA RECORDS • Fall advertising of Columbia Records will include radio plus series in magazines, designed to familiarize potential customers with top Columbia artists.

COLUMBIA RECORDS • Fall advertising of Columbia Records will include radio plus series in magazines, designed to familiarize potential customers with top Columbia artists.

(Continued on page 88)

NBC WORKS OVER LANGUAGE OF CONTRACTS

NBC officials late Friday were still at work on language of affiliation contract amendments embodying proposed new rate-and-discount structure (early story page 23). They hoped to complete work in time to get amendments with covering letters, into mails during weekend. Text of resolution in which affiliates at Chicago meeting approved new plan is as follows:

Subject to individual negotiations, it is the sense of the NBC affiliates here assembled that the NBC proposal re adjustments of discounts to network advertisers is unavoidable at this time and that the affiliates feel that their sharing in the decreased revenues resulting is equitable.

OFFICIAL FILMS CONTRACT

OFFICIAL FILMS Inc. announced Thursday signing of $10 million contract involving three filmed television programs and one radio program. Shows include: My Hero, starring Robert Cummings, to be sponsored by Dunhill cigarettes over NBC-TV (also radio version over NBC); Terry and the Pirates, Canada Dry Ginger Ale on spot network and Four Star Playhouse, Singer Sewing Machine Co., CBS-TV.
NARTB GROUP TO STUDY ALL-MEMBER INSURANCE

NEW committee to investigate plans for joint NARTB member station insurance rates named Friday by President Harold E. Fellows. Roger W. Clipp, WFIL Philadelphia, named chairman. Other members are Gilmore N. Nunn, WLAW New York, and Edgar Kobak, WTAW Thompson, Ga.; Harold Essex, WSJS Winston-Salem, N. C.; Calvin T. Lucy, WRVA Richmond, Va.

Staff studies by NARTB covering tower, libel and other forms of insurance will be reviewed by committee and is charged with developing plans for board consideration. Substantial savings in premium payments for member stations indicated by underwriters' proposals.

WGN GIVES EQUAL TIME

NOT only has WGN Chicago given time to Wisconsin attorney Leonard F. Schmitt to reply to Col. Robert R. McCormick's endorsement of Sen. Joseph R. McCarthy in Aug. 23 talk (see story on page 43), but it has also set aside five minutes for Edward J. Finan, another contender for Wisconsin GOP senatorial nomination. Expected also to ask for time to reply are following Democrats who oppose Republicans endorsed by Col. McCormick in same Aug. 23 talk: W. Stuart Symington, running against Sen. James P. Kem (Mo.); Michael V. DiSalle, opposing Sen. John W. Bricker (Ohio); Rep. Henry M. Jackson, opposing Sen. Harry P. Cain (Wash.); Gov. Henry F. Schricker, running against Sen. William E. Jenner (Ind.). All are to ask for time under revised FCC Mayflower ruling that broadcaster may editorialize but must also give opposition to present its case.

WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc., applicant for VHF Channel 8 at Portland, Ore., where it operates KEX, petitioned FCC Friday to enlarge issues in competitive hearing on that channel to allow comparative consideration of (1) various areas which Grade A and B contours of respective applicants' stations would cover; (2) type of technical service that will be rendered by respective applicants within such contours, assuming areas to be covered are substantially identical. Petition recalled issues were unsettled at prehearing conference and examiner suggested problem be put to Commission [B*T, Sept. 1].

FCC DENIES ACLU PLEA

REQUEST for revocation of FCC's renewal of licenses of ABC, CBS, NBC stations and WPIX (TV) New York by American Civil Liberties Union was denied by Commission Friday. ACLU asked for clarification of renewal action last June [B*T, June 16] and for rehearing on its original petition charging use of blacklist by networks and station [B*T, April 14]. Commission said nothing in new petition justified change in its grant of license renewals. Commission still has not acted on call for investigation on use of blacklist by networks and stations.

In this Issue--

NBC will adopt new radio discount plan to ABC CBS Radio, reduced prices, if it can get enough acceptance from stations, which must make a straight 14% cut in revenue from network. Target date is Sept. 29. Page 29.

NIELSEN Coverage Service Survey finds that America is nearing saturation by radio. There are sets in 98% of the nation's homes. Page 28.

FORD Foundation grants $5 million to finance educational television. Part of it is earmarked to help build non-commercial stations, with between $100,000 and $150,000 of Ford money tagged for each. Page 30.

IN a special article, a practicing telecaster gives future TV operators some tips on managing stations in markets of medium size. Page 89.

TALL TV towers are here to stay despite feared menace to aircraft. The working committee of representatives of government, air interests and broadcasters has concluded that tall towers are necessary. Committee recommends only slight changes in present specifications on painting and lighting. Page 57.

RCA argues to quash provisions of federal grand jury subpoena that is considered preliminary to anti-trust investigation in electronics industry. Page 28.

ONE-FOURTH of the TV audience in Iowa is annoyed by TV commercials. Most objections are aimed at tobacco and beer commercials. Page 25.


Six more TV stations (all UHF) granted. Total grants since thaw: 49. Page 65.

SUMMARIES of TV grants and applications for the week begin on Page 66.

Upcoming

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16 meeting, Del Coronado Motel, Coronado Beach, Calif.

Sept. 10 BAB Sales Clinic, Louisville.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

(Other Upcomings, page 36)

Use of ABC-NBC-MBS radio outlets, utilization of regional networks; flood of local spot, network and syndicated material. 

KASTOR, FARRELL, CHESLEY & CLIFFORD, N. Y., will be appointed agency for Vitamin Corp of America (Rybutol). Account was resigned by Duane Jones, New York, last month. VCA will sponsor quarterly hour sports roundtable immediately preceding and following each World Series game broadcast on Mutual.

DEGREE of interest in FCC action on ABC-United Paramount merger being manifested in deluge of inquiries at FCC from members of Congress in behalf of broadcaster-constituents. Almost invariably, it's learned, inquiries are prompted by stations affiliated with ABC, which bemoan plight of ABC in lining up fall business because of merger pendency.

EVIDENTLY bent upon balancing its books on radio vs. TV, Fortune will run next month feature-length article on WNEW New York as phenomenon among radio independents. Following by nine months piece it did on WTMJ-TV, showing rather fabulous figures, WNEW piece will reveal that station grosses in neighborhood of $5,000,000 with net of $900,000 before taxes. Another national magazine also doing profile on WNEW, probably to run in October too.

WITH Paul Dobin's resignation as head of Broadcast Bureau's Rules and Standards Division (see story on page 66), there's speculation on successor. Believed in line is Arthur Scheiner, assistant chief, who back-stopped Dobin in getting out complex and voluminous "Sixth Report and Order" setting up TV allocations and roles. Scheiner is 1940 graduate of Columbia U. Law School, joined FCC after five years in Army.

JUST ABOUT busiest operation in Washington these days is Motion Picture Assn. of America, preparing case for theater TV, scheduled to get under way before FCC on Oct. 20 after half-dozen postponements. Heading up show is MPAA's TV specialist and former communications expert of Senate.

IN CASE you wondered how long it takes non-commercial educational applicant to get its CP after filing . . . U. of Houston and Houston Independent School District, which jointly filed for VHF Ch. 8, had their application accepted for filing on Aug. 15. They got their CP on Aug. 20.

TEMPORARIES ISSUED

FCC announced late Friday that special temporary authorization has been granted WKRC-TV Cincinnati and WSAZ-TV Huntington to operate on new channels allocated when Commission adopted Sixth Report and Order [B*T, April 14]. WKRC-TV moved from Channel 11 to Channel 12, keeps present ERP of 24.5 kW visual, 12.3 kW aural with antenna 610 ft. above average terrain. WSAZ-TV, originally on Channel 5 but now on Channel 3, granted STA which specifies ERP of 84 kW visual in maximum direction and 16.8 kW visual in minimum direction, WSB-TV Atlanta, which has been on CP since 1948, was granted license for its Channel 2 operation with ERP of 50 kW visual.

for more AT DEADLINE see page 98

TERMINALS AT}

Page 6 • September 8, 1952

BROADCASTING • Telecasting
DES MOINES RADIO
KRNT
Latest Hoopers show it again (or look at any for the past 5 years). KRNT (CBS Radio) delivers the BIG audience day and night in Des Moines. Morning—KRNT, 45.5% (that’s 101.4% greater than No. 2 station). Afternoon—KRNT, 42.9% greater than No. 2 station. Evening—KRNT, 33.8% (that’s 39.7% greater than No. 2 station). Proof again—KRNT is the BIG-time buy. You’re right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated, station in Des Moines. Katz represents the Register and Tribune station.
Indianapolis is proud of WIBC and its unmatched record of public service to the people of Indiana"

- WIBC has won the praise of many prominent Hoosiers like Mayor Clark for its frequent contributions to the community. Hoosiers appreciate WIBC’s leading coverage of news, educational, religious, and farm affairs, and its marked emphasis on public forums. Other efforts such as the WIBC Civil Defense Manual, published recently in cooperation with national and local authorities, have also received widespread commendation.

Thousands of letters every week testify that WIBC’s civic-mindedness has helped build up the state’s largest following of loyal and regular listeners.

WIBC, Inc.—30 West Washington Street • Indianapolis 6, Indiana
When an Indian brave got sick, the medicine man used a fancy buffalo-horn headdress to scare out the evil spirit.

Today, your physician uses insulin, cortisone, epinephrine and other "wonder drugs" that are considerably more effective, but come from the same source—meat animals.

This, and other examples in the cartoon above, shows that our first citizens depended on meat animals in many ways—just as we do today.

But there's a big, important difference (aside from modern efficiency and the fact that today's packers have to pay for their raw materials). The Indian tribe had to follow its meat supply from one hunting ground to another.

Now, more than 4,000 meat packing companies, serving as assembly points for livestock and distribution centers for meat, allow us to stay put, and let the meat come to us.

Meat packers not only provide meat where we want it—how we want it—when we want it, but they do so at the lowest service cost of almost any food.
Some spots are better than

For the best spot, at the right time, at the
...but there is no need to guess where they are.

Agencies and advertisers are getting the habit of coming to NBC Spot Sales first for the last word on radio and television spot advertising problems.

When you want up-to-the-minute research information, market data, copy clearance rulings, and TV film and slide specifications — call NBC Spot Sales. And even if you're not a client — don't hesitate, pick up your phone and get the NBC Spot Sales service habit.
GEORGE J. ZACHERY, Geyer, Newell & Ganger, N. Y., and FRANCIS C. BARTON, vice president at Federal Adv., to Lennen & Mitchell, N. Y., as head of radio-TV production and business manager, respectively. ANTHONY LaSALA, production and traffic staff, Geyer, Newell & Ganger, elected vice president and assistant to general manager.


PETER J. SMITH, WDTV (TV) Pittsburgh program director, to Fuller & Smith & Ross, N. Y., as assistant production supervisor in charge of daytime radio and TV.

NORMAN AND IRVING PINCUS, package producers of Ellery Queen, Mr. J. Magnification and Authors League Theatre, came to radio and television with roots planted firmly in the legitimate theatre. For a generation their family owned and operated the celebrated Longacre, Imperial and Alvin Theatres in New York.

Norman's first job after graduating from Columbia U. was managing the Alvin where, under his management, the theatre became known as the House of Hits. He was responsible for booking such classics as "Music in the Air," "I'd Rather Be Right," "Anything Goes," "Something for the Boys" and "Lady in the Dark."

Irving began his career as Howard Lindsay's assistant in "Anything Goes." He became stage manager of "Red Hot and Blue," and then with brother Norman produced his first play, "The Good," by Chester Erskine. With Joshua Logan, he co-authored the Rogers-and-Hart musical, "Higher and Higher," which later became a Frank Sinatra screen vehicle. He also was co-author, with Frank Gabrielson, of "The More the Merrier," which was directed by Otto Preminger and produced by the Pincus brothers. This later was made into a movie starring Jean Arthur and Joel McCrea.

The Army interrupted Irving's career in 1942. He spent three years in the Air Corps. In 1945, after the war, he returned to civilian life and a job as general manager for Billy Rose's "Seven Lively Arts." He also

IRVING PINCUS
NORMAN PINCUS
started to write for radio. He was co-author of "Father, Dear Father," an original story which was sold to the Ford radio hour and

(Continued on page 48)
PHIL GRANT, advertising manager, Blue Moon Foods, N. Y., to copy staff, VanSant, Dugdale & Co., Baltimore.

WILLIAM E. BELLMAN, formerly announcer and producer of Canadian Bestg. Corp., Vancouver, to James Lovick Co. Ltd., that city, as manager of radio department.

DOUGLAS R. YOUNG has acquired sole interest in Taggart & Young Adv., L. A., following retirement from ad agency field of EARL L. TAGGART. Name will remain the same.


JACK CONWAY, program department of Canadian Bestg. Corp., Toronto, to William Gent Co., Ltd., Toronto as radio and television director.

ROBERT F. ERTELL returns from service with Army to join Casler, Hempstead & Hanford, Chicago.

ROBERT L. KORNHAUSER, Corday & Gross Co., Cleveland, to Lang, Fisher & Stashower, same city, as account executive.

FREDERIC A. KUMMER, chief copy and plans director, VanSant, Dugdale & Co., Baltimore, to Ross Roy Inc., Detroit as advertising copy supervisor.

JOHN C. STROUSE, Kenyon & Eckhardt, N. Y., to Cunningham & Walsh Inc., that city.


MARVIN S. REESE, new products editor, Tooling & Production magazine, Cleveland, to copy staff, Fred Wittner Adv., same city.

LAWRENCE F. CROWLEY, copywriter, Henri, Hurst & McDonald, Chicago, to Russel M. Seeds, same city.

JOSEPH BAUDINO (l), vice president-general manager, Westinghouse Radio stations, and W. C. Swartley (r), station manager, WBZ-AM-TV Boston and WBZA Springfield, present Harold Randol (2nd from l), WBZA chief engineer, with a 30-year service pin, and C. S. Young (3d from l), assistant to the station manager, with a 35-year service pin at a luncheon in their honor at Boston's Algonquin Club.
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

it costs less when you use "Personality"

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.

Here's the beauty of "Personality's" airwaves. 1000 W DAY • 1000 W NIGHT

it costs less when you use "Personality"

the personality stations

Joe L. Smith, Jr., incorporated • Represented nationally by WEED & CO.

new business

Spot... Spot... Spot...


S. C. JOHNSON & Son Ltd., Brantford (floor wax), has started twice daily spot announcement campaign for five weeks on 45 Canadian stations. Agency: Needham, Louis & Brorey of Canada Ltd., Toronto.

MARLENE Ltd., Toronto (Nil-O-Nail hair shampoo), has started quarter-hour weekly programs on 60 Canadian stations. Agency: O'Neil, Larson & McMahon, Toronto.

Network... Network... Network...

ARTONE COLOR Corp., N. Y. (Fabricolor), to sponsor segments of ABC radio's Top of the World and Postmark USA effective second week in September. This marks firm's first use of radio. Business is placed direct.

CHEMICALS Inc., Oakland (Vano liquid starch & Vano cleaner), starts five minutes of Bob Garred's newscasts, Mon. through Fri., 7:30:7:45 a.m., PDT, and Chet Huley's news analyses, Mon. through Fri., 5:30-5:45 p.m., PDT, on 36 ABC Western radio stations, for 13 weeks from today (Monday). Agency: Sidney Garfield & Assoc., S. F.

AMERICAN TOBACCO CO., N. Y. (Lucky Strike cigarettes), starts Biff Baker, U. S. A., filmed by River Productions, on CBS-TV, Thurs. half-hour, from Nov. 6. Agency: BBDO, N. Y.

COLGATE-PALMOLIVE-PEET Co., N. Y. (Colgate Chorophyll toothpaste, Colgate brushless lather shave cream, Veto spray & cream deodorant), starts Mr. and Mrs. North, filmed by Federal Television Corp., on CBS-TV, Fri., 10-10:30 p.m. EST for 39 weeks from Oct. 3. Agency: Sherman & Marquette Inc., that city.

Agency Appointments... Agency Appointments... Agency Appointments...

GENERAL MILLS, Minneapolis, names N. W. Ayer & Son, Phil., to handle institutional advertising.

HALLICRAFTERS CANADA Ltd., Toronto, appoints E. W. Reynolds Ltd., Toronto.

Adpeople... Adpeople... Adpeople...

HENRY C. BOTSFORD, assistant advertising manager of Buick Motor Div., General Motors Corp., named supervisor of advertising department of sales section of General Motors, succeeding DOLPH H. ODELL retired.

JACK WATSON, account executive, Phil D. McHugh Co., L. A., to American Concrete Reinforced Pipe Co., Southgate, as advertising manager.

SHIRLEY McWILLIAMS, sales division, Rose Marie Reid Inc., L. A. (women's bathing suits), promoted to sales promotion manager. PAUL HABERFELD, head of design department, Jantzen Knitting Mills Portland, to Reid firm as executive assistant to the president.
hooper says it . . .
Nationally accepted HOOPER Rating service says WBOK is the No. 1 Independent.

o'connor proves it . . .
O'Connor, well known survey organization, proved that WBOK, New Orleans, is the No. 1 Independent.

O'CONNOR RADIO LISTENING SURVEY

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<tr>
<th>STATION</th>
<th>MORNING</th>
<th>AFTERNOON</th>
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<td>WBOK</td>
<td>8.2</td>
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WBOK IS FIRST AMONG ALL INDEPENDENTS

Not only first in Audience . . . but first in national advertising . . . first in local advertising. WBOK has consistently been tops for advertisers for results . . . tops for listeners in the money saving, value full offers on the station.

RATINGS OR RESULTS
WBOK HAS BOTH.

Ask the distributors, ask the food jobbers, ask the local retailer . . . all will answer together that WBOK gets more sales . . . more results at lower costs.

SUCCESS STORY #1. The largest furniture store in the city says, "I get more results per dollar invested from WBOK than any other media I use."

SUCCESS STORY #3. A national food account says, "Your cooperation and merchandising program is the best that we have received anywhere on the promotion of this product."

SUCCESS STORY #2. A large automobile dealer says, "I sold 10 new Studebaker Cars in 5 days . . . This amazing result has never been equalled for advertising dollars invested."

SUCCESS STORY #4. A national drug account says, "We have surveyed this market and have found that more Negro listeners prefer WBOK than any other station in this area."

WBOX
DIAL 800

Farjoe and Company, Representatives
AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of JOHN BLAIR & COMPANY, INC. as exclusive national representatives for its owned radio stations, WENR, Chicago, and WXYZ, Detroit, effective immediately.

The personality station of Detroit, WXYZ features top-grade local programming with established stars, well-known to the local audience, and the best in musical entertainment and service. To the audience, this formula means smooth and pleasant listening, reflected in WXYZ's outstanding audience position. To the advertiser, it means sales, with a responsive audience and the implied personal endorsement of well-known local talent.

ABC's Chicago Flagship, WENR's 50,000 watts on clear-channel 890 kc. spreads its powerful voice over a four-state area with a potential audience of nearly 5,000,000 radio families. WENR, along with WLS which shares this same frequency, taps this vast sales potential with established local programming geared for a mass audience.
Two Greatest Markets

AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of Blair-TV, Inc., as exclusive national representatives, for its owned television stations, WENR-TV, Chicago, and WXYZ-TV, Detroit, effective immediately.

One of America's pioneer television stations, an originator of the "Chicago School" of television programming, WENR-TV provides a fund of programming know-how and experience almost unmatched by any other television station. The result for advertisers—audience attraction and sales power which means that merchandise moves—and fast.

Detroit's "prestige" station, WXYZ-TV has, through top management and the best in technical facilities, provided Detroit with one of the country's outstanding television operations. And advertisers find that "prestige" pays off in an outstanding sales record.

BLAIR-TV, Inc... with offices in...

NEW YORK  DETROIT  DALLAS  LOS ANGELES
CHICAGO  ST. LOUIS  JACKSONVILLE  SAN FRANCISCO

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE
Here's Archer!

GENE ARCHER

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

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Curie, Sunbeam Bread, Johnson & Johnson, Maxwell House amply supports Gene's selling story.

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

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

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

WRC

5,000 Watts • 980 KC
Represented by NBC Spot Sales

feature of the week

GROUPED around Mr. Seigel as he signs the long-term contract are (1 to r) Messrs. Slater, Hoffer and Edwards, and Ruby Grenier, Skydel's advertising director.

THANKS to WICC Bridgeport, Conn., another name has been added to the growing list of department stores which have learned of radio's worth through experience.

Skydel's in Bridgeport had a knotty problem it felt newspapers could not solve. The store had a "Big Fella Shop," which caters to extra-large sizes. Problem was how to increase traffic in this department, which had reached saturation in Bridgeport. Customers from neighboring communities were sought.

Ben Seigel, vice president at Skydel's, brought the problem to WICC. Manning Slater, WICC vice president in charge of sales, was contacted to suggest a solution. Mr. Slater conferred with Stan Edwards, WICC account executive, and Jay Hoffer, WICC sales promotion director.

Specially-tailored dramatic tran-

(Continued on page 56)

strictly business

SIMPLICITY, the key to good broadcast selling, is the most difficult approach to achieve, and also the most effective. Complexity just adds problems. This is a bit of the broadcast philosophy espoused by William Raleigh Wyatt, 30-year-old vice president in charge of the midwest division for Forjoe & Co., station representative firm.

Mr. Wyatt, who was reared in an advertising household and is now doing "exactly what I've always wanted to," stresses the creative side of radio sales, "which is more than merely selling time." Facts are primary, but the business is loaded with issues which cannot be resolved to blacks and whites. He believes the grays are preponderant, and include knowing what people like, how to hit them with...

(Continued on page 57)
To sell Coffee to inland Californians (and western Nevadans)

...Be on the Beeline

Coffee or candy bars, the way to sell in inland California and western Nevada is... on the BEELINE! It's the five-station radio combination that gives you THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

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

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative  Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK  Sacramento (ABC)  50,000 watts  1530 kc.
KOH  Reno (NBC)  5000 watts, day; 1000 watts, night  630 kc.
KERN  Bakersfield (CBS)  1000 watts  1410 kc.
KWF  Stockton (ABC)  250 watts  1230 kc.
KMJ  Fresno (NBC)  5000 watts  580 kc.

A million people listen to the Beeline every day
open mike

EDITOR:
I don't know who writes your editorials, but I, as a former newspaperman, want to hand a few orchids, roses and other beautiful bouquets of flowers to them for their very clear, clean-cut and timely editorials that appear from time to time. Of course, the magazine as a whole is good...

N. L. Royster
Commercial Manager
WGBR-AM-FM
Goldsboro, N. C.

EDITOR:
All of us guys in this business have known for a long time that you fellows do a remarkable job...

Gene L. Cagle
President
Texas State Network
Fort Worth

Erie Story, Part II

EDITOR:
I never like to say that I have been misquoted, especially when your publication was good enough to write an article about the effective merchandising undertaken by our three operations in Erie, Pa.—the Erie Dispatch, television station WICU and radio station WIKK.

In view of the "squawks" of my newspaper competitor which appeared in your "Open Mike" columns [B+T, Aug. 25], I believe it would be only fair to suggest that in one or two respects your good reporter did misinterpret certain matters. He misstated the year in which I purchased the Erie Dispatch by two years.

Between 1945 and 1947, under my ownership, we did increase the circulation on the Sunday issue by over 10,000 and on the daily by over 5,000 copies. Verification of these figures can be obtained from the Audit Bureau of Circulation.

I would like to correct one other statement which might be misinterpreted by your readers. We do not have a joint rate card for the three media in Erie, Pa. But we are glad to sell time and/or space on any one of our operations to any person, including our competitors.

I deeply appreciate the attention you have given our effort to publicize the merchandising assistance rendered by the Erie Dispatch, TV station WICU and radio station WIKK.

Edward Lamb
President, Edward Lamb Enterprises Inc.
New York

Roundups & Cleanups

EDITOR:
Perhaps some of the readers might be interested in our cure for "summer listening." Rodeos via radio is our answer.

We've just finished promotion and broadcast of two rodeos, the last being our own Elks' Rodeo, and this is the third year we've promoted and aired it—the largest opening day as well as total attendance they've ever had with an over-all increase of around 30% attendance.

The other rodeo is the one at Burwell, "Nebraska's Big Rodeo," with similar results, though this was the first year it has been aired as far as we know. They liked the way we've been doing the Elks' Rodeo so wanted theirs broadcast too. They, too, had their largest opening day and their fourth day they had to put the spectators on the grass.

Can't help but feel "we did it" since we note rodeos in other parts of the state are having a hard time making it pay.

We use announcers who have themselves been rodeo enthusiasts and are broke, from our staff...

Bud Crawford
President
KCNI Broken Bow, Neb.

---

Posies

EDITOR:
Many thanks for the... article [Strictly Business, B+T, July 14] which has brought me many interesting letters from friends and strangers alike...

I find your publication very informative as well as newsy...

John W. Haley
Advertising Manager
Narragansett Brewing Co.
Providence, R. I.

EDITOR:
I think I should mention the day-to-day mileage we get from the magazine each week in the office. For our money it's one of the best news sources around, and I assure you we all give it more than a cursory reading...

Roger W. Clipp
General Manager
WFIL Philadelphia

---

oil in the east eighty

-101,868,000 barrels of it*

In addition to harvesting the largest wheat crop in history, Kansas farmers will receive a staggering EXTRA INCOME FROM OIL! This easily makes them America's Most Desirable Market.

WIBW can sell your product to these extra-rich farm families... quickly, economically. It's easy, because WIBW is THE farm station for Kansas... the station that these families listen to most.**

Let us prove it to you with RESULTS as we have for so many satisfied advertisers.

* U. S. Dept. of Commerce
** Kansas Radio Audience 1953
Customers for every penny! Transit radio delivers buying listeners at less than $1 per thousand!

You know exactly what you get when you buy TRANSIT RADIO — America's booming new advertising medium. TRANSIT RADIO delivers your advertising message to a paid circulation audience — by actual fare count — at less than $1 per thousand! In addition, you get a bonus of thousands of home listeners to WWDC-FM! Get the unique story of TRANSIT RADIO from your Forjoe man.

Transit Radio also available on these other good stations:

- KXOK - FM — St. Louis
- KCMO - FM — Kansas City
- WKRC - FM — Cincinnati
- WTOA — Trenton
- WBUZ — Bradbury Heights, Md.
- WGTR - FM — Worcester
- WKJF — Pittsburgh
- KCBO - FM — Des Moines
- KTNT — Tacoma

WASHINGTON, D.C.

and all other Transit Radio stations represented by Forjoe & Co.
Like lemon goes with iced tea

That's how fast, profitable results go with W-I-T-H in Baltimore. 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.

**WITH**

*IN BALTIMORE*

*TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY*
NBC TRIMS RATES

By RUFUS CRATER

NBC revealed last week its plan to regain competitive standing alongside CBS Radio’s adjusted rate-and-discount structure [B&T, Sept. 1, Aug. 18, 25], and appeared assured of its acceptance after two days of conferences on it with affiliates.

Tabbed to become effective Sept. 29, coincident with the ending of daylight saving time, the NBC radio plan’s overall result will be closely comparable to CBS Radio’s, with one major deviation that shows NBC not only is following its rival’s lead in adjusting time charges but is “going after” the rival competitively.

Principal features of the plan are:

● A cut of about 23 to 30% in evening time depending on type and volume of the purchase, and costs, to be achieved—as in the case of CBS Radio’s “average” 25% reduction—via revised discounts.

● Affiliates take a straight 14% cut in compensation from the network.

● Daytime rates to be raised 11.11% in order to restore, as CBS Radio did, the 10% rate cut of July 1951. Through revised discounts, however, the actual cost to advertisers will be kept to an average 4% increase for morning time (compared to 5.5% for Monday through Friday day periods in the case of CBS Radio) and will be unchanged for afternoon time.

● In the only basic departure from the effect of CBS Radio’s plan, NBC is expanding its “contiguous rate” system in an effort to attract the purchase of day and evening time in combination.

The new discount structure for evening time, with gross rates unchanged, calls for the following:

1. A 10% annual rebate for 52 consecutive weeks of broadcasting (formerly it was 121/2%).

2. Weekly dollar volume discounts ranging from 32% to 42% (formerly they were 5% on weekly gross billings between $7,200 and $16,200).

3. An overall annual dollar-volume discount of 47.76% in lieu of annual rebate and weekly discounts. Accounts amounting to an annual minimum of $1 million to $1.3 million will be eligible for this choice, it was estimated. In the past the discount has amounted to 22½% and eligibility has started at $1,350,000 annual gross billings.

NBC officials, explaining the plan, said the 45% maximum weekly dollar volume discounts would go only to advertisers buying at least $60,000 worth of time per week. To get the additional 10% annual rebate, making a total of 52% off, they also would have to be on the air 52 consecutive weeks.

The new daytime rates—addressing current advertisers the customary six months’ protection—will be 11.11% higher than at present and will be subject to the following schedule of discounts:

1. Annual rebate of 10% for 52 consecutive weeks of broadcasting.

2. Weekly dollar volume discounts ranging from 5 to 27.5%. These discounts are adjusted downward.

(Continued on page 23)

 Matches CBS Radio

EARNEST discussion of the plan by which NBC expects to get competitive with CBS Radio’s new system of rates and discounts here holds the attention of I to one Sheldon Hickox, station relations director; Charles R. Denny, vice president, and Frank White, vice president and general manager.

TWO members of the three-man committee designated to translate the NBC rate and discounts plan from legalistic to simple terms, for distribution to affiliates via letter, are Richard Mason (l.), of WPTF Raleigh, and Harold Essex, WSJS Winston-Salem. Third committeeman was Robert Swuesy, WDSU New Orleans.

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MAN in the middle in job of “selling” NBC radio affiliates on the network’s new rate discount structure is Harry Bannister, NBC station relations vice president, flanked by Board Chairman Niles Trammell (r.) and President Joseph H. McConnell.
TV stations are exchanged by (1 to r) George Norton of WAVE Louisville; Hugh M. Beville, NBC director of research and planning, and Richard Dunning of KHQ Spokane.

NBC Trims Rates—Matches CBS Radio

(Continued from page 22)

ward by 10 percentage points for morning time periods, producing a differential between net time costs for morning as compared to after- noon. The difference between the 11.11% rise in daytime rates and the 4% average increase in actual costs for morning time will be ab- sorbed via new discounts. In simi- lar fashion all of the 11.11% in- crease in afternoon rates will be absorbed.

The plan received a thorough going-over in a series of network- affiliates meetings in Chicago's Palmer House Wednesday and Thursday. Though network authori- ties did not ask for a vote, Walter Damm of WTMJ Milwaukee pre- sented a resolution of acceptance which was adopted by what NBC officials said was unanimous vote.

Another resolution approving the new "continguous rate" plan was said to have been adopted with "a few" abstentions and one dissent- ing vote. The dissent was under- stood to have come from KOB Albuquerque, owned by Time magazine and former FCC Chair- man Wayne Coy. Mr. Coy him- self, was not present at the meeting but J. I. Meyerson, KOB manager, cast the negative vote.

Terms of the new plan were spelled out in an affiliation-contract amendment slated to go out to affiliates individually over the weekend. NBC is asking that the amendments be signed and returned by Sept. 15. Joseph President Hough McConnell said "the effective date of this new rate structure will be announched officially as soon as we have received the station acceptances necessary to put it into effect." It was understood the target date was Sept. 29.

The only alternative for the stations seemed clear—a straight cut in rates, presumably amounting to at least 25% to match CBS Radio's revised structure. But to cut rates without approval of the affiliates would require that they be given 90-day notice—a fact which, net- work officials emphasized, would severely handicap NBC in its fall selling.

Actually, affiliates seemed to hold no real doubts that "substantially all" affiliates would accept the new plan. Some estimated that acceptances would come from enough sta- tions to represent at least 90% of the network's dollar-volume rate card.

Harold Hough, of WBAP Fort Worth, designated to brief news- men after Wednesday's session be- tween NBC officials and "primary" affiliates, reported that none of the approximately 45 station executives on hand showed signs of "discord" or lack of accord on the plan. A number of big stations, however, were absent. These included WSM Nashville; WOAI San Antonio, and WDAF Kansas City.

On this basis he said he was con- fident that Thursday's meeting of all affiliates would be similarly harmonious and that virtually all would formally accept the changes. The Thursday session, which drew approximately 125 station officials, also was described afterward as amicable.

NBC President McConnell issued this statement upon completion of the meetings at mid-afternoon Thursday:

"Under our plan, the NBC radio network will be fully competitive in the present market. Over and above this, the new discount struc- ture offers real inducements to our current advertisers to expand their schedules on NBC. It is also de- signed to bring new business to our network and to promote the most efficient use of the medium for the benefit of advertisers, the network, and its affiliated stations.

"We have placed principal em- phasis on weekly dollar volume dis-

(Continued on page 34)

Buckling Down to Business

BROADCASTERS can now buckle down to business.

The NBC revised radio rate structure is now "official." It meets the competition of CBS' rate-and-discount realignment of last month. What is important is that it does not go ap- preciably beyond.

Other networks will conform as a matter of prudent business. And the slight-of-hand, off-rate-card dealings should terminate for good. The rate-card should no longer be the first offer, but rather the first and last.

There were no surface recriminations at the Chicago NBC sessions. Affiliates and network alike were confronted with the cold realities. They were met head-on. There was no looking back at what might have been if radio had sold itself for what it's worth.

And there was the recognition that the network, essential and desirable as it is, no longer constitutes the major sources of revenue for the station. National spot and local are the only network which isn't selling TV out of the same shop.

With the hoped-for stabilization of network rates there are two logical sequels. One is the project of Ted Sorens, of KOUH Omaha, to guarantee station rate cards. This has been picked up avidly at the current NARTB dis- trict meetings. And no time should be lost in getting it off the ground.

The second is harder selling and better pro- gramming in all facets of radio. The Zivas and the Worlds and the Langworths, as well as independent producers, have made prodigious strides. Broadcast Advertising Bureau is un- der way with its campaign to reach buyers of advertising everywhere.

These past events prove that the adver- tisers have been smart buyers smarter than the sellers. The bartering and bickering will end when the buyer knows that his competitor isn't getting it for less. The time to sell that truism is now.

AN EDITORIAL
RADIO IN 98% OF U. S. HOMES

THAT every U. S. home is a radio home is fast becoming the literal truth. Figures released last week by A. C. Nielsen & Co., based on the nationwide Nielsen Coverage Service Survey made during the spring, reveal that the country now contains 49,700,000 radio homes, 98% of all homes in the nation.

The new figure represents an increase of nearly two million radio homes over the 47,900,000 total reported by the 1950 census, when radio saturation stood at 98.6% of all homes in the land.

Nine individual states, as shown in the recent state-by-state list, approach the absolute saturation point, with percentages of 99 or greater. Iowa leads all other states with 99.5%. Five other midwestern farm states—Kansas, Nebraska, South Dakota, Wisconsin and Minnesota—are also among the nine 99-plusers, as well as Idaho, Maine and Oregon.

As a whole, the southern states show the largest increase in radio home saturation since 1950, with Mississippi up 9 percentage points, Louisiana and Alabama 8 points each and South Carolina almost 10 points ahead of 1950. The Nielsen report points out that these increases may stem from both the increased prosperity throughout the South and from the new rural electrification in the region during the two-year period.

The radio and television figures hereafter made available are the first result of what the Nielsen organization believes to be the most comprehensive single research job ever undertaken by a private organization. The Nielsen Coverage Service surveyed 100,000 representative homes throughout the country, using a probability area sampling technique.

THREE-FOURTHS of Iowa TV homes still spending 56.5% of total daily listening time tuned to radio, the Whan study went into the reaction of television viewers when they see commercial announcements.

With Iowans in TV homes still spending 56.5% of total daily listening time tuned to radio, the Whan study went into the reaction of television viewers when they see commercial announcements.

"Does any of the advertising on television annoy or irritate you?" Iowa TV homes were asked. The 25.5% who found annoyance or irritation in some TV advertising mentioned cigarette advertising at the top of the list (17.9%). Almost as many (17.4%) mentioned the amount of TV advertising, with 14.6% citing beer or other alcoholic beverage advertising. At that point the criticism fell off sharply with 8% mentioning "all or most of the advertising." 7.1% repetition; 6.7% interruption of programs; 4.7% "too long"; 2.7% soap advertising.

Listening Choices

Going into program types preferred by radio listeners, the Whan study shows a falling popularity of news broadcasts for both men and women, compared to the nationwide peak of 1951 when newscasts were at a high point. Featured comedians are holding their own, with sports broadcasts drawing more listener attention.

Popular music, on the other hand, is off for the year, particularly in the case of male listeners. Audience participation programs are barely holding their own but market reports are up slightly

DR. WHAN'S STUDY

Cites TV Ad Acceptance

RADIO PITCH

Re-emphasized by Fellows

RADIO has never been stronger and will remain so, NABTE President Harold E. Fellows told members of the San Francisco Ad Club and NABT District 16, meeting jointly Thursday at a luncheon in San Francisco.

The NABT president said that although "newspapers will always prosper because they provide a permanent record" and "television—because it provides demonstration—sight with sound—radio will always prosper because it gives greater saturation than all other media—because it is more intimate—because it gives more value—because it is personal selling."

And remember, too—that in the history of the world, no mass medium that has captured the imagination of the people has ever failed as an industry," he said.

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**ABC APPOINTS**

Blair Firms, Petry to Represent

**APPOINTMENT** of John Blair & Co., Blair-TV Inc. and Edward Petry & Co. to represent ABC owned and operated radio and TV stations was formally announced today (Monday) [8*+T, Sept. 1]. Slocum Chapin, vice president in charge of ABC's five owned TV stations, and Ted Oberfelder, director of the network's five owned radio stations, jointly announced the appointment.

All of the network's broadcasting properties are involved save its AM radio station, KECA, Los Angeles. Arrangements for representation of that station have not been completed.

Termed the most extensive spot representation agreement in broadcasting history, the deal is said to involve billings of some $8 million in annual sales which will be commissional to the two station representative firms. Although not announced until today, the agreement became effective Sept. 1. Blair and Petry salesmen are being informed agency timebuyers of the advantages and availabilities of ABC owned stations for a week.

As anticipated [CLOSED CIRCUIT, Sept. 1], the Petry organization was given representation of WJZ and WJZ-TV New York, KGO and KGO-TV San Francisco and KECA-TV Los Angeles. John Blair & Co. got WENR Chicago and WXYZ Detroit, with Blair representing WENR-TV and WXYZ-TV.

The outside station representatives will handle sales for the stations assigned them nationally except for the city in which each station is located. In these home cities:

**DUNHILL OPENS**

Radio-TV Campaign in East

PHILIP MORRIS & Co., New York, will sponsor a saturation radio and television campaign using spot and continuous programs to promote Dunhill King Size cigarettes in the key eastern markets this week. Company is also dickering for a TV network show.

Approximately 1,109 spots will be used for one week only—Sept. 9-15—in New York City on six television stations and five radio stations. In addition, Dunhill has bought spots and five- and ten-minute shows on a 52-week basis in seven markets: New York, Boston, Providence, New Haven, Baltimore, Washington and Philadelphia.

The new Dunhill King Size, successfully promoted in midwestern and West Coast markets, will be priced the same as regular-size brands.

Dunhill also is currently negotiating through its agency, Boe Co., New York, for sponsorship of the Robert Cummings comedy syndicated series stations on NBC-TV, Saturday, 7:30-8:00 p.m. [CLOSED CIRCUIT, Aug. 18].

**ABC NAMES DIAZ**

**National Program Head**

APPOINTMENT of Ray Diaz as national program director for ABC radio, succeeding Leonard Reeg, who has resigned, was announced Wednesday by Charles T. Ayres, ABC radio vice president.

Mr. Reeg, who was vice president in charge of ABC radio programs, has joined the John Gibbs agency as vice president and will establish a Hollywood branch for the firm.

Mr. Diaz joined ABC radio as supervisor of announcers at the time of its separation from NBC in 1942. He previously was night announcing supervisor for NBC, which he joined in 1930. In July 1956, Mr. Diaz was appointed national program director for ABC radio and program director of WJZ New York.

**AGREEMENT** for national spot representation for ABC O&O radio and TV stations is signed by principals. L to r, seated, Ted Oberfelder, director of ABC's owned radio stations; standing, Edward Petry, president of Edward Petry Co., and John Blair, chairman of John Blair & Co. and Blair-TV Inc.

**ARTICLE** on Dunhill. Mr. Cooper says Bill Klein is in charge of Dunhill spot radio.
TALL TOWER REPORT

NO VITAL changes in FCC or CAA handling of tall TV towers are proposed in the final report of the Joint working group which studied the question. This followed the aviators’ and broadcasters’ belief that there would be many 1,500 and 2,000-ft. TV towers throughout the country [B&T, April 26].

This report, which was released to the public today, was submitted to FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee last week. They are studying the recommendations to see what should be done next. It is believed that another general meeting, such as held last April, may be proposed to officially “adopt” the report.

Any “official” action will have to be taken by the FCC and the CAA, it was emphasized.

Recommendations of the working group, which was composed of representatives of the FCC, CAA, broadcasting-television and aviation industry and military services, were:

1. Existing procedures for special aeronautical studies of proposed antenna sites (FCC Public Notice 58-1472, Dec. 22, 1950) remain as is.
2. Encouragement for the idea of TV tower "farms" or their location atop existing tall buildings or in well-defined landmarks.
3. Recognition that tall towers are basic in the FCC’s TV allocation plan.
4. Establishment of lighting and painting specifications for towers up to and above 1,500 ft. above ground. This extends and revises Part XVII of the FCC’s rules.
5. Establishment of criteria regarding minimum en route altitudes for planes flying on airways which have TV towers above 500 ft. close by. This would require action by the CAA.

Present FCC requirements for lighting and painting antenna towers cover only those up to 600 ft. above ground. Towers above that height have lighting and painting recommended by regional airspace subcommittees which are authorized to approve or disapprove sites and locations. Airspace subcommittees comprise representatives of the CAA, military services, airlines pilots’ associations, and others.

The recommended specifications regarding lighting and painting codify existing provisions already in effect in the various regions. In some respects they are more stringent; in others, less so.

New, however, are details for marking and lightning guy wires. The recommendations call for the placing of orange colored balls, lighted at night at intervals along the guy wires.

Excerpts from data gathered by the working group, which was under the co-chairmanship of the FCC’s Aeronautics and CAA’s D. Thomas, follow:

(1) As of Aug. 1, among 700 applications for antenna sites, a tower higher than 1,500 ft. above ground is for 1,200-ft. towers.
(2) A 2,000-ft. tower would need 90 to 190 acres as a base to accommodate guy wires. A 1,500-ft. tower would need 69 acres; 1,000-ft. tower 39 acres.
(3) An existing installation of a radio warning device on towers—which would alert planes if they come too near the tower—will be used for the future.
(4) A Coast & Geodetic Survey is developing a special symbol to indicate the presence of the tower.
(5) A survey of airplanes and heights of trees is under way.
(6) Planes using VHF omnidirectional ranges (VOR) will be flight-controlled and will not be permitted to fly at will.

Ethyl Names Agency

ETHYL Corp.’s Chemical Div., New York, has named H. B. Humphrey, Alley & Richards Inc., New York, to handle its advertising. H. O. Nederl, vice president of the agency, will supervise the account.

CBS RADIO PROMOTION

CBS RADIO Network’s fall promotion campaign is designed to sell not only radio itself and the CBS program lineup but also each affiliate station as well as the network.

This was emphasized by Charles Oppenheim, administrative manager of sales promotion and advertising for CBS Radio, before 100 representatives of 78 CBS stations assembled in New York last week for the network’s annual promotion clinic.

Keynote of the fall promotion is the theme, “Whatever You Do, You Enjoy It More With Radio.”

Impressed by the new promotion campaign and also by the encouraging reports of other CBS Radio officials about the outlook for network radio, the network executives present adopted a vote of confidence stating that, “as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed.” (See text of the resolution, page 44.)

The station promotion managers attending the Thursday-Friday meeting received a preview of the kits of day and night program promotion material prepared under Mr. Oppenheim’s supervision and which are now on their way from CBS to the stations.

In addition to mats of newspaper ads, publicity pictures and stories for placement by the stations in their home communities, the kits also include suggestions for promotion of the network programs on local disc jockey and home economics shows, among others. Kits also contain black-and-white reproductions of cartoons suitable for reproduction in the many ways, ranging from matchbook covers to billboards. As in last year’s campaign, CBS is providing the material, but the stations pay for their local use.

Chief feature of the promotion in a CBS-recorded collection of 320 spots. They are rendered by 80 stars delivering four spots apiece, inviting listeners to tune in to their shows. A departure from the usual is the inclusion in each announcement of the individual station’s call letters. The calls are recorded by each star, thus presenting the local tie-up.

Fall Campaign

Louis Hausman, administrative vice president of CBS Radio, in his keynote address, stated that a public relations and sales training program in TV homes revealed not only that it has increased but that video families, like the rest of the population, listen to the Top 40 network radio shows. He was impressed by the success radio has had in making TV homes see that they should not prefer radio dramas and comedy to the same kind of programs on TV, he reported.

Calling the Pulse survey the most encouraging sign network radio advertising has seen in many months, Mr. Hausman said that it should give the networks a feeling of hope and longer range security. Here, he stated, is solid proof that listeners are increasing their use of radio and are continuing to listen to network shows. The survey, he said, is the first step on the part of CBS to see what is happening to radio listening.

John Karol, CBS Radio vice president in charge of network (continued on page 44)

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RCA SUBPOENA

Firm’s Counter-Motion Argued

ORAL ARGUMENT was presented before Judge Edward Weinfield in the U.S. District Court, Southern District of New York, Thursday on a motion by RCA to quash or modify the subpoena issued by the Division of the Attorney General, Anti-trust compliance division, for the records of a grand jury subpoena that is considered the initial step into an investigation of possible anti-trust violations in the radio and television manufacturing industry [B*T, March 3].

After hearing argument by opposing counsel, Judge Weinfield granted a request by John Cahill of Cahill, Gordon, Zachry & ReinDEL, attorneys for RCA, for 20 days, time to reply to the Government’s stand in opposition to the motion.

Cahill’s Argument

Mr. Cahill based his argument for dismissing or modifying the subpoena on two main points: (1) it is inoperative insofar as it “covers matters already disposed of by the consent decrees of 1932 affecting the parties involved in the patent and licensing activities of RCA” and (2) it is “so broad, sweeping, vague and indefinite that compliance with it would be unreasonable and oppressive.”

Referred to the consent decrees entered in to by RCA and the government in 1932, Mr. Cahill contended that these decrees were still binding today. He emphasized that RCA, seeking a final determination of the anti-trust issues raised at that time, consented to the decrees, as did the government.

He further argues that “the jurisdiction of the U.S. District Court (in this case, in Delaware) which enters a consent decree is exclusive and any action by a grand jury is merely another form of conduct in contempt of the decree of the court.

To buttress his position, Mr. Cahill cited an opinion of Justice in 1942 to reticular the issues of RCA patents and licenses. At that time, Mr. Cahill said, the court (again in Delaware) held that RCA was entitled to set the consent decrees up as “a bar to any attempt by the government to reticular the issues raised in the suit.”

Mr. Cahill also asserted that the patent and license paragraphs of the subpoena served upon RCA could be “quashed solely on the ground that the volume of material thereby culled for—when added to the remaining paragraphs of the subpoena—is unconscionably broad in scope and incapable of submission within any reasonable time.” He insisted that these paragraphs would “unnecessarily impose this burdensome and prejudicial task of collating thousands of pages of documentation.”

In opposing the motion, Malcolm A. Hoffmann, special assistant to the Attorney General, Anti-Trust Div. of the Dept. of Justice, advanced two main arguments: RCA’s contention that the 1932 consent decree operates as a bar to a grand jury investigation has never been held or intimated by the courts; and RCA compliance with the subpoena would not be “unreasonable, oppressive, unconstitutional or improper upon other legal grounds.”

In this connection, Mr. Hoffmann cited compliance with the subpoena by 15 other electronic manufacturing firms.

Mr. Hoffmann argued that the consent decrees primarily required the General Electric Co. and Westinghouse to “divest themselves of stock and other interests in RCA and rendered non-exclusive certain exclusive patent cross-licensing agreements among the defendants. He claimed the decree did not purport to “legitimize RCA’s patent licensing system in the radio and television industry.”

Mr. Hoffmann contended that circumstances have changed radically from 1932, and the radio-television industry, as its exists today, is far different from the days of the consent decree. He declared that a modification of prior decrees is indicated by many complaints lodged with the Anti-Trust Div. and, he asserted, it was this situation that brought on the present investigation.

Mr. Hoffmann minimized the applicability of the 1932 consent decrees by his argument that none of the patents under which RCA presently grants licenses could have been in existence in 1932, since a patent is for 17 years.

“We understand the RCA contention to be that the effect of the old consent decree is to bar any grand jury in 1952 or at any date, until the end of time, from inquiring into RCA’s patent and licensing policies,” Mr. Hoffmann declared. He labelled this contention “frivolous” since it would have serious effect upon enforcement of anti-trust laws if it were supported by the court.

Mr. Hoffmann defended the subpoena as a “reasonable” document, claiming that RCA could comply with it, noting that 16 other companies had complied and had taken the opportunity of consulting with the Dept. of Justice on interpretation. He claimed that compliance with the subpoena was specified as within a reasonable period of time” and he did not explain what “particularity the subjects to which the documents called for relate.”

Replying to RCA’s contention that the volume of material sought would work a “staggering burden,” Mr. Hoffmann said the volume is “in no way a measure of the reasonableness of the subpoena.

CAMPAIGNING

Moved From Stump to Fireside

ACTUAL attendance at political rallies throughout the nation is no longer an accurate gauge of American voters’ sentiments—in fact, such rallies may pass along with nominating conventions, into the limbo of political history.

That was the consensus of veteran campaign observers last week as the post-Labor Day drive of the Democrats and Republicans got into full swing, with fresh evidence of a new batch of network and station time purchases [B*T, Sept. 1]. At the same time, TV’s “bogeyman” role as an attendance-killer, which chronically plagued sporting magnates and promoters as well as motion picture film producers and exhibitors, emerged in sharper focus on the political horizon.

As TV’s prowess has haunted sports entrepreneurs in recent years, so inevitably its implications descended on the politicians for the first time as an aftermath of the Chicago nominating conventions that stimulated the televiewing audiences of the nation last July.

TV’s impact on this new political development were the two major candidates—Gov. Adlai Stevenson and Gen. Dwight D. Eisenhower. As a sidelight, Gov. Stevenson and President Truman were abruptly cut off the air when their political talks ran beyond the allotted time reserved by the Democratic National Committee.

When the Illinois Governor addressed a Detroit crowd estimated between 15,000 and 20,000 in Cadillac Square on Labor Day, newsmen were quick to point out that attendance fell at least 40,000 short of that drawn by President Truman at a similar Labor Day rally in 1948.

Wilson Wyatt, Gov. Stevenson’s personal campaign manager, was quick to point out that Mr. Truman’s ’48 talk was not telecast and that the Governor’s speech (CBS-TV, Monday, 1:10 p.m. EST) was televised nationally by a major network as well as locally.

But was the Governor’s “audience” really small or was it large? Close associates of the Democratic nominee noted that millions of people actually saw the talk. The one thing they were certain of was: Actual attendance at a rally is no longer the barometer of shifting political winds.

A similar appearance of the Governor in Grand Rapids, Mich. (telecast locally by WOOD-TV) drew between 3,000 and 5,000 spectators to Campau Square.

The prospect of decreased attendance also drew attention of Eisenhower forces in Miami, Fla. When the shouting was over, WTVJ (TV) that city emerged复活 with a new twist was reported last week by Harold Hough of WBAP-AM-TV Fort Worth, who felt it may herald a new pattern in combination use of radio and TV. A local county political candidate, wishing to reach his electorate by all broadcast media, lined up a simulcast which used WBAP-TV but not WBAP. WBAP’s radio operation, a 50 kw outlet, reached farther and cost more—than the candidate wanted to pay. So he chose WBAP-TV and a lower-powered radio operation—5 kw KEFZ Fort Worth—to tell the story simultaneously by radio and television to his voters.

(Continued on page 46)
Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yet the announcement was made at about 7:39 or 40. Since we have no news paper in Wesley, and the county papers would be published too late Thrus., your service was perfect, covering Wesley—and burial at Metz—beyond Colfax.

The relatives and friends of the family are scattered—residing near Metz—Grinnell—Laurel—and up here at Whitemore—Pt. Dodge—and Emmetsburg. Our church was well filled at 9:15 and more than 100 people from near Metz attended. The WHO service is greatly appreciated.

Sincerely,

(RSV.) J. A. RIGGS
Wesley, Iowa

Dear Mr. Loyet:

May I take this opportunity to thank you most sincerely for the interest taken by your station in giving news and broadcast time to the annual Hawkeye Boys State held at Camp Dodge. I want especially to thank you for working with the important officers of Hawkeye Boys State on the regular Governor’s Hour program on Saturday, June 9th.

We have received several favorable comments on the program in addition to those expressed by Governor Beardsley, himself.

We have appreciated the hearty cooperation of Radio Station WHO in the past and are grateful for the time which has been allotted for American Legion programs and activities.

Sincerely yours,

A. F. FABER
Director of Public Relations
Iowa Department
The American Legion
Des Moines, 9, Iowa

Dear Mr. Woods:

On behalf of all our patients and Special Services, may I extend sincere thanks and appreciation for making possible the Barn Dance Frolic. It was a very excellent program and one that all patients enjoyed.

We appreciate the thoughtfulness and interest of WHO on behalf of the hospitalized veterans. The cooperative and unselfish attitude of the individual participants created a warm feeling as well as an excellent performance. Please extend our thanks to all.

Very sincerely yours,

L. E. HUNN
Chief, Special Services
Veterans Administration Center
Des Moines, Iowa

Dear Mr. Shelley:

Just a little note of very sincere appreciation to you and the WHO news staff for being so kind in broadcasting the announcement of the cancellation of the Simpson College Choir Concert at Hoyt Sherman Place last night. This willingness on the part of your staff to render such service is a very gracious act and I want you to know that there is one man over here who appreciates it.

Very sincerely yours,

EDWIN EDGAR VOIGT
Simpson College, President
Indianola, Iowa

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large number of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

Sincerely,

CALVIN D. LOWELL
CWO 34th Inf Div Band Iowa NG
Fairfield, Iowa

Dear Mr. Woods:

As chairman of the Holy Week Noon-day Services sponsored by the Ministerial Association of Des Moines I want to thank you for the assistance you gave us in placing the facilities of your radio station at our disposal. We sincerely appreciate this cooperation in making possible one of the finest seasons we have had.

Sincerely yours,

MARVIN O. SANSBURY
University Christian Church
Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday.

Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb’s efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,

WILLIAM A. BUCHHOLZ
Des Moines 7, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets mailbags of personal letters—to understand the feelings of friendship and inter-dependence that exist between WHO and its listeners.

Read these few typical letters, and we believe you’ll get some new ideas of what WHO means in Iowa Plus—what WHO can mean to advertisers, too.

WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
American Com announces the immediate appointment of EDWARD PETRY as exclusive national representatives for NEW YORK CHICAGO ST. LOUIS SAN.


DICKSSING The Fred Waring Show, aired on KLZ Denver, are (l to r): Dave Gilsman, KLZ local star of show; Hugh B. Terry, KLZ pres.-gen. mgr.; Mr. Waring, Jack McMurtry, pres., McMurtry Mfg. Co., program's sponsor.

ROBERT J. McCANDREWS (Il), coml. mgr., KBIG Avalon, and radio-TV coordinator Adv. Assn. of the West, presents annual AAW "best spot commercials award for cities of over 100,000" to A. E. DeYoung, pres.-gen. mgr., KERO Bakersfield.

JOHN STEELMAN (I), acting dir., Office of Defense Mobilization, and Adrian Murphy, pres., CBS Radio, hold scroll presented by ODM to WCBS New York for weekly series, Defense Is Your Business.

ATTENDING "WDSU Night at Pontchartrain Beach" are (l to r) William Ellwell, prog. dir., WDSU New Orleans; Gay Batson, WDSU chief announcer; Edgar B. Stern Jr., pres., WDSU Broadcasting Corp., and Harry Baff, gen. mgr., Pontchartrain Beach.

RISE of television offers an invitation to re-examine all media as well as to see how the visual medium may affect radio, Everett Zeigler, account representative for J. Walter Thompson Co., San Francisco, told the NARTB District 15 meeting Friday.

Continuing a two-day session at the Mark Hopkins Hotel, San Francisco, district delegates took part in a TV clinic conducted by Campbell Arnoux, WATF-TV Norfolk, Va., a member of the NARTB TV Board (see summary of Mr. Arnoux's talk page 78).

Mr. Zeigler said the agency offers perspective to the advertising business. "Radio was the first to personalize the advertising message with the persuasive voice of the 'live' salesman right in the home," Mr. Zeigler said. "Now TV's great contribution is that it brings both the salesman and the products right into the home.

"Up to now the job of clinching the sale through product demonstration has of necessity fallen largely to individuals or demonstrations. But individual personal selling isn't enough any more."

Need for Advertising Stressing

Pointing out that the number of salesman hasn't increased with the amount of goods produced in the post-war period, Mr. Zeigler said, "We need everything advertising can offer us in the way of selling techniques. We need what radio and all other media can offer in order to move the vast quantities of merchandise America has shown the capacity to produce. Sometimes today, though, it seems that radio is so concerned with TV that it loses sight of its positive assets.

"Radio didn't replace newspaper advertising. It filled a real need for a personal low-cost selling technique. It finally caused newspapers to go out and work a little harder for the ad dollar. In the final analysis it strengthened newspapers greatly as an advertising medium.

"Some of the advantages are so basic that we may overlook them. Every radio station representative worth his salt knows that he gets the best results with some of his prospects by talking to them and with others by writing to them. In other words, some people are 'ear-minded' and others are 'eye-minded'."

"There is no question basically of the effectiveness of radio. More often it becomes a question of when do you use one medium and when another. Most often two or three media are teamed together or in sequence to do the desired job.

"Radio gives good coverage, is an effective salesman and can be merchandised effectively. Radio is flexible and low in cost per person reached. But radio cannot show the product and the advertising life of radio is short-lived, limited to the spoken word.

"TV is a mass medium in some markets and combines sight, sound and motion. More often than not, sales response makes it an excellent merchandising possibility. But TV can be costly and frequent rate increases must be expected. Also, the number of markets stations and sets is currently limited. Increased audiences will be paralleled by increased rates and may eventually rule out desirable programs for advertisers with limited budgets.

"Keeping radio's strong points and limitations in mind is only logical. This approach may be likened to using a rifle rather than a shotgun."

Glenn Shaw, KLX Oakland, District 15 director, presided at the two-day meeting. He observed that broadcasters have been "mis-lead regarding the legislative enemy." Instead of uniting to raise the stature of radio as an industry, he said, "we have engaged in a frac-tricial conflict within the industry. We must give our attention to getting the most out of the advertising dollar in competition with other media."

In an attack on rate chiseling; Stanley G. Breyer, KBBS San Francisco, called on station managers in the San Francisco-Oakland area to sign a memorandum which would assure all advertisers that they are paying the same rates for the same schedule. Under this plan, any price concession not included in the published rate card would obligate the station concerned to advise all other signatories.

Mr. Breyer started a movement two years ago designed to bring an evaluation of radio audience survey techniques.

WARNED about Special Taxes

Philip G. Lasky, KSPO-KPIX (TV) San Francisco, chairman of the legislative committee of California State Radio & TV Assn., warned broadcasters to be vigilant in the case of discriminatory legislation that singles out radio and TV for special taxes.

Harold E. Fellows, NARTB president, reviewed NARTB operations in his Thursday morning talk.

Ralph W. Hardy, NARTB government relations director, William T. Stubblefield, station relations director; William K. Treynor, West Coast representative; Thad Brown, TV director, and Richard P. Do- herty, employee-employer relations director, also took part in the meeting.

Participating in the TV panel conducted by Mr. Arnoux were Mr. Brown; Harold See, KRON-TV San Francisco; Mr. Lasky; Vince Francis, KGO-TV San Francisco.

BROADCASTING • Telecasting

MEDIA VALUES

Should Be Studied, Dist. 15 Told

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BROADCASTING • Telecasting
announces the appointment of

The O. L. TAYLOR COMPANY

as exclusive national representatives
effective immediately

7 key stations
Merchandising Coverage Area—2,385,420 radio families
Food Sales—$2,097,578,000
Full Time Merchandising Staff
Tie-in newspaper promotion with New England’s Leading Food chains

James E. Murley,
8 Newbury Street,
Boston 16, Mass.

Please tell me how Ken and Carolyn merchandising can stimulate sales for our product.

Name .......................................................................................... Product ...........................................
Company ................................................................................ Address ..............................................
counts, because they provided maximum flexibility and offer incentives to all types of advertisers, both large and small. . . .

"The weekly dollar volume discount feature makes it economically attractive to advertisers who can use their station lineups on individual programs. This is accomplished without placing rigid requirements on the precise size or type of network work that must be purchased to gain discount benefits. We feel that the advantages of such a discount approach are particularly striking in comparison with a discount system based on annual volume [Editor's Note: CBS Radio's new plan uses annual volume as a basis]. We intend to use these advantages as a means of developing new business.

"At the same time, the availability of the 47.75% overall discount, in lieu of annual rebate and weekly discount, of course should be an attractive inducement among advertisers. It also meets the requirements of the multi-program evening advertiser who spends a substantial portion of his money on network radio, but whose talent arrangements, marketing practices or budget situation precludes a year-round or weekly discount. The overall discount offers such advertisers strong inducement to consolidate their radio network advertising on NBC . . . ."

"By liberalizing the application of our rate and discount policy, we are making it easier for daytime spot advertisers to buy evening strips or individual periods; and conversely we are making it attractive for network advertisers to add daytime programs to their broadcast lineups. In this way we are seeking to develop for advertisers the maximum values of both daytime and evening radio, as a means of reaching a tremendously diversified and upbuilding audience.

"We have submitted this plan to our affiliates at our Chicago meeting and we are very gratified at the response shown by them and their recognition of the merits of our proposals. We intend to proceed at once to send our stations amendments of the affiliation contracts designed to implement our plan, and we are looking forward to the unanimous acceptance of it . . . ."

**Sugg Compliments Plan**

P. A. Sugg of WKY Oklahoma City, chairman of the network's Radio Stations Planning and Advisory Committee, who presided over the meetings, also complimented the plan.

"Although the affiliates believe that in terms of values delivered, network radio is already underpriced in comparison with network television, the competitive situation," Mr. Sugg asserted. "I think I can speak for practically all the stations represented at the Chicago meetings in saying that NBC has approached the problem with intelligence, imagination and sound business judgment.

"As a result, it has evolved a plan which is not limited to a re-pricing of network time, but includes elements which should enable us to build our network volume on the basis of a stable price structure, and open ways for us to make the stomach a little better for their size and volume by maximum efficiency for advertisers, and with resulting benefits to the stations."

There were several reasons for confidence that the plan would be successful.

Foremost was the fact that CBS Radio already had made the plunge—a fact which affiliates generally accepted as making it necessary for NBC (as well as other national networks) to do "something" to regain competitive status.

Another factor, at least in the minds of some affiliates, was the reduced stature of stations' earnings from the network as compared with local and national spot business.

One station executive estimated that, of all the stations represented at the meeting of "primary" affiliates, only a few (and perhaps none) receive more than 20% of their income from network business. Accordingly, he feels that this portion of total revenue is less repugnant than it first sounds.

On the other hand, another affiliate estimated that NBC would be able to cut daytime business on his station before he could make up the 14% reduction in compensation.

It appeared certain that NBC radio stations would use the new radio plan as a lever to support their bid for additional compensation for TV affiliates (also see story, page 67). One affiliate said he was telling NBC authorities that if they wanted him to sign the radio amendment by Sept. 16th, they had better adopt a program that does not cut their new TV compensation proposal no later than Sept. 14.

The effect of the new network rate-and-discount moves upon local and network sales received considerable attention. The consensus among station executives was that these two sources of income are running stronger now than at any time in the past two or three years.

**McConnell Statement**

President McConnell pointed out that the expansion of NBC's New York key station, WNBC, is headed this year for the best year in its history [B&T, Sept. 1]. Similarly, Mr. Rong called attention to the strength of local and national spot, asserting that nighttime network radio is "the only fly in the ointment."

Affiliates were hopeful, in view of the "contiguous" regional market size, and the fact that neither NBC nor CBS has actually reduced its card rate, that any carry-over effect of the new plan discount will be minimal.

Participants said President McConnell was asking during the meetings whether he felt the current adjustment in nighttime ad rates would be "the last." He replied that this could not be guaranteed, but that network radio business this fall is stronger than in the past two or three years. He also felt it would be necessary to cut below CBS Radio's average 25% reduction in order to sell and keep network accounts.

The new "contiguous" rate plan was described as a move which will put NBC into stronger competition with CBS Radio without diminishing NBC income in any way.

Under its present discount structure, NBC's India Ad planning and Ad versiters buy in evening time. Or spon-

sors of evening "strips" can get "contiguous" rates for sponsorship of daytime programs.

The new plan, which pleased both NBC and affiliates is, that as of now, NBC has no day- time strip advertisers who also sponsor evening programs; nor does it have nighttime strip advertisers who also carry daytime programs. Accordingly, any additional business which the plan attracts is new business. Only one affiliate puts it, "It can't hurt."

"The most unattractive feature of the plan, from the affiliates' standpoint, derives from the fact that it would put the network to encroach upon the national spot field. They feared that NBC would start selling, say, five-minute evening programs at the "contiguous" discount. Accordingly, they urged— and NBC authorities agreed—that the "contiguous" rates should apply only to programs of 15 minutes or more.

Network officials, meanwhile, in citing the plan's advantages, emphasized that while NBC currently has no evening business, the expansion plan would be applicable. CBS Radio does have daytime strip advertisers who also sponsor one or more evening programs. They felt that if their plan new plan would prove to be an enticement to such advertisers to move over to NBC, as well as a lure to their own strip sponsors to buy NBC's spot business in the opposite segment of the broadcast day.

Spade-work on the plan had been done in the weeks preceding the Chicago meeting, by Sales Vice President Harry Bannister, and his staff. Calls had been made on many of the affiliates.

While President McConnell made the key presentation of the new rate-and-discount plan to the affiliates, Sales Vice President John Herbert presented fall sales plans, pointing out that NBC is spending $1 million on fall radio sales during the fall selling season.

This he broke down as follows: $25,000 for the recently released study of radio's sales effectiveness; $275,000 for A. C. Nielsen Co.'s radio coverage study, results of which are slated for delivery late this month; $100,000 for promotion of these two studies, and the previously announced $500,000 budget for the network's new merchandising department [B&T, Sept. 1, page 22].

Mr. Herbert also reported that a total of 159 (representing 82%) of NBC's radio affiliates are currently offering a merchandising service to advertisers.

**RCA Training Program**

MORE than 100 broadcasters from all parts of the nation are expected to attend the 12th in a series of five-day training programs at the RCA Victor plant in Camden, N. J., Sept. 22-26. The course covers basic theory, design, operation and maintenance of television broadcast equipment.
A distinguished series of radio programs designed with respect —

FOR ALL AMERICANS

"the Jeffersonian Heritage"

When in the Course of Human Events it becomes necessary

... for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson —patriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Wladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten. Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:
"People Under Communism"
"The Ways of Mankind"
"The People Talk Back"
"Voices of Europe"

Send check or write for further information.
National Association of Educational Broadcasters
Mr. Frank Schooley, Treasurer. Dept. BT
University of Illinois,
Urbana, Ill.

Because these presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation...

"The Jeffersonian Heritage" programs are now available to commercial radio stations on a sustaining basis for just the cost of the pressings, $25.00.
THE FORD Foundation has appropriated $5 million to help finance construction and programming of non-commercial, educational television stations.

The grant was announced by Paul H. Helms, chairman of the board of directors of the Fund for Adult Education, which was set up and is financed by the Ford Foundation and which will administer and distribute the $5 million.

Though this was not mentioned by Mr. Helms, it was learned that C. Scott Fletcher, president of the Fund for Adult Education, has already offered to put up one-third of the cost of building stations in several communities, if those who are to run the stations can raise the other two-thirds.

Mr. Fletcher has met with educational and civic groups in such cities as Pittsburgh, San Francisco, Denver, St. Louis, Cleveland and Detroit. It was reported that the amount of the contributions which he has been offering were said to run between $100,000 and $150,000.

How much of the $5 million Ford grant would be allocated to construction projects and how much to programming could not be learned. In his statement Mr. Helms said that "whatever part of the total grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden."

From other sources, it was understood that the Fund for Adult Education had in mind helping out in the building of perhaps a dozen educational stations—providing the educators could find the necessary two-thirds of the cost. That would mean that the Fund was prepared to spend between $1.2 million and $1.8 million for that purpose. It was also learned that Mr. Fletcher will set up two committees, one to work with local groups in getting stations started and the other a central programming committee.

Program Facility Mulled

In his statement, Mr. Helms said the fund had under consideration the development of a "central programming facility" which, though not described, was presumed to be conceived as a project for producing programs that would be distributed generally to educational stations.

Programming for educational purposes has been an interest of the Ford Foundation for some time. Grants totaling several million dollars have been made to the National Assn. of Educational Broadcasters, Iowa State College, and the Television-Radio Workshop which produces programs for broadcast on commercial facilities.

But the new interest in assisting the development of educational stations resulted from a reversal of former policy. Until now the foundation has determined to divest away from providing funds for general aiding and the exploration of general problems of educational television.

The 180-degree turn in Ford policy represents a victory for FCC Chairman Paul A. Walker and Comm. Frieda B. Henneck, the Commission's champions of educational television. It is known that both have been assiduously cultivating the big foundations in hopes of obtaining the finances to build stations on some of the 242 channels which the FCC, mainly at Miss Henneck's behest, reserved for education.

Mr. Walker and Miss Henneck have even solicited the President's Council on Education and Fine Arts, it is believed that White House pressure was exerted on the Ford Foundation.

In his statement, for release today, Mr. Helms said:

"The Ford Foundation has made a grant to the Fund for Adult Education to enable it to try to find practical methods for the development of television as an educational medium. Two main aspects of educational television are being studied.

"First, appraisal of the ability and willingness of educational institutions and other interested groups to raise the substantial sums necessary to erect television stations for these communities, and thus to take advantage of the channels the FCC has temporarily set aside for educational purposes. These channels may be lost for educational purposes unless they are financed and built within a matter of months.

"Second, appraisal of the means by which high quality program material can best be provided for these educational institutions or groups will be willing to make major investments in station facilities without some prospect of filling program demands at relatively low cost. One way of meeting this need that is under consideration by the Fund is some sort of central programming facility."

"The Fund is limited to an overall expenditure of five million dollars in these two fields. It is recognized that even this substantial sum can permit only a relatively small contribution to either problem. Whatever part of the total grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden. The Fund will have to be guided by geography and other considerations that will rule out any assistance whatsoever in most communities where channels for educational use are available."

"Future announcements of the Fund's efforts will be made by C. Scott Fletcher, president of the Fund, when specific projects materialize."

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**Educators Receive $5 Million**

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**FORD GRANT**

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**Mutual**

**LOWEST COST**

**MAJOR STATION BUY IN THE DETROIT AREA**

**ADVERTISING THAT MOVES MORE MERCHANDISE PER DOLLAR INVESTED IS BOUND TO BE ONE THAT GIVES YOU THE MOST COVERAGE FOR THE LEAST MONEY!**

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

**50,000 WATTS**

**800 KC.**

**GUARDIAN BUILDING**

**J. E. CAMPEAU, Pres.**

**Detroit 26, Mich.**

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**Broadcasting • Telecasting**

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**Upcoming**

**NAKYB District Meeting Schedule**

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<td>4</td>
<td>N. C.</td>
<td>Pinehurst, N. C.</td>
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<td>Oct. 6-7</td>
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<td>H. &amp; P.</td>
<td>Atlanta, Ga.</td>
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<td>Oct. 16-17</td>
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<td>N. Y.</td>
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<td>1</td>
<td>Ohio</td>
<td>Statler Hotel, Cleveland</td>
</tr>
</tbody>
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**Sept. 8:** BABA Sales Clinic, Cincinnati.

**Sept. 8:** National Capital Forge of America Advertisers Assn. Fall meeting, Hotel Lafayette, Washington, D. C.

**Sept. 10:** BABA Sales Clinic, Louisville.

**Sept. 11-13:** Western Assn. of Broadcasters annual meeting, Bank Springs Hotel, Banff, Alta.

**Sept. 12:** BABA Sales Clinic, Nashville.

**Sept. 13-15:** Advertising Federation of America, Ad Club of Chicago, Jefferson Hotel, Birmingham, Ala.


**Sept. 15:** BABA Sales Clinic, Little Rock.

**Sept. 17:** Texas Assn. of Broadcasters semi-annual meeting, Fort Worth.

**Sept. 17:** BABA Sales Clinic, Birmingham.

**Sept. 18:** BABA Sales Clinic, Atlanta.

**Sept. 20-25:** National Electronic Distributors Assn. convention, Atlantic City, N. J.

**Sept. 25-27:** Television Authority special convention, Hollywood, Calif.

**Sept. 29-30:** Adv. Fed. of America, 13th District meeting, Mayflower Hotel, Tulsa.

**Sept. 30-Oct.** National Advertisers fall meeting, Hotel Plaza, New York.

**Sept. 30-Oct. 1:** National Electronics Conference, eighth annual conference, Hermann Hotel, Chicago.

**Oct. 6-10:** Society of Motion Picture & Television Engineers, 72nd semi-annual convention, Washington, D. C.

**Oct. 8-9:** Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

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

**Oct. 11-13:** Women's Adv. Clubs annual Mid-West Inter-City Convention, Hotel Morton, Grand Rapids, Mich.

**Oct. 12-15:** Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.
The World's Most Powerful Television Station

WHUM-TV
Reading, Pa.

announces the appointment of

H-R REPRESENTATIVES, INC.

as exclusive national representative

Effective Immediately

WHUM-TV will be the World's Most Powerful Television Station with 260,000 watts effective radiated power on UHF Channel 61, from an antenna twice as high as the Empire State Building, on a 1,036-foot tower on a 1,650-foot mountain. A 62-mile primary coverage area will serve 750,000 Eastern Pennsylvania families in Reading, Harrisburg, Allentown, Wilkes-Barre, and Lancaster and York areas.

In operation by December 1952! Construction started Sept. 5. WHUM-TV mobile unit went into operation in Reading, Sept. 5!

100,000 receivers available for your sales messages!

For availabilities and rates, call or wire:

H-R REPRESENTATIVES, INC.

New York • Chicago • Los Angeles • San Francisco
VIDEO DOLLARS
Lawrence Sees Half-Billion

PREDICTION that the total investment of American advertisers in TV time and talent would top the half-billion-dollar mark this year was made Friday by Ruddick Lawrence, NBC director of promotion, planning and development.

Speaking at the 59th annual convention of the Pacific Coast Assn. at the Ambassador Hotel, Los Angeles, Mr. Lawrence said the $500 million estimate for 1952 compares with video time and talent expenditures of $388 million in 1951 and of $10 million in 1944.

NBC-TV network will have a substantial share of this year's total, he stated, reporting that during the first half of this year the combined advertiser expenditures on NBC-TV—time, talent, production and commercials—amounted to approximately $70 million.

"Speaking to the subject, 'Is Television Today's House-to-Home Salesman?,' Mr. Lawrence reported on many of the results of the Hefstra-NBC studies of TV sales effectiveness. He noted that many advertisers have failed to capitalize on the use of TV as a public relations tool. "They have concentrated on selling the end product, but they have failed to sell what stands back of their product," he said.

Just as smart advertisers appreciate the value of TV in public relations, so are they "beginning to recognize that radio and TV work exceedingly well in tandem," Mr. Lawrence stated. Both media, he said, makes use of house-to-house personal selling. Both make the deepest impression on the audience. Both provide the immediacy—an instantaneous and identical contact—possible with no other type of advertising. Both provide unmatched flexibility for your commercial, he said.

HARRY S. GOODMAN Productions, N.Y., announces availability of a series of half-hour comedy-adventures titled Meet Miss Terry, starring Gra- cie. Programs may be obtained for audition on a local, regional or national basis.

Mr. Searle was engaged in program production and packaging with James Parks for the last four years in Hollywood. From 1943 to 1948 he was ABC's West Coast executive.

With Herbert Hollister, Mr. Searle owns KMMJ Grand Island, Neb., and KXXXX Colby, Kan. They are also applicants for a new AM station in Columbia, Mo. Several months ago, Messrs. Searle and Hollister offered to buy KOA in Greeley [Clovis Cntrtrr, June 2], but the station was sold to radio-TV motion picture comedian Bob Hope and a group of Denver businessmen headed by Denver Mayor Quigg Newton for $2,250,000. The FCC approved the sale of the NBC affiliate two weeks ago [Bt, Sept. 1].

Hearings on the applications for the two available Denver TV channels are scheduled for Oct. 1 in Washington. Competing with KOA for Channel 4 is KMYR.

Meanwhile, it is expected that NBC will shortly announce the purchase of a Los Angeles radio station. The network has been trying to buy its long-time affiliate, KFI, but with owner Earle C. Anthony repeatedly stating that the station is not for sale, NBC also has been negotiating for the purchase of KMPC.

Edwin Pauley, Democratic Party leader and southwestern oil magnate, with a group of unidentified associates has also sought to buy KMPC. A few weeks ago the deal was reported set, but since has "fallen apart," a KMPC spokesman said.

Mr. Searle

NEGOTIATIONS were underway last weekend to have Don Searle, Hollywood program manager and for- mer ABC Western Division vice president, become vice pres- ident and general manager of KOA Denver. If arrangements are e n s u m e d , Mr. Searle will also hold a 10% interest in Metro- politan Television Corp., the new company owning KOA. He will also spearhead the TV activities of KOA, if it is successful in getting a grant for Channel 4 from the FCC.

Mr. Searle

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BROADCASTING • Telecasting
Don Lee's Radio Audiences are going higher!

FIRST QUARTER AVERAGE...1952 vs. 1949*

Daytime audience 23.2% higher
Evening audience 11.0% higher

...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.
On the Pacific Coast, only DON LEE has network facilities comparable to those used on the Eastern seaboard. Every East Coast network uses at least 40 stations to achieve local coverage for areas equal in size to the Pacific Coast. And only DON LEE can sell your customers locally in the 45 important Pacific Coast markets from their own local network station. DON LEE has the flexibility to match your distribution. You buy what you need, where you need it...without waste.

That's why DON LEE consistently carries more Pacific Coast regional business (with more regional shows in the top ten) than any other network. Advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...DON LEE.
Time To Get Up

RCA Victor's entry into the clock-radio field is a table instrument that the company says can "tell the time, sing the tunes" and wake him up with an alarm, soft music or news; turn on a lamp or start the coffee maker. The remote control instrument (Model 2 C621) is designed with a round clock dial on the left side and a round dial on the right. The radio is equipped with a telephone jack for easy connection of a record player. The clock is a Telcron movement with a buzzer-type alarm, as well as a "sleep control" switch to shut off or turn on the radio at a designated time. An outlet is provided at the rear of the instrument for attachment of an electric lamp, coffee, or other appliance, which can be turned on automatically at a specified time.

BLAIR INSTALLS

New Auditioning Equipment

NEW custom-designed audition equipment has been installed in the quarters of John Blair & Co., national representative firm, and Blair TV Inc., national TV representatives, in the Chrysler Bldg., New York.

The equipment permits screening of 16mm sound and silent film and auditioning tape at two speeds and electrical transcriptions at three speeds.

The unit now is located in a conference room, but may be moved intact to any site in or out of the building without altering any of the equipment. It contains the following: A tape recorder and playback, turntable, 12ube FM-AM tuner, amplifier, producer and speaker.

NEW NPA POSTS

Clark, Potter Named

BROADCASTING • Telecasting

KEY appointments to its electrical and communications divisions were announced by the National Production Authority last week.

Bonnell W. Clark, retired vice president in charge of sales for Westinghouse Electric Corp., is returned to the Electric Equipment Div. as director. He had held that post until last June. Mr. Clark retired as a Westinghouse executive in January 1950, is past president of the National Assn. of Electrical Distributors and National Electric Mfrs. Assn. Appointment of Charles W. Potter and Ralph F. Lucier as director and deputy director, respectively, of NPA's Communications Equipment Div. also was announced. Mr. Potter succeeds Everett C. Boys, who joined General Telephone Co. of Pennsylvania.

GRIDCASTS

Radio, TV Signings Announced By Networks, Stations

ADDITIONAL radio and television football coverage schedules were announced last week by networks and stations.

An 11-game armed services football schedule will be telecast by CBS-TV, beginning Sept. 20 and ending Nov. 29. Grid teams from

played in a different Texas city each week. The exception will come from some 500 small-fry teams in Texas, which will play off in 20 inter-county or satellite bowls, according to the age limits of 14 and the 100-lb. weight limit. The 1952 classic is sponsored by the Lions Club.

Announcing two open dates, Nov. 5 and 29, MBS said other games set for coverage are: Oct. 4, Purdue at Ohio State U.; Oct. 11, U. of Washington at Illinois U. or Texas A. & M. at Michigan State; Oct. 18, Washington State at Ohio State or Notre Dame at Purdue; Oct. 23, Purdue at Illinois U. or Penn State at Michigan State; Nov. 1, Ohio State at Northwestern; Nov. 15, Notre Dame at Michigan State, and Nov. 22, Michigan at Ohio State.

WIND Chicago will carry Chicago Bears game, under sponsorship of Standard Oil of Indiana [B+T, Aug. 25] for the seventh year, and the full Northwestern University football schedule, sponsored by Dodge Div. of Chrysler Motor Car Co. for the fourth year.

WSGN-AM-FM Birmingham, Ala., will originate the Alabama A&M Aggies slate, from Sept. 27 to Nov. 29.

KRMG Tulsa will air the 1952 Oklahoma A. & M. (Aggies) slate, from Sept. 20, with Deep Rock Oil Co., and its dealers sponsoring.

CKLW Detroit (Windsor, Ont.) will broadcast Michigan games under sponsorship of Sun Oil Co., according to J. E. Campeau, station president.

WSAI Cincinnati will air the complete 10-game U. of Cincinnati slate, 1952 schedule, beginning Sept. 20 and ending Nov. 27. Sponsor is Community Relations Dept. of the GG plant at Lockland, Ohio.

WBCK Battle Creek, Mich., will broadcast U. of Michigan grid games, with Post Cereals Div. of General Foods Corp. sponsoring the first three straight games; agency handling copy will be Foote Cone & Belding.

Retail Ad Handbook

BUREAU of Advertising, ANPA, has issued a new edition of The Retail Advertising Budget, handbook for retailers. It was first published, in 1950, by Waltz & Partners, and is sponsored by B. L. Steinberg Associates, formerly on the School of Retailing faculty.

LOYD SIGMEN (II), vice president-

assistant general manager, KMPC Hollywood, signs approval at Jimmy Wales, who writes sports for weekly commentary on Film- dom happenings. Mr. Sigmom is also president of the Multi-Lyte Corp., which will sponsor the Fidler show.

NARTB HISTORY

Project Now Underway

HISTORY of NARTB is being compiled by David B. Mackey, assistant professor of speech at Pennsylvania State College, as a subject for his Ph. D. thesis. The history will be submitted to Northwestern U., and probably will be published in book form.

Harold E. Fellows, NARTB president, said the association is offering Prof. Mackey complete cooperation in the project, which will require two years. Prof. Mackey plans to interview industry leaders who have figured in NARTB's 30-year history. He will continue his radio teaching at Penn State. He holds B. S. and M. A. degrees at Northwestern and has worked at broadcast stations as writer, director and announcer. He made his first industry contacts at the NARTB District 7 meeting held last month at Cleveland.

WATG SPECIAL

Jaycees Sell 'Sustainers'

WATG Ashland, Ohio, and the local Junior Chamber of Commerce celebrated "Operation Jaycee" with profit to both, producing a day packed with novel programming and new commercials.

Richard D. Leidy, WATG general manager, turned over all sustaining time for a day to the Jaycee group. The Jaycees sold time to local merchants, receiving one-third of the card rate for all business. WATG assumed all production, promotion and advertising costs connected with the campaign.

Novelty programs were staged and the main studio was jammed all day. Events included a horn blowing contest, secret desires panel, hospital interview, cooking show and disc jockey competition.

About 50 announcers were used.

SALES of Capitol Records Inc. and its subsidiaries during the year ending June 30, 1952, totaled $3,976,746, an increase of $256,959 over the same period in the preceding year.

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**OUT-OF-HOME**

**Ups Audience 18%—Pulse**

OUT-OF-HOME listening has added 18% to the summer radio audience, according to Pulse studies made during July in 14 major markets, which show out-of-home Pulses ranging from 12.4% in Seattle to 21.5% in Philadelphia. Overall figures represent a gain over both the summer of 1951, when the out-of-home extra audience added 17% to the in-home listening total, and last winter, when away-from-home listening boosted the home rating figure by 15%. Market-by-market breakdown of Pulse data, all July except Hartford, which was checked in June, follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Home 1st Quarter</th>
<th>Out of Home 1st Quarter</th>
<th>Pulses 1st Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>17.2</td>
<td>16.7</td>
<td>3.4</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>16.7</td>
<td>15.9</td>
<td>2.5</td>
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<td>San Francisco</td>
<td>14.3</td>
<td>13.5</td>
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<td>Milwaukee</td>
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<tr>
<td>Chicago</td>
<td>14.8</td>
<td>13.9</td>
<td>1.0</td>
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<tr>
<td>Detroit</td>
<td>13.1</td>
<td>12.4</td>
<td>1.0</td>
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<tr>
<td>Cleveland</td>
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</table>

*These figures cover 6 a.m. to 12 midnight, Sunday through Saturday, expressed as per cent of all homes surveyed.

**'BONUS' LISTENERS**

468 per 1,000 in Akron

AKRON, Ohio, has 468 "bonus" listeners for every 1,000 automobiles traveling on streets, according to a survey by Akron Urban marketing students. The study was made under Prof. S. M. McCann, at the request of WCUE, independent station there.

The survey indicated that of each 1,000 cars traveling, 289 had radios on, which multiplied by the average of 1.74 people in each car, gave 468 listeners. Of 2,014 motorists queried, 71.6% had car radios and 27.6% had them turned on.

**AWRT Mich. Meet**

TV PANEL session was to highlight a two-day meeting of the Michigan Chapter of the American Women in Radio and Television at Port Huron this past weekend (Sept. 6-7). Panel was scheduled for Saturday, with Fran Harris of WWJ-TV Detroit presiding, and a talk by Franklin Sisson, WOOD-AM-TV Grand Rapids, for that evening. Bruncheon and meeting at the Black River Country Club was set for Sunday. Marion Ryan, Detroit Edison Co., is AWRT state president, and Muriel Hall, WJB Detroit, district representative. Convention chairman was Alice M. Anderson, WTHH-AM-FM Port Huron.

**POLITICAL HCL**

**DiSalle Lists Radio-TV**

JOHN Q. PUBLIC knows all about HCL—the high cost of living—and what he didn't know about HCC—the high cost of campaigning, particularly by radio-TV—was brought to his attention in at least one city the past fortnight.

Michael V. DiSalle, Ohio Democratic candidate for the U. S. Senate, placed an advertisement in the Toledo Blade "to lay his problem before the voters in a politically appealing way," the Washington Post noted editorially last Tuesday.

Limiting himself to a $165,000 budget raised by friends, Mr. DiSalle, former OPS director, listed a number of expenditures. Among them were $40,000 for "television and radio time" and $5,000 for "radio alone in other communities." Mail represented the largest single expense with $50,000.

Mr. DiSalle last Wednesday launched his own radio-TV Talkathon—a seven-hour program on eight Columbus AM and TV stations. He estimated it at $6,600.

Mr. DiSalle is scheduled to invade Cincinnati with his Talkathon Sept. 16, with originations from studios of WLW and WLWT (TV) there. Crosley stations will feed five radio-TV outlets in the Queen City area, starting at 5 p.m. WLWT will telecast an hour starting at 9 p.m. and WLW will broadcast the Talkathon for another hour at 10 p.m.

**FTC SETS HEARINGS**

In Clayton Act Citations

COMPLAINTS charging interlocking directorates at four companies—two of them heavy users of broadcast media—have been filed by the Federal Trade Commission against Purity Bakeries Corp., Chicago, and American Bakeries Co., Inc., Atlanta, Ga., and against Nesco Inc., Milwaukee, and Ecko Products Co., Chicago, with hearings set Oct. 16 and 9, respectively.

Purity and Ecko have used Chicago radio on a heavy scale in recent years. Ecko also sponsored a part of the old Frank Sinatra CBS-TV program for its cooking utensils and housewares.

**DuMont Tax Speedup**

SPEDDY tax writeoffs have been approved for Allen B. DuMont Labs. and other electronic manufacturers, according to the Defense Production Administration. Certificates of necessity (writeoffs) were issued to DuMont for expanding facilities at its East Paterson and Cliffside, N. J., plants. Amounts certified were $45,125 and $20,129—76% of the amount requested. Similar approval was given Raytheon Mfg. Co. for $188,765 (86%).

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**THE Prestige Station of the Carolinas**

GREENSBORO, NORTH CAROLINA

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

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

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

Sources:
- RTMA
- SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 C B S Watts Affiliate
IF YOU'VE GOT IT...
A TRUCK BROUGHT IT!

THE MAN WHO SAID
HE COULD LIVE
WITHOUT TRUCKS

IF YOU’VE GOT IT...
A TRUCK BROUGHT IT!

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D.C.

Broadcasting • Telecasting

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YOU NEED
THE 17th STATE*

TO WIN!

Yes, you should surely include the tremendous WGY coverage area in making your "candidate's" campaign plans.

WGY is a "must" market area for your and your sponsor. Covering 53 counties in Eastern Upstate New York and Western New England for the past 30 years, WGY is the top station in the area.

Not confined to a single city, WGY blankets 22 cities with a population of 10,000 or more.

Just look at this market data!

Compared to the major metropolitan centers in the nation and based on figures in the 1952 Survey of Buying Power, the WGY area is exceeded only by New York and Chicago in population, total retail sales and food sales.

The WGY area ranks 4th in Furniture-Household, Drug and Automotive Sales and 5th in General Merchandise Sales when compared to the major cities of the country.

Containing large rural and urban populations, the 17th State* represents a true cross section of the country. Make sure your sponsor scores plenty of votes for his product in the form of sales by including the 17th State* in your campaign plans.

YOU CAN COVER THE 17th STATE*
WITH ONLY ONE STATION

*The WGY coverage area is so named because its effective buying income exceeds that of 32 of the nation's States.

On All Accounts
(Continued from page 12)

later was repeated on TV.

When the Pincus family sold the Alvin Theatre, Norman and Irving turned their talents to television. The first show they produced was Mr. I. Magnification. The children's program was an immediate hit on CBS-TV. The network has signed a five-year contract for the program.

They then decided to produce an adult show. Mystery programs seemed to have good acceptance, so they went after the best name possible. Ellery Queen books had been best-sellers for years. They were granted the TV rights by copyright owners on the basis of their theatre background and the success of Mr. I. Magnification. They spent nearly a year developing the format and the program was sold to Kaiser-Frazer in 1950, on ABC.

Ellery Queen has won several awards, and is considered one of the top suspense shows in TV. In 1952 it was signed to a long-term contract by Bayuk Cigars through Ellington Co., New York, and is now seen once a week on ABC-TV.

Dramatic Series Next

The Pincus brothers' next television effort will be in the dramatic field. They have an exclusive tie-up with the Authors League of America for a dramatic series featuring top authors and composers. They also are working on a situation comedy series featuring a nationally known stage and screen star. Since they both were raised on musicals, they also are turning their hands to a series for television.

Norman and Irving are temperamentally different, yet complement each other in their organization. Norman handles production, casting and the business details. Irving directs the creative end, being responsible for scripts and ideas for new packages. They have a complete production set-up which handles and controls every detail of their shows, including scenic design and construction.

Norman's hobbies are tennis and photography. Irving likes to paint in oils. He also collects paintings and has a very valuable collection.

Washington NBC Move

NBC has announced consolidation of its radio and television stations in Washington, D.C. (WRC and WNBW (TV) [CLOSED CIRCUIT, Sept. 1]. Offices and studios were moved to larger and more adequate quarters at the Wardman Park Hotel. This move, effective Oct. 1, is in step with NBC's overall plan to integrate its radio and TV activities. NBC said integration is in the interest of improved services to its advertising clients and to the public.

LEWIS MEYER, nationally recognized book reviewer, Sept. 14 will celebrate the 10th year of broadcasting his program, The Values We Live By, on KTUL, Tulsa where he began the program. One of the first books reviewed was Arthur Godfrey's Stories I Like to Tell.

WKY TEEN DAY
Youngsters Man Station

WKY-AM-TV Oklahoma City ran through a day of normal operation with but one "minor" change which caused the day's routine to be unorthodox. The entire station was manned by a battery of teenagers on Aug. 25, under the supervision of regular station personnel. The youngsters were given the opportunity to prove their skills in station operation on the day that the station set aside as "Radio-TV Teen Day."

Some 60 teen-agers were selected to fill posts at the station; posts ranging from announcing to operating the mike booms. The method for the selection was by a competitive letter-writing contest. The teen-agers who seemed to be most interested in making a career of broadcasting and telecasting were asked to write letters in which they would show why they would like to fill the various positions at the station. A local newspaper gave the event four weeks advance publicity and the day it was held, the experiment received a front page story and a follow-up half-page spread from the Oklahoma City Times.

The event was a complete success and proved to have a great amount of publicity and audience interest values, the station said. Because of this and also its public service WKY is making plans for a yearly "Teen Day."

Second Audio Show

SECOND annual High Fidelity & Audio Show, sponsored by Almo Radio Co., Albert D. Steinberg & Co. and Radio Electric Service Co., will be held in Philadelphia's Broadwood Hotel Oct. 8-9. More than 75 of the country's leading manufacturers are expected to show the public their newest high fidelity and sound equipment.

Page 42 • September 8, 1952
Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.

52-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

Consisting of the main console, signal, and power supply units, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels, five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.

SA-40 SPEECH INPUT CONSOLE

Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Its modern design, it is readily equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for noretume. Tizen amplifiers include live 2-stage preamplifiers, one 4-stage program amplifier and one 2-stage monitoring amplifier. Provision is made for connecting external cueing amplifier. Cabinet construction is such that the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Park Avenue, Houston, Texas  ●  Warner Building, Washington, D. C.  ●  International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec
CBS Radio's Fall Promotion Unveiled
(Continued from page 27)

sales, reported that with advertisers beginning to analyze radio costs in comparison to those of other media, there is more excitement about radio than there has been for a long time. He pointed out that ratings and sales do not always correspond. Mr. Karol cited the renewal by Kingan Foods for a solid 52 weeks of Arthur Godfrey's Sunday afternoon show, with a rating of about 2. In the words of N. Bruce Ashby, Kingan advertising manager, "Our increased sales, directly attributable to our radio show, warranted a renewal."

Moss Credits Godfrey
In a recorded message to the clinic, Bud Moss, advertising manager of Holland Furnace Co., summer sponsor of the Godfrey Sunday show, credited the program with eliminating the summer slump experienced in past years and with putting Holland's sales this summer 18% ahead of 1951.

W. Eldon Hazard, CBS Radio network sales manager, announced that R. J. Reynolds Tobacco Co. has just signed Vaughan Monroe for a Saturday evening half-hour, putting the network's business a full hour ahead of last year in the evening and 25 minutes ahead in the daytime hours.

Lester Gottlieb, vice president of CBS Radio in charge of network programs, told the clinic that the network now has the double-barreled task of selling new programs first to the sponsor and then to the public. Admitting that money is one of the major considerations, he stated that CBS is doing its best to lower program costs while maintaining program quality. "We hope," he said, "to announce some substantial reductions in programming costs soon, to make our shows even bigger values than in the past."

Introducing a showing of the business documentary film, "More Than Meets the Eye," CBS Radio President Adrian Murphy reported that at least 5,000 advertisers and top client executives have seen the film and that there have been many unsolicited requests for showings from large companies such as U. S. Steel and Ford.

George Bristol, director of sales promotion and advertising, outlined newspaper advertising plans for the fall. Frank Nebbitt, director of radio network sales presentations, spoke on "The Dimensions of Radio Today," emphasizing that no other medium can reach so many people so often at so moderate a cost as radio. George Randall, director of CBS Radio press information, described the publicity kits already mailed to editors on the network's daytime shows and publicity on the evening programs to go out shortly. He pointed out the need for hard selling of radio stories to counteract newspaper space-giving to television.

Autry Is Surprise Visitor
Gene Autry, a surprise visitor at the Thursday luncheon, told the group that radio can live with TV just as the movies can, reporting that the sales of Doublemint gum, advertised on his radio show, are bigger than ever. When he began to talk TV programs, he said, the movie people objected strenuously, but with some studio films to his credit, he still makes his half-dozen feature movies a year and his box office is just as good as before.

Resolution adopted by the executive of the CBS Radio affiliates follows:

Whereas, the promotion managers of the Columbia Broadcasting System affiliated and owned and operated stations, having participated in the 1952 CBS Radio promotion clinic—wish to express the following remarks to:

Mr. Louis Hausman
Mr. Charles Oppenheim
Mr. George Bristol
And
Whereas, the aforementioned Messrs. Hausman, Oppenheim and Bristol, having accomplished, in the opinion of the aforementioned station promotion managers more than anywhere else, the task of promoting backing the several station affiliates may expect, these promotion managers wish to extend their vote of confidence that, as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed by the forward thinking of the aforementioned gentlemen in the 1952-53 fall campaign of the CBS Radio network.

Robert N. Pryor, WCAU, Philadelphia, chairman; Committee: Charles Vaill, WEEI (Boston); Jack Stone, WRVA (Richmond); Rosewell McPherson, WGR (Buffalo); James Baker, WBT (Troy); Cloyd Fyndahl, WTOP (Washington); Fred Weber, WPAG (Atlantic City); Nate Cook, WBLX (Utica); Howard Rempe, WKBN (Youngstown, Ohio).

$135,000 KROW Plant
KROW Oakland, Calif., expects to complete by mid-November construction of a $135,000, 260-ft. Truscon self-supporting tower and modern, steel-girded, 30 x 40-ft. transmitting building to house a new Collins transmitter. KROW President Sheldon F. Sackett said the installation, to be located on a 14-acre island leased by KROW near the Bay Bridge toll gate, will give signal coverage of 6,289 square miles to the 1-kw station, assigned 980 kc.
These KEX Children's program advertisers participated.

The third annual "KEX KIDDIES DAY" on July 15 at Jantzen Beach Park attracted an estimated 20,000 people who were entertained by KEX stars.

KEX SEARCH FOR STARS presents Portland's show devoted to discovering and developing adult talent. It is sponsored by Portland's Star Furniture Company.

During the first six months of 1952, KEX received mail from 99 of the total 121 Pacific Coast Counties, plus Alaska, British Columbia, Alberta and eight other states. For additional details contact KEX Sales or Free & Peters.
Campaigning From Stump to Fireside

(Continued from page 28)

with "permission" to telecast the General's speech at Bayfront Park as a public service, "when you have time."

When WTVJ received word last month of Gen. Eisenhower's proposed visit to Miami, it wrote to Republican National Committee headquarters offering free TV coverage of the speech. The request was referred to the local GOP organizations.

One group agreed to WTVJ's request, without any strings attached. That same day another organization informed WTVJ that under no circumstances would it allow the speech to be televised, "they wanted to make sure of a large crowd and were afraid television would kill it," the station reported.

Following day, another GOP group pleaded with WTVJ to "televise the speech so that as many people as possible could see and hear the General." Thus, confusion reigned for days—until Tuesday, when the speech was delivered.

On the day, at 4 p.m., WTVJ sent its remote equipment to the park and made necessary technical arrangements, after getting approval of the Florida GOP Committee. At 7 p.m. one of the GOP groups called WTVJ and said they would use force, if necessary, to keep the TV cameras from the Republican nominee, the station recounted. At 9 p.m. the telecast went on without incident. Reportedly there also was local radio coverage.

WTVJ quoted an Eisenhower spokesman as explaining later that the General had no idea of the muddle and that, doubtless, he would have authorized video coverage if he had been aware of the situation. As it developed, Gen. Eisenhower reportedly had no idea that his speech was covered by television—in fact, in the blur of the lights, he even mistook TV cameras for motion picture equipment—a not uncommon occurrence in the medium's experience.

A GOP National Campaign Committee spokesman later told BROADCASTING * TELECASTING that the national organization had jurisdiction over local political groups, and that the incident wouldn't have happened if the speech had been a national network commitment, purchased by the GOP National Committee. He drew a sharp distinction between strategy devised on the national level for best nationwide coverage, and that set by local political groups which are mainly interested in building high attendance for political rallies.

The cut-offs on Gov. Stevenson and President Truman, the latter speaking over CBS Radio from Milwaukee on the same day (10:30-11 p.m.), were not questioned directly by Democratic campaign planners. In such instances, the networks are guided by policy governing all commercial broadcasts. Their 30-minute segments had simply expired.

A CBS spokesman explained that each was a "paid political broadcast as distinguished from a state address. On such a broadcast, it's perfectly understood by the speakers themselves that they can't run over."

The audience and cut-off aspects highlighted a week of campaign developments, chief of which were these:

- Both the Democrats and Republicans announced further radio-TV appearances and mapped plans for others, to be released when speaking schedules are set.
- The Democrats held a strategy pow-wow in Springfield, Ill., to discuss additional radio-TV plans.
- The Republicans revealed plans for at least 10 national network simulcasts throughout October.
- BBDO New York, which is handling the GOP political account jointly with Kunrner Agency Inc. (BVT, Sept. 1), named three executives to work on the Eisenhower-Nixon advertising program.

The campaign officially got underway last week with the Stevenson Detroit speech and the Eisenhower address from Convention Hall, Philadelphia, Thursday, on the full NBC radio and television networks. Gov. Stevenson spoke from Denver Friday with full national coverage by ABC radio and TV.

On Saturday the National Plow-

(Continued on page 48)

I'm convinced
KBIG GIVES US WHAT WE WANT"
says George Oliver, Adv. Mgr.
Leo J. Meyberg Company

"We need a medium as big as Southern California, because that's our territory—for RCA, Bendix and other products. So KBIG intrigued us. Focused power and salt-water conductivity are not new in radio—but the way KBIG uses them to cover the whole Southland is new, and made sense...

"What opened my eyes, though, was a business trip by auto all over Southern California. KBIG's signal was amazing throughout the entire trip—in San Diego, in El Centro, in San Bernardino and in between too. In some places, KBIG was the only station we could pick up on the car radio...

"That sold us. That and the programs. KBIG is heavy on music, light on talk, and that's refreshing whether I'm at the wheel or home. We're selling a lot of RCA 45s with our spots and "Ask 'Em Listening" segments on KBIG, and we're glad that KBIG is going all-out with RCA 45s in programming its music. It's really very simple—KBIG gives us what we want, so we bought it."

KBIG gives advertisers what they want in rates, too—costs realistically geared to today, with a one-time hour rate of $118, spots as low as $9. Make the Whole Sale at a Wholesale Rate—get to all of Southern California, 4/5% of U.S. Buying Power, with

GIGANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

BUSINESS OFFICE: 6540 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

REPRESENTED BY ROBERT MEEKER & ASSOCIATES, INC.

19,000 WATTS
74 Kilocycles

STUDIOS IN AVALON AND HOLLYWOOD

John Poole Broadcasting Company

Page 46 • September 8, 1952
LIES AND TRUTHS

about the Texas Panhandle
(each carefully labeled)

"This country is, and must remain, uninhabited forever," said one Captain R. B. Marcy in 1849. He was reporting on the Texas Panhandle, and he is one of the earliest recorded Texas liars.

More in character was the circus gentleman whose honest enthusiasm led him to proclaim that we have the largest midgets in the world.

Captain Marcy was just plain wrong. The man from the circus was an authentic liar—one who knows whereof he speaks and knows that his audience knows too, so nobody's fooled.

When we tell you the Panhandle temperatures range from 103° summergrade to −15° in the winter, that's neither wrong nor authentic lie. It's weather bureau true, and the plus-two-million people in KGNC's trading area have a fat stake in our live forecasts presented from the U. S. Weather Bureau: Weather is a vital factor in the everyday lives of our citizens. It can and does change violently—as much as 40° in a few hours. Advance warning enables cattlemen to protect herds; it enables mothers to know how to dress their school-bound offspring; it helps out-of-doors workers plan their activities.

Weather reports, flash! and routine, help KGNC merit the loyalty of the folks who give Amarillo the highest retail sales* in the U. S. Exclusive regional and national programming help make KGNC the one (and only) ad medium which covers Amarillo's 78-county trade territory. You reach a hot market, air-conditioned with wherewithal, when you use KGNC.

*This is an authentic truth, courtesy of Sales Management: $5490 per family per year; $1728 per capita per year. Amarillo also leads the nation's cities in percent of gain in business volume over last year.
"National Spot advertising is, above all things, flexible"

That's what our editors learned when they put together our "National Spot Radio" article.

As of January 1, 1962, Broadcasting reported a total of 2,408 authorized AM stations in this country, plus 500 FM outlets. Collectively, these more than 3,000 stations literally blanket every crossroad, small town, medium-size city, and every metropolitan market in our 48 states.

When Printers' Ink's Editorial Task Force decided to explore the use of National Spot Radio last February, and their report was released in our July 11 issue, the first of ten specific ways to use Spot was, "To promote products that haven't full national distribution."

Our editors wrote, "National Spot Advertising is, above all things, flexible." This is of the greatest importance to the regional advertiser. He may set up operation in the Atlantic States, the Corn Belt, New England, the Pacific Coast, or the Southern States. With Spot Radio he can concentrate his advertising "fire" where his sales force operates, where his jobbers are well stocked, or where retailers are ready to push his products.

In Printer's Ink, the Voice of Authority, you can reach each week most of the national accounts in this country.

Of our total circulation of 27,793, more than two-thirds are buyers of advertising-space buyers, time buyers, advertising managers, sales managers, agency executives, and the top management who give the OK for a schedule of spots that may be run in your city or your section of the country.

Any one of the advertising staff in our five offices is ready to help you add to your customer list. When may we call?

ROBERT E. KENTON, JR.
Advertising Director

Progressives

Ask Overseas Radio Time PROGRESSIVE PARTY candidate for President, Hubert H. Humphrey, called on Friday called on Defense Secretary Robert A. Lovett to grant him the opportunity to speak to U.S. servicemen overseas via the Armed Forces Overseas Radio and to direct the service network to include campaign news of the Progressive Party in the daily half-hour program beam to armed forces personnel.

Progressive Party earlier urged the FCC to take action against 25 AFOR stations, which the party claims have refused to grant time for acceptance speeches by Mr. Hallinan and Mrs. Charlotte A. Bass, the party's representatives candidates for President and Vice President. A wire to the FCC cited the agency's ruling on July 3, ordering all radio stations to handle radio advertisement time to show Senators introducing either Gen. Eisenhowen or Sen. Nixon prior to the televised speech via local stations.

Three executives of BBDO, New York, appointed to work on the radio and television advertising program for the Eisenhower-Nixon campaign are Jock Ellis, who is account executive for the New York State Republican Party, and who will perform a similar service for the national party; Carroll P. F. Newton, vice president of the agency, who will be in charge of radio-TV timebuying, and Walter Tibbals, TV-radio producer, who is accompanying Gen. Eisenhowen as BBDO's representative.

Political Policy

Is Presented by WGC

WGC WGC Red Lion, Pa., "will not accept any paid or non-paid political speeches or time" during the 1962 campaign, John H. Norris, station manager, said in a national issue with the Progressive Party last week.

Answering the party's form letter asking time to match acceptance speeches of the Republican and Democratic Presidential candidates WGC, a non-network station, said the letter was incorrect. WGC denied the "Press releases" with material from local organizations designed to help get out the vote in November, the letter explains, and will do "all in its power to prepare its listener audience in a non-partisan method, to use their vote wisely and with an independence of choice in the November election."

CBS Pacific Network falls line-up includes two new Mon. through Fri. programs, Armchair Adventures features Morris Miller in quarter-hour adventure narration. The Long Long Trailer five-minute sketches by Bud and Jerry, authors of the book by the same title, is the other.

Felltones

Robert Kenyon

Felltones

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Atomic Tests Prove
New Motor Oils
Can Triple Car Engine Life

A revolutionary new testing method, using radioactive materials, proves that today's new high quality motor oils, developed since the end of World War II, can actually triple the life of your car engine.

These atomic tests show that today's new motor oils substantially reduce engine wear—actually make it possible for you to drive your car many more thousands of miles without costly major repairs. Atomic tests, now being conducted by many oil companies, also open the door to the future development of even finer motor oils.

Increase in motor oil quality is one direct result of the constant competition among U.S. oilmen to get to you first with new and improved products. Today's gasoline is another example—2 gallons now do the work 3 did in 1925, although today's gasoline is priced about the same—only taxes are higher.

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

Oil Industry Information Committee
American Petroleum Institute
50 West 50th St., New York 20, N.Y.
IN CINCINNATI
ON WCKY’S DAILY HIT PARADE
6:15 to 7 PM

More Cincinnatians listen to the Daily Hit Parade with Nelson King than to any other program at this time.

Here are the latest Pulse Ratings*:

<table>
<thead>
<tr>
<th>STATION</th>
<th>RATING</th>
<th>COST PER 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>6.3</td>
<td>$1.48</td>
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<tr>
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<td>$2.92</td>
</tr>
<tr>
<td>Station B</td>
<td>4.5</td>
<td>$1.85</td>
</tr>
<tr>
<td>Station C</td>
<td>3.0</td>
<td>$2.88</td>
</tr>
</tbody>
</table>

(*May-June Cincinnati Pulse)

FOR THE LARGEST AUDIENCE
AT THE LOWEST COST,
USE THE DAILY HIT PARADE

WCKY ... ON THE AIR EVERYWHERE • TWENTY
"Say, Peg... We've got a date!

"We go down to Town Hall first thing tomorrow."

"What on earth for, John?"

"To register, of course. The paper's full of reminders. Can't vote if you don't register first, you know."

"Yes, of course. But what brought this on?"

"Well, Peg, a lot of us were holding an indignation meeting this afternoon down at Tony's barber shop."

"About Tony?"

"'Course not. Bob Carson was sounding off on the subject of corruption and inefficiency in local, state and national government. Stan Dukas was burned up about high taxes, like Pete Orson was about the high cost of living."

"And what did Tony have to say, John?"

"Well, he didn't say much at first. But finally Tony asked us if we'd voted in the last election. Had to admit we didn't. Then he asked if we'd registered yet for this year's. He had us there, too. Then he said this was a mighty important stake in whether this country prospers or not. Like Tony said, that goes for today, tomorrow and twenty years from now."

"Anyways, I'm going to register first thing in the morning. And, by golly, it's a man's duty to see that his wife registers, too. So don't forget we have a date!"

"Don't be silly, John. I registered weeks ago!"

"Ok."

**REPUBLIC STEEL**

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose mighty truck fleets speed the many products of factories and farms to every corner of the land. Through the Trucking Industry, Republic serves America... with alloy steels for tough, wear-resistant moving parts; with high-quality pig iron for motor blocks and cylinder heads; and with carbon, stainless and electroplated steels for truck bodies and cabs. Yes, with so much of the nation's productive might dependent upon trucks, Republic is proud indeed that its steel helps keep them rolling.

---

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
**BUSH NOMINATED**

**In Conn. Senate Race**

CONNECTICUT Republicans last Friday nominated Prescott Bush, banker and minority stockholder in CBS Inc., as their nominee for the seat of the late Sen. Brien McMahon (D-Conn.) whose term covers four more years [B+T, Sept. 1].

Mr. Bush, a partner in an investment firm with Averell Harriman and holder of 10 shares of Class A stock in CBS Inc., will compete against a nominee to be chosen by the state's Democrats the past weekend.

Mr. Bush is expected to line up a sizable radio-TV advertising campaign before the November elections, perhaps comparable to his schedule of two years ago when he lost to Sen. William Benton (D-Conn.) by a narrow 1,000-vote margin.

Sen. Benton also is expected to rely heavily on broadcast media in his fight against William A. Purcell, who was nominated on an interim basis to fill Sen. McMahon's seat until Nov. 4. Actually, he will run against Sen. Benton for the full six-year term. Both Mr. Bush and Sen. Benton may announce their campaign plans shortly.

It was Mr. Purcell who defeated Mr. Bush in the GOP state convention held last May. It is conceivable that Mr. Bush, rather than Mr. Purcell, might emerge victorious in the fight for a Senate seat next January.

---

**Chicago AAAA Slate**

CLINTON E. FRANK of Price, Robinson & Frank has been elected chairman of the board of governors of the Chicago AAAA group organized to carry out 4A activities locally. Other officers are James Cominos, Needham, Louis & Broby, vice chairman, and Hervey L. MacCowan, MacCowan Adv., secretary-treasurer. Board of governors includes the officers plus George Bogart, J. P. Pershall Co., and Robert Burton, Young & Rubicam. Membership represents 44 Chicago agencies. Work was handled previously by a Central Council headed by John Wilmot of Leo Burnett.

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**Far-Sighted TV**

A PUEBLO, Colo., dairymen claims a world's record for long distance reception with his new television receiver. According to Joe Marty Jr., Admiral Corp., Chicago, Leslie Donley has reported receiving more than 20 distant TV stations, including one in Mexico and one in Cuba during the past three months. Mr. Donley, who lives at a location that is at an altitude of 4,000 feet, bought his 20-inch console set in June when the nearest video stations were located at Albuquerque and at Salt Lake City, about 300 miles away.

---

**Check these Ampex 400 features!**

1. **DUAL SPEEDS** — 7½ & 15 inches per second... half or full track models.
2. **REMOTE CONTROL** — push button operation permits full remote control.
3. **BUILT-IN PREAMPLIFIER** — for microphone & bridging low-level line.
4. **PRECISION TIMING** — within 3.6 seconds per 30 minutes.
5. **FULL AUDIO RANGE** — 15,000 cps at 7½ inches per second.
6. **MINIMUM MAINTENANCE** — built for heavy-duty service.
7. **WIDE DYNAMIC RANGE** — low noise level with low distortion.
8. **EXTRA LONG-LIFE MAGNETIC HEADS** — initial performance retained for thousands of hours.
9. **COMPLETE ACCESSIBILITY** — components and electronic assembly easily inspected even during operation.

---

**Graybar Recommends Ampex Series 400 Tape Recorder in convenient console model**

Here it is! The high-fidelity performance and extra convenience of a console recorder... at the price you'd expect to pay for a portable model! It's all yours with this new Ampex Series 400 console model distributed by Graybar.

The most versatile magnetic tape recorder ever built, the Ampex 400 (in console, portable, or rack mount model) offers you long-term recording dependability through simplified operation and freedom from breakdown.

Ampex recorders are but a single item in the complete line of AM and TV equipment available through your near-by Graybar office. From mike to antenna, it will pay you to discuss your needs with an experienced Graybar Broadcasting Representative. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N.Y. 284-19

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**IN OVER ONE HUNDRED PRINCIPAL CITIES**

**BROADCASTING • Telecasting**
Strictly Business

(Continued from page 18)

as much impact as possible, and however they can.

He believes in programming and selling to the personality of the people in an individual market, and selling shows and time which are consistent with the station's goals and target market.

A one-town test of radio, he's convinced, cannot serve effectively as a base for projection nationally. With the increasing competition and pressure by other radio stations and by television, media buying has become more specialized. He thinks the importance of决定, the local market.

growth is a large factor in the success of the independent operator, who, Mr. Wyatt says "is elastic in his thinking, and depends on himself rather than network programming."

Mr. Wyatt, though he was born in Chicago, made his home there for the first three-and-one-half years of his early years on Long Island and in Westchester County. His father worked in New York as vice president of Erwin, Wasey & Co., and of Brook, Stone & Dreyfus as advertising manager of Calvert and sales training manager for Schenley. (The male Wyatts still prefer bourbon to Scotch.) A brother, Jack, is in Wyatt & Scheubel, New York.

Bill Wyatt, always absorbed with advertising, sales and marketing, entered radio in 1940 as an announcer, summering briefly thereafter to work up through the ranks into broadcast sales.

After attending Peekskill Military Academy in New York and Nichols College in Massachusetts, he enrolled at a small coeducational college, Elon, in Burlington, N. C. It was there he went to work as a part-time announcer for WBBB.

In 1942 he returned to a more specialized posture, relegating academics to his spare time and concentrating on broadcasting.

In the next six years, he worked at WCBT Roanoke Rapids, N. C., Allentown, Pa., and NBC New York, where he was night guide supervisor and, later, an announcer. After a New York free-lance stint as an actor, Wyatts stepped into the larger role of network voice "expert," specializing in the crying baby variety, he joined WTIP Charleston, W. Va., in local sales.

In 1953, he was transferred to WJW, Cleveland, Ohio, where he served five years as sales manager in both the TV and radio departments.

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NARTSR Name Change?

PROPOSED name change of the National Assn. of Radio & Television Station Representatives to the shorter one of Station Representatives Assn. is expected to be approved by NARTSR members at the group's quarterly meeting Sept. 10 in New York. Besides being unbiased, the present name is too opined with NARTB, a spokesman said. After approval by the group itself, an amendment in the charter must be filed in Albany and certified by the Secretary of the State of New York before it becomes official.
NEWS IN CANADA

New Distributor Proposed

INDEPENDENT Canadian broadcasting stations will be asked at forthcoming regional meetings to join a new co-operative news distributing company which will obtain its news from Canadian press. The new company will succeed Press News Ltd., Toronto, subsidiary of Canadian Press, which now sells news to Canadian stations.

On the nine-man board of the new company Canadian broadcasters will have four regional representatives, tentatively one each from the Atlantic coast area, French language stations in Quebec and Ontario, English-language stations in Ontario and Quebec and western Canada. Five directors will be elected by Canadian Press, and may include owners of newspaper affiliated radio stations.

Basic reason for the new set-up is to give Canadian stations a voice in the news gathering and distribution organization.

Preliminary work by mail indicates most stations contacted favor the new operation. First presentation to a regional group will be made at the Western Assn. of broadcasters' annual meet at Banff, Sept. 11-13. Other meetings will consider the plan before Canadian Assn. of broadcasters meets at Montreal next March.

MBS FARM SHOW
Panel Series Begins

FIRST question in the Successful Farming-MBS 18-week farm panel series was "Does It Really Matter to the Farmer Who Wins the Election?"

The Farm News Conference program, moderated by author-farmer Louis Bromfield, featured Agriculture Secretary Charles F. Brannan, Rep. Clifford Hope (R-Kan.), Maryland farmer Joe Blandford and New Jersey farmer Lee Towson. It was tape-recorded in the studios of WWDC, Mutual's Washington affiliate last Thursday, and was scheduled to be broadcast on MBS stations at 11:30 a.m. Saturday.

Second in the series, which will be broadcast at the same time every Saturday, will originate from Lafayette, Ind., Sept. 13. Mr. Bromfield will act as moderator for the full series.

Successful Farming is published by the Meredith Pub. Co., owner of WOW-AM-TV Omaha, KPHO-AM-TV Phoenix and WHEN (TV) Syracuse, N. Y. Meredith also publishes Better Homes & Gardens.

NBC Radio Dude Martin's Western Jamboree, new hour-long Saturday night program, replaces Tex Williams and His Orchestra. Dude Martin also has his own KTTV (TV) Hollywood and KBBG Avalon shows.

WBIG DISPUTE

Terminated by NLRB

NINE-MONTH OLD labor dispute involving WBIG Greensboro, N. C., which began with the walk-out last January of 14 NABET members, was terminated last Thursday with the cryptic announcement by NLRB Regional Director John A. Penello that charges of unfair labor practices had been "withdrawn without prejudice."

The 14 employees, engineers, control operators and announcers, walked out Jan. 22 after WBIG had made its charge. The station continued operation, however, with non-NABET employees.

Gilbert M. Hutchison, president and general manager of WBIG, last Thursday announced receipt of the notice from Regional Director Penello terminating the case. Mr. Penello said that "with my approval" the charge had been withdrawn without prejudice. Notice also was sent to NABET national representative, Clifford L. Gorsach, in New York.

O-CEL-O Co., Buffalo (cellulose sponges) and General Mills, Minneapolis, are negotiating a merger with transferal of stock. General Mills, which would wholly own O-CEL-O, is slated to exchange stock worth $3,450,000, with O-CEL-O stockholders, getting one share of Mills common for 3 1/2 of O-CEL-O common, and 10 shares of Mills common for 13 shares of O-CEL-O preferred.

ARE YOU A MR. WHY BUY?

SOUTHWEST VIRGINIA?
Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

SPOT RADIO?
Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

WHY BUY?

WDBJ?
WDBJ is a 28-year-old pioneer in this rich market—a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families during, and 8,910 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!
IN THE SOUTH
ON WCKY'S FAMOUS JAMBOREE
7:05 to 11 PM

BMB shows WCKY has more families listening 3 to 7 times a week at night to the Jamboree than to any other 50,000 watt station covering the South.

Here are just a few of 1952's results to date for advertisers:

<table>
<thead>
<tr>
<th>Product</th>
<th>Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNEX</td>
<td>20,048</td>
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FOR RESULTS IN THE SOUTH,
PUT YOUR ADVERTISING ON WCKY'S JAMBOREE
50,000 WATTS OF SELLING POWER

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: CJ 281

-FOUR HOURS A DAY ● SEVEN DAYS A WEEK
Red Writers

THOSE angry denials of the Senate Internal Security Committee report alleging Communist domination of the Radio Writers Guild should surprise no one. That's par for the course for the un-American activities crowd.

The committees of Congress customarily exaggerate the degree of Red infiltration, and this is as much a fact for the committee as it is for any other body. The denials issue indignant blanket denials. It all started about two years ago with the publication of Red Channels, under private auspices. But even if there were only one Communist of influence in RWG it would be one too many. It has been evident for years that one of the cardinal objectives of the Reds in the U. S. has been control of access to that which goes over the air. The writers hired, are in the key position. They can contrive situations and veil scripts to fit the ideological line. And that's precisely what the Senate subcommittee charges has been done.

The responsibility, in the first instance, devolves upon ownership and management. That goes for networks, stations, programming syndicates and packagers. The screening of talent, from writer to performer, is not an easy task. Does anyone know a stupid Commie?

Headlines from Hunger

IN THE TWO months that Congress has been in adjournment, broadcasters have enjoyed the blissful tranquility of a couple of political conventions, the resultant campaigning, diatribes of the left-wing Progressives, the New Right's diatribes, and the usual grist of radio and television controversy, FCC forays, TV post-freeze processing, air-space committee squabbles, district and state and county meetings and union elections.

But this relative calm is about to be shattered. The House Subcommittee to investigate the morals of radio and television programming, which quit with Congress last July, resumes its hearings Sept. 16 in Washington. Then it will shuttle between New York and Washington.

The headline writers can warm up for another field day. "Blood and Thunder," "Plunging Necklines" and "Shimmying Savants" will return to stud-horse type. The editorial writers and the packagers will let go with round-house swings at the ether traffic. The cartoonists will depict pink elephants emerging from the TV screens, and beer bubbling from the speakers.

But these proceedings, if precedent means anything, will develop into little more than a sounding board for the prohibitionists. They will make little effort against alcoholic beverages advertising on the air. It's great stuff in a campaign year. It's part of the campaign to ban all liquor and beer advertising in the quest for a return to prohibition.

This time, we hope, the adversaries—representing all media—are adequately forewarned. Certainly the broadcast media are prepared to handle their end. So are the brewers. The distillers, it would appear, have no problem doing so. Television and TV hard liquor advertising is non-existent in the 48 states. That isn't so, however, in the territories.

We imagine that when the final gavel sounds, there won't be any serious thought about legislation involving broadcast programming. That is the reasonable wager that there won't be a final gavel until the committee has exhausted the headlines.

THE OLD SHOW

THE OLD SHOW, but with a new script and new lead performers, is being enacted at the FCC. The staff lawyers are still trying to run the Commission—and they're often succeeding.

Examiners are frequenting the staff, despite the intent of Congress in approving the new McFarland Law to restore policy directions to the seven members of the Commission by spelling out functions of staff and by seeking to build an administrative barrier between staff and Commission.

The lawyers, however, have contrived means of circumventing the law, after having failed to get the White House to veto the McFarland Bill—in coordination almost unheard of in Government, but which was all but ignored by the Commission.

Here's how the lawyers are working it now. They cooperate closely with Chairman Paul A. Walker and with Comr. Frieda B. Hennock. Their present interest, almost to the exclusion of all else, is the forthcoming licensing of educational TV stations. The staff greases the way, as it packaged in 14 applications filed since the thaw. In return, the Chairman and Madame Commissioner support the lawyers.

Petitions who seek to have the FCC move even on routine matters may be summarily informed that the McFarland Law precludes such action without time-consuming and expensive procedures, such as letter-writing, advance notice, conferences and numerous other devices. This is an obvious effort to flush out complaints to the Commission and to Congress, so that the path may be cleared for amendment of the statute through proof of its unworkability.

The proposed new rebroadcast rule is another example of this mischief-making. Last May, without warning, five of the seven members adopted a proposed rule served up by its lawyers which would permit an originating station to refuse permission to other stations to rebroadcast its programs, but only under pain of notifying the FCC within 10 days why it refused. If the refusal is "unreasonable" the network or station would be penalized. That could mean termination of its license—because the originating station refused to share its property or the product of its genius with competitors.

The legality of this "legalized larceny" proposal was promptly challenged. The FCC posted the effective date of its order for 60 days from July 1, whereas the petitioners requested a stay until the question of legality had been decided. Prior to the new Aug. 30 effective date, further petitions for postponement were filed. The lawyers suggested only a 15-day extension. Fortunately, an alert Commissioner proposed a month, and that carried.

Here we discern another effort by the lawyers to slip one over. They are constantly contriving means to harass the licensees, when their sworn duty is to enforce a law, the purpose of which is to encourage fullest development of all communications media.

How long they will get away with it we won't venture to guess. We're led to believe, however, that it won't be as easy for them this time. First, Congress is more diligent and there could be more than a few disapproving glances in their direction.

There is more that could be said about the FCC and its staff. Second, this crop of FCC staffers just isn't as sagacious as their immediate predecessors in office.

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BROADCASTING • Telecasting
This man is now being sold a food freezer

Today radio entertains, informs and sells people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually every home is a radio home—and over half of them have two or more sets.

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 new radio sets!

Radio reaches its vast audience at a lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it:
The smartest buys in all advertising are being made in radio. And they're being made right now.
scriptions, prepared and produced at WICC, told the story of the "Big Fellia Shop." Live tags gave travel directions to the store from suburbs. Twelve carefully selected adjacencies a week, over a 13-week period, comprised Skydel's initial campaign over WICC.

Success of this campaign was not instantaneous but gathered momentum. Skydel's was satisfied with final results and said WICC obtained results were newspapers failed, the station reported.

Mr. Seigel then asked Mr. Edwards to prepare a year-around campaign embracing both institutional and sales approaches. In the process of preparing this drive, Mr. Edwards joined the Skydel's sales staff several hours a week to apprise himself of the store's basic marketing programs. Then, with Messrs. Slater and Hoffer, he formulated a campaign. Well pleased, Skydel's signed for 52 weeks.

Institutional aspect of the campaign is built around a half-hour Sunday afternoon program, the Wayne King Show. There is no commercial copy as such used on this show. Only three short announcements—15 to 40 seconds duration—are aired. These exploit the friendliness, courteous service and quality to be found at Skydel's.

Sales aspect of the campaign consists of five Class A morning spots each week, rotated among various departments at Skydel's. Heretofore, Skydel's had not realized radio's potential force as a selling medium. Now, however, the store is sold on radio, thanks largely to Messrs. Slater, Edwards and Hoffer.

Ralph Cattell

FUNERAL services for Ralph Cattell, 39, former sales manager of Jerry Fairbanks Productions, Hollywood, and more recently a free lance TV writer, were held Sept. 4 in Glendale, Calif., with burial at Forest Lawn Memorial Park. Mr. Cattell died Aug. 30. Survivors are his wife, Selma, and a daughter.

Most Everyone in HANNIBALAND Listens to KHMO

* HANNIBALAND—the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

Hours on end, day after day, KHMO offers a variety of drama, news, sports and music to the 240,470 radio families who live in the rich Hannibal area. The majority of these families tune and stay tuned to KHMO, because KHMO gives them what they want in radio. For satisfying results and service in the mid-west put your sales message on KHMO. Write, wire or phone KHMO or Pearson today for availability.

Representative John E. Pearson Company Mutual Network Hannibal, Missouri 5000 watts day • 1000 watts at night

front office

SHERMAN HEADLEY, TV director, appointed assistant manager, WCCO-TV Minneapolis-St. Paul.

TED TENPENNY, commercial manager, KEYD Minneapolis, promoted to assistant general manager there.

WILLIAM BAYER, sales representative of Keystone Broadcasting System on West Coast, elected a vice president. ESCHEN & ROE named to represent network on West Coast.

HAL COOKE, manager of CKKEY Toronto, adds duties of vice president in charge of sales of all Jack Kent Cooke enterprises, Toronto.

Dave Baylor, general manager, WJMO Cleveland, to WEWS (TV) that city, as general executive in programming and advertising sales activities.

EVERT S. PETERSON, director of public relations, McClatchy Newspapers and McClatchy Broadcasting Co. of Calif., to Rotary Offset Printers, Sacramento, Calif., as general manager.

ROGER LaREAU, commercial manager, WTVN (TV) Columbus, named regional sales manager of Edward Lamb Enterprises with headquarters in Erie, Pa. Duties include co-ordination of sales and commercial activities of WTVN, WICU (TV) and WINK Erie, WHOO Orlando, Fla., WTOD Toledo and The Erie Dispatch.


MEG ZAHRT, assistant director of retail advertising, BAB, New York, to sales staff, WGAR Cleveland, to serve department stores and specialty shops in that area.

WILLIAM K. BRUSMAN, sales staff, WHK Cleveland, promoted to general sales manager.

AVERY-KNODEL, N. Y., appointed national representative for WHOO Orlando, Fla.

Personals...

Miss Zahrn GEORGE B. STORER, president of Storer Broadcasting Co., is under doctor's orders to "rest and relax" which may keep him away from full time duties for several months. He is recuperating in Birmingham, following temporary loss of hearing suffered on eve of CBS affiliates meeting in Chicago last month, probably due to excessive air travel in his non-pressurized plane.

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., named to membership on Public Relations Committee of National Travelers Aid Assn. . . . KLAUS LANDSBERG, vice-president and general manager of KTLA (TV) Hollywood, named talent chairman for Cancer Society's City of Hope Telethon on KNBH (TV) KLAC-TV KTTV (TV) and KTLA (TV) Sept. 27-28. . . . JOHN H. FERRY, owner of the Ferry group of radio stations in Florida, is resting in American Hospital in Paris, following interim operation on his hip, which he broke in fall on liner United States Aug. 11. . . . EDGAR STEERN Jr., president, WDSU-AM-TV New Orleans, father of third child, Monte M., Aug. 27. . . . CHARLES E. SALIY, president, KCBQ San Diego, father of girl, Aug. 17. . . . KEN COWAN, New York advertising representative, Broadcasting • Telecasting, father of boy, Aug 17. BILL QUEEN, salesman, WTAO Cambridge, Mass., and Alice Lea Lane were married Aug. 23. . . . DONALD J. QUINN, vice president and general manager, KXOC Chico, Calif., elected chairman of Chamber of Commerce Merchants Committee, that city.
This is the Hallmark of the Ideal Insulation

SINCE 1919

THE INSULATOR

TRADE MARK REG. U.S. PAT. OFF.

FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage— including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machinable, can be tapped, drilled, threaded and ground.

### Injection Molded Grades

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### Low Loss Miniature Tube Sockets

MYCALEX K embraces an entire series of miniature, socketable tubes, each with specific characteristics. These can be supplied in standard sizes in sheets 14"x18" in area and from 1/16" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.

ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

AVAILABLE IN TWO GRADES — Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L". Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pm, 9 pm and submicron. All are precision molded for highest accuracy.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Office: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.
"RADIO delivers the greatest mass audience... in the history of mankind" and remains "the swiftest, most flexible and instantaneous way of reaching the people of the 48 states," Army public information officers have been told.

At the same time, the Army Dept. has found "a new and heretofore unavailable personal means of reporting the Army story in the front parlors of American families."

These observations were conveyed to U.S. Army domestic and overseas PIOs by Col. E. M. Kirby, chief of the Army's Radio-TV Branch during a conference Aug. 25 at the Pentagon in Washington, D. C.

The officers were briefed on plans for a series of radio and television "hometown" interviews, to be offered to stations throughout the country by the Far Eastern Command (FECom).

The importance of public information—and particularly the continuing value of radio and potential of TV—was detailed by Col. Kirby; Maj. Gen. Floyd Parks, chief of information; Gen. J. Lawton Collins, chief of staff, and Brig. Gen. Frank Dorn, deputy chief of information.

The Army will intensify its drive to develop hometown interviews with U.S. soldiers overseas for playback on radio stations in pertinent communities. Also under study is a plan to prepare a similar series for video use, with stations asked to provide film to FECOM. Reciprocal arrangement is necessary because of lack of funds. The Army Dept. was cut 50% in fiscal 1963 appropriations.

Meanwhile, Col. Kirby revealed that the third series of The Big Picture programs will be available for distribution to video stations around Oct. 15. The documentary series currently is in production. Some 80-plus stations have been carrying Big Picture programs throughout the year, with some repeating the films.

Col. Kirby noted estimated audience (60 million) on the recent political conventions and felt the Army could capitalize on "any significant portion" of viewers in "homes which have yielded hundreds of thousands of sons and daughters to the Army."

Tracing radio's history, he asserted that American radio "can never be ignored... even though some of the commercial broadcasters themselves—in my opinion—quite blindingly are willing to let it go by default."

He concluded: "Radio has developed the ears to listen, television the eyes to see. In our democratic form of society, the Army has a right to be heard and seen."

**DUANE JONES SUIT**

**Minor Action by Judge**

JUDGE Sidney Sugarman of the U.S. District Court for the Southern District of New York signed an order Aug. 28, striking out several paragraphs from the complaint in the $3,150,000 slander suit filed against Duane Jones, president of Duane Jones & Co., New York.

The paragraphs in question reportedly do not alter the body of the complaint.

Judge Sugarman's action came after a motion by counsel for Mr. Jones to dismiss the suit. The action against Mr. Jones was filed on June 4 by nine of his former employees, most of them now with Scheideler, Beck & Werner at Bypsum, July 14.

**SET RECTIFIERS**

Shortage May Continue

RECTIFIERS for radio-TV sets may continue in still shorter supply as a result of military requirements, the government has been told by manufacturers' industry group.

The National Production Authority was advised that FCC authorizations for new television stations may presage a 100% increase in demand for rectifiers next year. A large part of the industry's output now goes into rectifiers for smaller sets where they convert alternating to direct current.

NPA reported that demand for selenium probably will increase supply indefinitely, and promised it would continue its study of shortage problems. September allocations of the material (a by-product of copper refining and refining) are set tentatively at 8567 of industry requests. Selenium also is used for a variety of other civilian and military electronic applications.

**SCBA STAG DAY**

Is Scheduled Sept. 24

EIGHTH annual "Whinging" will be held by Southern California Broadcasters Assn. Sept. 24 at Inglewood Country Club, with Hal J. Taylor, Los Angeles manager of KFOX Long Beach, named general chairman.

Heading the committee for the all day, all night stag get-together are: Loyd C. Sigmon, vice president and assistant manager, KDMP (attendance); Dick Woolen, director of program development, KTTV (TV) (entertainment); Larry Baskett, sales manager, KLAC; Jim Hendey, account executive, KNX (golf); Greg Mattison, audi- tor, KMPC; Bill Tankersley, manager of program operations, CBS Radio, Hol- lywood (prizes); Edward B. Hulninger, manager of station relations, ABC Western Div.; Ron Sanders, promotion manager, KFV (publicity); Leon Wirz, sales manager, KFV; Charles E. Hamilton, manager, KFV (reception); and Norman Nelson, managing director, SCBA (tickets and reservations).

Event, originally scheduled for Sept. 19, was moved to Sept. 24 because of conflicts with Rosh Hoshana the weekend of the 19th.
A COMPLAINT over faulty reception contrasted to some million-plus families who "prefer" the 50 kw station, is the peg on which KCBS San Francisco, Calif., hangs its newest brochure on coverage. Pointing out that "very often, it's the little things that count," Arthur Hull Hayes, KCBS vice president and general manager, calls attention to a retired couple who complained that "it was almost impossible to hear Gangbusters tonight" because of "noise and interference." A station engineer investigated and found "some faulty neighborhood wiring." Brochure notes that couple is "probably the only one of . . . 1,093,250 families to feel desperate about us . . . the others just prefer us . . . .

CONCERT SERIES
SERIES of concert music programs, featuring critic Paul Hume (of the Washington (D.C.) Post) was launched last Wednesday by WGMS-Washington, the "Good Music Station," under sponsorship of Thompson's Honor Dairy. The Post music critic is producing three-half-hour programs on Monday, Wednesday and Friday, and a 90-minute show on Sunday. Series, Listening with Paul Hume, will feature outstanding record releases (including LPs) and guest conductors. Program got underway last Wednesday.

FOOTBALL QUIZ
QUIZ show tailored to coverage of Notre Dame football games will be started by WERE Cleveland with opening of pigskin season. Show will precede games and feature members of Notre Dame Alumni Assn. and alumni of opposing schools each week, with quiz scored like an actual football game and designed to foretell actual score. Prizes will be awarded viewers, with WERE program director Ed Stevens firing questions. Half-hour weekly program will be sponsored by Sandusky Brewing Co. (Gold Bond beer).

SIGNOFF SOLD
WINTER signoff spot has been sold by WSIV Pekin, Ill., to a local restaurateur, Harry Sarnes. W. Kenneth Patterson, WSIV president and chief engineer, reported that the announcement says "... the next 10% hours of silence are brought to you by Harry Sarnes, the only silence he offers throughout the entire day."

DAILY ALMANAC
NEW program, The Daily Almanac, was begun on WAAM (TV) Baltimore Sept. 1. The Mon.-Sat. feature is shown at 5:56 p.m. It has a folksy humor, imparts such information as historical happenings on that date and closes with a famous quotation. The Daily Almanac is a John H. Thompson Co. production.

AUTUMN PROMOTION
WTVN (TV) Columbus, Ohio, is keeping its fall promotion to an "Autumn Harvest" theme. In addition to tying in all identifications, spots and live shows themes with the autumn motif, windows of all advertisers and store interiors are to be decorated by the WTVN art department with corn shocks, pumpkins and colored leaves. Top off the event, a Festival Queen will be selected with the final judging telecast.

WHAS HEAVY SCHEDULE
WHAS Louisville is airing 43 programs in nine days at the Kentucky State Fair, which began Sept. 5. The programs are originating from the WHAS "Big Top" tent which seats 350 persons. Last year, WHAS programs drew 22,000 persons to the "Big Top."

HOME AND GARDENS
WGAR Cleveland on Aug. 30 began broadcasting Home and Gardens as a winter "replacement" for the Home & Gardens Roundtable. Bob Smiley, WGAR personality, handles both shows. On his new show, Mr. Smiley will emphasize home construction and maintenance.

WLW AT STATE FAIR
STARS of WLW and WLWT (TV) Cincinnati Midwestern Hayride were featured Sept. 6 in a big Centennial Jamboree, celebrating the 100th anniversary of the Indiana State Fair. The stars last made a personal appearance at the Indiana State Fair in 1942. Acting as "sponsors" for the program was Louie Innis. Mr. Inns was supported by such stars as the Kentucky Boys, Judy Perkins, Ernie Lee, the Swanee River Boys, "Lazy" Jim Day, the Pine Mountain Boys, Bonnie Lou and Buddy Ross.

SCORECARD PROMOTION
WMLS Sylacauga, Ala., is promoting Auburn football broadcasts by means of a combination schedule and score card. The folding card bears the names of several sponsors of both the Auburn broadcast and the program Football Scoreboard which follows immediately after the game. "Cards are being placed at sports locations for free distribution," Robert M. Duck, promotion director at WMLS, said.

FOOTBALL CONTEST
GENERAL Electric Supply Co. has contracted with KEX Portland for a series of daily programs, Pigskin Prognosticator, to be aired during the football season. Program will sponsor a contest in which participants will pick the winner of the eight football games scheduled for the coming Saturday as well as the score of two of the games. At the end of the season, there will be a run-off for all the weekly winners. Winner will be awarded a free trip to the Rose Bowl.

KQH CLUB
SIDEWALK Superintendents' club has been organized by KQH Spokane in connection with the erection of KQH-TV. A card is issued to those who have "satisfactorily completed primary course in street excavation watching." Station refers to its TV tower as "826 ft. high—a million listeners wide."

ANNOUNCER CONTEST
AMATEUR announcer contests was staged by WAGE Syracuse in connection with New York State Fair Aug. 30-Sept. 6. Winners of the contest were awarded a "glamour weekend in New York."

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gentle quips played a part in easing tensions. Without exception, they acknowledge his one, predominant characteristic, which in perspective of his job is considered of the most consequence. That is his integrity.

Mr. Resnick was born at McAlester, Okla., and was educated in public schools there. His family moved to New York and young Mr. Resnick finished secondary education at Erasmus Hall High School in Brooklyn. When the family returned to McAlester, Mr. Resnick enrolled in New York to attend Columbia U., receiving his A.B. in 1934 and LL.B. in 1936. In his junior year he was elected to the honorary scholastic fraternity, Phi Beta Kappa.

After two years in New York in various law offices, in 1938 he joined the Public Works Administration in Fort Worth, Tex., and spent two years handling legal phases of bond issues, taxes and other PWA activities.

When PWA was about to go out of bond issues and taxes he went to Washington and joined the FCC. His first FCC work was on defense matters. Under David Lloyd, now one of President Truman's administrative assistants, Mr. Resnick was on the end of the legal end of the land-purchasing activities of the FCC, then buying sites for monitoring stations. He also drafted contracts by which the U.S. took over international short-wave stations, handled routine shortwave applications and drafted orders for the Board of War Communications, mostly in the common carrier field.

Navy Wartime Service

In March 1943, Mr. Resnick became a Navy ensign, spending the war years in administration work in the research and development branch of the Bureau of Ships' Electronics Div. Late in 1945 he was back at the FCC, retaining his reserve commission as a two-striper.

For the next year, he was special counsel in the Law Department's Safety and Special Services Div. There, he assisted the division chief in setting up sections to handle not only the traditional safety services (marine, aviation and police radio) as well as amateur and commercial operator matters, but also the new experimental services which were just then coming into use (industrial, taxi-cab, etc.). In a special assignment, Mr. Resnick was instrumental in drafting rules by which the Commission delegated authority on routine subjects to the staff to free itself for more important policy considerations.

In 1947, he was transferred to the Review Section of the Law Dept., where he wrote proposed decisions for FCC action. Then, in June 1947, when FCC established its examiner system of hearing cases, Mr. Resnick was in the first 10 to become the agency's judiciary. Seven still are in harness.

During his five years as an examiner, Mr. Resnick has sat in a number of significant cases.

One of the most important, from a broadcast view, was the Crosley-WHAS case. In this, Crosley, broadcasting Chicago station WOCU-AM-FM with 50,000-watt WLW Cincinnati, contracted to buy the Louisville Courier-Journal's 80,000-watt WHAS. Mr. Resnick recommended to the FCC that approval grounds that the overcall of signals between WLW and WHAS conflicted with the FCC's multiple ownership rule prohibiting one company from owning more than one station in the same area.

Memorable Cases Recalled

High in Mr. Resnick's estimate of significant cases he has heard is the 1951 hearing on the complaints of the International Bank for Reconstruction and Development and of the International Monetary Fund. These agencies protested that overseas communications carriers (RCA Communications, Western Union, Mackay Radio, etc.) proposed to charge them commercial rates instead of rates equivalent to those charged a U.S. government agency.

Since this dealt with international treaties as well as U.S. law and FCC regulations, Mr. Resnick's decision—holding in favor of the complainers—was unique in FCC annals.

Although FCC policy is to get away from special lower rates for government agencies, Mr. Resnick held that "policy must yield to international obligation." In another case which made FCC history, Mr. Resnick ordered equipment type approval withdrawal from the Garfield Medical Apparatus Co. on a diathermy machine. He found that the company had made changes in production units without notifying the Commission. This was significant in involving the withdrawal of a type approval of equipment. The Communications Act requires the Commission to approve all electronic devices which radiate under its authority to oversee electro-magnetic equipment.

Mr. Resnick is justifiably proud of his record as an examiner. None of his initial decisions have been reversed by the Commission.

When Mr. Resnick isn't at a hearing, or studying the record of cases for decisions, he is "at home" in the Washington Silver Spring, Md. Mrs. Resnick is the former Vita Nathanson of New Haven. Their son, James Lawrence, is 7½, and daughter, Susan Rebeca, 21 months.

On sunny weekends Mr. Resnick plays tennis, and on many week nights attends local PTÀ meetings, where he is chairman of the construction and finance committee.

He is a member of the New York and Supreme Court bars, and also of the Federal Bar Assn., American Society of International Law, Federal Trial Examiners' Conference, and the Columbia U. Law School Alumni Assn.

RAYMER POSTS

Eshleman, Tremaine Named

APPOINTMENT OF E. E. (Jim) Eshleman Jr. and I lary Barnes Tremaine to succeeds executive posts with the New York office of the Paul H. Raymer Co. Inc., national representatives, was announced last week by Paul H. Raymer, company president.

Mr. Eshleman transfers from the Chicago office where he has served since 1949. He previously was associated with the Steinman stations in Pennsylvania and with supervision of the Chicago office of a national sales representative. Mr. Tremaine previously was a space salesman for Time magazine and the Reuben H. Donnelly Co. He is a graduate of Amherst College.

Maine Music Contest

FAUST COUTURE, president-treasurer, WCOU-AM-FM Lewiston, Me., and president, Maine Broadcasters Assn., was host Aug 14 at the Northville, Me., to judges of the first Young Composers Radio Award contest. The contest is sponsored jointly by Broadcast Music Inc. and state broadcasters associations throughout the nation. The decision of the Maine judges is to be released this month.

Page 62  September 8, 1952
The BIG buy in New York

Channel 5 WABD, New York

Big in Dollar Time Value
Big in Program Value
Big in Facilities Value
Big in Production Value
Big in Audience

Key Station of The DuMont
TELEVISION NETWORK
515 Madison Avenue, New York 22, N.Y., MU 8-2600
A Division of the Allen B. DuMont Laboratories, Inc.
Always in Front

By An Overwhelming Margin

CHANNEL 5
LOS ANGELES

MONDAY thru FRIDAY
4:00 P.M. TO 6:00 P.M. . . 27.5

SUNDAY
12:00 P.M. TO 6:00 P.M. . . 28.5

SATURDAY
8:00 A.M. TO 6:00 P.M. . . 51.6

SUNDAY thru SATURDAY
6:00 P.M. TO 11:00 P.M. . .

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<th>STATION “A”</th>
<th>STATION “B”</th>
<th>STATION “C”</th>
<th>STATION “D”</th>
<th>STATION “E”</th>
<th>KTLA</th>
<th>STATION “F”</th>
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<td>9.3</td>
<td>13.4</td>
<td>14.1</td>
<td>13.6</td>
<td>25.0</td>
<td>15.2</td>
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Share of Los Angeles Television Audience

HOOPER TELEVISION AUDIENCE INDEX
JULY 1952

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

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

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES
By LARRY CHRISTOPHER

CONSTRUCTION permits for six more UHF television stations were granted by FCC last week as processing of pending applications continued at a steady pace and two new UHF grantees—Empire Coil Co. at Portland, Ore., and WHUM Reading, Pa.—appeared to be racing toward top honors as the first such stations to commence operation.

WHUM, granted UHF Channel 61 on Thursday, is expected to commence construction within a matter of hours and hopes to begin operation from its mountain-top 1,000-foot antenna with full effective radiated power of 25 kw visual by not later than December 10. Expecting delivery of General Electric’s first full power UHF transmitter and grill since its license was issued, WHUM plans to complete its transmitter site by December 1, barring unforeseen delays in construction due to weather conditions.

Empire Coil Co., which received its Power Grant for UHF Channel 27 at FCC’s initial post-thaw action in July [B&T, July 14], purchased RCA-NBC’s experimental UHF station at Bridgeport, Conn., a fortnight ago has reported plans to commence interim operation by Thanksgiving Day and possibly by Election Day [B&T, Sept. 1].

FIRST UHF START

While Empire Coil’s KPTV (TV) Portland may become the first commercial UHF outlet to begin operation, WHUM’s TV outlet would become the first UHF outlet to commence with full power. Both Portland and Reading are seen as UHF “guinea pig” markets, to be closely watched by set makers and broadcasters alike.

Last week’s grants, all in the Group B-1 city priority listing, brought processing in that group to Worcester, Mass., No. 110 in that list, a city which now receives three TV services. Concurrent processing of Group A-2 bids has now reached Wheeling, W. Va., No. 81 in that list.

The new authorizations, which bring to 49 the total of new station grants since lifting of the freeze (41 commercial and 8 educational CPAs), included:

Fall River, Mass. (Group B-1, No. 2)—New England Television Co., granted UHF Channel 46 with effective radiated power of 19.5 kw visual and 9.8 kw aural and antenna height above average terrain 400 ft. Estimated commencement date: Unknown. (Comr. Robert F. Jones and Robert Bartley voted for deferring action.)

Reading, Pa. (Group B-1, No. 4)—Eastern Radio Corp. (WHUM), granted UHF Channel 61, ERP 260 kw visual and 135 kw aural, antenna 1,760 ft. Estimated commencement date: Not later than Dec. 10.

Reading, Pa. (Group B-1, No. 6)—Hawley Telephone Co. (WHUM), granted UHF Channel 33, ERP 322 kw visual and 120 kw aural, antenna 1,030 ft. Estimated commencement date: By mid-summer of 1953; plans to start with full power.

New Castle, Pa. (Group B-1, No. 14)—WEKT Inc. (WEKT), granted UHF Channel 45, ERP 20.5 kw visual and 10.5 kw aural, antenna 370 ft. Estimated commencement date: Unknown.

Mansfield, Ohio (Group B-1, No. 27)—Midwest TV Co. (Edward Lamb), granted UHF Channel 23, ERP 99 kw visual and 50 kw aural, antenna 430 ft. Estimated commencement date: Unknown. (Comr. Jones voted for hearing.)

Akron, Ohio (Group B-1, No. 109)—Summit Radio Corp. (WAKR), granted UHF Channel 49, ERP 145 kw visual and 73 kw aural, antenna 330 ft.

Hearings Set

In concurrent action, the Commission scheduled Oct. 15 for commencement of comparative hearings involving competitive applications for new stations at Harrisburg, Pa., Tampa and St. Petersburg, Fla. Oct. 20 was designated for commencement of comparative hearings for Jackson, Mich., and Wichita, Kan. All hearings are to be held in Washington, D. C., because FCC’s limited budget prevents hearings in the field.

FCC last week also noted an additional dozen applicants that their bids are mutually exclusive with others and hence comparative hearings will be required, while two additional applicants previously so notified were formally designated for comparative hearing. These included:

Portland, Ore. (Group A-2, No. 2)—Northwest Television Co., New VHF Channel 8, was notified it is mutually exclusive with Portland Television Inc. and Westinghouse Radio Stations Inc. (KPS), hence consolidated hearing is required. Following earlier notifications, FCC also designated for hearing application of Mt. Hood Television Broadcasting Corp. for VHF Channel 6 and application of Northwest Television & Broadcasting Corp. for VHF Channel 15. Bid of Mt. Hood Radio, new owner of KOIN there (B&T, Sept. 1, Aug. 18), succeeds KOIN application in consideration as a bonafide KGW and KXL, while Northwest Television is put into consolidated proceeding with Oregon Television Inc. and Columbia Electrical Telecasters Inc.

Jackson, Miss. (Group A-2, No. 20)—Lamar Life Broadcasting Co. (WJDX). (Continued on page 48)

ALLOCATIONS

IN TWO actions concerning TV allocation, FCC last Thursday issued:

1. An interpretation and order clarifying its TV rules in cases where a transmitter is in one zone and the community to which the channel is assigned is in another zone. The Commission declared the zone in which the transmitter is located determines the applicable rules for co-channel mileage separation and maximum power and antenna height.

2. A notice of proposed rule making to establish a new policy governing assignment of certain non-broadcast fixed stations in the 73-76 mc band. Responsibility to prevent interference to TV stations on adjacent VHF Channels 4 and 5 would be placed on such non-broadcast fixed stations.

In other TV allocation developments last week, FCC released its formal notice of proposed rule making to add VHF Channel 4 to Irwin, Pa., as suggested by Pittsburgh Mayor David L. Lawrence, to overcome the minimum spacing problem precluding assignment of the channel to Pittsburgh [B&T, Sept. 1, Aug. 18].

The Commission also issued companion memorandum opinions and orders which (1) defer action on the petition of WLOA Braddock, Pa., which seeks Channel 4 at Brad-

dock, and (2) deny the petition of WCAE Pittsburgh, which seeks de-
etion of VHF Channel 9 at Wheel-
ing-Steubenville and addition of Channels 4 and 9 at Pittsburgh.

In its opinion on WCAE’s petition, the Commission indicated sta-
tions of less than minimum power and spacing, as well as satellites or booster outlets, are not precluded for all time by conclusions of the Sixth Report and Order finalizing TV reallocation [B&T, April 14]. FCC said it will be “appropriate” to reconsider such proposals when new technical and propagation data is obtained and the art advances.

Clarification Wanted

In issuing its interpretation and order on transmitter location the Commission majority noted it received a number of requests for clarification of this situation. Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate in the ruling and Comr. Robert F. Jones dissented.

The order, effective immediately, amends Sec. 3.610 of the Commission rules relating to minimum co-channel separations by adding the following new subdivision:

(d) The zone in which the transmit-
ter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone and the channel to be employed is located.

Sec. 3.614, on power and antenna height, is amended by addition of the following new subdivision:

(c) The zone in which the transmit-
ter of a television station is lo-
cated or proposed to be located determines the applicable rules with respect to maximum antenna height and power for VHF stations when the trans-
mitter is located in Zone 1 and channel to be employed is located in Zone 1 or the transmitter is located in Zone II and the channel to be employed is located in Zone II.

Division of the U. S. into three zones, with different channel spacings in each, was set forth in the Sixth Report to meet varying en-
ingineering and geographic condi-
tions. Zone I includes the north-
eastern part of the country to the Mississippi River while Zone III includes the southern states from the Gulf of Mexico northward for about 150 miles. Zone II includes the rest of the nation.

The minimum co-channel assignment separation for each zone, according to FCC, are:

Zone

Ch. 2-13
Ch. 14-83

II

III

470 miles
155 miles

160 miles
85 miles

The Commission’s order noted (Continued on page 70)

September 8, 1952 • Page 65
television grants and applications

Digest of Those Filed With FCC Aug. 29 through Sept. 4

Grants Since April 1:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>9</td>
<td>2</td>
<td>11</td>
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On the Air

| 110 |

1 Includes XEJD-TV Natomases (Nebraska-Brownsville).

Applications Since April 1:

New Amended

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<td>470</td>
<td>313</td>
<td>783</td>
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14

Total

| 486 | 433 | 919 |

2 One applicant did not specify channel.

NEW STATION GRANTS

FALL RIVER, Mass.—New England Television Co. Granted UHF Ch. 49 (692-696 mc); ERP 25 kw visual, 0.2 kw aural; antenna height above average terrain 430 ft., above ground 536 ft. Engineering conditions: Carr, Jones voted for hearing. Estimated construction cost $521,000; first year operating cost $100,000; principal in charge and Washington Streets, Reade st. LAT., tel. 120, (bus company) and Hotel Newbury, Sumner, Massachusetts. Chief Engineer Prichard includes President Alford Delmar (4/9), general manager and 80% ownership. (The Short Line Inc. (bus company) and interest in other motor coach lines. It includes President Robert H. Aron, partner of WBDI Providence, Vice President Ernest Nicholas (1/9), advertising and sales manager of Housewares Supply Co., Warren, R. I., and Treasurer Abraham Selove (1/9). Providence Broadcasting Corp., B. T. Smith, Postmaster.

APPLICANTS, B. T. Smith, Postmaster.

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PICTURES ON TAPE? New Developments Cited

TWO recent developments in the field of television recording have been announced. One of these, the RCA Victor tape-recording system, will be held “before year’s end.” Crosby Enterprises showed a working demonstration of its system last year in Hollywood [B*T, Nov. 19, 1961]. Although the pictures were hazy, they were viewable.

The second is the report by Allen Shoup of Shoup Engineering Co., Chicago, that he recorded a 5-minute signal successfully for a short duration. A TV signal is 4 mc in bandwidth. Mr. Shoup also said that he had recorded a signal for the National Bureau of Standards. In one such test, he said, he had 30 minutes playing time on a 6,000-ft. reel.

Not all of the other reports are less sanguine. Much progress has been made in the physics of sound-recording, but the general consensus of engineers contacted by Broadcasting & Television News last week is that a practical and economical picture-tape recording system is still years away.

Recording pictures on tape—a dream of electronic engineers for years—is under development in various labs across the country. When finally laboratory-proved and commercially developed, sound-and-tape recordings will eliminate the present cumbersome and expensive method of reproducing pictures optically on film.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs., said that RCA was working on the project, but that taped pictures seemed many years away. He said that RCA Labs. men expect to work on this for one year, after which the critical point is the economic practicality of the apparatus. The two keys to successful taped pictures are, he said, (1) development of multiple track recording and (2) higher speeds.

A General Electric Co. spokesman said GE engineers are working on the problem, but present indications are that success is still years away.

A spokesman for Audio & Video Products Corp., New York, acknowledged that the company is cooperating with Bing Crosby Enterprises in its development. Bell Telephone Labs. reported that they are working on the problem, as the idea seemed extremely impractical.

It was learned that Ampex Electronics Corp., Redwood City, Calif., is associated with Bing Crosby Enterprises in its taped-TV development work.

Others understood to have research on sound-tape recordings in various stages are Armour Research Institute, Chicago; Minnesota Mining & Mfg. Co., St. Paul; Brush Development Co., Cleveland; General Precision Laboratory, Pleasantville, N. Y., and the military services.

The Bing Crosby Enterprises magnetic tape recording system was developed over a three-and-a-half-year period by John T. Mullin, chief engineer, and his assistant Wayne R. Johnson.

Expense of making a TV or feature “film” will be reduced to between one-fifth and one-tenth of its present day cost, Mr. Healy explained following the first preview last November. Revolutionary improvements have been made in the process since it was first demonstrated, he implied. It is not expected to be available commercially until mid-1962.

The film-like camera system eliminates the need for using motion picture film by recording directly on magnetic tape the electronic impulses scanned by a TV camera. The original tape and duplicates can then be used for “projection,” thus completely eliminating film processing and a separate sound track.

SECOND Mexican TV station to throw its signal into an American market was XEAC-TV, which covers a market in the Tijuana, B. C., across the border from San Diego, Calif. It is reported to be scheduled to debut early in November.

XEAC-TV, on Channel 6 with 30 kw radiated power, is owned by Jorge I. Rivera. Mr. Rivera’s XEAC is a Mexican Class 1-B station on 690 kw with 5 kw. It is scheduled to go on the air next month.

Alvin Flanagan, former program director of KFMB-TV San Diego, is reported to be the program director of the new Mexican station. Jack Gross Jr., son of the former owner of KFMB-TV San Diego, it understood will be Mr. Flanagan’s assistant. Mr. Gross Sr. has no interest in XEAC-TV.

Contending for San Diego’s only available television market are the independent stations KFSD and KCBQ. San Diego is 179 on the FCC’s processing line, in Group B-4.

Only other Mexican TV station which covers a U. S. market is XEAC-TV Tijuana-Morelos-Brownsville, Tex. It is owned by Romulo O’Farrill Sr.

CHURCH FILMS

DuMont Starts Series

A NEW series of TV dramatic shows entitled This Is the Life, will be presented under the auspices of the Lutheran Church-Missouri Synod in cooperation with the National Council of Churches of Christ, was premiered last Thursday at the Park Avenue Theatre in New York.

The 26-week series will start this week in 36 cities. Additional stations will be added starting in October with the return of daylight saving time. The DuMont Network will also produce the service program, Tuesdays, 10:10-10:30 p.m. to a number of its affiliates, with the balance of the stations carrying it on a spot basis.

The purpose of the program, produced by Family Films, Hollywood, for the Lutheran Television Productions Committee at a cost of $500,000, will be to inspire the more than 65 million non-church-going Americans to attend church.

It was announced by Rev. L. C. Wueffel, dean of Concordia Seminary and chairman of the Lutheran Television Productions Committee, at the premiere.

The entire cost of the films, including developing, filming and editing the past two years in Hollywood, was borne by the Lutheran Church-Missouri Synod. Rev. W. H. Goeckel of the Lutheran Broadcasting Missions, said: “We have turned to television for the vast project in an effort to reach the un-church ed in their homes, in the same way that the Lutheran Hour blazed a trail in radio 20 years ago.”

The TV distribution and public relations is handled by agency, Wフランス-Stroudsburg, Pa., with Frank Block of that agency servicing the account in St. Louis and Reggie Schuebel in New City, N. Y.

RCA Color Test

NBC was granted special temporary authority by FCC last week to use facilities of WNBCTV (TV) New York for the purpose of testing the RCA color TV system with color subcarrier frequencies of 3.58, 3.75 and 3.83 mc to provide the best black and white pictures. Test period specified is Sept. 15-30.

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TIPS ON TV OPERATION IN CITY OF MEDIUM SIZE

Like most existing television stations, KPHO-TV Phoenix has been swamped with requests for information from TV station applicants wishing to find out how it's done. Julian M. Kaufman, KPHO-TV sales manager, thought it would be helpful to reduce to writing the tips which he and other members of that station's management have given orally to TV aspirants. Anybody who intends or hopes to run a TV station in a medium-sized market will find the article useful.

By JULIAN M. KAUFMAN

IN RECENT months we, along with probably many other TV stations, have received numerous visits from applicants for TV stations-to-be. Without exception these neophytes, aware only of the favorable balance sheets currently reported by existing stations, have been indoctrinated with an enthusiasm blunted by the cold reality of the man-sized problems indigenous to TV station operation. Since most applicants are from the radio ranks, they are nonplussed at finding mountainous detail, costly and sophisticated, in terms of raising capital and a seeming legion of personnel employed, as opposed to their own AM operation. To attempt to blue-print a model TV station at this transitory period would be a thankless, futile task. However, I feel that by approaching the matter on a more modest note, that of touching on basic problems, this article may prove to be of value to those about to embark on a new enterprise. (As a starting point we are basing our calculations and figures, wherever noted, on a television station serving a community of approximately 300,000 people.)

Management & Financing

It is a safe statement to say that no commercial enterprise, whatever the corporate structure, boasts of as many partners as the small television station. Beyond the purchase of a television set, John Q. Public seems to become another Darryl Zanuck and as such assumes part of the management of the stations he receives. This intimacy between community and station, whatever its shortcomings, provides the station owner with a ready-made and ever-present barometer of efficiency. As with all business, a proper return on the investment is to be expected. Early reports tend to indicate that although a loss period of a year may be anticipated, a net return of 30 cents on the dollar, once into the black, is not an unreasonable expectation. Even this healthy return may be readily increased in direct proportion to a top cost factor—the percentage of local live programming. It is conceivable that there will be stations manned by skeleton staffs whose sole function is to project film shows. Unquestionably this is the backbone of any organization—will be difficult to employ and in short supply. But even among key people in all departments, it is a faulty conception to believe that a TV station operation can be, initially, a smooth function. Indeed, at the risk of appearing negative, it is probable that even with trained people at every post in a station, it would be fully three months before a semblance of trouble-free operation would emerge.

Sales

Assuming that you are not in the TV business for a philanthropic reason, it is logical to predict that considerable importance will be attached to your sales department. Although it is axiomatic in sales work that a good salesman can sell anything, the television salesman hardly fits into that category for he requires just enough technical know-how to sell special technical items to be a thing apart from, say, the average radio or space salesman. Since time charges on TV are far more costly on local level than other media, you may rest assured that the local advertiser, straining his budget to spend $40.00 for a 20-second spot announcement as opposed to $3.00 an announcement in radio, must realize results in some tangible form quickly, if he is to remain on the air. As a consequence, it is mandatory that your local salesman be creative enough to think visually on behalf of his client, for it is principally his burden to see that an effective presentation is made. To do this he must, among many things, have a working knowledge of television mechanisms such as the costs of slides and films, knowing the advantages and disadvantages of both.

The absence of advertising agencies in smaller markets places an additional burden on the station in general and the salesman in particular. For whereas in large markets the station is relieved of commercial treatment of a product, in a smaller market it becomes our direct responsibility (at no additional cost to an advertiser). Further, where programs are involved, local advertisers have come to expect complete merchandising helps over and above the normal commercial treatment. The sales department bears the brunt of these demands.

It might be well to point out here and now (and this cannot be too often repeated) that all creative personnel in the smaller stations are versatile to the extent that only the finest line separates sales and programming personnel. This is contrary to the modus operandi of a large station where depth of personnel is so established as to preclude a similar overlapping. In the more modest operation it is not uncommon for a salesman to create the program idea, script the show, plan a merchandising campaign, as well as sell the package. By the same token it is not out of the question for the sales manager to be charged with the responsibility of such miscellaneous tasks as film buying in addition.

Mr. KAUFMAN

Most economical of all methods of telecasting, but by the same token is the most short-lived approach. For it can never be forgotten that the station operator who bypasses his responsibility to the community he serves cannot long survive in a competitive market.

Despite the handsome return already known to exist in television, the investor looking for a "get rich quick" project should look elsewhere. For station operation, dollar-wise, is replete with fluctuating considerations which can well mean the difference between profit and loss. Among these major variables on the fixed expense side are the extent of the aforesaid "live" programming, and the local conditions attendant upon employment. As for income, the rate card standard established and justified for the community, makes the difference. A true operations chart applicable to all operations is impossible to determine, but certain known figures have emerged in TV's short history which may serve as signposts for the future. Probably the most concise way to impart this data is to print the transcript of an interview consisting of four questions and answers (see box at right).

To sum up, it would appear that the average station's net return is guided by thorough pre-planning, and the overall efficiency of its personnel. Experienced personnel—the...
PICTURE PLAYHOUSE
the television show that gives you

5 FOR 1

Five big bouncing baby spots—in addition to your one-minute commercial—and it costs you nothing extra. It's your "economy buy" on TV in Baltimore on PICTURE PLAYHOUSE* (11 to 12 p.m. daily).

Here's how it works: Besides your regular one-minute commercial you also get five extra billboard announcements. This means complete sponsor identification throughout the entire hour show. Use your billboards as you see fit—either to repeat one selling message or for multiple product promotion.

* This same package is available on HOLLYWOOD PLAYHOUSE (2 to 3 p.m. daily).

WBAL-TV
Television Baltimore • NBC in Maryland
Nationally Represented by Edward Petry & Co.
that Sec. 3.610 "provides further that where the boundary line
between two zones passes through a community, that community
shall be considered to be located in the lower-numbered zone. The
rule also provides that the minimum co-channel separation between a
station or assignment in one zone and a station or assignment in another
zone shall be that of the zone requiring the lower separation.
Sec. 3.914 of the rules provides that VHF stations in Zones II and
III may employ maximum power with antenna heights up to 2,000
ft. and in Zone I up to 1,000 ft. Maximum effective radiated power
for VHF Channels 2-6 is 100 kw; VHF Channels 7-13, 316 kw; UHF
Channels 14-83, 1,000 kw.

The order also pointed out that the Sixth Report "determined that the
transmitter site shall be used where available in measuring all
separations both for rule making purposes and licensing purposes. The
Commission's determinations with respect to minimum mileage
separations and the utilization of maximum power at specified
antenna heights were predicated on the operation of stations at the
separations and heights and powers specified in the rules."

Although the principle applies equally well to UHF, the Commis-
sion set forth the following situations to explain its interpretation:

(1) Where a VHF station employs a channel assigned to a city in Zone II
and locates its transmitter in Zone I, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zones
I and II.

(2) Where a VHF station employs a channel assigned to a city in Zone II
and locates its transmitter in Zone I, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zones
II and III.

(3) Where a VHF station employs a channel assigned to a city in Zone I
and locates its transmitter in Zone II, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zone II.

(4) Where a VHF station employs a channel assigned to a city in Zone I
and locates its transmitter in Zone II, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zone II.

(5) Where a VHF station employs a channel assigned to a city in Zone I
and locates its transmitter in Zone II, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zone II.

(6) Where a VHF station employs a channel assigned to a city in Zone I
and locates its transmitter in Zone II, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zone II.

(7) Where a VHF station employs a channel assigned to a city in Zone I
and locates its transmitter in Zone II, the station is required to maintain a
separation of only 190 miles to other stations and assignments in Zone II.

The notice of proposed rule making on the new assignment policy
for fixed stations in the 72-76 mc band, to which Con. Jones also
dissented, designated Oct. 13 as deadline for comments with an ad-
ditional 10 days thereafter for replies.

The notice stated, "Footnotes NG-3 and NG-5 to the table for specified
frequencies permit the assignment of frequencies in the band
72-76 mc to operational fixed stations and fixed stations in the Do-
cotated by the Federal Radio Public Service under certain conditions," and commented that lifting of the TV freeze "and the adoption of an engineered table for VHF TV stations makes it desirable that the standards for making assignments in these bands be revised and made more definite."

One said it believes certain fixed stations can use the 72-76 mc band
and "at the same time give adequate protection to TV reception."

"To this end," the notice said, the Commission is "proposing the
establishment of standards for such fixed stations which do not
to eliminate completely all possibilities of [TV] interference to other which
minimize its probabilities."

Present Use of Band
One FCC spokesman stated there are more than 1,000
operational fixed stations using the band, plus a much smaller
number of TV and public safety and other station
ations. Both types are of an auxil-
ary nature. The former type includes
industrial and public safety stations
while the latter are common carrier stations. Virtually
all are point-to-point relay sta-
tions with powers of 50 kw or less.

Airway marker beacons are assigned for
fixed stations.

Present criteria for protection of TV stations would be deleted, the
notice stated, and the following proposed criteria substituted:

(a) Whenever it is proposed to locate
a 25-76 mc fixed station 50 or more
miles from the site of a TV transmit-
er operating on Channel 2 through
5, or from the post office of a com-

The special chart attached to
the notice for determining interference
to TV stations shows, for example,
that a proposed fixed station with an antenna height of 300 ft. and
power of 100 kw, spaced 50 miles from an adjacent channel television
station having an ERP of 100 kw and antenna height of 500 ft., would
cause interference within 5.5 miles of the receiving locations within a radius
of 8,000 ft. in addition to the interference caused by the fixed station.

Sets Sept. 19 Deadline
In issuing its notice of proposed rule making to add Channel 4 at
Irwin, Pa., 17 miles from Pittsburgh, the Commission set
Sept. 19 as deadline for comments and Sept. 29 as deadline for replies thereto.

Pittsburgh now is assigned VHF Channels 2, 11 and 12 (reserved
for education) and UHF Channels 16, 47 and 53. WDTV (TV), only
operating station there, is on Channel 2. KQV, Channel 11, and
Channel 2 under provisions of the Sixth Report.

WLOA Braddock, one of the first to
protest FCC's failure to assign Channel 4 to the Pittsburgh area because it falls short of the
170-mile minimum co-channel spacing
rule by only a fraction of a mile with respect to WJAC (TV) (Channel 3) appearing
without retransmission.

Philadelphia [B & T, June 16, 19]...

KQV, Pittsburgh, owned 45% by CBS, has announced it will file

(Continued on page 72)
New smooth action... new stability... new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.
Allocations Rules Further Clarified
(Continued from page 70)

an application for Channel 4 at
Irwin.
FCC's notice of proposed rule-
making set forth the following pro-
posed amendment to the table of
allocations:

CITY
District of Columbia
Washington
4, 5, 7, 9, +, 20, +, +26
Ohio
Columbus
4, 6, 14, +34, 40
Pennsylvania
Irwin
+4

The changes concern only the offset
specifications for Channel 4 at
Columbus and Washington.

The Commission noted that
Mayor Lawrence's petition complies
with Sec. 3,609 of its rules "in that
it proposes an assignment of a
Television channel in a community
which is not listed in the table and
is not within 15 miles of a city so
listed." FCC also observed the
proposed assignment "complies
with the minimum separation for
forth a posed amendment to
making an application
Pointing out
The Commission
FCC's notice
in
Deportment
COMFORT
more
part:
adjustable
set
of Columbia
reception
assigning
3.609
September
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You know how much television demands of a movie camera. The 16mm. Cine-Kodak Special II Camera gives you that versatility—coupled with precision craftsmanship and professional features to meet such a variety of requirements. As proved in America’s TV stations, this easily portable 16mm. camera gives you everything you need, inside the studios as well as outside.

✔ Check these important features

- True reflex finder for easy, accurate focusing and framing through the lens. No rack-over. Scenes are sharp...always.
- Variable shutter gives you full control of exposure and depth of field.
- Accepts either single- or double-perforated film.
- Additional and readily interchangeable film chambers are available in 100- and 200-foot sizes.
- Fades, dissolves, mask shots, double and multiple exposures, montages, stop-motion—all are built-in effects of this super-versatile camera.
- Clear, crisp movies...even under difficult light conditions...are obtainable with Kodak's series of superb rare-element Ektar lenses, one of which comes with the basic twin-turret camera.

Let your Kodak dealer show you all the features the "Special II" offers...or mail the coupon below for free descriptive booklet.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Please send me more information about the Cine-Kodak Special II Camera.

NAME ______________________ POSITION ______________________
COMPANY ______________________
STREET ______________________
CITY ______________________ (ZONE) ______________________
STATE ______________________

Kodak TRADE-MARK
ference would be no greater than normal operation at 170 miles separation. FCC said it also has considered this proposal previously, stating:

... it is apparent that the utilization of maximum heights and powers will result in large service areas. The extent to which such service areas will be from interference is, in part, a function of the number of stations operating on the assigned channels.

The patent effect of the requirement of our rules that all stations qualify for the potential of operation with maximum height and power precludes assignments of substandard separations where operation at maximum height and power would result in interference to the operation of other stations. The exclusionary effect of our rules limits, therefore, the number of assignments which may be made, with a consequent limitation on the number of stations.

Any plan of assignment, whether it be by a table of assignments or whether it be by some other method of assignment such as is used in standard broadcasting, is predicated upon a number of restrictive factors by which interference among stations is limited. For it is axiomatic that the addition of stations to any channel will increase the interference level on that channel and generally result in some degradation of the service of the stations operating on that channel.

In the AM broadcast service the limitation on the number of stations which may be assigned to any one broadcast channel is achieved by the provisions with respect to maximum and minimum power that may be authorized on such channels; by the provisions against "objectionable interference" to existing stations; and by the provisions which set certain minimum standards of service for each of the several classes of stations...

In the television broadcast service we do not provide standards for determining objectionable interference. In lieu thereof we have provided minimum separations between stations...

One further consideration should be noted. In the [Sixth] Report we stated that one reason for the denial of the request was that the requirement that all stations operate at separations which meet our minimum standards constituted a "safety factor" against the possibility that the interference which stations may suffer will be greater than could be predicted upon the basis of available data. The safety factor is vital insurance for the operation of an effective nationwide television service in the foreseeable future...

The Commission pointed out it already has denied requests for operations with less-than-minimum power as well as for satellite or booster stations.

"Nevertheless," the majority said, "we recognized that there may exist special cases where the carefully controlled utilization of such stations may be beneficial to the operation of a nationwide television service."

"We wish to make it clear, however, that our decision in the Sixth Report and Order with respect to low powered operation and the operation of satellite or booster stations are not binding irrevocable decisions for all time. When additional data and information become available and as the state of the art advances, it will then be appropriate for us to review the judgments made in our Sixth Report and Order with respect to such operations."

FCC recalled its experimental grants to WSM-TV Nashville for a booster outlet at Lawrenceburg, Tenn., and to Sylvania Electric Products Inc., Emporium, Pa., for their booster station there [B+W, July 21].

---

**Your Best Buy**

... in CHICAGO TELEVISION

- On the basis of Telepulse figures, a comparison of the top ten programs telecast nightly in Chicago (including both network and local), showed one or more of WGN-TV's locally originated programs among the first ten programs six nights of the week. Here's additional reason why WGN-TV is your best buy... proof again of the power of WGN-TV in the Chicago market.

*June-July Telepulse*

---

**Theatre TV**

N. Y. & D. C. Service Cost Noted

ESTIMATES for theatre TV service between New York and Washington using existing facilities would run from less than $50,000 per month to more than $200,000 a month, the Long Lines Department of AT&T reported to motion picture and stage exhibitor and legal representatives last week. The difference depends on the number of channels requested. Engineering and accounting issues of the theatre-TV bearing are scheduled for Oct. 20 in Washington.

Letter from Ernest D. North, AT&T general attorney, to Motion Picture Assn. and National Exhibitors Theatre Television Committee attorneys was in answer to a request for information originally made last April, and renewed last month [B+W, Aug. 18, April 28].

Mr. North declared that it was impossible to quote prices on the specifications set forth in the original plan since certain basic features require equipment which would have to be made. He also questioned whether the 10 mc bandwidth system requested by theatre-TV engineers could be accomplished by the means suggested.

Broader bandwidths are possible, Mr. North said, referring to the AT&Ts radio relay system (now capable of passing 4 mc signals) and the new coaxial cables (which will have a 4 mc bandwidth; present coaxial cable passes only 2.7 mc.)

Following monthly charges for eight consecutive hours daily were quoted for a theatre-TV system serving New York, Trenton, Philadelphia, Atlantic City, Wilmington, Baltimore and Washington—with links from Philadelphia to Reading and Allentown, Pa.:

- One southbound channel and one northbound channel, serving seven transmitting and 12 receiving stations, $60,000 for video and $27,000 for Class AA audio lines. (Continued from page 76)

BROADCASTING • Telecasting
Again GPL Leads the field with FULL REMOTE CONTROL

TV's OUTSTANDING CAMERA CHAIN provides PAN TILT FOCUS LENS change IRIS adjustment
...from 1000 feet away...

Compare THESE CAMERA FEATURES WITH ANYTHING ON THE MARKET TODAY
- Three Compact Units
- Equal Flexibility in Studio or Field
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Iris Control at Camera and CCU
- Iris Indication at Camera and CCU
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Four-section Integral Filter Wheel

Now, with the GPL Remote Control Pedestal, your cameraman can work at full efficiency a fifth of a mile from his camera...make any lens or focus adjustment instantly...control pan and tilt with a pan handle that works as if it were physically attached to the camera...or, at the touch of a button, swing the camera to any of six pre-set positions, with lens and focus automatically correct. As with all GPL camera chains, the CCU operator has full control of iris setting to assure finest picture reproduction.

This remote control makes possible the location of cameras where they could never be placed before—for better coverage in auditoriums, at sports events, in the center of "round-table" discussions. For military or industrial use it offers outstanding advantages.

Use Remote Control Now—or install it later

All GPL cameras are adaptable to the new remote control pedestal, yet there is no cost premium. Equip your studios now with TV's finest camera chain, add remote control at any time later on. Before you make any camera investment, be sure to investigate GPL—the industry's leading line, in quality...in design.

Write, Wire or Phone for specifications and complete details on GPL cameras and GPL remote control.

General Precision Laboratory INCORPORATED
PLEASANTVILLE NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
TELEVISION doesn't make children grow up to be gangsters, cowboys, private eyes or blues singers, the American Psychological Association was told at its 60th annual convention in Washington last week.

Far from being a psychological monster, TV actually may help overcome the teacher shortage and teach children the better things in life, the psychologists were told by David Komisar, director of guidance at Champlain College, Plattsburg, N. Y.

Mr. Komisar said experience has taught him there is no evidence of difference in personalities and behavior of children exposed to television and those in non-TV areas. Neither does it hurt homework, he said. "Children living in homes where there is television react just like adults do to radio. They grow up and away from all but their favorite programs," he said.

Mr. Komisar's high opinion of TV was backed by M. J. Asch of Utica College, Syracuse U. The psychologists agreed TV programs such as the science program sponsored by the Johns Hopkins U. were as effective as real teachers. Mr. Komisar said TV's effectiveness in education now is being demonstrated in certain rural areas of New York, where TV instruction is more practical than sending in teachers.

Boxing Bouts Lead Nielsen July Report

WEDNESDAY night boxing bouts sponsored by Faber on CBS-TV topped the national Nielsen list of video programs during the two weeks ended July 26 both in number of TV homes reached and per cent of TV homes reached in program station areas. Top 10 in each category follow:

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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<tbody>
<tr>
<td>1</td>
<td>Palais Royal Ribbon Bows (CBS)</td>
<td>4,014</td>
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<tr>
<td>2</td>
<td>My Little Margie (CBS)</td>
<td>3,173</td>
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<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (Lippert &amp; Myers Tobacco) (CBS)</td>
<td>4,493</td>
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<tr>
<td>4</td>
<td>Dragnet (NBC)</td>
<td>4,164</td>
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<td>5</td>
<td>Rocket Squad (CBS)</td>
<td>3,786</td>
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<tr>
<td>6</td>
<td>General TV Police (NBC)</td>
<td>3,755</td>
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<tr>
<td>7</td>
<td>Hunter, The (CBS)</td>
<td>3,726</td>
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<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends (Pillsbury Mills, Inc.) (CBS)</td>
<td>3,644</td>
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<td>9</td>
<td>What's My Line (CBS)</td>
<td>3,544</td>
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<tr>
<td>10</td>
<td>Original Amateur Hour (NBC)</td>
<td>3,544</td>
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**PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

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<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes %</th>
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<td>1</td>
<td>Palais Royal Ribbon Bows (CBS)</td>
<td>60.2</td>
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<tr>
<td>2</td>
<td>Arthur Godfrey &amp; Friends (Lippert &amp; Myers Tobacco) (CBS)</td>
<td>75.1</td>
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Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, TV circulation committees, electrical companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
WSM-TV pumps up 20% sales increase for SHELL

On February 9, 1952, the American Oil Company (local Shell distributor) contracted for a half hour film show (Roller Derby) over WSM-TV. At the end of thirteen weeks two highly significant things had happened:

- 1. Shell stations had handed out 10,000 copies of Roller Derby News.
- 2. Shell gas sales were 20% ahead of the corresponding 13 week period in 1951.

If you like advertising results you can measure at the cash register, let Irving Waugh or any Petry Man tell you how WSM-TV has rung up equally impressive results for many advertisers.

Nashville WSM-TV Channel 4
they came! they saw! they BOUGHT!

Tom Schroeder Agency
Advertising Coordinator
Con Mancini and Dr. Harry Geissman
Downtown
April 18, 1952
Mr. Robert D. Eanes
Mr. W.B.
23 E High Street
Fremont, Ohio

Subject: Monday-Moonday, Inc.

Western Round-Up

Dear Bob:

If ever you need a testimonial on the effectiveness of WBSN as a promotional medium... we'll be able to provide you a handy, ready-to-use one...

"I'm honest about all this. It's not very often that an audience can be so taken with a program of a social promotion that immediately follows the close of the announcement... one that is picked out by our distributors... thus, because they make their promotional decisions. This is why every station is most interested in the results... 10,000 households have been dispersed in one week's time. As you know, yours is not the only medium of advertising the account is using.

If you have been able to come across an organization as enmeshed with the spirit of the community as that found at WBSN.

Sincerely,

Tom Schroeder Agency

...they'll see the difference on WBNS-TV!

COLOMBUS, OHIO

BROADCASTING • Telecasting

WBNS-TV

COLUMBUS, OHIO

CHANNEL 10

CS-1 TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 13 North High Street REPRESENTED BY BLAIR TV

WBNS-TV

NETWORK SIZES

TV To Be Smaller—Arnoux

TELEVISION networks will be much smaller than radio networks, Campbell Arnoux, WTAR-TV Norfolk, member of the NARTB TV Board, told broadcasters at two West Coast NARTB district meetings. He predicted each TV network, of economic necessity, "may eventually shake down to 75 interconnecting stations.

Mr. Arnoux represented the TV Board at the District 17 meeting Aug. 29 at Portland, Ore. [B-T, Sept. 17], and at the District 16 meeting Friday in San Francisco.

Importance of "a strong local business" for TV stations was pointed out by Mr. Arnoux, referring to the limited size of networks added that national spot and local may have to do the entire job of financing many TV stations.

Minimum of 50,000 homes is essential in power rating; in addition, he said, provided there is no competing TV outlet in the same locality.

WTAR-TV, with network service, gets 33% of total sales from local business and 31.5% from national spot, Mr. Arnoux said. He urged those planning TV outlets to prepare a live programming since "a considerable portion of your local revenue will come from preparing programs, using popular local entertainers.

Mr. Arnoux advocated versatility among staff employees, opposing complete separation of radio and television personnel as "an expensive luxury."

WTAR-TV has not hired any employees from other TV outlets, he said, describing how personnel were trained by the station and competent graduates were given positions.

In series of resolutions adopted at final session of 17th District, delegates condemned rate-cutting as "destructive"; supported NARTB effort to secure FCC operator requirements due to improved equipment and scarcity of technicians; urged strong NARTB membership campaign and expanded field solicitation; lauded participation of Mr. Arnoux, NARTB officials and H Quenton Cox, KGW Portland, District 17 director.

Members of the Resolutions Committee were: R. D. H. Patterson, KWKL Longview, Wash., chairman; Joe Chytil, KELA Centralia, Wash.; Harry H. Buckendall, KINO Portland.

Raws Leaves ABC

RICHARD RAWLS has resigned as ABC manager of TV stations operating under his plans for becoming operator of a TV station. Network has not yet named a successor.
TV PROMOTION
Used for L. A. Movies

FOLLOWING the trend, independent movie producers and major studios are using TV to promote and advertise new and revived films in the Los Angeles area.

Latest is Joseph Kaufman, producer of the RKO feature film, "Sudden Fear," with eight one-minute and four 20-second TV trailers, budgeted at $10,000.

Republic Productions has started a radio-TV campaign to herald "The Quiet Man." One 53-second and two 45-second trailers plus live guest appearances on both media are scheduled.

For Stanley Kramer's production, "High Noon," the $10,000 budget was divided between video and newspapers.

John I. Edwards & Assoc., Los Angeles, scheduled TV trailers and 20-second spots on KLAC-TV and KTTV-TV (TV) in a 10-day saturation campaign. The film completed its first week with an estimated $53,500, compared to its runner-up, "Affair in Trinidad," a reported $25,300.

LANDIS ELECTED
Named to Skiatron Board

ELECTION of James M. Landis, prominent attorney and former government official, to the board of directors of Skiatron Electronics & Television Corp. (Subscriber-Vision) was announced by Skiatron's President Arthur Levey, last Tuesday. Mr. Landis has been serving as special counsel to the firm.

The election of Mr. Landis, formerly with the SEC, OCD, CAB, FTC, the War Department and National Power Policy Commission, is pegged to prospective Skiatron developments.

With FCC approval, the firm hopes to begin public tests in the homes of 300 individual subscribers in New York and will call on his "invaluable advice and counsel," Mr. Levey announced.

Thus, Mr. Landis joins J. R. Poppels, vice president of WOR-TV New York and MBS director, as another prominent figure elected to the Skiatron board in recent months. Subscriber-Vision is a form of subscription "pay-as-you-see" television.

Bendix Series

COMPROMISE is underway by NBC and RKO Radio Pictures to make the proposed TV version of "Life of Riley" starring William Bendix, available for sponsorship. Series was to have been combination live and film because of Mr. Bendix' motion picture commitments with RKO. Network has learned that since a clause in the studio contract prohibits the re-releasing of any TV films after one showing.

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film report

Sales . . .

** Reprise Productions, North Hollywood, Calif., is filming the half-hour TV adventure series, Big Baker, U.S.A., for American Tobacco Co., New York (Lucky Strike cigarettes), which starts Nov. 6 on CBS-TV. Starring Alan Hale Jr., originally under contract to William F. Broidy Productions for Trail Blazers TV film series, Revere has cast him as a blustering American travelling abroad. Randy Stewart portrays his wife, with Aram Katcher the featured villain. Richard Irving directs. Agency is BBD0, New York.

Distribution . . .
Major Television Productions Inc., Culver City, has acquired TV distribution rights to two Gabriel Fas-
cal feature films, "Pygmalion" and "Major Barbara," based on George Bernard Shaw plays. Former stars Leslie Howard and Wendy Hiller. Rex Harrison, Robert Morley and Miss Hiller are featured in the latter.

Sherman Price, sales manager of the Princeton Film Center's New York office, appointed director of distribution with offices at the Film Center's Princeton, N. J., headquarters. Gordon Knox, president of the Film Center, said that Mr. Price's department will develop national distribution of television programs specially produced on film by the Film Center. Its first TV program, titled Norman Brokeshire, the Handy Man, now is being released.

** PSI-TV Inc., producers and distributors of TV film programs, announces opening of new offices at

(Continued on page 88)
NEW “direct” chain of radio-relay stations from New York to Washington is shown in this artist’s conception, looking south. Antennas were mounted on telephone buildings in New York, Philadelphia, Baltimore and an existing radio-relay tower at Garden City, Va. New towers were erected at Atlantic, New Egypt and Swedesboro, N. J., and at North East, Carney and Gambrels, Md.

CANADA’S STUDIES
Paper Comments on CBC-TV

CANADA’S studies of television, prior to actual operation, are incomplete because they do not show “how to make TV pay without govern-ment subsidies such as loans and license fees on individual sets,” the Buffalo Evening News (WBEN-TV) states editorially.

Noting that in the last 30 months the Canadian government has handed Canadian Broadcasting Corp. $8 million, the News said most of the money spent will provide facilities in Toronto, Montreal and Ottawa. It said National Revenue Minister McCann “gagged” at a request for another $7 million for Vancouver, Winnipeg, Windsor, London, Hamilton, Quebec and Halifax.

The News said the new Toronto station will have a ready-made au-dience developed by WBEN-TV “which in somebody’s judgment justifies a rate of $1,600 an hour for an expected 46,000 viewers in e early September as against WBEN’s $700 rate for 275,000-odd receivers in this area—Canada not included.”

 Strike for Play
SCREEN Writers Guild four-week-old strike against Alli-ance of TV Film Producers didn’t catch video writer Betty Mears napping. She used the time to complete a three-act stage farce, “Hot Air.” Based on the TV indus-try in Hollywood, the play concerns itself with the role of the creative artist. It is to be tried out at Palm Desert Little Theatre, Palm Desert, Calif., the week of Oct. 16. A proposed Broadway production of the show is being discussed.

GOP GROUP SUED
Up Photographer Cites TV

TELEVISION is involved in a $250,000 suit filed by Stanley Tret-lick, a United Press photographer, charging assault and “mortifica-tion” during the Republican Na-tional Convention in Chicago last July.

Mr. Tretlick claimed, in a suit citing the GOP National Committee and filed in U. S. District Court, that his injuries were aggravated by telecast of the incident to 70 million viewers, and by newspaper publication of a picture of the incident.

The UP photographer said he was accredited to the convention but, he charged, was smuggled by an alternate delegate from Indiana while on the floor of the Interna-tional Amphitheatre. Instead of apologizing, he asserted, the Republi-cans adopted a resolution banning newsmen and photograph-ers.

FILM EQUIPMENT
Ordered for Paramount Labs.

EMPHASIZING TV requirements, 16mm printing and developing equipment totaling $150,000 has been ordered for Paramount Labs., Hollywood.

G. Carleton Hunt and Hans De Schulties, partners of Unicorn Theatres Inc., San Francisco, pur-chased the property for $500,000, May 26 [B&T, June 9], to process 16mm and 35mm film for video and motion pictures. Minimum of $300,000 is planned in 1953 for basic color television equipment, according to Mr. Hunt. Plant’s capacity for processing of 35mm film now exceeds 3 million feet per week with 38 film storage vaults able to handle 38 million feet.

Oklahoma-Texas Cable

NEW coaxial cable between Oklahoma City and Amarillo was placed into telephone service Sept. 1. The 257-mile line, operated jointly by Long Lines Dept. of AT&T and Southwestern Bell Telephone Co., will have four tubes equipped initially, two for telephone service and two for protection and maintenance.
MODEL 105-507
AUTO-DRYAIRE* DEHYDRATOR

SPECIFICATIONS:
- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below —40° F.
- Floor model—26” W x 22” D x 66½” H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  - 40,000 ft. 1½” Transmission Line.
  - 10,000 ft. 3½” Transmission Line.
  - 3,500 ft. 6½” Transmission Line.

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

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

Communication Products Company, Inc.
MARLBORO, NEW JERSEY — Telephone: FEreehold 8-1880
WFOX Query

"WHAT about TV in Milwaukee?"—this and other questions are raised by WFOX Milwaukee, a television station applicant, in a recent full-page advertisement appearing in the Milwaukee Sentinel and signed by President-General Manager C. J. Lanphier.

Using the radio outlet's sixth anniversary as a springboard, Mr. Lanphier also posed these queries: (1) What is WFOX doing about TV? (2) How long do we have to wait for another TV station here? (3) What is holding it up?

The station executive explained FCC has allocated only one additional VHF channel, and that WFOX was the "first" applicant in Milwaukee after WTMJ-TV. TV could be on the air within 30 days of a grant but "it may be a matter of years," he observed.

Mr. Lanphier added that Milwaukee is in the FCC's B-1 priority category and that WFOX has questioned whether the Commission has acted "illegally" by refusing to give preference to applicants who went through hearings before the freeze. WFOX filed its TV application March 16, 1948—six months before the freeze.

WAAM (TV) Facilities

ADDITION of new studio and control room facilities for production and rehearsal of local programs was announced last week by WAAM (TV) Baltimore. The new studio, some 400 sq. ft. in area, will have facilities for three camera chains and four microphone outlets. The new control room was custom-designed by Ben Wolfe, WAAM director of engineering, and Glenn Lehman, WAAM chief engineer.

Western Reserve U.

EXPANSION of its courses telecast was announced last week by Western Reserve U., Cleveland. The university will add a series of eight weekend non-credit telephone courses to its regular offering of two-three hour subjects on WEWS (TV) Cleveland during the winter and spring semesters.

PR's Video Role

"WHAT TV Wants From PR" is the title of an article by Lawrence McCracken, director of radio-TV, Dudley, Anderson & Yutz, N. Y., which was published in the August issue of Public Relations Journal. Gist of the article is that public relations people can save TV time and money and it is worth the time of those connected with the TV industry to listen to their suggestions.

Points made by Mr. McCracken in his article are based on a series of interviews with TV executives to determine what service they expect from the public relations field.

Mr. McCracken urges PR men to lend TV a helping hand by providing stations with personalities for guest appearances as well as news material. Author also suggests that public relations people assume greater responsibility for good taste in a firm's advertising.

KPRC Center on TV

TELEVIEWERS in Houston got a first-hand preview of the KPRC-AM-TV's new $400,000 Radio-TV-Center fortnight ago. Viewers were taken on a tour of the new facilities which will be ready for occupancy shortly after Jan. 1. New site is six blocks north of the present building (Lamar Hotel) and is on the west side of Post Oak Rd. New center will house all operation and administration under one roof. Conducting TV tour were Paul Hahnord, KPRC-TV chief engineer who helped design building; Herbert Voelcker, of Herbert Voelcker & Assoc., architectural firm; and Earl Gilbert, member of firm. Telecast was beamed to present studios by remote equipment.

UN Coverage

SEVENTH SESSION of the UN General Assembly, starting in New York Oct. 14, will be covered by NBC-TV daily from 11 a.m.-12 noon and by CBS-TV with daily pick-ups. Times are not definite. ABC-TV and DuMonte are considering coverage. Likelihood is that network UN pickups will be available for sponsorship.

EDWARD MEEHAN (L), owner-pres. Mechan Motors, signs for Notre Dame gridcasts over WERE Cleveland. Others are (L to r) Len Trosler, WERE sls., and Richard M. Klaus, WERE gen. mgr.

JERRY SCHARER (L), gen. sls. mgr., Star-Kist Tuna Fish Co., signs for Arthur Godfrey daytime show on CBS Radio Tues.-Thurs. and alternate Fridays. Looking on are Robert Davis (c), owner, Rhoads & Davis ad agency, and John Koral, CBS Radio v. p., for network sls.

COCA-COLA Bottling Co. of Memphis sponsors U. of Mississippi football on WMC and WMC (FM) that city, this fall. Contract signers are (L to r) Howard McKenzie, bottling firm; Jeff Hamm, university bus. mgr.; Early Maxwell, Early Maxwell Assoc.; Earl Moreland, stations' coml. mgr.
RTMA PUBLICITY
New Unit to Organize

Radio and TV set manufacturers will set up an enlarged publicity and sales promotion unit when members of Radio-Television Mfrs. Assn. hold a three-day meeting Sept. 17-19 at Roosevelt Hotel, New York.

James D. Serceot, RTMA general manager, said formation of a new Public Relations & Advertising Committee will be a highlight of the meeting. The new committee will replace the Advertising Committee. It is scheduled to organize Sept. 17 and to discuss plans to expand public relations activities of set makers, coordinating publicity and advertising activity.

A score of group sessions will be held the first two days of the New York meeting, culminating the third day with a meeting of the RTMA board at which Chairman A. D. Plamondon Jr. will preside.

Meeting of the Television Committee, headed by W. R. G. Baker, General Electric Co., is scheduled the second day. A separate meeting of the Technical Products Div. Executive Committee will be held Sept. 18 at Abscon, N. J.

Tentative schedule of section and committee meetings follows:

Sept. 17-Morning: Antenna Section, Parts Div.; Ceramic Capacitor Section, RCA Div.; Phonograph cartridge & Pickups Section, Parts Div.; organization meeting of Public Relations & Advertising Committee; Service Committee; Wire Section, Parts Div. Afternoon: Amateur Radio Activities Section, Parts Div.; Phonograph Industry Conference; Service Committee; Speaker Section, Parts Div.

Sept. 18-Morning: Amplifier & Sound Equipment Div. Executive Committee; Parts Div. Executive Committee and Section chairmen; Set Div. Executive Committee & Educational TV Committee; Tube Div. membership meeting; Walsh-Healey Subcommittee; Afternoon: Industrial Relations Committee; Tax Committee; Television Committee; Membership Promotion Committee; Finance Committee.

Sept. 19-Morning: Board of Directors, Board luncheon.

RATE TRENDS
KBA to Discuss Oct. 13-14

Trends in the network rate situation will be discussed by Kentucky Broadcasters Assn., at the annual fall meeting to be held Oct. 13-14 at the Henry Clay Hotel, Ashland. Victor Shells, WHAS Louisville, who has been active in the CBS Radio negotiations, will address the opening day luncheon on network rate trends.

The first day's agenda opens with a business meeting. The afternoon will include a sales clinic with W. T. Isaac, WHR Danville, as panel chairman. Taking part will be Miller Welch, WLAP Lexington; Parker Smith, WKY Louisville; Richard H. Goodlette, WKIZ Hazard, and Prewitt Lackey, WPAD Paducah.

Officers for 1963 will be elected at the morning session of the second day. Speakers at the luncheon will be Robert T. Mason, WMRA Moline, Illinois, NABT District 7 director, and John T. Gelder Jr., WCHS Charleston, W. Va., president of West Virginia Broadcasters Assn.

Program clinic will feature the second afternoon, with Jean Clo, WKLO Louisville, as chairman. Other members will be J. Scott Tree, WPM Mayville; Richard Martin, WCMJ Ashland; Sam Livington, WKY Paducah, and Ed Brownell Jr., WLEX Lexington.

IN REVIEW...


Time: Tuesday, 9-30 p.m. EDT.

Sponsor: Wine Corp. of America, manufacturers of Mogen David Wine. Agency: Wels & Gaster Inc.

Cast: Dan Seymour, emcee; Peter Donald, Nancy Guild, David Ross, panelists.

Co-producers: White and Rosenberg.

Writer: Herb Sargent and Stanley Burns.

Director: Harry Coyle.

QUIZ panel shows are finding a place however tenuous, in the regular programming in television today. An advertiser, who apparently enjoys such programs, is the maker of Mogen David Wine. Last Tuesday, the firm saw its latest quiz effort, called Where Was It, debut on the DuMont Television Network.

Like other programs of this type (they are becoming similar), there is a moderator or host, and members of a hopefully erudite panel. In Where Was It? the moderator is Dan Seymour, the show's most famous score that is going in for the John Daly type; the panelists, Peter Donald of radio fame, Nancy Guild (pronounced as in Dial), a screen star, and David Ross, whose orchestra talent is well known to radio and TV audiences.

The format of this show is just a twist to each of the ingredients which usually are put in the quiz recipe. A photograph is flashed on a large screen directly behind the panelists, who fortunately don't turn around until (oh-mi-gosh-so that's what the photograph is identified correctly. A guest who sends in the photograph, is questioned by the panelists (cite What's My Line?).

One guest, a photographer's model, who wastfully asked "Where was I?" was settled smilingly in a bubble bath—in the photograph that is. Another picture was a photo of the guest and his wife at their wedding in the Bronx 13 years ago. That makes for oh so much fun—for the panelists.

While all these pictures were flashed on the screen and questions like, "Is it east of the Mississippi?" came knowingly from the panelists, it was obvious that the known comic and author of sorts, who made a guest appearance, brightened up the give-and-take with some humorous observations. It also gave each of the participants on the panel a chance to recall that "If I know Joey, I'd say that." ... Aside from knowing Mr. Adams, the panelists fortunately were able to pass the answer (Mr. Adams and wife riding a camel in Palestine) with friendly assists from Mr. Seymour, like "Possibly from Palestine"... or "You're close... very warm."...

A refreshing interlude was the commercial where one learned that wine is still a delightful part of the gourmet's dinner table.

For all intents and purposes this reviewer waited patiently for the Detroit Lions vs. New York Giants professional football game which DuMont thoughtfully provided immediately following the close of Where Was It? Which is a good question: This reviewer had a living room seat on the 50-yard line. The game was great.

SHEEN PLANS
Drops Radio Role For TV

BISHOP Fulton J. Sheen has decided not to appear in his customary role of speaker on the Catholic Hour radio program (NBC Sunday, 2-230 p.m. EST) this coming season. A spokesman at his New York office Wednesday said that Bishop Sheen "preferred to give all his time to television" and explained that his duties have become too demanding for appearances on both radio and television.

The Catholic Hour is produced under the auspices of the National Council of Catholic Men and the program has been on the air for 23 years with Bishop Sheen appearing annually from January through Easter. A spokesman for the organization expressed the hope that Bishop Sheen's decision isn't final and that he will reconsider.

An article in the New York World Telegram & Sun on Wednesday reported that while Bishop Sheen was in Europe, Gen. David Sarnoff, board chairman of RCA, and Milton Biow, president of the Biow Agency, approached the Prelate regarding a television show to be sponsored by a cigarette firm over NBC-TV. Spokesmen at NBC, RCA and Biow denied that there was any truth to the report, while officials of the Society for the Propagation of the Faith, of which Bishop Sheen is national director, said that no comment could be made until the Bishop returned to New York this week.

Ever Get That "Tired" Feeling?

Take a tip from little Bismarck—you'll sleep like a baby if you've put KFTR to work, selling families with the 4th highest buying power in the nation... in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

September 8, 1952 • Page 83
MYRON C. LECKNER
Succumbs at St. Petersburg
MYRON COLVER LECKNER, 67, former vice president and director, McCann-Erickson Inc., New York, died Aug. 31 at St. Petersburg, Fla., of a long illness.

In 1918 Mr. Leckner entered the advertising business as a salesman for Curtis Publishing Co. In 1922 he joined George H. Battalion, where he stayed six years before joining Butterick Publishing Co. as vice president and advertising director. He rejoined Curtis in 1933 as associate editor of Ladies' Home Journal. In 1956 he joined McCann-Erickson as a client contact executive and became a vice president and director of the agency before his retirement in 1947.

Surviving are his wife and three children.

AFA Contest Judges
THE FOLLOWING five have accepted appointment by Elon G. Borton, president of Advertising Federation of America, as judges of the organization's 1953 national essay contest for high school students: Felix W. Coste, vice president, Coca-Cola Co.; John P. Cunningham, Cunningham & Walsh; Robert M. Garrett, managing director, Ladies Home Journal; D. C. Marschner, Shell Oil Co., and Dr. Glenn N. Merry, professor of marketing, New York U.

Danial G. Schuman, assistant treasurer, Stromberg-Carlson Co., Rochester, elected controller.

Dr. George W. Brown, Rand Corp., Santa Monica, and visiting professor of engineering at maties at UCLA, to International Telemeter Corp., A.A., as engineer.

C. FREDERICK HEDRICK Jr. resigns from Pierson & Ball, Washington, D. C. law firm. Mr. Hedrick opens own law offices at 1025 Connecticut Ave., N. W., that city. Telephone is National 5923.

Neil T. Regan, Chicago public relations man, appointed public relations counsel for Halliburters Co., same city.

Aufford-Kelley Co., Miami, appointed by CBS-Columbia Inc. as Southern Florida distributor for firm's television receivers.

Warren Lewis, director, NBC Radio, Hollywood, to Don Sharpe Enterprises, that city, as general supervisor of radio-TV programs.

Dr. Kenneth Harwood named head of U. of Alabama radio department.


Robert A. Graef appointed Chicago account executive, Gould, Gleiss & Benn Inc., marketing consultant firm.

Half-Year Ad Totals
DURING the first six months of 1952 advertising investments in radio totaled $33.5 million, in TV $88.7 million, in magazines $279 million and in Sunday newspaper sections $29 million, according to figures compiled by Publishers Information Bureau. Complete product-by-product advertising analysis of the 1,749 advertisers spending $20,000 or more in these four media during the period is included in "National Advertising Investments in 1952, First Six Months," now being distributed by Leading National Advertisers Inc.

Equipment ...

General Electric Tube Dept. Schenectady, N. Y., announces development of ceramic-and-metal envelope power transmitting tubes rated at 660 v power output as radio-frequency amplifier in class B TV transmission service and 1,100 w in class C telegraphy service. New tube, Type GL-6183, is designed for use in VHF ranges.

Astatic Corp., Conneaut, Ohio, announces production of new low-priced miniature microphone, Model 5441M, employing crystal element. Unit is designed primarily for recorder, PA, conference and other uses.

PolaraD Electronics Corp., Brooklyn, N. Y., announces production of studio picture monitor, Model M-104C, using 12" prerilled screen kinescope removable from front. Input signal is 1 volt peak to peak and input impedance is 470,000 ohms.

Technical ...

Harry Bartolomei, KROW Oakland, Calif., appointed chief engineer, KVAN Vancouver and KOOS Coos Bay, Ore., succeeding Paul Leake who has resigned.

Summer Shows

CBS Radio to Continue Five
FIVE out of six programs launched this summer by CBS Radio will be retained in the network's fall schedule. Lester Goreeb, CBS Radio vice president in charge of network programs, announced last week.

The shows, which will become "regulars," are:

"December Bride," Sunday, 6:40-7 p.m. Eastern Time; "Saratoga Allen Show" Saturday 9:30-10 p.m., EST, starting Oct. 4; "Gunsmoke," Saturday, 9:30-10 p.m., EST, starting Oct. 4; "Doris Day Show," Thursday, 10:05-10:30 p.m., EST, starting Oct. 9, and "Hornblower," Friday, 9:30-10 p.m., EST, starting Oct. 3. The sixth summer program not fitted into the fall schedule is the "Frank Fontaine Show."

Mr. Gottlieb revealed that the commercial outlook for fall programming is "particularly bright" with sponsors taking up open time periods and renewing other programs. Among renewals listed:

"Peggy Lee Show" (Tuesday, 6:30-7 p.m. EST) for Oldsmobile; "City Hospital" (Saturday, 12:30-1:30 p.m. EST) for Carter Products Co.; "Colgate Palmolive" (Tuesday, 10-10:30 p.m., EST, starting Oct. 7) for Colgate-Palmolive Pest Co.; "The FBI" (Wednesday, 8:30-9:30 p.m., EST, starting Oct. 1) for American Chie Co.; "Mr. Keen, Tracy of the Lost Persons" (Friday, 8-8:30 p.m., EST, starting Oct. 1) for American Chie Co.; "My Friend Irma" (Tuesday, 9-9:30 p.m., EST, starting Oct. 7) for Cavalier cigarettes; "Bing Crosby Program" (Thursday, 9:30-10 p.m., EST, starting Oct. 8) for Electric Co.

Most of the 10:30 p.m. periods have been reserved for political broadcasts until Election Day, Mr. Gottlieb reported. Westinghouse will sponsor election coverage.

Return dates of some nighttime CBS Radio shows and sponsors, as announced by Mr. Gottlieb, follow:

Tips on TV Operation
(Continued from page 68)

to his primary function of supervising local and national sales.
No station will make a mistake by being discriminating in its selection of sales personnel. Indeed, it is wise management that will make every effort in building toward a strong, well-balanced, permanent sales group.
There are many instances of radio salesmen making the successful transition to TV selling, but management would be in serious error if it believes the change can be effected quickly and always effectively. It can be extremely awkward for some men to enlarge their thinking to a grand scale, as they must in selling TV. Too, the old days of being finished with a sale once a contract is signed is hardly applicable to TV. In many cases I have found that the major portion of a salesman's work begins once the contract is signed! In point of numbers our theoretical operation boasts of a sales manager and four salesmen. In my opinion this is a maximum figure for the average situation.
The most satisfactory method of compensation—from a management standpoint—is a straight salary for all concerned. Although many stations have adopted a commission plan, we felt the newness of the medium obviated adequate experience in setting up a proper basis of compensation other than the salary standard. However, since all salesmen thrive on some kind of an incentive arrangement, contests and/or bonus arrangements, have been used to mutual advantage.

Production & Programming
Again versatility, more than anything else, insures a successful production department. This is not unknown to the radio station operator who utilizes his program manager as disc-jockey, etc. and for "running the board". The same—only more so—is true in TV. Almost without exception, the economics of the situation demand that production personnel produce, direct and appear as talent on almost all studio originated productions. Finding such personnel may well become the No. 1 bottleneck of future successful operations. Basically, a production man would be ideal if he were in his 30's, photogenic, fluent, imaginative, commercially alert with a film and radio background all built around ice-water veins. Most existing stations found these men in the radio ranks, not of choice but of necessity. In many cases it proved to be an expensive and embarrassing procedure, particularly where appearance before the cameras was desired. For there are few sights as pathetic as the old radio stand-by turned TV, without a script from which to read.

Actually it is the man with a theatre or film-making background who blends into the operation most readily. For he has a sense of drama, a passing familiarity with staging and picture composition. However, in this hydra-head function, ability represents but one of the necessary components. For his character, or more aptly perhaps, his characteristics are of paramount importance, because in production as elsewhere myriad detail must be faced. Thorough pre-planning of every assignment with its timing, music, art-work, camera effects and associated requirements are vital, be it on behalf of a one minute announcement or a full-hour production. A working compatibility with his colleagues, long a bugaboo of the broadcasting industry insures an overall professional feeling to each presentation. This harmony removes, in part, the danger of too frequent human error, an omnipresent element in television.

For this is a business fraught with technical problems bringing with them numerous periods of operational crisis. During these periods, the need for instant and intelligent reaction to the unforeseen—proof to be another test of a competent production man.

Not to be overlooked in the requirements is the necessity for having a physical balance within the organization. Inasmuch as most all studio personnel are called upon to deliver commercials for countless local products, they must at all times be capable of believing the part. The young announcer in his 20's attempting to appear erudite on behalf of, say, a bank client, will instead appear ridiculous as he parades about with an authority such mature subjects as amortizations and debentures. For as the actual presentation, the direction and talent must ever 

...
Trade Agreement

NEW agreement signed by the U. S. and Venezuela provides additional tariff concessions for a number of electronic products. Marked for "new or improved" duty concessions between the two countries are radio-TV receivers and phonographs (including parts) and phonograph records. Agreement supplements a 1939 pact and will go into effect 30 days after U. S. Presidential proclamation and ratification by Venezuela.

JOHN F. PATT, president, WJR Detroit, has announced the directors have voted a dividend of 10 cents per share to be paid Sept. 12 to shareholders of record at close of business Sept. 5.

KPOL OPERATION

BEGINS in Mid-September

ADHERING to a policy of accepting no alcoholic beverages or to-bacco advertising, KPOL Los Angeles, assigned 5 kW on 1540 kc, begins operations next Monday (Sept. 15), instead of Sept. 1 as originally scheduled [B*T, Aug. 25]. KPOL is licensed to Coast Radio Broadcasting Corp., of which Hugh R. Murchison is firm president and general manager. Charles Hughes is commercial manager and Floyd W. Hall, director of engineering operations.

KPOL's rate card No. 1 announces single rates: One hour, $70; half-hour, $45; quarter-hour, $30; one minute, $10; and half-minute, $8.

Truman To Speak

AN ADDRESS by President Truman will provide the finale of the United Community Campaign's kickoff radio show to be broadcast Saturday, Sept. 27, over NBC, ABC, CBS and Mutual networks from 10 to 11 p.m. EDT. An all-star cast will include Ronald Reagan as m.c., Wendell Niles as announcer and such performers as Groucho Marx, Danny Thomas, Gordon MacRae, Loretta Young and Meredith Willson, with a large chorus and orchestra.

Registration for NARTB District 17

Held at Portland, Ore., Aug. 28-29 [B*T, Sept. 1]


Tips on TV Operation

(Continued from page 85)

shows, the inevitable roster of local shows would include a forum-type show, as well as cooking, fashion, shopping, and amateur talent vehicles.

If your program schedule is not properly balanced, you will come to know it at once, for the same impact that motivates the commercial success of the medium tends to make your audience hypercritical—and outspoken.

Engineering

The new owner meets television’s major expenses head-on when he begins to shuffle his engineering equipment. He quickly adds words to his vocabulary while subtracting dollars from his capital as he comes into contact with camera chains at $15,000 each, a field camera chain for a few hundred dollars less and a film camera chain for a few thousand less.

A low power transmitter, if suitable, and a 300-foot tower including all necessary installation will involve over $100,000. True these are the blue chip items basic to the operation, but nevertheless it is only the beginning,... on the beginning. Such necessary and diversified items as control and film room equipments, lighting, microphone boom, film and slide projectors, mobile units, monitoring and recording equipment, all add up to an imposing sum. And if the initial expenses are formidable, and maintenance of the equipment also become a procedure involving daily reckoning.

Although the case history of equipment is still too new to be used as a guide, estimates have been set at $100 per day per camera as an operating expense! Camera tubes themselves have a short life expectancy (at $1200 per copy), cut out even more by the fact that they cannot be ready for use until they have had a warming up (and depreciating) period of time.

Assuming, as we have right along, that about 20% of the programming is be live, a minimum staff of 13 engineers is required. Their assignments place them in audio or video control, transmitter or maintenance work. Once again a station can ill afford to have specialists whose knowledge is limited to a single facet. Everyone in this department must be qualified for all engineering duties.

The Plant

The new station will do well to plan for two studios on a ground floor level. Most existing stations soon outgrew their modest quarters with the result that needless expense and problems were incurred. Physically the lack of studio space, storage space, film receiving and shipping space were listed among the most regrettable errors of early planning.

Proper facilities would insure studios of at least 35' x 50' proportions. Two studios would allow for adequate rehearsal space and thus reduce the all too common back-to-back live programming problem.

The building itself need not be elaborate, but... be placed well lighted throughout and spacious. Architecturally even oversized Quonset are in use with pleasant results.

Despite the high-fown language already directed toward TV on all fronts, its so-called “impact” has, if anything, been underrated. Success stories we have encountered stagger the imagination, and even while poetic license to exaggerate is permitted (as in the case of all sales managers) the results to an advertiser have been truly amazing. Naturally, any vehicle that produces more sales per advertising dollar spent, is assured of success. All the elements for that triumph, the “intimacy,” the “sales receptivity,” the appeal to the “audio and video senses,” the zenith of achievement in the “palatable commercial,” are present in the television medium. It remains only for station-owners to be to pave the rough-hewn road already traveled by the industry's pioneers. Might be easy at that,... for in America the historical precedent for this type of progressive effort has long since been established. Indeed, we have witnessed in the industry for some time, may well expect to receive an education from oncoming stations. And if that is true, you won’t mind if we monitor you,... as we continue to learn.

in the public interest...

WBAL-TV Baltimore’s cowboys, Jimmie and Leon Short, obtained a new wheelchair for a hospitalized little girl through their program, Silver Saddle Round-Up. The child’s parents were unable to buy the girl a wheelchair and without one, she could not leave the hospital. The Mesars, Short told viewers of the child’s plight. Within a few hours after the request was aired, a charitable organization came to the child’s rescue.

Records Donated

WDRF Hartford has donated 200 musical recordings of all types to the Connecticut Tuberculosis Society for distribution to various institutions in the state. Periodically, WDRF donates records to the society for any use it designates.

KECA-AM-TV Cited

KECA-AM-TV Los Angeles has been cited for “warmhearted participation in Celebrity Parade for Cerebral Palsy” by the United Cerebral Palsy Assn. of L. A. County. KECA-TV televised a 17-hour marathon and KECA publicized it.

Polo Interviews

ART HOLBROOK, studio manager, WIBW Topeka, took a microphon to an isolation hospital of Vail Hospital in Topeka and reported interviews with 17 polo patients. Broadcast was applauded by WIBW listeners, the station reported.

Blood Appeal

WLWD (TV) Dayton used Saturday Night Wrestling and Coffee Club to help the local American Red Cross chapter meet its weekly blood quota in an emergency. Station made pleas on both programs and offered a free ticket to each wrestling fan who would donate his blood. Result: 120 tickets given, 150 pints of blood collected.

‘Celebrity Parade’

WFIL-TV Philadelphia telecast Aug. 30 a 15-hour Celebrity Parade on behalf of the United Cerebral Palsy Assn.

82nd in POPULATION

Among Sales Management’s 162 Metropolitan Areas

II people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,500 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in radio broadcasting.

Les Johnson, V.P. and Gen. Mgr.

PASCHALL NAMED

is WNOE V. P., Gen. Mgr.

BENTON PASCHALL, vice president and West Coast manager of the defunct Liberty Broadcasting System, has been named vice president and general manager of WNOE New Orleans. He begins his new assignment today. Announcement was made by James A. Nee, station owner.

Mr. Paschall takes over duties of James E. Gordon, who resigned as president and general manager of WNOE to become general manager of WJMB and WRCM (FM) New Orleans [B&T, Aug. 25].

Before joining LSB, Mr. Paschall headed his own station representative firm in Los Angeles. Earlier, he was commercial manager of KROY Sacramento.

NEW mobile patrol unit has been placed in operation at WSRS Cleveland. Equipment used in remote broadcast coverage, includes an REL 50 w transmitter, two-way telephone, public address system, two turntables, AM and FM receivers, Walkie-Talkies and miscellaneous cables.

It's Happening in New Haven!

on W N H C

where Radio sells Radio

Five years on the air, Everybody's Radio Shop with 14 announcements and 7 quarter hours per week. It's radio for radio in New Haven. And in New Haven Radio it's W N H C !

If you have something to sell in New Haven Choose The Station That Sells

W N H C NEW HAVEN

NBC RADIO

Represented nationally by The Katz Agency

BROADCASTING • Telecasting

September 8, 1952 • Page 87
For the BROADCAST and RECORDING STUDIO

The Model B-16H is not a modification of a two-speed machine, but a completely new design, with operational features suggested by leading engineers in the field. Dimensioned as a replacement for your obsolete 2-speed recorder. Present console or cabinets can, with very slight modifications, house this unit. The base is decked and equipped for mounting Audak, Grey and Pickering arms.

- MOTOR: Hysteresis Synchronous
- TURNTABLE: 16" Cast Aluminum, Lathe turned
- SPEED CHANGE: Instantaneous for all 3 speeds
- 45 RPM ADAPTER: Disappearing type, built into hub of turntable
- SPEED SHIFT: Matematic, self-locking.
- MODEL: B-16H........................$250.00 NET

Write for detailed literature.

Clear Channel Home of the National Barn Dance

218 N. Canyon Drive, Beverly Hills, Calif., and appointment of Bernard Tabakin, formerly in charge of operations on the West Coast for Music Corp. of America, as vice president in charge of the company's West Coast operations.

Production . . .

Authors & Players Co., Hollywood, headquartered at Motion Picture Center, has been formed to produce 26 half-hour TV films, based on nationally recognized literary works and starring Academy Award winning actors. Edward Lewis, producer of CBS-TV Selkis Playhouse of Stars, heads group. Anthony Z. Landi, Meredith Productions, that city, is co-producer, and William Kozienko, writer and story editor for National Repertory Theatre Inc., that city, is associated in similar capacity. Production starts sometime in November.

* * *

Revue Productions, North Hollywood, Calif., has completed filming of "Gold Mounted Guns," starring Rod Cameron, for inclusion in Orson Guild Theatre, half-hour TV series. Phil Ford, under contract to Republic Pictures, secured studio permission to direct the video film. "Iron Woman," starring Jorja Curtright, has been completed for Chevron Theatre.

Firm's story department is now headquartered at 4063 Radford Ave.

Availables . . .

Fall distribution line-up of United Artists Television includes five new television-film program series, according to UA-TV Vice President John H. Mitchell. The new packages are: Clate Roberts' World Report, 15-minute news and analysis program produced by U.S. Television News, 264 programs now are ready, with number increased each week. Series is sold for telecasting one, two, three, four or five times a week. Also: Cowboy G-Men new half-hour western series, specially made for TV by Mutual Television Productions. 13 programs already completed.

* * *

View the Cue, audience and home participation quiz show produced by Nat C. Goldstone Productions, with 13 programs finished.

Fun With Feis, audience participation magic show, produced by G & W Productions, with 13 shows completed.

* * *

ABC-TV will offer 30 minute filmed series National Professional Football Highlights, beginning Oct. 2. Series will be available for 13 weeks and can be presented on a local or regional basis at any telecast time or day after 7 p.m., local time, each Thursday of each week.

Random Shots . . .

Screen Gems Inc., Hollywood, has signed Herbert Marshall and Joan Caulfield to co-star in "Turnip's Blood" for NBC-TV Ford Theatre half-hour film series. Sheridan Gibney adapted the script from Rachel Maddux' novel of the same name. Robert Stevenson will direct for producer Jules Bricken.

Dick Haymes will play opposite Diana Lynn in "National Honeymoon" for same series. Betty Reinhart based the script on a national magazine story by Paul Horgan. James Neilson will direct.

Screen Gems, also for Ford Theatre, has signed Will Rogers Jr. for the starring role in "Life, Liberty and Orin Dooley," a story of a Korean veteran who goes back to school in the fourth grade, and Ellen Drew for the feminine lead in "Birth of a Hero." Robert Stevenson also will direct these films.

* * *

Danny Cahn, film editor on CBS-TV I Love Lucy (Desilu Productions), named second quarterly TV award winner by American Cinema Editors, Hollywood. Other nominees were Daniel Nathan, CBS-TV Amos 'n' Andy (Hall Roach Productions); Robert Leeds, NBC-TV Dragnet (Mark VII Productions), and Norman Colbert, NBC-TV You Bet Your Life (Filmcraft Productions), first quarter winner.

* * *

Pilot TV film has been completed by Revue Productions, North Hollywood, Calif., subsidiary of MCA, starring Ray Milland. Richard Irving directed the situation comedy, as yet untitled.

With script conferences being held at MCA, plans are also underway for a video film series to star Joan Crawford.

Johnny Mack Brown, whose Western feature film series was recently discontinued by Monogram Pictures, may star in a video version, now in formative stage by MCA.

* * *

Filincraft Productions, Hollywood, has completed a special motion picture of behind-the-scenes filming of NBC-TV You Bet Your Life for showing at annual DeSoto-Plymouth dealers conventions to be held in major cities. Program star, Groucho Marx, is narrator.

* * *

Film subsidiary has been set up in Chicago by McConkey Artists Corp., nation-wide theatrical booking agent. The film division, known as MAC Studios, will maintain production offices in Chicago only, with sale on commercials and shows handled nationally by men in McConkey offices.

Howard Grafman, who has been in charge of TV for McConkey in Chicago the past year, heads the new film division, assisted by Dick Brinkman, production director. He is a former director for Vogue-Wright Studios there.

This week the division will begin filming the remaining 12 episodes in a 15-minute dramatic series to be sold as a complete package.

* * *

Two eight minute films, one in English and one in French, were prepared by the British Broadcasting Corp. for the opening of Canadian television at Montreal and Toronto, and flown to Canada for use in the opening ceremonies. Films includes goodwill messages from the BBC to the Canadian Broadcasting Corp.

* * *

Peerless Television Productions has prepared a brochure as a selling aid to stations which have purchased the Peerless group of twenty-six feature films. It contains a complete description and the talent credits of each feature film production.

Film People . . .

George E. Cameron, former owner of KOTV (TV) Tulsa, is completing plans to enter independent motion picture production with "Sam Bass, Desperado," dramatized life of the Texas outlaw, first on his schedule. KOTV (TV) was recently sold to Jack Wrather and Helen M. Alvarez [B&T, Aug. 4].

* * *

Don Flagg, president of Don Flagg Productions, San Francisco, has been appointed West Coast representative for DuMont's Film Syndication Department. A former still photographer and movie cameraman, Mr. Flagg in 1948 was named Pacific Coast man for Telepix Newareel.

* * *

Cooman Productions, Culver City, has signed Mitt Bronson, former associate of Abbott & Costello, as dialogue director on I'm the Law, half-hour TV film series starring George Raft.

* * *

Reub Kaufman, president of Guild Films Inc, has moved into New York headquarters at 610 Madison Ave., and will check into the Hollywood office only once every six weeks.

* * *

Nat Perrin, radio and motion picture producer-writer, has been signed as producer on CBS-TV My Friend Irma, second season of which starts Oct. 3. Mr. Perrin's last screenplay was Warner Bros. "Sally."
**WLW EXPERIMENT**

To Block NBC Programs

**EXPERIMENT** to test effectiveness of block programming has been launched by the NBC radio network and WLW Cincinnati. For the fall-winter-spring season, WLW will reschedule a number of NBC's nighttime programs to fit them into the station's block programming schedule.

The WLW schedule calls for drama on Sunday, music on Monday, comedy-variety on Tuesday, mystery on Wednesday, situation comedy on Thursday and Friday, and hillbilly and popular music on Saturday. NBC programs not complying with this pattern will be taped and rebroadcast at appropriate times on WLW. Rating and audience flow of the station will be carefully studied and compared with those for the rest of the network to determine the advantages and disadvantages of the block-program system. To keep the comparison clean-cut and avoid statistical complications, the block programming will be confined to WLW for the period of the experiment, NBC said.

Harry R. Bannister, NBC vice president in charge of station relations, commented: "NBC has always been interested in continually improving its programming service to its affiliates and to its audience. NBC welcomes this unique idea in programming and is enthusiastically giving its cooperation to the plan. We believe this is an extremely worthwhile experiment for our stations, our audience and our advertisers and will therefore be mutually beneficial."

"We want to thank the NBC advertisers for agreeing to certain rescheduling of their programs to make it possible for NBC and WLW to go forward with this plan." ---

**THE RIGHT COMBINATION**

★ Most powerful radio voice (1000 watts day and night) in the Altoona area.

★ Most popular (CBS and Top Local Programs) with listeners.

Adds up to the right combination for sales results.

Weed and Co. Representatives

**LABOR DEPT. SURVEYS EMPLOYMENT PROSPECTS**

Electronic Employment opportunities for a career in the electronics industry will remain "excellent" even if the course in the next two years. This conviction was expressed by Labor Statistics in a report on "The Employment Outlook in Electronics Manufacturing." Bulletin was released last Thursday in cooperation with the Veterans Administration. The report covers the wide range of electronics, including the radio-TV receiver field and other applications in science, medical practice and industry. It stresses the likely expansion involving many industries which use or make electronics products.

Short-run prospects for employment are "especially favorable," the Labor Dept. explains, because of the defense program the next two years. Additionally, civilian demand for radio and TV sets is likely to continue strong. The report notes:

In the immediate future, employment opportunities depend upon continuation of high levels of military production. But in the long run, the increased demand for civilian electronics products will provide many jobs. Commercial and industrial electronics production is expected to increase rapidly. Licensing of additional television stations and introduction of color television will stimulate the demand for television receivers. However, the full effect of these developments upon employment may not be felt for several years.

Tracing the growth of electronics employment from a few hundred persons in 1922 to almost 300,000 in 1952, the report notes that most equipment is manufactured largely by semi-skilled and unskilled labor, with assembly workers comprising the largest occupational group. Less than 5% of the industry's work-force is employed in metal-working and tooling occupations.

Increased output the past 30 years is due more to improved manufacturing methods than any other factor, according to the report, and while workers probably have not increased proportionately in number, new manufacturing methods do have an impact on individual occupations. Number of professional and skilled workers is likely to jump, the report adds.

Technological development within the industry requires a large proportion of engineers, with this group comprising over 5% of the total work-force. Substantially higher proportion is used by makers of military and commercial equipment rather than by radio-TV set and tube manufacturers.

Long-run opportunities were reported favorable for engineers, electronics technicians, tool and die makers and skilled machine tool operators.

Electronics workers are now most highly concentrated in large eastern and mid-western metropolitan areas—one-third alone in Chicago, New York and Philadelphia as of March, 1951. But a trend toward decentralization has set in, with growth of branch plants in small communities. Electronics manufacturing has developed rapidly in the Far West, particularly in Los Angeles and San Francisco areas.

**BRAGGER'S CLUB**

Formed for Kansas by KJCK

NOT to be outdone by others, notably Texas, California and Florida, the state of Kansas has formed a "bragger's club" designed to sing the praises of the Sunflower State.

The club was organized by KJCK Junction City and carried through by Jim Platter, station's commercial manager. "For years I've always heard people brag about the virtues of their particular state. I've wondered what was the matter with Kansas...after careful research, I discovered the only wrong was that they simply didn't brag enough about Kansas." Thus, the idea for the Kansas Bragger's Club was conceived.


KJCK is furnishing a membership card to any person sending his name and address to the station. There is no charge for membership. Card-holders pledge that "no matter where I am I'll always brag about Kansas. I will brag all the more when in Texas, California or Florida."

...and for AM, FM and TV...It's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance. First in the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

**OPERATION**—Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the first radio stations in North America.

**CONSULTING SERVICE**—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than any one else in Canada.

**EQUIPMENT**—Everything from microphone to antenna, designed, installed, adjusted and guaranteed...that's the experienced Marconi service.

**Marconi**

the greatest name in radio and television

**CANADIAN MARCONI COMPANY**

Established 1902

Vancouver * Winnipeg * Toronto Montréal * Halifax * St. John's

September 8, 1952 * Page 89
September 3 Decisions...

BY COMMISSION EN BANC

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BROADCASTING TELECASTING.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING TELECASTING.

Florida coast station. Hard-hitting, aggressive, experienced salesman wanted. No desk phones wanted. $75 guarantee against first phone. Must have good background. Salary or draw, house expense. Write Box 294R, BROADCASTING TELECASTING.

Salesman wanted. Must have good background. 3000 watt full-service station.立即 opening. Box 348R, BROADCASTING • TELECASTING.

Salesman wanted immediately, single market money-maker. Livewire, $300, to $1200,000. Air mail photo, experience KFKR, Livingston, Montana.

50,000 watt South Texas station wants topflight salesman due to increasing volume. Protected territory and account list. High salary guaranteed. Consideration given to man who can produce. Robert N. Pinkerton, General Manager, KRLC, Brownsville, Texas.

Independent in major metropolitan Southern market, now under new management, has opening for aggressive salesman with experience in becoming commercial manager if sales re- turn. Guaranteed annual plus override plan assures top earnings to top man according to his ability to produce. Robert N. Pinkerton, General Manager, KRLC, Brownsville, Texas.

Experienced, salesman, independent station, salary or draw, WAVL, Utica, N.Y.

Announcers

$80.00 per week for good announcer at station in Fort Lauderdale, Florida. Good future. Replies confidential. Box 844P, BROADCASTING • TELECASTING.

Florida coast station. Need one combo and one announcer. Both must be heavy on announcing that sells. Send photo and references, first letter. Box 350, BROADCASTING • TELECASTING.

Combo man with first class license needed at daytime Michigan station. Travel. Box 291R, BROADCASTING • TELECASTING.

Newman, single, experienced. Gather, write, local news and red, human interest angle. Interesting commentary -type news voice. Publicity build-up, newscast copy. KDKA, Pittsburgh, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Good personality, ability to do all-commercials on all occasions. Must be heavy on announcing that sells. Send photo and references, first letter. Box 350, BROADCASTING • TELECASTING.

Announcer, $250 watt Virginia station, Box 309R, BROADCASTING • TELECASTING.

Announcer with first phone. Must have top talent, strong imagination. Evening studio show in Southeastern state. Send all pertinent information, including phone number, experience, etc. Box R-186, BROADCASTING • TELECASTING.

Radio announcer, permanent position. Good experience required. Good voice for Texas station. Box SH-5, BROADCASTING • TELECASTING.

Combination announcer-engineer. First class ticket. Permanent position. Good voice for Pennsylvania. Write Box 208R, BROADCASTING • TELECASTING.

Help Wanted

Help Wanted (Cont'd)

Immediate opening for good announcer-engineer. Salary or draw, included. First phone, attend disability. Good experience record. references, first letter. BROADCASTING • TELECASTING.

Wanted—Network calibre announcer, must be able to do football, basketball and first class radio/telephone line-up. Start immediately. Good salary or percentage. Call or write, 3500 watt station, BROADCASTING • TELECASTING.

Wanted—Combo man-start $65: 20 hours actual board work. Good voice and image. Send full details and tape to KCOG, Center Grove, Indiana.

Football announcer plus staff duties. Tell all. Send copy, tape. KFRO, Klamath Falls, Oregon.

Announcer wanted by KGKF 5 Kw ABC affiliate. Must be qualified for all local morning announcements. This is a permanent position. Good salary. Immediate need. Send photo, references, Box 300H, BROADCASTING • TELECASTING.

Announcer wanted immediately—Announcer-engineer, emphasis on announcing. Good experience, $5000 a year. Excellent opportunity. Send photo and references, Box 430H, BROADCASTING • TELECASTING.

Wanted—Miniature station needs chief engineer on technical maintenance. Salary plus commission. Excellent opportunity. Good salary. Box 480R, BROADCASTING • TELECASTING.

First class engineer. Excellent opportunity for growth. Good experience, $5000 a year. Excellent opportunity. Box 298R, BROADCASTING • TELECASTING.

Chief engineer wanted for North Carolina daytime station. No experience necessary. BROADCASTING • TELECASTING.

Chief engineer and AM and expanding TV station. Send complete details technical and administrative experience, salary, recent snapshot. Address application to T. B. McRae, KFEL, Denver, Colorado.

Transmitter operator position. No experience necessary. KFRO, Longview, Texas.

5000 watt fulltime NBC station in city will need experienced engineer to handle regular transmitter shift. Ability to troubleshoot from drumstick or faders. Must have transportation to and from work. Will not handle short letter salaried requirements, but exception will be made. Address application to W. A. Buck, W. A. White, KVGB, Goddard, Kansas.

First phone, third man for daytime operation. Competent staff will teach. Must be availability and experience. $1500 monthly. Good future after trial period. KVJL, Pauls Valley, Oklahoma.

First class engineer needed for new station. Contact WBBP, Booneville, Mississippi.

Engineer, first ticket. Experience not necessary. Network, no announcing. Write WCED, Dubuque, Penna.

First class engineer for station now constructing new studios and studio area. Excellent working conditions. Permanent. $8000 week plus hospitalization, WJWA, Gainesville, Texas.

New York regional station, directional antenna, has openings for a good engineer. Send WINS, Binghamton, N.Y. for interview. TV planned.

Engineer-starting salary $1250 per week with WJW, Columbus, Ohio.

First phone; transmitter operator, WBYA, Rutland, Vermont.

Help Wanted (Cont'd)

Engineer-announcer for new station, Pleasant working conditions. Excellent salary and benefits. WVTU, Tuskegee, Alabama.

First class engineer, no experience required. Excellent working conditions. Station will load you in 1,000 watt independent. Rush for immediate reply. G. O. Box 30, New Iberia, Louisiana.

Technical

First class engineer. No experience required. Good experience, $3500. Wussions, Georgia. WOWO, Fort Wayne, seeks night-time announcer and local news. Send show in mind for late hours. Well chosen music is taken for granted, also average knowledge of record patter. Comedy, not necessary, but show ideas is. Forward vital statistics, photo and hour audition direct to Program Manager, WOWO, Fort Wayne, Indiana.

Wanted—One first class engineer. WTSB, Lumberton, North Carolina.

Help Wanted (Cont'd)

Announcer-coproducer, emphasis on Midwest. Must be top Southern independent. Must be experienced, qualified to handle large volume. Excellent opportunity for growth. Permanent position. Write Box 299R, BROADCASTING • TELECASTING.

Experienced girl copywriter. Secretaryship and shorthand desirable. Will work evenings. Good salary. Box 420R, BROADCASTING • TELECASTING.

Midwest NBC affiliate has opening for woman to handle commercial traffic on daytime and night time conditions. Box 310R. BROADCASTING • TELECASTING.

Program director, copywriter-anouncer. Top pay for experienced announcer. Location in Southeast. Reply in full detail. BROADCASTING • TELECASTING.

Producer-director needed by 50 kilo- watt Midwest major network affiliate. Excellent opportunity for growth and advancement. Always considered for important local programming. Prefer man who has had experience in script writing and announcing. Salary according to qualifications. Box 297R, BROADCASTING • TELECASTING.

Experienced writer (production, copywriting, etc.) for station in South. Send resume, photo and meeting in Los Angeles. Box 64R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Must be able to turn out good clean copy on deadline. Send resume, photo, and tape to KNZU, Houston, Texas.

Commercial copywriter for 5,000 watt independent. Immediate opening. Con- tact WPTF, KREY, St. Joseph, Mo. Phone 6-4636.

Commercial copywriter capable of handling network traffic for well-established local station. Must always be prepared to develop her own program. Give radio and TV experience, especially in the Midwest. Large TV market. Salary, welfare, etc. KSEI, Pocatello, Idaho.

News-special events director. Experienced man who can get and report all the news has a wide audience. Must be solidly commercial. You'll follow top stories, produce your own shows, etc. Attractive salary. WJDI, 25-year-old station. KSEI, Pocatello, Idaho.

Immediate opening experienced gal copywriter. Air mail complete data, requirements. WHIT, New Bern, North Carolina.

Help Wanted (Cont'd)

Advertisement copywriters, salesmen, etc., are in constant demand for the broadcasting industry. Write today for all current help wanted. BROADCASTING TELECASTING.
FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 25IR, BROADCASTING • TELECASTING.

Topnotch timebuyer

10 years exceptional radio-TV experience. Now placing $7,000,000 annually of spot and network time on radio and TV for all types of accounts.

Excellent working relationship with colleagues as well as with radio and television stations throughout the country.

BOX 305R,

BROADCASTING • TELECASTING.
SALES ENGINEERS

Well known manufacturer of radio broadcasting and communications equipment has openings for sales engineers in several areas including New England, Southeast, Midwest and Southwest. This is a salaried job plus increased remuneration for more sales. We want only men who are looking for permanent work and want to grow with us. Send full information first letter, with references, for position. We pay $35,000.00 to $45,000.00 for this position.

SALES MANAGER WANTED

For licensed UHF station in major market. Must have broad broadcast experience and expected references and references. Box 385R, BROADCASTING • TELECASTING.

SALES ENGINEERS

New England
$35,000.00
A full time network operation located in a large market. Good opportunity for both men and women.

Northwest
$45,000.00
A full time independent salesman located in a well established market. High potential. $35,000 down and good terms on balance. Write Box 329R, BROADCASTING • TELECASTING.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington, D. C.
Sterling 4341-2

CHICAGO
Ray V. Hamilton
235 Merchandise Mart Pl.
Chicago 1, Ill.

SALES MANAGER

WANTED

for manager for licensed UHF station in major market. Must have broad broadcast experience and expected references and references. Box 385R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Rocky Mountain station. No competition. Volume over $65,000, year. Priced to sell. Box 346R, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Used 5 kw AM transmitter. Box 318R, BROADCASTING • TELECASTING.

Wanted—Part or complete broadcasting equipment for 1 kw station, including antenna. Station and program sale. Box 369R, BROADCASTING • TELECASTING.

Help Wanted

SALES MANAGER

... for one of the nation's best known 50,000 watt network affili- ates in a major Midwest market. Seeking executive with several years big-time radio sales experience. Box 329R

BROADCASTING • TELECASTING

Television

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IMMEDIATE OPENING

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TV Grants Now Total 49
(Continued from page 65)

and Standard Life Broadcasting Co. (WLSI), both seeking VHF Channel 12, were granted comparative hearings required. Mississippi Broadcasting Co., Inc. (WBBB), both seeking UHF Channel 39, were granted comparative hearings. No notice was taken on application of Mississippi Publishers Assn. for UHF Channel 35.

Wheeling, W. Va. (Group A-2, No. 31) - WKWK Television Corp. (WKWK), both seeking VHF Channel 17, were granted comparative hearings. No notice was taken on application of the WVCP publishers Assn. for UHF Channel 35.

KAKE Broadcasting Co. (KAKE) and WXOR, both seeking VHF Channel 21 at Wichita, Kan. (Group A-2, No. 6).

Comparative hearings already have been scheduled in Washington for Oct. 6, with applications for stations at Portland, Ore.; Denver; Canton, Ohio, and Waterbury, Conn. [BT, Aug. 25]. Pre-hearing conferences for the Portland and Canton cases were held a fortnight ago [BT, Sept. 1] while that for Waterbury was held last week. The pre-hearing conference for the Denver applicants has not been scheduled.

Examiner Elizabeth Litvin will preside over the Canton cases while Examiner James D. Cunningham has the Denver cases, Examiner Elizabeth C. Smith the Portland hearings and newly appointed Herbert Sharman the Waterbury hearings [BT, Aug. 18].

Concerning the plans of WHUM to commence full power operation on its high UHF channel early by December, Humboldt J. Greig, president and general manager, reported the station's newly-acquired mobile truck would be in Reading for next Friday to commence TV demonstrations and promotion. He said this week the unit will be at the Reading Fair to present closed circuit shows, followed up in succeeding weeks with similar demonstrations at the Allentown Fair and Bloomsburg Fair.

Mr. Greig stated major set manufacturers already have had demonstration in the area and plan to offer VHF-UHF sets and UHF converters. One manufacturer, which accounts for 10% of the television sets in the market, is bringing in 15,000 UHF converters initially.

Because WHUM-TV will commence operation with full power, Mr. Greig said, the market will be the primary test area for VHF and the industry is cooperating fully and watching all developments.
New Grants, Changes, Applications

September 3 Applications

Rude, B., of MPD-AM, St. Louis, Mo.—Granted extension of permit for new AM station to operate 950 khz., at a height of 1200 ft. above sea level, with no change in present location. (FCC, April 30, 1952.)

Change ERP

KPOJ-AM Portland, Ore.—CP to change ERP from 4,500 to 5,000 kw., at an overall height above average terrain from 1,360 ft. to 1,400 ft., and 1,360 ft. to 1,400 ft., respectively, with a change in antenna system. (FCC, April 22, 1952.)

Change Tower Height

WIOD Miami, Fla.—Granted CP to increase height of south tower from 300 to 400 ft., with no change in present location. (FCC, April 30, 1952.)

September 4 Decisions

By COMMISSION EN BANC

Increase Tower Height

WIOD Miami, Fla.—Granted CP to increase height of south tower from 300 to 400 ft., with no change in present location. (FCC, April 30, 1952.)

Reinstatement of CP

WHVY Wausau, Wis.—Granted reinstatement of expired CP for new AM station to operate 1250 kw. 25 w., with a permit date of 6 months from date of grant. (FCC, April 22, 1952.)

Request Denied

WQAD Rock Island, Ill.—By letter, request for waiver of Sec. 1.153 of Commission’s rules to permit WQAD to operate on certain night after time specified in license. (FCC, April 22, 1952.)

Petition Granted

KMLW Martin, Tex.—By Order, granting CP extension for reconsideration of Commission of action April 17, 1952, denying application for extension of completion date for new station, set aside said action, and granted extension of completion date to March 1, 1953.

By BROADCAST BUREAU

FCC Changes

KWTO-AM TV Austin, Texas—Granted mod. CP to extend ERP changes from 110 kw. vis. 55 kw. aur. to 108 kw. vis. 54 kw. aur. with no change in present location. (FCC, April 22, 1952.)

Extension of Completion Date

WECS Chicago—Granted mod. CP for extension of completion date to 11-1-52.

Changes in Existing FM

WWDW FM Washington, D. C.—Granted mod. CP to extend ERP changes in existing FM. 101.1 mc., 20 kw., 410 ft. WWDW—authorized to change ERP to 101.1 mc., 18 kw., 350 ft. WWDW—authorized to change ERP to 101.1 mc., 12 kw., 450 ft. WWDW—authorized to change ERP to 101.1 mc., 9 kw., 600 ft. WWDW—authorized to change ERP to 101.1 mc., 5 kw., 750 ft. WWDW—authorized to change ERP to 101.1 mc., 3 kw., 1000 ft. (FCC, April 22, 1952.)

Extension of Authority

CBS Inc., New York—Granted extension of authority to transmit programs to special broadcasting stations under construction under authority granted December 18, 1950, and new station to operate 100 kw., on frequency 1190 khz., with a height of 550 ft., and overall height above average terrain of 1000 ft.; engineering condition. Estimating construction cost $22,500. (FCC, April 22, 1952.)

Extension of Completion Date

WABD New York—Granted mod. CP for extension of completion date to 1-31-53.
HEAVY TITLE BOUT
TNT Plans Nationwide

In the first coast-to-coast theatre TV hookup the Joe Waldock-Rocky Marciano heavyweight title fight will be telecast by Theatre Network Television from Philadelphia on Sept. 23.

With arrangements already made for AT&T Long Lines, Nathan L. Halpern, head of TNT, in Los Angeles last week said that deals for transmission of the event to theatres in that city, San Francisco, Seattle, Denver and other cities are being worked out. Efforts are also being made to have a Portland theatre TV installation ready for that telecast.

In the event anything should happen to prevent simultaneous telecasting of the fight to the West Coast, Mr. Halpern said arrangements have been made whereby the western telecast will be film-recorded and transmitted to each of the theatre screens within less than an hour.

The fight will not be fed to Philadelphia theatres nor to those in New England, challenger Marciano's hometown. What Mr. Halpern will be heard on radio he said.

TNT reportedly is paying International Boxing Club, promoters of the fight $150,000 for exclusive coverage rights.

Maddux to Resign

RESIGNATION OF R. C. (Pete) Maddux as vice president in charge of sales for WOR-TV New York will be announced shortly. Maddux follows last summer's realignment of station's executive personnel and integration of many WOR services with those of MBS when Mr. Maddux, four-year sales vice president for both radio and television at WOR, was assigned to TV sales exclusively, William Crawford becoming executive vice president and sales manager.

Mr. Maddux, now on vacation, has announced no future plans, nor has WOR-TV named his successor. He had been with WOR for a dozen years.

TV Grants Now Total 4½

(Continued from page 95)

of WKST's AM towers will be employed. The year-old WKST transmitter building was designed to accommodate TV. Mr. Townsend stated, and TV service is expected to be rendered to an area encompassing Youngstown, Butler and Beaver Falls in addition to New Castle.

Edward Lamb, owner of Midwest TV Co., reported the Massillon UHF Channel 23 station may use interim operation in order to prepare prompt new service to the area. Massillon is within coverage range of Akron and Canton. Transmitting equipment is on order from RCA and studio equipment is already on hand. Mr. Lamb already operates VHF stations WCUI (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

WAKR Akron hopes to commence operation of its UHF Channel 49 station by the first quarter of next year, possibly with interim transmitters going to S. Bernard Berk, president. Equipment will be obtained from RCA. WAKR originally ordered VHF equipment from RCA five years ago, he noted. Last week the station have petitioned FCC with respect to their comparative WDEF Chattanooga, which Channel 12 there, last week asked the Commission to discontinue the competitive bids of Southern Televising Inc. and Tri-State Telecasting Corp. on grounds that they are deceptive.

Lorain Journal Co., Lorain, Ohio, asked the Commission to deny petition of WEOL Elyria, neighboring town, for a conditional grant on Channel 31. The newspaper applied last June 30 for Channel 31 in Lorain and WEOL applied in August for the same channel in Elyria, which is within the 15-mile community radius.

WEOL had replied to the Journal application by asking FCC to grant its own application conditionally and to set the Journal application for hearing [B*T, Aug. 25]. The Journal Co. last week replied that grant of one mutually exclusive application without a hearing on both would be prohibited by the Ashbacker decision, saying also that the decision points out that grant of one application and designation of the other for hearing places the applicant without a station on the air at an unfair competitive advantage.

Violation of the Fifth Amendment also is claimed by the Journal Co., as well as Sec. 1.382(d) of the FCC rules prohibiting a grant without hearing it "would not preclude the grant of any mutually exclusive application."

In addition the Journal Co. claims WEOL has not shown that prompt service is needed in Elyria or that the grant would be in the public interest or that the Journal grant would violate the Communications Act or FCC rules. The newspaper admits practices that led to denial of its Mansfield, Ohio, broadcast application because of purported stifling of radio competition, but added that the practices have been discounted and therefore it is not barred as a licensee.

NAESSER DEGREE

Judge Orders Rehearing
U. S. District Court Judge Harry C. Westover has scheduled a rehearing today (Sept. 8) on his July 31 decision [B*T, Aug. 11] overruling an earlier decree by the referee in bankruptcy, Benno M. Brink, that four feature movies produced by James and George Nasser, be made available for television showings [B*T, Mar. 10]. The pictures are being theatrically released by United Artists.

The rehearing petition was made by George T. Goggin, attorney for the brothers. Charles A. Loring, U.S. counsel.

GLOBAL SIGHTS

WHEN IT'S BMI It's Yours
Another BMI "Pin Up" Hit—Published by Acuff-Rose

WARM UP TO THE WARM UP

JAMBALAIA

On Records: Jo Stafford—Paul Weston—Columbia; Neal Hefti—Frances Wayne—Coral; Hank Williams—MGM; Rex Allen—Decca; Moon Mullican—King.

Jessie Mansfield

BROADCASTING • Telecasting

September 8, 1952 • Page 97

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Acuff-Rose

JAMBALAIA

On Records: Jo Stafford—Paul Weston—Columbia; Neal Hefti—Frances Wayne—Coral; Hank Williams—MGM; Rex Allen—Decca; Moon Mullican—King.

Exclusively licensed by

BROADCAST MUSIC INC. 505 FIFTH AVENUE, NEW YORK 36, N.Y.
network listening

SE report on nighttime radio listing in TV homes in New York area

Business Briefly

(Continued from page 5)

as musicians and colorful personalities, according to Irving Townsend, advertising manager.

NAME CHRISTIANSEN • Jewel Food stores, Chicago, names Christiansen Adv. as agency. James Grotan, formerly of Herbert S. Lauftman Co., is account executive. Radio used.

ARNOLD BAKERS CHANGE • Benton & Bowles, N. Y., has resigned Arnold Bakers account, effective Dec. 1.

KIX BUYS • General Mills (Kix cereal) signs for one-minute announcement, plus opening and closing billboards, in each of the five M-G-M Radio Attractions programs on Mutual which are available for network sale. Purchase, under Mutual's multi-message plan, is effective with return of shows on Sept. 29 after summer hiatus. Agency for General Mills: Tatham-Laird, Chicago.

FOWLER GETS DEFENSE POST

HENRY H. FOWLER, Defense Production Administrator, named Friday by President Truman as Defense Mobilizer, succeeding Dr. John R. Steelman, assistant to President, who occupied post since resignation of Charles E. Wilson. Mr. Fowler continues production post until he can determine if office can be merged with new job. He told President he could not hold mobilization post longer than end of year.

CAMPAIGN SERIES

NEW CBS-TV program, Whistle Stop Campaign, scheduled to begin Sunday with film footage on each of two major Presidential nominees' campaign activities. First program set for 4:40 p.m. EDT but subsequent shows will be carried on Sundays, 3:30 p.m. EDT. Charles Cullingwood to be narrator.

ANTELL FORMULA No. 1

CHARLES ANTELL, Inc., maker of Formula No. 9 hair cream and shampoo, parlayed a $240 TV show into a 12 million dollar business in two years," simply by not making mistake commonly being made today in television commercials," Charles D. Kashon, Antell president, told Merchandising Executives Club of New York, last week. "Superficially disguised radio commercials, jingles or animated billboards, don't work on TV. They certainly can't do the job a salesman can, because no one can sell like a salesman," he said.

appointment of CHARLES E. WILSON, former director of Office of Defense Stabilization, as national campaign chairman for 1952 Crusade for Freedom announced by Henry Ford II, national chairman. Mr. Ford has left for six-week trip abroad to inspect Munich facilities of Radio Free Europe.

DAVID HALE HALPERN, vice president, Owen & Chappell, New York, in charge of radio and television, to Biow Co., same city, as account supervisor on Ruppert Brewery.

LESTER S. ROUNDS, Benton & Bowles, N. Y., account executive, returns to the public relations staff of Knudsen Agency, N. Y., as director of promotion, Sept. 15.

BAYARD R. HAND, formerly with Elmer Koper and John F. Dunn, with Stewart Doug-all & Assoc. to Fuller & Smith & Ross, N. Y., as research associate.

ROBERT F. MESKILL joins the Chicago sales staff of O. L. Taylor representative firm, replacing J. George Cooper, who has resigned. Mr. Meskill is former general manager of WJBC Bloomington, Ill.

NOEL E. THOMPSON, former assistant of KGNC Amarillo, Texas, reappointed to staff as sales manager succeeding late John G. Ballard. Recently Mr. Thompson has been at KFYO Lubbock, and KTSU San Antonio.

KELLY MADDOX, former NBC Chicago production director, named program manager of WKVA-TV, effective Oct. 1. He will be stationed at WFAA-TV Dallas for training until March.

beckman heads abc station relations

ALFRED B. BECKMAN has been promoted to national director of ABC's newly integrated radio and TV station relations department, Ernest Lee Jahneke, vice president and assistant to president, announced Friday. William A. Wyile, director of ABC's radio stations department, was named manager of new department and Don Buck, regional manager of TV stations department, becomes director of sales and traffic for ABC's network. Mr. Beckman joined ABC's network department under Mr. Jahneke, incoming vice president.

Mr. Jahneke said integration of radio and TV station relations does not set pattern for other ABC departments, which will continue to function separately. Station relations integration seemed logical when research showed majorities of ABC TV stations going on air will be co-owned by ABC radio affiliates, he stated.

WNBCTV (TV) Changes

WNBCTV and WNBCTV (TV) New York this week reorganized their radio and television personal, Ted Cott, NBC vice president and general manager of WNBCTV-WNBCTV announced, because of greater expansion of local programs. Under new plan, Richard (Dick) Pack, program director of WNBCTV, becomes director of program operations of WNBCTV-WNBCTV. Jack Grogan, in charge of programs of WNBCTV, shifts to WNBCTV as production supervisor. Under Mr. Pack, Steve White, staff writer and producer for Ken Smith radio show, becomes program manager of WNBCTV, and Peter Affe, operations supervisor of WNBCTV, becomes program manager of WNBCTV. WNBCTV will have its own permanent studio and its own engineering crew hereafter.

people...

New TV applications

TWO applications for new TV stations filed with FCC Friday, raising total requests for TV outlets filed since April 14 "thaw" to 769 (see TV GRANTS & APPLICATIONS, page 66). Two other applications, both seeking change in transmitter location, came from KDYL-TV Salt Lake City (on the air since July 1, 1948), and KPTV (TV) Portland, Ore., which recently got CP (TV GRANTS & APPLICATIONS, page 7, July 21) New applications:

Atlanta, Ga.—WEAS Inc., UHF Ch. 38, ERP 19.5 kw visual, 9.75 kw audio; antenna height above average terrain 507 ft. above ground 645 ft. Estimated construction cost $162,950, first year operating cost $505,600, revenue $626,000. Applicant is licensee of WEAS Decatur, Ga.; WTV Savannah, Ga.; WGOV Valdosta, Ga.; and WPWM West Memphis Ark. Principal owner, R. D. Rivers Jr. (39.9%). Also seeks TV stations in Savannah, Valdosta and Memphis (see TV applications, page 78, for Memphis applications, page 78, for Memphis applications, page 78, for Memphis applications). Portland, Ore.—Cascade Television Inc., UHF Ch. 8, ERP 316 kw visual, 138 kw audio; antenna height above average terrain 1,381 ft. above ground 974 ft. Estimated construction cost $92,397, first year operating cost $480,000, revenue $520,000. Principals include President George C. Sheahan (10%); Robert Davis (26%), president and majority owner of KOLO Reno, Nev., and KOHR Las Vegas, Nev.; Vice President Clayton R. Jones (26%); president of stevedoring and ship-fitting firm; Treasurer Thomas W. Young (10%), president of wholesale jewelry firm, and five others with minority interest.

change in existing station

KDYL-TV Salt Lake City, Utah, VHF Ch. 4, ERP 0.006 kw visual (from 0.004 kw visual), 0.003 kw audio (from 0.002 kw audio); antenna height above average terrain 2,083 ft. (from 542 ft.), above ground 182 ft. (from 230 ft.); Transmitter location to be 17 mi. SW of Salt Lake City, instead of Mr. Nelson.

change in CP requested

KPTV (TV) Portland, Ore., UHF Ch. 27, ERP 87.9 kw visual (from 91 kw visual), 43.5 kw audio (from 46 kw audio); antenna height above average terrain 1,403 ft. (from 1,200 ft.), above ground 251 ft. (from 496 ft.); studio location to be at 735 SW 30th Place, Portland. Transmitter to be located on north end of Council Crest Park in west hills of Portland, instead of Portland Heights.

north debut

TELEVISION debut of Mr. and Mrs. North has been set for Oct. 3 on CBS-TV, 10:10 p.m. EST. Colgate-Palmolive-Peet Co., sponsor of program on radio, will also sponsor television version. Sherman & Marquette is agency.
American industry is big with advertising-studded successes, yet none is bigger than Kellogg. Advertising, and especially air advertising, has taken Corn Flakes and other fine products of this Battle Creek firm into every nook and cranny of our country—and many other countries. Kellogg does a complete job, from farmer to miller to delectable product to dealer to consumer. And in the rich Virginia markets, Havens and Martin Stations help the assembly line move faster.

Havens and Martin Stations, WMBG, WCOD, and WTVR, are available to alert advertisers as the modern way to sell in the Old Dominion State. There are reasons aplenty! Havens and Martin Stations are the only complete broadcasting institution in Richmond; for more than a quarter century they’ve featured the kind of public service that builds loyalty and affection; they bring NBC to viewers and listeners; they’re a quality operation doing a job for quality products.
Once again Detroiters vote for
WWJ-TV... 2 to 1!

Whenever all 3 Detroit TV stations telecast the same event...such as the World Series or the President's speech...Detroit's TV advertisers get additional visual proof of Detroiters' preference for WWJ-TV. The recent convention telecasts confirmed this again...when more Detroiters saw the conventions on WWJ-TV than on both other stations combined. Here are the survey figures:

WWJ-TV's Share of the Audience During Convention Telecasts

Monday 7/7
8:30-11:00 P.M. ............... 48%  
Tuesday 7/8
8:30-11:00 P.M. ............... 53%  
Wednesday 7/9
8:30-11:00 P.M. ............... 50%  
Thursday 7/10
8:30-11:00 P.M. ............... 63%  
Friday 7/11
7:00-9:00 P.M. ............... 60%

Source: American Research Bureau

At all other convention sessions—morning, afternoon and late evening—viewers' preference for WWJ-TV was in the same ratio.

Ask the Hollingbery man for further facts, figures—and availabilities.

FIRST IN MICHIGAN  Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

NBC Television Network